

Irvine Company

RFP Email Templates

STYLECampaign

Contact

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Content

Contact ----- p 2

Previous work with the Irvine Company ----- p 3

Modular email systems process ----- p 4 - 7

Estimate ----- p 8 - 10

Previous work

Chris Bugler first contacted us in August 2013, since then we've produced the following work for Irvine Company (click green links):

1 - 4: Design and Code

5 - 10: Code and Partial Design. We were given the desktop mockups, from which we drafted up the mobile view as well as adjusting the desktop as needed.

1. Pelican Hill responsive modular system: [Master](#) and [Retail](#)
2. Irvine Company Apartment [Template](#) (scalable)
3. Hotel Irvine [Template](#) (scalable)
4. Irvine Company Office: Template [one](#) and [two](#) (scalable)
5. Irvine Company apartment Communities responsive [template](#)
6. [Aqua](#) Bar responsive template
7. [Oak](#) Grill responsive template
8. Fashion Island Orange County Zest responsive [newsletter](#)
9. [Eats](#) Kitchen responsive template
10. [Red Bar](#) responsive template

User testing session with a sample Pelican Hill template: [View PDF](#)

Modular email systems

The RFP mentioned two modular systems, one for Consumers and another for Brokers. We have designed and coded a number of responsive modular systems over the last 3-4 years. You can view a case study for Map My Fitness [here](#), their system was designed in 2012.

Email systems typically range from 10-20 modules, though they can go larger such as Monster at 35. [Here](#) is a presentation on modular systems featuring Adorama and Monster.com. If you'd like to see more examples let us know.

Our process

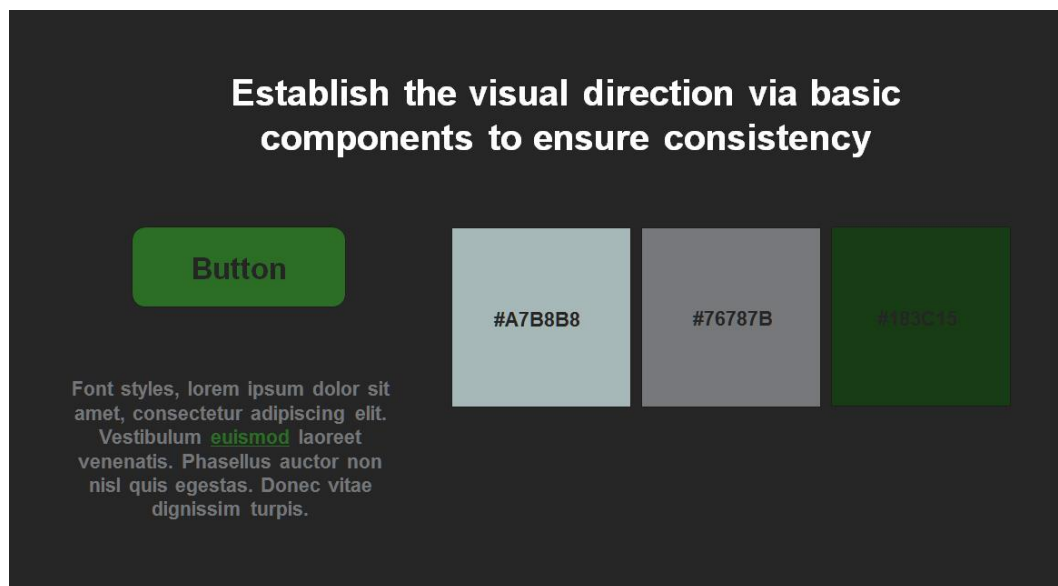
1) The first thing we establish is how many and what type of modules are going to make up your email system. We start with a text list describing each module, and giving it a name and number for easy reference throughout the project.

Identify & list common design patterns

1. 
2. 
3. 
4. 

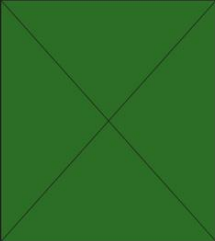
We get to this point through an audit of existing creative where available, and discussions of the types of use cases that need to be covered. This is where the bulk of the research takes place, and content strategy questions get raised. We then create a document with the proposed module list, simple wireframes and example creative. After some back and forth we have an approved module list.

2) Next we establish the visual direction, to ensure consistent branding. We start with basic components like fonts, colors and buttons. If you have a style guide we can work from that, if not there are many other sources we can use. Sometimes website style guide needs to be interpreted for email.



3) We then pull those components together into the distinct modules that we outlined in stage one. We mock up a few modules in Photoshop to see if we are on the right track, before mocking up the full desktop and mobile views.

