|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | | DATE | 4/06/16 | |
| CLIENT | SPRINT | AS/AE/AAE | | C. Randall/J. Filler |
| ACTIVITY CODE | DA6AD053 | AD | | M. Ritsman |
| COMPONENT | Email | CD/ACD | | J. Pyla |
| JOB TITLE | Samsung GS7 $200 GTI Upgrade Campaign | WRITER | | E. Sweet |
| FILE NAME | SPRINT\_DA6AD053\_GS7\_200Trade\_EM\_R2v1\_040616.docx | VERSION | | R2v1 |

EMAIL

- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -

|  |  |
| --- | --- |
| **COMPONENT/SubLine** | **CONTENT** |
| **SUBJECT LINE** | **Get your $200 guaranteed trade-in** |

|  |  |
| --- | --- |
| **COMPONENT/Header** | **CONTENT** |
| **GREETER LINE** | You deserve a makeover with a new Samsung GS7.  Leer en Español. |
| **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** | TBD |
| **CTA/LOGO** | [Sprint logo] |
| **LINK** | <http://www.sprint.com/> |

|  |  |
| --- | --- |
| **COMPONENT/Body** | **CONTENT** |
|  | **<<main message>>** |
| **HEADLINE** | **Trade up and save $200.** |
| **CTA** | Find a store > |
| **LINK** | TBD URL |
| **COPY** | **Special offer.**  Guaranteed **$200 trade-in** when you lease a new Samsung  Galaxy S7 or S7 edge and turn in your eligible smartphone. |
| **SUBHEAD** | **Enjoy the benefits of Galaxy Forever:** |
| **IMAGE** | <<insert Galaxy Forever graphic >> |
| **DISCLAIMER** | Trade-in value must be $35 or greater. GS7 and GS7 edge upgrades between 4/8/16 and 5/12/16 not combinable with Loyalty Service Credit. |
|  | **<<secondary message>>** |
| **LTE PLUS MODULE** | Your new Samsung phone will work great because the Sprint network is faster. Plus, we’re more reliable with better coverage than ever. |
| **CTA** | Find a store > |
| **LINK** | TBD URL |

|  |  |
| --- | --- |
| **COMPONENT/Footer** | **CONTENT** |
| **CTA** | #MoveForward |
| **LINK** | https://twitter.com/hashtag/moveforward |
| **CTA** | sprint.com |
| **LINK** | TBD |
| **CTA** | 800.SPRINT.1 |
| **LINK** | TBD on desktop/initiates call on mobile |
| **CTA** | Find a store > |
| **LINK** | TBD URL |
| **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 |  |

|  |  |
| --- | --- |
| **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.  If you received this link as a forward and would like to  subscribe for future Sprint emails, click here.  View the Sprint Privacy Policy.  **Activ. Fee:** Up to $30/line. **Phone Offers:** Samsung Galaxy S7 $649.99 MSRP; Samsung Galaxy S7 edge $749.99 MSRP. Offer ends 5/12/16. While supplies last. **Lease**: Credit approval req'd. Terms for all other customers will vary including amount due at signing and taxes/fees. Models with higher memory configuration may require a down payment. Req. qualifying device & service plan. No equipment security deposit required. Upon completion of 24-mo. term, customer can continue to pay monthly lease amount, purchase or return the device. 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. **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 transferrable. **$200 Guaranteed Trade-In**: Requires new Samsung GS7 or GS7 edge be acquired via Sprint Lease. Offer available to upgrade eligible customers. One guaranteed trade-in per new activation made between 4/8/2016 and 5/12/2016. **Sprint Buyback**: Limit of 5 returned devices per active mobile number during one 12-month period, 3 per transaction. Phone must be deactivated & all personal data deleted before recycling. Device will not be returned. Credit varies depending on phone condition and valuation. Credit applied to store purchase instantly. Also available at sprintbuyback.com. Current working smartphone must power on, have activation lock disabled, and nothing can be broken, cracked or missing. In-store only. **Speed Claim:** Based on Sprint’s analysis of average LTE download speeds using Nielsen NMP data (Dec. 2015 thru Feb. 2016). Actual download speeds may vary by location and device capability. **Other Terms:** Offers and coverage not available everywhere or for all phones/networks. No add'l discounts apply. May not be combined with other offers. Restrictions apply. See store for details.  © 2016 Sprint. All rights reserved. |