

Client details have been removed in response to their Non-Disclosure Agreement.

Acquisition x1

Subject line:	[name], it's your anniversary
Pre-header:	so next time travel first class for free
Subject line:	Enjoy a free upgrade to First Class
Pre-header:	It's been a great year for XX
Subject line:	At XX we're celebrating
Pre-header:	it's a year since you bought your first ticket
Title copy:	In the past 12 months we've achieved so much
Infographic 1:	6 million passengers – more than the population of Costa Rica!
Infographic 2:	Count on us - reliability rating of 98%
Infographic 3:	Working to time, 95% punctuality score
Infographic 4:	A happy rating of 93% satisfaction
Infographic 5:	Greener than taxis, we've saved over 13 million kilograms of CO ₂
Infographic 6:	Can't get there faster 100mph (train) 6mph (tube) 40mph (taxi)
Infographic 7:	We've travelled 2,400 miles, that's once around the world
Infographic 8:	Thanks to you we've won many of the BIGGEST awards
Main copy:	By travelling with XX you've been part of this success and we're committed to continually build on these great achievements. That's why, to say thank you, we're offering you a free upgrade to First Class seating* when you next travel with us.
CTA:	Pre-book now
T&Cs	*Upgrade to First Class travel is offered between XX and XX 2016.