



INTERCONTINENTAL®
HOTELS & RESORTS

Ambassador Activation/Re-Activation

Creative Review | 01.22.20



Ambassador Activation

Email concepts

Day Zero - Audience One

Welcome Desktop Email

Subject Line:

Your InterContinental Ambassador membership awaits.

Pre Header:

Indulge in benefits befitting the well-travelled.

Alt Text:

Sitting area at InterContinental Danang Sun Peninsula.

Headline:

A toast to your membership

Body copy:

Congratulations on a year of elevated travel and unrivaled experiences with InterContinental® Ambassador.

Your membership guarantees you rich benefits at more than 200 InterContinental® Hotels & Resorts around the world, including guaranteed one-category room upgrades, extended check-out, and credits to our restaurants and bars* for every stay.

- Guaranteed one category room upgrade
- Extended 4pm check-out
- Restaurants & bars credits**
- Complimentary weekend night*

To help us deliver personalised experiences suited to your style, please update your preferences in your [IHG account online](#). Don't forget to download the IHG app for convenient access to your membership card, to explore benefits further, and to make reservations at our member rates.

We look forward to welcoming you on your next stay.

CTA:

VIEW ALL BENEFITS

Module Headline:

UPDATE YOUR ACCOUNT ANYTIME

Body copy:

Visit your account dashboard to change your password, update your contact information and more. You can also add your birthdate so we can celebrate with you.

CTA:

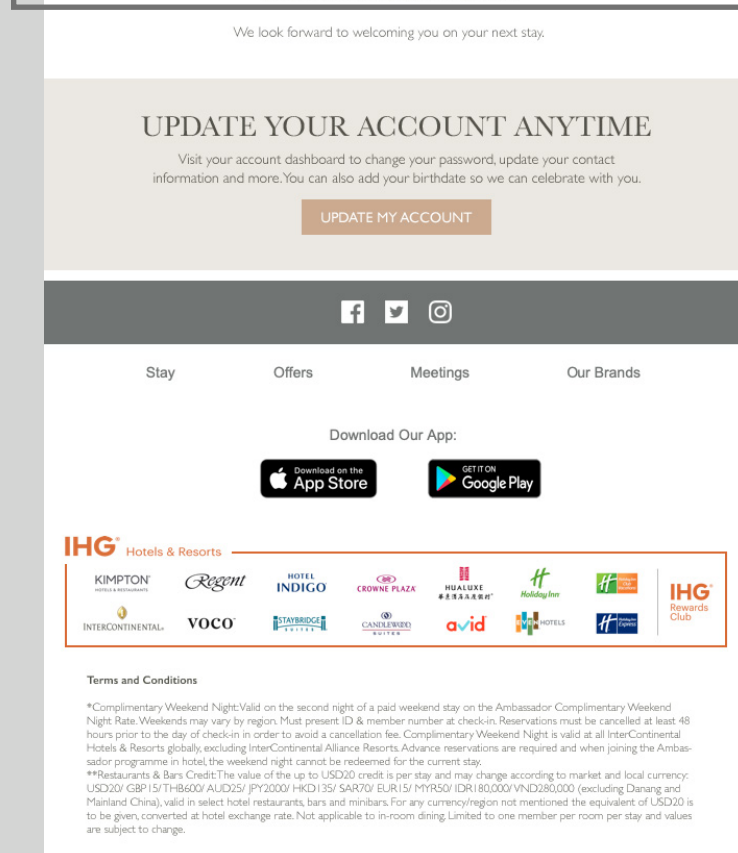
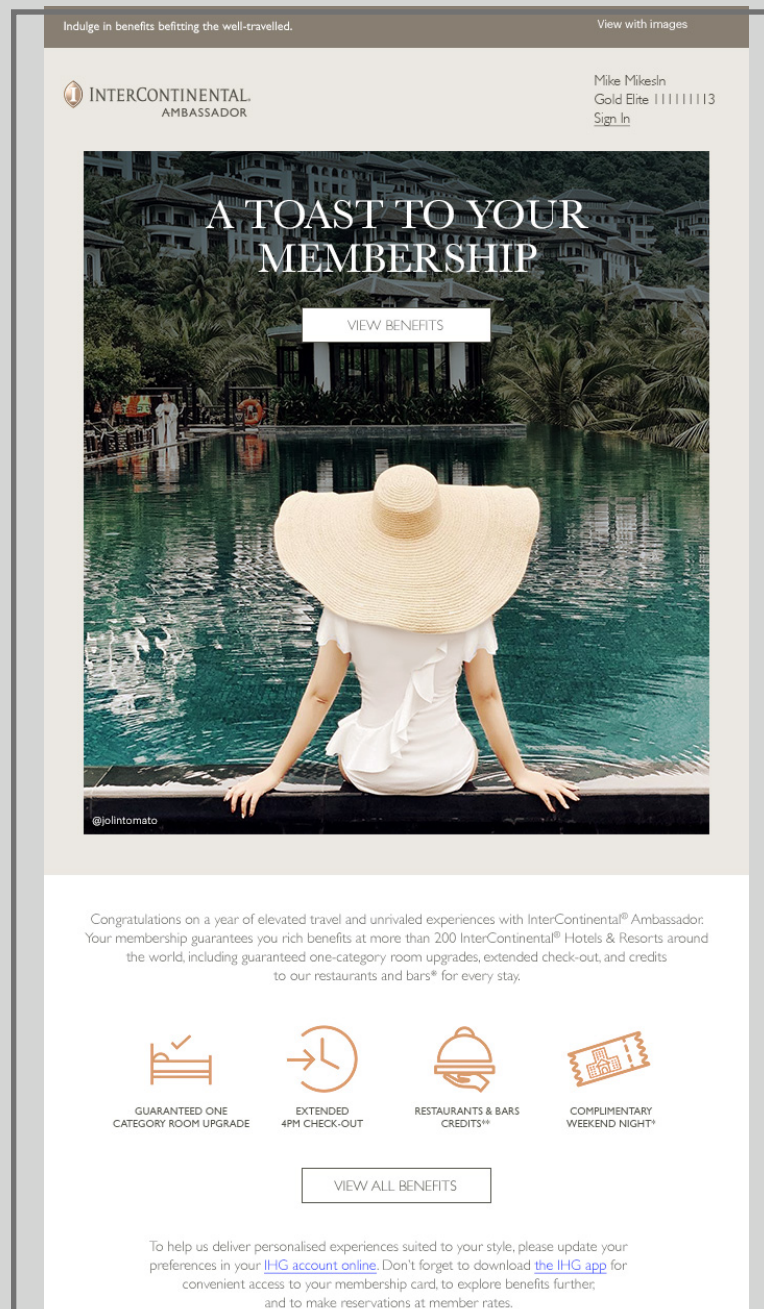
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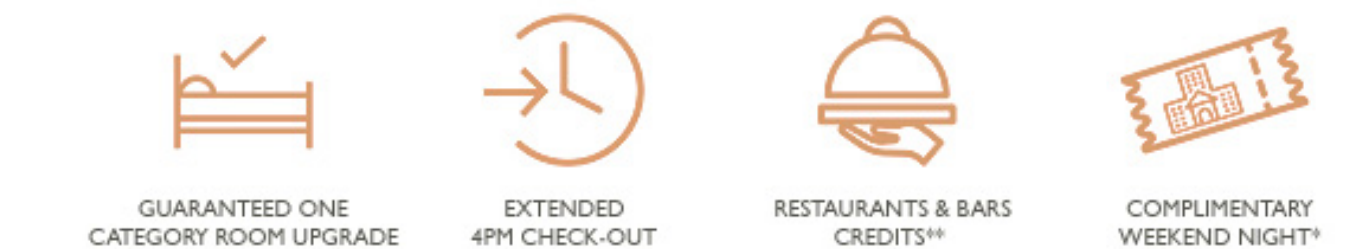
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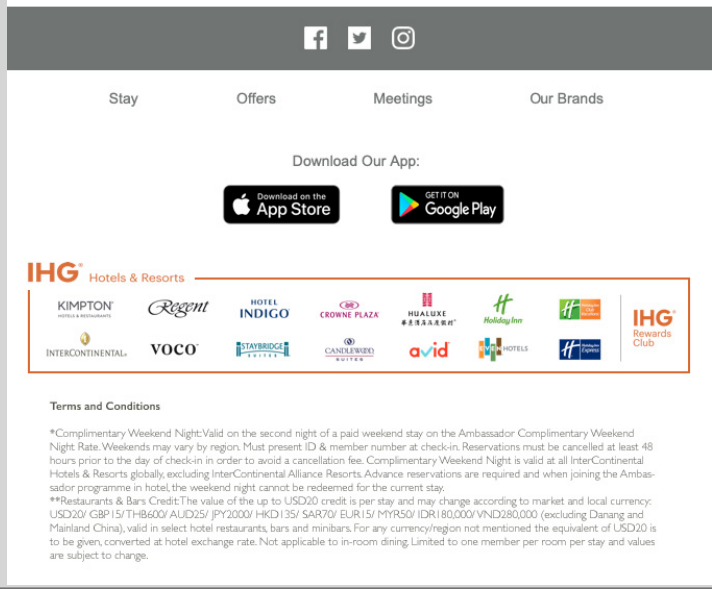
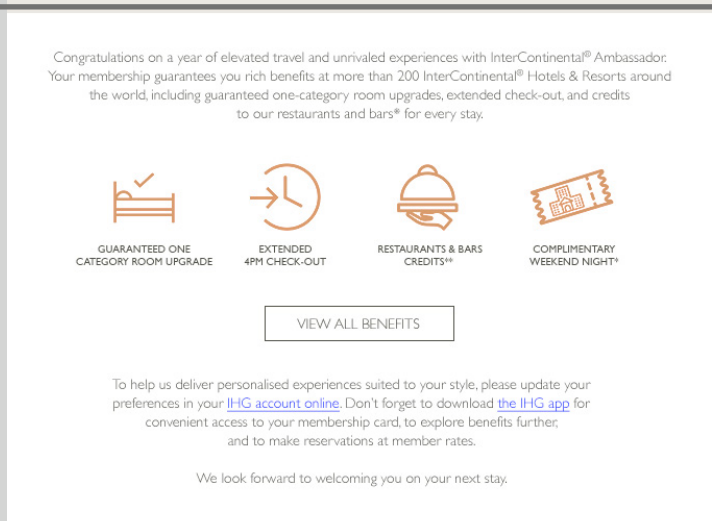
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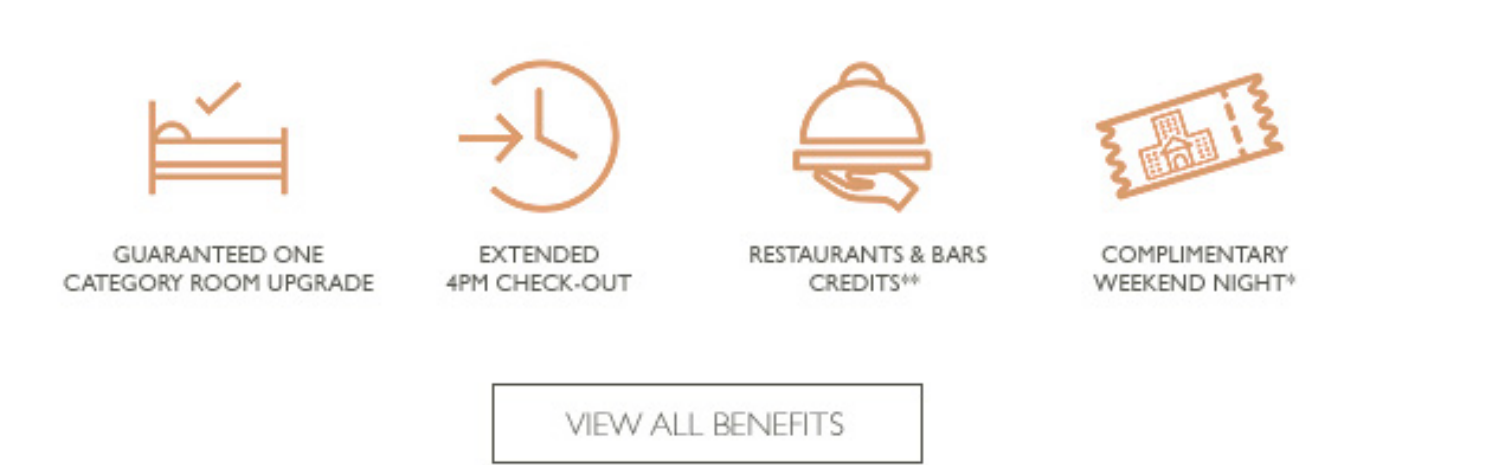
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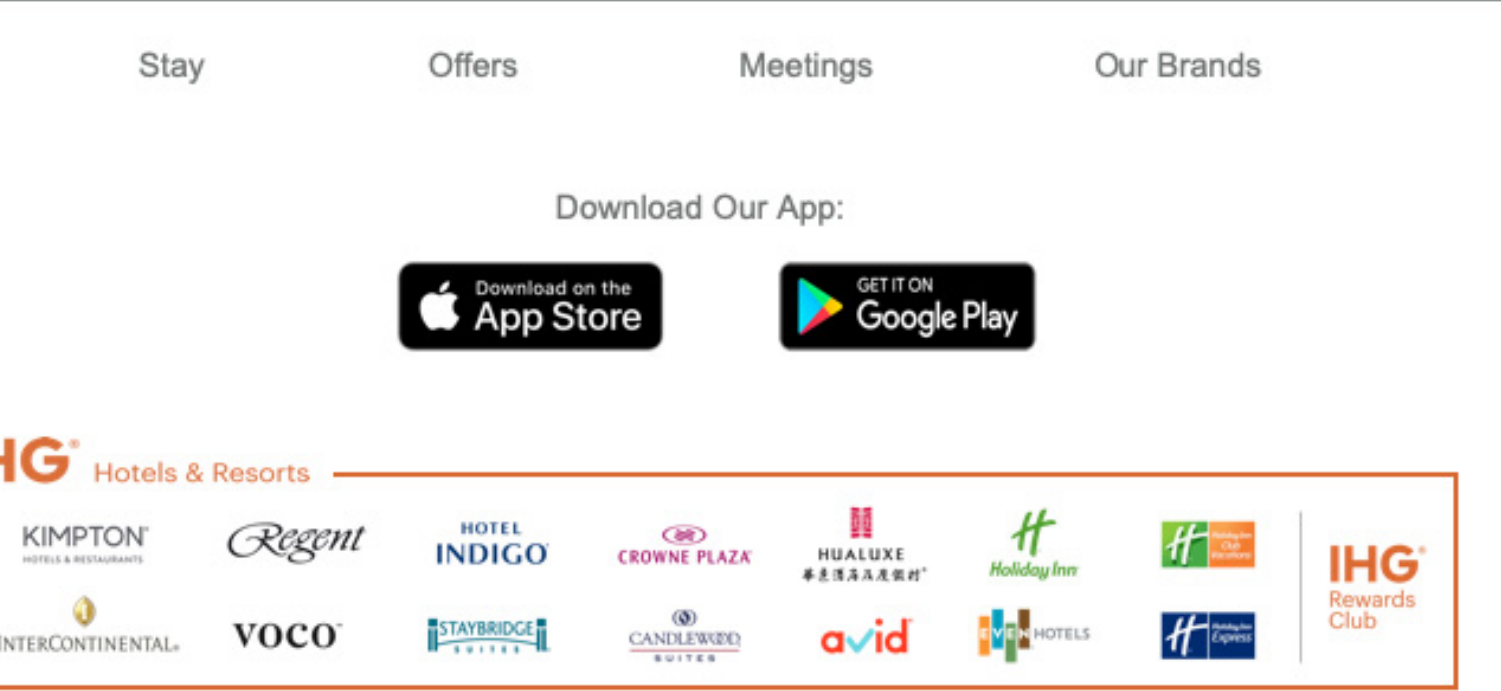
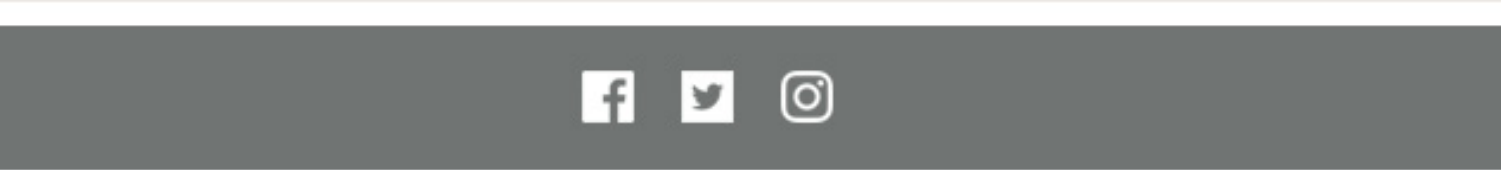
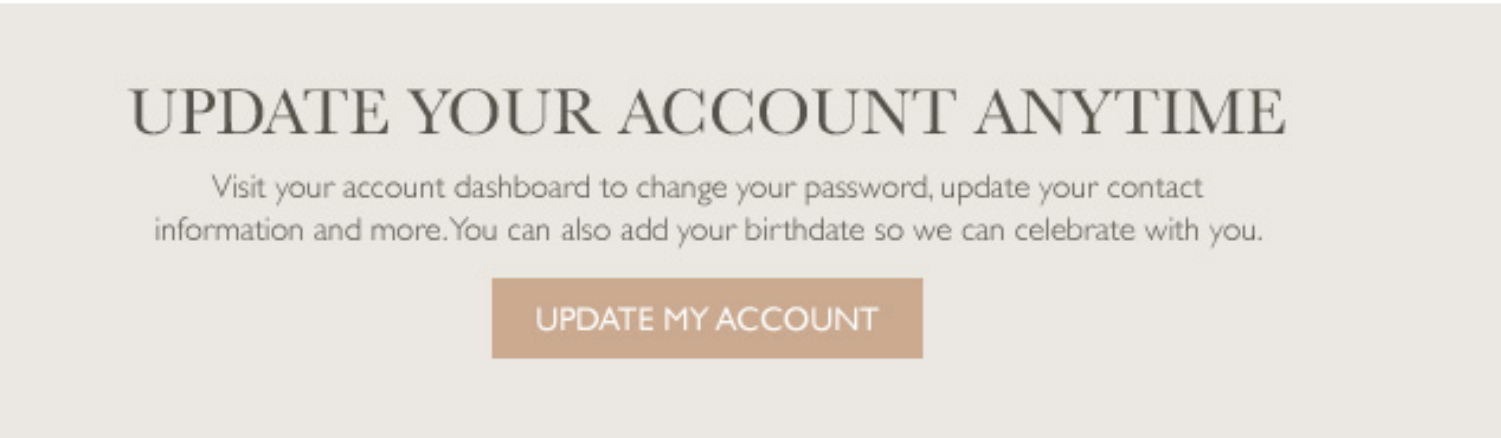


