

**2012 Email Design**



Every year, the global Responsys team pulls together a collection of their 20 favorite emails, ones that are at the leading edge of design, messaging, coding and strategy and come from the brands that are pushing our industry to be more innovative, curious and creative.

Our fourth annual compilation has B2C, B2B and nonprofit brands adapting to the mobile inbox environment, using animation in new and interesting ways, and embracing the newest social media star, Pinterest. Each piece on its own stands out as a great example of email creative, but when viewed together, this collection illuminates the priorities that are critical for our industry:

Evolving Inbox

Matching subscribers’ on-the-go lifestyle with emails that are just as mobile.

Something Unexpected

Delivering delight to the inbox with animation and novel design formats.

Personalized Content

Connecting one-to-one by abandoning “one size fits all” content.

Automated Programs

Contacting subscribers when they will be most receptive to the message.

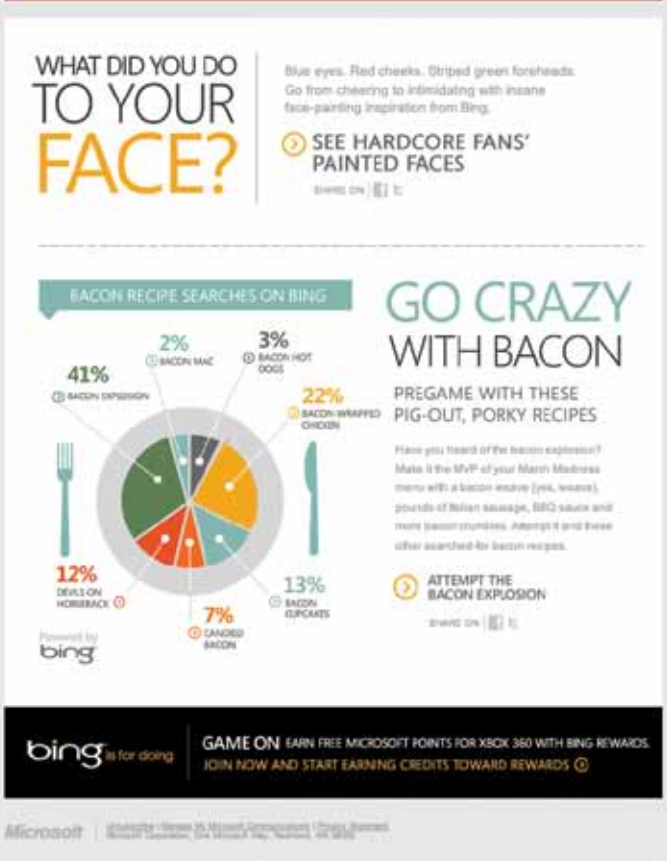
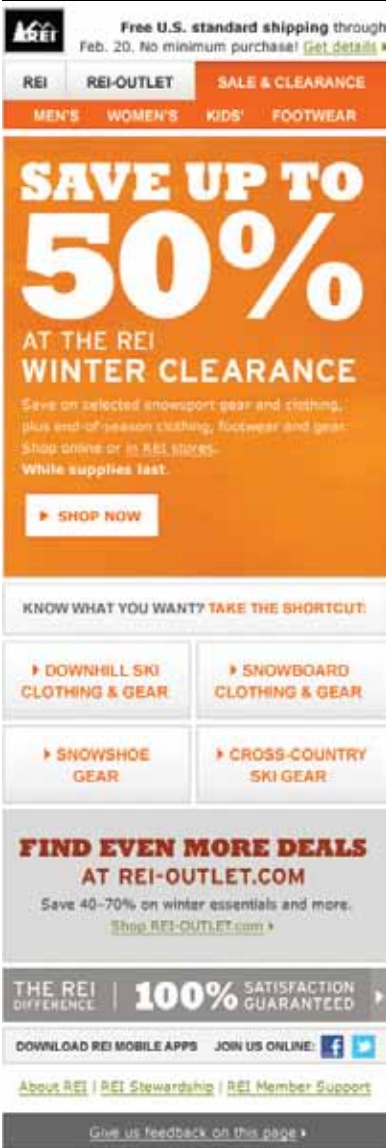
Defensive Design

Creating an engaging experience when images are blocked.

We hope you find this year’s Look Book to be a source of inspiration and pride in the future of the email industry.

All the best,

Wacarra Yeomans  
Director of Creative Services, Responsys







Happy Birthday Kate

1

# Pizza Express

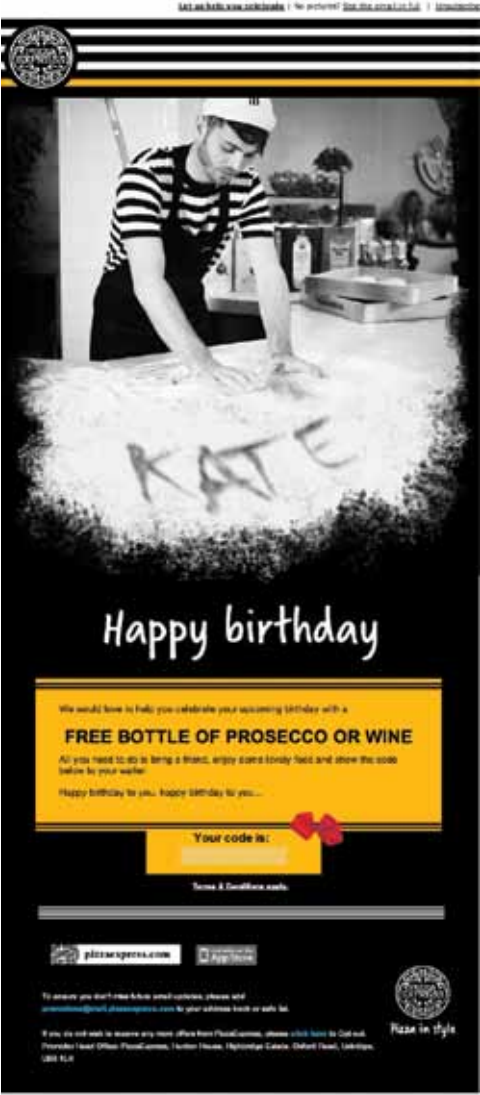
Type:  
Triggered birthday email

Subject line:  
Happy Birthday Kate

With or without images on, this birthday-triggered email from Pizza Express is worth celebrating. The personalized greeting in the subject line is carried into the hero image. And if images are off, the name appears as alt text along with a graphic built of tables and background colors.

Jane Dixon  
Strategic Consultant, EMEA

Full email



Email with images disabled



Full width email



# REI Winter Clearance - Save up to 50%



2

## REI

Type:

Broadcast promotional email

Send date:

February 14, 2012

Subject line:

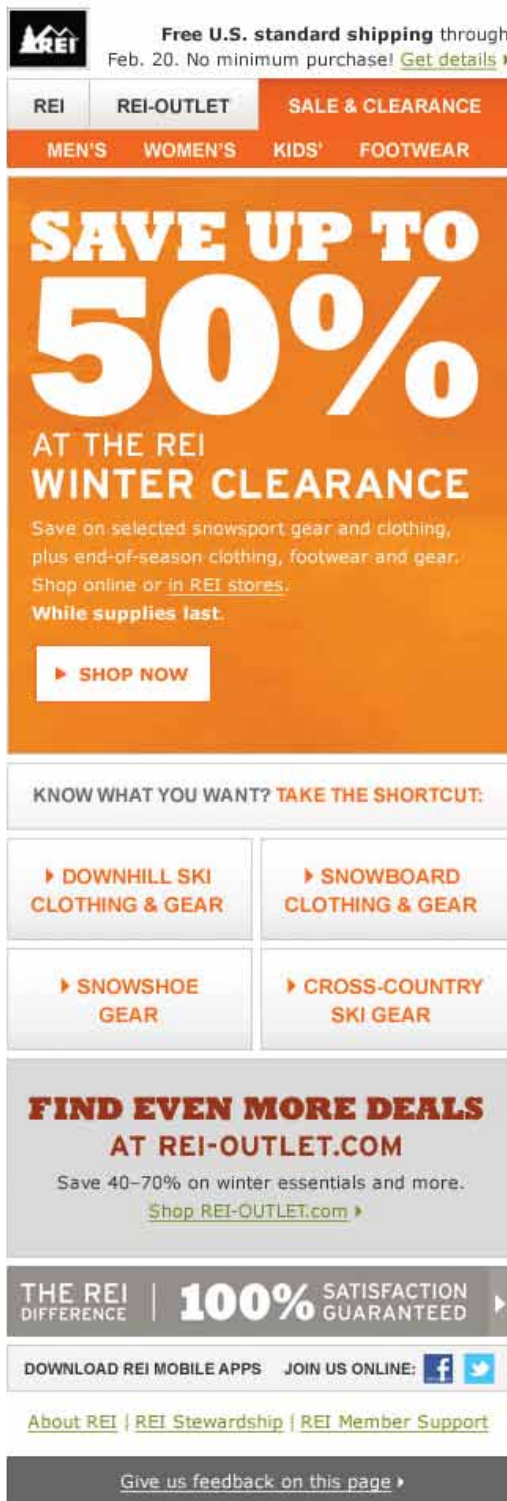
REI Winter Clearance - Save up to 50%

Desktop or mobile? REI is using a responsive email design where the content displayed changes according to the device. Desktop users see a full-width version, while mobile users see a streamlined version with fewer navigation buttons, easy-to-tap calls-to-action, and boiled down messaging that shows you only what's important.

