

Hulu

Modular email template system

StyleCampaign



Contact

Name: Anna Yeaman, Creative Director

Phone: 1-818-762-8737

E-mail: anna@stylecampaign.com

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Modular template use cases

Some existing modules gathered from the following scalable templates:

1. <http://stylecampaign.com/mobile/Hulu/Emails/welcome-watchlist.html>
2. <http://stylecampaign.com/mobile/Hulu/Emails/spring.html>
3. <http://stylecampaign.com/mobile/Hulu/Emails/112263.html>
4. <http://stylecampaign.com/mobile/Hulu/Emails/12monkeys.html>
5. http://stylecampaign.com/mobile/Hulu/Emails/hulu_email_PaleyFest.html
6. <http://stylecampaign.com/mobile/Hulu/Emails/quantico.html>
7. <http://stylecampaign.com/mobile/Hulu/Emails/Mindy/>
8. <http://stylecampaign.com/mobile/Hulu/Emails/deadbeat/>

Some of the current scalable modules in use

Proposed module list v1

Below is our first draft for 10 modules, all to be discussed. Each module is from an existing use case:

1 - Header

2 - Footer

3 - Primary messaging

4 – Fluid image

5 - Hero

6 – Three column

7 – Two column

8 – 30/70 image left/text right

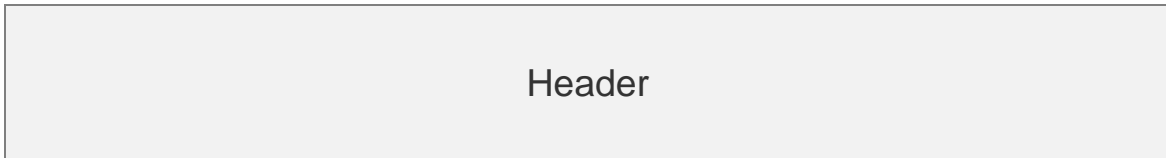
9 – Detailed listing

10 – Title with large CTA

Proposed modules

Below is our first draft for the proposed modules:

1 - Header



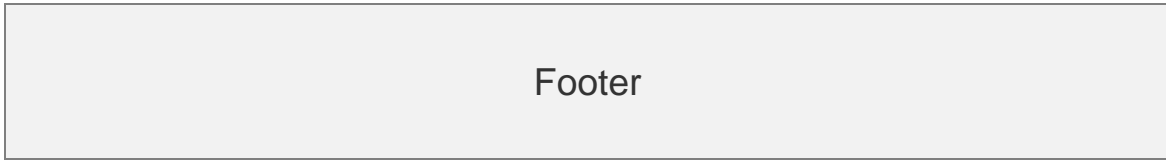
As seen here with green background:



And here in lighter tones:

