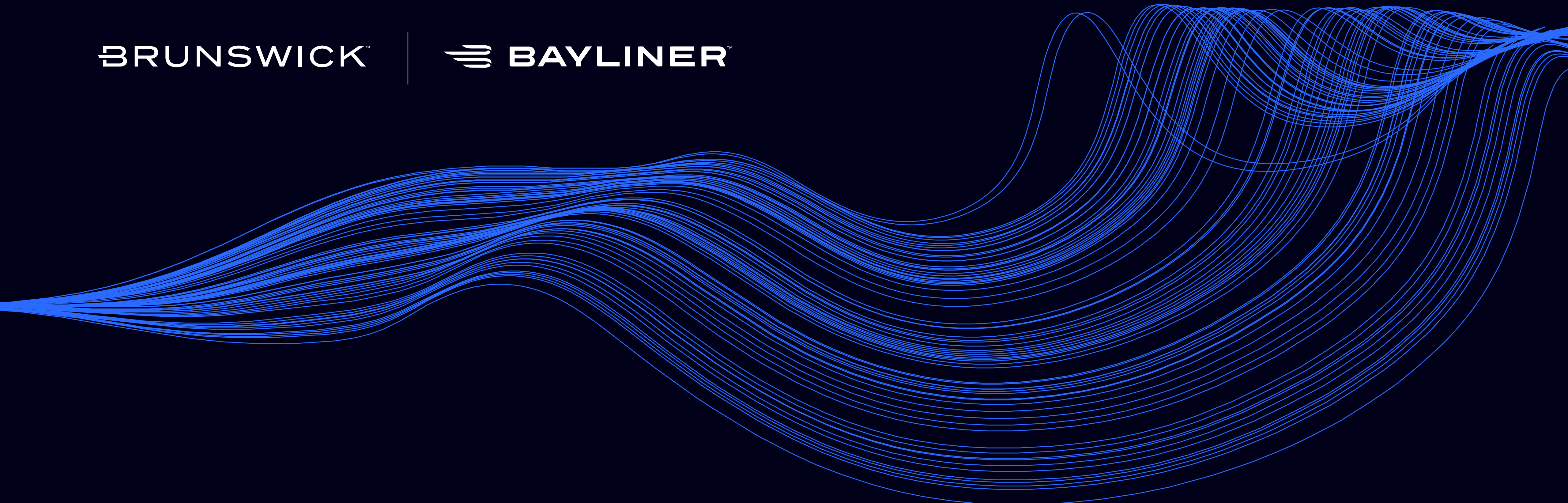


BRUNSWICK™

BAYLINER™



Q3 Promo

UPDATE 07.15.24

Paid Social Assets – Social Post

Link to view videos:

<https://bconline.sharepoint.com/:f/s/CreativeServicesProjectFolders/EI44zUEOmQRHpzaJuhUKXc4BZVwsZbzxo-fgdszcgQqnA?e=YLdyfI>

Retargeting 1 – Lifestyle

Post copy (125c):

Don't be a summer bummer: Save up to \$8,000* off a Bayliner now through September 2.

*See details.

Headline (27c):

SUMMER FUNDAYS

Description (27c):

Big fun, smile-worthy price

Retargeting 1 – Product

Post copy (125c):

Saturday, Sunday, FUNDAY! Save up to \$8,000* on daily summer fun with a Bayliner now through September 2.

*See details.

Headline (27c):

SUMMER FUNDAYS

Description (27c):

Make a splash this season

Landing Page



Hero Copy:
Summer Fundays Sale

Body Copy:
Serious about fun, not so serious about pricing. Enjoy more time on the water with up to \$8,000* off select Bayliner models now through September 2.

Want in? Fill out our form below to speak to a dealer near you.

[\[Insert Form\]](#)

*Offer good through September 2, 2024 at 11:59 P.M. EDT and is available only at participating dealers in the U.S. and Canada. Savings cannot be used as a down payment, and can only be combined with the first responder and military discount. Available on select models. See participating dealer for details

Website Hero – Option 1

BAYLINER CRUISING BOATS ▾ FISHING BOATS ▾ WATERSPORTS BOATS ▾ ALL BOATS OFFERS RESOURCES BUYERS GUIDE

Customer Service Dealer Locator

BUILD

Summer Fundays Sale

Save up to \$8,000* on true fun now through 9/2
*Click Get Yours for offer details.