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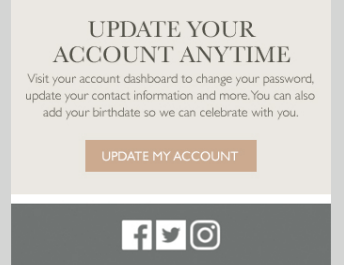
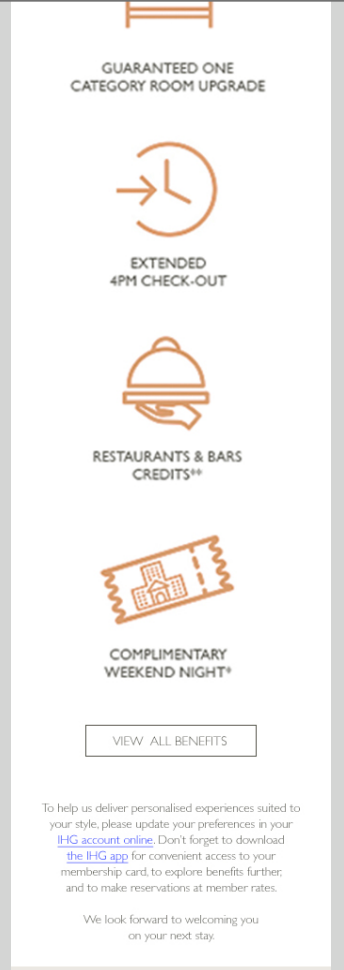
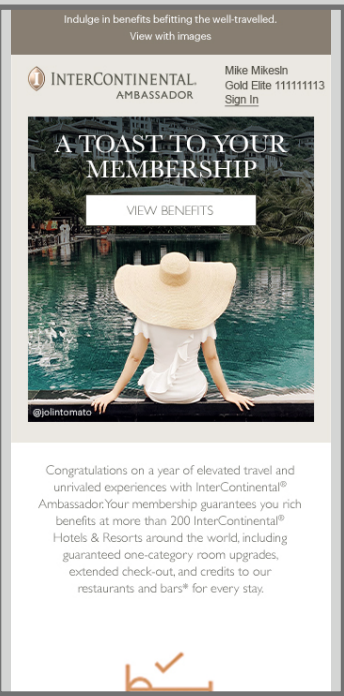
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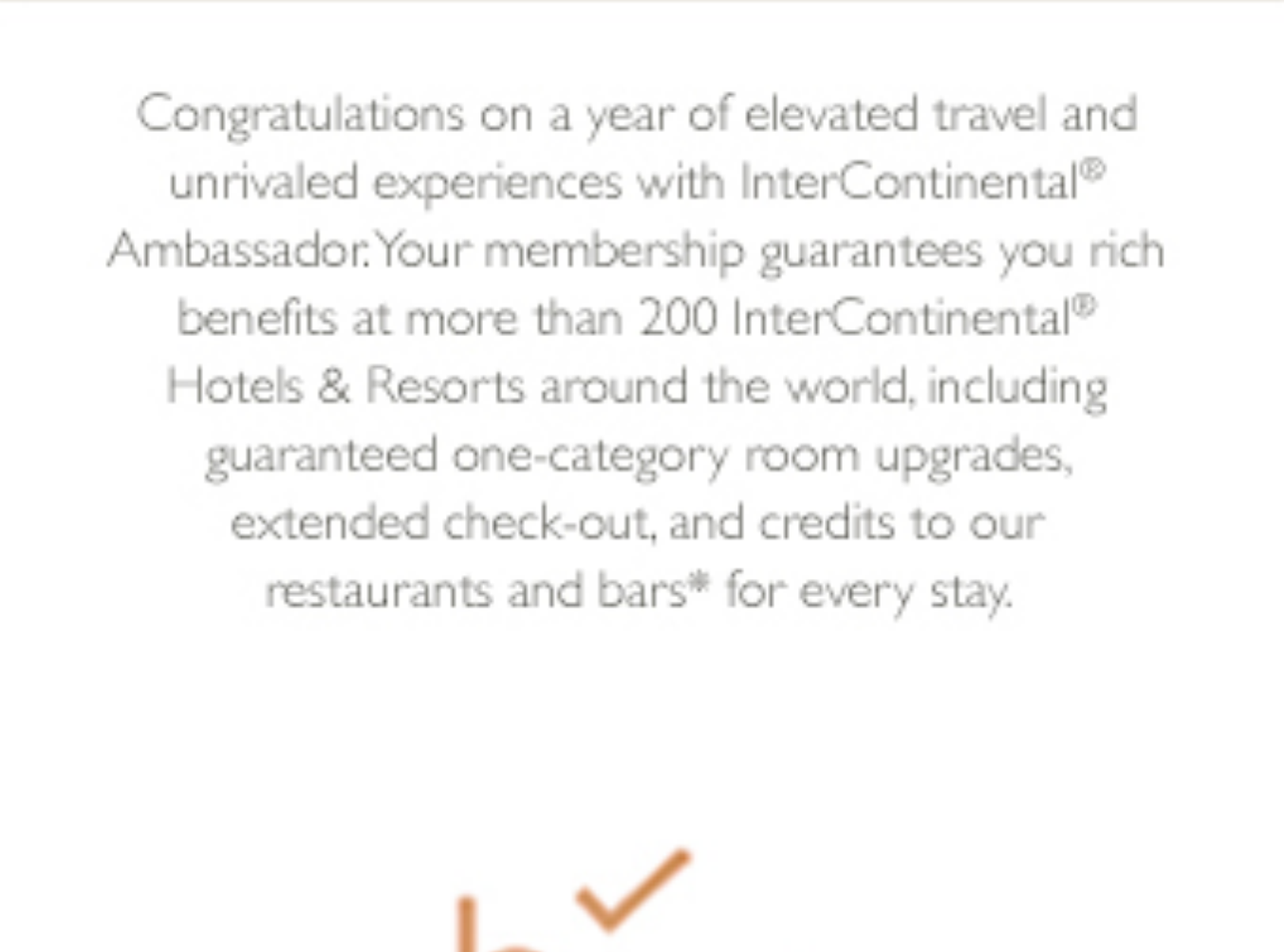
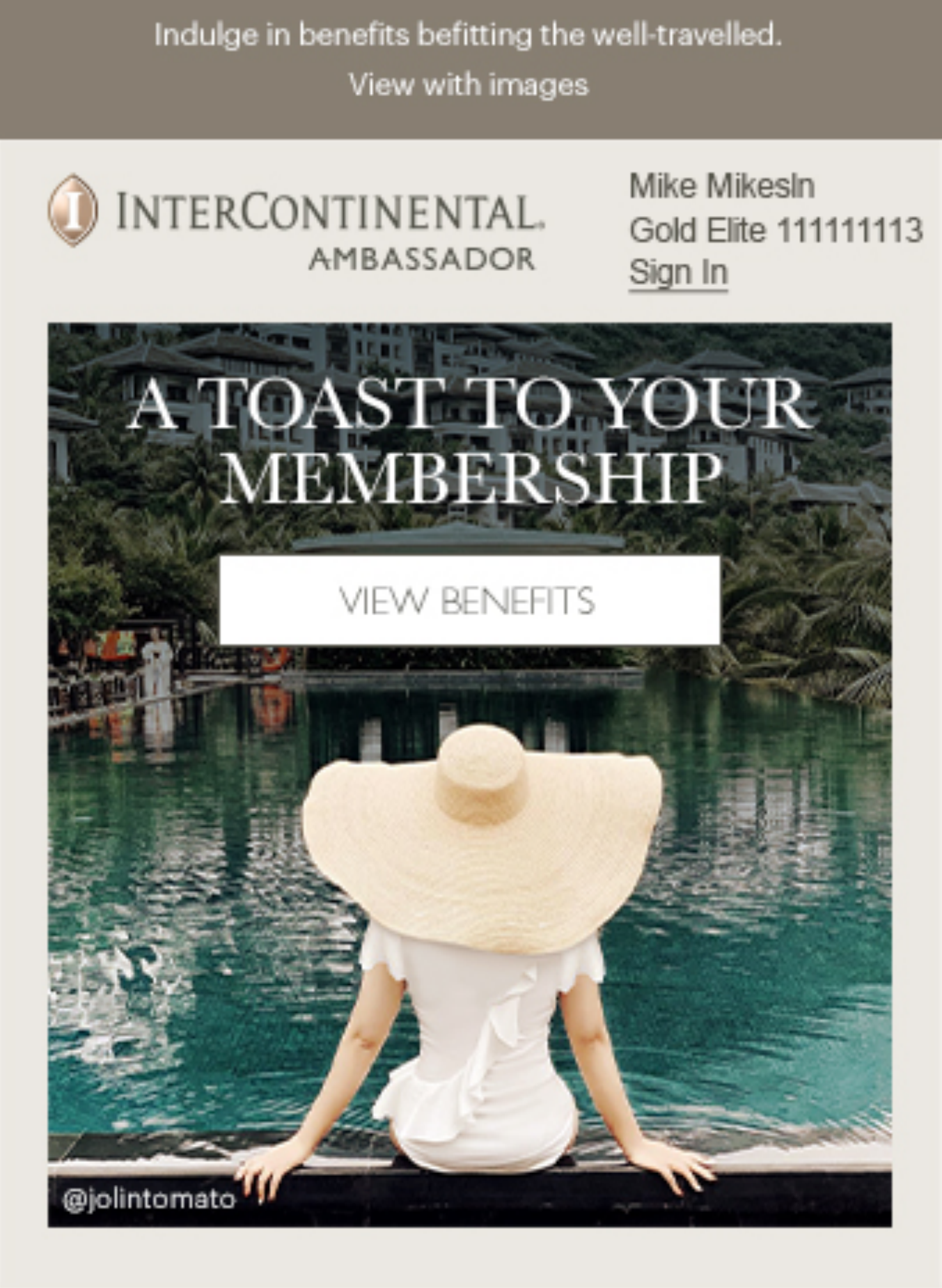
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*Restaurants & Bars Credit: The value of the up to USD200 credit is per stay and may change according to market and hotel. Up to USD200 CREDIT can be used at participating restaurants and bars. Valid from 1 January 2020 to 31 December 2020. IHD15 US\$200 EUR15 MYR5 GBP10 AUD10 HKD10 NZD200GBP0 (excluding Darang and Mainland China), valid at participating restaurants and bars. Members do not earn complementary nights (notwithstanding the inclusion of USD200 to a given converted and local exchange rate). Not applicable to reservations limited to one member per room per stay and values are subject

