



INTERCONTINENTAL®
HOTELS & RESORTS

Ambassador Activation/Re-Activation

Creative Review | 01.22.20

 CHEMISTRY



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:

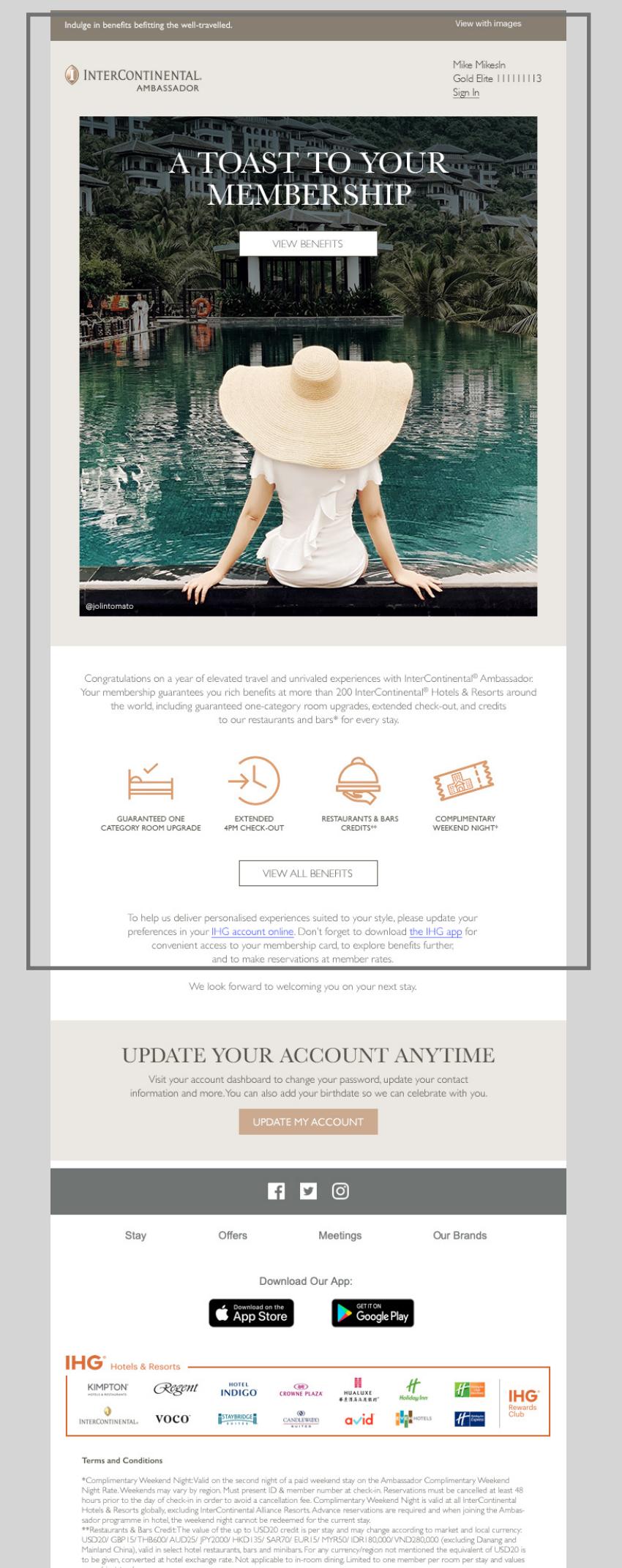
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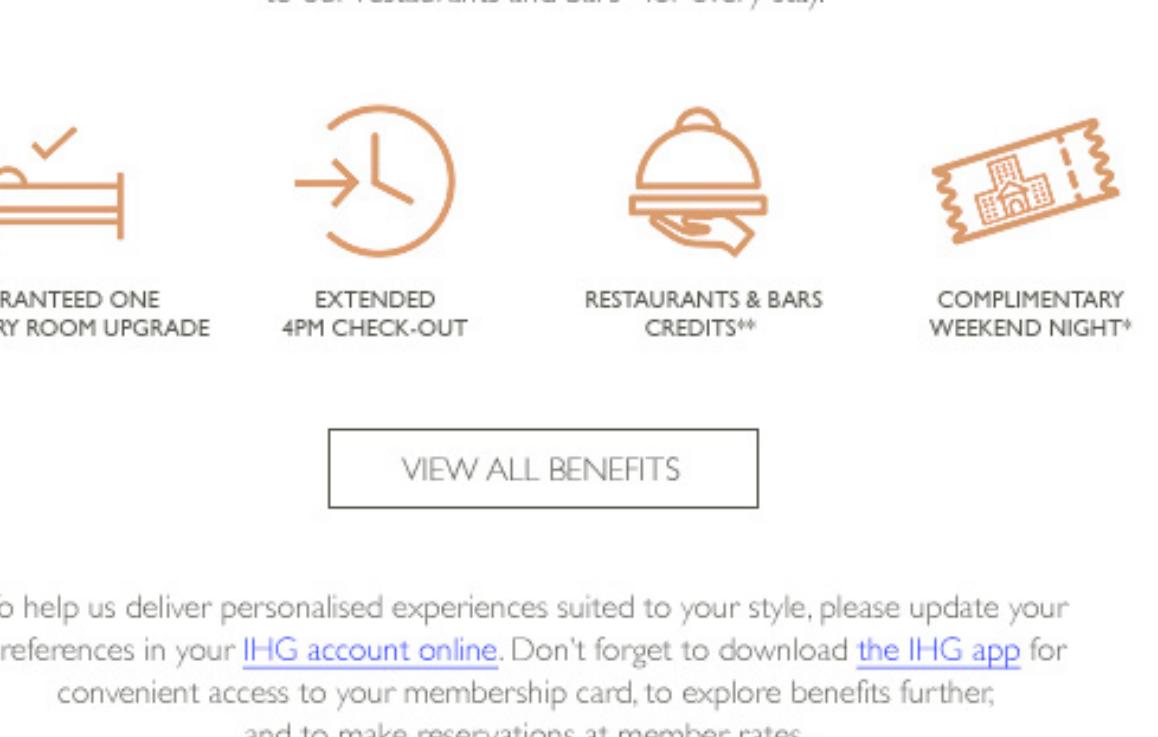
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INTERCONTINENTAL.
AMBASSADOR



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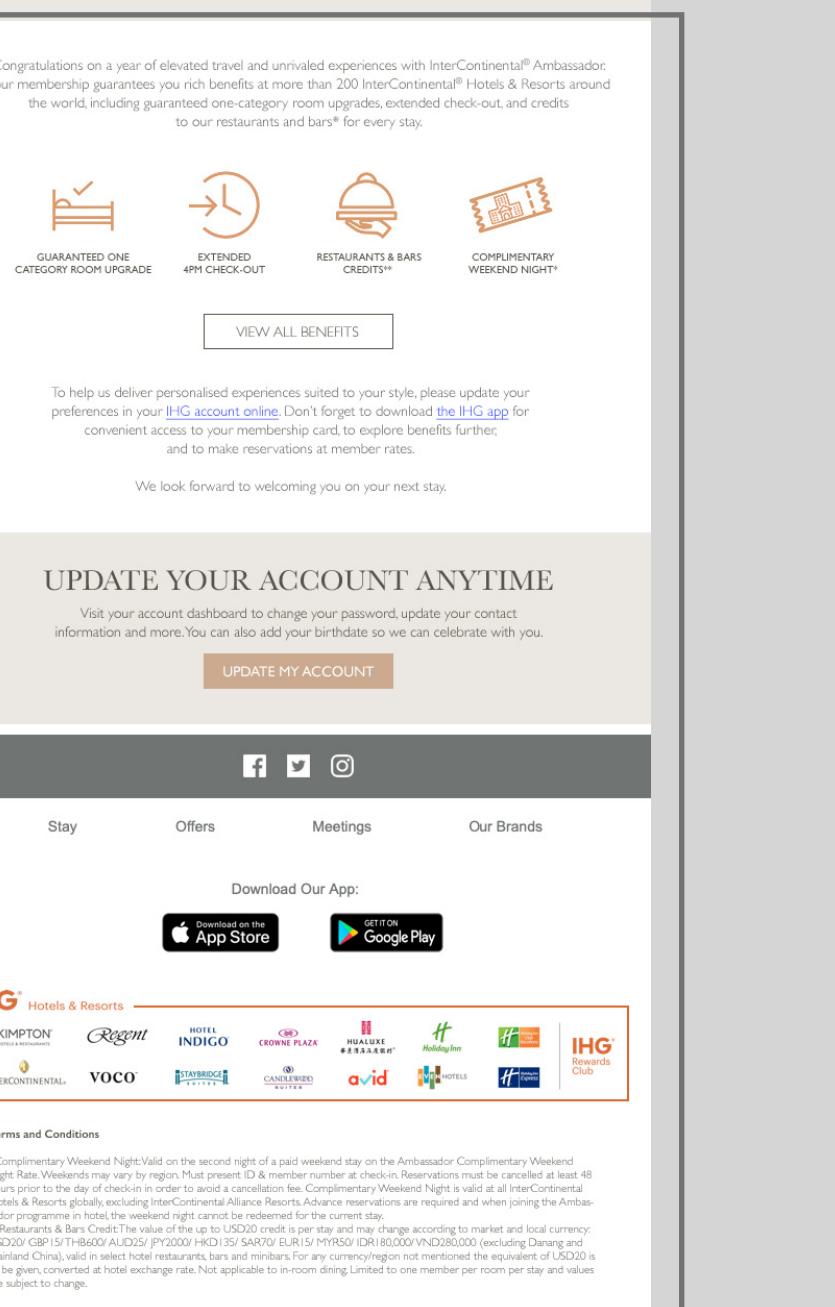
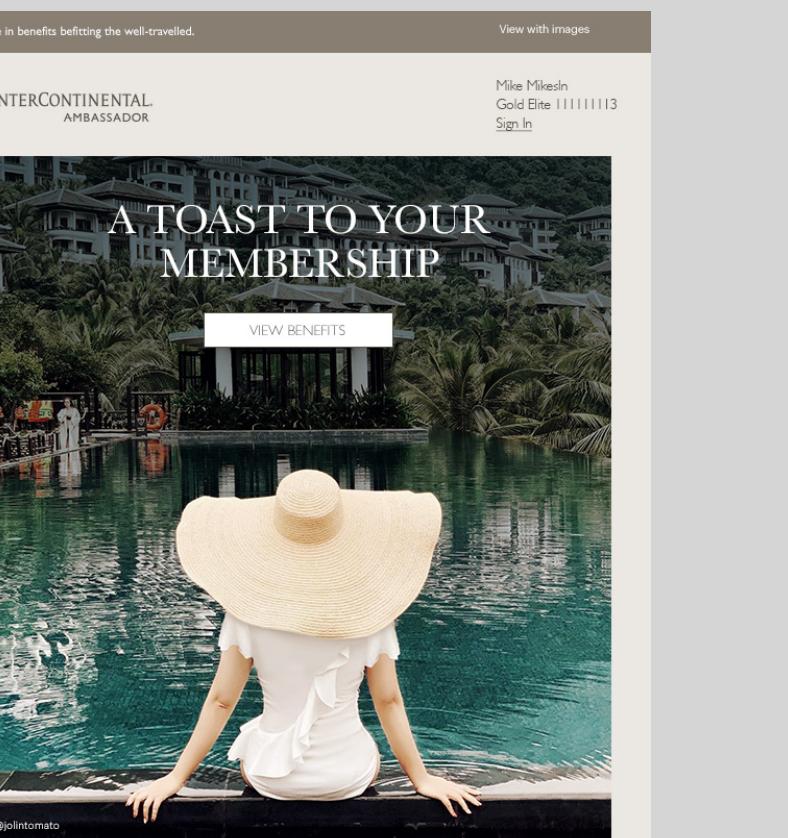
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GUARANTEED ONE
CATEGORY ROOM UPGRADE



