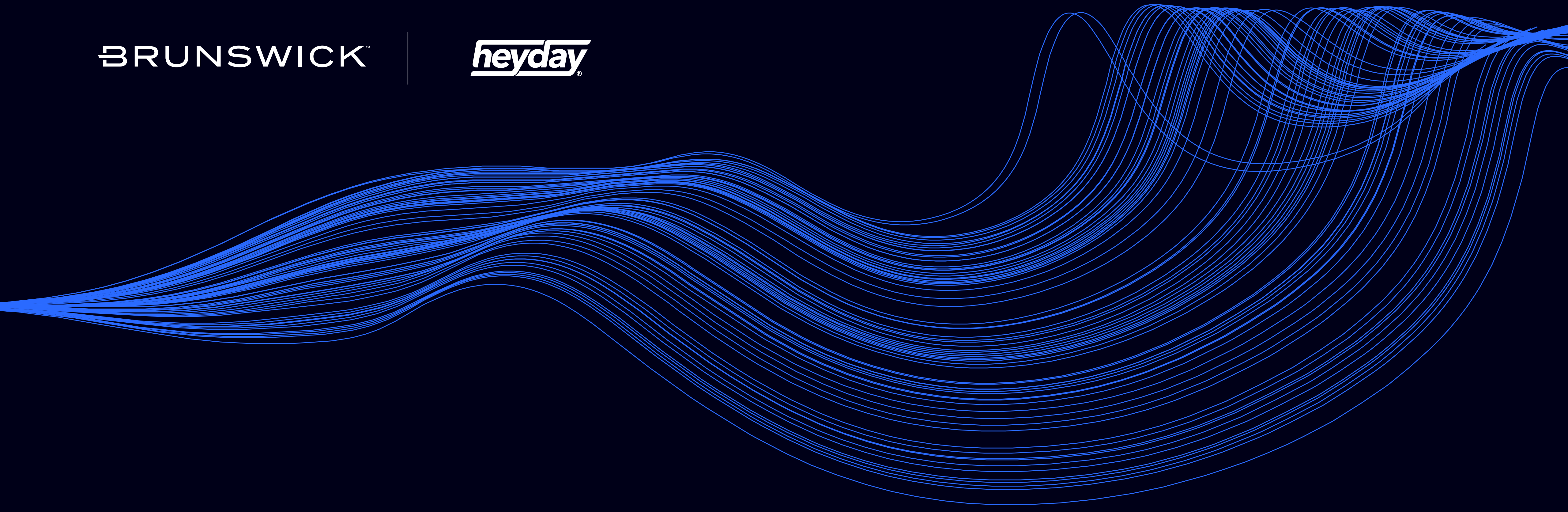


BRUNSWICK™

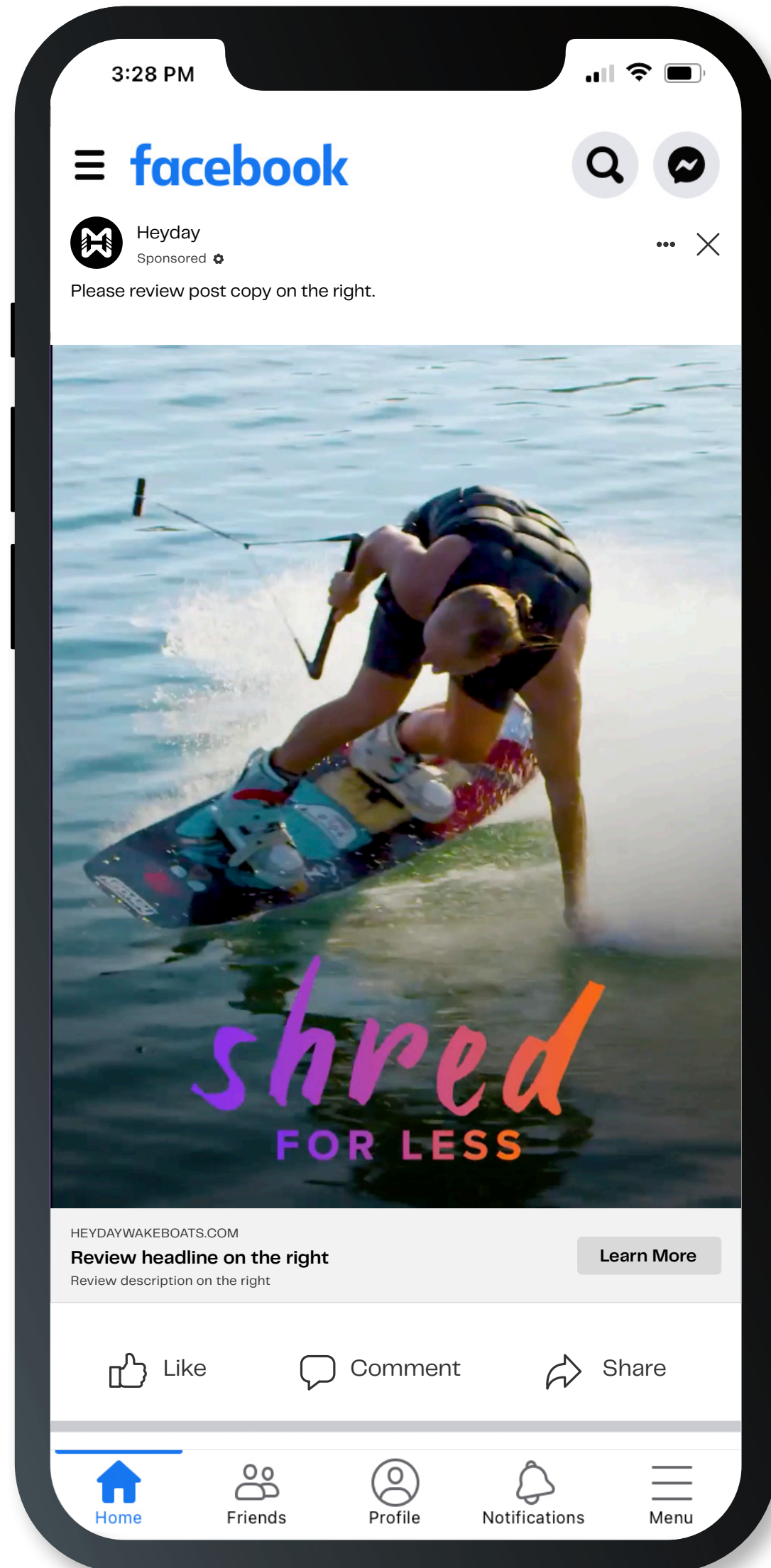
heyday®



Q3 Promo

UPDATE 07.17.24

Paid Social Assets – Social Post



Link to view videos

<https://replay.dropbox.com/share-folder/HIL6glDTseHQcEO9>

Retargeting 1

Post copy (125c):
We're slashing prices on select Heyday models!
Hurry—these deals are HOT.

*See details.

Headline (27c):
SHRED FOR LESS

Description (27c):
Get these hot deals.

Retargeting 2

Post copy (125c):
It's hot out, but these deals are ice cold. Get major savings
on select Heyday models.

*See details.

Headline (27c):
SHRED FOR LESS

Description (27c):
Slashing summer prices.