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Credit for Dining Credit: The value of up to US\$200 credit is per day and may change according to market and local US\$200 credit. US\$200 GBP157=HKD400=USD200 JPY2920 HKD157 SAR707 EUR185 AUD180 USD200

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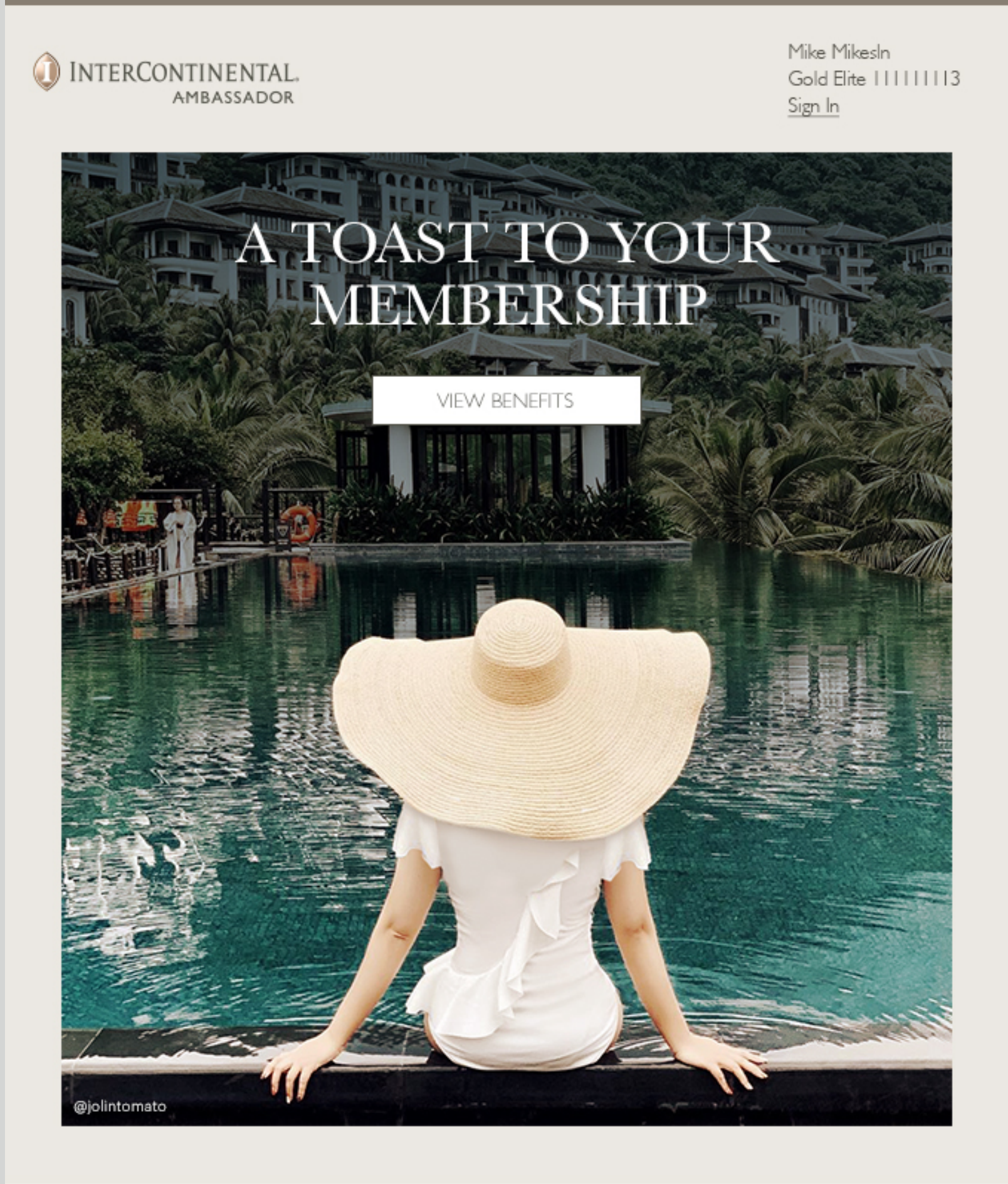
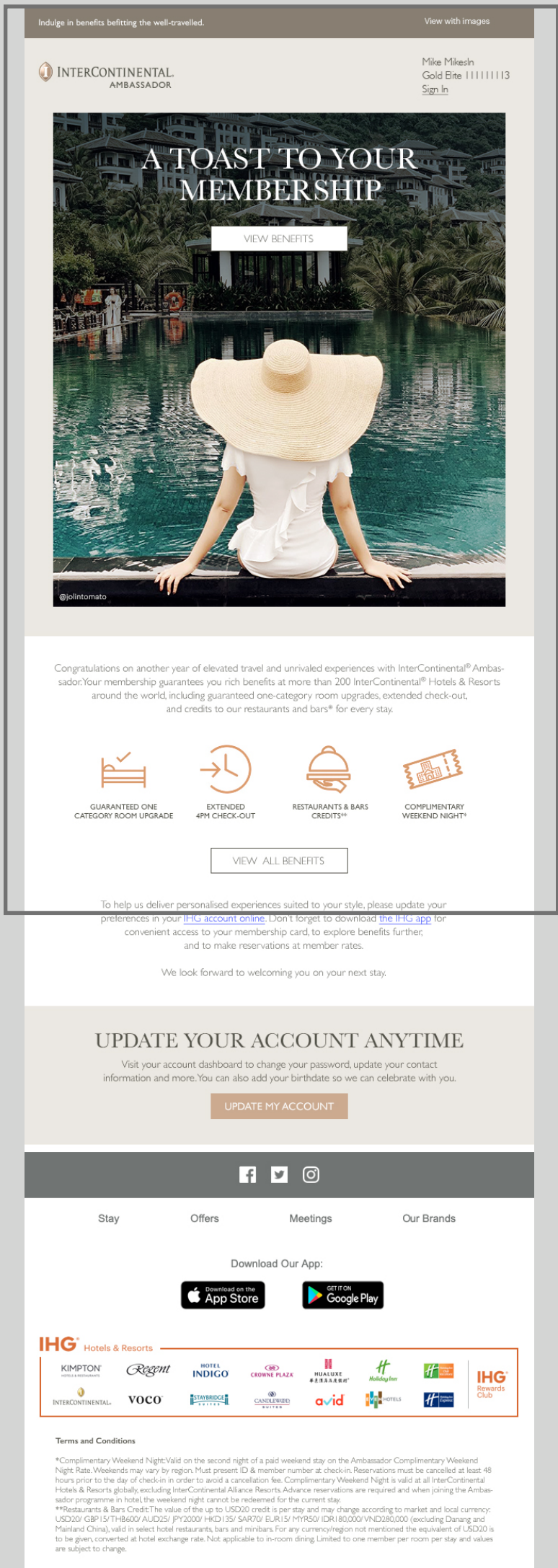
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GUARANTEED ONE
CATEGORY ROOM UPGRADE



EXTENDED
4PM CHECK-OUT



RESTAURANTS & BARS
CREDITS**



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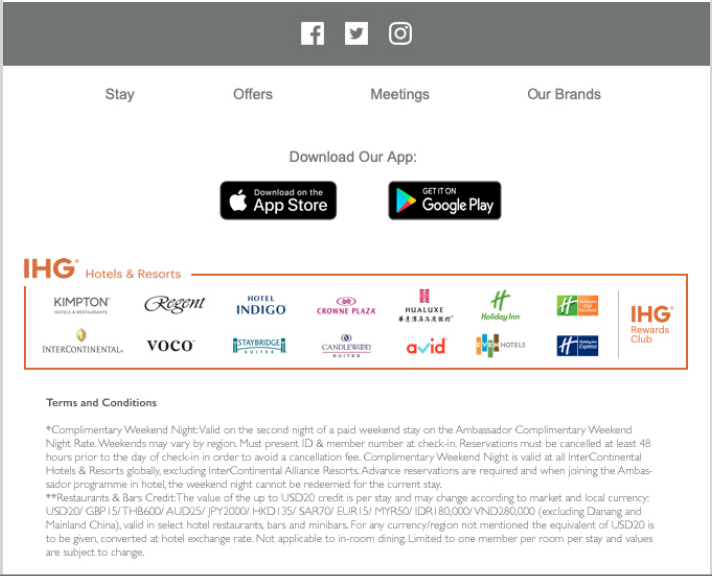
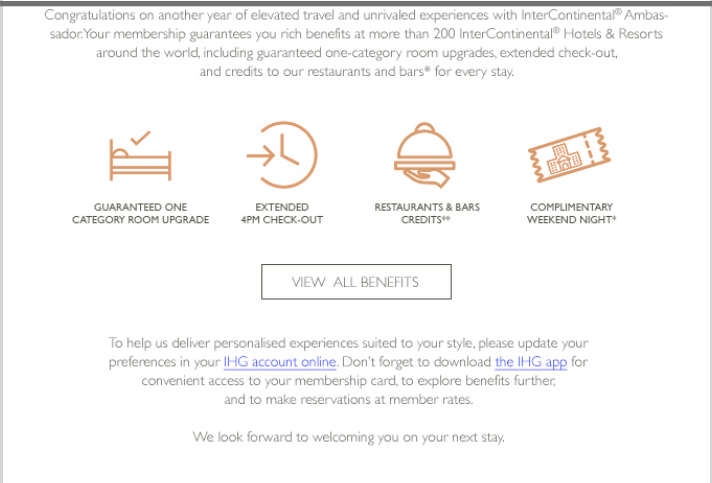
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Stay Offers Meetings Our Brands



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Day Zero - Audience Two

Welcome Mobile Email

Subject Line:
Welcome back to another year of discoveries with InterContinental Ambassador.

Pre Header:
Indulge in benefits befitting the well-travelled.

Alt Text:
Sitting area at InterContinental Danang Sun Peninsula.

Headline:
A toast to your membership

Body copy:
Congratulations on a year of elevated travel and unrivaled experiences with InterContinental® Ambassador.

Your membership guarantees you rich benefits at more than 200 InterContinental® Hotels & Resorts around the world, including guaranteed one-category room upgrades, extended check-out, and credits to our restaurants and bars* for every stay.

- Guaranteed one category room upgrade
- Extended 4pm check-out
- Restaurants & bars credits**
- Complimentary weekend night*

To help us deliver personalised experiences suited to your style, please update your preferences in your [IHG account online](#). Don't forget to download the IHG app for convenient access to your membership card, to explore benefits further, and to make reservations at our member rates.

We look forward to welcoming you on your next stay.

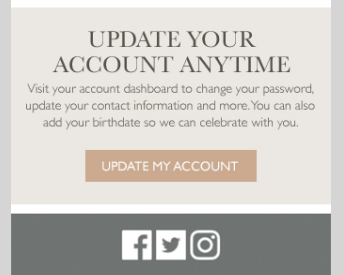
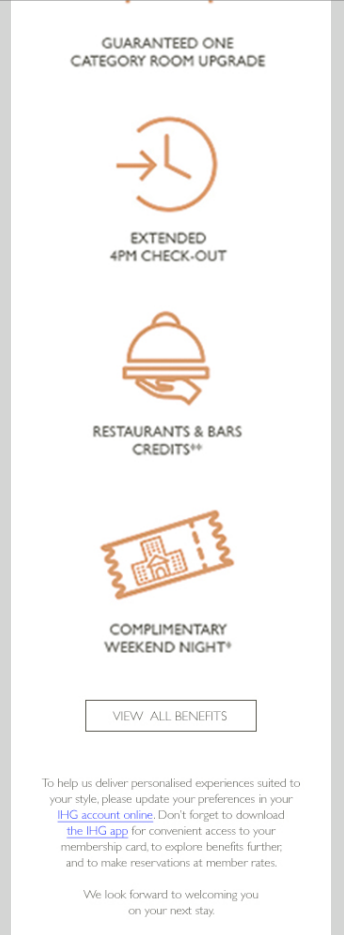
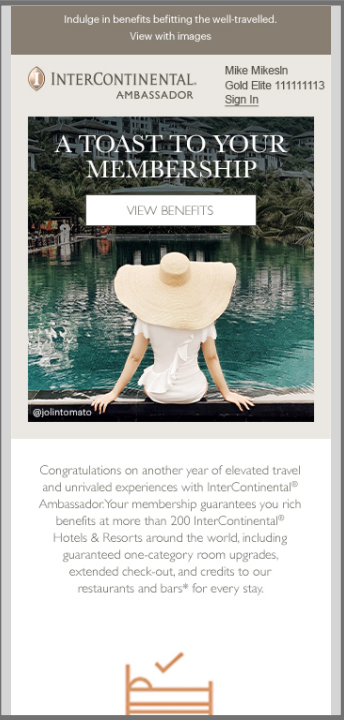
CTA:
VIEW BENEFITS

