

EDM



Suggest to re-phrase liner to:

Upgrade your existing Ez-Link card (with Auto Top-up function) and stand to win \$100 cashback!

Upgrade your existing Auto Top-up card and stand to win \$100 cashback!

Improved features for Upgraded Auto Top-up cards on SimplyGo!

Here's the benefits that await you!

| Features | Auto Top-up for SimplyGo EZ-Link cards New & Improved! | Auto Top-up for existing EZ-Link cards |
|------------------------|--|--|
| Multiple top-ups a day | ✓ Unlimited for public transport & up to 3 times a day for retail purchases | ✗ *Limited to once every 4 days |

Suggest to re-phrase liner to:

Improved features for Auto Top-up function on SimplyGo Ez-Link cards!

Here's the benefits that await you!

| Features | Auto Top-up for SimplyGo EZ-Link cards New & Improved! | Auto Top-up for existing EZ-Link cards |
|---|---|--|
| Multiple top-ups a day | ✓ Unlimited for public transport & up to 3 times a day for retail purchases | ✗ *Limited to once every 4 days |
| Multiple top-ups in a single transaction for retail | ✓ *Function has to be enabled manually via the EZ-Link app | ✗ |
| Updating/changing of bank card details via EZ-Link app | ✓ | ✗ |
| Changing of ATU Amount via the EZ-Link app | ✓ | ✗ |
| Motoring Usage (ERP & Carpark payments) | ✗ | ✓ |

Need to include '(ATU)' at
an appropriate juncture
before the table so that is
clear to readers that ATU
refers to 'Auto Top-up'.

Here's how to upgrade to SimplyGo EZ-Link!

1



Download the EZ-Link app and add your EZ-Link to it.

2



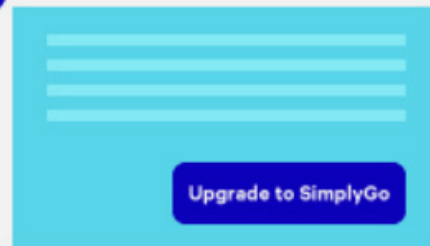
Head to the nearest General Ticketing Machine.

3



Place your current EZ-Link card on the reader.

4



Tap on 'Upgrade to SimplyGo' button at the bottom right corner.

5



Upon successful upgrading, you'll receive \$2 instant SimplyGo EZ-Link cashback and earn a chance to win \$100 SimplyGo EZ-Link cashback!

Download the Ez-Link app and add your Ez-Link card to it.

(the word 'card' is missing)

Calling all Auto top-up users!

Win \$100*



16 Jun – 15 Sep 2022

Upgrade your existing card to SimplyGo EZ-Link! Auto Top-up on SimplyGo comes with improved features!

*Terms and conditions apply.

1000 winners

Add an exclamation mark after 'winners'?

SMS

SMS (153 char limit):

Stand to win \$100 when you upgrade your **existing Ez-Link card** **with** Auto Top-up **function** ~~on your card~~ to SimplyGo EZ-Link at any ticketing machine! Visit EZ-Link website or call 6496 8300.

Push Notification

Title: Upgrade your **existing Ez-Link card** **with** Auto Top-up **function** to SimplyGo EZ-Link!

Body: Stand to win \$100 when you upgrade your card to SimplyGo EZ-Link at any ticketing machines. Find out more!
Link to open: EZL Website campaign page

- End -