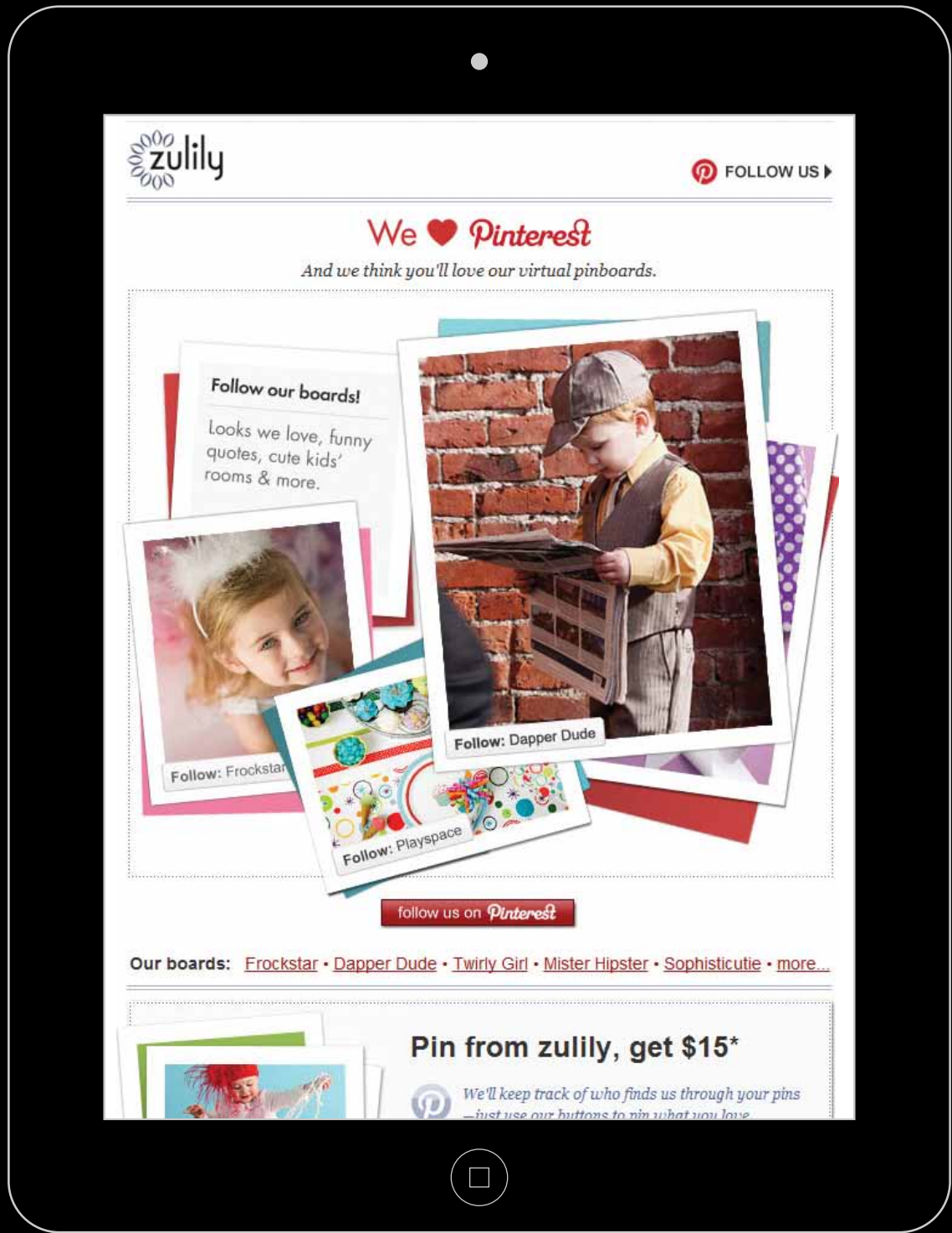
Matt Dawsey

Senior Designer

Mobile responsive email







# Zulily: We ♥ Pinterest

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## Zulily

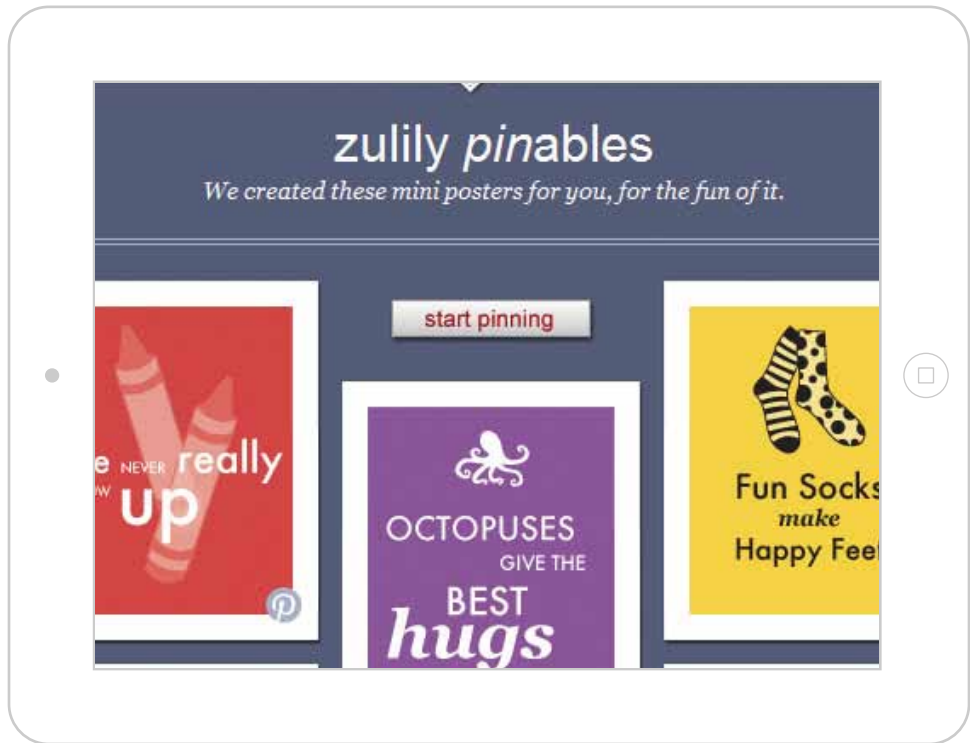
Type:  
Broadcast email

Send date:  
March 15, 2012

Subject line:  
Zulily: We ♥ Pinterest

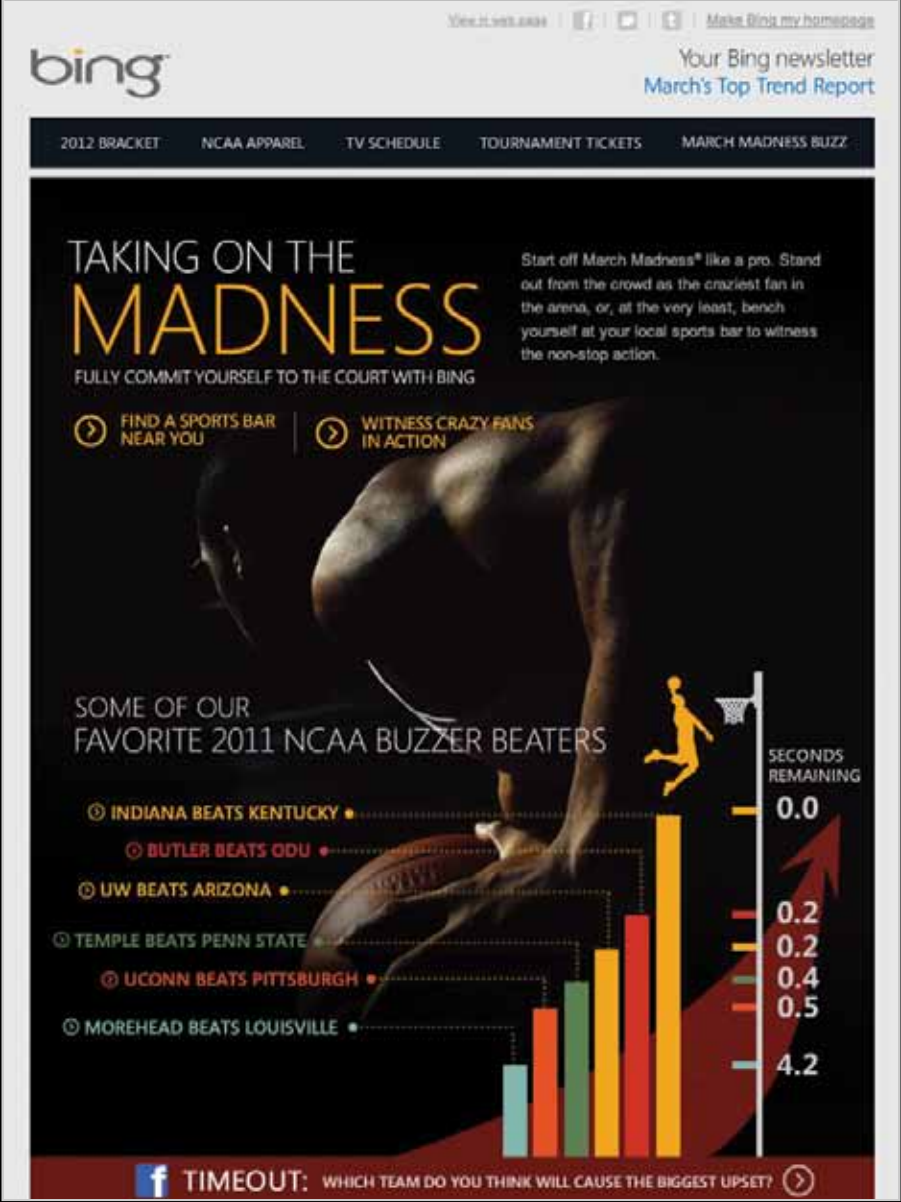
In addition to being ahead of the curve on using special characters in subject lines, Zulily is on the leading edge of encouraging subscriber to engage with them on Pinterest. Not only have they done a great job of giving moms a reason to follow their boards, they've found a way to encourage sharing with whimsical "pin-able" mini posters. The incentive only sweetens the deal.

