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# American Express TLS Opt-in Emails 2/16 PWP

**CREATIVE REVIEW, ROUND 4**

January 28, 2016

**underline**

12 West 27th Street, New York, NY 10001  
212-994-4340 | [underlinecom.com](http://underlinecom.com)

## Subject Lines

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**A. Give your wallet a vacation**

**B. Turn points into travel possibilities.**

Previews:

Use Membership Rewards® points to book your next trip

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Note: Subject lines will be optimized using a 10/10/80 split in CheetahMail. Two subject lines will be randomly sent to 20% of list at 10:00AM; the winning subject line will be sent to remaining 80% of list at 3:00PM.

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100 YEARS AMERICAN EXPRESS TRAVEL Hotels Flights Cars Cruises

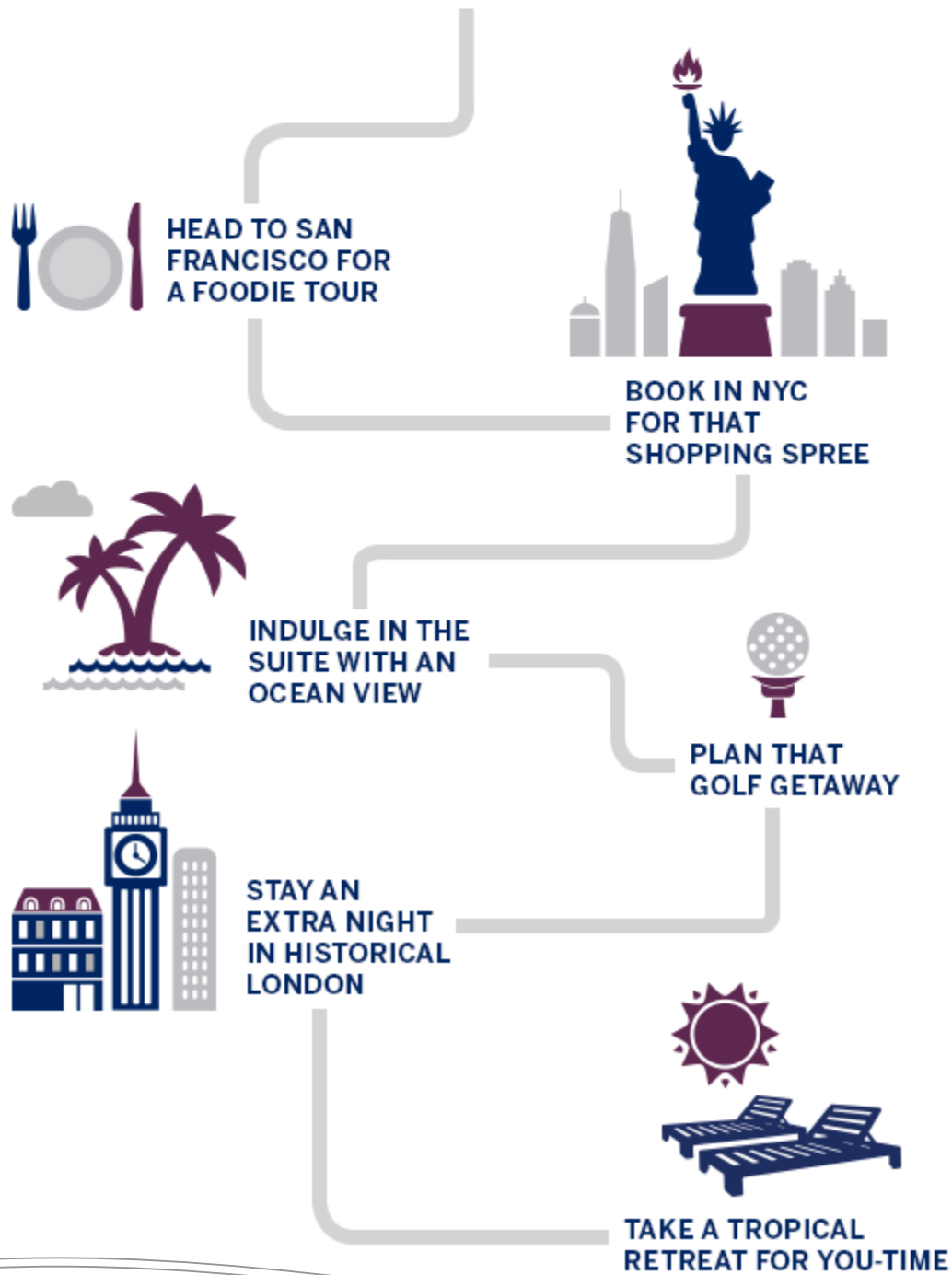
# HAVE POINTS? GO TRAVEL!