Module Headline:
UPDATE YOUR ACCOUNT ANYTIME

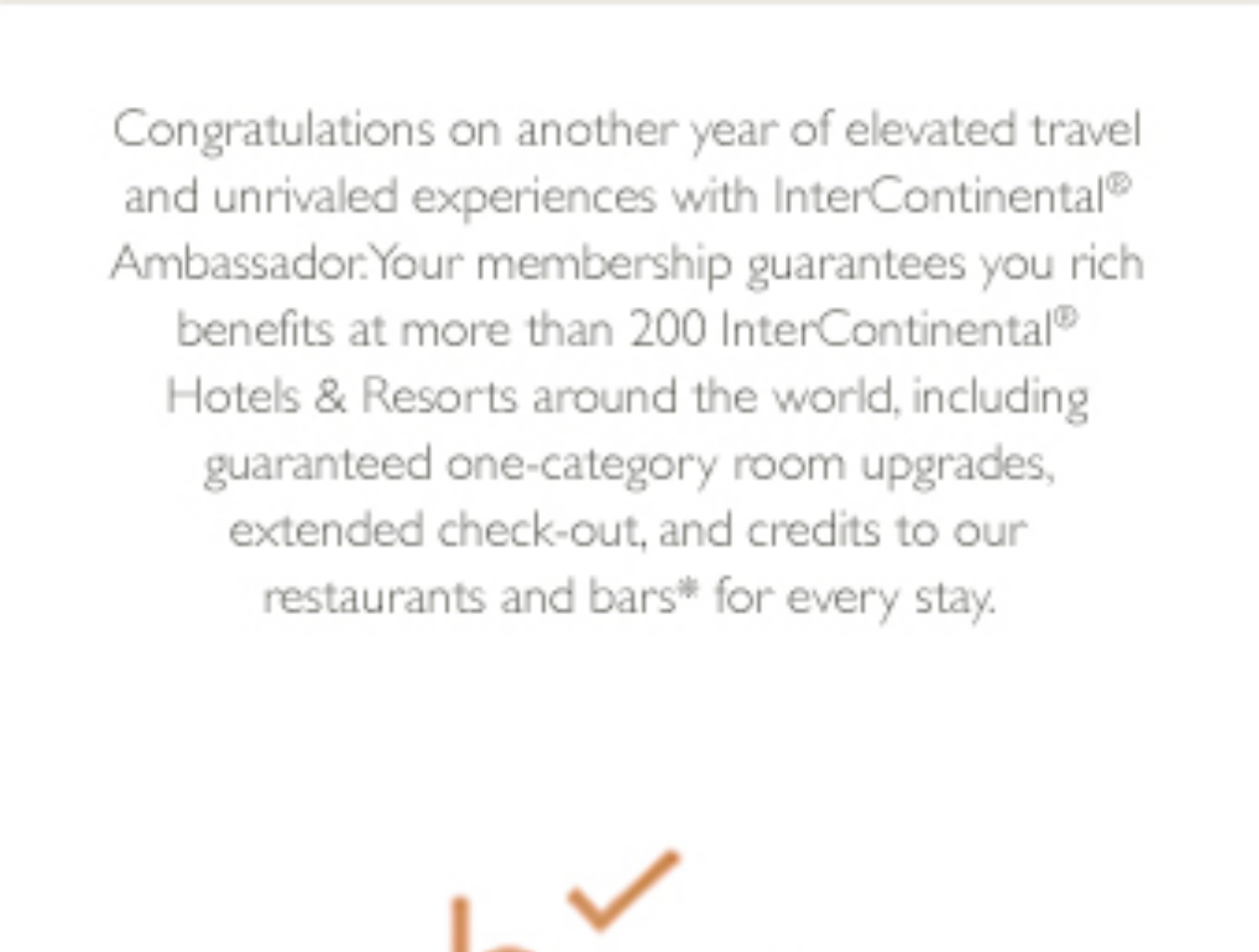
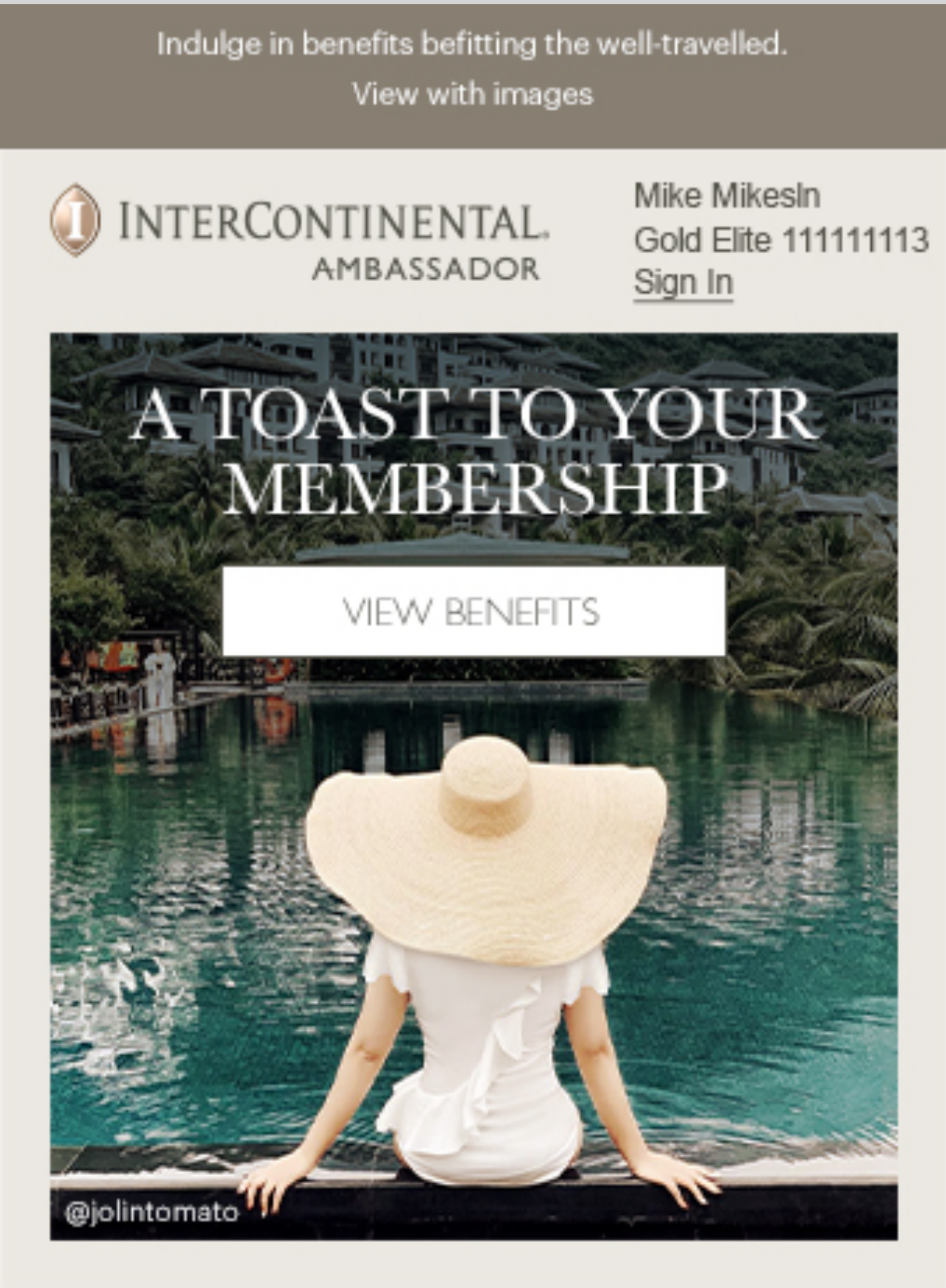
Body copy:
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CTA:
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Legal:
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AMBASSADOR

Mina Mianth
Gold Elite 111111113
Sign In

A TOAST TO YOUR
MEMBERSHIP

VIEW BENEFITS

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GUARANTEED ONE
CATEGORY ROOM UPGRADE

EXTENDED
4PM CHECK-OUT

RESTAURANTS & BARS
CREDITS**

COMPLIMENTARY
WEEKEND NIGHT*

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CTA:

VIEW BENEFITS

Module Headline:

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INTERCONTINENTAL
AMBASSADOR

Milo Manesh
Gold Elite 111111113
Sign In

A TOAST TO YOUR
MEMBERSHIP*

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WEEKEND NIGHT*

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We look forward to welcoming you on your next stay.

UPDATE YOUR
ACCOUNT ANYTIME

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UPDATE MY ACCOUNT

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Indulge in benefits befitting the well-travelled.

Sitting area at InterContinental Danang Sun Peninsula.

A toast to your membership

Congratulations on a year of elevated travel and unrivaled experiences with InterContinental® Ambassador.

- Guaranteed one category room upgrade
- Extended 4pm check-out
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Day Five - Audience One

Reminder Desktop Email

Subject Line:
Welcome to a host of privileges designed for the well-travelled.

Pre Header:
May resplendent journeys begin with Ambassador.

Alt Text:
Sitting area at InterContinental London - The O2.

Headline:
Wander Far. Stay Luxurious.

Body copy:
Enhance your travels and enrich your life with the signature services and guaranteed benefits that accompany your InterContinental® Ambassador membership on your stays at more than 200 InterContinental Hotels & Resorts around the world.

Module Copy:
Elevated recognition

- Platinum Elite status in IHG® Rewards Club, and the corresponding Rewards Club benefits
- Dedicated check-in area

Stay enhancements

- Guaranteed one category room upgrade
- Complimentary premium internet

Refreshing provisions

- Restaurants & bars credit of up to USD20 for every stay**
- Complimentary mineral water

Luxury of time

- Guaranteed extended 4pm check-out
- Complimentary weekend night*

CTA:
GET STARTED

Sign Off Copy:
We wish you an extraordinary year of discovery and wonder on your global sojourns.

Module Headline:
UPDATE YOUR ACCOUNT ANYTIME.

Body copy:
Visit your account dashboard to change your password, update your contact information and more. You can also add your birthdate so we can celebrate with you.

CTA:
UPDATE MY ACCOUNT

Legal:
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May resplendent journeys begin with Ambassador.

View with images

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INTERCONTINENTAL
AMBASSADOR

Mike Milesin
Gold Elite |111111113
[Sign In](#)

WANDER FAR.
STAY LUXURIOUS.


GET STARTED

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ELEVATED
RECOGNITION

Platinum Elite status in IHG® Rewards Club, and the corresponding Rewards Club benefits
Dedicated check-in area




STAY
ENHANCEMENTS

Guaranteed one category room upgrade
Complimentary premium internet



REFRESHING
PROVISIONS

Restaurants & bars credit of up to USD20 for every stay**
Complimentary mineral water






LUXURY OF
TIME

Guaranteed extended 4pm check-out
Complimentary Weekend Night*

GET STARTED

WE WISH YOU AN EXTRAORDINARY YEAR OF DISCOVERY
AND WONDER ON YOUR GLOBAL SOJOURNS.





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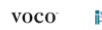








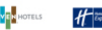





















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ELEVATED
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STAY
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Luxury of time

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CTA:
GET STARTED

Sign Off Copy:
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Module Headline:
UPDATE YOUR ACCOUNT ANYTIME.

Body copy:
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**REFRESHING PROVISIONS**
Restaurants & bars credit of up to USD20 for every stay**
Complimentary mineral water

**LUXURY OF TIME**
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Complimentary Weekend Night*



WE WISH YOU AN EXTRAORDINARY YEAR OF DISCOVERY AND WONDER ON YOUR GLOBAL SOJOURNS.

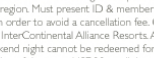

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IHGHotels & Resorts















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IHGHotels & Resorts















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Day Five - Audience One

Reminder Mobile Email

Subject Line:
Welcome to a host of privileges designed for the well-travelled.

Pre Header:
May resplendent journeys begin with Ambassador.

Alt Text:
Sitting area at InterContinental London - The O2.

Headline:
Wander Far. Stay Luxurious.

Body copy:
Enhance your travels and enrich your life with the signature services and guaranteed benefits that accompany your InterContinental® Ambassador membership on your stays at more than 200 InterContinental Hotels & Resorts around the world.

Module Copy:
Elevated recognition

- Platinum Elite status in IHG® Rewards Club, and the corresponding Rewards Club benefits
- Dedicated check-in area

Stay enhancements

- Guaranteed one category room upgrade
- Complimentary premium internet

Refreshing provisions

- Restaurants & bars credit of up to USD20 for every stay**
- Complimentary mineral water

Luxury of time

- Guaranteed extended 4pm check-out
- Complimentary weekend night*

CTA:
GET STARTED

Sign Off Copy:
We wish you an extraordinary year of discovery and wonder on your global sojourns.

Module Headline:
UPDATE YOUR ACCOUNT ANYTIME.

