

OliverMcMillan

Retail & Events modular email systems

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

Retailer announcements would be one off emails that are created for specific retailer announcements, store sales, private events etc. The flyers we use to input for these types of emails are almost always given to us by the retailer or restaurant, and for the time being we are just plopping them into a generic template to be sent out without any brand recognition or affiliation to the shopping center.

The events modular would be focusing on information, announcements and happenings around the shopping center such as live music, farmers market, in-store events or new product/menu launches etc. We would like to showcase more of the brand and style of each shopping center.

Some examples of current emails:

<http://theshopsbuckheadatlanta.com/>

[View email](#) / [View email](#) / [View email](#)

--

<http://www.riveroaksdistrict.com/>

[View email](#) / [View email](#) / [View email](#)

Proposed retail module list v1

Below is our first draft for 17 retail modules all to be discussed.

The wireframes are not high fidelity, but very rough approximations. The details will be decided when we create the desktop and mobile mockups, which we present to you for feedback. The purpose of this document is merely to identify the modules that will make up your email system and finalize a budget.

You may want to tweak or add a module once you view the design mock ups. But the initial module list and what we end with is usually very close.

1. Header with pre-header
2. Footer navigation
3. Footer with social
4. Shopping center or store location
5. Hero image with copy
6. Background image with live text overlay
7. Text only announcement with logo
8. Two column image top & text below
9. Image left/text right 50/50 split
10. Image thumbnail with text

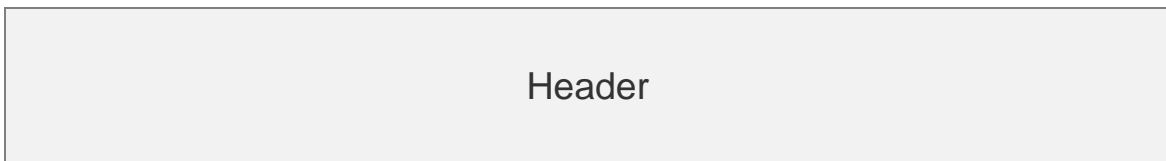
11. Three column
12. Four column
13. Image banner
14. Text only centered intro
15. Split grid
16. 70/30 split
17. Housekeeping footer

Proposed retail modules

Below is our first draft for the proposed retail modules:

1 - Header with pre-header

Descriptive pre-header text and online link



As seen here:

In your favorite fits and washes. [Shop jeans.](#)
View this email [in web browser.](#)

NORDSTROM

Header needs to accommodate two logos:



THE SHOPS
BUCKHEAD
A T L A N T A

RIVER OAKS DISTRICT
HOUSTON

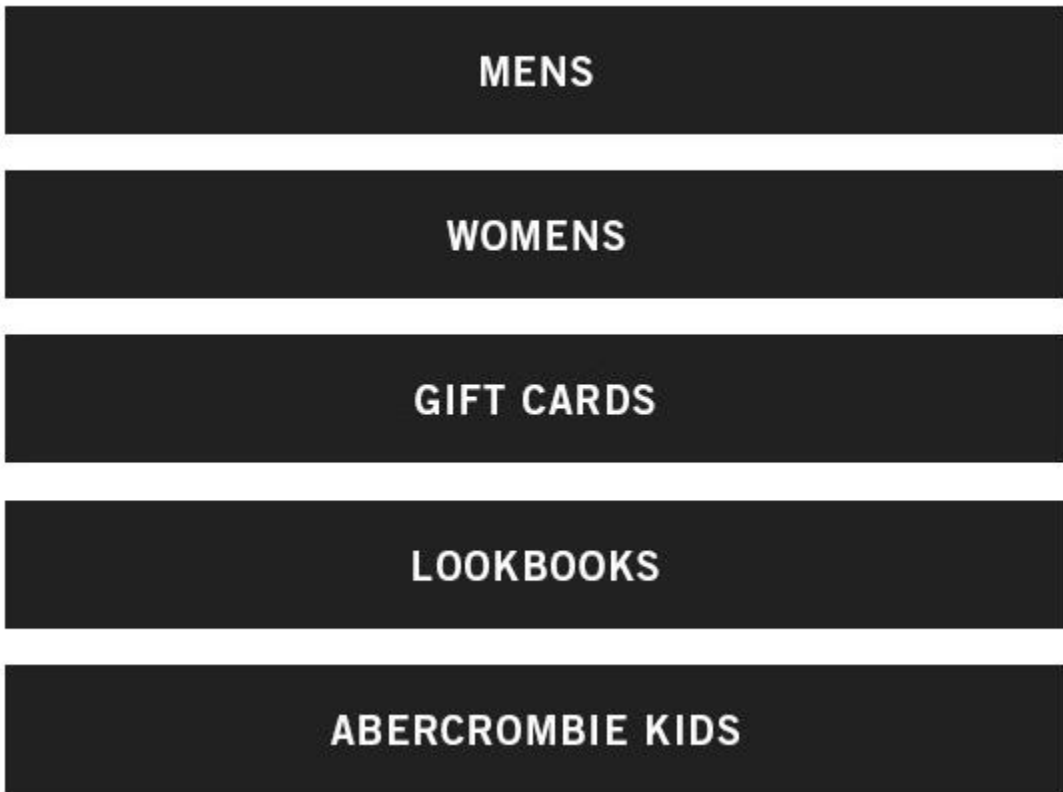
2 – Footer navigation

| |
|------------|
| Navigation |
| Navigation |
| Navigation |

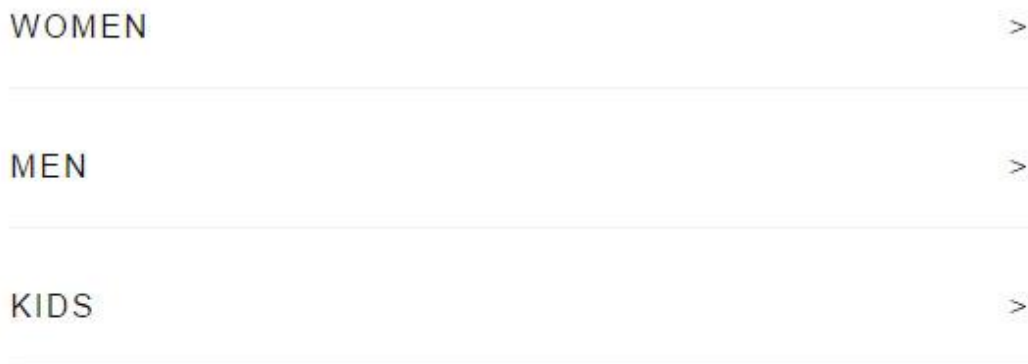
As seen here:

| |
|--------------------------------------|
| WOMEN |
| MEN |
| KIDS |
| CARE & CLEANING |
| FIND A STORE |
| FREE SHIPPING. FREE RETURNS.* |

And here:



And here:



And here:

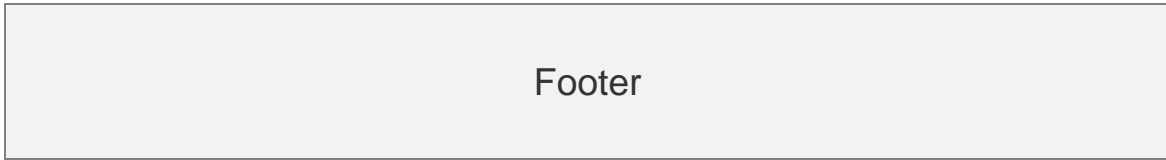
MORE FROM SELFRIDGES

SHOP WOMEN'S NEW IN

SHOP MEN'S NEW IN

SHOP GIFTS

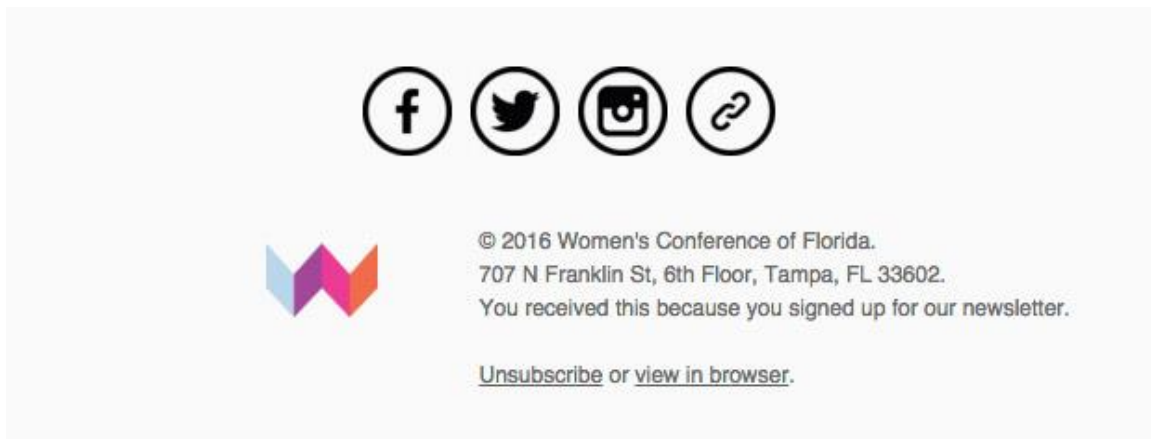
3 – Footer admin with social



Currently seen here:



As seen here:



4 – Shopping center or individual store location

GLENDALE, CA - THE AMERICANA AT BRAND

712 Americana Way
Glendale, CA 91210

818-741-2970

Monday-Thursday 10am - 9pm
Friday-Saturday 10am - 10pm
Sunday 11am - 8pm



VISIT YOUR STORE TODAY

[Find a store](#)

BONOBOS LOCATION

1057 NEWPORT CENTER DRIVE, NEWPORT BEACH, CA 92660

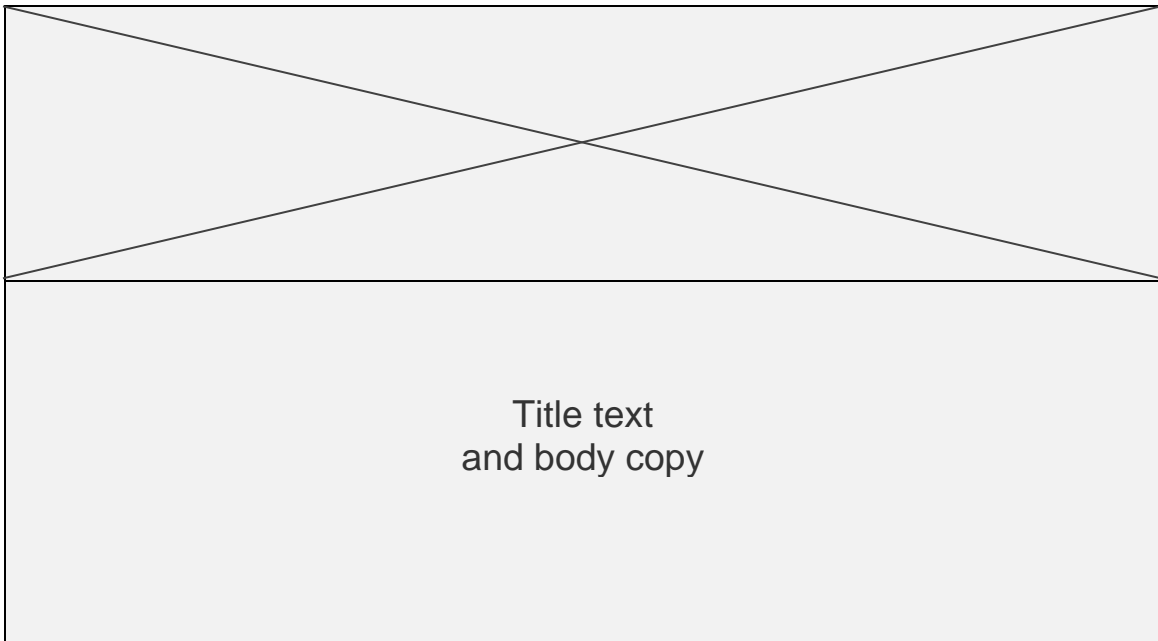
Map 

Phone: (924) 230-0605

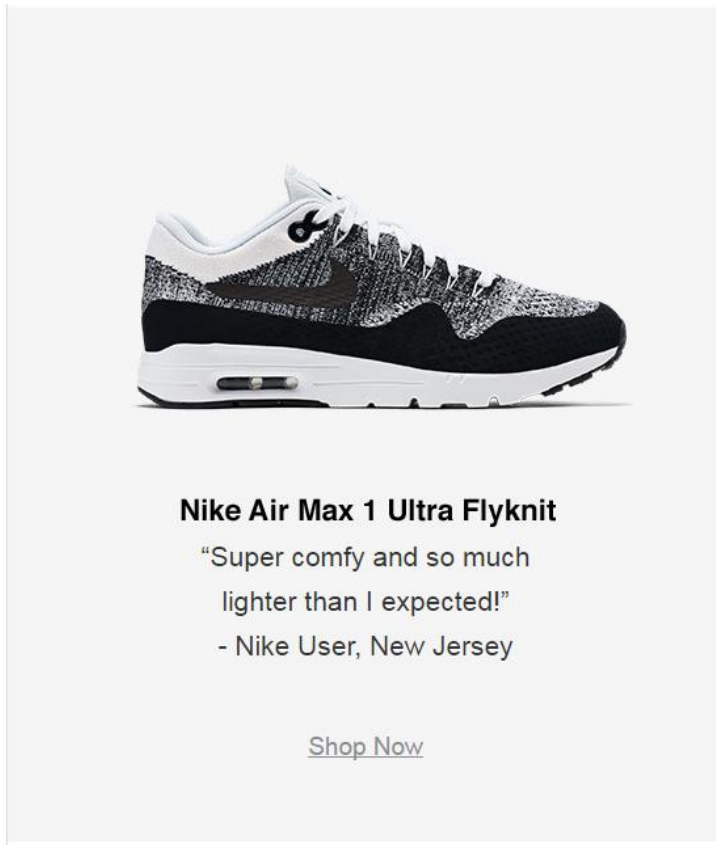
Store Hours: Mon - Fri 10am - 9pm · Sat 10am - 7pm · Sun 11am - 6pm

Location: Near Nordstrom, [Fashion Island](#)

5 – Hero image with copy



As seen here:





THE PORTFOLIO

FIVE PEOPLE YOU SHOULD MEET AT ART BASEL

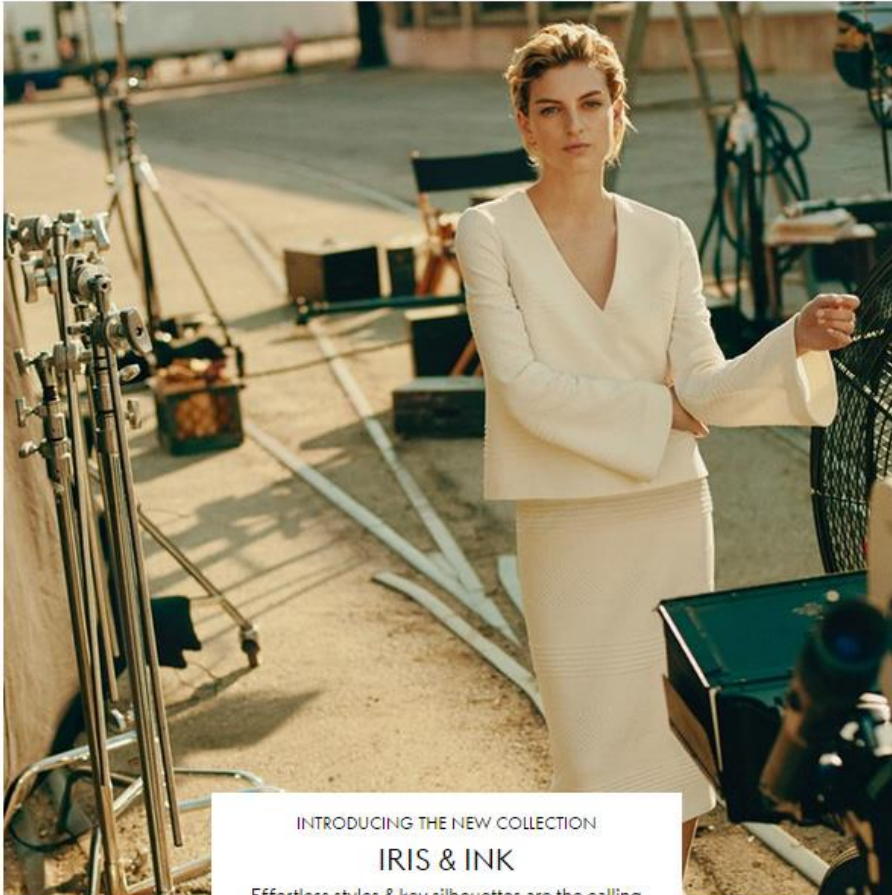
Introducing the influencers who have helped drive Hong Kong's cultural
blossoming
[*Read more*](#)



NEW ARRIVALS

Discover what's new, from hoodies and pullovers to tights and more.