Use components to build out modules



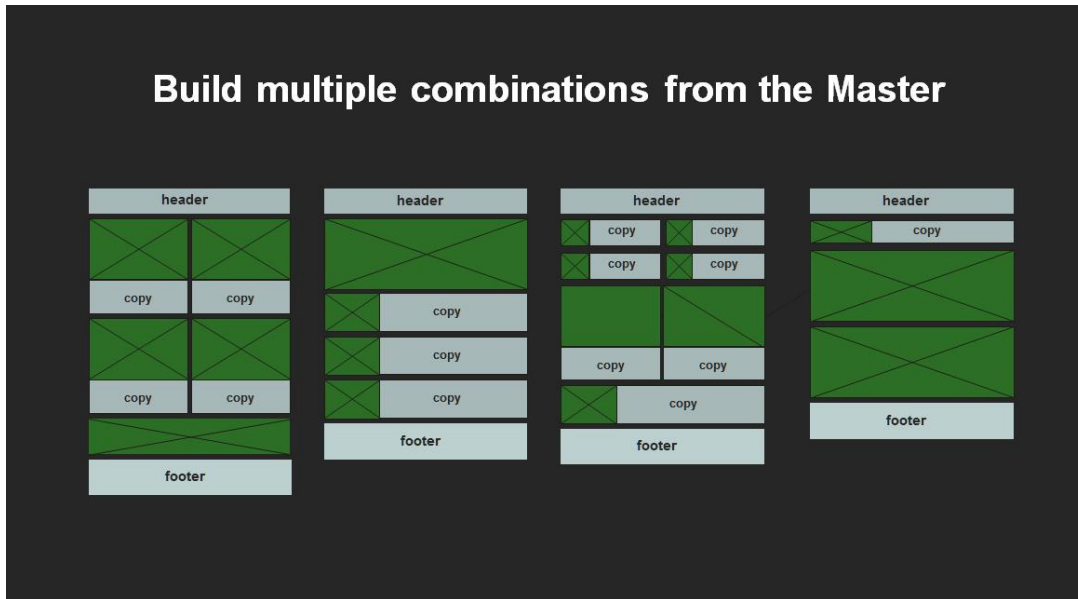
Font styles, lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum euismod laoreet venenatis. Phasellus auctor non nisl quis egestas. Donec vitae dignissim turpis.

Button

4) Once we have design approval we code it up and QA in our device lab, which is ~ 33 devices as well as running a Litmus preview. All the modules together make up the 'Master' build, it's essentially one big HTML file. This is our deliverable along with any image assets.

Combine all modules into one 'Master' build

5) From the master you can then generate countless template combinations, from those core modules.



Modular email estimate

We price each responsive module at a flat rate. While some may be more complex than others, we figure it all evens out in the end. The number of modules varies from client to client, but typically you're looking at between 10-20. We'd have to go through stage one to come up with the exact number, or you can set a module budget upfront.

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Design & code

10-20 responsive modules \$500 each = \$5,000-\$10,000

Includes design, coding, QA in our device lab and project management.

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Light design & code

10-20 responsive modules \$400 each = \$4,000-\$8,000

Like previously you give us the desktop view and we mock up the mobile view and make sure the desktop also works.

Just code

10-20 responsive modules \$350 each = \$3,500-\$7,000

You hand us the final approved desktop and mobile Photoshop files, we code and QA the modular system.

Deliverable

One 'Master' HTML file, along with any supporting image assets. QA is carried out on real devices in our lab, though we also send along a Litmus preview with the final code.

Revisions

Two rounds of design revisions are included in the estimate, further rounds would be billed hourly at \$100hr.

Timeframe

Design finished by June 1st, we can turn around the design for all four templates in one month. Two responsive modular systems and two scalable.

Optional support:

- 1 – Three months of design and code production back up \$2,500 monthly.
- 1 – Templates built from the Master \$700 each
- 2 – Code breakdown in a document \$4,500 per system up to 20 modules.
- 3 – Webcast talking through each module, explaining the code & design \$5,500
- 4 - Static email style guide, word counts, image dimensions, font sizes \$2,999
- 5 – Live email style guide, similar to the [UIKit](#) but email specific. Project specific.

Scalable email estimate

Two templates in the RFP:

- A Special Offers template to support coupon-like special offers from local shopping centers
- A generic scalable email template that supports one-off announcements which are usually in the form of a graphic which is dropped in, this would not be a responsive template

We price each scalable module at a flat rate. We'd have to determine the exact number to come up with an estimate, or you can set a module budget upfront.

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Design & code

10 scalable modules \$400 each = \$4,000

Includes design, coding, QA in our device lab and project management.

Code only

10 scalable modules \$300 each = \$3,000

Includes design, coding, QA in our device lab and project management.

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