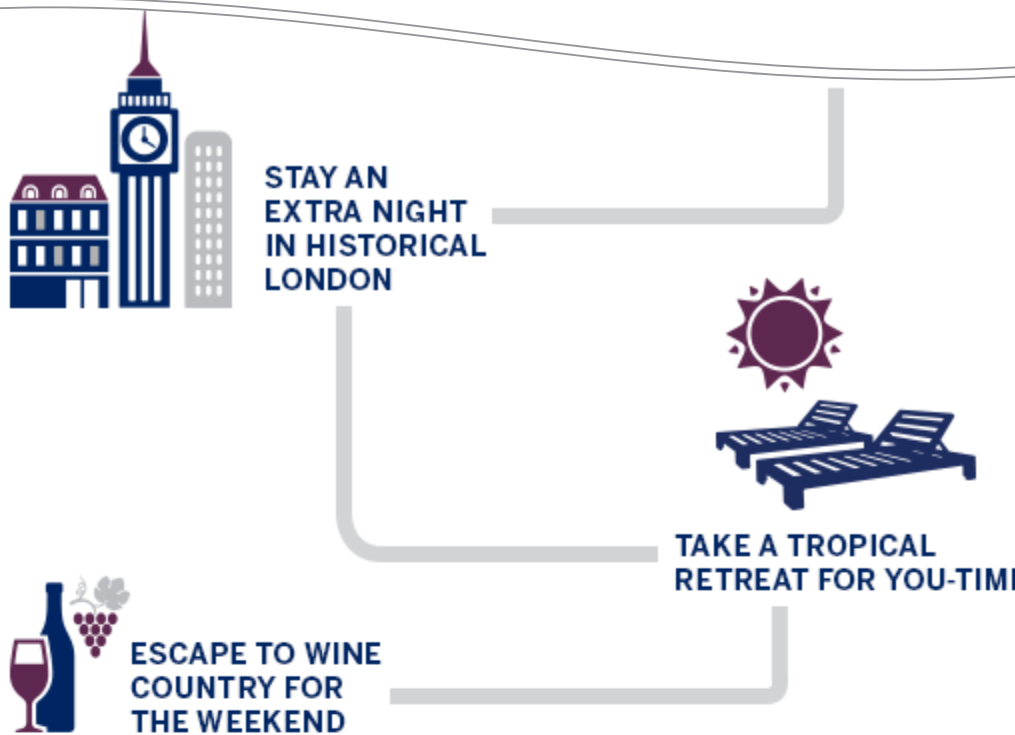
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## HOW WILL YOU USE PAY WITH POINTS?





**STAY AN EXTRA NIGHT IN HISTORICAL LONDON**

**TAKE A TROPICAL RETREAT FOR YOU-TIME**

**ESCAPE TO WINE COUNTRY FOR THE WEEKEND**

**USE POINTS ▶**

**Don't have an American Express Card that earns you Membership Rewards® points? [Apply for a Card today](#)**

**MORE FROM AMERICAN EXPRESS TRAVEL**

**Celebrity Cruises Limited Time Offer**

Enjoy a \$100 onboard credit per stateroom when you book a Veranda stateroom or above on a featured sailing through American Express Travel by 2/29/16. <sup>2</sup>