GET YOURS

Cruising Boats Fishing Boats Watersports Boats

Website Hero – Option 2

BAYLINER CRUISING BOATS FISHING BOATS WATERSPORTS BOATS ALL BOATS

Customer Service Dealer Locator OFFERS RESOURCES BUYERS GUIDE BUILD

Summer Fundays Sale

Save up to \$8,000* on true fun now through 9/2
*Click Get Yours for offer details.

GET YOURS

SUMMER FUNDAYS

SALE SALE SALE

Cruising Boats Fishing Boats Watersports Boats

Please note: This option is not fully ADA compliant, but we are working closely with Lesley and Andy to create an option that gets attention and is consistent with the rest of the campaign. We will also work with digital to ensure this works for mobile and tablet.

Email

Subject line OPTION 1 (41 char. MAX)

SL: Save on your next Bayliner model!

PH: Serious about summer fun, not so serious about pricing.

Subject line OPTION 2 (41 char. MAX)

SL: We've cut prices for a limited time!

PH: Get serious about summer fun without the high price tag.

Body copy

Here comes the fun

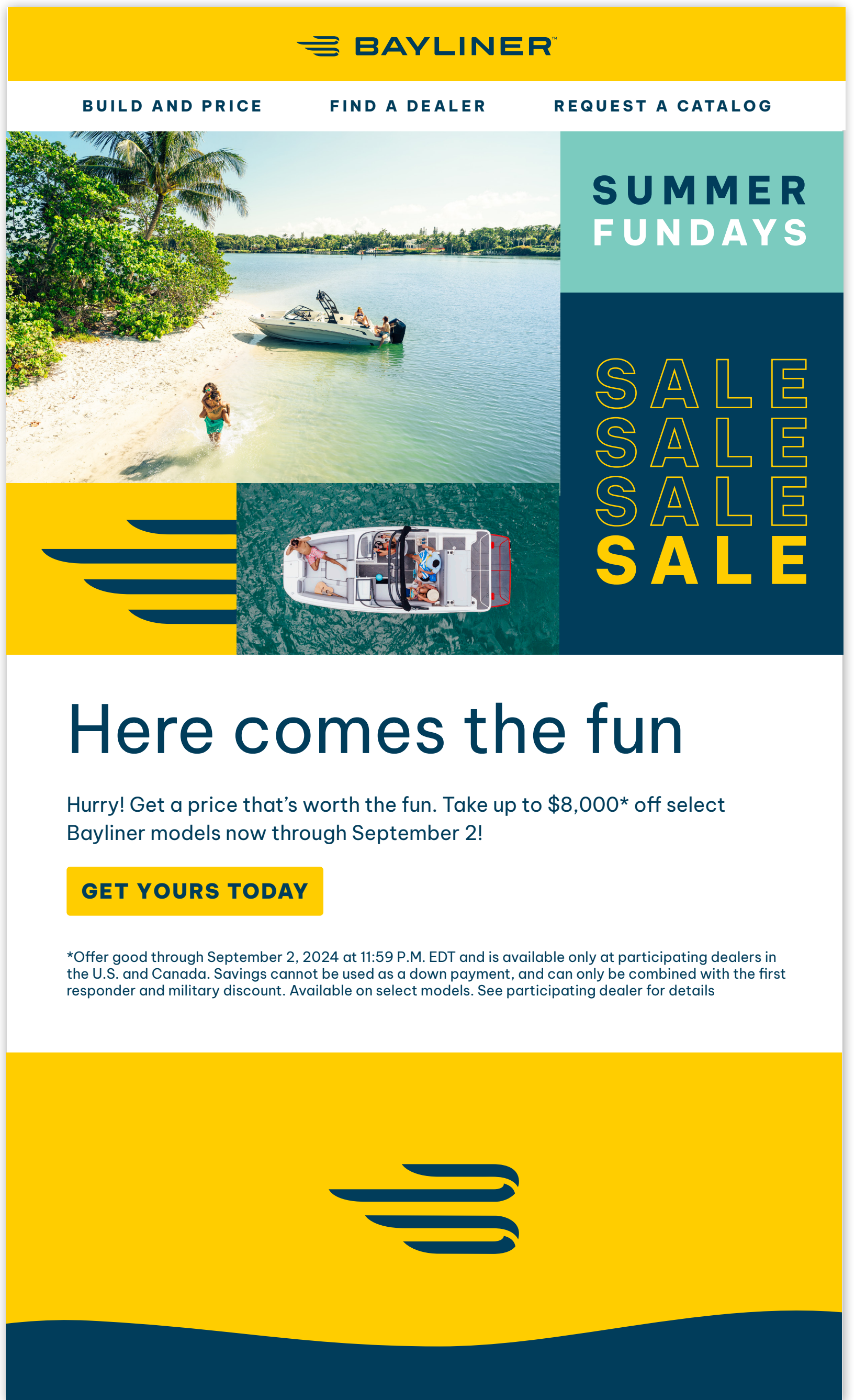
Hurry! Get a price that's worth the fun. Take up to \$8,000* off select Bayliner models now through September 2!