EXTENDED
4PM CHECK-OUT



RESTAURANTS & BARS
CREDITS**



COMPLIMENTARY
WEEKEND NIGHT*

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Our Brands

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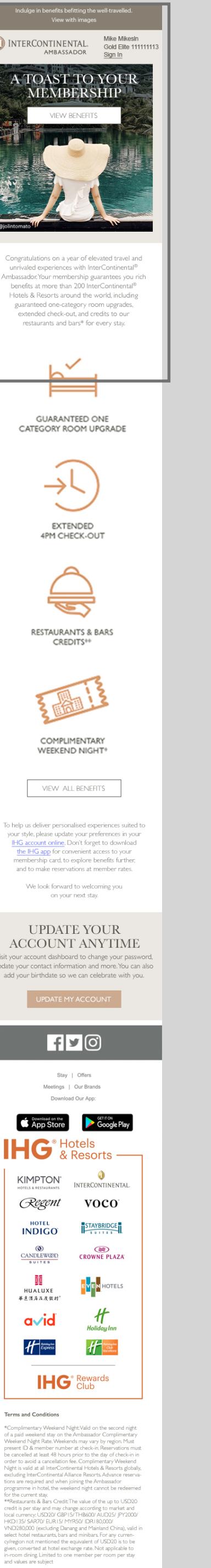
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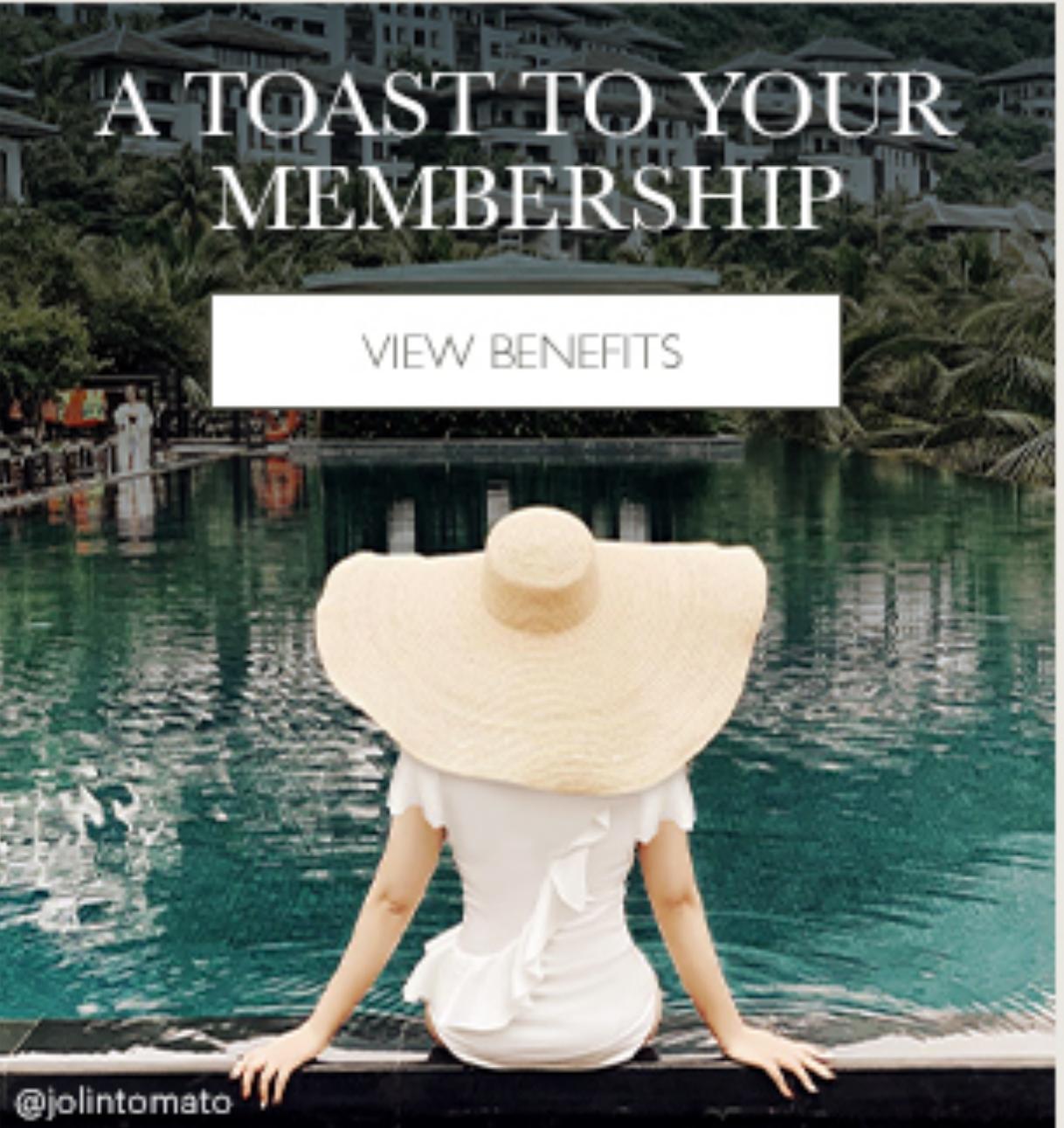
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Mike Mikesin
Gold Elite 111111111
[Sign In](#)



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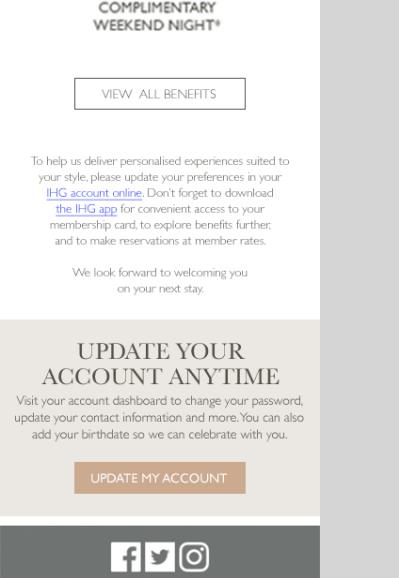
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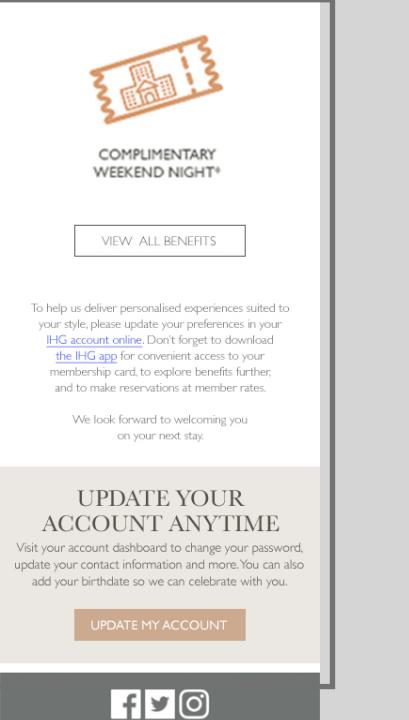
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Regent

HOTEL INDIGO

CANDLEWOOD SUITES

HUALUXE HOTEL & RESORT

avid

Holiday Inn

Holiday Inn Express

IHG® Rewards Club

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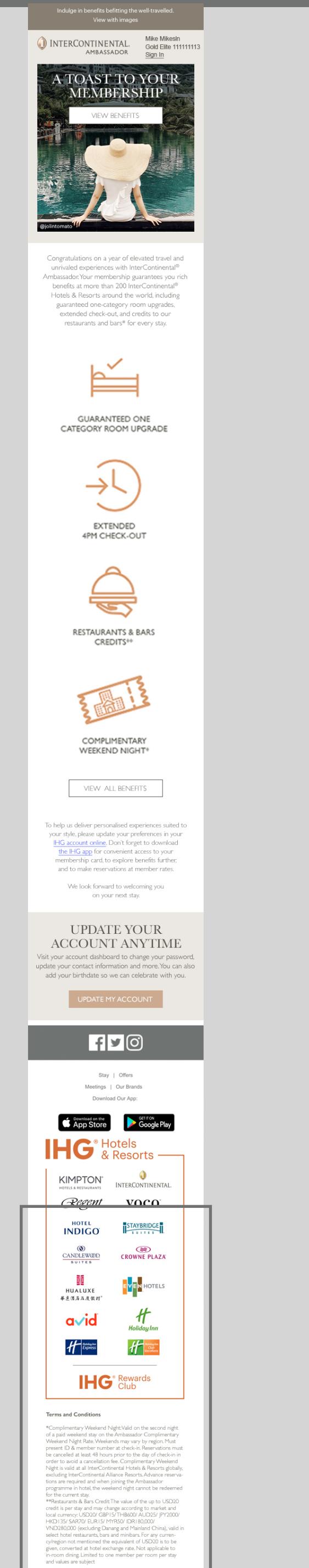
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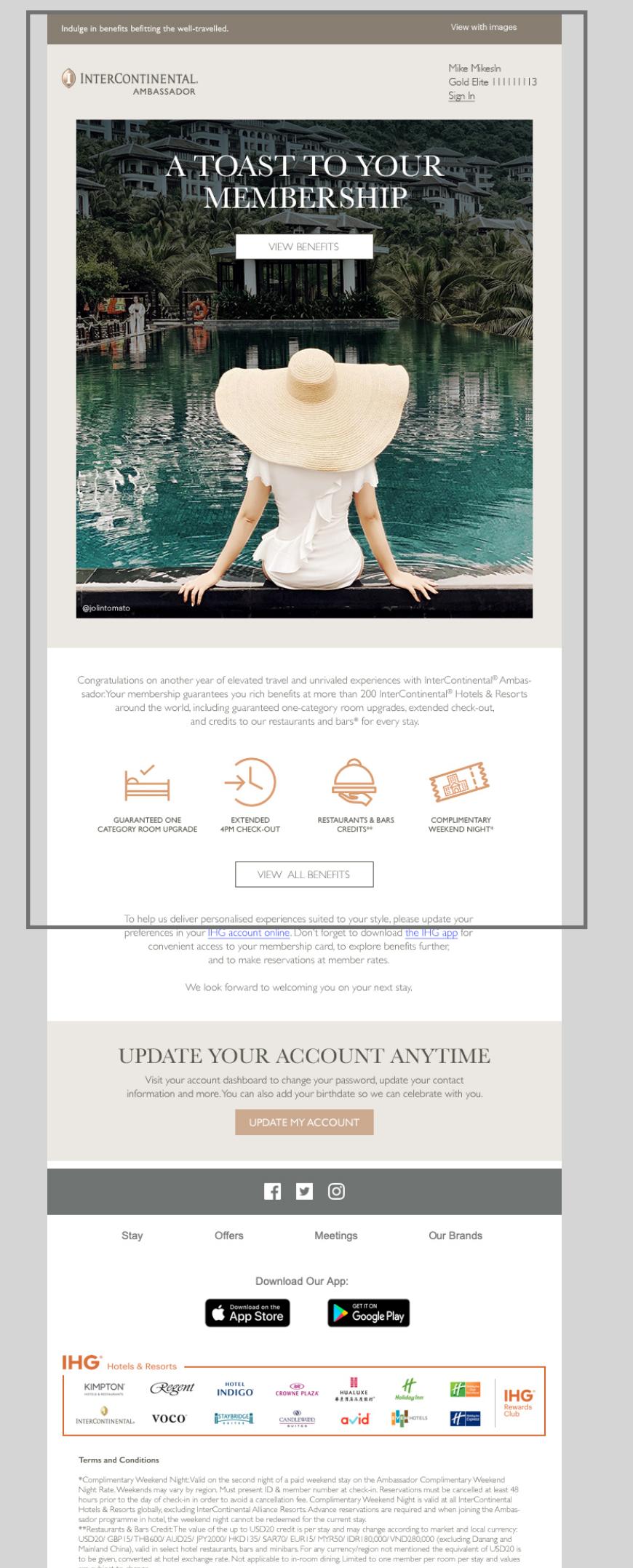
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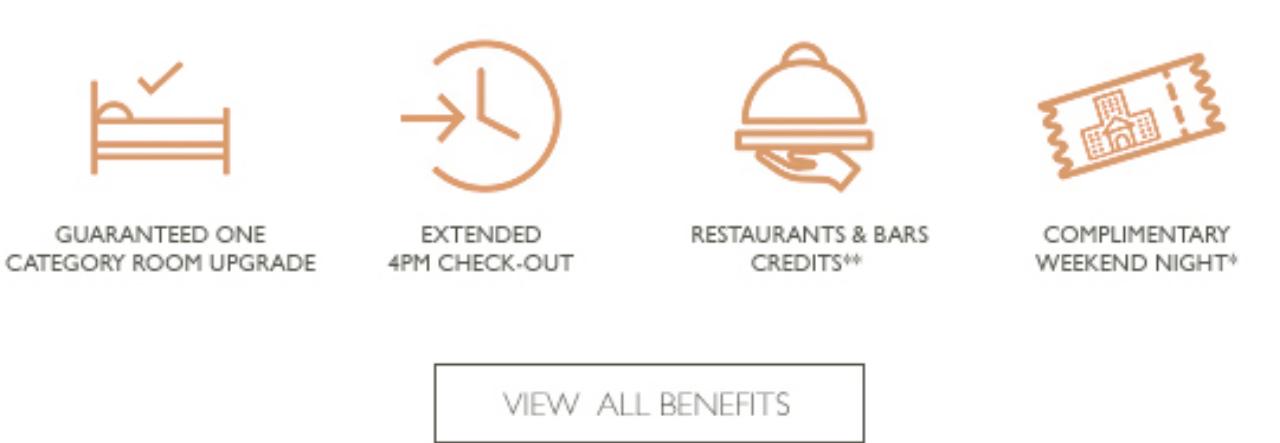
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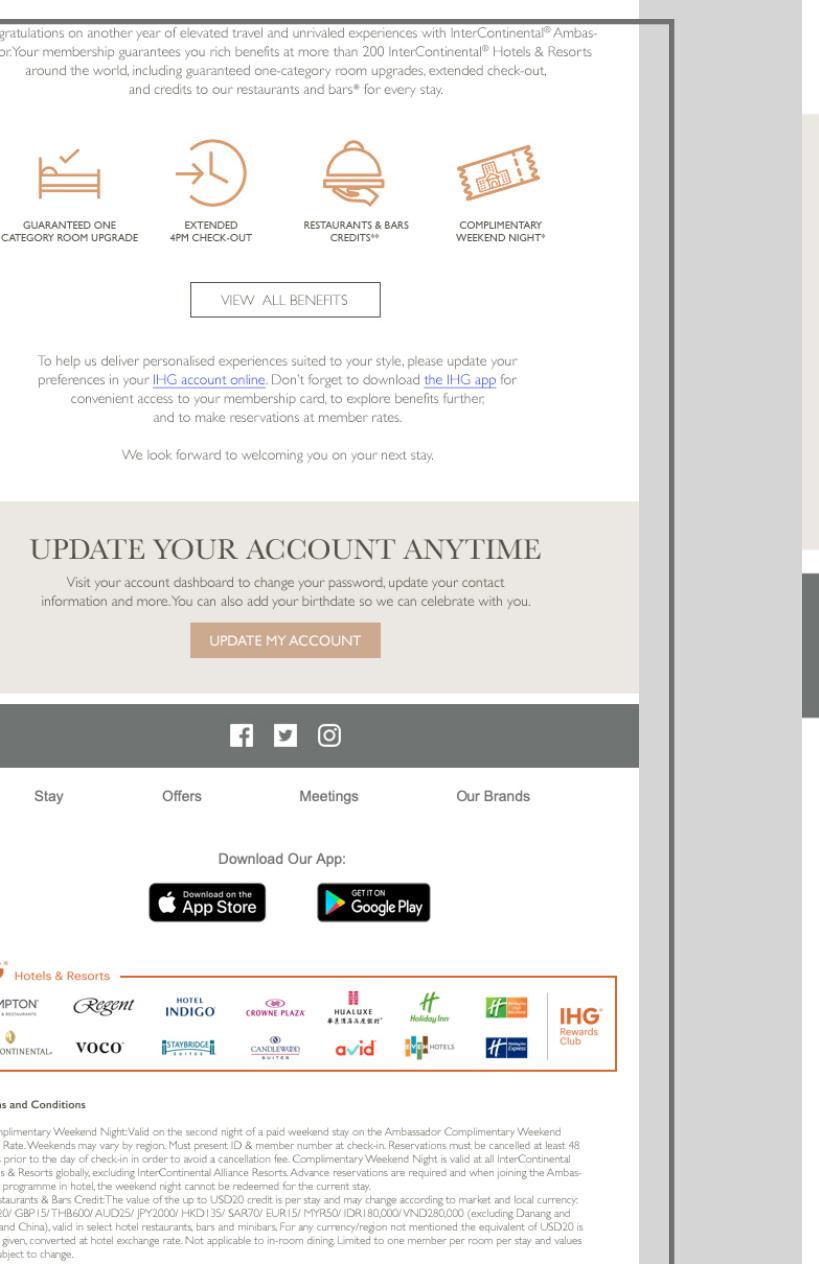
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GUARANTEED ONE
CATEGORY ROOM UPGRADE



