

Non-Member Acquisition Content Outline

LUX Version:

- **Hero:** There's Always Been a Point to Travel. *And We'd Like to Offer You 7,500 More.*
 - The above HL aligns with the new tone of voice with a slight luxury spin
 - We will incorporate a thank you for staying message and an enticement to join and earn member benefits
 - We will design an animation to show the steps to earn without iconography using ATM as inspiration
 - We will include the benefit of booking direct messages underneath the animation for all
- **Secondary Content:**
 - Let Your Points Take You Places
(Link to earn page on MBV)
 - MGM Bellagio/The Luxury Collection new opportunity
 - Elevate Your Next Trip
(6 pack of beautiful imagery and logos for each of the 6 luxury brands with links to each HWS that aligns with the hero treatment we use to brand all LUX MAU communications)

Non-Lux Version:

- **Hero –** There's Always Been a Point to Travel. *And We've Got 7,500 More.*
 - Again, this aligns with the new tone of voice, but in a bit more of a straightforward way than the lux version
 - We will also include a thank you for staying message and be more literal with the bonus points and member benefits
 - Animation will include iconography but be similar to above
 - We will include the benefit of booking direct messages underneath the animation for all
- **Secondary Content:**
 - Earn More Points (link to Earn)
 - Redeem for Free Nights (link to Redeem)
 - Get Exclusive Offers (link to Offers)
 - Save on Weekend Escapes (link to Escapes)
 - MGM with Marriott Bonvoy partnership
- **Tertiary Content:**
 - Where Can We Take You?
(video from new portfolio campaign showcasing the breadth of our portfolio and a great visual wrap-up to the email)