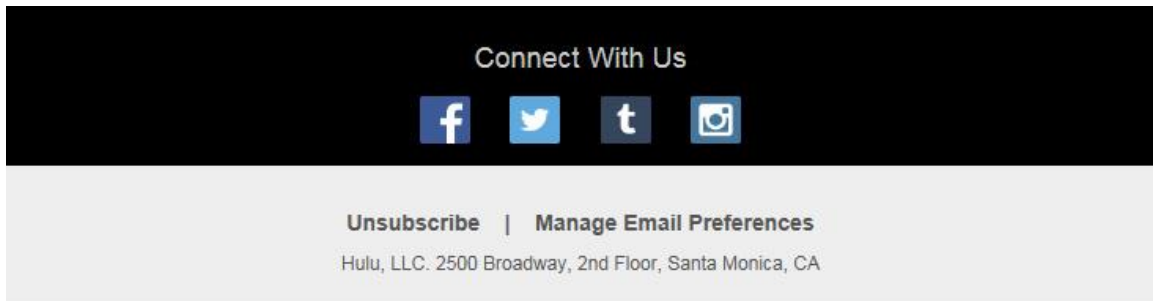


2 – Footer

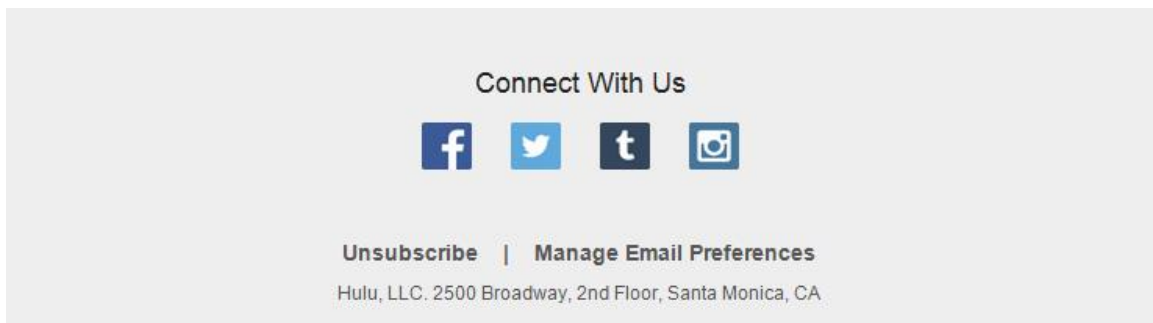


Footer

As seen here:



And here in lighter tones:



3 – Primary messaging (heading, body text, bullets)

Heading
and body copy

+

+

As seen here:

So, what is **Watchlist**?

- + Watchlist creates a lineup of your shows and movies, so you can now spend less time searching and more time doing what you love - watching TV and movies.
- + Watchlist is replacing Shows You Watch, Queue, and Favorites. It combines the best parts of each into a new home for all your stuff. Cool, right?
- + It's organized by how you like to watch, so you can jump right into all-new episodes, keep watching shows you love, and resume where you left off.



- + You can add any show, movie, episode, or clip to Watchlist. Not into that one show anymore? Removing shows and movies from Watchlist is easy.

4 – Standalone fluid image module

Fluid Image

As seen here with live text title and logo underneath (2 image modules stacked):

Coming Soon

a **hulu** original
theMindyproject

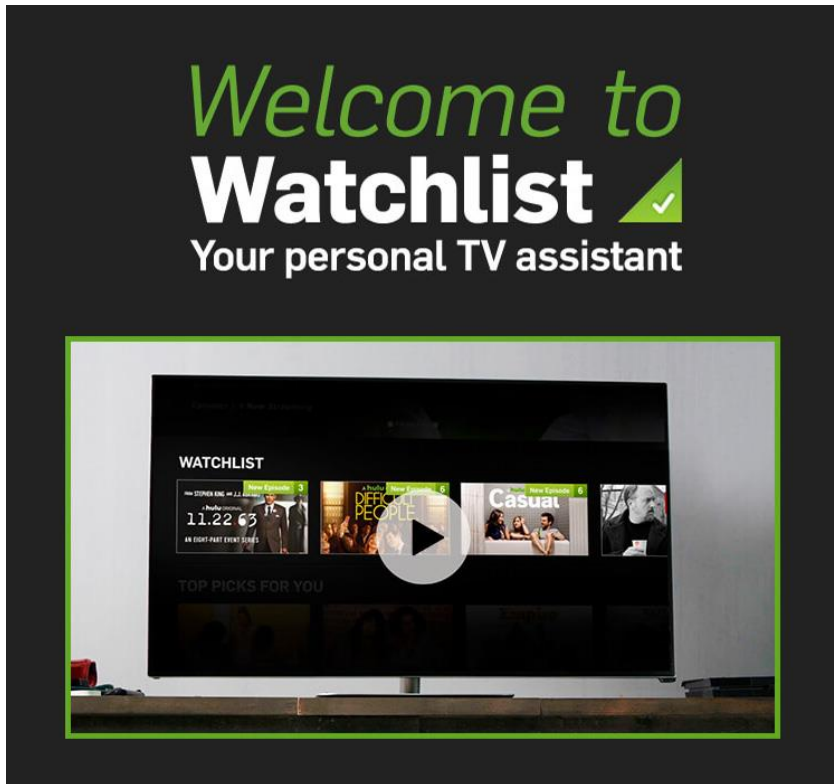
SHE'S BACK APRIL 12
SEASONS 1-4 NOW STREAMING