EXTENDED
4PM CHECK-OUT



RESTAURANTS & BARS
CREDITS**



COMPLIMENTARY
WEEKEND NIGHT*

[VIEW ALL BENEFITS](#)

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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](#)



Stay

Offers

Meetings

Our Brands

Download Our App:



IHG® Hotels & Resorts

KIMPTON

Regent

HOTEL
INDIGO

CROWNE PLAZA

HUALUXE

Holiday Inn

INTERCONTINENTAL®

VOCO

STAYBRIDGE SUITES

avid

EVIN HOTELS

Holiday Express

CANFIELD

WYNDHAM

Holiday Inn

Express

IHG®
Rewards Club

Terms and Conditions

*Complimentary Weekend Night: Valid on the second 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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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:

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CTA:

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CTA:

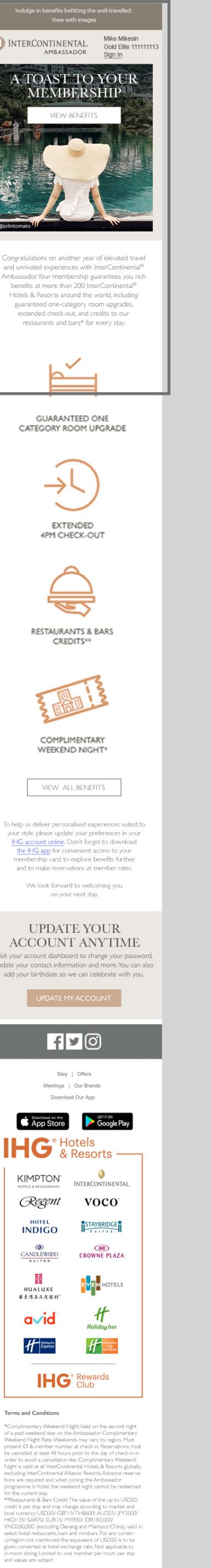
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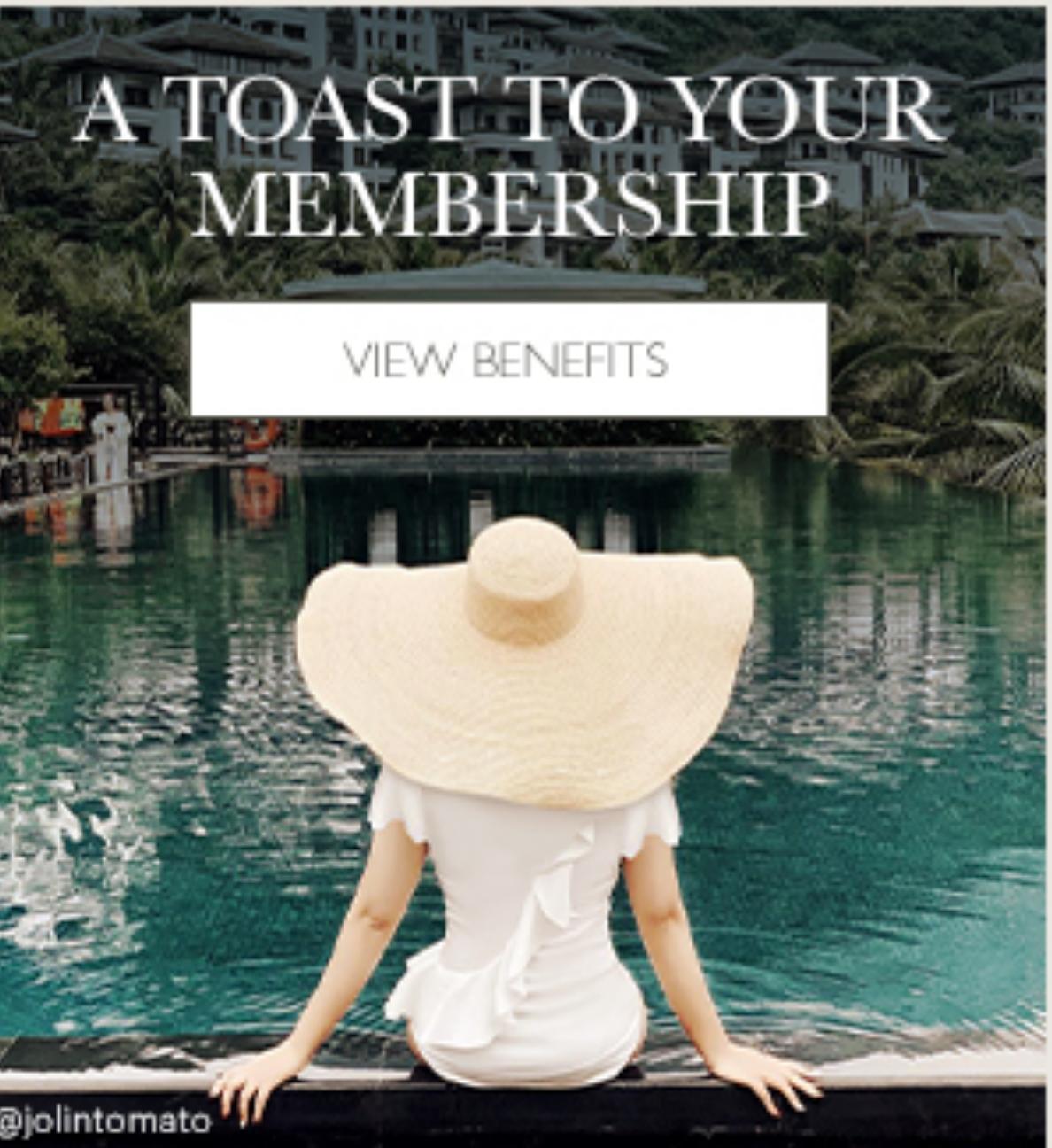


Indulge in benefits befitting the well-travelled.

[View with images](#)

 **INTERCONTINENTAL**
AMBASSADOR

Mike Mikesln
Gold Elite 111111111
[Sign In](#)



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Day Zero - Audience Two

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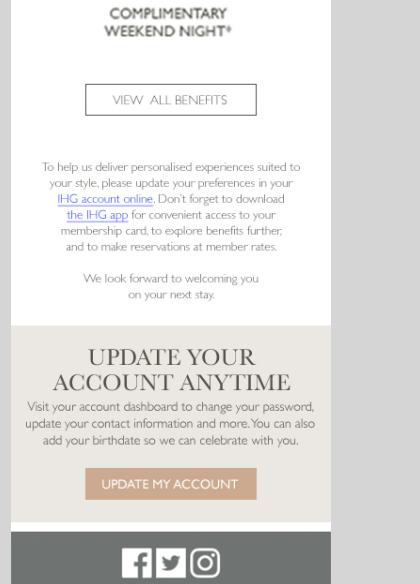
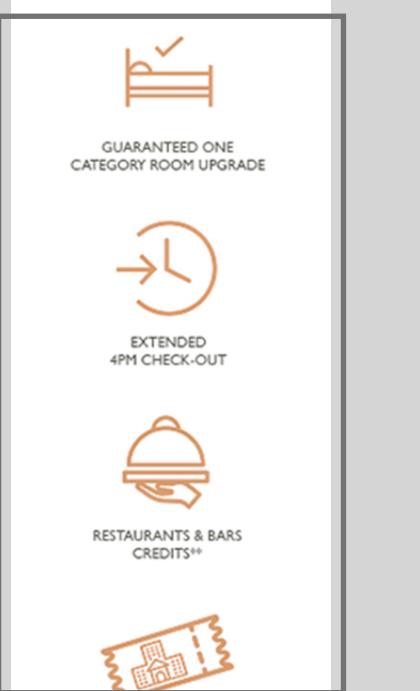
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GUARANTEED ONE CATEGORY ROOM UPGRADE



EXTENDED 4PM CHECK-OUT



RESTAURANTS & BARS CREDITS**



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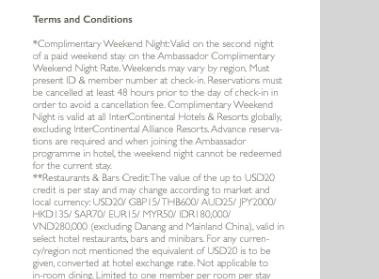
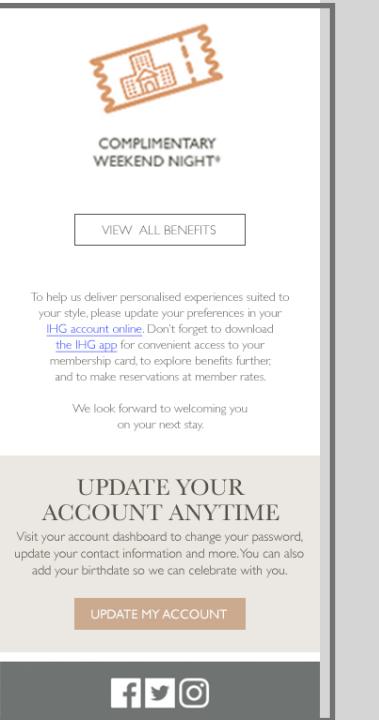
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COMPLIMENTARY
WEEKEND NIGHT*

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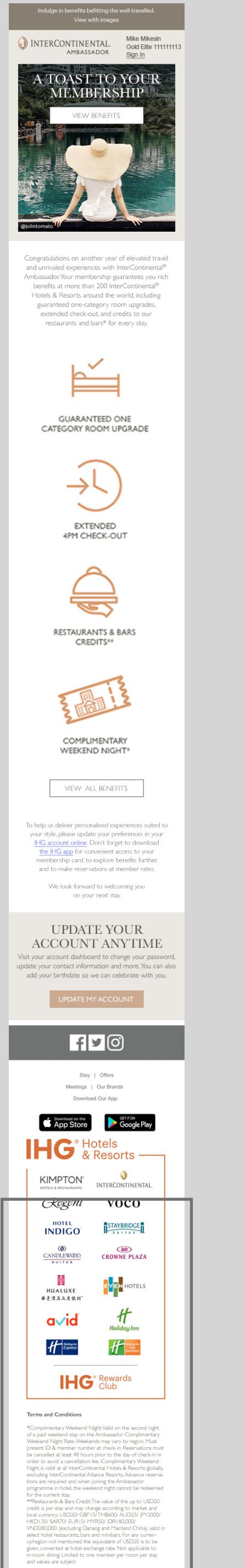
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HOTEL
INDIGO

STAYBRIDGE
SUITES

CANDLEWOOD
SUITES

CROWNE PLAZA

HUALUXE
華逸酒店及度假村

EVEN HOTELS

avid

Holiday Inn

Holiday Inn
Express

Holiday Inn
Club Vacations

IHG® Rewards
Club

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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.