Lynn Baus  
Creative Director



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Full email



# Bing

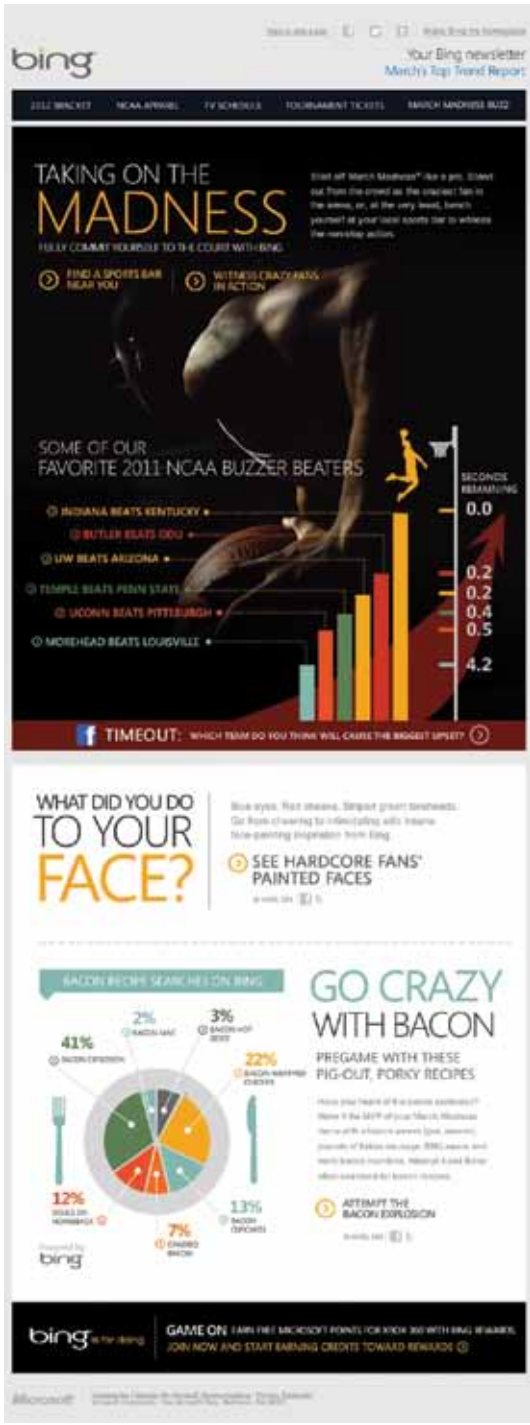
Type:  
Broadcast newsletter

Send date:  
March 15, 2012

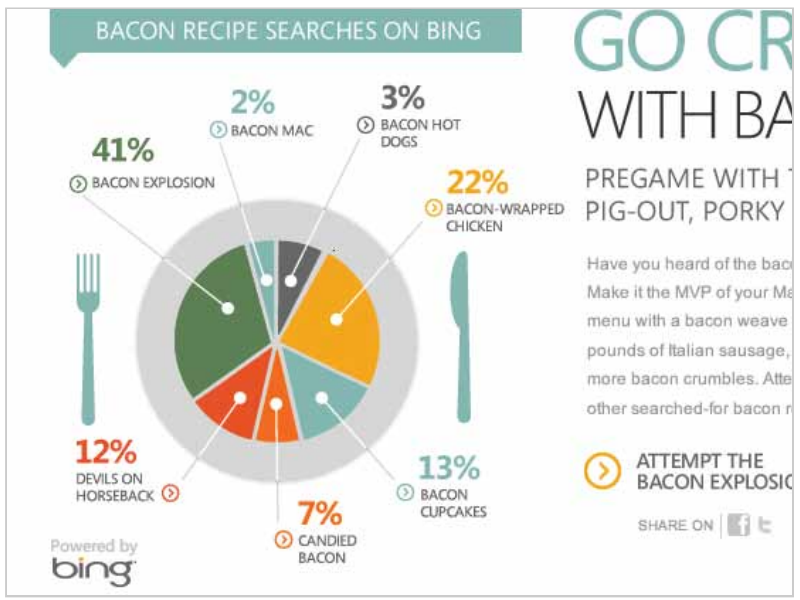
Subject line:  
It's March Madness. Jump into it.

The infographic design of this email is engaging, the content timely, and there are lots of opportunities to interact. Click on a search, weigh in via a Facebook poll, or share on Facebook and Twitter. And then there's the peer pressure – if 41% of people searching for bacon recipes are looking for the “Bacon Explosion,” you'd probably want to find out what that is.

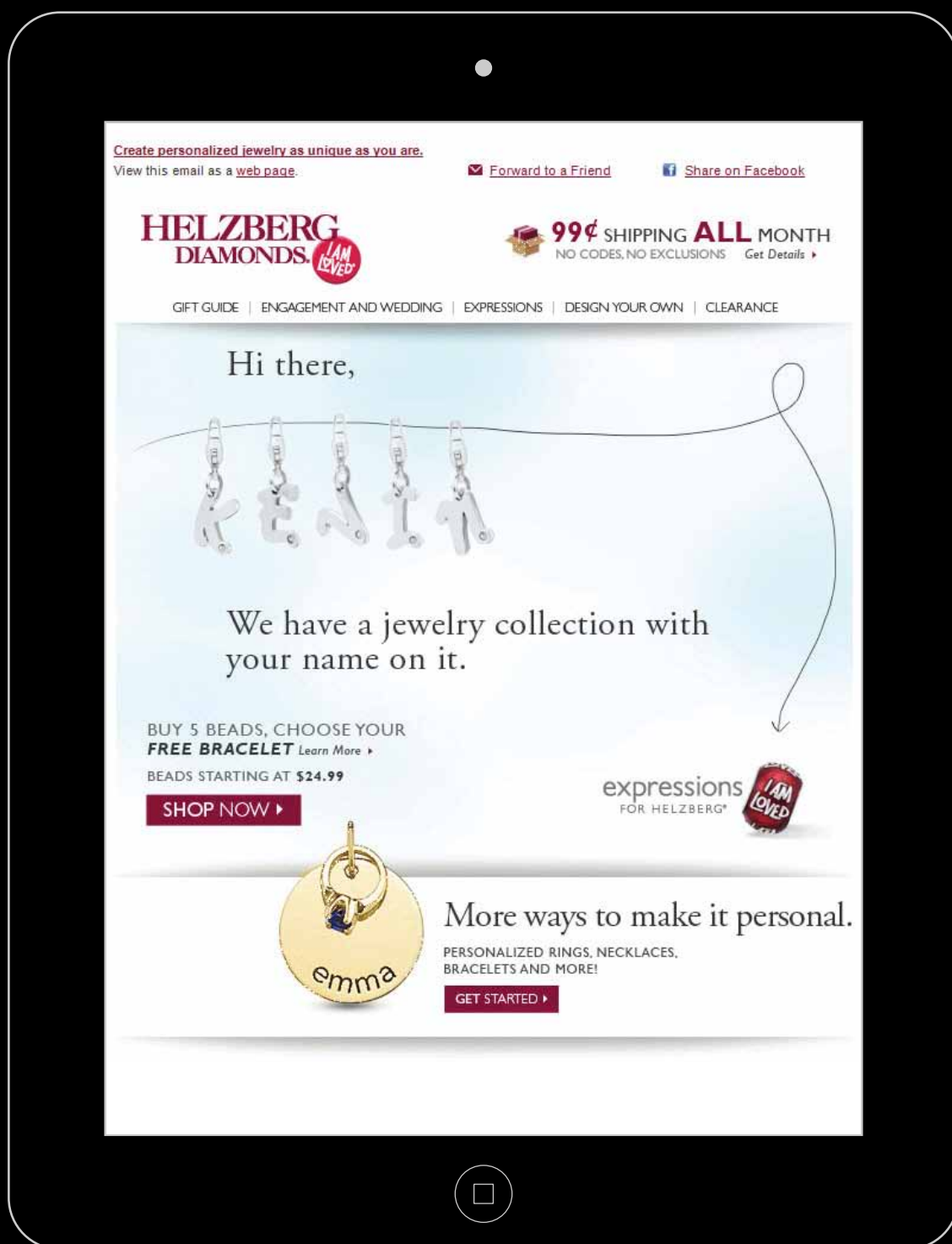
Kathryn Alva  
Designer



It's March Madness.  
Jump into it.







**This free bracelet has  
your name on it.**

5

## Helzberg Diamonds

Type:  
Broadcast promotional email

Send date:  
August 17, 2011

Subject line:  
This free bracelet has your name on it.

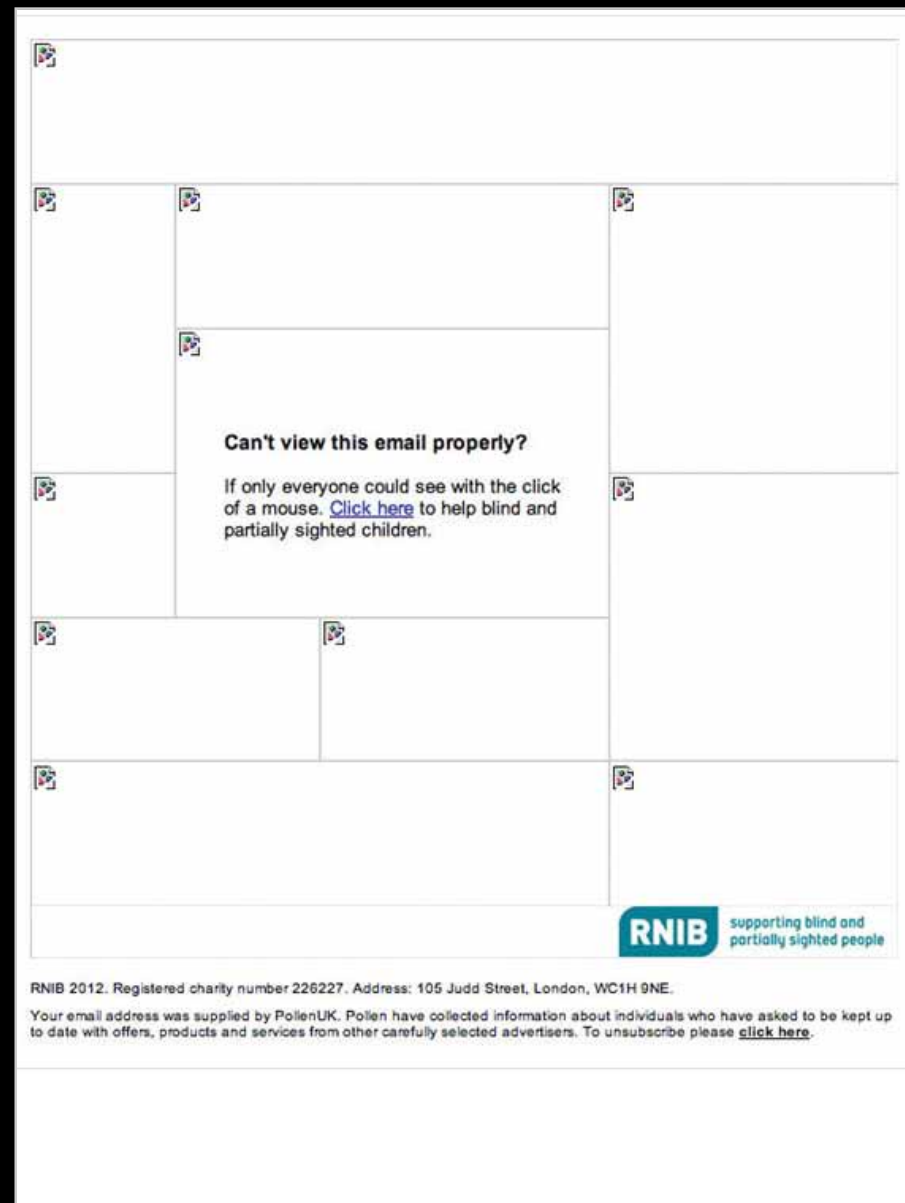
By creating 60,000 unique animated gifs, Helzberg Diamonds personalized the charm bracelet in this email for every single one of their subscribers. The personalization paid off. Open rates were up 55% and click rates up 88%. And the email generated a 288% increase in sales versus an email promoting the same collection a week earlier.