Catch Up

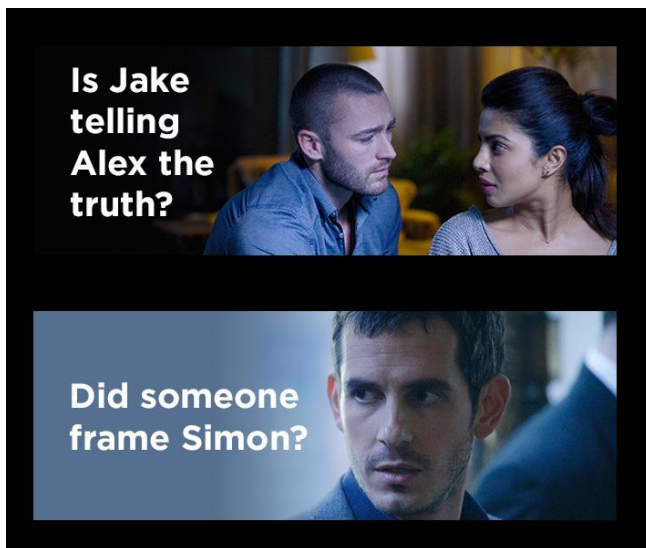
New Episodes Available April 12

hulu
come tv with us

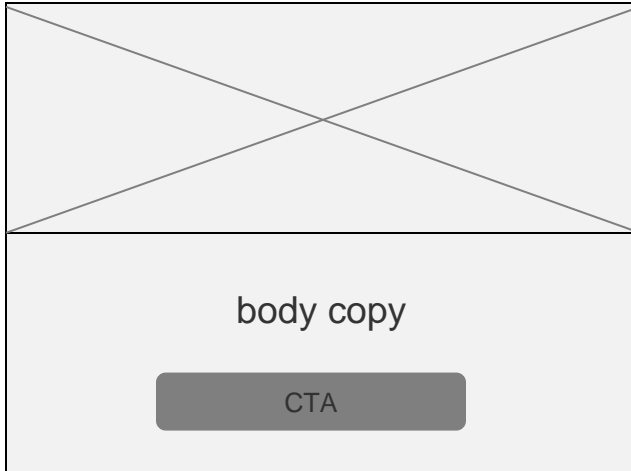
And seen here with an image title, again two image modules stacked:



And seen here with series of images in a stack:



5 – Hero module (hero image with body copy and CTA)



As seen here:

FROM STEPHEN KING AND J.J. ABRAMS

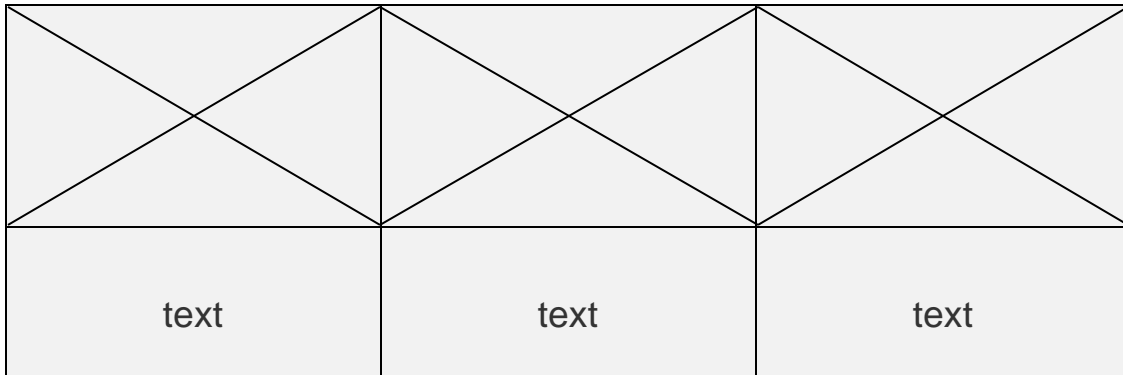
A hulu ORIGINAL

11.22.63

In this thrilling eight-part event series from Stephen King and J.J. Abrams, a teacher (James Franco) travels back in time to prevent the JFK assassination. The series premiere of *11.22.63* is now streaming only on Hulu.