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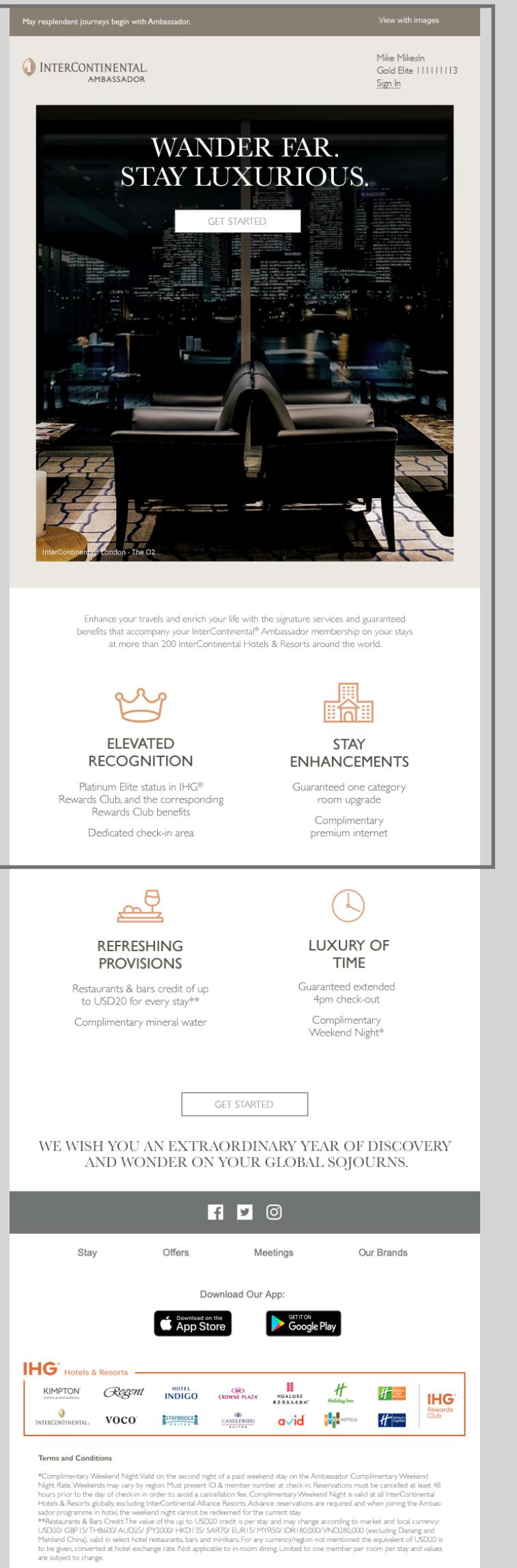
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May resplendent journeys begin with Ambassador.



ELEVATED RECOGNITION
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Dedicated check-in area

STAY ENHANCEMENTS
Guaranteed one category room upgrade
Complimentary premium internet



Mike Mikesin
Gold Elite 11111113
Sign In

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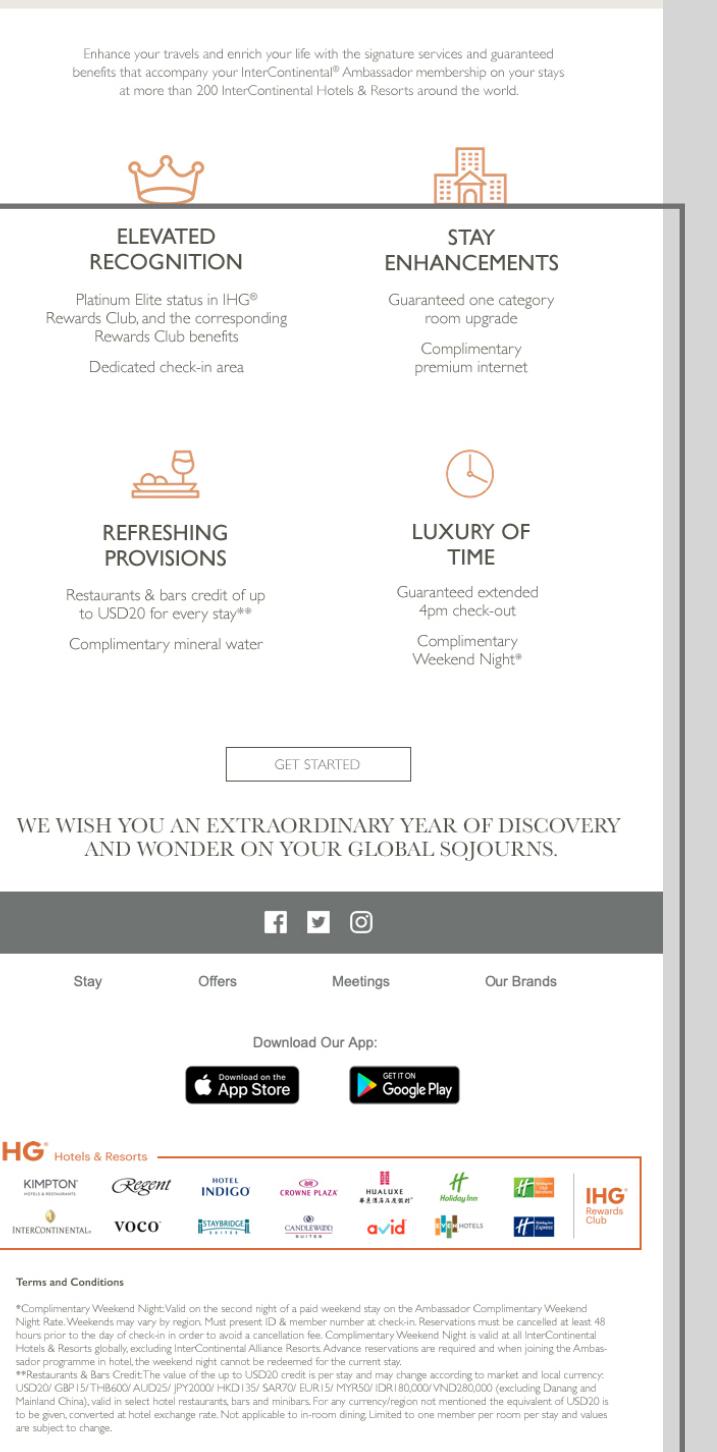
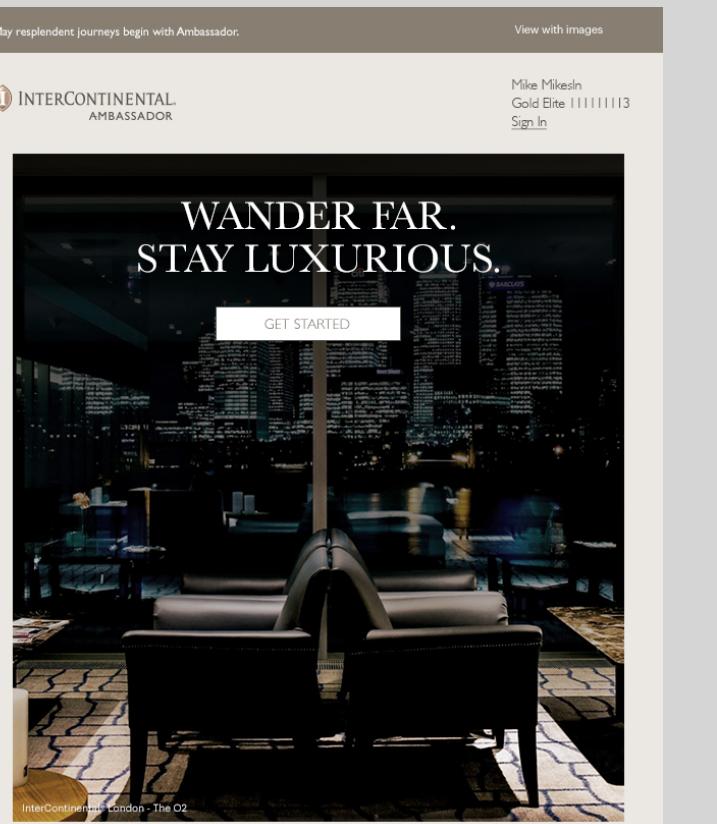
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Dedicated check-in area



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

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STAY

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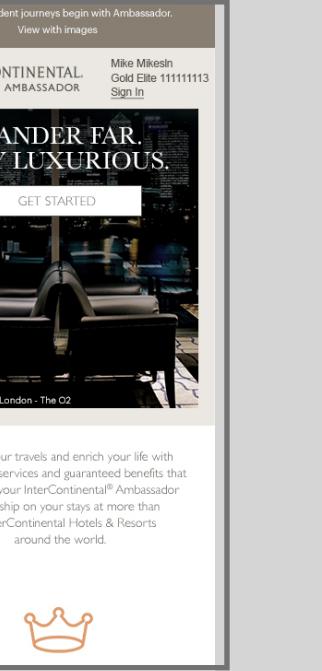
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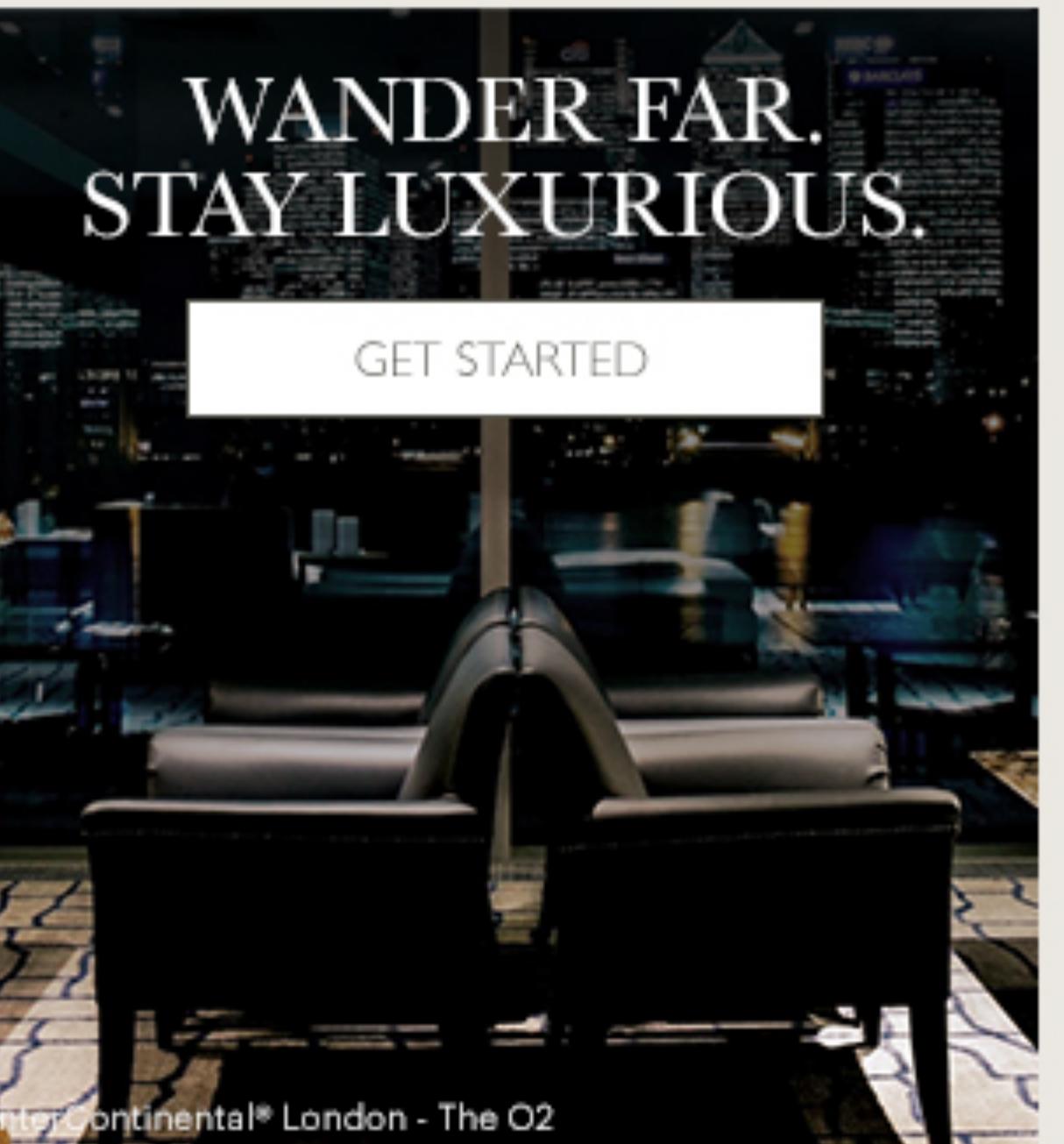
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View with images