CTA

GET YOURS TODAY

[\(link to landing page\)](#)

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Follow-Up Email

Subject line options (41c)

Summer's sunsetting. So is this offer!

Summer's wrapping up. So is our sale!

Pre-header (55c)

Act fast and get serious about fun, not pricing.

Body copy

Don't delay:

MAKE FUN ALL SEASON LONG

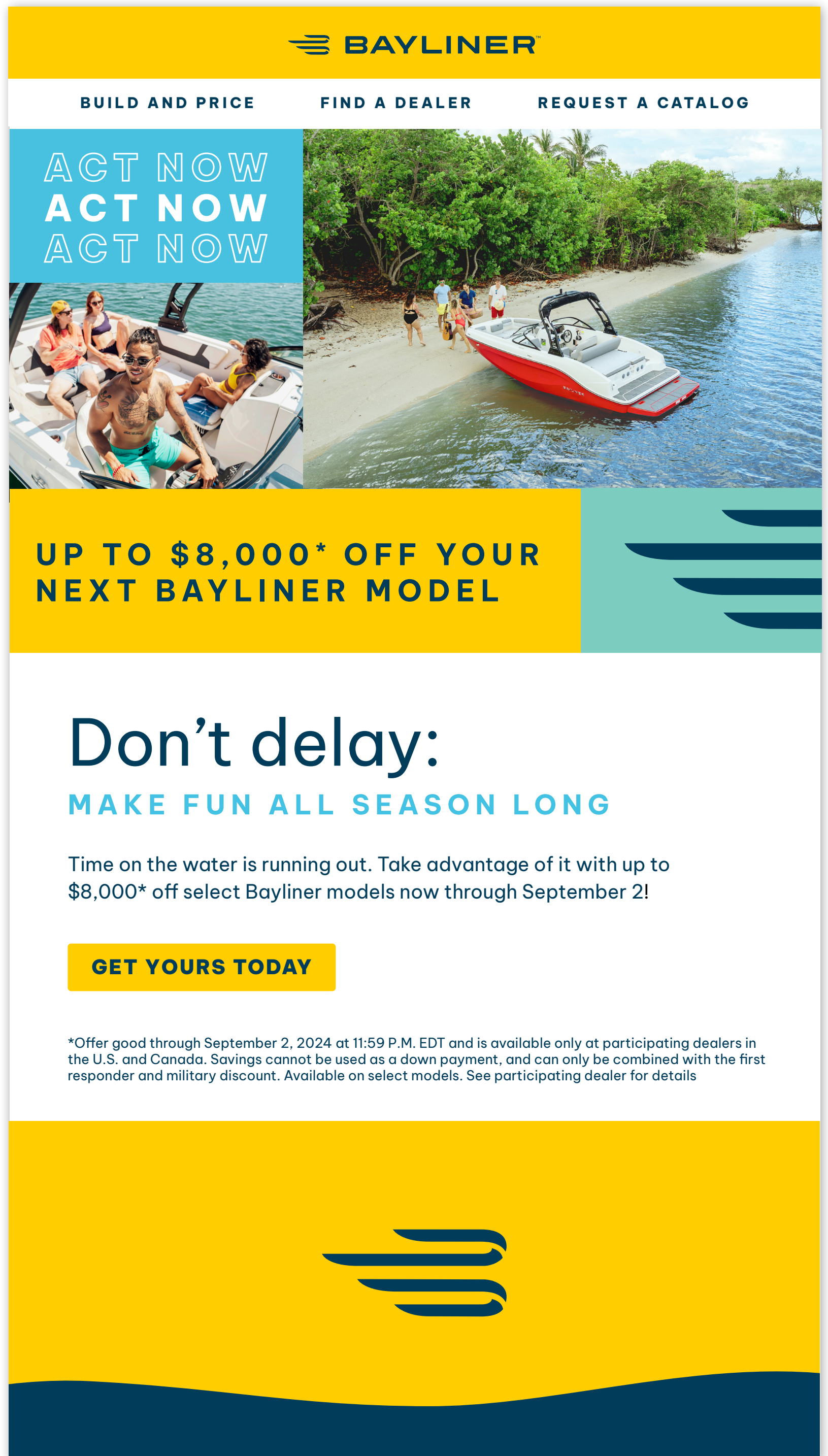
Time on the water is running out. Take advantage of it with up to \$8,000* off select Bayliner models now through September 2!