Chad White  
Research Director

Animation



Email with images enabled



**Seth, imagine if every email looked like this?**

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## Royal National Institute of Blind People

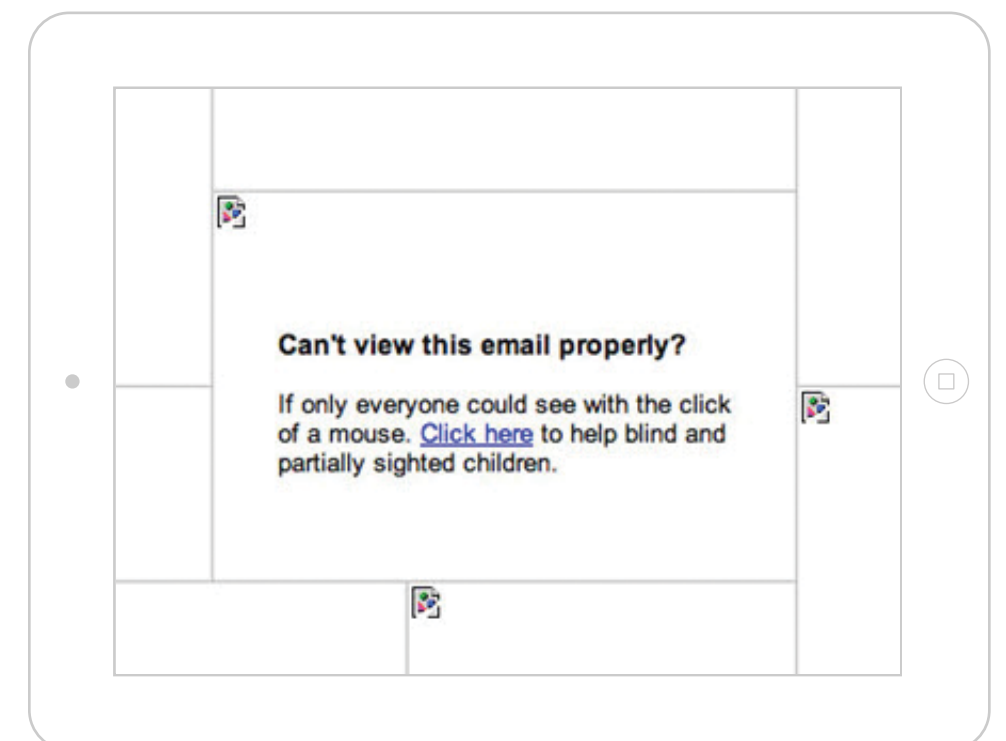
Type:  
Broadcast email

Send date:  
March 12, 2012

Subject line:  
Seth, imagine if every email looked like this?

The Royal National Institute of Blind People turned the common experience of opening an email and finding blocked or broken images into a poignant statement about blindness. The concise copy, single call-to-action and striking use of white space lead to a click-through rate of more than 22%.

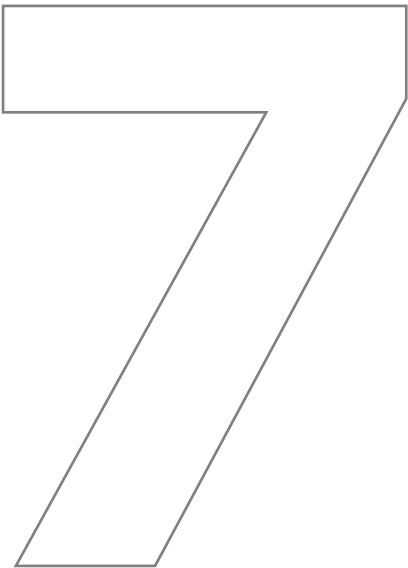
Rich Gee  
Senior Designer, EMEA







\$2,000.00?



# Brooks Brothers

Type:  
Broadcast promotional email

Send date:  
April 16, 2012

Subject line:  
\$2,000.00?

Brooks Brothers uses a surprising subject line to wake up the inbox. The \$2,000.00 question sets the hook and the main message pays it off with an extreme stack of 44 polos that show-cases the range of colors in the collection and draws the reader down to the multiple calls-to-action – a tongue-in-cheek offer to buy the whole stack or choose just one or two (in case you don't want to part with \$2K for polos).

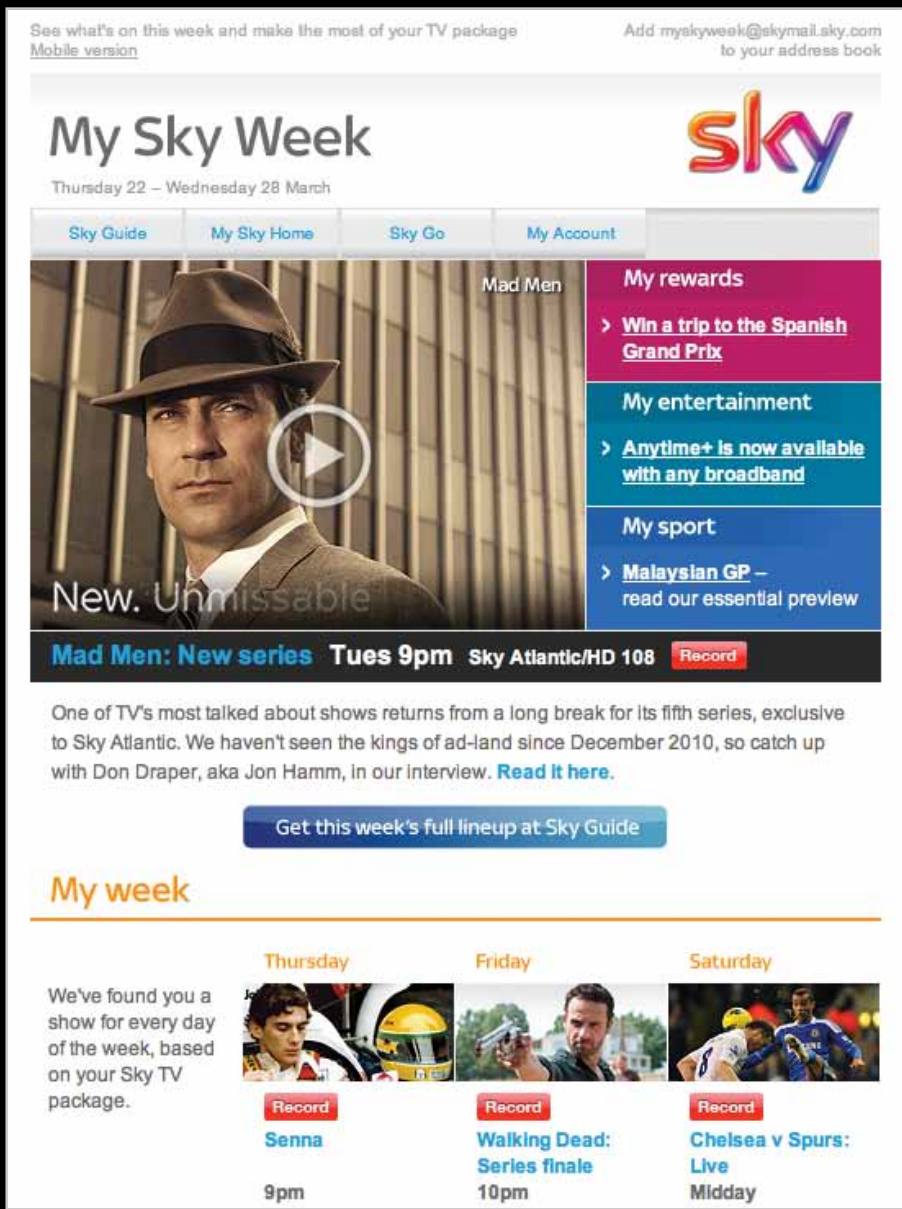
Lynn Baus  
Creative Director



Full email

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Full email



Inside Britain's biggest game, plus a Grand Prix giveaway

Sky

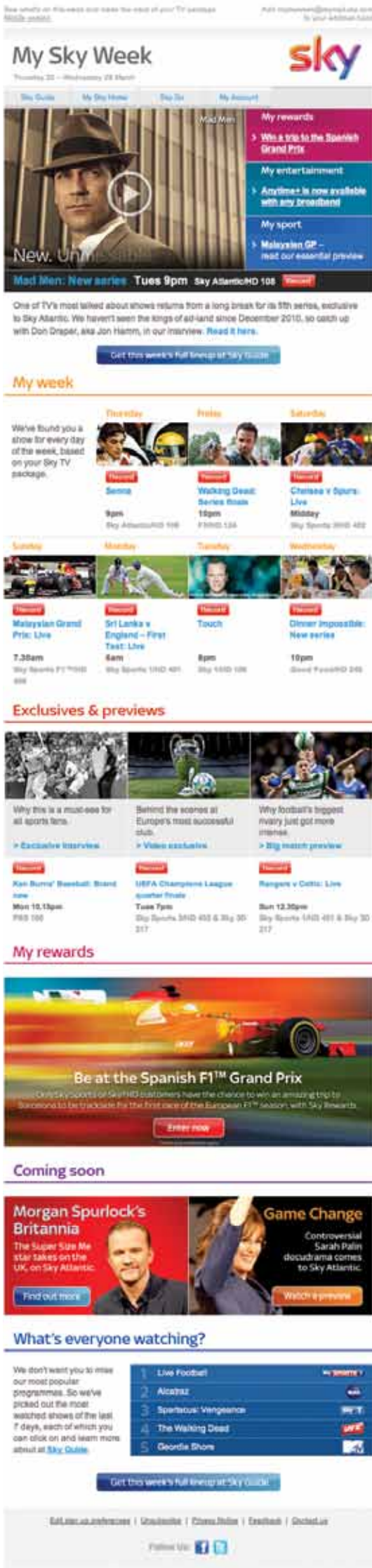
Type:  
Broadcast newsletter

Send date:  
March 27, 2012

Subject line:  
Inside Britain's biggest game, plus a Grand Prix giveaway

Sky's emails are full of personalized content based on each recipient's viewing behaviors and the programs they've recorded. Better yet, the email is integrated all the way back to the recipient's DVR. They can simply click the "Record" button to add a program to their personal playlist. That creates an email experience as simple and direct as iPhone and iPad apps.