**SEE OFFER DETAILS ▶**

Celebrity **X** Cruises®

**TAKE MEMBERSHIP FURTHER<sup>SM</sup>**

- 2X** Double Membership Rewards® points<sup>3</sup>
- Use points for your flight & hotel
- Lowest Hotel Rate Guaranteed<sup>4</sup>
- Exclusive offers and savings

**TRAVEL** Hotels Flights Cars Cruises



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## Terms and Conditions

**1. Membership Rewards® Pay with Points:** To use Pay with Points, you must charge your eligible purchase through American Express Travel to a Membership Rewards® program-enrolled American Express® Card. Eligible purchases exclude car reservations, non-prepaid hotels, and Fine Hotels & Resorts bookings. Points will be debited from your Membership Rewards account, and credit for corresponding dollar amount will be issued to the American Express Card account used. If points redeemed do not cover entire amount, the balance of purchase price will remain on the American Express Card account. Minimum redemption 5,000 points. See [membershiprewards.com/terms](http://membershiprewards.com/terms) for the Membership Rewards program terms and conditions. If a charge for a purchase is included in a Pay Over Time feature balance on your Linked Account (for example, the Extended Payment Option), the statement credit associated with that charge may not be applied to that Pay Over Time feature balance. Instead the statement credit may be applied to your Pay in Full balance. If you believe this has occurred, please contact us by calling the number on the back of your Card.

**2. Celebrity Cruises Limited Time Offer:** All prices are in U.S. dollars, per person, based on double occupancy and are land only (unless otherwise noted). Prices reflect savings off brochure fares and are not combinable with other offers. Prices and offers are valid on new bookings only for select departures; bookings that are canceled and rebooked do not qualify. Prices and offers may vary by date, are capacity controlled and are subject to availability and change without notice. Prices and promotions are accurate at time of printing (1/14). Additional higher-priced packages available. Certain restrictions and blackout dates may apply. Travel credit cannot be redeemed for cash or credit; unused portions are forfeited. Prices and promotions are accurate at time of printing. Not responsible for printing errors or omissions. Must be 21 years of age or older to consume alcohol; please drink responsibly. Additional provider terms, conditions and definitions, including cancellation, fees may apply. \$100 per stateroom onboard credit is valid for new individual bookings made between 1/4/16–2/29/16 for select travel dates between 4/25/16 and 9/19/16, is not redeemable for cash and is quoted in U.S. dollars. Applicable to Verandas and Suites only. Limit one credit per stateroom/booking. Prices are cruise only, per person, based on double occupancy, on select sailings and subject to availability. Offer is combinable with American Express Mariner Club. Prices quoted in U.S. dollars. Itinerary and prices subject to change without notice. Government taxes and fees of \$132.99 per person are additional and subject to change. Group bookings are not eligible for this offer. This offer is not redeemable for cash and not transferable. This promotion is combinable with one other consumer offer at time of booking, as long as the booking meets the criteria for both offers. Book this offer online or call 1-866-669-4423 and mention promo code AMACS by 2/29/16. Ship's Registry: Malta and Ecuador.

**3. Double Membership Rewards® Points:** Eligible purchases are travel purchases, excluding car reservations, non-prepaid hotels, and FINE HOTELS & RESORTS bookings, booked through [amextravel.com](http://amextravel.com) on your Membership Rewards program-enrolled American Express® Card. To receive 2X points on each dollar of eligible purchases, you must charge air, prepaid hotel, including The Hotel Collection prepaid bookings, vacation packages (flight + hotel packages) or cruise reservations through [amextravel.com](http://amextravel.com) to your eligible, Membership Rewards program-enrolled American Express Card. Any portion of a charge that you elect to cover through redemption of Membership Rewards points is not eligible to receive points. **Bonus ID A2EM (Air, Hotel, and vacation packages); Bonus ID 5432 (Cruise).** When we calculate the extra points benefit for Amex EveryDay Card products, points awarded under this offer will not be included. Extra points will be credited to the Membership Rewards account 10-12 weeks after final payment is made. See [membershiprewards.com/terms](http://membershiprewards.com/terms) for the Membership Rewards program terms and conditions.

