

### The Three C's of Email Design

#### Creative + Content + Coding

Those are the "big three" areas to focus on when it comes to great email marketing design.

If your **CREATIVE** is fresh, simple and to the point...

while your **CODING** is responsive and readable with images-off...

and you fill it with value-added CONTENT ...

you're best in class and probably see high opens, clicks and conversion. We hope these pages inspire your next campaign.



Matthew Caldwell SVP Worldwide Creative



#### Dynamic Content Display

Changes based on user data, such as time remaining or location.



#### **Template System**

Unified header/footer with stacked sections that can be added, removed or reordered.



#### 100% Readable with Images Off

All text is displayed and readable, whether or not images are loaded.



#### Web Fonts

An email that uses non-webstandard typography.



#### **Responsive Design**

A layout that utilizes CSS3 @media properties to alter its layout for PC or mobile.



#### Map Module

Map that pinpoints your location and nearest store, via IP address.



### **Bulletproof Buttons**

A button that can be read and clicked, even with images turned off.



### Social Share

Social sharing icons connected to Main CTAs. Shares a portion of the email, not the whole message.



#### Mobile Scalable Hybrid Layout

One layout for big and small screens alike. 100% readable and functional, with no need to zoom or pinch.



### Click-to-Launch App

A call-to-action that launches a smartphone app or desktop application.



### Video

A pseudo video player, which clicks through to an autoplay video landing page.



### Sticky Content

A light, recurring section, meant to engage readers (photo of the week, jargon watch, comics, trivia, etc).



### Catch-All Bottom Navigation

Helps get clicks to other category levels with a series of links at the bottom of the message.

### Poll

An interactive poll that shows results on a custom landing page.

### Status Bar

Visual cue to display user progress or time remaining within a service period.



### Mega Merge

Relevant user information is pulled in with an attention-grabbing graphical treatment.

### Landing Page

An optimized web experience created in conjunction with the email to increase conversion.

### Social Excerpts

Social content (like tweets, photos or comments) that are pulled right into the message.

### Custom Mailto Link

A link that displays dynamic content within a mailto link.



### Mobile Click-to-Call

Allows smartphone users to click-to-call.

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### Multi-Message Campaign

Multiple messages regarding the same topic with a series designation.

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### Next Generation Registration

Mobile optimized form fields with transitions and on-screen validation.



### Animated GIFs

A pixel-based image that moves



### Direct Mail

Traditional printed postal marketing.







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# Spartan

Template System

Fans love Spartan – the athletic endurance race company that is changing people's lives! Now their email gets a tune-up as well. Hosted fonts over expansive background images embodies the 'can-do' spirit that Spartan is known for. Loads of sticky content about recipes and workouts adds value and keeps racers opening and engaged.





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### Pre-Race infographics



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Dynamic Player Stats

Sticky Content





## Marriott Rewards

### Template System

Marriott Rewards modernized their brand featuring a new campaign slogan, "You Are Here". This template overhaul represents the best of modern email design: HTML headlines floating over background images, mobile image swaps, CSS drop shadows, CTA hovers, and custom fonts.







Travel deals for you. Take advantage of member oxclusive offers and carn points at over 4,200 properties worldwide.



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## Olive Garden

Template System

The Olive Garden email template was redesigned to elevate and showcase their delicious food. Ample whitespace and a clean, minimal layout allows the yummy food imagery to pop. Combine that with regular, reoccuring sticky content and modern tech features such as add-to-wallet and you have one tasty email program.





This week only-fresh lunch for less

With over a dozen Lunch Duo options, plus unlimited soup or salad and our famous breadsticks, this is a deal you

### Long-scroller Promotion



### Newsletter Olive Garden 1 Meet the Mediterranean COME DISCOVER ITALY'S MEDITERRANEAN COAST IN THIS 4 PART SERIES. WHERE COASTAL FLAVORS AND SIMPLE. WHOLESOME INCREDIENTS INSPIDE OUR NEW TASTES OF THE MEDITEROANEAN DISHES Chicken Margherita Enjoy fresh flavors of basil, lemon and olive oil in our Chicken Margherita—grilled chicken topped with fresh tomatoes, mozzarella, basil pesto and a lemon garlic sauce. DID YOU KNOW? THE INSPIRATION FOR THIS DISH IS hghehdla"-a teabitionat TALIAN FLAVER CONDINATION OF BASIL TOWATOES AND MOTTARELLA.

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Dynamic map module displays nearest store

YOUR OLIVE GARDEN NYC - Times Square 2 Times Square, New York, NY 10036

Not your Olive Garden? update

together even easier. Simply



Google

## Marriott Traveler

Template System

The world's largest hotel company regularly publishes fascinating travel articles and this master template system was designed to read like an editorial travel magazine. Full of useful and interesting content, this travel newsletter enjoys strong open and engagement from its readers.