Ben Miller  
Senior Director of Customer  
Success Team, EMEA





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# JCPenney

Type:  
Broadcast promotional email

Send date:  
February 19, 2012

Subject line:  
Hello, Sunshine!

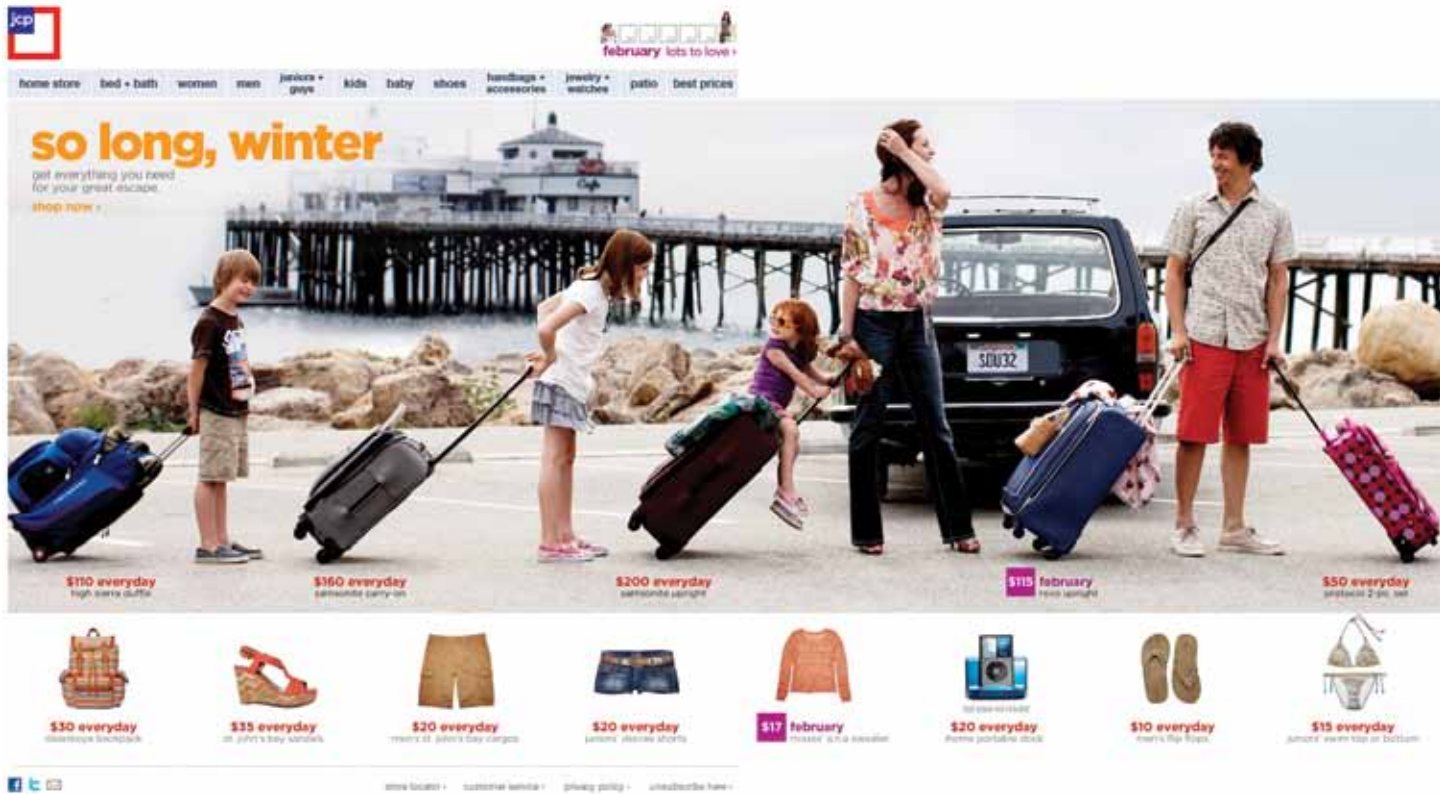
In the wake of a major rebranding in February, JCPenney has been bold with their email designs, including regularly using tablet-friendly, horizontal-scrolling formats. This clever side-scroller does some great lifestyle story-telling and drives interest to the right using the body language of the models and the strong lines of the suitcase handles and pier.

James Holt  
Designer

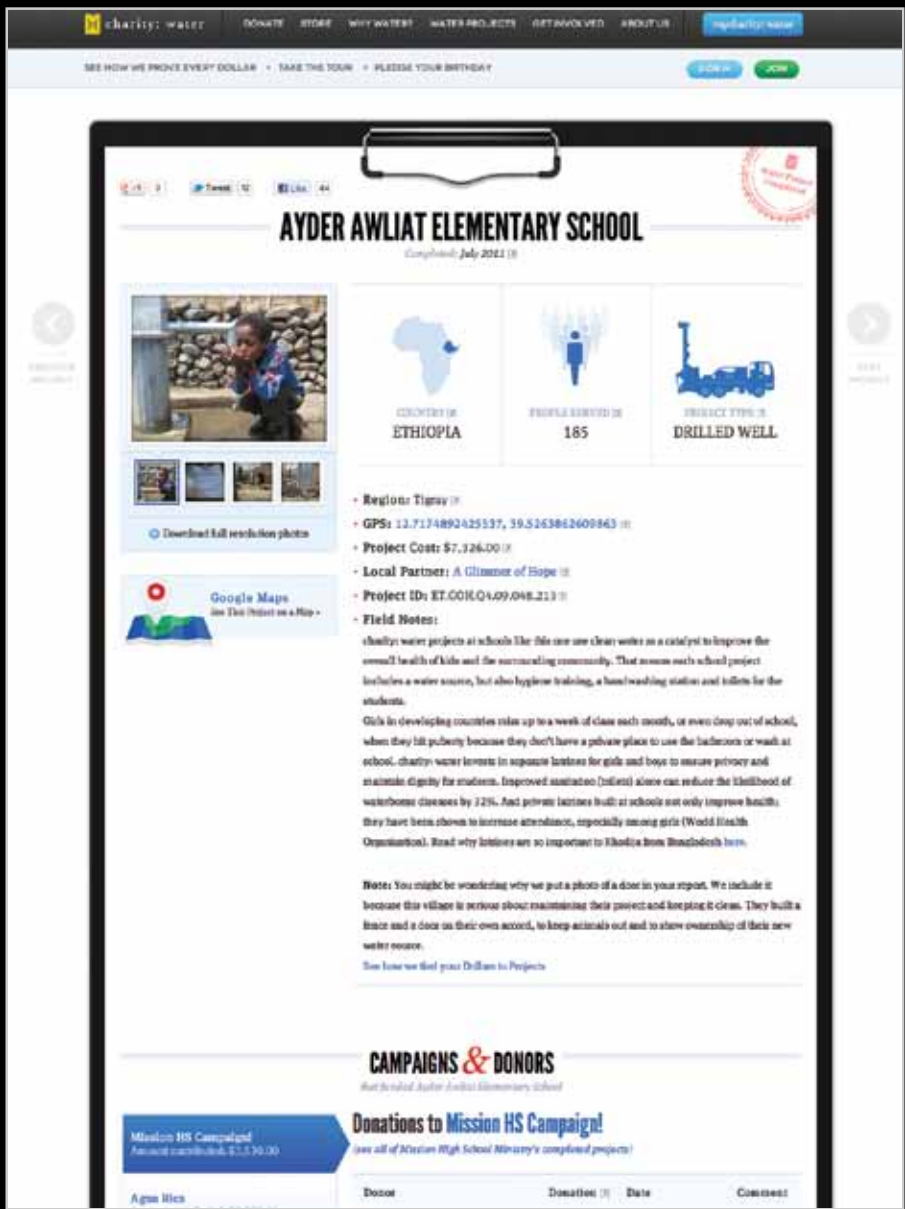
Full email



Hello, Sunshine!



Landing page



We have an update on  
the money you gave.

10

Full email

charity: water

Type:  
Segmented email

Send date:  
March 29, 2012

Subject line:  
We have an update on the money you gave.

Most donations garner little more than a “thank you,” so I was pleasantly surprised when charity: water sent me this email detailing how my donation was being used. The report included tons of details, including GPS coordinates of the community helped and a list of other donors who helped make the project happen. The email made me more inclined to donate in the future, because it made me feel like my donation made a difference.

