STYLECampaign

Contact

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Content

Design and code

Design the mobile layouts of three email templates. Possibly tweak the desktop layout if necessary. Code as responsive templates, so it works across a range of mobile platforms:

01a

02A

Read this online

03A
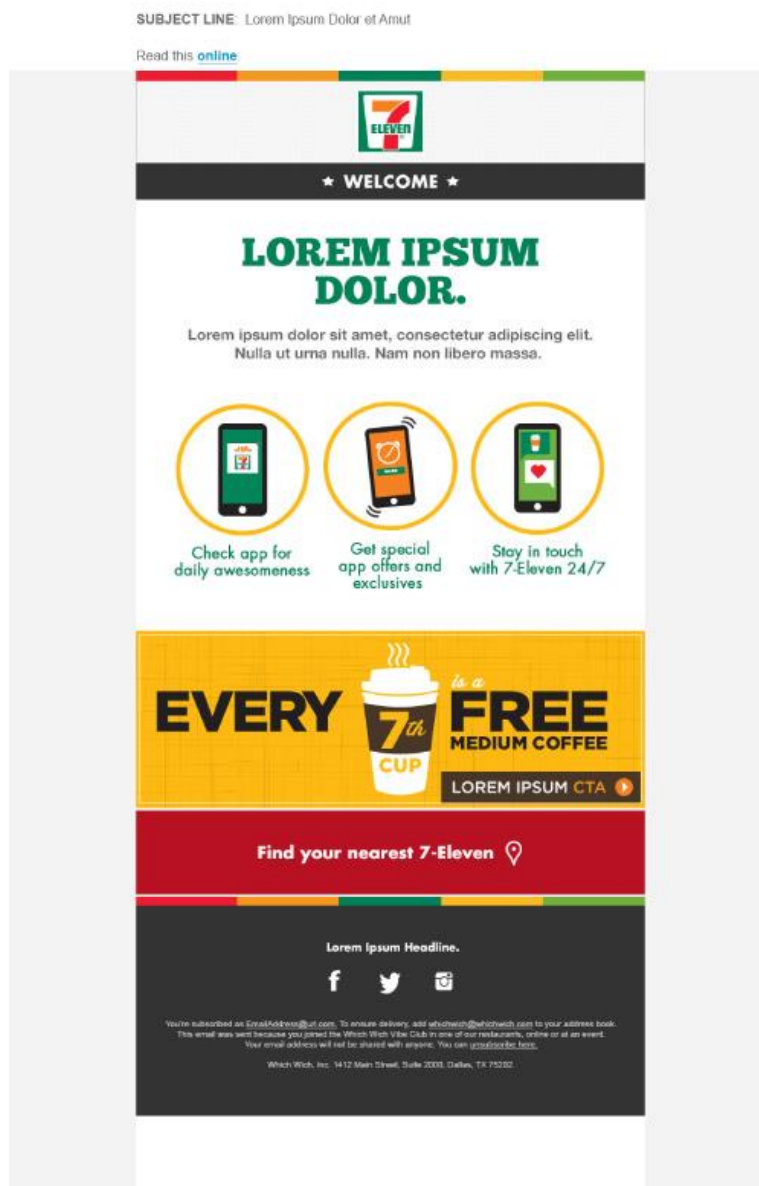
Read this online

★ WELCOME ★

LOREM IPSUM DOLOR.

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Nulla ut urna nulla. Nam non libero massa.

Check app for
daily awesomeness

Get special
app offers and
exclusives

Stay in touch
with 7-Eleven 24/7

EVERY

7th CUP

is a

FREE
MEDIUM COFFEE

LOREM IPSUM CTA ▶

★ THE DETAILS ★

Header One
Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Nulla
ut urna nulla non libero massa.

Header Two
Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Nulla
ut urna nulla non libero massa.

Header Three
Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Nulla
ut urna nulla non libero massa.

Find your nearest 7-Eleven ⦿

Lorem Ipsum Headline.

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Process

1: Design mobile view, and possibly make desktop tweaks then present to client

2: Two rounds of revisions

3: Code and QA after design approval. Send screenshots from the following eight devices, along with a Litmus preview.

QA on the following eight real devices:

iPod touch running the latest OS (taller screen)

iPod touch running older OS (shorter screen)

iPad retina OS

Android Galaxy Note running Gingerbread 2.3

Android Samsung Galaxy Nexus 4.0 Ice Crème Sandwich

Android S2 running Jellybean 4.1

Android S4 running Jellybean 4.3

Android Nexus 7 running KitKat 4.4

Added 4.3 and 4.4 to this list, as Android 4.3 onwards has dropped support for some old responsive techniques, which has resulted in recent changes to how we code responsive templates. Litmus previews only go up to Android 4.2.

ESTIMATE

Ten responsive modules $500 each = $5,000

1- Header
2- Footer
3- Find your nearest 7-Eleven
4- Primary messaging
5- 3-column circles (horizontal)
6- 3-column circles (vertical)
7- Full-width yellow ad (01a)
8- 301x209 yellow ad (02b)
9- 302x364 yellow ad (03b)
10- The details

Includes design, coding, QA and project management.

Deliverable
Three HTML files, along with any supporting image assets. Does not include integrating the template with a CMS or ESP.

Revisions
Two rounds of design revisions are included in the estimate, further rounds would be billed hourly at $100hr. Client would be notified in advance if we went over two rounds.

Timeframe

Two days for the first draft, showing the desktop and mobile view (need PSDs).

Turnaround is 1 day for revisions, though if small tweaks within hours.

Five working days once we have final design approval for coding and QA.

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