

Amex Points Refill Ideation

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Headline Ideas

Theme: New Year

1.

**Score 20,000 points
to kick-off 2024**

2.

New year.

New points goals.

3.

**Jumpstart your
points this January**

2.

Kick-off 2024 with a points boost

5.

Fresh points for a fresh start

Theme: Refill

1.

Refill your points balance

2.

**Keep the points
coming**

3.

Load up on points

4.

Refresh your points pot

**Bringing
it all
together**

Theme: New Year

New year, new points goals

Bag 20,000 points when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months. Rep xyz APR variable.

Kick-off 2024 with a points boost

Bag 20,000 points when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months. Rep xyz APR variable.

Score 20,000 points to kick-off 2024

Bag 20,000 points when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months. Rep xyz APR variable.

Jumpstart your points this January

Bag 20,000 points when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months. Rep xyz APR variable.

Fresh points for a fresh start

Bag 20,000 points when you get approved for the American Express NectarCredit Card and spend £2,000 in 3 months. Rep xyz APR variable.

Theme: Refill

Refill your points balance

Bag 20,000 points when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months. Rep xyz APR variable.

Keep the points coming

Bag 20,000 points when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months. Rep xyz APR variable.

Load up on points

Bag 20,000 points when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months. Rep xyz APR variable.

Refresh your points pot

Bag 20,000 points when you get approved for the American Express NectarCredit Card and spend £2,000 in 3 months. Rep xyz APR variable.

The Chosen Three

1. Trolley

**Score 20,000 points
to kick off 2024**

**when you get approved for the American Express Nectar Credit
Card and spend £2,000 in 3 months.**

Rep xyz APR variable.

1. Checkout

Score 20,000 points

when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months.

Rep xyz APR variable.

2. Trolley

**New year.
New points goals.**

Bag £100 worth of points when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months. Rep xyz APR variable.

2. Checkout

New points goals?

Bag £100 worth of points when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months. Rep xyz APR variable.

3. Trolley

Jumpstart January with 20,000 points

when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months.

Rep xyz APR variable.

3. Checkout

Jumpstart January

Bag 20,000 points when you get approved for the American Express Nectar Credit Card and spend £2,000 in 3 months.

Rep xyz APR variable.

Thank you
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