

New Email and Poster

Control

UTD PRESENTS
Winter Holidays
DRIVE-IN CINEMA

Howdy Comets,
The UTD Fun Club is thrilled to invite you to an exciting Drive-In Cinema with a night full of your favourite Winter Holiday movies!

Date: December 3rd, 2021
Time: 6:00pm - 9:00 pm
Location: LOT Z Overflow

The poster features a dark blue background with white and yellow text. At the bottom, there are two stylized illustrations: a movie camera on the left and a clapperboard on the right. A small yellow starburst is located near the top right of the text area.

Treatment 1 Social Proof

UTD PRESENTS
Winter Holidays
DRIVE-IN CINEMA

Howdy Comets,
The UTD Fun Club is thrilled to invite you to an exciting Drive-In Cinema with a night full of your favourite Winter Holiday movies!
Over half of UTD students attended the last event.

Date: December 3rd, 2021
Time: 6:00pm - 9:00 pm
Location: LOT Z Overflow

This poster is identical to the Control poster but includes the additional line of text: "Over half of UTD students attended the last event." The layout and graphics remain the same.

Treatment 2 Reciprocity

UTD PRESENTS
Winter Holidays
DRIVE-IN CINEMA

Howdy Comets,
The UTD Fun Club is thrilled to invite you to an exciting Drive-In Cinema with a night full of your favourite Winter Holiday movies!
The UTD Fun Club has worked tirelessly to bring you this Cinema Night.

Date: December 3rd, 2021
Time: 6:00pm - 9:00 pm
Location: LOT Z Overflow

This poster is identical to the Control poster but includes the additional line of text: "The UTD Fun Club has worked tirelessly to bring you this Cinema Night." The layout and graphics remain the same.

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