**4. Lowest Hotel Rate Guaranteed:** If you book a qualifying prepaid hotel rate on [amextravel.com](http://amextravel.com) and then find the same room, in the same hotel, for the same dates, the same number of children and adults, at a lower price online, before taxes and fees, we'll refund you the difference. Your claim must be submitted prior to cancellation and/or change fees coming into effect per the hotel's policies specific to the room you booked on [amextravel.com](http://amextravel.com). As an example, if a room rate is subject to cancellation fees starting 72 hours before check-in, the claim must be submitted prior to that time. The "Lowest Rate Guaranteed" policy applies only to online rates available to the general public and excludes (1) non-refundable rates (2) rates or discounts that are not available to the general public, including, but not limited to, corporate, group, charter, meeting/convention, AAA, government/military, and senior citizen rates/discounts; or (3) hotel rooms booked through or in combination with frequent stay, loyalty, points, coupon promotions, rooms won through contests or sweepstakes or transferred, or rooms booked on opaque websites that do not allow you to see the name of the hotel until your reservation is complete, and (4) rates booked through the Fine Hotels & Resorts program. [Details](#)

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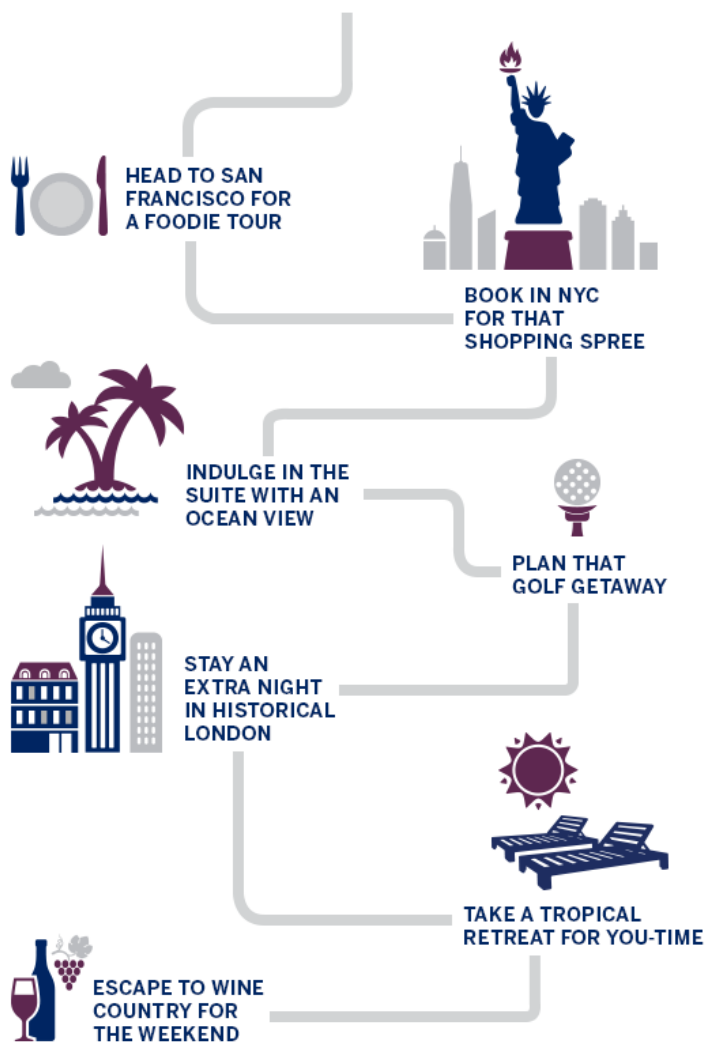
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### HOW WILL YOU USE PAY WITH POINTS?



Infographics link to their respective landing page

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### MORE FROM AMERICAN EXPRESS TRAVEL

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