



HALLOWEEN 2010

Campaign Brief

Campaign Brief

Email Marketing Plan

Audience	<ul style="list-style-type: none">• The Star• The Temptress
Purpose	<ol style="list-style-type: none">1. Grow our email list2. Generate costume sales
Goals	<p>Grow email list by xxxmembers by requesting a closed group of 20 test users to forward the email to their contacts who might be interested. Measures include statistics from www.addthis.com and number of new members in MailChimp list</p> <p>Generate additional run rate of xxx costume sales YoY from the website by emailing the database of prospects with strong messages to make this a great Halloween, both in and out of the bedroom. Measured through sales revenue.</p>
Frequency	Every Thursday from September 16 th through October 29 th

September 7th

Introductory Letter to Focus Group

Email Type	Informational (100%)
Purpose	This email will be sent to close personal friends asking them to sign their friends up to be a part of the Spice 'n Dreams Halloween 2010 campaign – their friends are then asked to signup or buy
Value To Recipient	Friend with most signed up referrals wins a BlackBerry
Desired Response	Close friends forward the campaign kick-off email to interested contacts and encourage them to signup
From	Spice 'n Dreams (<<My Name>>)
Subject	Friends... With Benefits!
Pre-Header	
Call To Action	
Body Copy	<p>The body copy should include an</p> <ul style="list-style-type: none">• Intro• What we need them to do• What will their friends receive• What's in it for them

September 16th

Campaign Kick-off



Email Type	Informational (80%) – Promotional (20%)
Purpose	<ol style="list-style-type: none">1. Introduce Spice 'n Dreams2. Remind recipient of upcoming Halloween and get them thinking about what they will be wearing.
Value To Recipient	Ideas for costumes for Halloween 2010
Desired Response	Drive recipients to register and download “Hottest Costumes This Halloween” and “Top 10 Couples Costumes for Halloween 2010”
From	Spice 'n Dreams on Behalf Of *Friend Name*
Subject	What are you wearing this Halloween?
Pre-Header	
Call To Action	Download “Guides”
Body Copy	It's time to start planning your costume – and we're happy to help! Visit our website and download two must-read articles: “Hottest Costumes This Halloween;” and “Top 10 Couples Costumes for Halloween 2010.” Do it now and you're sure to be a hit of any Halloween party, even if it's your own party at home! Visit www.spicendreams.com now!

September 23rd

Continue Campaign Kick-off & Order Early



Email Type	Informational (80%) – Promotional (20%)
Purpose	Reminder to order costumes early to get them on time and so we don't run out of stock
Value To Recipient	Get THE costume they want in time
Desired Response	Visit the website to order
From	Spice 'n Dreams
Subject	Naughty And Nice And Plenty of Spice!
Pre-Header	
Call To Action	
Body Copy	Once you see our fun and flirty Halloween costumes, you're going to want one! Just be sure to order yours early so you'll receive it in plenty of time – and before we run out! It's the one time of the year when you can really let yourself go, and we're ready to help. It's not too early to start, so log on to www.spicendreams.com now to find the costume that's right for you!

September 30th

Order Early



Email Type	Informational (20%) – Promotional (80%)
Purpose	Reminder to order costumes early to get them on time and so we don't run out of stock
Value To Recipient	Get THE costume they want in time
Desired Response	Visit the website to order
From	Spice 'n Dreams
Subject	Order Early – Our Costumes Are Going Fast!
Pre-Header	
Call To Action	
Body Copy	Our hottest costumes are really “taking off” – and they’re selling fast! That’s why you should order yours early – to avoid disappointment and to make sure that you get the costume you want delivered in plenty of time for all of this year’s Halloween fun and festivities. Be the hit of every Halloween party – including your own - by visiting our website at www.spicendreams.com now!