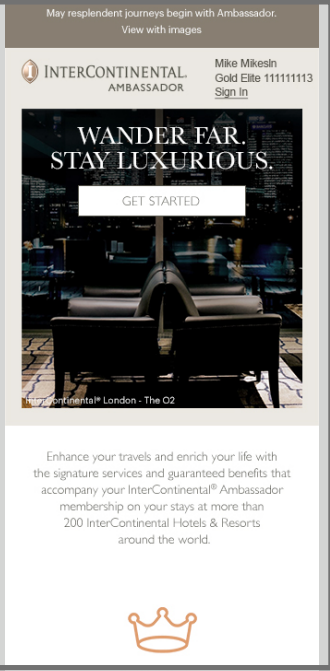
Body copy:
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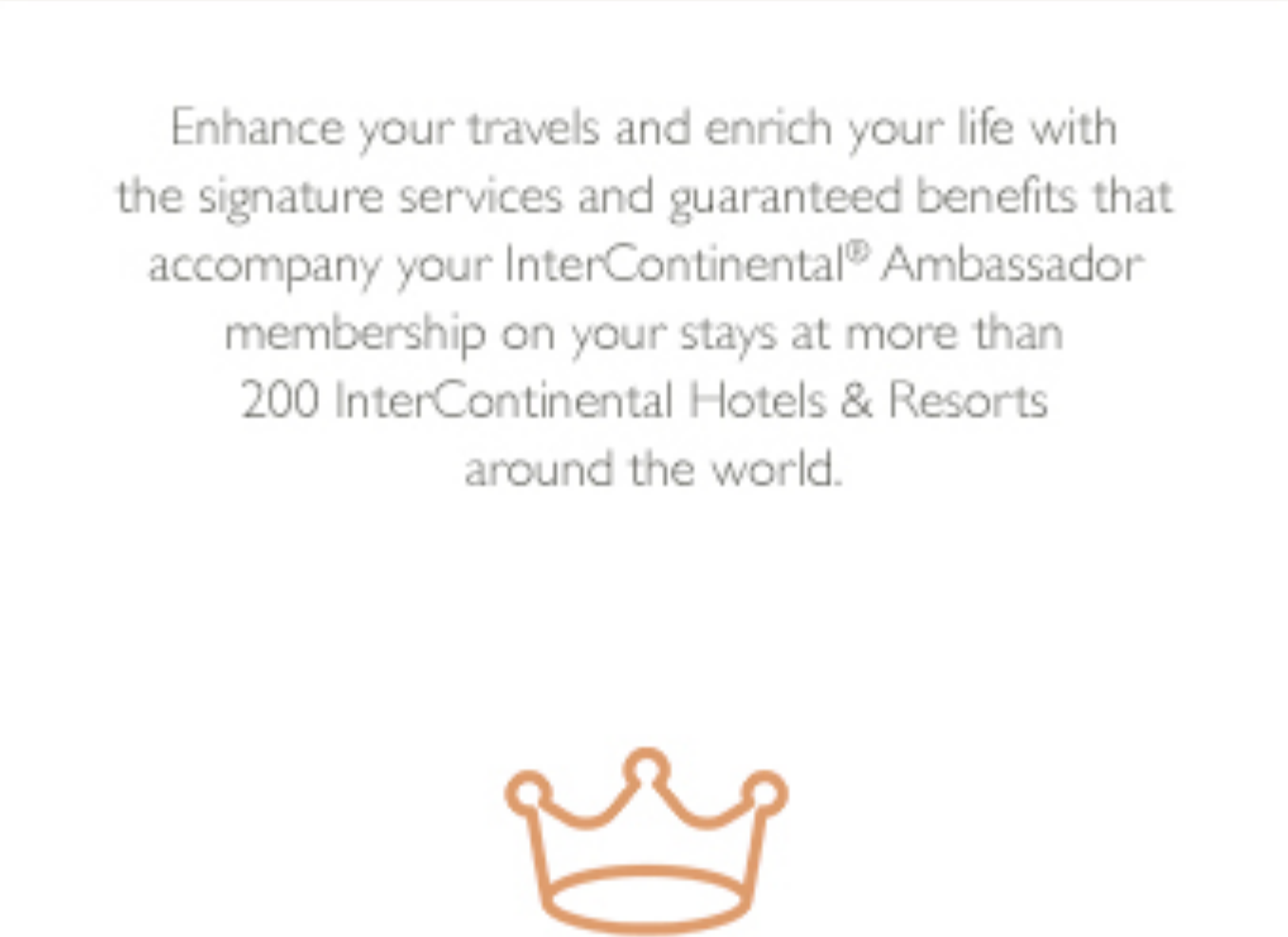
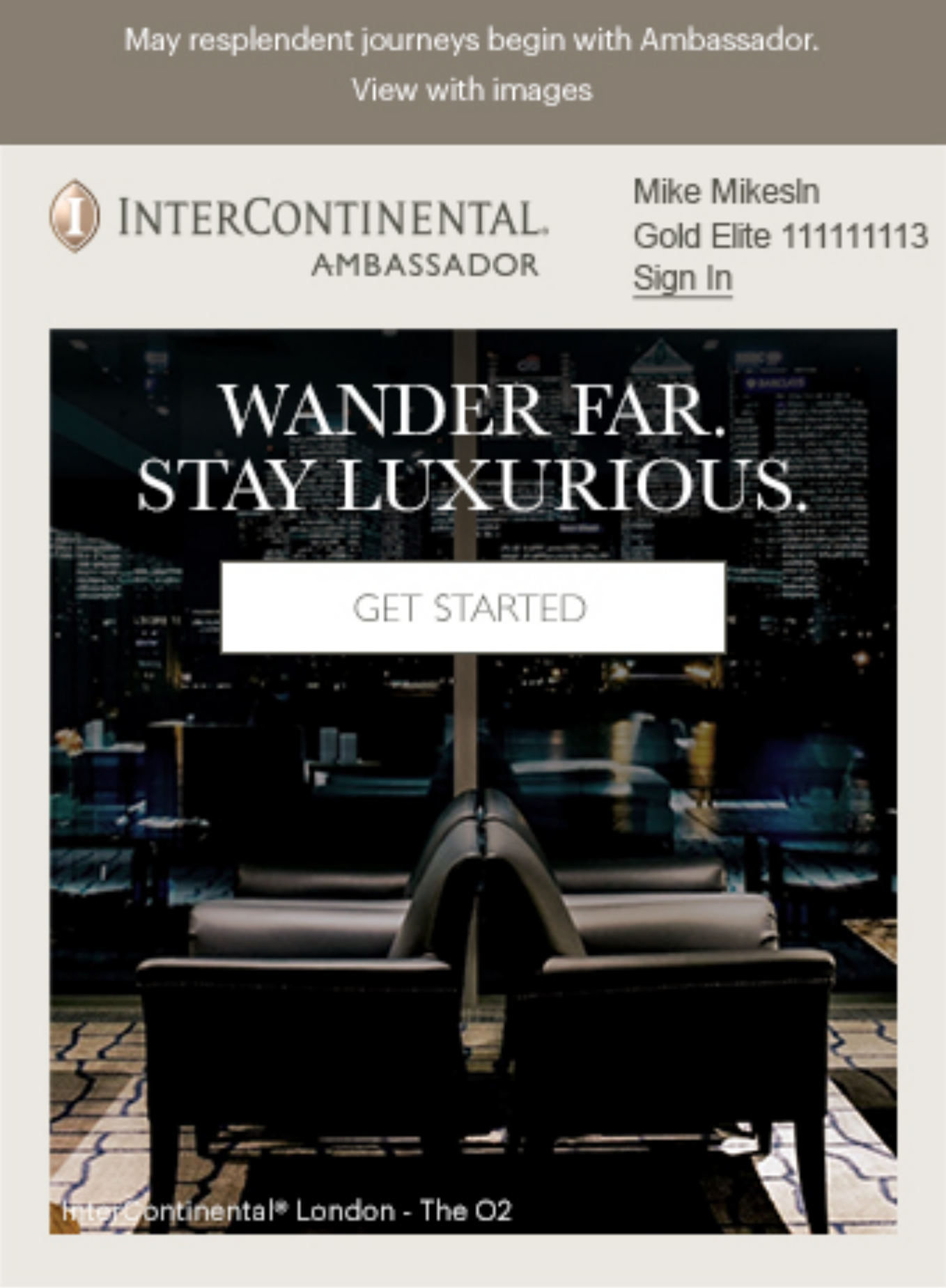
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INTERCONTINENTAL
AMBASSADOR

Mike Miesch

Gold Elite 111111113

Sign In

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HUALUXE
華旅酒店集團

avid

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VOCO

STAYBROOK
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WYNDHAM HOTELS

Holiday Inn

ihg hotels

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AMBASSADOR

Mike Meech
Gold Elite 111111113
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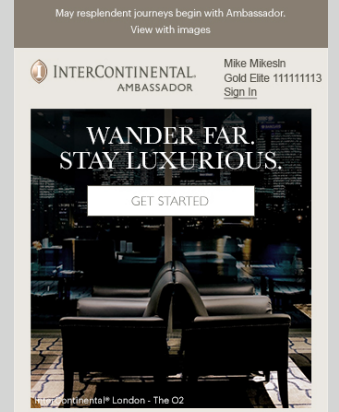
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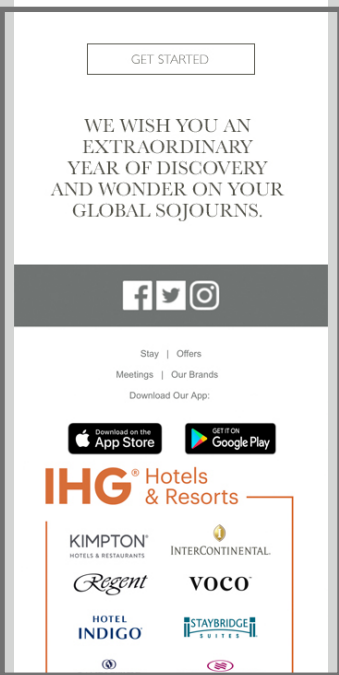
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INTERCONTINENTAL®

Regent

VOCO®

HOTEL INDIGO®

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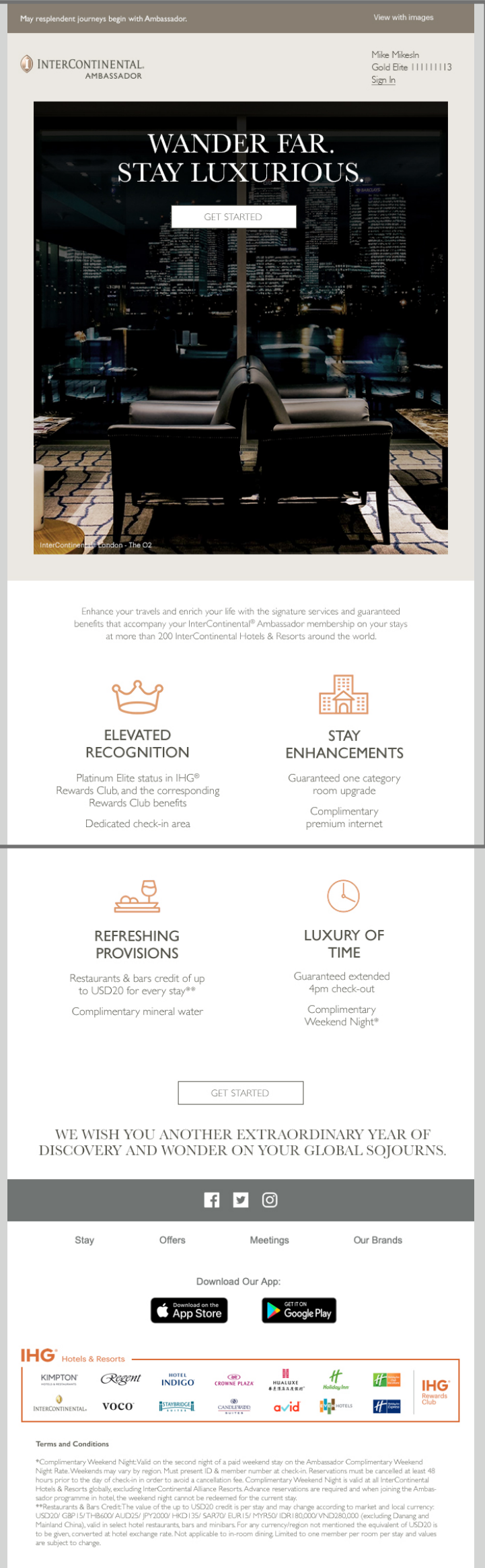
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 **INTERCONTINENTAL**
AMBASSADOR

Mike Mikesln
Gold Elite | | | | | | | | | |
[Sign In](#)



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Enhance your travels and enrich your life with the signature services and guaranteed benefits that accompany your InterContinental® Ambassador membership on your stays at more than 200 InterContinental Hotels & Resorts around the world.

Module Copy:
Elevated recognition

- Platinum Elite status in IHG® Rewards Club, and the corresponding Rewards Club benefits
- Dedicated check-in area

Stay enhancements

- Guaranteed one category room upgrade
- Complimentary premium internet

Refreshing provisions

- Restaurants & bars credit of up to USD20 for every stay**
- Complimentary mineral water

Luxury of time

- Guaranteed extended 4pm check-out
- Complimentary weekend night*

CTA:
GET STARTED

Sign Off Copy:
We wish you another extraordinary year of discovery and wonder on your global sojourns.