Tanya Williams  
Senior Designer





11

Full email

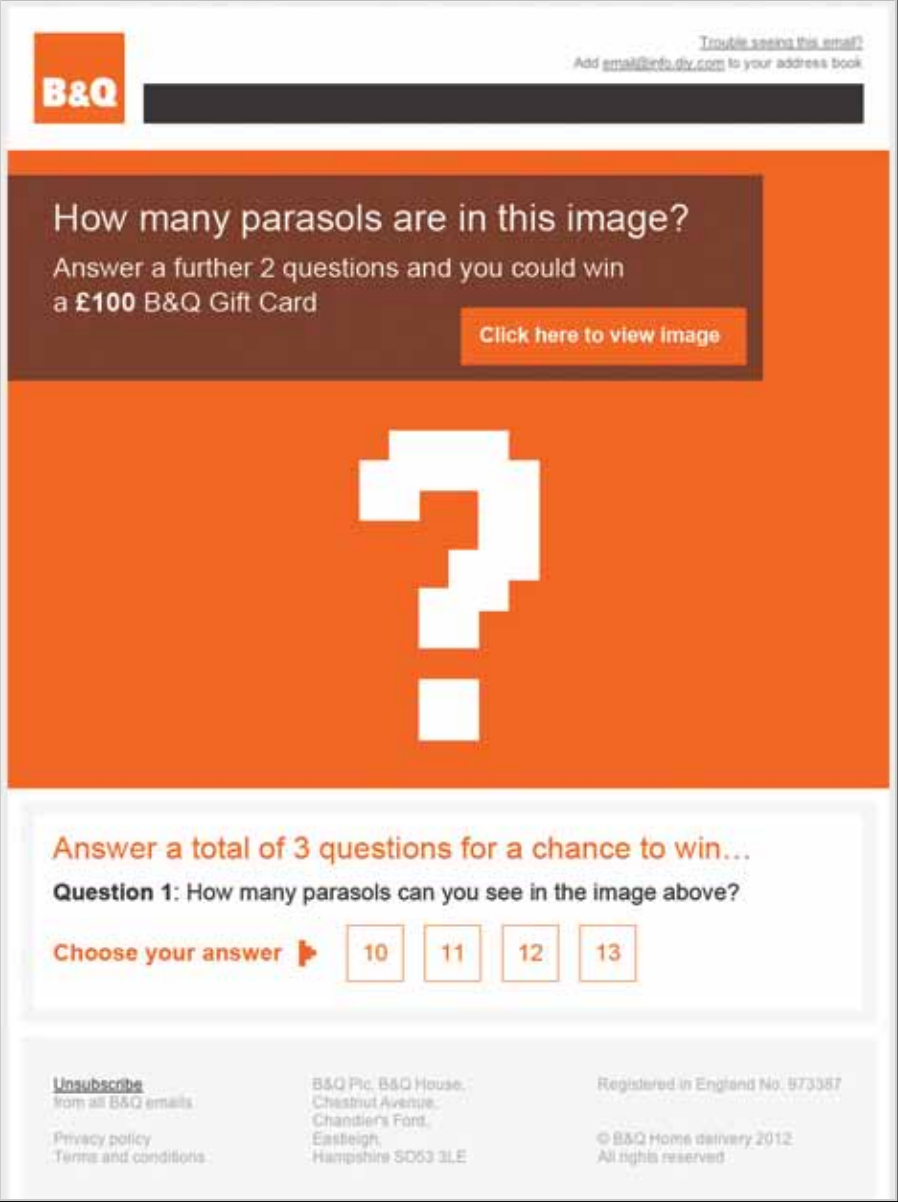


Animation



we're switching gears

Email with images enabled



The answer is 12.

12

B&Q

Type:  
Triggered re-engagement email

Subject line:  
The answer is 12.

To keep their engagement metrics and deliverability healthy, B&Q is re-engaging inactive subscribers with this triggered email that’s optimized for blocked images. The email questions complement B&Q’s educational content and reward subscribers with a sweepstakes entry.

Kevin Palmer  
Associate Creative Director, EMEA

Landing page 1



Landing page 2



Landing page 3



Landing page 4





13

## 7 For All Mankind

Type:

Broadcast promotional email

Send date:

August 15, 2011

Subject line:

Take Off At Our Aviator Event...

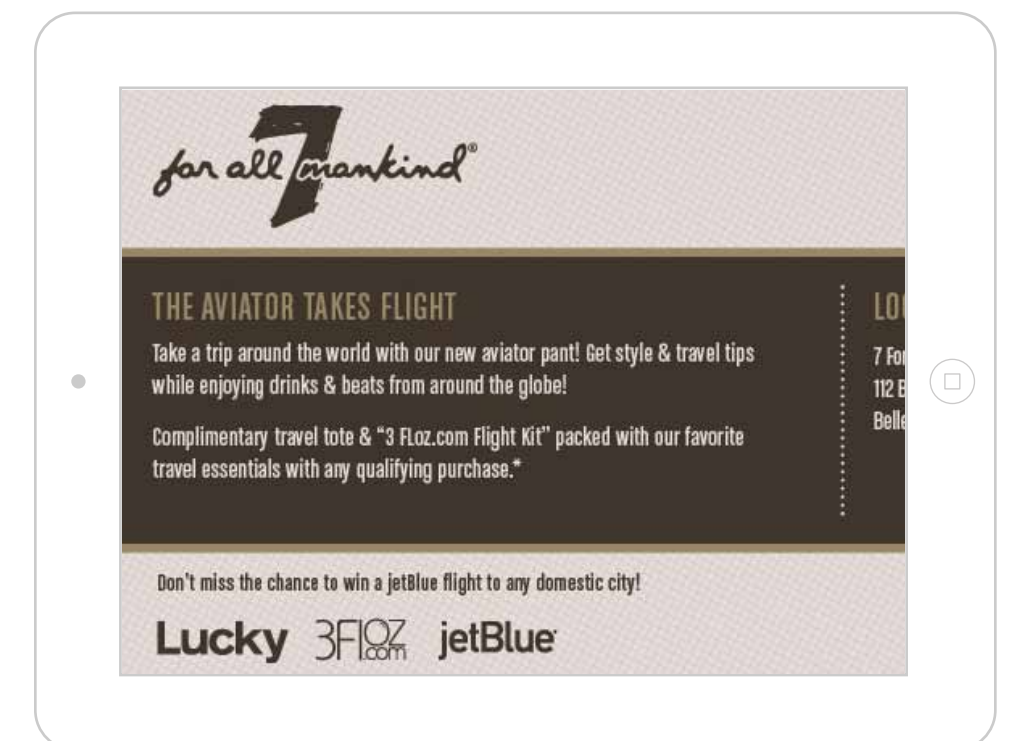
Enjoy Cocktails & Amazing Gift With Purchase!

Jeans-maker 7 For All Mankind designed this fun email to entice subscribers to check out their new aviator pant at a special in-store event. Instead of looking like an email, it looks like an airline boarding pass. Which fits the theme of the event like a good pair of jeans...

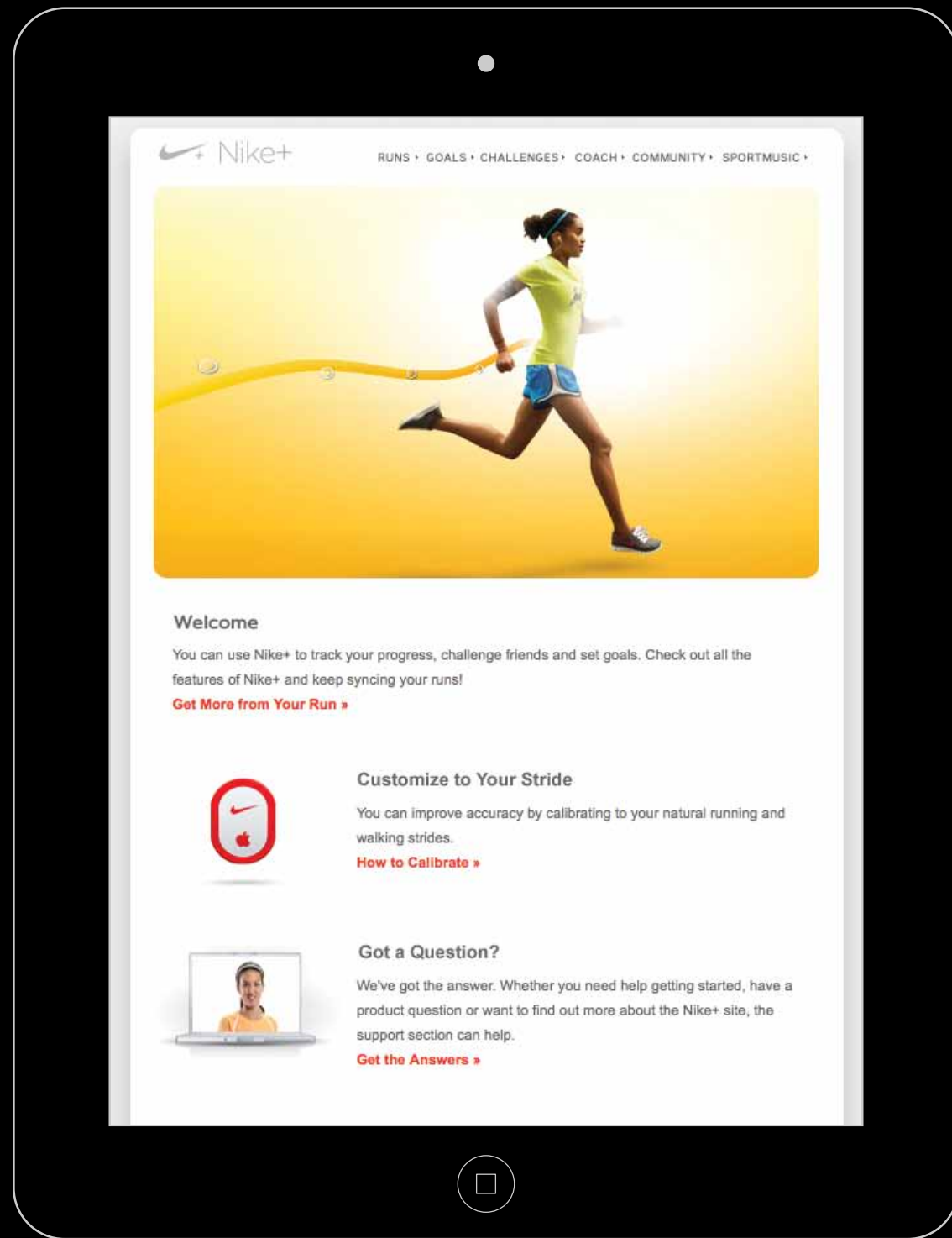
Kathryn Alva

Designer

Take Off At Our  
Aviator Event... Enjoy  
Cocktails & Amazing Gift  
With Purchase!