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### newsletter. Once a month we'll deliver the world's greatest destinations directly to your inbox. FALL FOR THE GREAT OUTDOORS Fall is the perfect time to get outside and search the sky, uncover new trails or simply celebrate the season in a brand new place. Reach for the Stars at These 5 Astrotourism Hot Spots **HIKE IT OR BIKE IT** OUTDOORS 5 Must-Hike Trails in the Coachella Valley Discover one of America's best, most unique places to hike ... Find Killer Trails

FIND & RESERVE Q

notorious Death Road.



# PayPal

### Transactional System

PayPal's hugely successful rebrand is on display in this cutting-edge transaction template system. Driving millions of transactions per day, this email workhorse notifies users of all transactions in a clean, simple interface.





Responsive Design

Web Fonts ABC

100% Readable with Images Off



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### Welcome Email



### Choice Hotels

### Template System

A great example of a modern email layout that uses bold colors and energetic photography, plus unique touches such as mouse-over effects on buttons and webfonts. For even more engagement, a dynamic user-activity bar appears as the second module in all monthly newsletters.









### Interactive Carousel



Find a Cambria® h near you XX Nights Cambria® hotels & suites

# The Hershey Company

Template System

This nimble template system was tailor-made to streamline and visually unify Hershey's Chocolate World email program. Along with standard product modules, this system includes a wide variety of content containers. This allows for a seamless integration of engaging content and sales messaging.









**Tricks & Treats** Coming Up! October 13-15, 20-22, 27-29



Trick-or-Treat Adventure







Hersheypark in The Dark





Flavors of Fall: We've spiced up our menu! Your favorite autumn ingredients have inspired new dishes like slo roasted brisket, pumpkin theses a caramel apple milkshake, and model Take a Sneak Peek )





#### The Sweetest Home

Our 9th Annual Hershey's Holiday Chocolate House The 9-foot tall house made entirely of Hershey's Confectionary Products is now completel Come see the sweet, intricate details for yourself and pose for a picture in front with Santal



New MERRY KISSMAS App	ALL NO.
Check out animated KISSES packaging, an interactive KISSES bell choir and a festive face filter!	
Download the App	

 HERSHEY'S Struck Gold!
The new HEDSHEVS COLD Bar hits at

HERSHEYSGOLD

The new HERSHEY'S GOLD Bar hits stores nationwide December 1, but HERSHEY'S CHOCOLATE WORLD has provided guests with their first taste by offering it in November! Taste the Gold >







Home Our 9th Annual Hershey's Holiday Chocolate House



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Events

View Details

HERSHEY'S Holiday Chocolate House



Locations

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Shop

**Holiday Trolley** Rides

All aboard for carols, jingling,

and chocolate on the Holly Jolly or Sweet Lights Trolley

Preview Your Choices

View Dates & Buy Tickets

HERSHEY'S CHOCOLATE MOINT

Sweet Festive Fun has Arrived!

Our merry family events begin November 10

all ages to enjoy!





Tickets



**HERSHEYS** 

Ready to get into the holiday spirit? At HERSHEY'S CHOCOLATE WORLD Attraction, we're kicking off the season beginning this weekend with activities for HERSHEY'S Holiday Chocolate House







Hersheypark Christmas Candylane



Breakfast with Santa



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## Bed Bath & Beyond

### Template System

This leading retailer of all things home decor needed to elevate their email. Pushing beyond price and promotion, the new template strives to be like inspiring interiors – bright, fresh and clean.







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insulated Beach Tote with Wet Suit Pouch in Chevron

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# **Community Coffee**

Welcome Emails

Community Coffee serves up this delicious welcome series campaign to new subscribers. This series of emails informs users and gathers more information about them that allows further customization of the emails they will receive.











## West Marine

### Activation Campaign & Direct Mail

A successful campaign that utilizes targeted email and direct mail postcards to drive purchases from former customers who have gone quiet.



Responsive Design



Multi-message



Direct Mail

Display

Dynamic Content



Els sugar for None Best untrollerite









Alexander, we have an exclusive offer just for you!



Here is your exclusive coupon offer \$10 off \$20 off \$50 off \$100 \$200 \$300

Print this coupon & bring it to your store, or use the code online. Coupon is valid 6/1 to 6/21 on regular-priced items, some exclusions apply.\*

#### Use code: MK49973



### See's Candies

### Email Campaigns

Responsive

Animated

Catch-all Bottom Navigation

Design

See's customers are crazy about their delicious candies. The classic brand gets a modern email makeover by using fresh, foody shots in ultra-clean layouts with plenty of whitespace.

Web

Fonts

Direct Mail

ABC



















Founded in 2000 Longest-Running Dedicated Email Agency









Products & Services



Registration & Preference Sign Up Pages

Locations



- Chicago
- Portland
- NYC
- San Francisco
- Boston
- Washington D.C.

- Atlanta
- Denver
- London
- Singapore
- Ontario