October 7th

Promotional Discount



Email Type	Informational (20%) – Promotional (80%)
Purpose	Drive recipient to order now to receive a special discount and ensure they get the costumes they want
Value To Recipient	Get THE costume they want in time at the right price
Desired Response	Visit the website to order
From	Spice ‘n Dreams
Subject	No Tricks, Just Treats! This Week Only – Hot Savings on Our Flirtiest Costumes
Pre-Header	
Call To Action	
Body Copy	Halloween Treats For You – 25% Savings On Pure Eye Candy! Order early to make sure you’ll get the costume you want this Halloween – and we’ll sweeten the deal with 25% savings on our most alluring costumes! But you’d better order fast because this incredible offer is yours for one week only! Visit www.spicendreams.com now!

October 14th

Last Chance To Order



Email Type	Informational (20%) – Promotional (80%)
Purpose	Remind recipients its their last chance to order their costume in time for Halloween. This will be the last time we place an order from our supplier
Value To Recipient	Get their costume right on time.
Desired Response	Visit the website to order
From	Spice 'n Dreams
Subject	Order Now Or Kiss Our Costumes Goodbye!
Pre-Header	
Call To Action	
Body Copy	This is it – Halloween is just a few weeks away, and this is your last chance to order the costume of your dreams in time for the holiday! We'll be placing our final order with our supplier, so if you want to be sure that you'll be wearing the costume you really want to wear, order online now at www.spciendream.com !

October 21st

Last Minute Halloween Ideas



Email Type	Informational (80%) – Promotional (20%)
Purpose	Help leads who havent ordered their costumes yet come up with their own costumes from items lying around the house
Value To Recipient	Create a last minute Halloween costume
Desired Response	Drive recipients to register and download “10 Last Minutes Costumes”
From	Spice ‘n Dreams
Subject	Happy Halloween – With Our 10 Last Minute Costumes!
Pre-Header	
Call To Action	
Body Copy	You’ve waited too long to order a costume, but now we’re here to help you create one, with ideas from our “10 Last Minute Costumes!” Use items that you’ll find lying around the house to create your own I last-minute Halloween costume. Just log on and download our “10 Last Minute Costumes” – at www.spicendreams.com !

October 29th

Happy Halloween

Email Type	Informational (80%) – Promotional (20%)
Purpose	Help leads who havent ordered their costumes yet come up with their own costumes from items lying around the house
Value To Recipient	Create a last minute Halloween costume
Desired Response	Drive recipients to register and download “10 Last Minutes Costumes”
From	Spice ‘n Dreams
Subject	
Pre-Header	
Call To Action	
Body Copy	

Landing Page #1

Informational – Emails 1 & 2

Heading	Where's the costume party at?
Benefit To Audience	Be whatever you want to be. Live out your fantasy.
Make Your Product A Breakthrough	
Command	Read our Halloween 2010 costume guides
Featured Offer	

Landing Page #2

Promotional (Order Early) – Email 3

Heading	30 Days To Halloween 2010
Benefit To Audience	Less than a month to go – but there's still time to get yours before the big day.
Make Your Product A Breakthrough	
Command	Find Your Costume
Featured Offer	

Landing Page #3

Promotional (Discount) – Email 4

Heading	No Tricks, Just Treats!
Benefit To Audience	Only one week of 25% Savings on pure eye candy!
Make Your Product A Breakthrough	
Command	Find your costume now!
Featured Offer	

Landing Page #4

Promotional (Last Chance) – Email 5

Heading	Countdown to a night of sexy and flirty fun
Benefit To Audience	We're just a few days away from the big night. Choose your costume now to get it in time for your crazy gathering or, party for two.
Make Your Product A Breakthrough	
Command	Order by October 21 st with Express Shipping
Featured Offer	

Landing Page #5

Informational – Email 6 & 7

Heading	31 – 10 – 2010 Will Be Incredible!
Benefit To Audience	Miss the chance to order your costume? Put together your own with our ideas for 10 last minute costumes.
Make Your Product A Breakthrough	
Command	Read The Article.
Featured Offer	In the UAE? We might still be able to get it to you in time!