Email welcome message 1



# Get More From Your Run

14

## Nike+

Type:

Triggered welcome emails

Subject lines:

Message 1: Get More From Your Run

Message 2: Be a Better Runner

Message 3: Challenge Yourself with Nike+

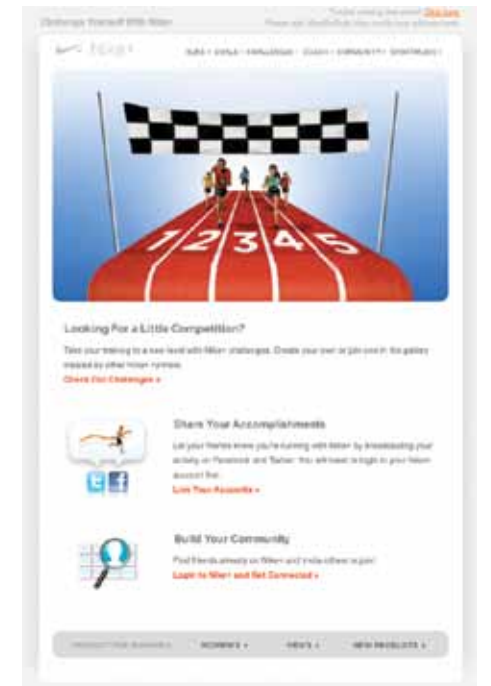
Message 4: Stay Motivated with Nike+

Rather than overwhelming new users with all the features of the Nike+ running application in a single email, Nike wisely stages the material in a 4-email welcome series sent over 4 weeks. Each email is built around a theme that reveals a few key features of the application. The messages use bold imagery, concise copy, and clear calls-to-action to educate users and invite them to make the most of their purchase.

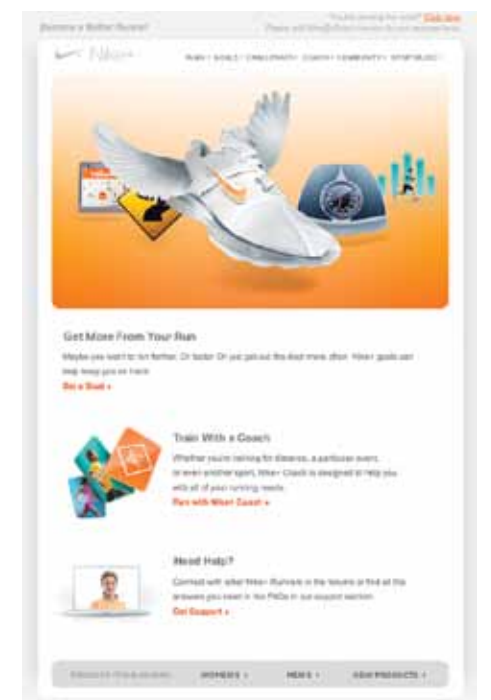
James Spence

Art Director

Email welcome message 2



Email welcome message 3



Email welcome message 4





15

# Threadless

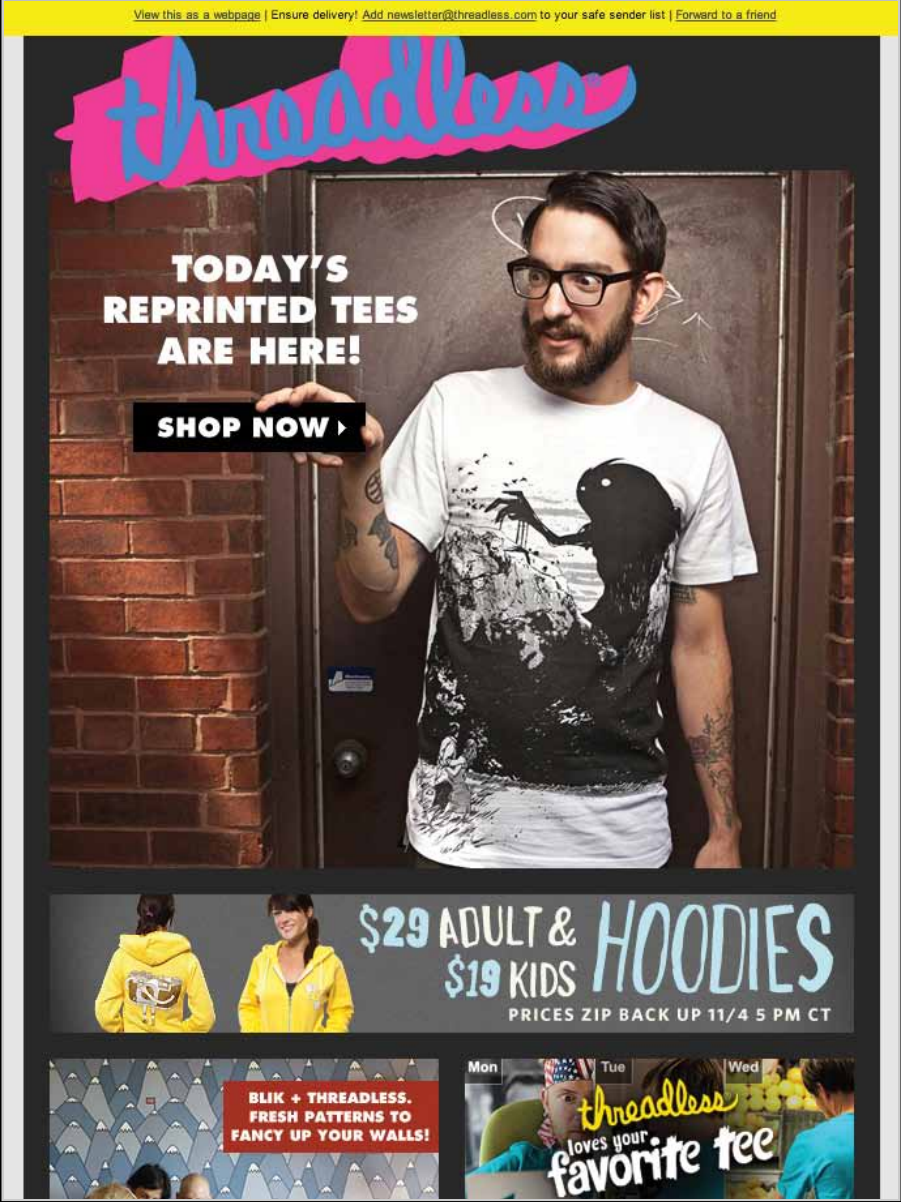
Type:  
Broadcast promotional email

Send date:  
November 2, 2011

Subject line:  
Your idea could be worth \$10,000!

Threadless combines a sight gag of a guy mimicking the creature on his t-shirt with the sound design practice of using a model's hands and eyes to direct readers to important copy. The placement of the primary call-to-action button in the man's hand coupled with his slightly creepy gaze makes it the literal focal point of the design.

Afton McCann  
Designer



Your idea could be worth \$10,000!

Full email



Landing page



16

# Ralph Lauren

Type:  
Broadcast promotional email

Send date:  
December 4, 2011

Subject line:  
Tis The Season (To Spread Some Joy)

Ralph Lauren re-envisioned “forward to a friend” in this campaign, which uses fun video gifts to grab the reader’s attention. The email invites subscribers to share the promotion by writing their own message to a friend (in this case, my husband Henry) using animated letters, each of which highlights an item in their new Rugby collection.

Kathryn Alva  
Designer

Full email



Animation

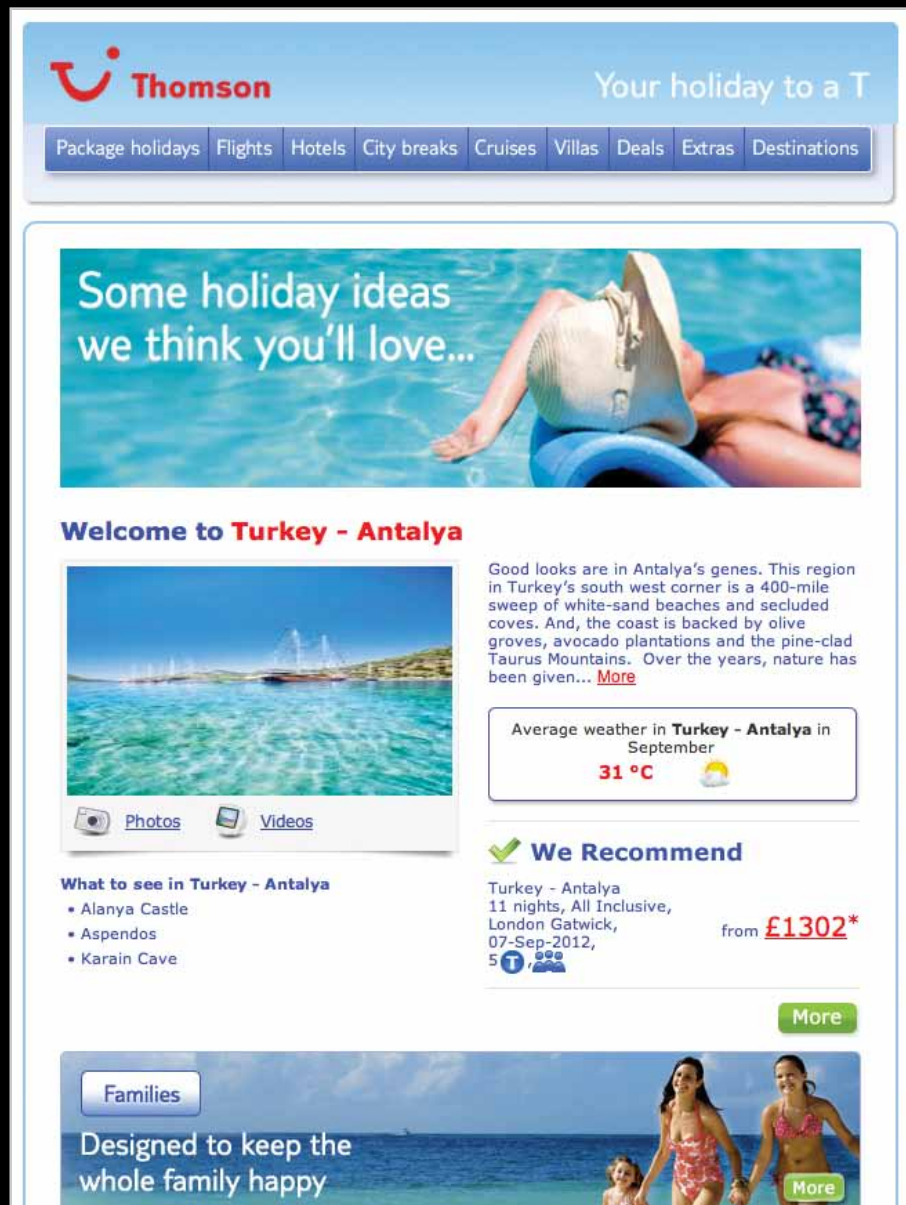


Tis The Season  
(To Spread Some Joy)



17

Full email



Dream destinations  
especially for you

# Thomson

Type:  
Triggered browse-based email

Subject line:  
Dream destinations especially for you

With considered purchases like travel, browse behavior can be very telling. Thomson was clearly paying attention when I browsed for holidays in Turkey, because in addition to adding dynamic content about Turkish destinations to the newsletters I receive, they later sent me this lovely email offering travel suggestions, destination info, weather info and pricing. The content was on target, as was the informative tone.