[SHOP NEW RELEASES](#)



INTRODUCING THE NEW COLLECTION
IRIS & INK
Effortless styles & key silhouettes are the calling cards of our in-house label's latest collection

[SHOP NOW](#)



Shop River Oaks District

STORE LISTING •

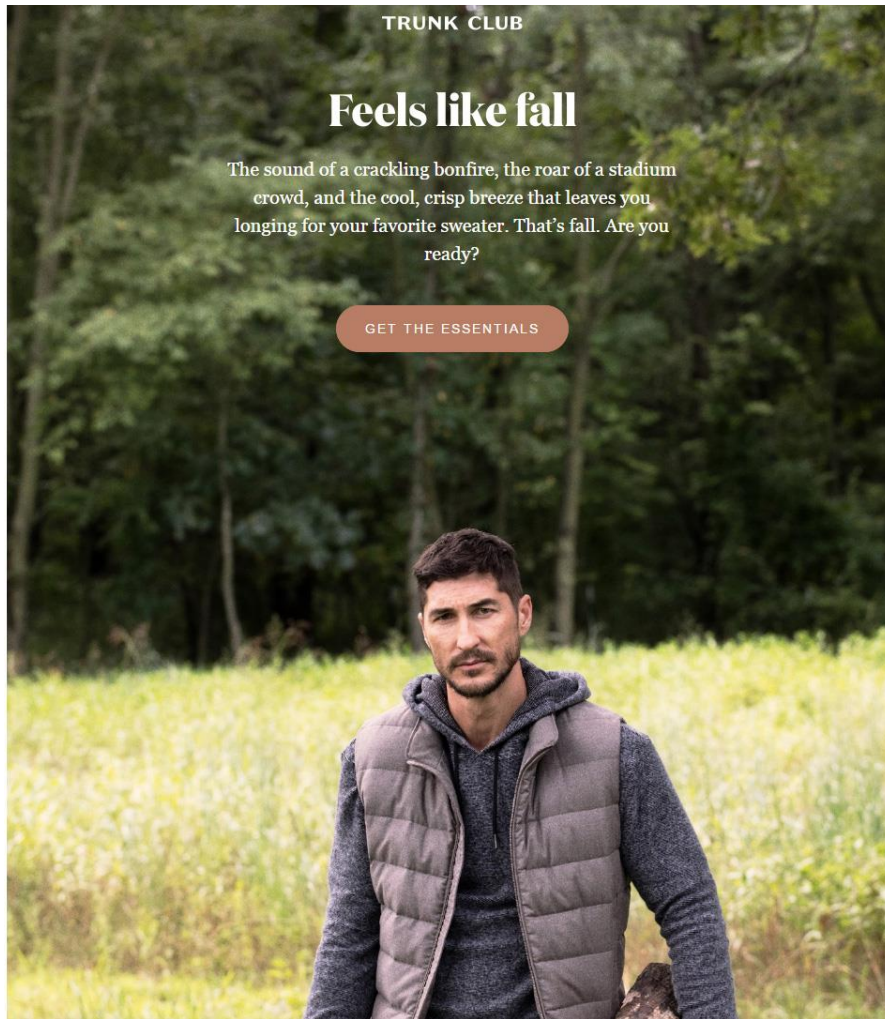
6 – Background image with live text overlay

Background image with live text overlay

As seen here:



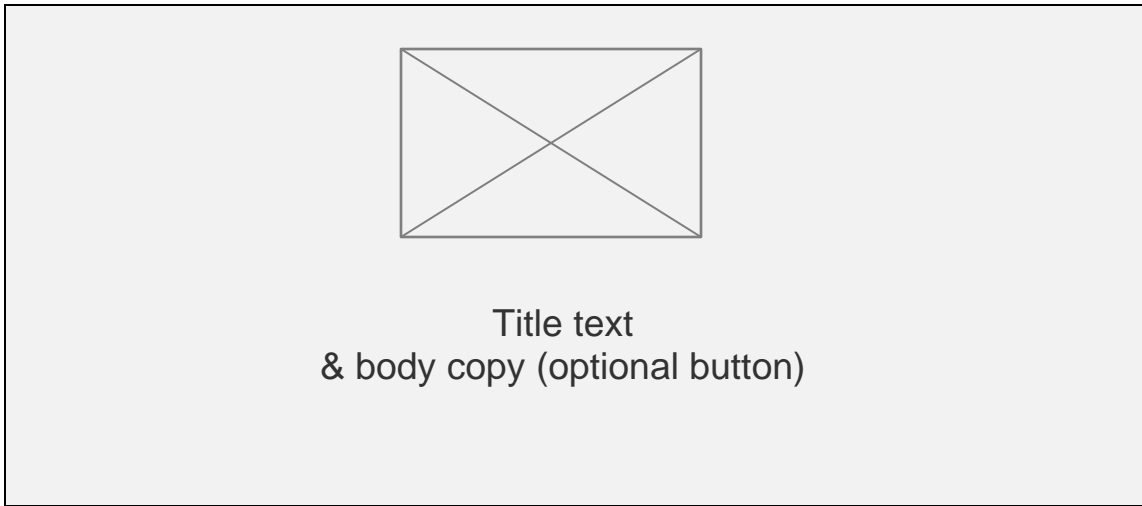
As seen here:



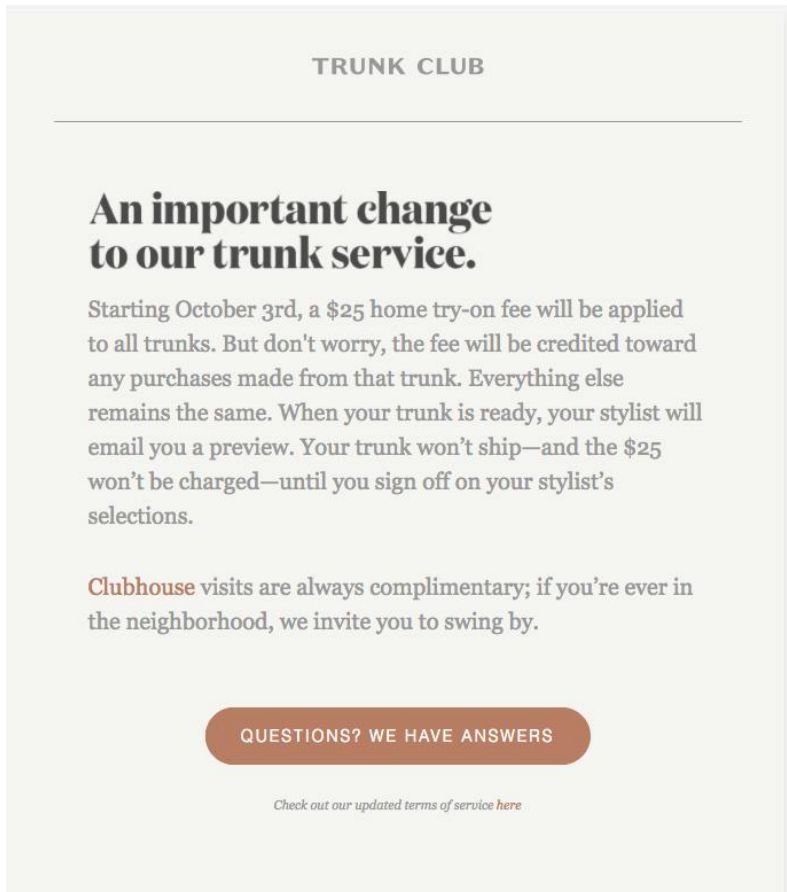
As seen here:



7 – Text only announcement with logo:



As seen in:



As seen in:

[Email not pretty?](#)

JUST IN

DESIGNERS

THE OUTNET

CLOTHING

BAGS

Hello,

As a valued customer of THE OUTNET, we wanted to let you know that we've made some changes to our privacy policy – you can view it [here](#).

The NET-A-PORTER Group Limited, part of YOOX NET-A-PORTER GROUP, collects and processes your personal data in accordance with The Data Protection Act 1998 and other applicable privacy laws.

Thanks so much for your continued support, and have a great day!