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 **INTERCONTINENTAL**
AMBASSADOR

Mike Mikesin
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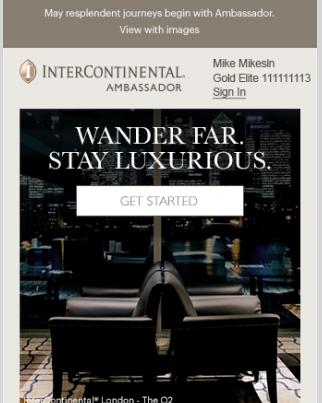
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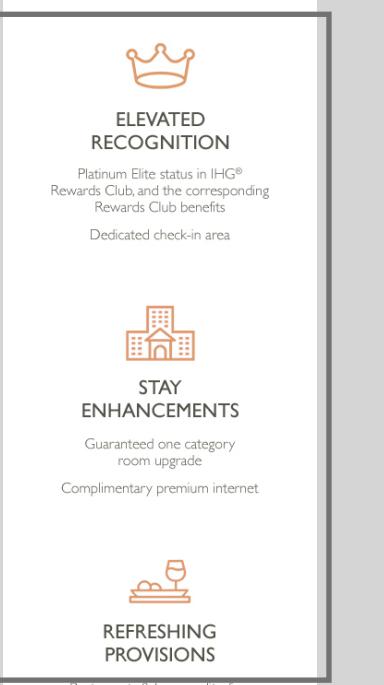
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ELEVATED RECOGNITION

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

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:

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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HOTEL INDIGO

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CROWNE PLAZA

CANFIELD SUITES

HUA LUXE

VOVO HOTELS

avid

Holiday Inn

Holiday Inn Express

IHG® Rewards Club

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GET STARTED

WE WISH YOU AN

Day Five - Audience One

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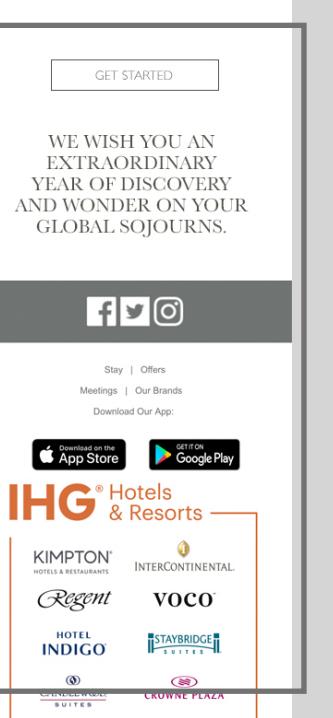
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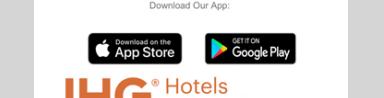


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HOTEL
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STAYBRIDGE
SUITES

CANDLEWOOD
SUITES

CROWNE PLAZA

HUALUXE
華逸酒店及度假村®

EVEN HOTELS

avid

Holiday Inn

Holiday Inn
Express

Holiday Inn
Club Vacations

IHG® Rewards
Club

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Alt Text:

Sitting area at InterContinental London - The O2.

Headline:

Wander Far. Stay Luxurious.

Body copy:

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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:

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Module Headline:

UPDATE YOUR ACCOUNT ANYTIME

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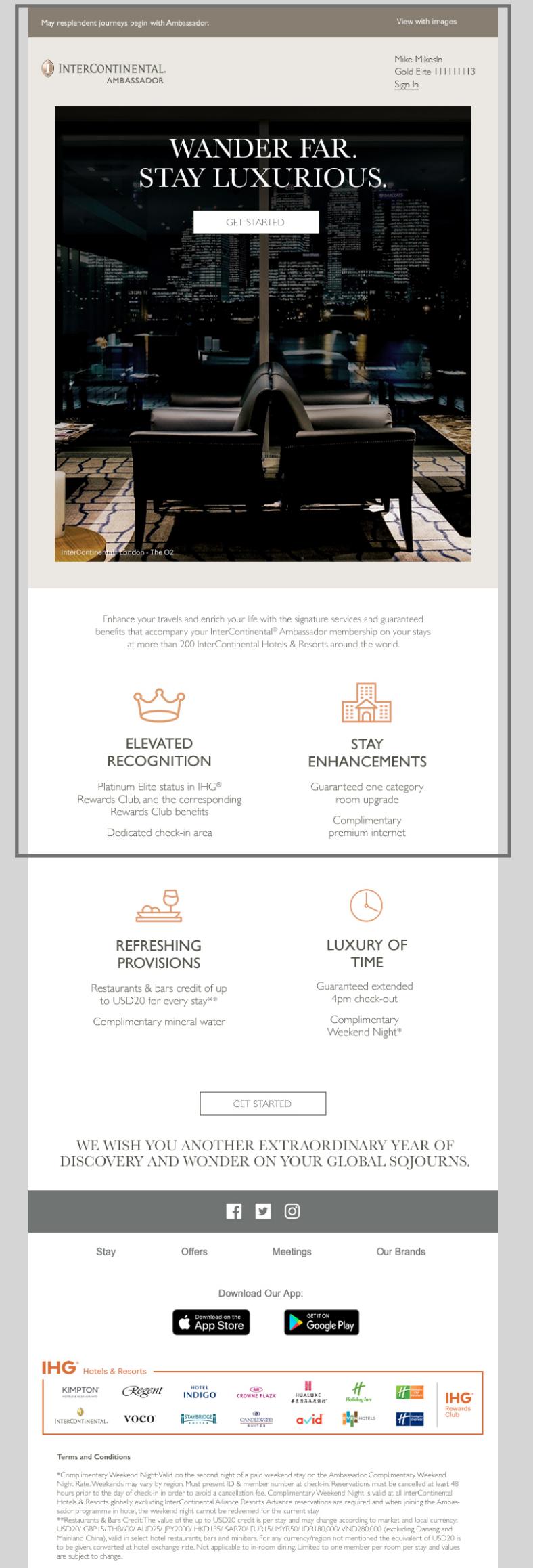
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Mike Mikesin
Gold Elite 11111113
[Sign In](#)

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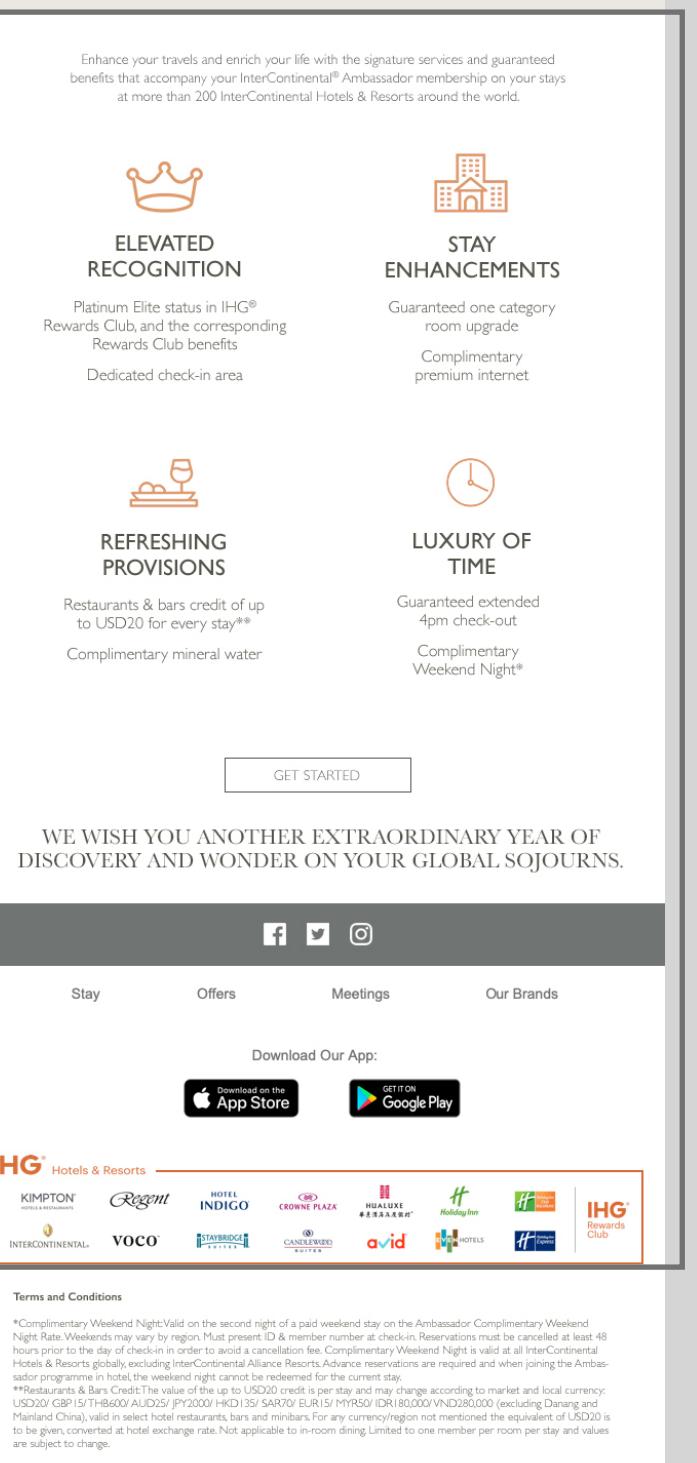
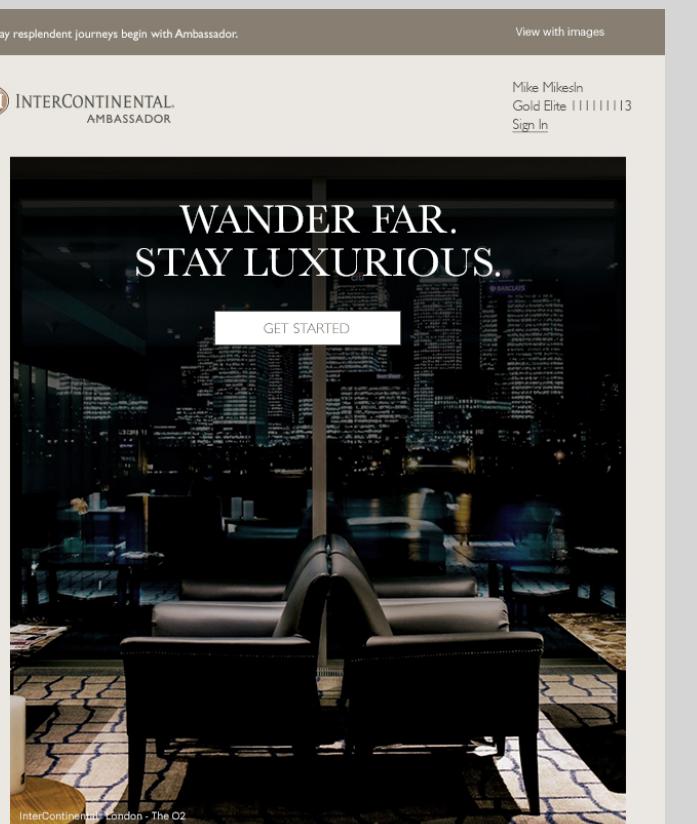
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Dedicated check-in area



