

Celebrity Horizon Cruise Letter

The Challenge: *To persuade overworked, overstressed individuals to book a 2004 getaway aboard Celebrity Horizon before “life” gets in the way.*

The Solution: *This piece gets the reader into the “yes” mentality from the first line. It says, “We’re on your side,” “You deserve this,” “If you don’t plan for it, who will?” The cruise benefits are then described using enticing language designed to conjure up mental pictures the reader can’t say “no” to.*

November 12, 2003

Dear Josie,

Admit it. You’ve worked hard all year and next year promises to be no exception. But with a little forethought, you can guard against burnout. Plan your escape now!

Restore your depleted energy reserves aboard the Celebrity Horizon with a luxurious six-night cruise to Bermuda. Guests aboard the ship will depart from Norfolk on May 29, 2004 for a fun-filled, relaxing getaway. By yourself, or with family and friends, take full advantage of the Celebrity Horizon’s gourmet dining, spectacular nightlife, children’s programs, spa, casino, shopping, and more!

From Broadway-style shows, to the ship’s 1,200-piece art collection, to lectures, or simply sipping warm cognac accompanied by a hand-rolled cigar, Celebrity Horizon has something for everyone.

Upon your arrival in St. George, Bermuda, languish under a gleaming sun cooled by the island breeze and dulcet tones of an endless ocean. Then take the afternoon to meander through the island’s exclusive boutiques and enjoy its rich colonial heritage. For four days, Bermuda will be yours to explore. Conveniently scheduled over Memorial Day weekend, you need only miss three workdays to revel in this refreshing retreat!

This all-inclusive trip, which includes port taxes, lodging, tips, food, and more, can be yours for just over \$1,000. Book your time for peace of mind! Call today.

Contact Lynne or Jackie at Grand Destinations to reserve your stateroom today. Phone: 548-8200. E-mail: lklinger@granddestinations.com, or jgingerich@granddestinations.com.