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| --- | --- | --- | --- | --- | --- | --- |
|  | | DATE | | 3/30/16 | | |
| CLIENT | SPRINT | AS/AE/AAE | | | F. Last | |
| ACTIVITY CODE | DA5AD212 | AD | | | F. Last | |
| COMPONENT | Upgrade Email Loyalty Pricing | CD/ACD | | | F. Last | |
| JOB TITLE | Samsung GS7 Early Upgrade | WRITER | | | F. Last | |
| FILE NAME | SPRINT\_DA5AD212\_SAMSUNGGS7EARLYUPDATE\_LOYALTYEMAIL\_V3 | | VERSION | | | WIP | |

**[Job Title: Target Identifier/Email]**

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| --- | --- |
| **COMPONENT/SubLine** | **CONTENT** |
| **SUBJECT LINE**  **SUBJECT LINE**  **SUBJECT LINE** | Early bird gets the Upgrade  You’re approved for an early upgrade  Snag the hottest phone early |

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| --- | --- |
| **COMPONENT/Header** | **CONTENT** |
| **GREETER LINE** | You’re approved to upgrade early to the Galaxy S7  Not seeing images? View online |
| **TEXT LINK** | TBD |
| **CTA** | Phones > |
| **LINK** | http://shop.sprint.com/mysprint/shop/phone\_wall.jsp?isDeeplinked=true |
| **CTA** | Accessories > |
| **LINK** | http://shop.sprint.com/mysprint/shop/accessory/ao\_interceptor.jsp |
| **CTA** | Plans > |
| **LINK** | http://www.sprint.com/landings/datashare/index.html |
| **CTA** | Sprint Buyback > |
| **LINK** | https://secure.sprintbuyback.com/cns/ |
| **CTA/LOGO** | [Sprint logo] |
| **LINK** | http://www.sprint.com/ |

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| **COMPONENT/Body** | **CONTENT** |
|  | **<<main message>>** |
| **HEAD**  **ALT HEAD**  **ALT HEAD** | **Want the latest and greatest Samsung now? You got it.**  **Patience is overrated. Get the hottest Galaxy now.**  **Upgrade to the Samsung Galaxy right now.** |
| **SUBHEAD** | Upgrade ~~two months~~ early with Galaxy Forever |
| **LINK** | TBD URL |
| **COPY** | Right now, pay a one-time, low fee of just $50 and get a new Samsung Galaxy S7 for just $15.99/mo. with Galaxy Forever from Sprint. |
| **DISCLAIMER** | $25.99/mo. for GS7 plus $10/mo. Loyalty Service Credit for 24 months with well-qualified customers with eligible upgrade or new line activation. Requires customer to remain on current service plan and trade in of leased smartphone. Rate applies until end of lease or next upgrade, whichever occurs first. |
| **CTA** | UPGRADE NOW |
| **LINK** | TBD URL |
|  | **<<secondary message>>** |
| **SUBHEAD** | How Galaxy Forever works: |
| **COPY** | TBD |
| **TEXT LINK** | TBD URL |
| **DISCLAIMER** | TBD |

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| **COMPONENT/Footer** | **CONTENT** |
| **CTA** | #MoveForward |
| **LINK** | https://twitter.com/hashtag/moveforward |
| **CTA** | sprint.com |
| **LINK** | http://www.sprint.com/ |
| **CTA** | 800.SPRINT.1 |
| **LINK** | TBD on desktop/initiates call on mobile |
| **CTA** | find a store > |
| **LINK** | <http://storelocator.sprint.com/locator/> |
| **CTA** | [Facebook icon] |
| **LINK** | http://www.facebook.com/sprint |
| **CTA** | [Twitter icon] |
| **LINK** | http://twitter.com/sprint |  |
| **CTA** | [YouTube icon] |  |
| **LINK** | http://www.youtube.com/sprintnow |  |

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| --- | --- |
| **COMPONENT/Legal** | **CONTENT** |
| **LEGAL** | This is a promotional email from Sprint. If you wish to unsubscribe from Sprint promotional emails, click here.   To contact Sprint, write to: Office of Privacy—Legal Department, Sprint, P.O. Box 4600, Reston, VA 20195.  View the Sprint Privacy Policy.  **\*\*Monthly lease payments exclude taxes (varies by area). Monthly price plans exclude taxes and Sprint Surcharges [incl. USF charge of up to 17.1% (varies quarterly), up to $2.50 Admin. and 40¢ Reg. /line/ mo. and fees by area (approx. 5–20%)]. Surcharges are not taxes. See sprint.com/taxes and fees.**  Offer ends 4/30. While supplies last. **Activ. Fee**: Up to $30/line. **Phone Offer**: $649.99 Samsung Galaxy S7. $749.99 Samsung Galaxy S7 edge **Lease**: Credit approval req. Monthly lease payments exclude taxes (varies by area). Terms for all other customers will vary including amount due at signing & taxes/fees. No equipment security deposit required. Req. qualifying device & service plan. Upon completion of lease term, customer can continue to pay monthly lease amount, purchase, return, or trade in the device. Must remain on qualifying service plan and in good standing for duration of lease. Customer is responsible for insurance and repairs. **Early Termination of Lease/Service**: Remaining lease payments will be due immediately, and requires device return or payment of purchase option device price in lease. **Loyalty Service Credit**: Available only to existing customers while activated on qualified legacy service plans on select devices with a lease. Eligible legacy service plans are Unlimited My Way, My All-in, Everything Data, Sprint Business Advantage, Sprint Business Advantage Data Share, and Sprint Business Essentials plans and must remain in good standing. Device payoff or changes will end credit. **Galaxy Forever**: Applies to upgrade on lease. Does not guarantee monthly payment amount, phone selection, or service plan rates. Upgrade does not include same generation model Galaxy phone and may not include a less advanced successor model. Models with higher configurations may require an additional one-time capital cost reduction payment due at signing. Contingent upon product availability. Not transferable. **Other Terms**: Offers and coverage not available everywhere or for all  © 2016 Sprint. Sprint and the Sprint logo are trademarks of Sprint. Other marks are the property of their respective owners. |