MRM//McCann

**EM COPY DOC**

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| **MRM//McCann Internal Use** | | | |
| **Brand:** | GMC | **Project Owner:** | Humenik |
| **Project Name:** | Gratitude EM | **Creative Owner:** | Rebhan/Anstett |
| **Job #:** |  | **Last Update Date:** | 11/17/20 |
| * When preparing a Copy Doc, always follow the order of the creative, top to bottom (match to creative) * If a section is “not applicable”, mark box as N/A * DO NOT include font formatting, for example: ALL CAPS, Lead Cap, **BOLD**, *ITALIC*, UNDERLINE. BA will follow the PSD file * Identify images and personalized data fields by using [brackets] around copy, for example [first name] * Include Alt Text in the Copy Doc only and use <carets> around copy. DO NOT include Alt Text in the Link Matrix * “Content” sections = stories, body copy, tiles. Insert for as many as are required * When there are changes to content *after* asset turnover it is a requirement to update the Copy Doc and PSD file and re-upload of the updated assets to DCP who will provide to BA. The Copy Doc must be highlighted in yellow where changes occurred * This document is owned by the Copy Writer and is delivered as part of the final asset package to the production team at asset hand-off | | | |

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| **FROM NAME:** | Your GMC Team |
| **FROM ADDRESS:** | Your GMC Team <Your\_GMC\_Team@emails.GMC.com> |
| **SUBJECT LINE:**  (50 characters or less) | [Name,] enjoy complimentary Remote Access for your GMC |
| **BRAND HEADER:**  Include appropriate icons and/or copy  [Icon/Logo]  <Alt Text>  Copy | [GMC LOGO]  <GMC> |
| **PREHEADER:** | A special offer, just for you. |
| **MASTHEAD COMPONENT:**  MY GMC REWARDS (ENROLLED) | [IMAGE: TBD]  < Alt Text: TBD >  [HEADLINE:]  <HEADLINE>  OUR GIFT TO YOU: COMPLIMENTARY REMOTE ACCESS  Alt: THANK YOU FOR BEING A LOYAL CUSTOMER. ENJOY REMOTE ACCESS ON US  [Body]  [Name], to thank you for being a valued [Model Year] GMC [Model] owner, we’re offering you 30 free days of the GMC Remote Access plan† — perfect for this holiday season. With the Remote Access plan, you’ll be able to execute vehicle commands remotely with the myGMC Mobile App.^ Warm up your vehicle and check its gas level before you head out, or unlock your doors to make loading gifts easier — all from your smartphone. This is a limited-time offer, so be sure to activate before midnight (EST) on December 24, 2020.  [CTA IMAGE]  <ACTIVATE YOUR OFFER>  ACTIVATE YOUR OFFER  If you don’t have it already, you’ll need to download the myGMC Mobile App from your smartphone’s app store:  [IMAGE: APPLE APP STORE ICON]  <APPLE APP STORE  [IMAGE: GOOGLE PLAY ICON]  <GOOGLE PLAY> |
| **VIEW ALL VEHICLES** | [HEADER] EXPLORE THE GMC FAMILY  <EXPLORE THE GMC FAMILY>  [IMAGE: Terrain Jelly Bean]  <TERRAIN>  TERRAIN  [IMAGE: Acadia Jelly Bean]  <ACADIA>  ACADIA  [IMAGE: Yukon Jelly Bean]  <YUKON>  YUKON  [IMAGE: Canyon Jelly Bean]  <CANYON>  CANYON  [IMAGE: Sierra Jelly Bean]  <SIERRA>  SIERRA  [IMAGE: Sierra HD Jelly Bean]  <SIERRA HEAVY DUTY>  SIERRA HEAVY DUTY |
| **Social:**  Component Naming Convention  Image  < Alt Text>  Copy  CTA | [IMAGE HEADLINE: JOIN OUR COMMUNITY]  **<**JOIN OUR COMMUNITY>  JOIN OUR COMMUNITY  [FACEBOOK ICON]  <Facebook>  [INSTAGRAM ICON]  <Instagram>  [TWITTER ICON]  <Twitter>  [YOUTUBE ICON]  <YouTube> |
| **FOOTER/DISCLOSURES (SUV):**  Disclosures  Include Standard Footer Info | † Offer must be redeemed by midnight, EST 12/24/20. Remote Access Plan does not include emergency services. Service availability, features and functionality are subject to limitations and vary by vehicle, device, location and active service plan. Device data connection is required. Lock/unlock feature requires automatic locks. Remote start requires GM factory-installed and enabled remote start system. See onstar.com for details and limitations.  ^ Available on select Apple and Android devices. Service availability, features and functionality vary by vehicle, device and the plan you are enrolled in. Terms apply. Device data connection required. See onstar.com for details and limitations.  § Available on select Apple and Android devices. Service availability, features and functionality vary by vehicle, device and the plan you are enrolled in. Terms apply. Device data connection required. See onstar.com for details and limitations.  Apple, App Store and Apple logo are trademarks of Apple Inc., registered in the U.S. and other countries.  Google Play and the Google Play logo are trademarks of Google LLC.  To ensure you receive your GMC emails, please add Your\_GMC\_Team@emails.GMC.com to your Address Book.  You are receiving this email advertisement because you are a valued GMC owner.  [Unsubscribe](http://emails.chevrolet.com/r/r?2.1.3Lq.2lB.16lu4Q.D3PpzK.2.H.LTwU.16pi.bXAzMDk0Mj0mbW89MSZtcDMwOTQ4PUxBU1ZBVVRPMSZtcDMwOTQ0PQ%5f%5fBESIJRe0) | [Copyright & Trademark](http://emails.chevrolet.com/r/r?2.1.3Lq.2lB.16lu4Q.D3PpzK.2.H.LTwY.16pi.bW89MSZrPU1STV9lbWxfY2hldl8yMDE0X0FzaG93c19yZWdfdmVnYXM%5fBLaGJUR0) | [GM Privacy Statement](http://emails.chevrolet.com/r/r?2.1.3Lq.2lB.16lu4Q.D3PpzK.2.H.LTwW.16pi.bW89MSZrPU1STV9lbWxfY2hldl8yMDE0X0FzaG93c19yZWdfdmVnYXM%5fBLNSJUP0)  GMC | 100 Renaissance Center | 482.A00.MAR | Detroit, MI 48265 | 1-800-462-8782  The marks of General Motors, its divisions, slogans, emblems, vehicle model names, vehicle body designs and other marks appearing in this document are the trademarks and/or service marks of General Motors, its subsidiaries, affiliates or licensors.  ©2020 General Motors. All Rights Reserved. |