Watch Now

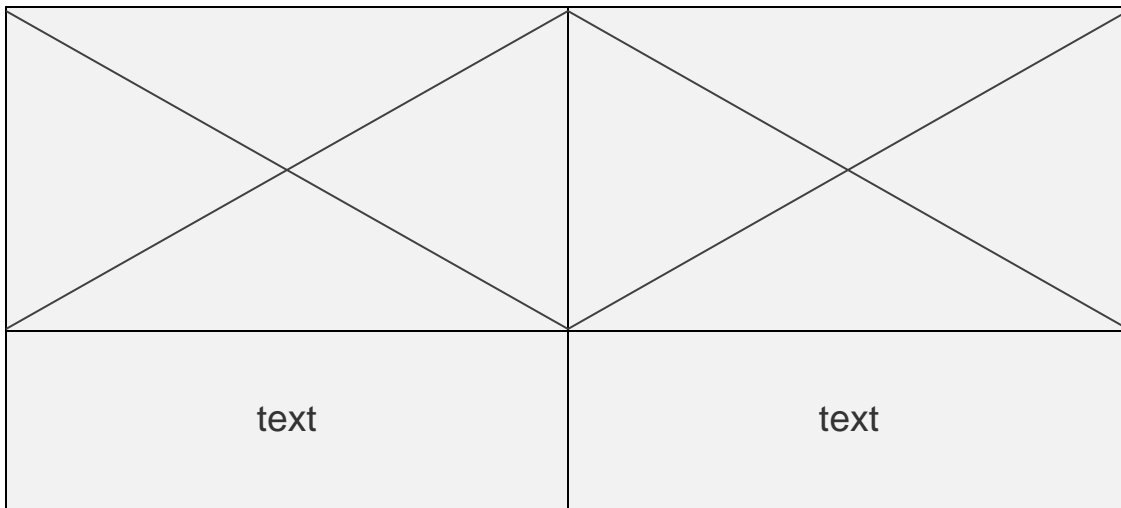
6 – 3 column image & text



As seen in:



7 – Two column



As seen in:



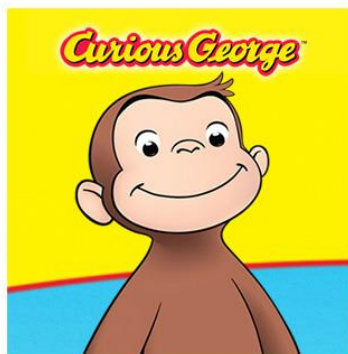
To belong, you must believe.
New Episodes [Available Now](#)



Will Jack's past change the future?
Full Series [Available Now](#)



America chooses their final Idol.
New Episodes [Available Now](#)



We Got Curious.
All 9 Seasons [Available Now](#)

A two column in a different treatment:



Tyler Labine (Pac)
LAZY STONER MEDIUM



Kal Penn (Clyde)
LAZIER STONER
ENTREPRENEUR

8 – Image left / text right (30/70 split)

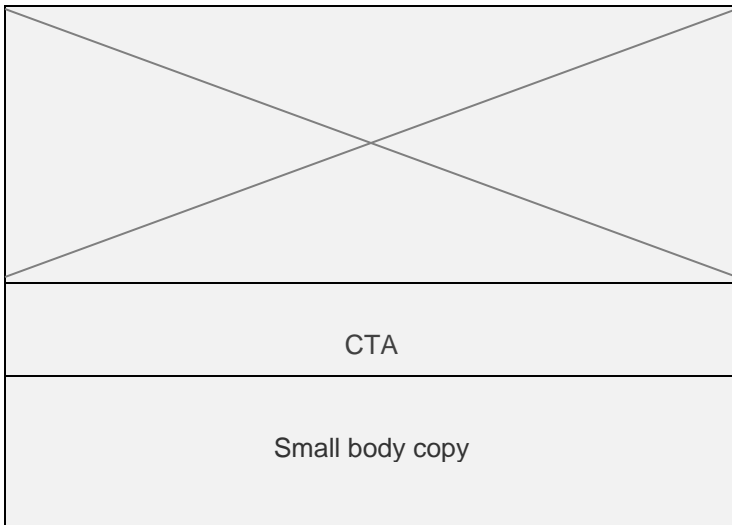


As seen in:

The graphic displays three rows of promotional information for TV shows, each with a show image, title, date, and cast list, followed by a 'BUY TICKETS' button with a play icon.