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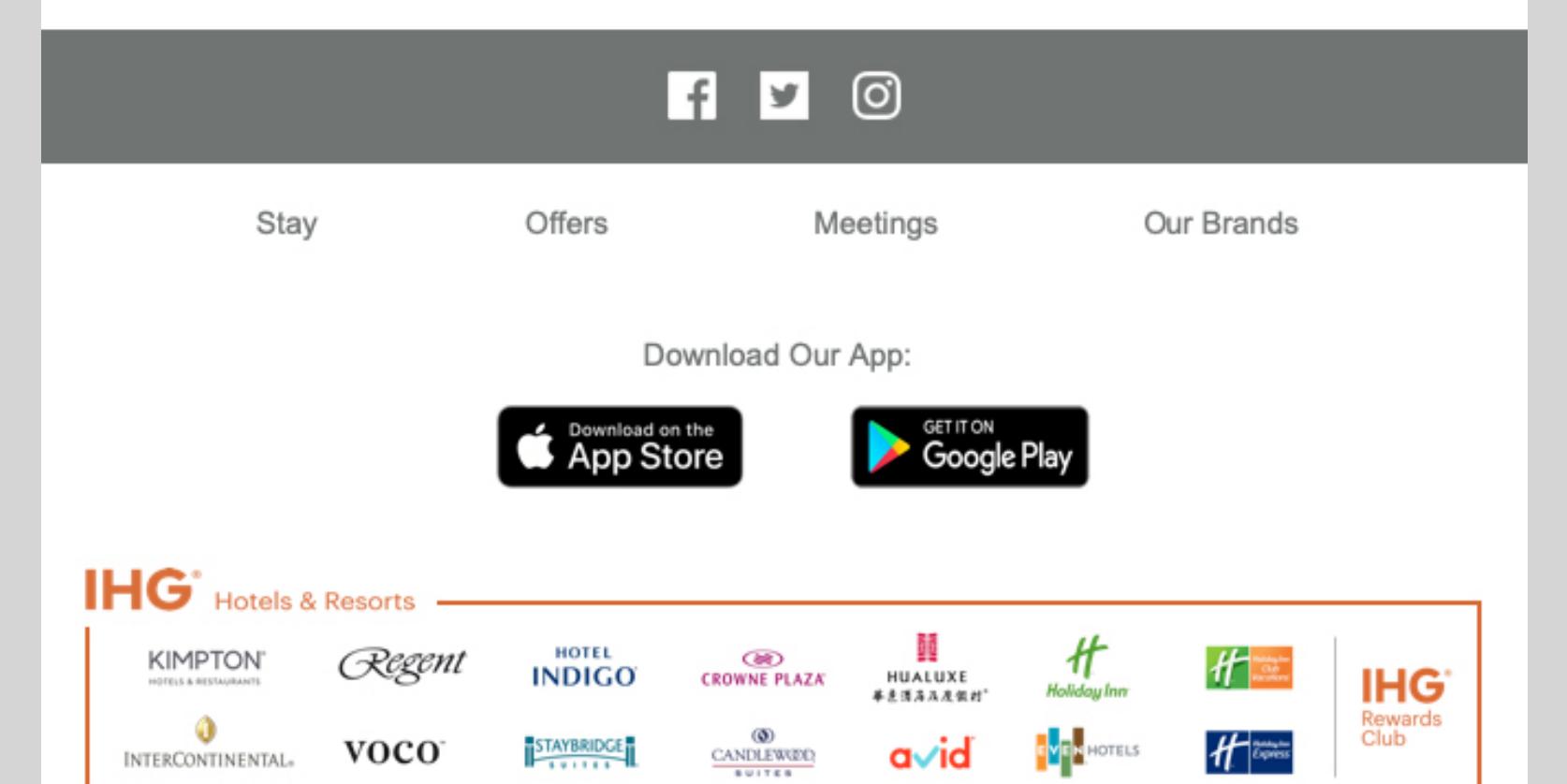
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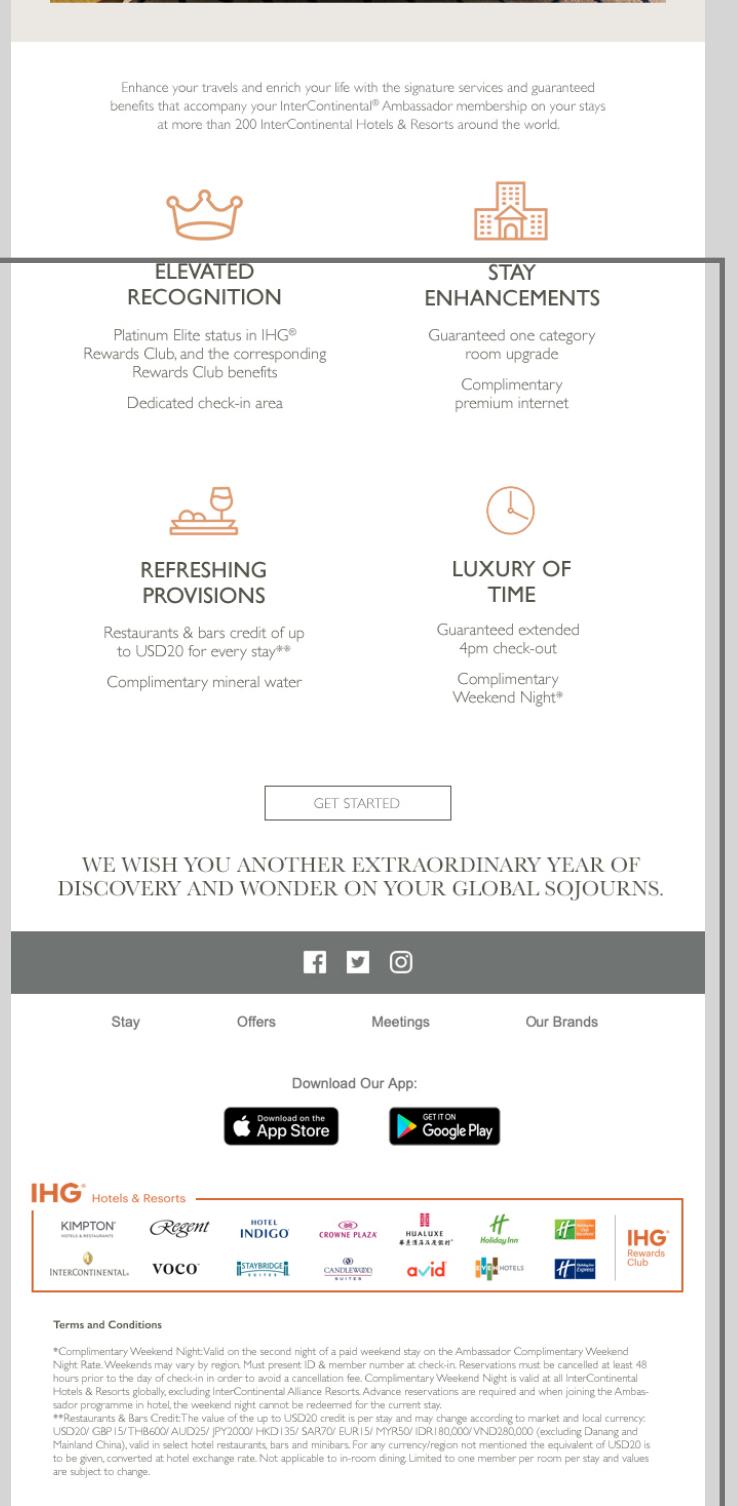
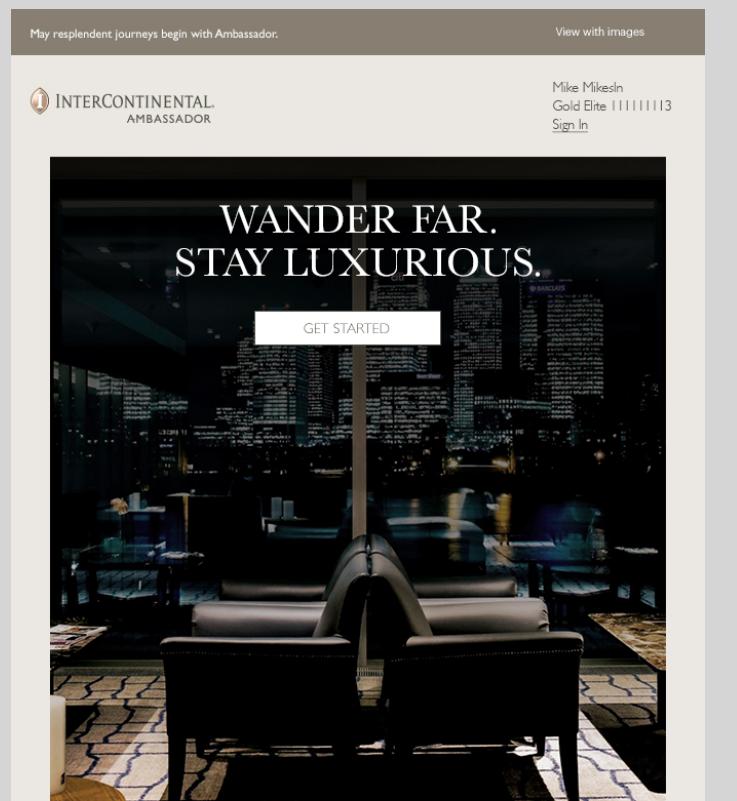
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CTA:
UPDATE MY ACCOUNT

Legal:
Terms and Conditions

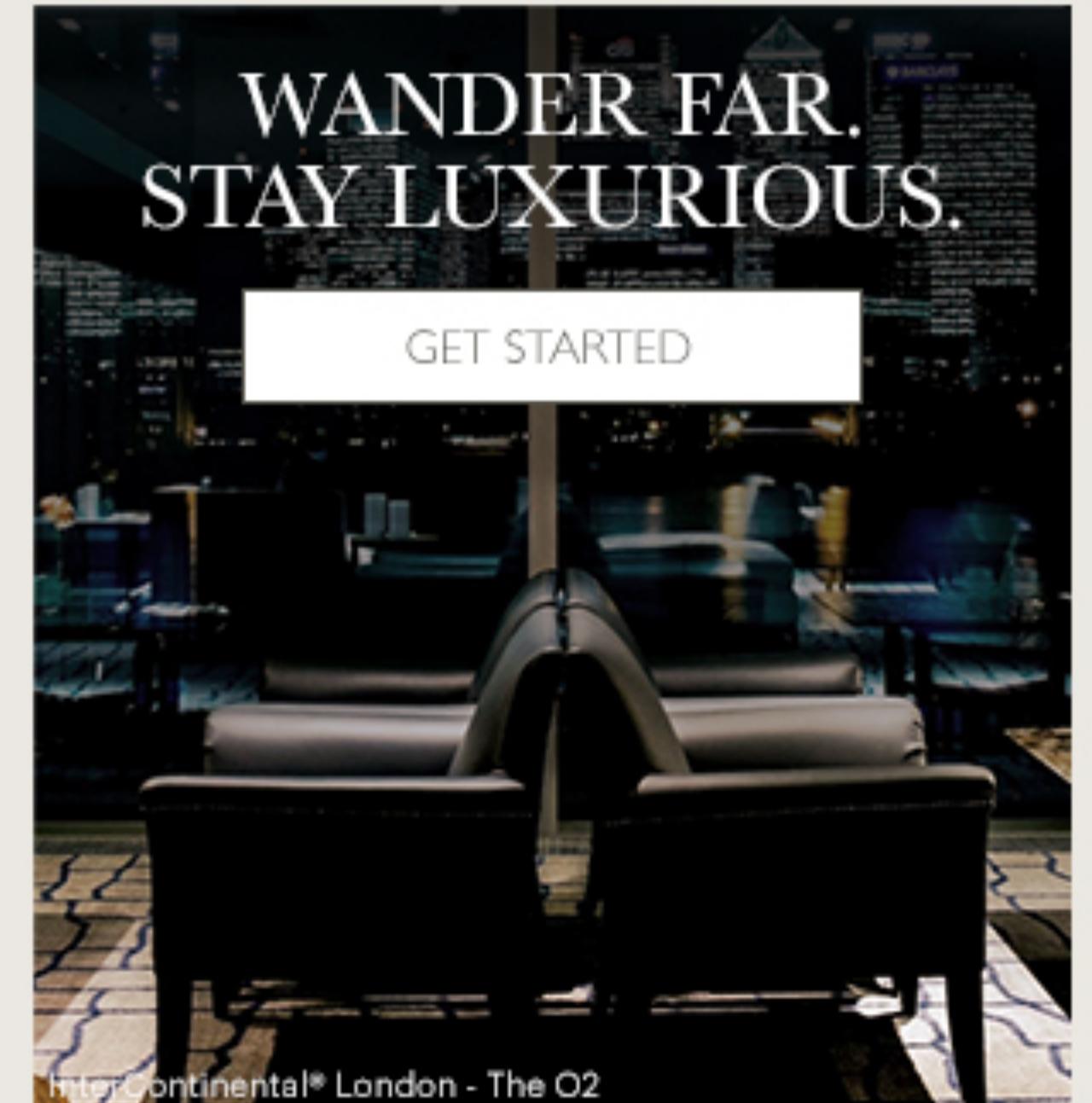
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May resplendent journeys begin with Ambassador.
View with images

Mike Mikesln
Gold Elite 111111113
Sign In





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.



Day Five - Audience Two 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 another 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.

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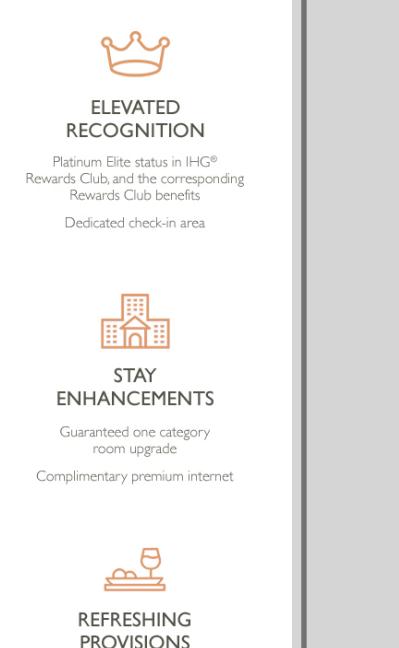
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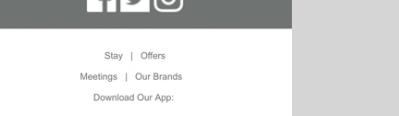
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Meetings | Our Brands
Download Our App



IHG® Hotels & Resorts



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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

Day Five - Audience Two 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 another extraordinary year of discovery and wonder on your global sojourns.