Best regards,

Customer Care

As seen in:

American Apparel

Women/Men/Kids/Sale

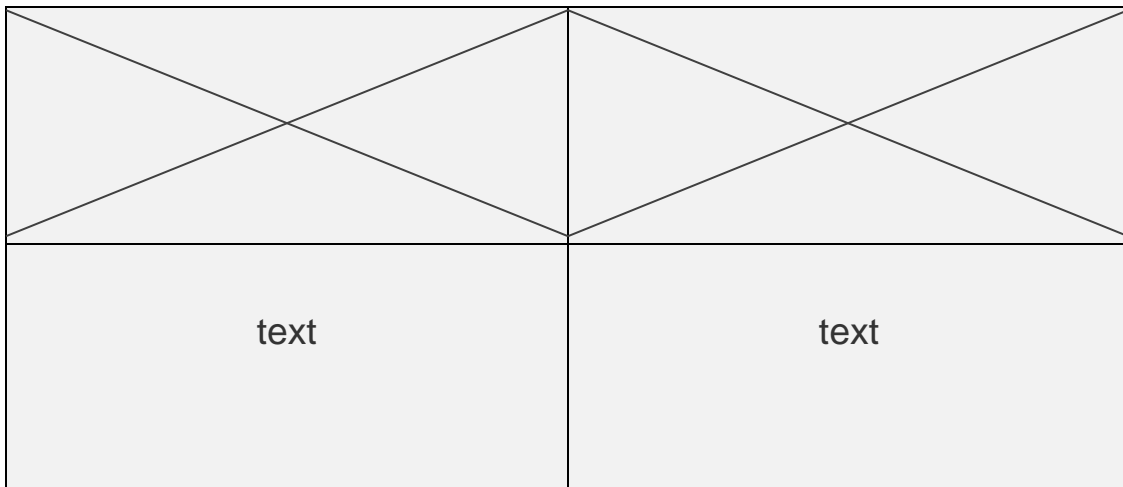
Gift Card Notice

As you may have heard, we have discontinued selling gift cards as our Company is in the process of being sold.

We asked our customers holding existing gift cards to use them by December 31, 2016. Unfortunately, at this time, existing gift cards will no longer be honored. Holders of existing gift cards may address questions about the value of their gift cards by calling Prime Clerk at 844.596.2261 or visiting: <https://cases.primeclerk.com/americanapparel>.

We apologize for the inconvenience and, as always, thank you for your business.

8 – Two column image top and text below



As seen in:

Shoes



Kat Maconie Betsy Suede Heels



Jude Textured Heel

As seen in:



JOHN SMEDLEY
Patterson Shawl-Collar Merino Wool And Cashmere-Blend Cardigan



INCOTEX
Slim-Fit Stretch-Cotton Corduroy Trousers



MACKINTOSH
Kensington Mid-Length Shell Hooded Raincoat



MAISON KITSUNÉ
Canvas Sneakers

As seen in:



THE MARCH EDITION
GQ SELECTS
[*Shop now*](#)



HOW TO WEAR IT
ALEXANDER MCQUEEN
[*Read more*](#)

As seen in:



Truffle Collection Ankle Boots
~~\$72~~ \$29



Melissa Odabash Hat
~~\$196~~ \$76

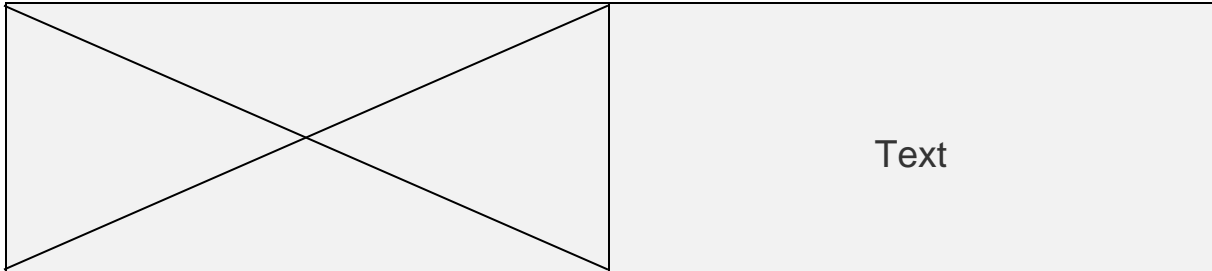


Blink Snake Print Sneakers
~~\$45~~ \$19.50



The Leather Satchel Company
~~\$189~~ \$102

9 – Article 50/50 split (text left image right or image left text right, both = 2 modules and allows you to alternate).



As seen here:



Levi's Is Officially Bringing Back These Iconic Jeans

Dare we say they're even better than the 501s?

[READ MORE](#)



The Absolute Best Blazers for Every Price Point

All styles and prices welcome.

[READ MORE](#)

SPRING-READY
**FOOTWEAR
EDIT**

Canvas sneakers, sandals and more – shop our spring-ready shoes and get set for warm weather.

[SHOP NOW](#)



THIS WEEK I'M WEARING

**MR
ALEXANDER
GILKES**

The well-connected auctioneer walks us through the art of dressing tastefully

[*Read more*](#)



The latest frame from our collaboration with Ghostly International combines lightweight Japanese titanium and premium acetate in a sleek Jet Black Matte finish.

Shop now



an hour ago
BEAUTY



125TH ANNIVERSARY

5 Model Camps That Ruled the Runways, From the Brazilians to the Social Media Stars of Today

by MONICA KIM

[Read More →](#)

an hour ago
RUNWAY



Buy Now or Buy Later? Retailers Weigh In on Which Show Style Is Better for Business

by STEFF YOTKA

[Read More →](#)



• BACK TO EVENTS

Amorino Limited Edition Gelato Valentines Day

Hello February! The month of love is here and we want to make it extra special! Our limited edition roses are available starting February 1st until February 15th



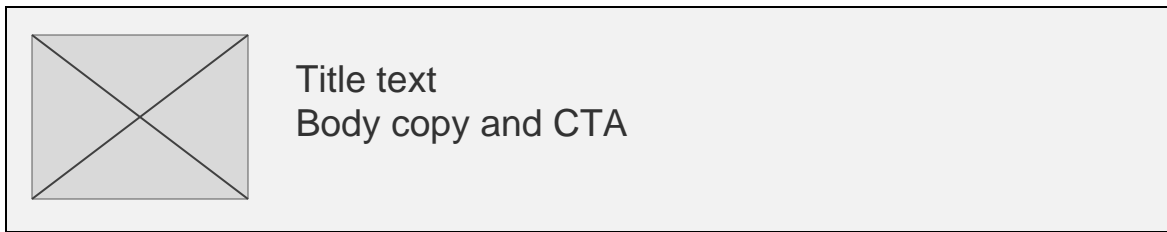
Concierge

Our dedicated Concierge team perfects the art of Texan hospitality. Whether you're a resident, an office tenant, a local patron or an out-of-town visitor, our savvy team provide every perk to elevate your River Oaks District experience, from making reservations and arranging car service to delivering packages and suggesting itineraries.

(713) 904-1310

EMAIL US +






10 – Image thumbnail with text



As seen here used for offers:


SPECIAL OFFERS

Just take this offer along to the location below and present at the register on your mobile phone, or print it out.

| | | |
|---|--|--|
|  | FREE Small Drink with purchase of Single All Natural... Expires Apr 30, 2015 Alton Marketplace |  |
| EXCEL 360 LEARNING ACADEMY | 10% OFF One month after school homework... Expires Jul 31, 2015 Alton Retail Center |  |
|  | \$5 OFF Spa Pedicure & Manicure Any gel manicure or full set of nails... Expires Jul 31, 2015 Alton Square |  |

As seen here used for events:


More free courses



WORLD WAR 1: CHANGING FACES OF HEROISM
UNIVERSITY OF LEEDS

Learn how the war moved us away from traditional views of heroism and created new kinds of heroes and heroines.


📅 9 Mar 🕒 3 weeks 🕒 4 hours pw 🎓 Certificates [More](#)



WORLD WAR 1: A HISTORY IN 100 STORIES
MONASH UNIVERSITY

Change the way you see World War 1 as you explore stories of hope, suffering and loss from newly released historical archives.

📅 13 Apr 🕒 5 weeks 🕒 4 hours pw 🎓 Certificates [More](#)



WORLD WAR 1: TRAUMA AND MEMORY
THE OPEN UNIVERSITY

Discover the traumatic effects of war on those that survive it, from the soldiers on the front lines to the civilians at home.