Module Headline:
UPDATE YOUR ACCOUNT ANYTIME

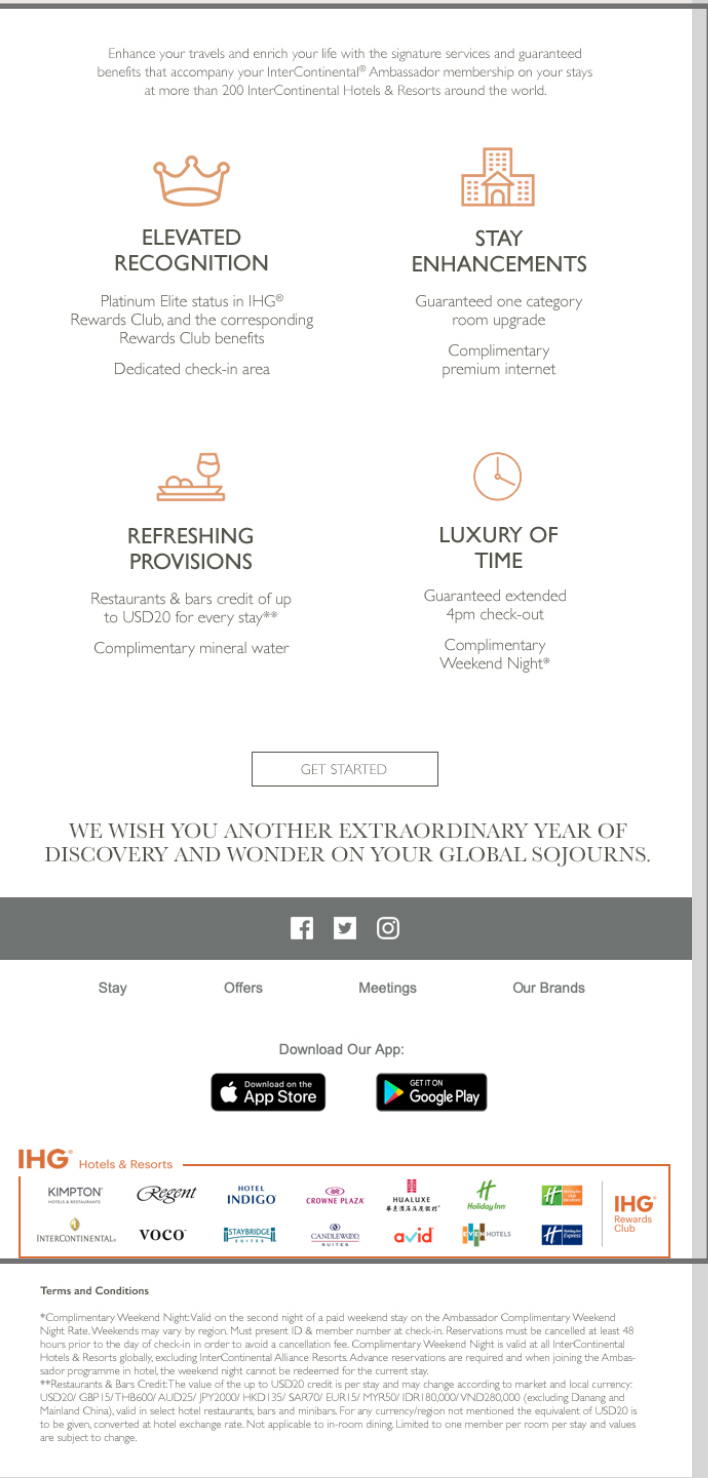
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Legal:
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**STAY
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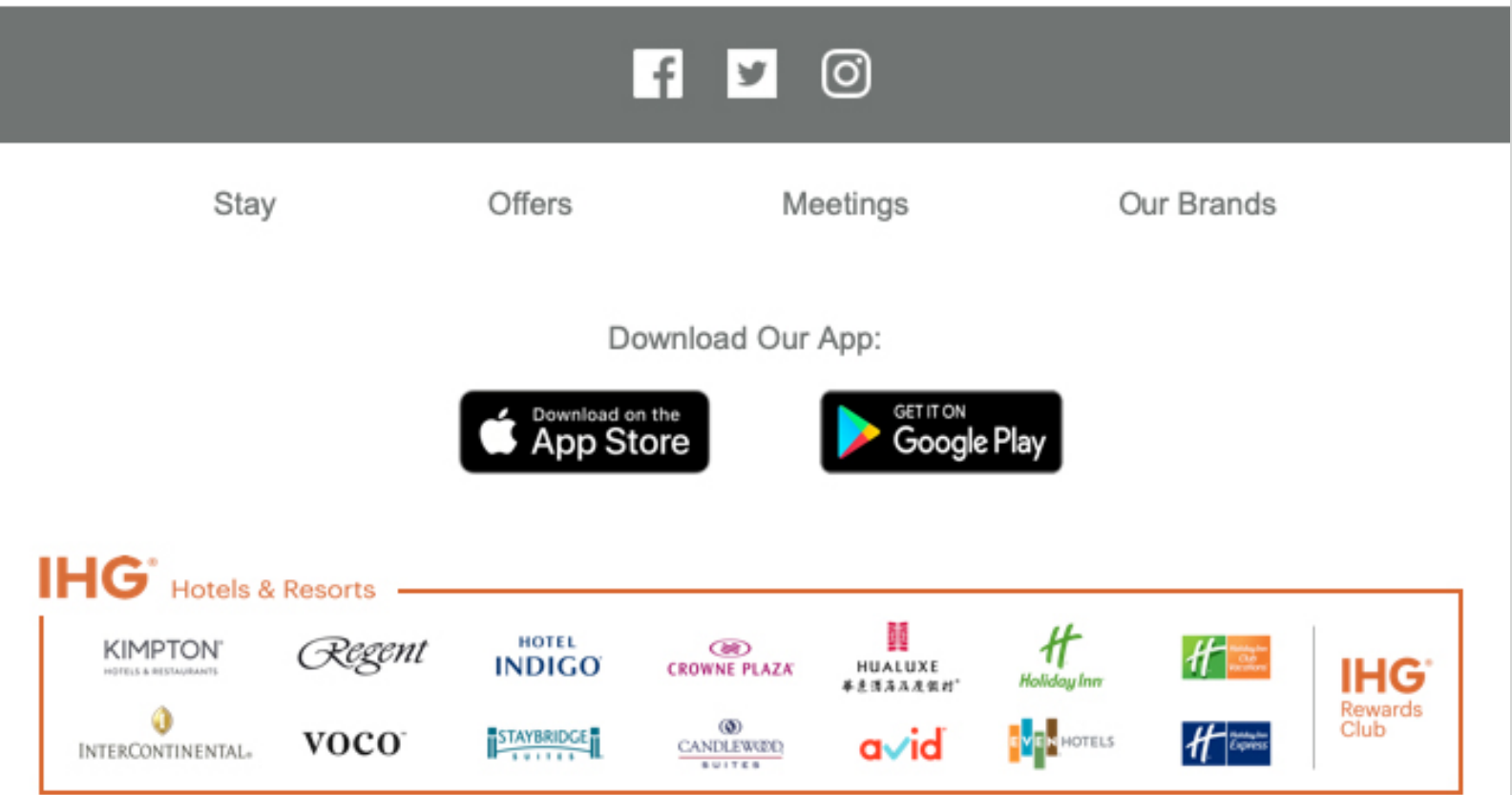

**LUXURY OF
TIME**

Guaranteed extended
4pm check-out

Complimentary
Weekend Night*



**WE WISH YOU ANOTHER EXTRAORDINARY YEAR OF
DISCOVERY AND WONDER ON YOUR GLOBAL SOJOURNS.**



Day Five - Audience Two

Reminder Desktop Email

Subject Line:
Welcome to a host of privileges designed for the well-travelled.

Pre Header:
May resplendent journeys begin with Ambassador.

Alt Text:
Sitting area at InterContinental London - The O2.

Headline:
Wander Far. Stay Luxurious.

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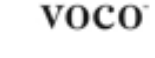




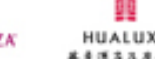




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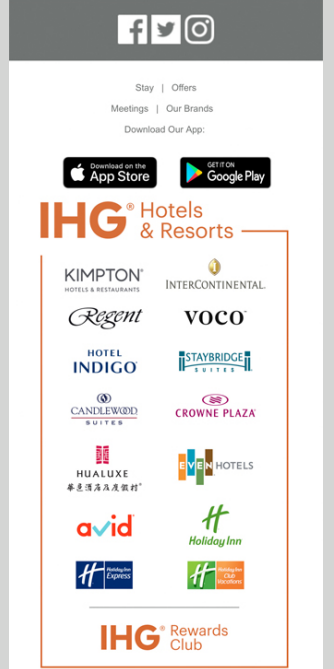
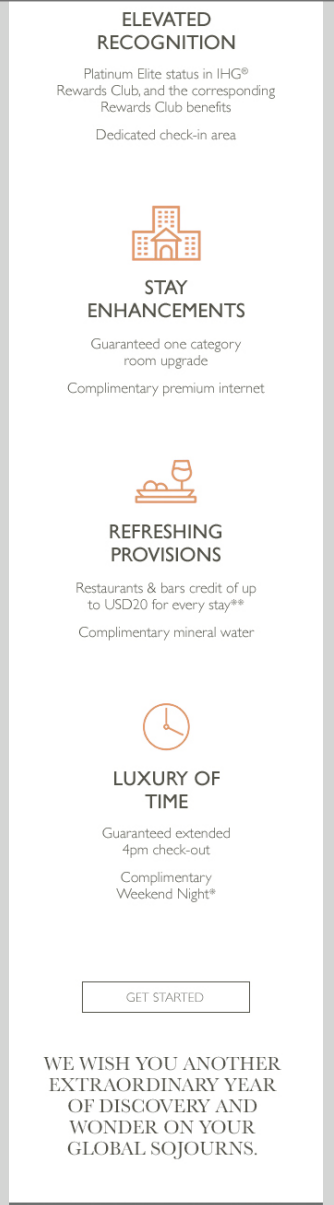
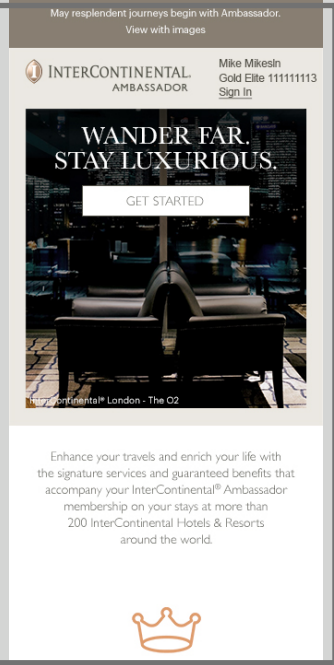
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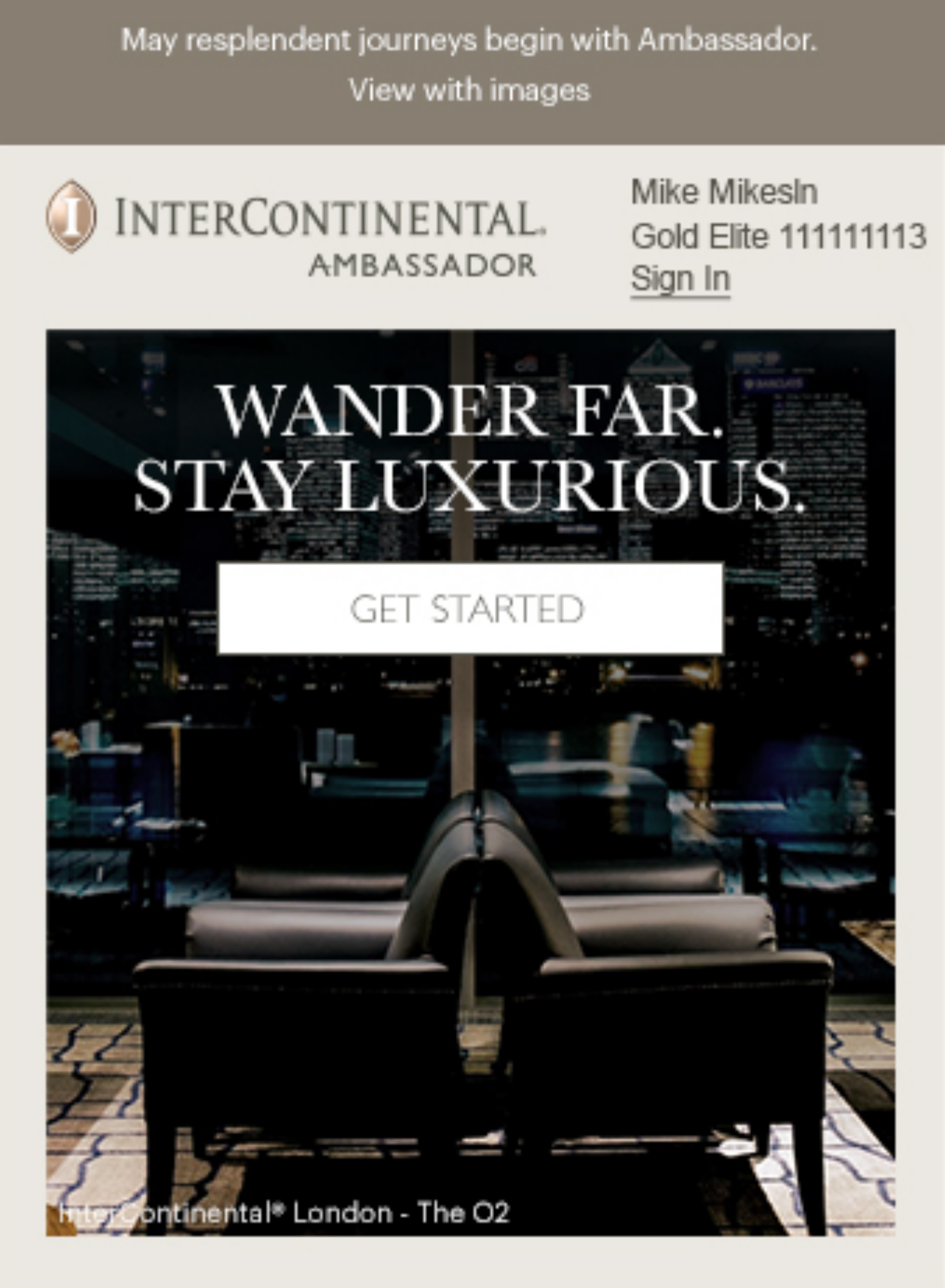
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May resplendent journeys begin with Ambassador.
View with images

INTERCONTINENTAL
AMBASSADOR

Mike Meech
Gold Elite 111111113
Sign In

WANDER FAR.
STAY LUXURIOUS.

GET STARTED

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GET STARTED

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avid

Hyatt

INTERCONTINENTAL

VOCO

STAYBROOK
HOTELS

CROWN PLAZA

WUJIU
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Holiday Inn

Hyatt

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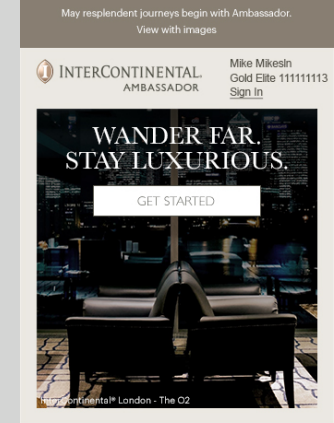
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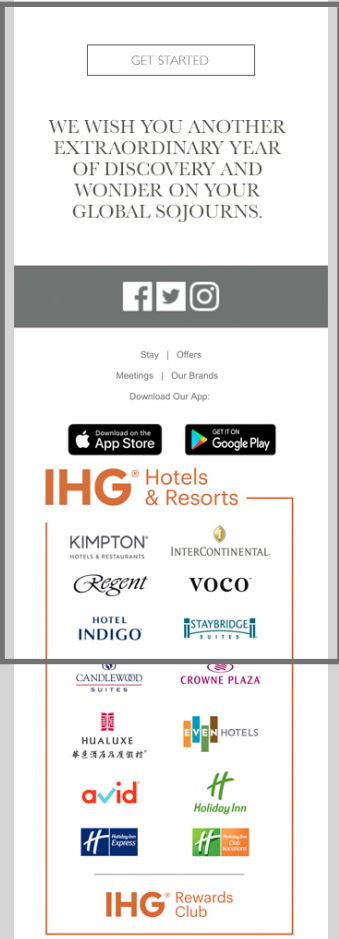
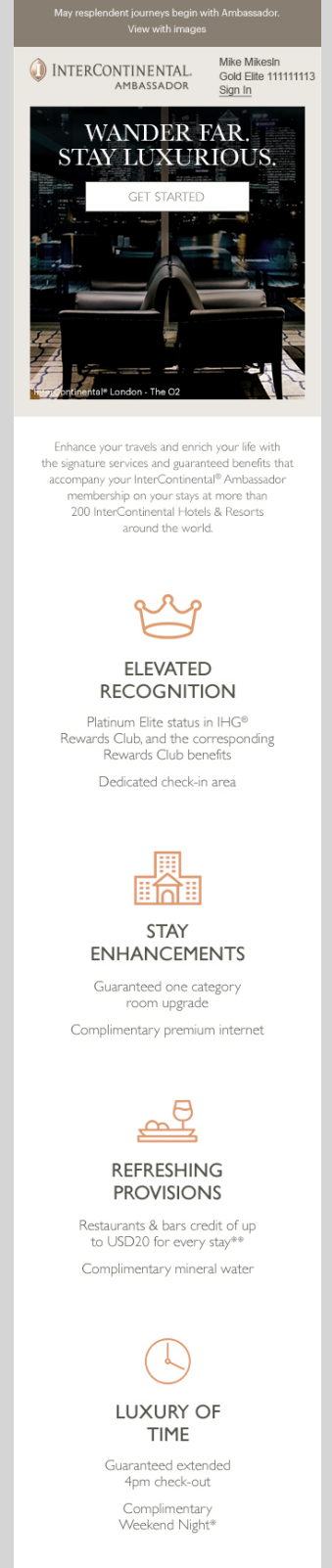
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GET STARTED

Module Headline:
UPDATE YOUR ACCOUNT ANYTIME

CTA:
UPDATE MY ACCOUNT

Complimentary Weekend Night: Valid on the night of a paid weekend stay on the Ambassador Complimentary Weekend Night Rate. Weekends may vary by region. Must present ID & member number at check-in. Reservations must be cancelled at least 48 hours prior to the day of check-in in order to avoid a cancellation fee. Complimentary Weekend Night is valid at all InterContinental Hotels & Resorts globally, excluding InterContinental Alliance Resorts. Advance reservations are required and when joining the Ambassador programme in hotel, the weekend night cannot be redeemed for the current stay.