Website Hero



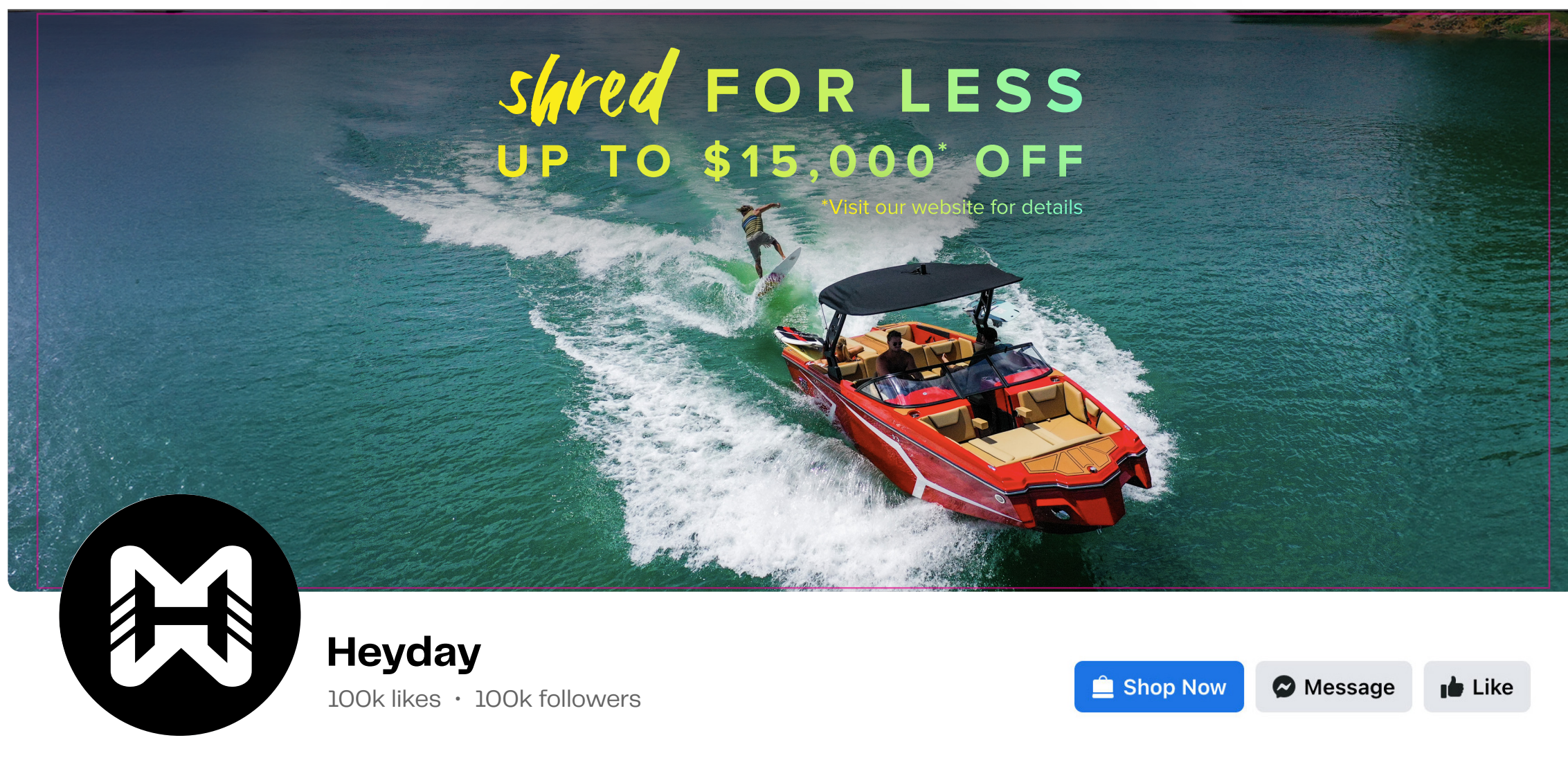
shred
FOR LESS

SHRED FOR LESS
Get up to \$15,000* off select Heyday models now
*See details

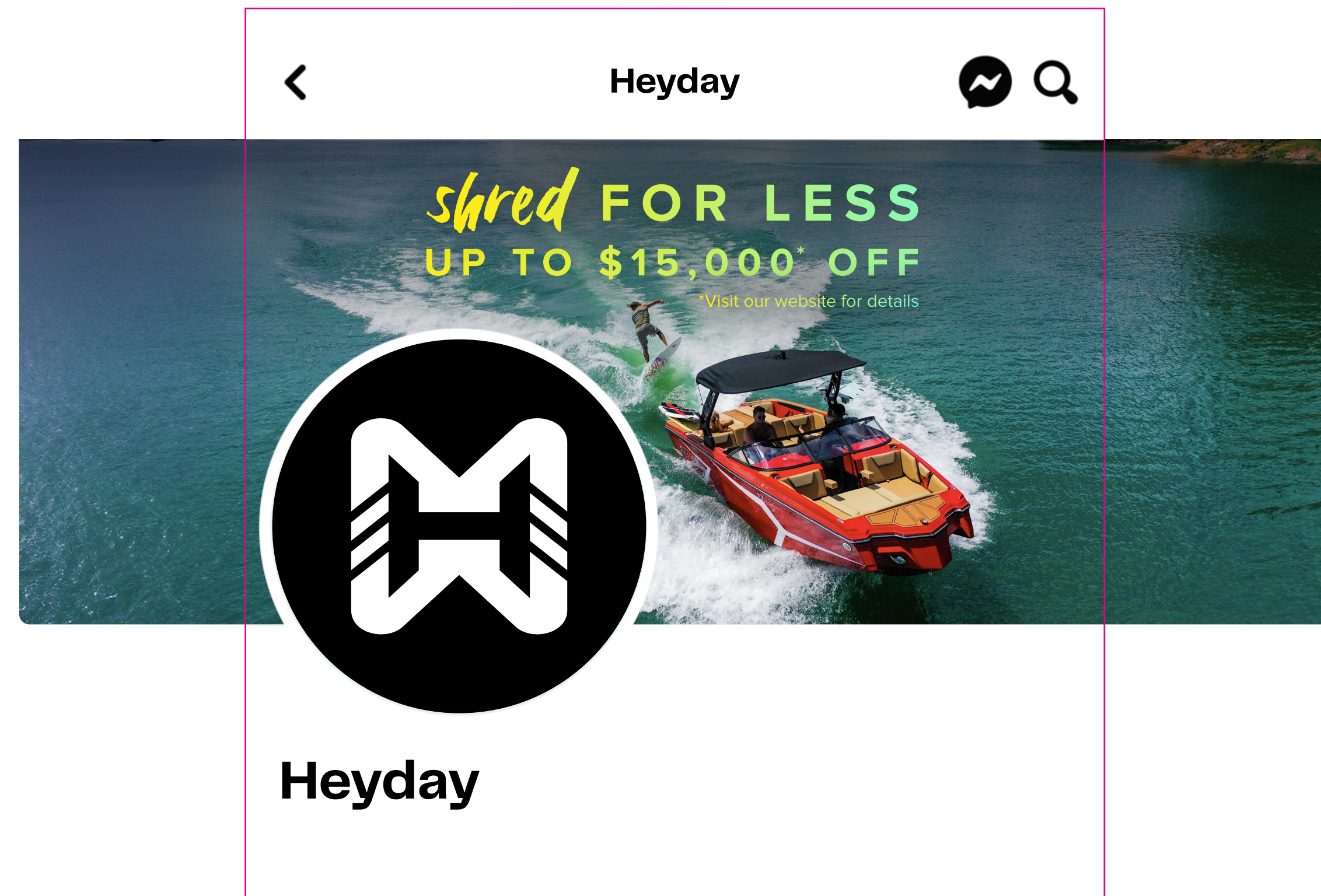
[GET YOURS HERE](#)

Facebook Cover

Desktop with 820x312 px safe space in pink



Mobile preview 640x312 px



Landing Page



Hero Copy:
SHRED FOR LESS

Body Copy:
UP TO \$15,000* OFF SELECT MODELS

Get more high-speed action for less with up to \$15,000* off select Heyday models. Want in? Fill out a form to speak to a dealer about savings 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. Available on select models. Savings cannot be used as a down payment, and can only be combined with the military discount. See participating dealer for details.

Email

Subject line options (41c)

- 1) Save big on your next Heyday model.
- 2) Think you can't save more? Think again.

Pre-header (55c)

Get serious action for one hull of a price with Heyday.

Body copy

SHRED MORE. SPEND LESS.

Get more high-speed action at one low cost. Take up to \$15,000* off select Heyday models!