SAMPLE EMAILS

In this email, Lane Bryant uses vertical lines plus some intrigue to get people to scroll. Preview pane sizes vary (and we like 300 pixels as a standard for testing), but here's what this email looked like in my inbox:

If you can't see the images in this message, [click here](#).
Summer Blowout - Take An Additional 50% Off New Markdowns

lanebryant

SAVE UP TO \$75 ON THIS ORDER

new arrivals | tops | pants & jeans | dresses & skirts | shoes & accessories | collections | cacique intimates | on sale

ONLINE ONLY
SUMMER BLOWOUT
HUNDREDS OF NEW MARKDOWNS


plus take an additional
50% OFF*
summer blowout items
when you enter 000505772 at checkout

SHOP NOW

FREE SHIPPING on any Lane Bryant or Cacique purchase of \$100 or more** **SHOP NOW**

CONSIDER THE POSSIBILITIES
Color. Fashion. Imagine yourself in the beautiful intimates you've dreamed of, now available at Cacique.

ALL BRAS BUY 1 GET 1
50% OFF†



- I love the way they engage with the reader in the body copy, trying to figure out how they plan on spending the evening and then pitching apparel for those settings. They could have had links to cocktail dresses or casual clothing, but their approach is much more personal and relatable
- Wonderful text for separating the partygoers from the stay at home folks.
- Fun in *and* out of the bedroom



- Good work making the promotion stand out and communicating a sense of urgency and call to action.
- Also good for showcasing products without waiting for the visitor to visit the website (1-click closer to a sale)

FINAL DAY!
15% OFF
 OVER 1,500 NORTHERN INDUSTRIAL
 BRANDED TOOLS **START SHOPPING**

Choose from popular categories like:

ALTERNATIVE ENERGY	CONSTRUCTION	FOOD PROCESSING
		
Northern Industrial Solar: Rearview Mirror Charger - 5.0 Amp	Northern Industrial Portable: Electric Cement Mixer - 4.1 Cubic Ft.	Northern Industrial All 2 Electric: Slicer/Grinder
Was \$49.99 Sale \$42.49	Was \$289.99 Sale \$246.49	Was \$129.99 Sale \$110.49
See More Alternative + Renewable Energy	See More Construction	See More Food Processing

FUEL TRANSFER	LOGGING	MATERIAL HANDLING
		
Northern Industrial Portable: 20-Gallon Steel Gas Caddy	Northern Industrial Benchtop: Self-Mount Saw Chain Sharpener	Northern Industrial Heavy Duty: Electric Hoist - 2000-Lb. Capacity
Was \$429.99 Sale \$365.49	Was \$119.99 Sale \$101.99	Was \$259.99 Sale \$229.49
See More Fuel Transfer	See More Logging	See More Material Handling

NEW YORK & COMPANY

TRENDS APPAREL NY&C COLLECTION PETITE AND TALL ACCESSORIES LOOKS GIFTS SALE

GIVE. SAVE. CELEBRATE.

THE **HOLIDAY** *gift guide*

Ok, this is more of a self-gift!
It's been a long year, so treat yourself
and make a fabulous entrance at the
holiday parties.

Stunning red strapless dress. [Get it now.](#)

For other unique gift ideas for the
holiday party and more, [click here.](#)





for the home bed & bath women men juniors kids beauty shoes handbags & accessories jewelry & watches sale

SEARCH GO [deals & promotions](#) STORES GIFTS & GIFT CARDS WEDDING REGISTRY

FREE SHIPPING AT \$75!
with women's or men's clothing, shoe or accessory purchase* promo code: PREVIEW

FIRST LOOK AT FALL

INTRODUCING THE SEASON'S MUST-HAVE ITEMS



**SEE HOW TO WEAR
THE TRENDS**

SHOP WOMEN

also shop:

plus sizes

petite

shoes

handbags

jewelry

watches



the clog!



the ceramic watch!

the power sheath!



the satchel!



the military coat!