- March 12 / Better Call Saul**
Bob Odenkirk, Jonathan Banks, Michael McKean, Rhea Seehorn, Patrick Fabian, Michael Mando, Vince Gilligan, Peter Gould
- March 12 / Scream Queens**
Emma Roberts, Jamie Lee Curtis, Lea Michele, Abigail Breslin, Keke Palmer, Niecy Nash
- March 13 / Black-ish**
Anthony Anderson, Tracee Ellis Ross, Yara Shahidi, Marcus Scribner, Miles Brown, Marsai Martin, Jenifer Lewis, Jeff Meacham, Peter Mackenzie, Kenya Barris, Jonathan Groff

9 – Detailed listing (Image, CTA bar and copy)



As seen here:

The image shows two promotional cards for TV series, each with a main image, a date, a "BUY TICKETS" button, and a list of cast members.

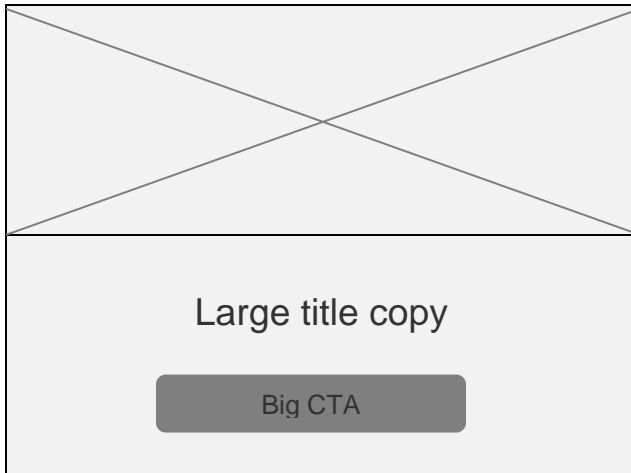
Empire
March 11 BUY TICKETS

Terrence Howard, Taraji P. Henson, Jussie Smollett, Bryshere Y. Gray, Trai Byers, Grace Gealey, Kaitlin Doubleday, Gabourey Sidibe, Ta'Rhonda Jones, Serayah, Lee Daniels, Danny Strong, Ilene Chaiken, Brian Grazer

A hulu ORIGINAL DIFFICULT PEOPLE
March 18 BUY TICKETS

Julie Klausner, Billy Eichner, Andrea Martin, James Urbaniak, Cole Escola, Scott King, Gabourey Sidibe

10 – Title with large CTA (hero image with body copy and CTA)



As seen here:



As seen here with live text title instead of an image:

It's Time for Spring Streaming

Beginnings. Endings. And all the excitement in between.
There's something for everyone on Hulu.

Start Your Free Month

Optional modules

It may be that we've missed a module, or you'd like to add a module that's not currently in use. See our [core module list](#) for some ideas. These patterns tend to show up in the majority of email systems as they are very flexible.

Pricing

We base our responsive modular template estimates on the no. of different modules we're asked to produce. We have a flat rate per module. While some modules may be more complex than others, we figure it all evens out in the end. We have a minimum requirement of 10 modules; the exact number of modules varies from client to client but typically its 10 – 20 modules.

\$400 per responsive module for coding and QA only*:

e.g. 10 modules - \$4,000

*Present us with a PSD/redline showing desktop and mobile designs. We can give feedback if we think something won't work from the mock-up or during dev.

Next steps

- 1 – Review this first draft and send feedback (email and / or chat)
- 2 – Create a v2 draft module list together
- 3 – After some back and forth we all decide on a module list
- 4 – Place that module list in a SOW with a timeframe

Questions

Email Anna Yeaman at anna@stylecampaign.com

[StyleCampaign](#) / Los Angeles / tel: 818-762-8737 / [@stylecampaign](#)