CTA

CLAIM MY OFFER
[\(link to landing page\)](#)

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heyday

BUILD & PRICE FIND A DEALER OUR LINEUP

shred
FOR LESS

SHRED MORE. SPEND LESS.

Get more high-speed action at one low cost. Take up to \$15,000* off select Heyday models!

[CLAIM MY OFFER](#)

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heyday

800 S. Gay Street | Suite 1500 | Knoxville, TN 37929
@2024 Heyday Wake Boats. All rights reserved.
[Unsubscribe From All Emails](#)

Follow-Up Email

Subject line options (41c)

- 1) Don't let this deal sunset on you.
- 2) Intense action at a fraction of the cost.

Pre-header (55c)

- 1) Act fast and get up to \$15,000* off your next Heyday model.
- 2) Get seriously low prices on high-powered thrills from Heyday.

Body copy

SHRED FOR LESS ALL SUMMER LONG

Take advantage of the rest of the season with up to \$15,000* off select Heyday models!

CTA

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

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The banner features the Heyday logo at the top center. Below it are three navigation links: 'BUILD & PRICE', 'FIND A DEALER', and 'OUR LINEUP'. A large yellow and green gradient bar contains the text 'YOUR HEYDAY awaits'. Below this is a photograph of a red Heyday boat on the water with a wakeboarder in the foreground. The bottom section of the banner is black with white and green text: 'SHRED FOR LESS ALL SUMMER LONG'. Below this is a call to action 'GET YOURS NOW' in a blue button. At the bottom, there are social media icons for Instagram, YouTube, Facebook, and TikTok, followed by the address '800 S. Gay Street | Suite 1500 | Knoxville, TN 37929', a copyright notice '@2024 Heyday Wake Boats. All rights reserved.', and a link to 'Unsubscribe From All Emails'.

Extension Email

Subject line options (41c)

- 1) Carpe diem: Save up to \$15,000* today!
- 2) This sale keeps going... and going!

Pre-header (55c)

- 1) Take advantage of Heyday's exclusive offer with serious savings.
- 2) Don't let another adventure pass you by. Peek inside for savings.

Body copy

ALL SUMMER LONG JUST GOT LONGER

Our sale is still going strong. For a limited time, soak up the last of summer with up to \$15,000* off select Heyday models.

CTA

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

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heyday

BUILD & PRICE FIND A DEALER OUR LINEUP

THERE'S STILL TIME TO *seize* THE HEYDAY

**ALL SUMMER LONG
JUST GOT LONGER**

Our sale is still going strong. For a limited time, soak up the last of summer with up to \$15,000* off select Heyday models.

GET YOURS NOW

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Instagram YouTube Facebook TikTok

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@2024 Heyday Wake Boats. All rights reserved.
Unsubscribe From All Emails

X Banner

shred
FOR LESS

**UP TO
\$15,000* OFF
SELECT MODELS**

heyday

SCAN ME

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

Flyer



The flyer features a central photograph of a man in a wetsuit holding a surfboard with a red leopard print and a cartoon character, riding a red Heyday pontoon boat on a lake. The boat is moving away from the viewer, leaving a white wake in the green water. Two other people are visible on the boat. The top of the flyer has a yellow and green gradient background with the Heyday logo and the text 'shred FOR LESS'. The bottom of the flyer is black with white text and a QR code.

heyday *shred* FOR LESS

**UP TO \$15,000* OFF
SELECT HEYDAY MODELS**

SCAN ME



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Table Top



heyday *shred* FOR LESS

**UP TO \$15,000* OFF
SELECT HEYDAY MODELS**

SCAN ME



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Hang Tag

The hang tag features a green-to-yellow gradient background. At the top center is the **heyday** logo. Below it, the word **shred** is written in a large, black, cursive font, followed by **FOR LESS** in a bold, black, sans-serif font. The main offer is displayed as **UP TO \$15,000* OFF** in bold, black, sans-serif font, with **SELECT HEYDAY MODELS** underneath. A black footer bar at the bottom contains a QR code on the right and a small disclaimer on the left.

heyday

shred
FOR LESS

UP TO
\$15,000* OFF
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SCAN ME