View this email on a [mobile device](#).
[Are you Madewell?](#)
If you can't see the images in this email, [click here](#).

J.CREW

WOMEN MEN KIDS WEDDING SALE

f t e FORWARD

ARE YOU MADEWELL?

We want to introduce you to our newly launched website, [Madewell.com](#). Take this style quiz and you'll be instantly entered for a chance to win a **shopping weekend in NYC** from Madewell and Tablet Hotels for you and two friends, plus a \$1,000 gift card each.* How cool is *that*?

[ENTER NOW]


Love these looks?
Shop them all at
[Madewell.com](#).



Madewell
SINCE 1937

ARE YOU MADEWELL?

Take our style quiz to find out your signature Madewell style and you'll instantly be entered for a chance to win the **COOLEST-EVER NYC SHOPPING WEEKEND**, courtesy of Madewell and Tablet Hotels.

GRAND PRIZE:

We'll fly you and your two best friends to NYC and put you up in a chic hotel. Plus, you'll all get \$1000 Madewell gift cards and a VIP shopping discount at [madewell.com](#) for the rest of the year.

DAILY PRIZE:

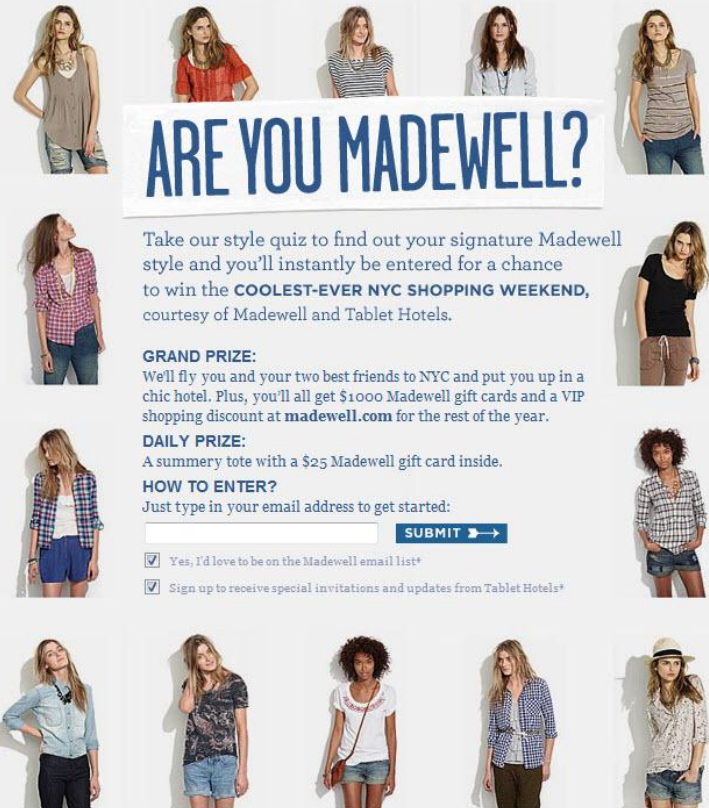
A summery tote with a \$25 Madewell gift card inside.

HOW TO ENTER?

Just type in your email address to get started:

SUBMIT →→

- ☒ Yes, I'd love to be on the Madewell email list*
- ☒ Sign up to receive special invitations and updates from Tablet Hotels*



*Optional

Email

Landing Page

[Step hint & center with ankle boots](#)

[View on a mobile device or web browser](#)

[FORWARD TO A FRIEND](#)

FREE ONLINE SHIPPING* at any price with code SHOPNM

[DESIGNERS](#) [INSIDE](#) [APPAREL FOR HER](#) [CONTEMPORARY](#) [SHOES & HANDBAGS](#) [JEWELRY & ACCESSORIES](#) [BEAUTY](#) [MEN'S SHOP](#) [NM KIDS](#) [HOME](#) [GIFTS](#) [SALE & VALUES](#)