Module Headline:
UPDATE YOUR ACCOUNT ANYTIME

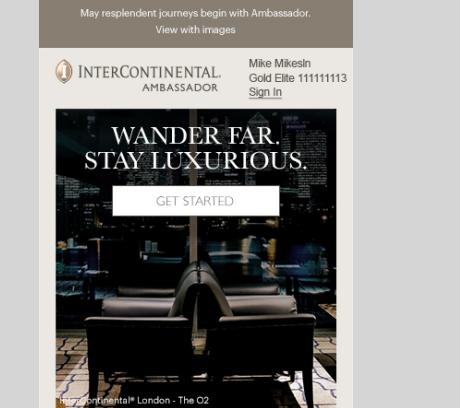
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UPDATE MY ACCOUNT

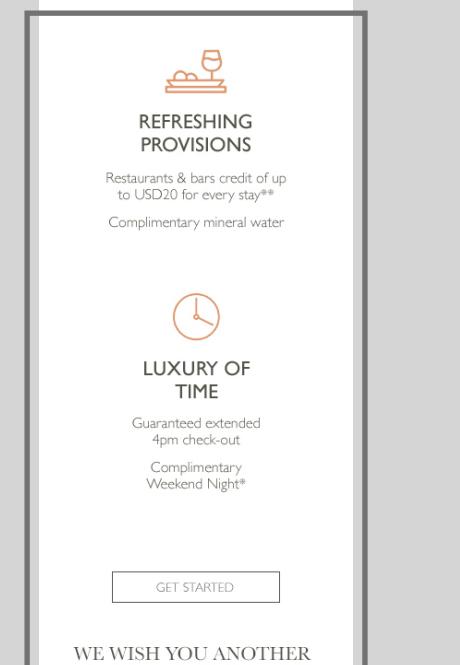
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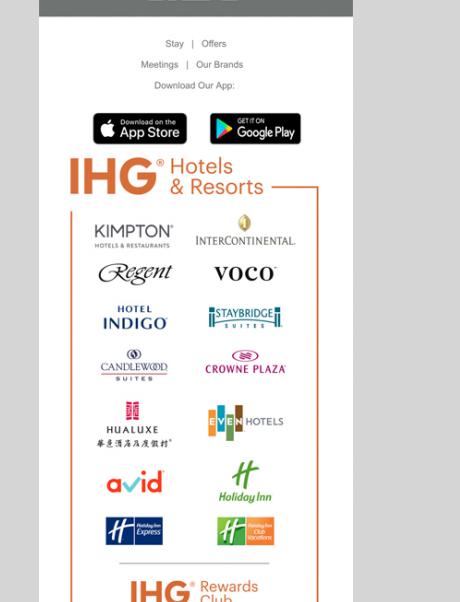
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LUXURY OF TIME
Guaranteed extended 4pm check-out
Complimentary Weekend Night*



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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 ANOTHER EXTRAORDINARY YEAR

Day Five - Audience Two Reminder Mobile Email

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Stay enhancements

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Refreshing provisions

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UPDATE YOUR ACCOUNT ANYTIME

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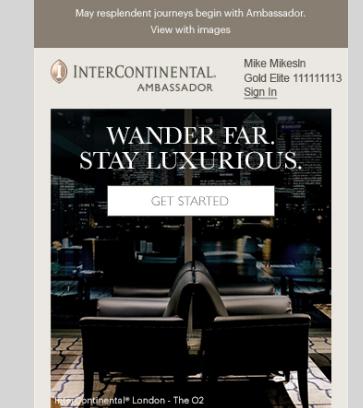
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& Resorts

KIMPTON®
HOTELS & RESTAURANTS

Regent

HOTEL
INDIGO®

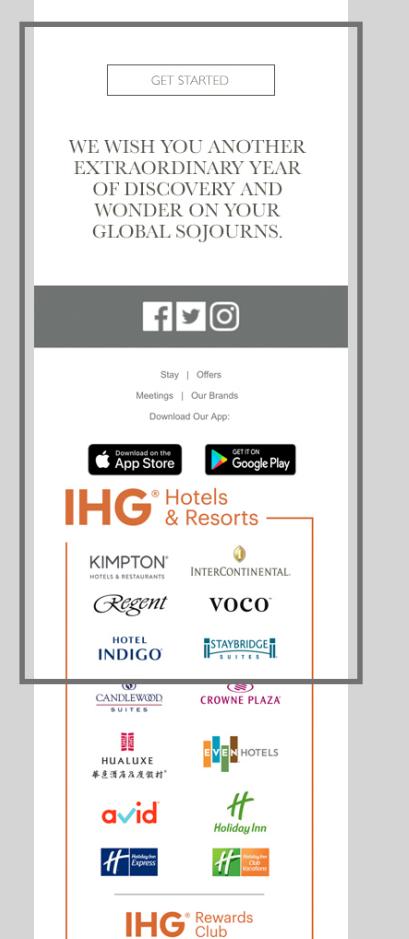
CANDLEWOOD
SUITES

INTERCONTINENTAL

VOCO™

STAYBRIDGE
SUITES

CROWNE PLAZA®



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Stay enhancements

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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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CTA:

GET STARTED

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Module Headline:

UPDATE YOUR ACCOUNT ANYTIME

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GET STARTED

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華逸酒店及度假村®

EVEN HOTELS

avid

Holiday Inn

Holiday Inn Express

Holiday Inn Club Vacations®

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avid



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Club

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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*

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

CTA

SEE ALL BENEFITS

Ambassador Activation

Website Header Image Options

Website Header Image

This screenshot shows the Ambassador membership page of the InterContinental website. At the top, there's a header with the IHG logo and a "JOIN" button. Below the header, there's a large image of a beachside deck with hanging chairs. The main content area is titled "INTERCONTINENTAL AMBASSADOR" and includes a brief description of the program's benefits. There are sections for "BENEFITS OF AMBASSADOR MEMBERSHIP" with images of a room, a restaurant, and a couple, and "JOIN AMBASSADOR TODAY" with a "JOIN NOW" button. The footer contains a "FAQS" section and a "MORE INFORMATION" section with links to membership details and a "COMPLIMENTARY WEEKEND NIGHT" offer.

This screenshot shows the same Ambassador membership page as the previous one, but with a large, semi-transparent image of a beachside deck with hanging chairs overlaid on the content. The image is very bright and overexposed, making the text underneath difficult to read. The "INTERCONTINENTAL HOTELS & RESORTS" logo and "JOIN" button are visible at the top right.

INTERCONTINENTAL AMBASSADOR

Worldly, refined, and discerning, the qualities of the modern traveler, and the essence of the InterContinental® Ambassador programme. With every journey you take, whether for business or pleasure, Ambassador enhances your stay with exceptional benefits to ensure an unforgettable experience.

JOIN

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.

ENROL IN INTERCONTINENTAL® AMBASSADOR TO INDULGE IN RICH BENEFITS ONCE AGAIN:

- Guaranteed one category room upgrade
- Guaranteed extended 4pm check-out
- Complimentary weekend night*
- [For Club / Gold Members]: Platinum Elite status in IHG® Rewards Club, and the corresponding Rewards Club benefits
- [For Plat/Spire Members]: Restaurants & bars credit of up to USD20 for every stay**

We look forward to elevating your stays once again.

CTA:

ENROL TODAY

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:

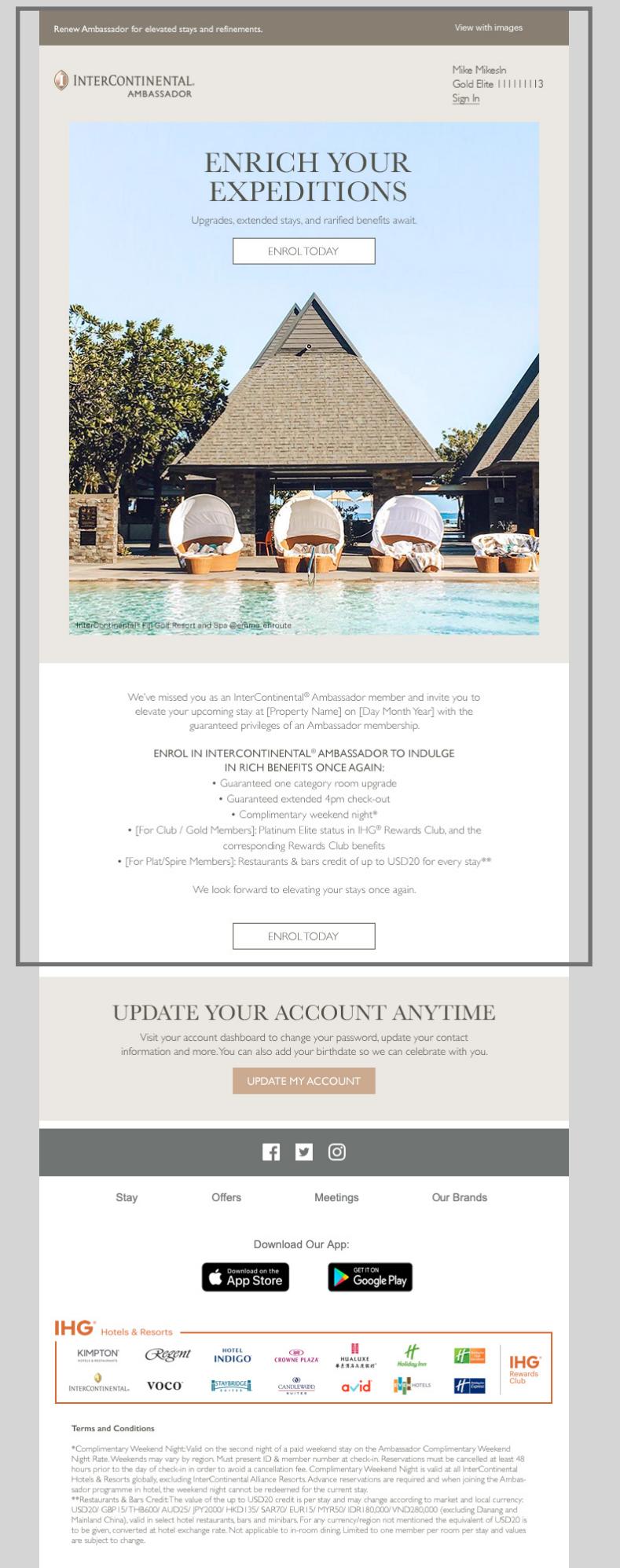
UPDATE MY ACCOUNT

Legal:

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Upgrades, extended stays, and rarified benefits await.

ENROL TODAY



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.

ENROL IN INTERCONTINENTAL® AMBASSADOR TO INDULGE

IN RICH BENEFITS ONCE AGAIN:

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We look forward to elevating your stays once again.

ENROL TODAY

Mike Mikesin
Gold Elite 11111113
Sign In

Day Five - Audience Two

Reminder Desktop Email

Subject Line:
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Pre Header:
Renew InterContinental Ambassador for elevated stays and refinements.

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

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

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Upgrades, extended stays, and rarified benefits await.

CTA:
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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.

