

[Your Name]  
[Your Address]  
[City, State, ZIP Code]  
[Email Address]  
[Date]  
[Recipient Name]  
[Company Name]  
[Company Address]  
[City, State, ZIP Code]

Dear [Recipient Name],

I hope this letter finds you well. I am writing to propose a promotional campaign for the Travel Oyster Card that aims to enhance user engagement and attract new customers.

**\*\*Subject: Travel Oyster Card Promotion Proposal\*\***

**\*\*Objective:\*\***

To increase sales and usage of the Travel Oyster Card by offering promotional discounts and incentives.

**\*\*Promotion Details:\*\***

- **\*\*Discount Offer:\*\*** 20% off on initial purchases of the Travel Oyster Card for first-time users.
- **\*\*Referral Program:\*\*** Existing users receive a PS5 credit for every new user they refer.
- **\*\*Seasonal Promotions:\*\*** Limited-time offers during peak travel seasons to encourage usage in specific months.

**\*\*Target Audience:\*\***

- Tourists visiting London.
- Daily commuters looking for cost-effective travel solutions.

**\*\*Marketing Strategy:\*\***

- Utilize social media platforms for targeted advertising.
- Collaborate with travel agencies to distribute promotional materials.
- Launch an email campaign to existing customers highlighting the benefits.

I believe that this promotion has the potential to significantly boost awareness and usage of the Travel Oyster Card. I look forward to discussing this proposal further and collaborating on making it a success.

Thank you for your time and consideration.

Sincerely,

[Your Name]

[Your Phone Number]