CTA

GET YOURS TODAY

[\(link to landing page\)](#)

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The promotional email layout features a yellow header with the Bayliner logo and navigation links: 'BUILD AND PRICE', 'FIND A DEALER', and 'REQUEST A CATALOG'. Below the header is a blue banner with the text 'ACT NOW ACT NOW ACT NOW' and two images: a group of people on a boat and a red and white speedboat on a beach. A yellow banner below the images contains the text 'UP TO \$8,000* OFF YOUR NEXT BAYLINER MODEL'. The main body of the email is white and contains the headline 'Don't delay: MAKE FUN ALL SEASON LONG', a sub-headline 'Time on the water is running out. Take advantage of it with up to \$8,000* off select Bayliner models now through September 2!', and a yellow button labeled 'GET YOURS TODAY'. A small disclaimer is located at the bottom of the main body. The footer is a yellow banner with the Bayliner logo and a dark blue wavy bottom edge.

Extension Email

Subject line options(41c)

Sun's going down. Sales are heating up!

You still have time to summer it up!

Pre-header (55c)

Our Summer Fundays sale is going for just a bit longer.

Body copy

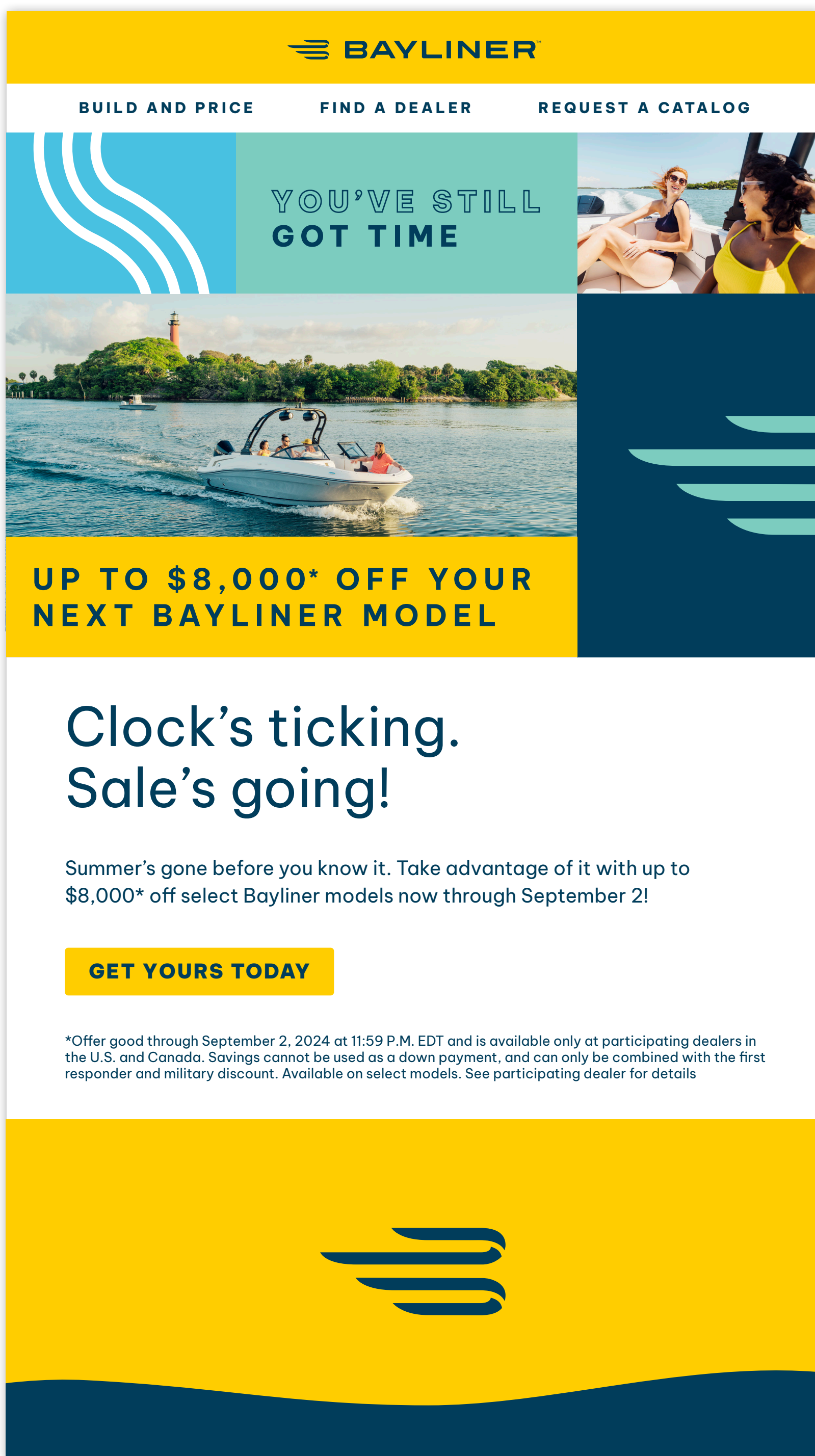
Clock's ticking.
Sale's going!

Summer's gone before you know it. Take advantage of it with up to \$8,000* off select Bayliner models now through September 2!

CTA

GET YOURS TODAY
([link to landing page](#))

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The banner features a yellow top bar with the Bayliner logo. Below it is a navigation bar with three links: 'BUILD AND PRICE', 'FIND A DEALER', and 'REQUEST A CATALOG'. The main visual is a collage of images: a teal box with white wavy lines and the text 'YOU'VE STILL GOT