📅 25 May 🕒 3 weeks 🕒 2 hours pw 🎓 Certificates [More](#)

[View all courses](#)

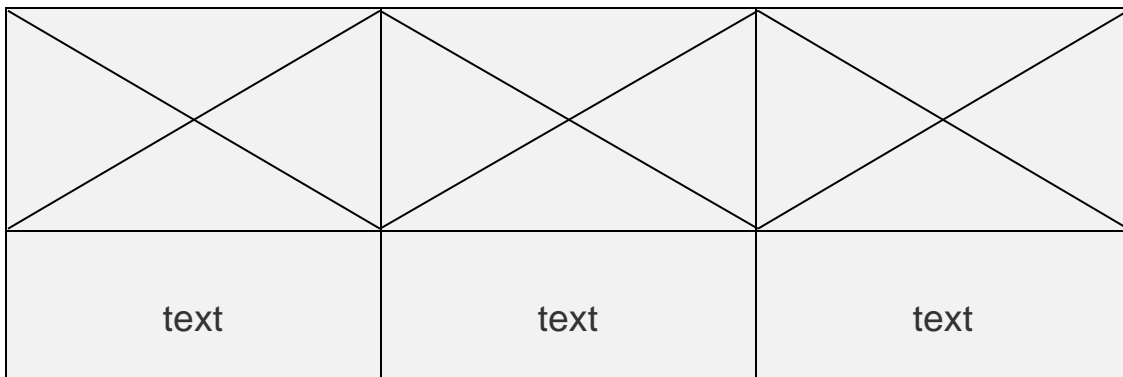
SUPER EARLY BIRD TICKETS ON SALE



These Marketing United 2017 tickets aren't wearing capes, but they are sporting the cheapest price tag ever. And in our book, that's downright *super*.

[Save your spot](#)

11 – 3 column image & text



As seen in (Image and text):

GET THE OUTFIT



Sam sunglasses
**SHOP ALL
SUNGLASSES >**

+



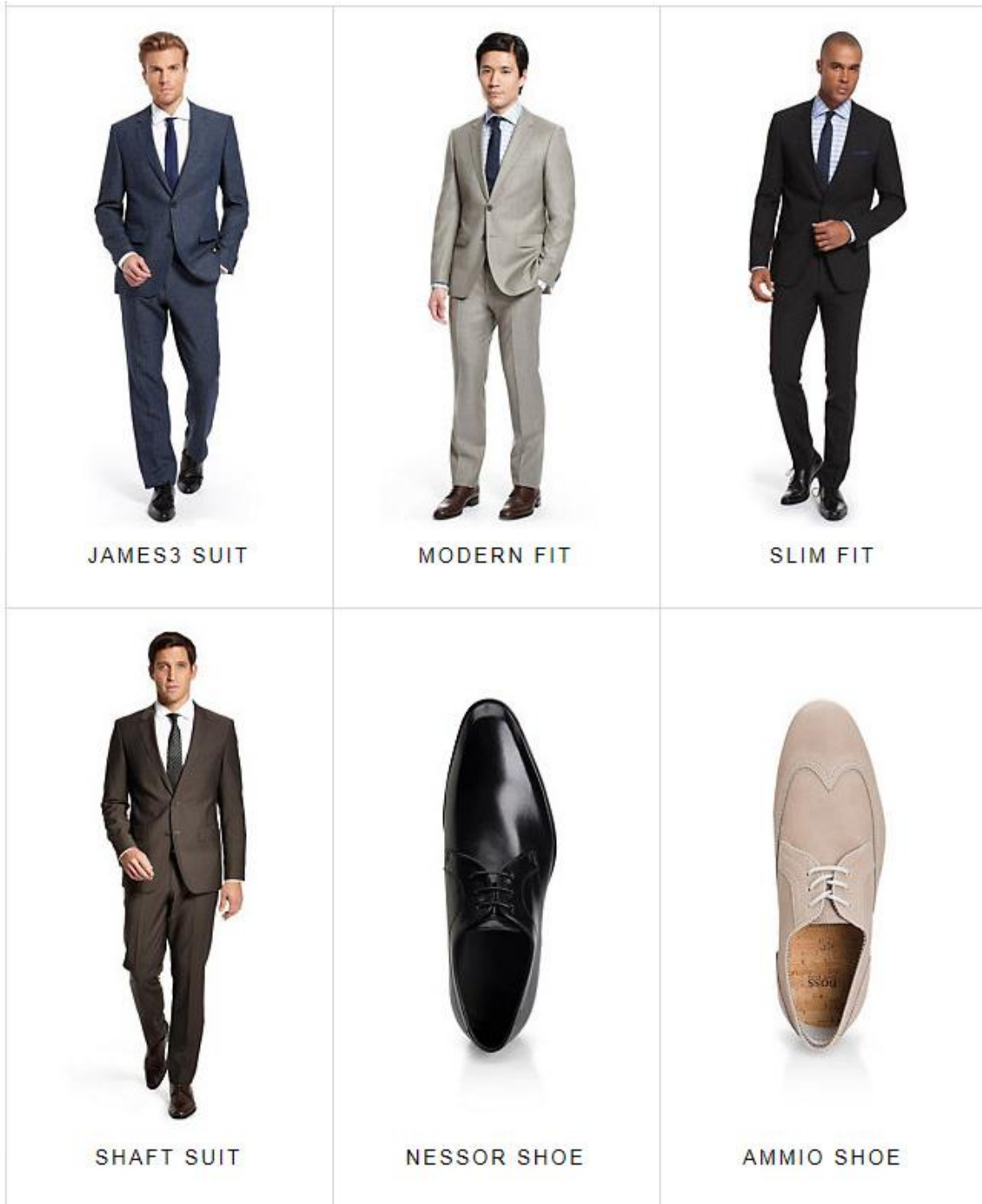
Saint James® for J.Crew
slouchy T-shirt
SHOP ALL T-SHIRTS >

+



caged flats in
glossy leather
SHOP ALL FLATS >

As seen in:



As seen in (just image):

diptyque
paris

DOLCE & GABBANA
#DGCAPRI

ERES

ETAO
Milano

FORTY FIVE TEN
RIVER DAKES

Giuseppe
GIUSEPPE ZANOTTI DESIGN

HARRY WINSTON

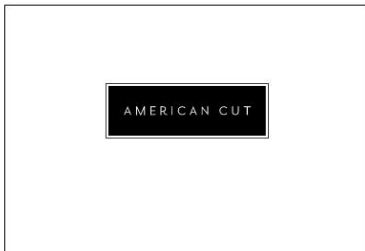
HERMÈS
PARIS

INTERMIX

As seen in:

NOW OPEN

AMERICAN CUT



CORSO COFFEE



DOLCE ITALIAN



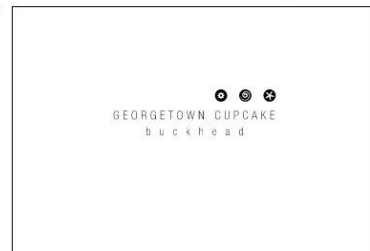
DORAKU SUSHI



FADÓ IRISH PUB



GEORGETOWN CUPCAKE



12 – 4 column image & text

| | | | |
|------|------|------|------|
| | | | |
| Text | Text | Text | Text |

As seen in:



SAINT LAURENT
Cotton and Ramie-Blend
Twill Parka



STELLA MCCARTNEY
Striped Cotton-Jersey Polo
Shirt



SAINT LAURENT
Skinny-Fit 15cm Hem
Washed Stretch-Denim
Jeans



NEIL BARRETT
Molecular Leather, Nubuck
and Suede Sneakers



A.P.C.
Anton Slim-Fit Ribbed
Cotton Sweater



AMI
Slim-Fit Stretch-Cotton Twill
Chinos



RRL
4cm Black Terrance
Distressed Leather Belt

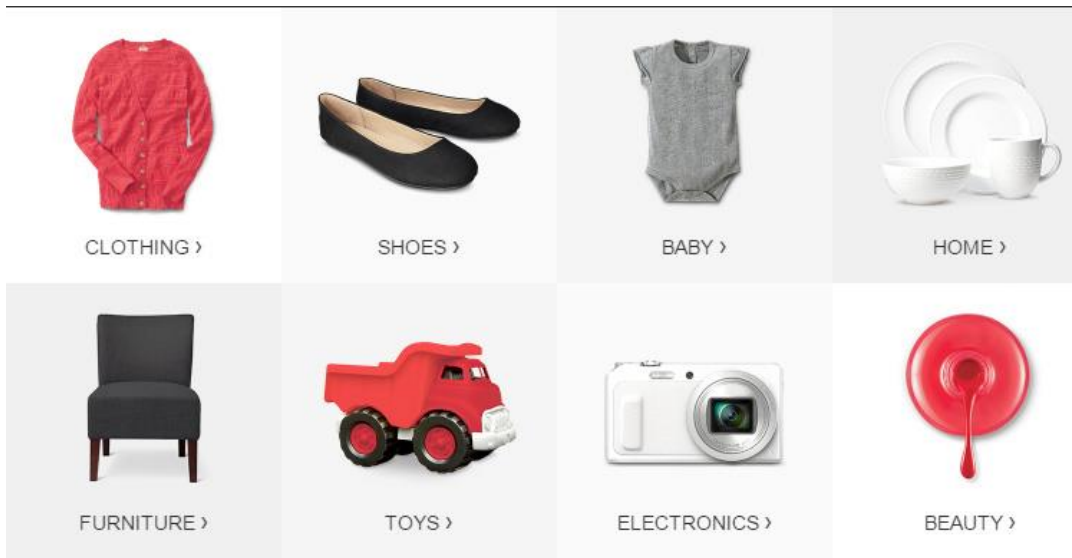


ALEXANDER WANG
Wallie Waxed-Leather
Backpack

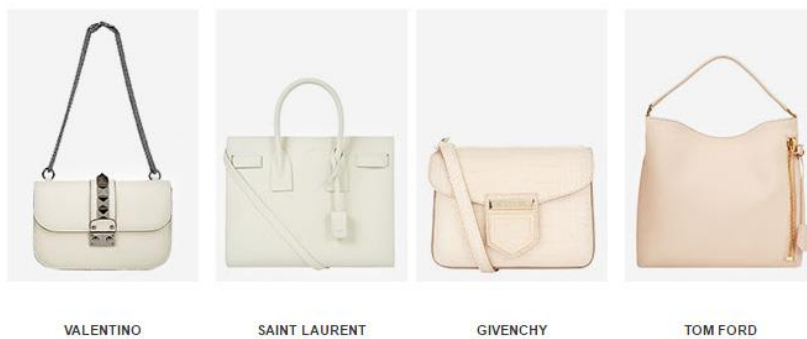
As seen on River oaks site:



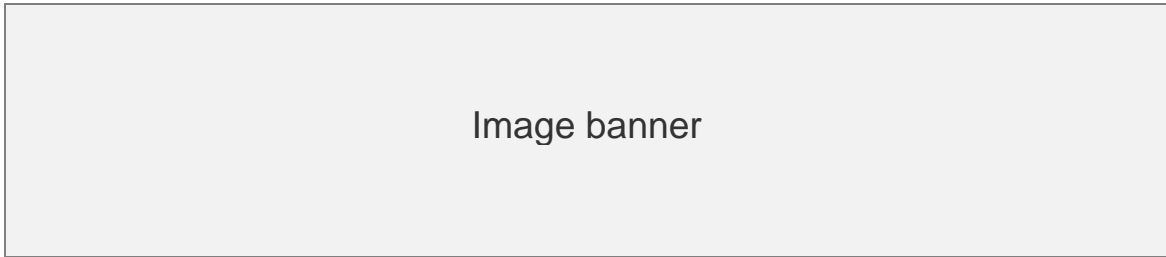
As seen in:



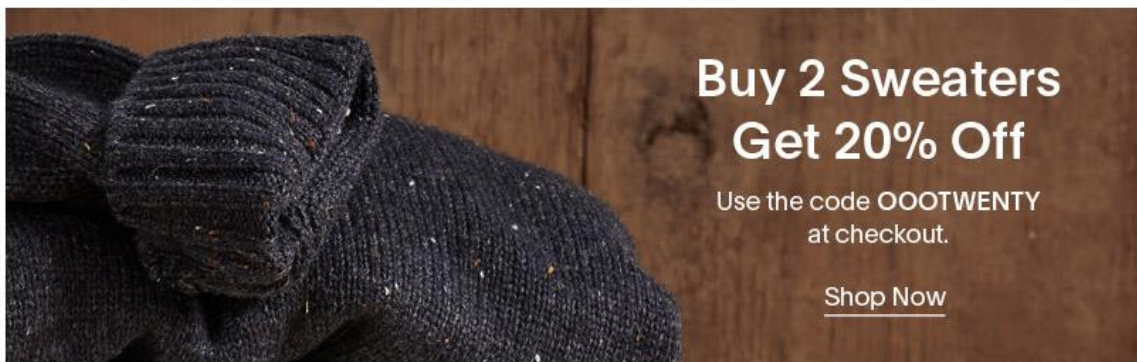
The Edit



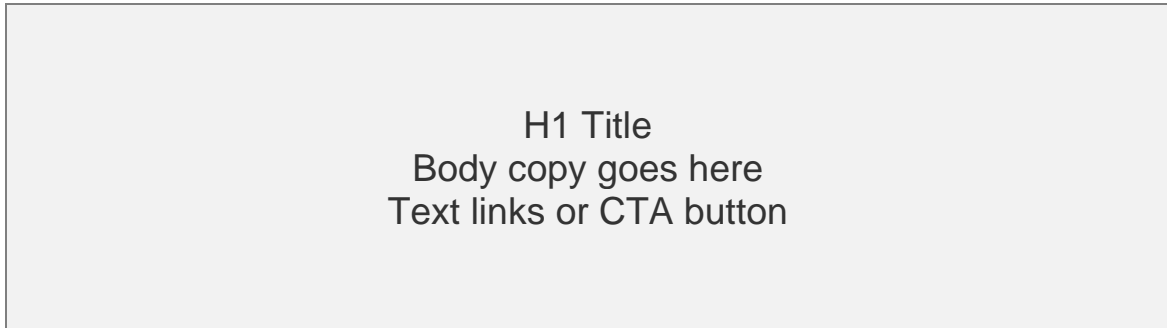
13 – Image banner



As seen in:



14 – Text only centered intro



As seen in:

J.CREW

WOMEN MEN GIRLS BOYS SALE

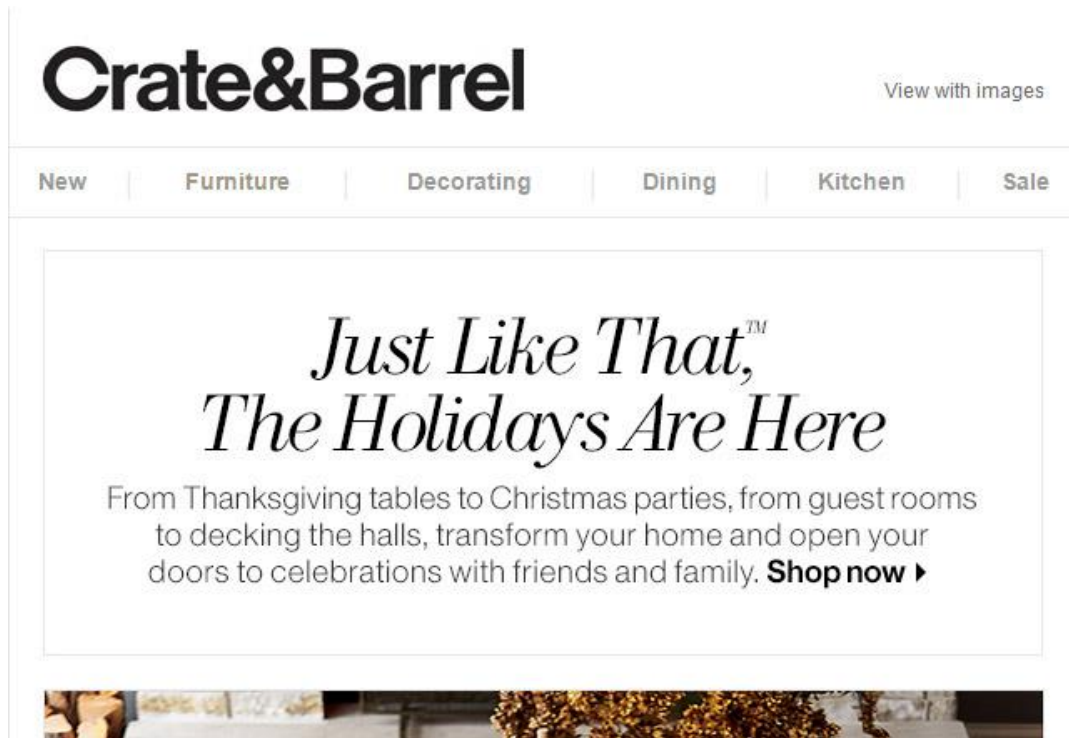
HOW IT'S DONE:
The Leopard Skirt

Sylvana Durrett, cofounder and CEO of Maisonette (a kids' clothing site launching next year), is known for her, *ahem*, spot-on style. Here, she shows us three ways she's wearing our tie-waist skirt in leopard print...

