**A picture containing metalware, gear

Description automatically generated**

**COPY DECK**

**Client:** Honda Marine

**Project:** Holiday Greeting Email

**Date:** 07 December 2021

**Writer:** ML

**Version:** 1.0

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| **FROM NAME** | Honda Marine |
| **TEMPLATE** |  |

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| **SUBJECT** | Happy Holidays from Honda |
| **ALT SUBJECT** | Happy Holidays from Honda Marine  Season’s Greetings from Honda  Happy New Year from Honda |

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| **PREVIEW LINE** | Wishing You the Best |
| **ALT PREVIEW LINE** | Wishing You Happy Holidays |

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| **MAIN MODULE #1** | |
| **HEADLINE:** | Here’s to a Great New Year |
| **ALT HEADLINE:** | Here’s to a Great 2022!  Here’s to Family and Friends  Thanks for Being Part of Our Family |
| **BODY:** | Looking back on 2021, every minute we could spend with those we care for seems more precious than ever. Which is why we’d like to say thanks to all of our Honda Marine owners and send our wishes for a happy new year. Here’s to spending more time on the water in 2022, especially with family and friends! |
| **HERO IMAGE ALT TAG:** |  |
| **URL:** |  |

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| **LEGAL FOOTER** |
| © %%=format(Now(),"yyyy")=%% %%Member\_Busname%% See our Privacy Policy.  You have received this email because you signed up to receive information from the Honda Power Equipment Division. To update your communication preferences or to opt out of future promotional email from Honda Power Equipment, please click here.  Please do not reply to this email directly. Write to us:  Attention: Customer Service, American Honda Power Equipment Division, %%Member\_Addr%%, %%Member\_City%%, %%Member\_State%%, %%Member\_PostalCode%%, %%Member\_Country%%  Reference: %%CAMPAIGNCODE%%-%%OFFERCODE%% |
| **PRIVACY POLICY URL:** [https://www.honda.com/privacy/privacy-policy.pdf?cid=eml\_spo\_dly&pgrcd=%%PROGID%%&cmpcd=%%CAMPAIGNCODE%%&ofrcd=%%OFFERCODE%%](https://www.honda.com/privacy/privacy-policy.pdf?cid=eml_spo_dly&pgrcd=%25%25PROGID%25%25&cmpcd=%25%CAMPAIGNCODE%25%25&ofrcd=%25%25OFFERCODE%25%25) |
| **EMAIL PREFERENCES URL (click here):**  [https://marine.honda.com/services/preferences?email=%%=v(@encodeEmail)=%%&cid=T03804](https://marine.honda.com/services/preferences?email=%25%25=v(@encodeEmail)=%25%25&cid=T03804) |

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| **LINKS** | |
| **HONDA LOGO:** | https://marine.honda.com?cid=eml\_spo\_dly&pgrcd=%%PROGID%%&cmpcd=%%CAMPAIGNCODE%%&ofrcd=%%OFFERCODE%%​ |

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| **ALIAS** | |
| **VIEW ONLINE:** | A3802-T3804 \_VIEW\_ONLINE |
| **HONDA LOGO:** | A3802-T3804 \_LOGO\_HEADER |
| **FACEBOOK ICON:** | A3802-T3804 \_SOCIAL\_FACEBOOK\_ICON |
| **INSTAGRAM ICON:** | A3802-T3804 \_SOCIAL\_INSTAGRAM\_ICON |
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