

**Email 1: (promoting a limited-time Disney dining plan discount offer)**

**Subject Line:** A Disney deal just for you and your family

**Headline:** Save on Kids' Dining packages

**Sub-Header:** Spectacular savings, amazing adventures, and more!



A magical vacation awaits with this great offer!

Get kids dining plans for your pirates and princesses (ages 3 to 9) for free when you buy park tickets and a 3-day/3-night package at select Disney Value Resort hotels.

[Offer Details](#)

You'll have your pick between our three dining plans: [Disney Quick-Service Dining](#), [Disney Dining](#), and [Disney Deluxe Dining](#).

This offer includes an extra dash of magic! When you book your free kids dining plans, you'll also receive the Frozen Welcome Pack:

- ❄️ A voucher for one stroller rental during your stay
- ❄️ One merchandise goodie bag in each of your rooms (includes: a plush, book, and two tasty treats!)
- ❄️ A voucher for one in-park proto print for each room (5x7 photographs)

Get ready to make this trip the tastiest one of all. With Disney dining, you can make mealtime easy and enjoy your vacation at the Most Magical Place on Earth!

**WALT DISNEY WORLD**

4 THEME PARKS • 2 WATER PARKS  
25+ THEMED RESORTS • SHOPPING • DINING  
RECREATION • PIXIE DUST

For assistance with your Walt Disney World visit, please call (407) 939-5277.  
7:00 AM to 11:00 PM Eastern Time. Guests under 18 years of age must have parent or guardian permission to call.

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**Email 2: (sending a step-by-step guide to guests with booked visits)**

**Subject Line:** Get ready for a magical Disney stay

**Headline:** Check out our step-by-step vacation guide!

**Sub-Header:** How to make the most of your trip



Enjoy even more magic in the theme parks with the My Disney Experience app!

The My Disney Experience app is Disney magic right at your fingertips.

The app helps you to play, dine, and explore:

- 📍 Make FastPass+ reservations
- 📍 Find park hours and show times
- 📍 Place mobile quick-service orders
- 📍 View restaurant menus
- 📍 Make dining reservations
- 📍 View interactive theme park maps
- 📍 Get live updates on wait times for your favorite attractions

For more details on how the My Disney Experience app can help you plan your trip, [check out our article.](#)

Want to start exploring now? Download the app to start planning!



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## **Rationales:**

A large variety of people visit Disney's theme parks across the world and subscribe to Disney's updates. For the purposes of this assignment, I focused my project on Disney World, Disneyland, and other related Disney North America information.

Email 1 Rationale: This email would be targeted using Disney's CRM database. Customers who previously used Disney dining plans and customers who have trips booked during the offer timespan would receive this email. Customer data would allow Disney to see whether email recipients booked family trips previously, or if their upcoming party included children's park tickets. These customers would be at the decision stage of the buyer's journey. The desired outcome would be to upgrade vacation packages to include meal plans and to encourage repeat customers to book a trip during the offer time span.

Email 2 Rationale: The second email would be sent to anyone using the My Disney Experience app and to customers with booked trips. This would reach the customer during the consideration stage of the buyer's journey. They are either actively planning their trip, simply aware of the app as a customer, or otherwise engaged in a potential Disney World vacation. The desired outcome would be to increase the number of app downloads and the number of functions performed by users on the app.

In both emails, I chose to utilize bulleted lists because of the large proportion of emails read on mobile phones. The lists allow users to scan the email for important information and assess the proposed value of the email's content. I also used multiple CTA touch points throughout each email. The CTAs are each slightly specialized so that readers can click on the right link for them. This also creates more opportunity for readers to click through. I also tried to use visually appealing images; however, not all email hosts allow images to appear. The emails would also perform without the photos.