[**SHOP IT >**](#)

[**SHOP ALL SKIRTS >**](#)

As seen in:




Crate&Barrel [View with images](#)

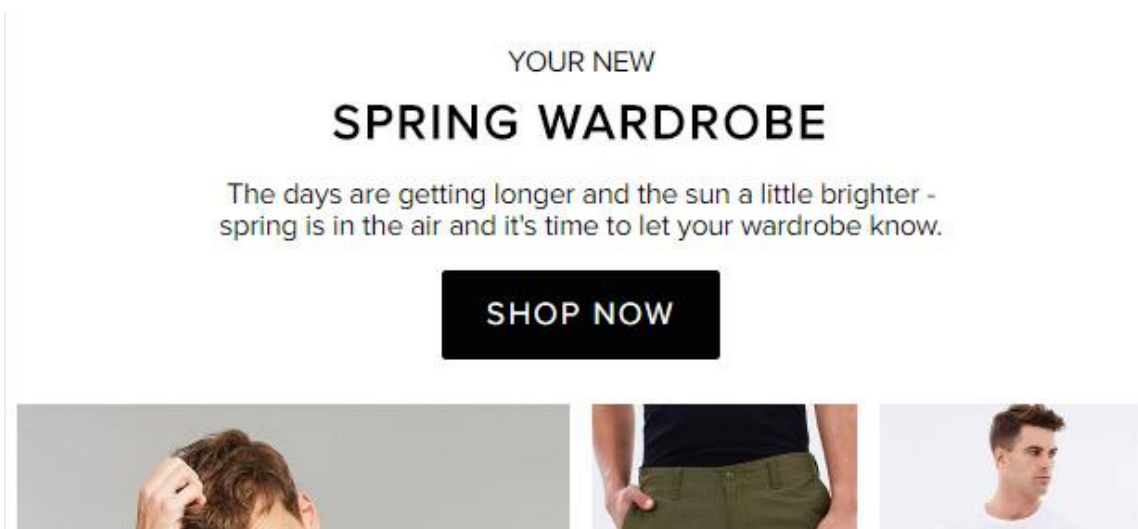
[New](#) | [Furniture](#) | [Decorating](#) | [Dining](#) | [Kitchen](#) | [Sale](#)

*Just Like That,TM
The Holidays Are Here*

From Thanksgiving tables to Christmas parties, from guest rooms to decking the halls, transform your home and open your doors to celebrations with friends and family. **Shop now ▶**




As seen in:



YOUR NEW
SPRING WARDROBE

The days are getting longer and the sun a little brighter - spring is in the air and it's time to let your wardrobe know.

SHOP NOW



As seen in:

TAKE AN EXTRA 15% OFF THE SHOE SPECIAL: 24 HOURS ONLY!*

Finding the perfect pair of shoes is easy as can be with our
sizing special – plus, with an extra 15% off, there's never
been a better time to shop!



15 – Split grid 1 & 4 or 1 & 2

As seen in:

Florals



GIAMBATTISTA VALLI



DOLCE & GABBANA



GUCCI



VALENTINO





DC Shoes
\$79.99



Deus Ex Machina
\$49.95



Nike
\$180.00



Rusty
\$49.99

As seen in:



Look to neutral hues and soft textures for sophisticated style, work to weekends.

[SHOP THE NEW COLLECTION >](#)

As seen in:



As seen in:



COATS TO CHECK



PRADA
Checked Wool-Jacquard
Coat



OUR LEGACY
Slim-Fit Bouclé Blouson
Jacket



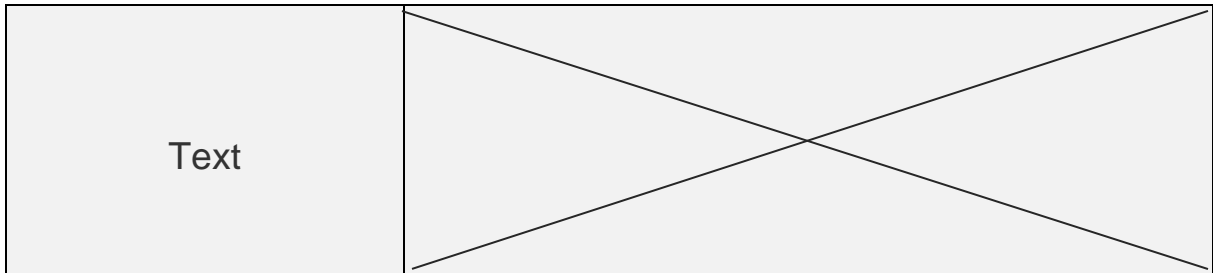
PRADA
Checked Wool Coat



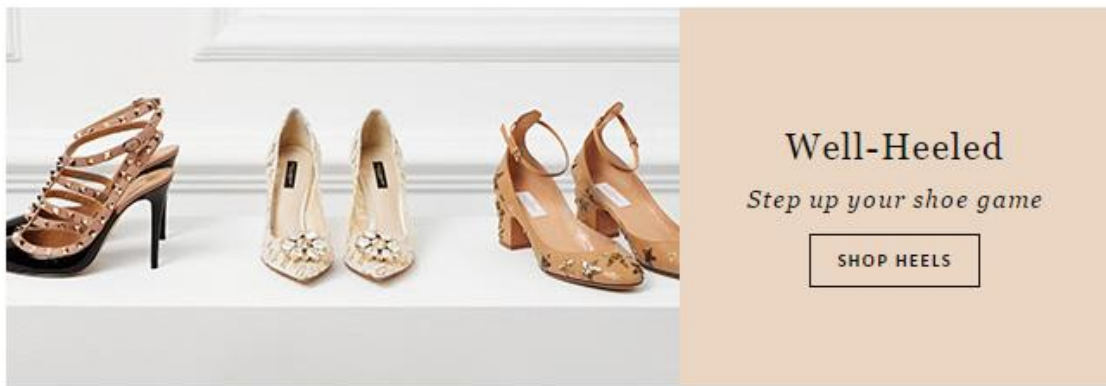
DRIES VAN NOTEN
Philip Slim-Fit Pinstriped
Cotton Trousers



16 – 70/30 split (Text left image right or image left text right. Both = 2 modules, allowing you to alternate).



As seen in:









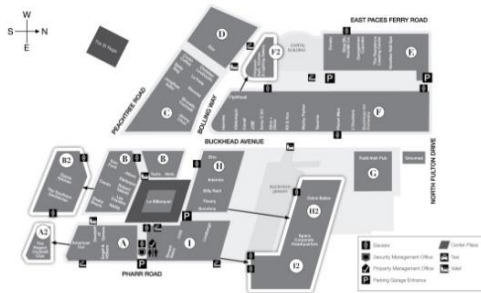
NEW STORES AND RESTAURANTS
OPENING NEARLY EVERY WEEK

CHECK BACK FOR
UPCOMING EVENTS

17 – Housekeeping footer (misc. such as parking, mobile apps, returns, mobile text alerts, gift cards, valet, directory, customer service, registry or concierge etc.).

| | | | |
|---|--|---|---|
|  NO TAXES OR DUTIES* <small>*Find out more.</small> |  FREE DELIVERY* <small>*On orders over \$40.</small> |  FREE RETURNS <small>Not right? No problem.</small> |  GET THE APP <small>Shop on the go.</small> |
|---|--|---|---|

FIND YOUR WAY



DIRECTORY »



PARKING »



DIRECTIONS »

| | | | | |
|---|---|---|--|---|
|  FREE UK RETURNS |  GLOBAL DELIVERY |  NEXT DAY DELIVERY |  IN-STORE EVENTS |  HARRODS REWARDS |
|---|---|---|--|---|



Contact Us



International Shipping



Click and Collect



Free Returns



PERSONAL SHOPPERS

Our experts pull it all together for you ▶



NM RESTAURANTS

Dine in or let us cater ▶

? ASSISTANCE

 NM CREDIT CARD

 STORES

 DOWNLOAD NM APP



REASONS TO LOVE US



**FREE
DELIVERY***

[FIND OUT MORE >](#)



**FREE
RETURNS***

[RETURNS POLICY >](#)



**OVER 200
BRANDS**

[DISCOVER >](#)



**CUSTOMER
SERVICE**

[GET IN TOUCH >](#)

COACH AT YOUR SERVICE



GIFTNOW
AVAILABLE

[Purchase now](#)



GIFT BOXES
& MESSAGING

[Learn more](#)



GIFT & E-GIFT
CARDS

[Shop gift card](#)
[Shop e-gift cards](#)



IN-STORE
PICK UP

[Find a store](#)

Proposed events module list v1

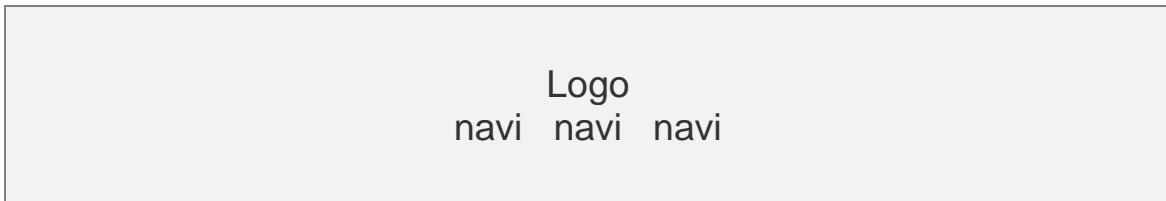
Below is our first draft for 12 event modules all to be discussed. You may want to tweak or add a module once you view the mock ups. But the initial module list and what we end with is usually very close.