ENROL IN INTERCONTINENTAL® AMBASSADOR TO INDULGE IN RICH BENEFITS ONCE AGAIN:

- Guaranteed one category room upgrade
- Guaranteed extended 4pm check-out
- Complimentary weekend night*
- [For Club / Gold Members]: Platinum Elite status in IHG® Rewards Club, and the corresponding Rewards Club benefits
- [For Plat/Spire Members]: Restaurants & bars credit of up to USD20 for every stay**

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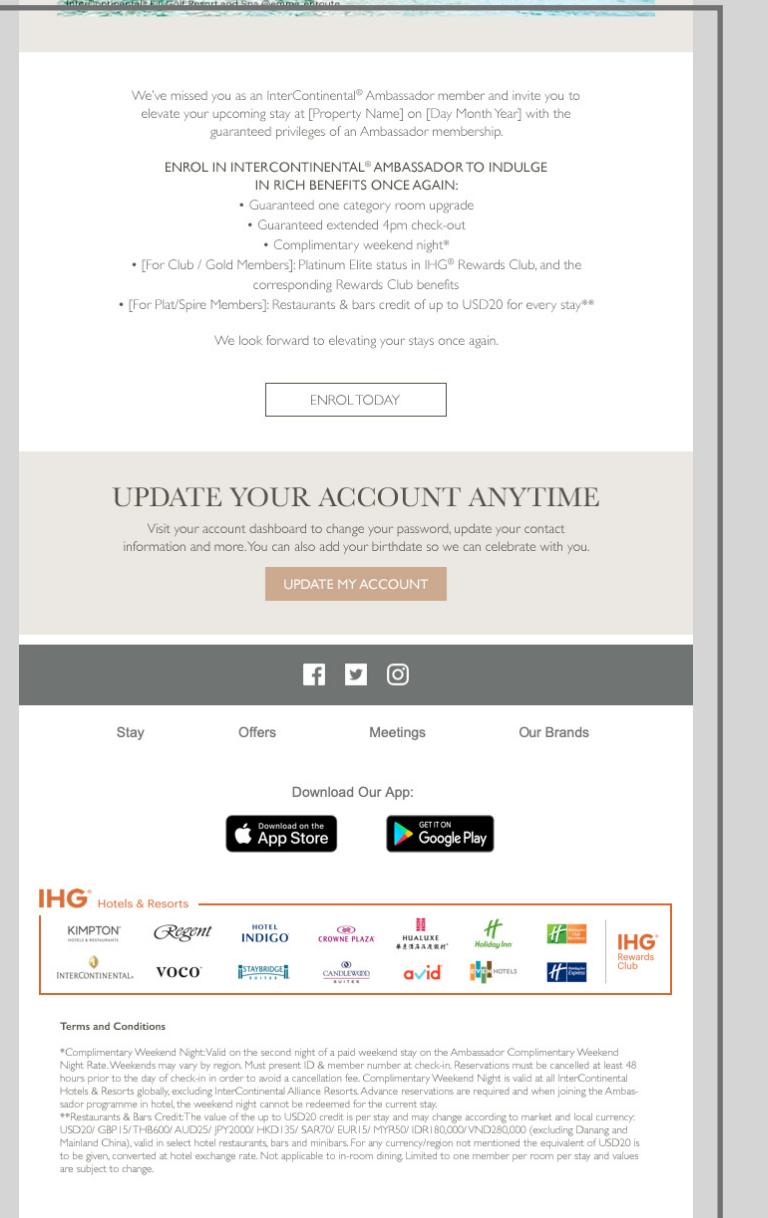
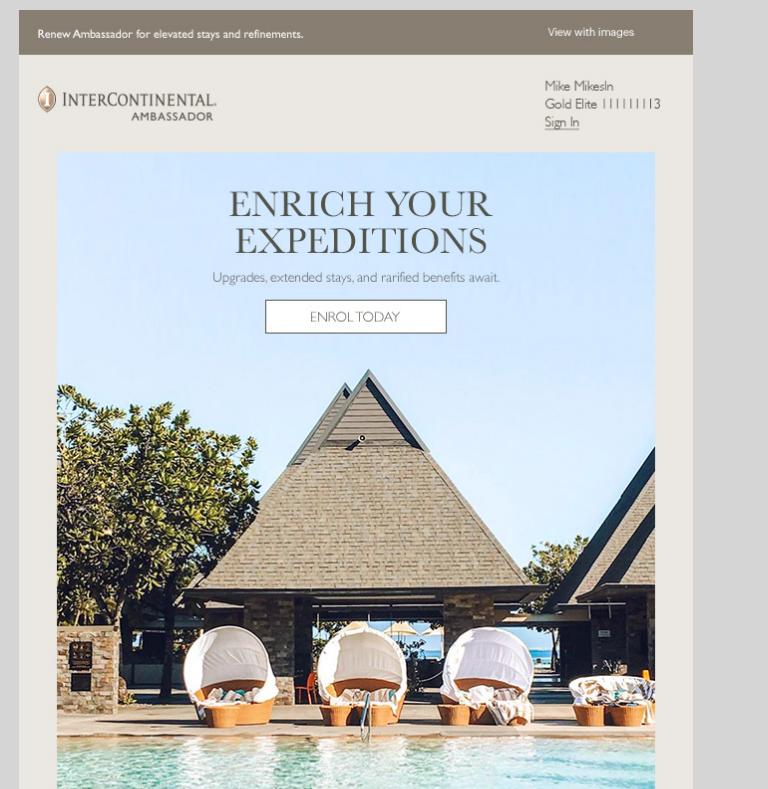
Body copy:
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CTA:
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Legal:
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We've missed you as an InterContinental® Ambassador member and invite you to elevate your upcoming stay at [Property Name]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

ENROL IN INTERCONTINENTAL® AMBASSADOR TO INDULGE IN RICH BENEFITS ONCE AGAIN:

- Guaranteed one category room upgrade
- Guaranteed extended 4pm check-out
- Complimentary weekend night*
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Day Five - Audience Two Reminder Mobile 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:

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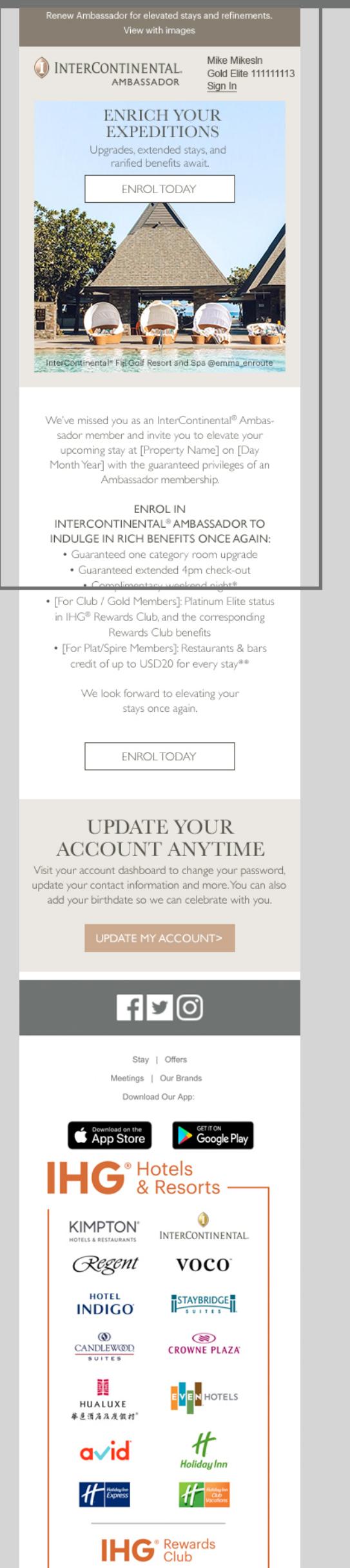
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Renew Ambassador for elevated stays and refinements.

[View with images](#)

 **INTERCONTINENTAL**
AMBASSADOR

Mike Mikesin
Gold Elite 111111113
[Sign In](#)

ENRICH YOUR EXPEDITIONS

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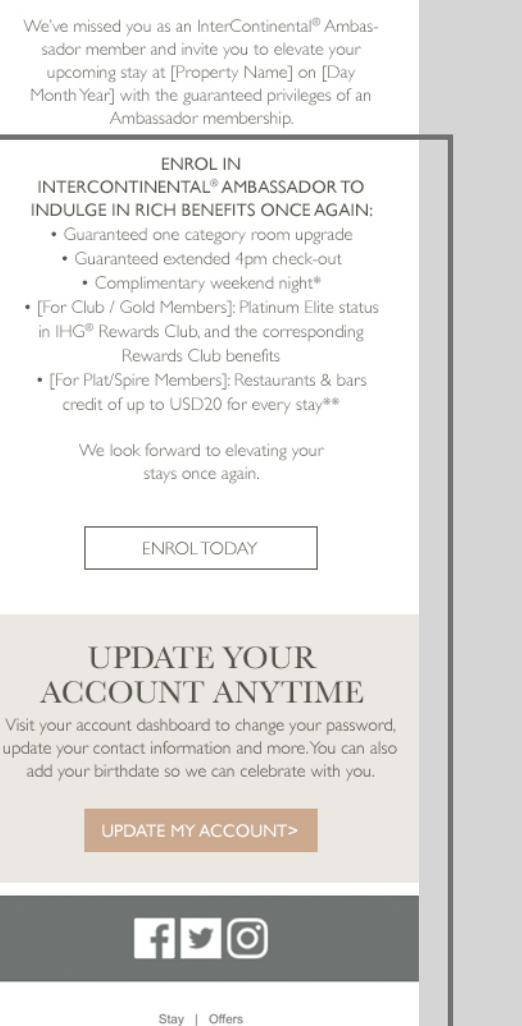
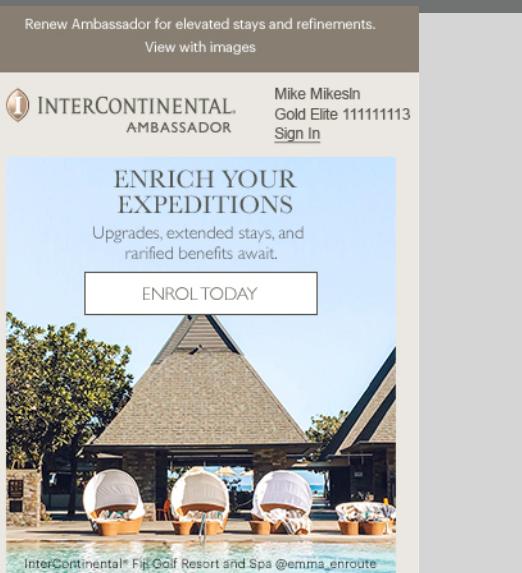
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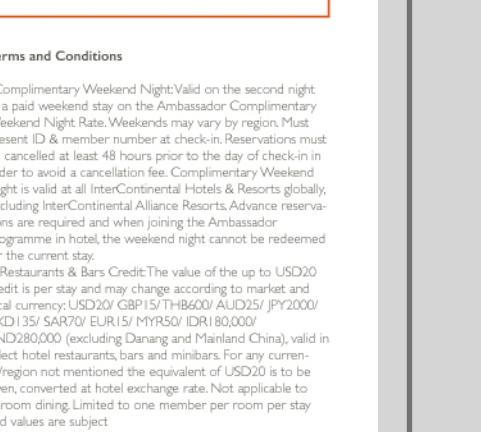
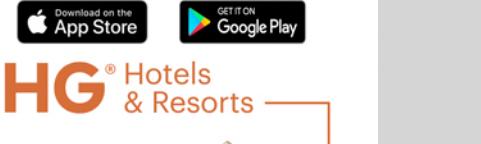
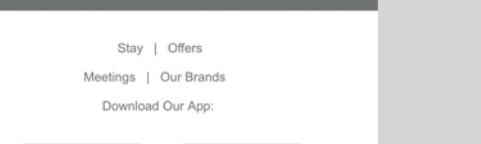
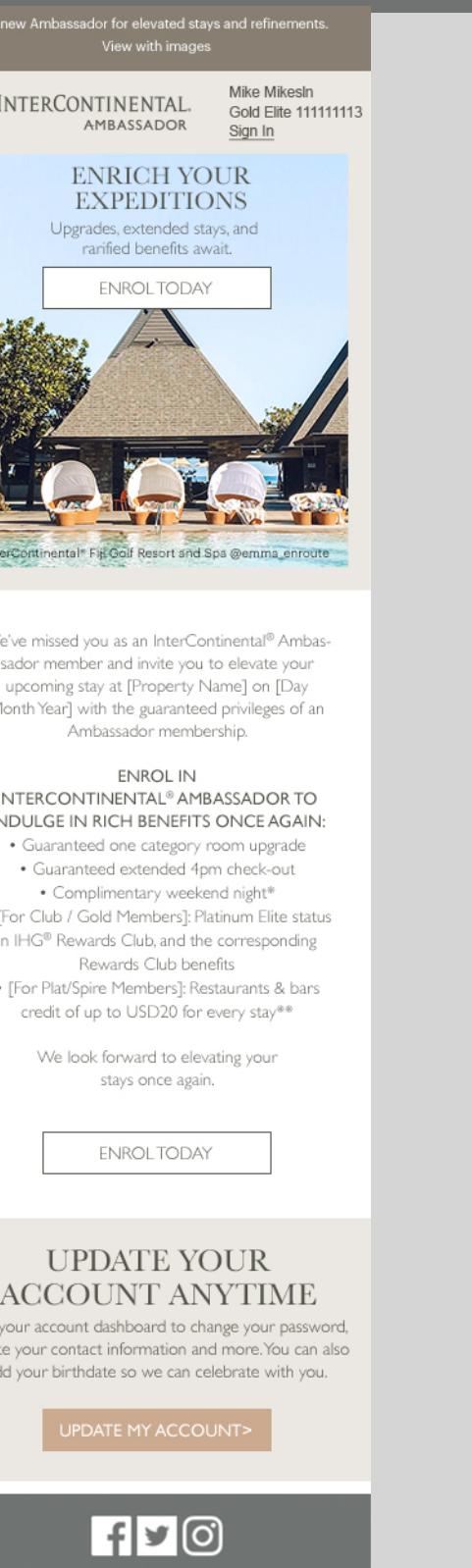
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Oregon

VOCO



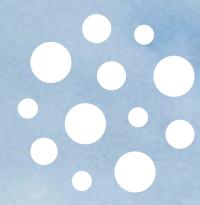
IHG® Rewards Club

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 CHEMISTRY

Thank You