TIME', a photo of two women on a boat, and a photo of a white speedboat on a lake. A yellow bar at the bottom of the collage contains the text 'UP TO \$8,000* OFF YOUR NEXT BAYLINER MODEL'. Below the collage, the main headline reads 'Clock's ticking. Sale's going!'. This is followed by a sub-headline: 'Summer's gone before you know it. Take advantage of it with up to \$8,000* off select Bayliner models now through September 2!'. A yellow button with the text 'GET YOURS TODAY' is positioned below. At the bottom, a small asterisked note provides details about the offer's validity and restrictions. The banner concludes with a large yellow section containing the Bayliner logo and a dark blue wavy bottom edge.

BAYLINER

[BUILD AND PRICE](#) [FIND A DEALER](#) [REQUEST A CATALOG](#)

YOU'VE STILL GOT TIME

UP TO \$8,000* OFF YOUR NEXT BAYLINER MODEL

Clock's ticking. Sale's going!

Summer's gone before you know it. Take advantage of it with up to \$8,000* off select Bayliner models now through September 2!

GET YOURS TODAY

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X banner

**SUMMER
FUNDAYS
SALE**

SCAN ME

UP TO
\$8,000* OFF
YOUR NEXT BAYLINER MODEL

BAYLINER™

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Flyer




SAVE UP TO \$8,000*
 on select Bayliner models now through September 2!

SCAN ME




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Table Top


 **BAYLINER**

**SUMMER
FUNDAYS
SALE**



SAVE UP TO \$8,000*
on select Bayliner models
now through September 2!

SCAN ME



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Hang Tag



SUMMER
FUNDAYS
SALE



SAVE UP TO
\$8,000*

on select Bayliner models now through September 2!



SCAN ME



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