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| |  |  |  | | --- | --- | --- | | C:\Users\jdick\Desktop\customLogo.png | CLIENT: Esso | PROJECT: Truck World Email | | TITLE: Pre-Show Email | DOCKET #: BDCA\_0004740 |   LEGEND:  Copy Removed  Copy Revised  [Link](http://www.tbd.com)  [Anchor Link](http://www.Anchor)  *Instructions*   |  |  |  |  | | --- | --- | --- | --- | | **Version** | **Date** | **Action** | **Copywriter** | | **1** | Mar. 28, 22 | New Copy | OS | | **2** |  |  |  | | **3** |  |  |  | | **4** |  |  |  | | **5** |  |  |  | |

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| SUBJECT LINE | Learn how Esso Commercial CardlockTM can help fuel your fleet |
|  |  |
| TEASER LINE | Visit our booth at Truck World 2022 |
|  |  |
| SPAM LINE  <Link 1: Destination URL> | To ensure delivery of this email please add <> to your Address Book or Safe List.  Can’t view this email? Click here. <Link 1> |
|  |  |
| HEADLINE | Your reliable fuelling network across Canada. |
|  |  |
| SUBHEAD | Find us in Hall 5 to learn more about Esso Commercial CardlockTM. |
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| COPY | With 160+ Commercial Cardlock locations across Canada, we’re there for you. Find out more about Diesel Efficient™ fuel and the Esso Key to the Highway™ fleet card to see how we can help your fleet.  Plus, play our Perfect Pump Challenge on your visit and you could score hockey tickets or merchandise. |
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| CTA:  <This can be a button, link, or simply text, depending on needs> | Come see us at Booth #5228. |
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