TEN WAYS TOGETHER A STEP AHEAD

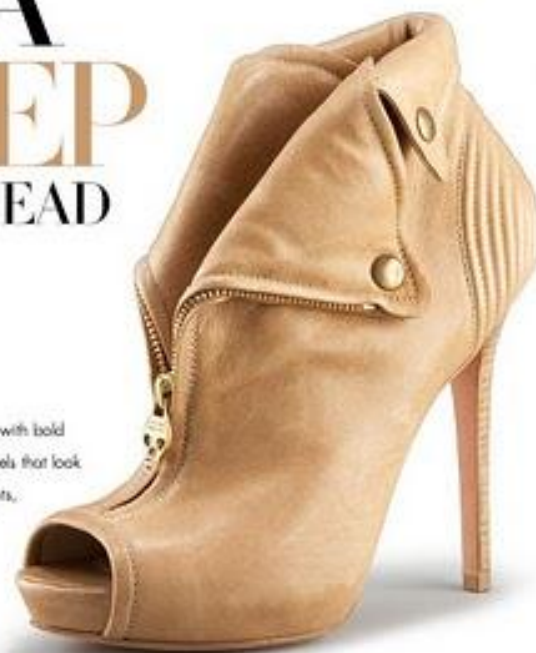
Neiman Marcus

#2

ANKLE

Keep legs front & center with bold silhouettes & platform heels that look incredible with sheer tights, lace leggings & yes, even bare legs.

[SEE MORE STEPS >](#)



ANN TAYLOR

FIND US ON FACEBOOK 

FORWARD TO A FRIEND 

NEW ARRIVALS

MUST-HAVE OUTFITS

SHOES & ACCESSORIES

PETITES

WEDDINGS & EVENTS

SALE

VIEW OUR WEAR-TO-WORK CHIC

InStyle
TRENDS
2010

Plus, enter for a chance to win
a \$500 Ann Taylor Gift Card*

- 1 the boyfriend jacket
- 2 the statement necklace
- 3 modern lace
- 4 the shirtdress
- 5 whisper-weight scarves
- 6 new neutrals
- 7 summer sparkle
- 8 the short suit
- 9 woven leather
- 10 luxe leopard

VIEW WEAR TO WORK CHIC »

SHOP THE COLLECTION »



[& we'll reward you too! 30% off any item](#)

Add chadwicks@mail.chadwicks.com to your address book. Having problems viewing this email? [click here](#)

CHADWICKS.
IRRESISTIBLE STYLE. SMART PRICE.

apparel shoes & accessories special sizes dresses special buys [clearance](#)

Do you have friends who
would love Chadwicks
as much as you do?

Send this special coupon to your
friends & we'll reward you too!

30%
off
ANY ITEM

What's in it for you?

If one friend purchases from us* before May 28, 2010
you will get **\$10 off** your purchase of \$10 or more.

If two or more of your friends place an order, we'll
upgrade your reward to **\$15 off** a \$15 order!

► REFER YOUR FRIENDS NOW!

*Orders must be placed on CHADWICKS.COM



SAMPLE LANDING PAGES

Trashy original Costumes

less than a month to order!

ORDER BY

SEPT. 20th
with regular shipping

SEPT. 27th
with express shipping

FOR DELIVERY ON OR
BEFORE OCT 29TH



Where's the
**COSTUME
PARTY**

Be whatever you want to be. Live out your fantasy.

**SHOP
NOW**



Sexy
French
Can Can
Girl

groovy baby!

60 DAYS TO HALLOWEEN 2010

New Costumes Now in Stock!

SHOP NEW COSTUMES ►

Groovy Baby Hippie Costume Set
\$119.50►



FAST FLIRT

Hungry for some Halloween fun?
Enjoy a deliciously sexy costume
this year from FlirtCatalog.com!
...Our menu consists of must have
costumes of every flavor!

SHOP 2010 COSTUMES▶



▶ I Heart Weiners Costume, \$59.50



Chinese Take Out Costume, \$54.50 ◀