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Ambassador Activation

Landing page part b

Benefits Module

Headline
Enhance your travels. Enrich your life.

Body copy
Explore the world with the indulgences you deserve and let InterContinental® Ambassador ensure each stay leaves an everlasting memory. Revel in the refinements of the luxury sojourner and enjoy sought-after destinations with upgrades to match.

Module 1: Recognition
Elevated recognition
Platinum Elite status in IHG® Rewards Club, and the corresponding Rewards Club benefits
Dedicated check-in area

Module 2: Stays
Stay enhancements
Guaranteed one category room upgrade
Complimentary premium internet


Module 3: Provisions
Refreshing provisions
Restaurants & bars credit of up to USD20 for every stay**
Complimentary mineral water
[Mainland China Only: Complimentary breakfast for one each night you stay]
[Greater China Only: Welcome fruit platter for Platinum Elite & Spire Elite members]

Module 4: Scheduling
Preferential scheduling
Guaranteed extended 4pm check-out
Complimentary weekend night*

CTA
SEE ALL BENEFITS

ENHANCE YOUR TRAVELS. ENRICH YOUR LIFE.


Explore the world with the indulgences you deserve and let InterContinental® Ambassador ensure each stay leaves an everlasting memory. Revel in the refinements of the luxury sojourner and enjoy sought-after destinations with upgrades to match.



ELEVATED RECOGNITION

Platinum Elite status in IHG® Rewards Club, and the corresponding Rewards Club benefits


Dedicated check-in area



STAY ENHANCEMENTS

Guaranteed one category room upgrade


Complimentary premium internet



REFRESHING PROVISIONS

Restaurants & bars credit of up to USD20 for every stay**

Complimentary mineral water



LUXURY OF TIME

Guaranteed extended 4pm check-out

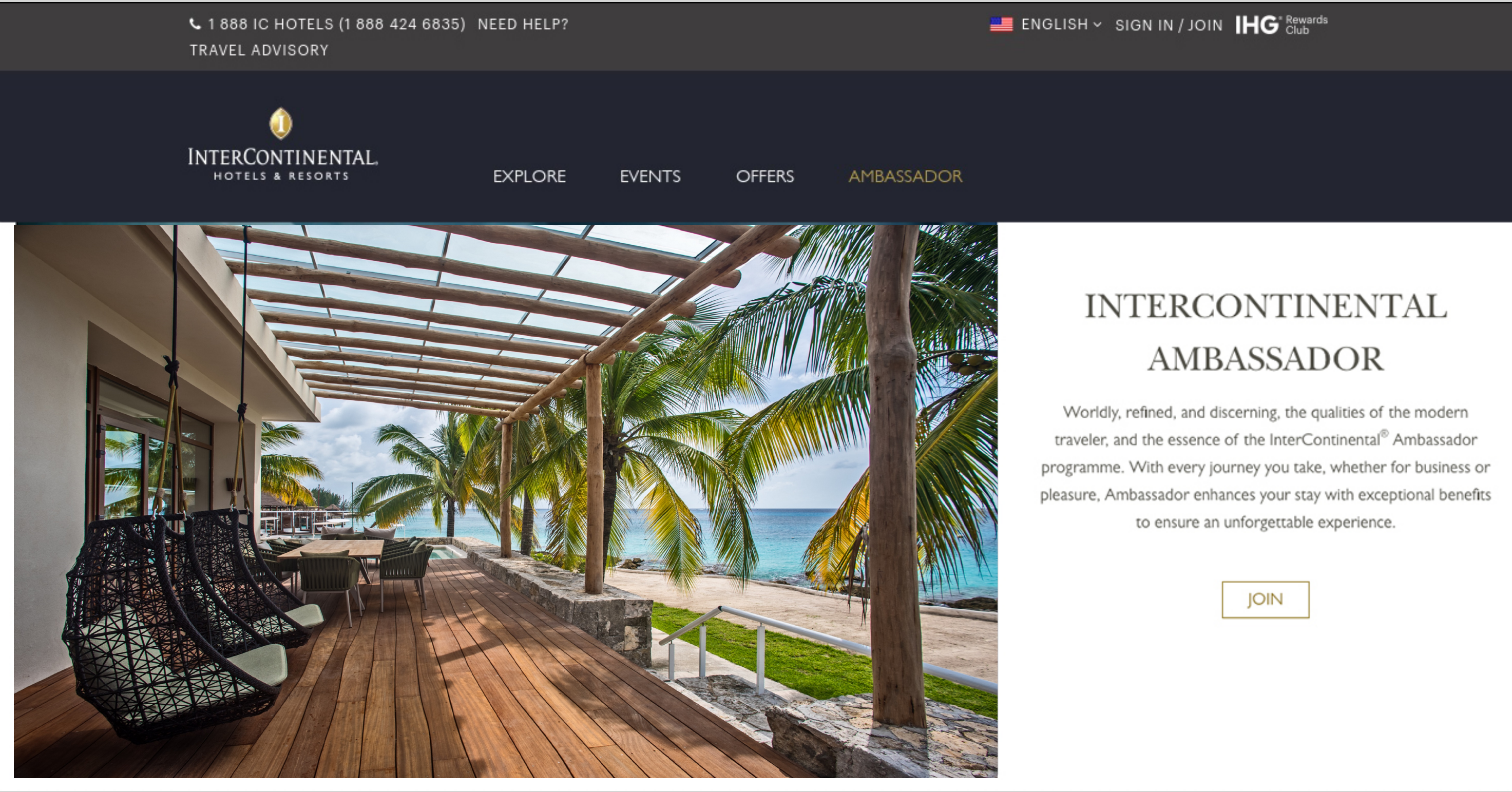
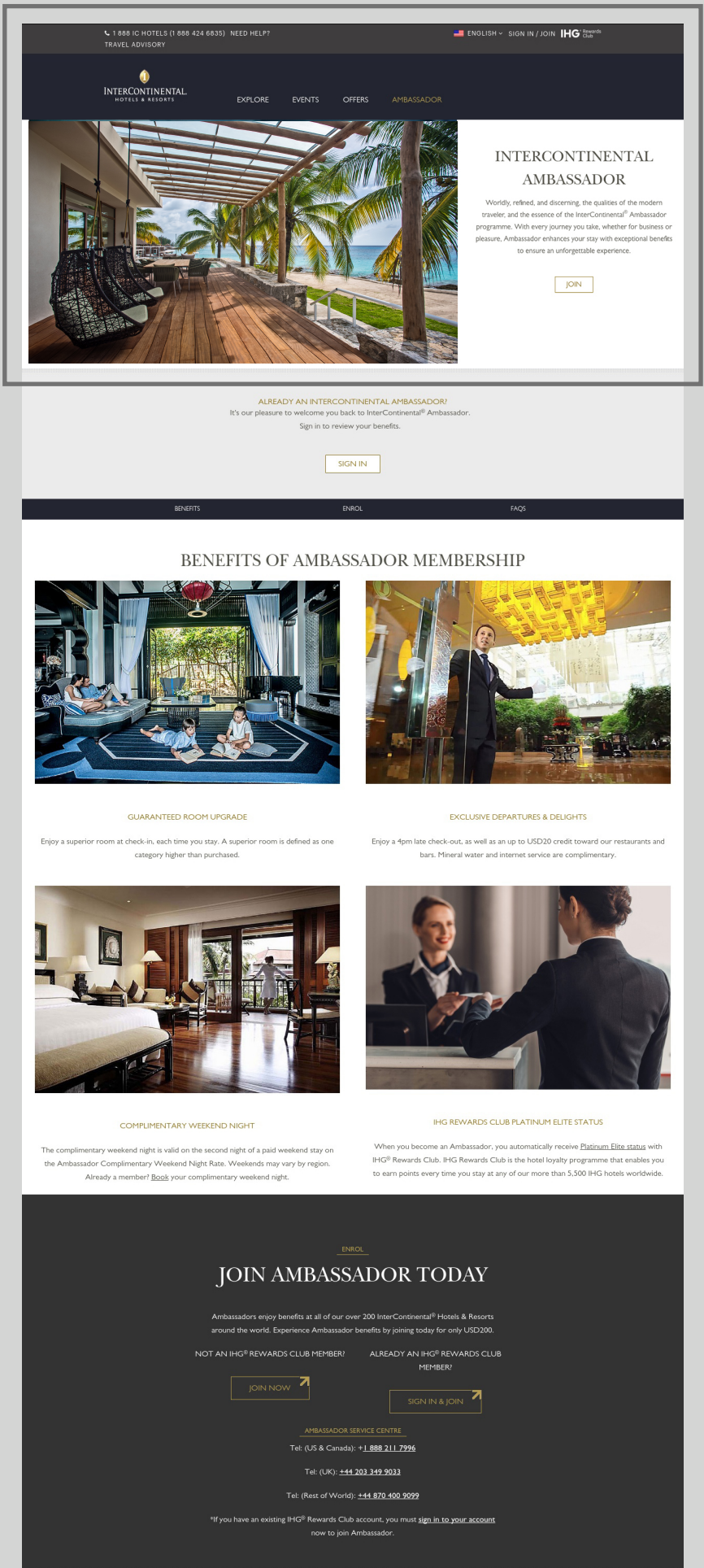
Complimentary weekend night*

[SEE ALL BENEFITS](#)

Ambassador Activation

Website Header Image Options

Website Header Image



Ambassador Reactivation

Email concepts

Day Five - Audience Two

Reminder Desktop Email

Subject Line:

Secure a guaranteed room upgrade for your upcoming stay at [Property Name].

Pre Header:

Renew InterContinental Ambassador for elevated stays and refinements.

Alt Text:

View of pool at the InterContinental Fiji Golf Resort and Spa.

Headline:

Enrich your expeditions

[Headline Alts]

Enrich your explorations

Return to the place of privilege

Subheadline:

Upgrades, extended stays, and rarified benefits await.

CTA:

ENROL TODAY

Body copy:

We've missed you as an Intercontinental® Ambassador member and invite you to elevate your upcoming stay at [Property Name] on [Day Month Year], with the guaranteed privileges of an Ambassador membership.

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- Complimentary weekend night*
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CTA:

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CTA:

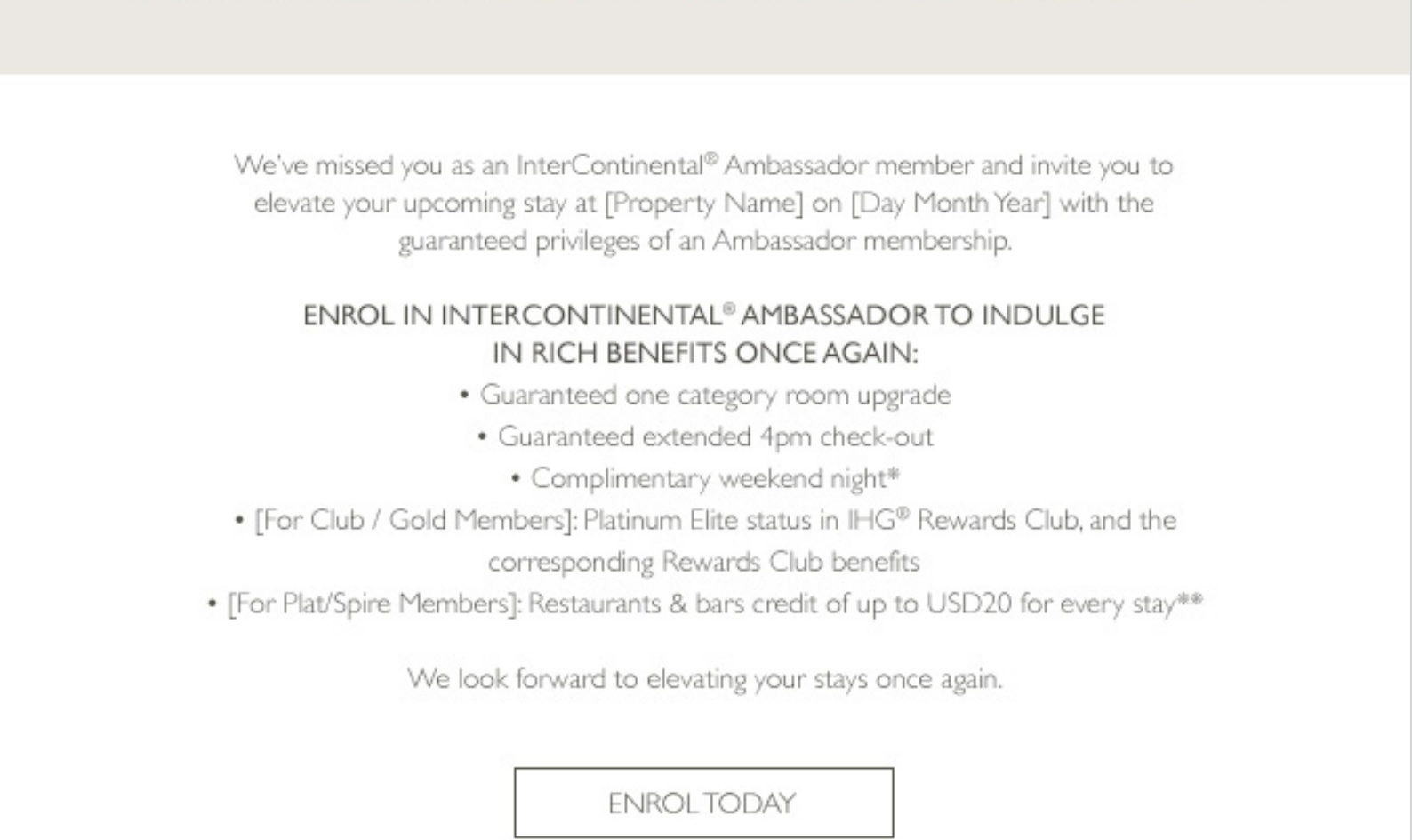
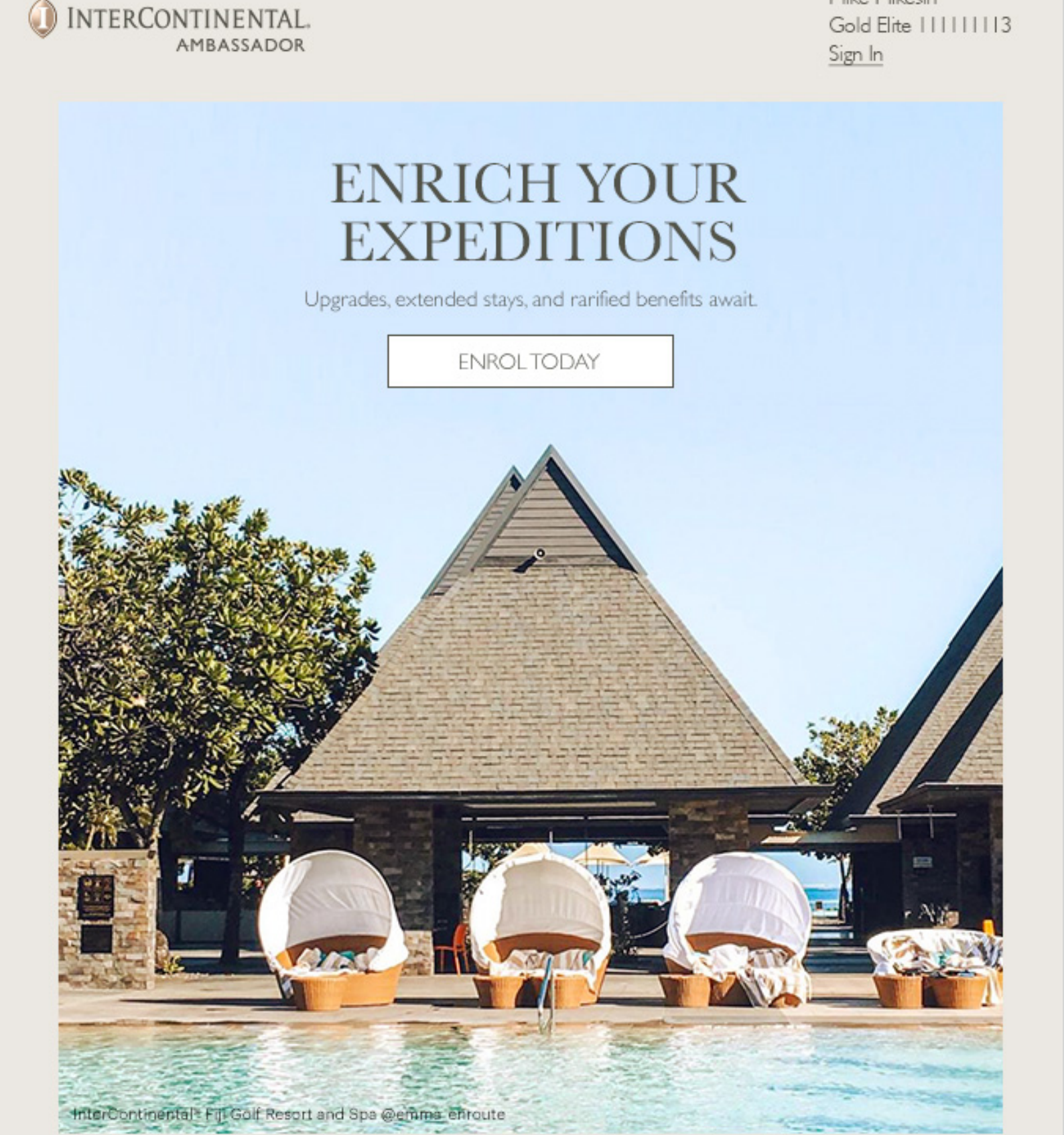
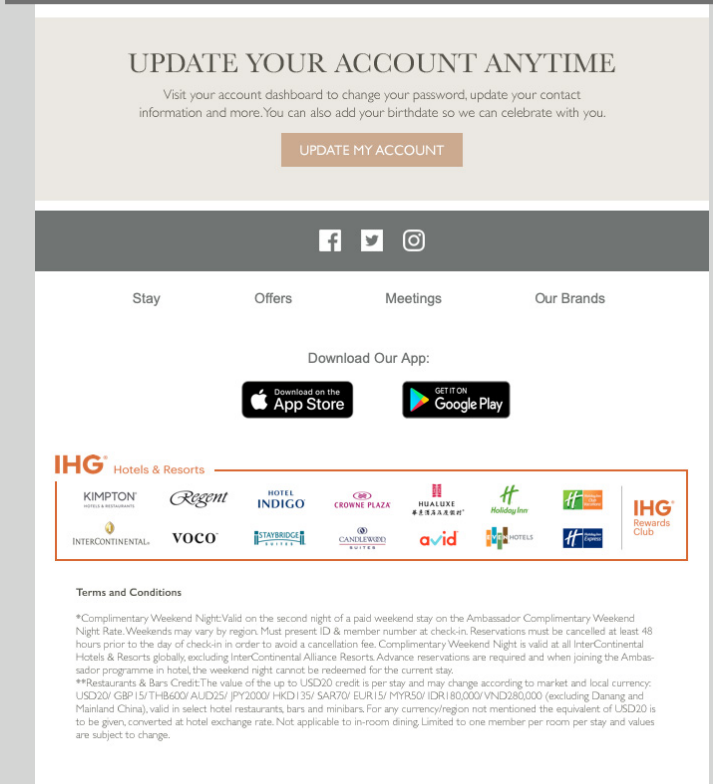
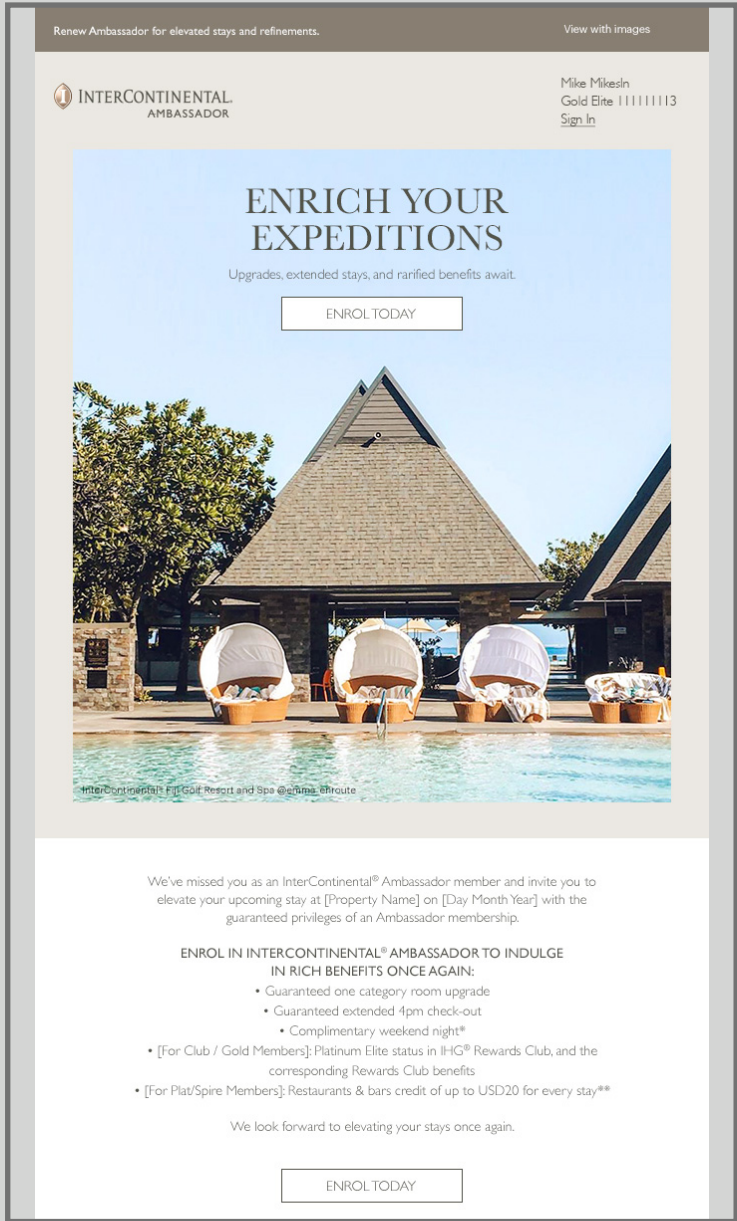
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Legal:

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Day Five - Audience Two

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Alt Text:

View of pool at the InterContinental Fiji Golf Resort and Spa.

Headline:

Enrich your expeditions

[Headline Alts]

Enrich your explorations

Return to the place of privilege

Subheadline:

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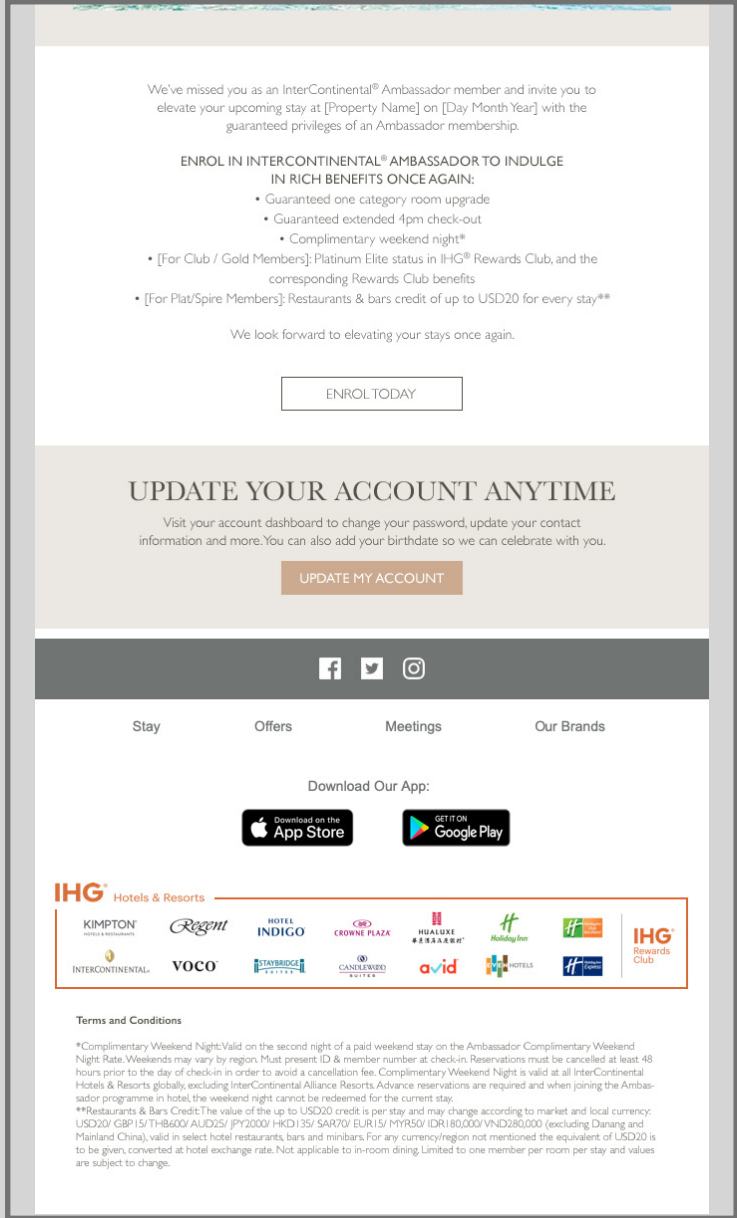
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Day Five - Audience Two

Reminder Mobile Email

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Pre Header:
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Alt Text:
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Headline:
Enrich your expeditions

[Headline Alts]
Enrich your explorations
Return to the place of privilege

Subheadline:
Upgrades, extended stays, and rarified benefits await.

CTA:
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Renew Ambassador for elevated stays and refinements.
View with images

Mike Mikesin
Gold Elite 111111113
Sign In



We've missed you as an InterContinental® Ambassador member and invite you to elevate your upcoming stay at [Property Name] on [Day Month Year] with the guaranteed privileges of an Ambassador membership.

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Day Five - Audience Two

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INTERCONTINENTAL
AMBASSADOR

ENRICH YOUR EXPEDITIONS
Upgrades, extended stays, and rarified benefits await.

ENROL TODAY

InterContinental® Fiji Golf Resort and Spa @emua_enroute

We've missed you as an InterContinental® Ambassador member and invite you to elevate your upcoming stay at [Property Name] on [Day Month Year] with the guaranteed privileges of an Ambassador membership.

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INTERCONTINENTAL

VOCO

STAYBRIDGE
SUITES

CROWNE PLAZA

HYATT HOTELS

Holiday Inn

INTERCONTINENTAL

REWARDS CLUB

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Day Five - Audience Two

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Thank You