Sarah Mackenzie  
Senior Account Manager



18

# Madewell

Type:  
Broadcast promotional email

Send date:  
March 5, 2012

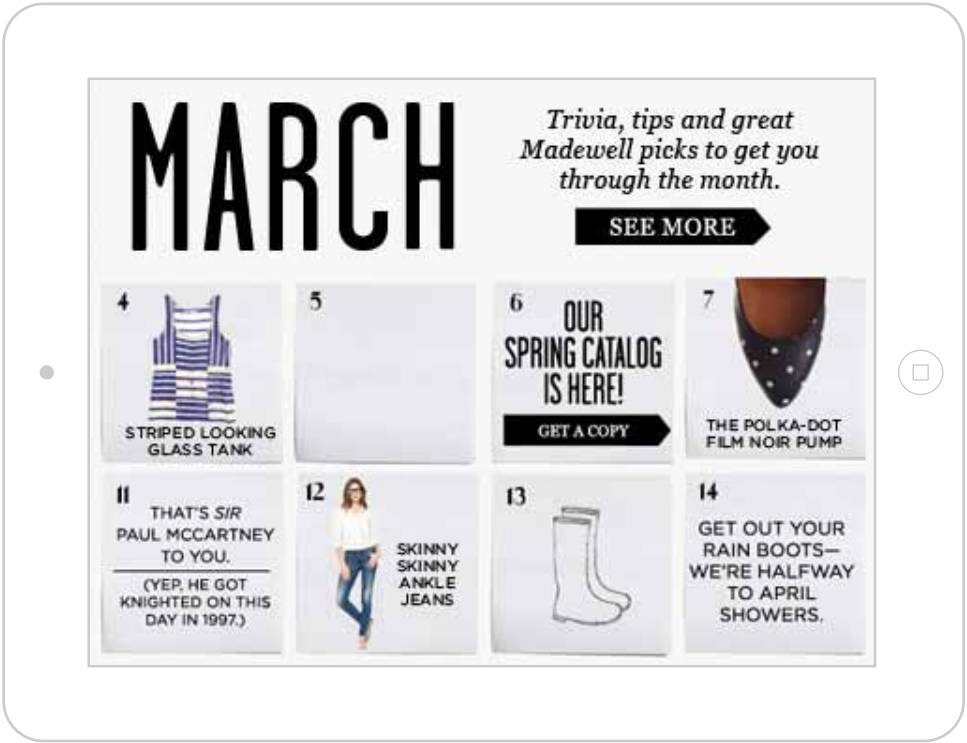
Subject line:  
Why we're mad about March

Madewell's email slips product advertising into a calendar where it's paired with fun facts, tasteful illustrations, and tweet-sized bits of text. The calendar format coupled with the light, casual, and fun voice is very engaging.

Kiersten Miller  
Designer

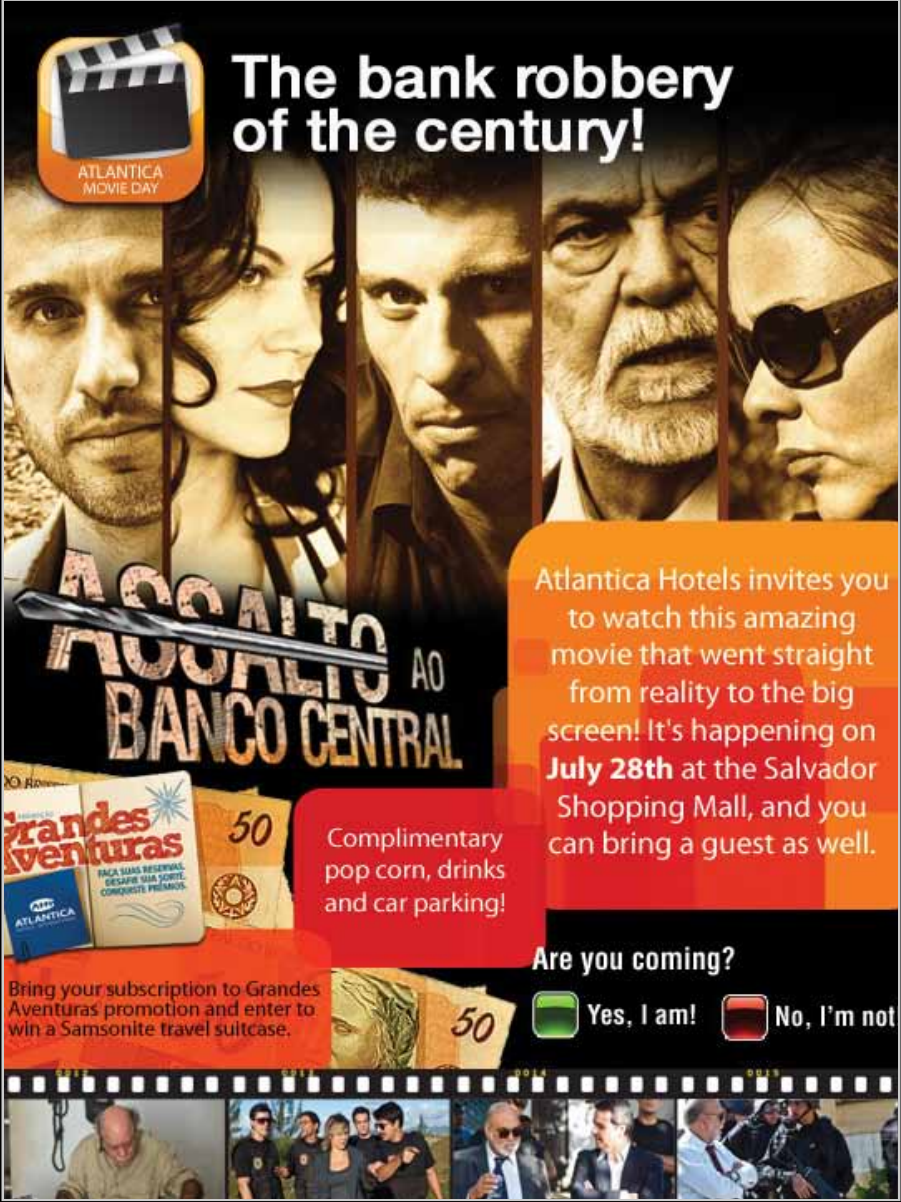


# Why we're mad about March





Email invite



You are invited to watch  
Assalto ao Banco Central

19

## Atlantica Hotels International

Type:  
Triggered event emails

Subject line:  
You are invited to watch Assalto  
ao Banco Central

Atlantica Hotels International maintains its relationship with travel agents and their other business clients by regularly inviting them to special events, including movies, plays, and sports training with players. Each event email triggers additional messages and engagement based on recipients' actions. And with an 81% attendance confirmation rate on average, this email campaign sees lots of action.

Patricia Merck  
Account Manager, Brazil

Accept confirmation email



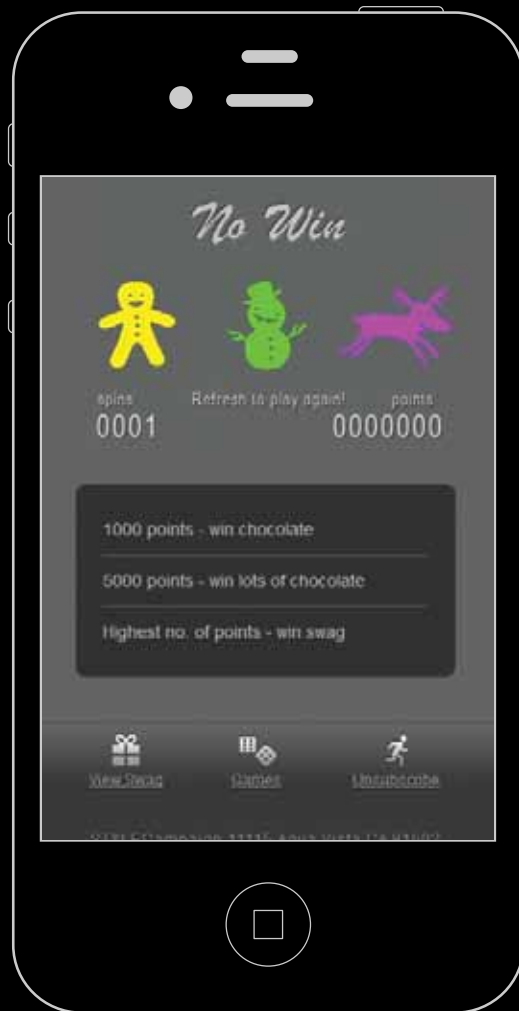
Decline confirmation email



Post-event email



# Xmas slots - refresh to play :)



# 20

## Style Campaign

Type:  
Broadcast email

Send date:  
December 24, 2011

Subject line:  
Xmas slots - refresh to play :)

Style Campaign, the email creative shop, created a unique game of Christmas slots that was played by refreshing the mobile-friendly email. Each time it was re-opened, you'd get another spin and a new chance to score more points on your way to winning chocolate. Those who opened it did so an average of 14.5 times, with one recipient opening it 980 times! Now, that's engagement.

Chad White  
Research Director

Email re-opened/refreshed





Responsys is a leading provider of email and cross-channel marketing solutions that enable companies to engage in relationship marketing across the interactive channels customers are embracing today—email, mobile, social, the web and display. With Responsys solutions, marketers can create, execute, and automate highly dynamic campaigns and lifecycle marketing programs that are designed to grow revenue, increase marketing efficiency, and strengthen customer loyalty. Responsys' New School Marketing vision, flexible on-demand application suite, and customer success-focused services aim to deliver high ROI, increased levels of automation and fast time-to-value.

Founded in 1998, Responsys is headquartered in San Bruno, California and has offices throughout the world. Responsys serves world-class brands such as: American Family Mutual Insurance Company, Avis Europe, Deutsche Lufthansa, Dollar Thrifty, LEGO, LinkedIn, Newegg, Orbitz, Qantas, Southwest Airlines, United Airlines and UnitedHealthcare.

For more information about Responsys, visit [responsys.com](https://responsys.com)





