

Amex MGM messaging Ideation

16/06/23

Content Copywriter
daisy.newman@sainsburys.co.uk

Headline ideas

1.

Do it together

2.

Sharing is caring

3.

Number one chum

Rhyme ideas

1.

Nectar Hotels with your pals

2.

Refuel with Esso and Caffè Nero espresso

3.

Nectar Donate with a mate

4.

Travel far with Eurostar

**Bringing
it all
together**

Do it together/Nectar Hotels

1. Do it together with Nectar
2. Tell them about the American Express® Nectar Credit Card
3. And you could book Nectar Hotels with your pals
4. You'll bag 5,000 points per approval. And they'll get 1,000 points.

Representative XYZ% APR variable.

Do it together/Esso and Caffè Nero

1. Road trip together with Nectar
2. Tell them about the American Express® Nectar Credit Card
3. And refuel with Esso and Caffè Nero espresso
4. You'll bag 5,000 points per approval. And they'll get 1,000 points.

Representative XYZ% APR variable.

Sharing is caring/Nectar Donate

1. Sharing is caring with Nectar
2. Tell everyone about the American Express® Nectar Credit Card
3. And give to Nectar Donate with a mate
4. You'll bag 5,000 points per approval. And they'll get 1,000 points. Representative

XYZ% APR variable.

Number one chum/Eurostar

1. Tell your number one chum
2. about the American Express® Nectar Credit Card
3. And travel far with Eurostar and Nectar
4. You'll bag 5,000 points per approval. And they'll get 1,000 points. Representative

XYZ% APR variable.

Appendix

Ideation - Intro

Do it together

Sharing is caring

Number one chum

There's no better duo

Who's your swiping sidekick?

Ideation - Rhymes

Book Nectar Hotels with your pals

Nectar Donate with a mate

Travel far with Eurostar

Refuel with Esso and Caffè Nero espresso

Wander woods together, whatever the weather (Woodland Trust)

See something great with your mate (See Tickets)

Thank you
nectar360.co.uk