1. Header tab navigation
2. RSVP hero
3. Event schedule
4. Long-form messaging
5. Events list one column
6. Events list two column
7. Two column action bar
8. Instagram
9. Twitter
10. Big image
11. Event map / venue
12. Event feature

Proposed events modules

Below is our first draft for the proposed events modules:

1 - Header tab navigation



As seen here:

RIVER OAKS DISTRICT

H O U S T O N

SHOPS DINING ENTERTAINMENT FASHION EVENTS CONCIERGE TOURISM

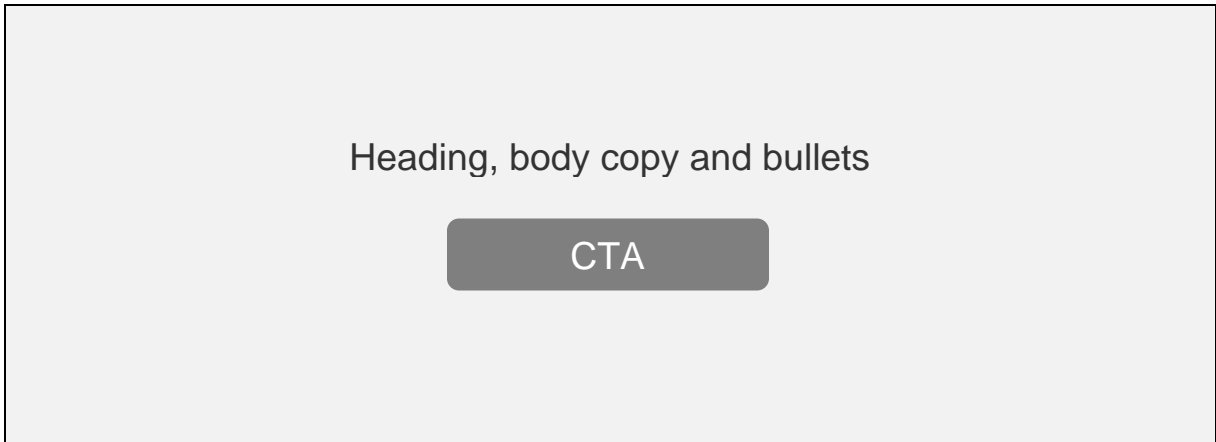
As seen here:

Final days to save. Shop Now > View Online

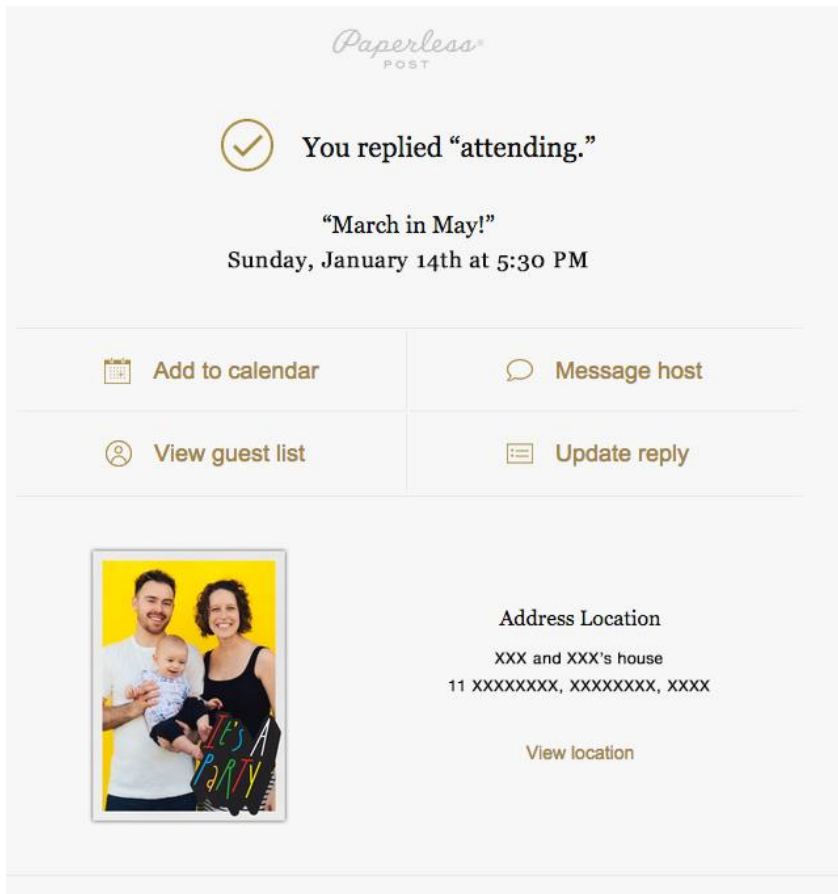


WOMEN MEN KIDS SALE

2 – RSVP hero



As seen here:



As seen here:

The best way to get fit

Being a Trunk Club member has its perks one of which being the option to have your clothes custom-made to your body's exact specifications. From suits to weekend wear, our custom experts can help you create absolutely remarkable clothing that fits better than anything else in your wardrobe.

Usually you have to visit one of our Clubhouses to take advantage of Trunk Club Custom but, lucky you, our custom team just hit the road and will be making a stop in Greenville before you know it.

When

July 26th, 10am-6pm

Your appointment will last approximately one hour, and must be scheduled in advance.

Where

The Hyatt Regency
220 North Main Street
Greenville, SC 29601

This doesn't happen often, so appointments fill up fast. If you'd like to schedule a fitting, just click below.

[SCHEDULE AN APPOINTMENT](#)

As seen here:

/ Save The Date /

Preview the latest development at Eastgate Terrace and join us for a day at the Del Mar Racetrack. Start with a tour of the property, followed by an afternoon of horse racing.

When

August 18, 11am-6pm

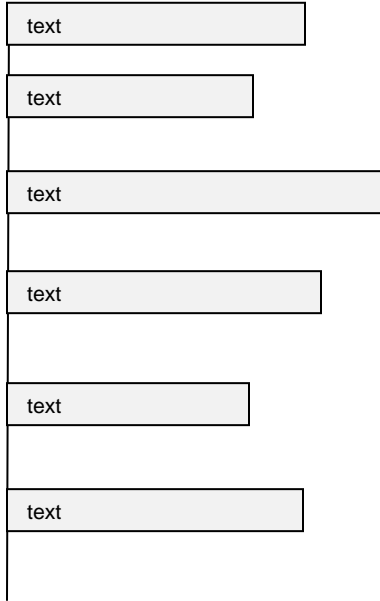
Where

9779 Towne Centre Dr, San Diego



RESERVE YOUR SPOT

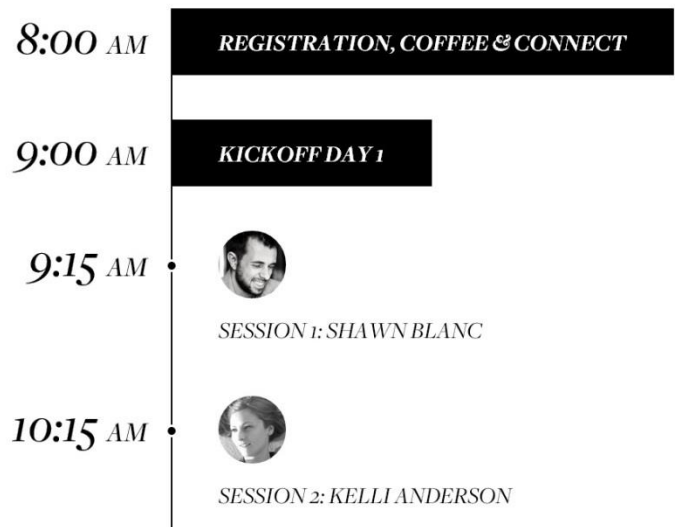
3 – Event schedule



As seen here:

SCHEDULE


Thursday Sept. 10th | Friday Sept. 11th



As seen here:


Schedule

9:00 AM




Registration & Coffee
Pick up your badge and enjoy some coffee and pastries

10:15 AM




Johannes Missall
Learn the requirements of modern leadership

12:30 PM



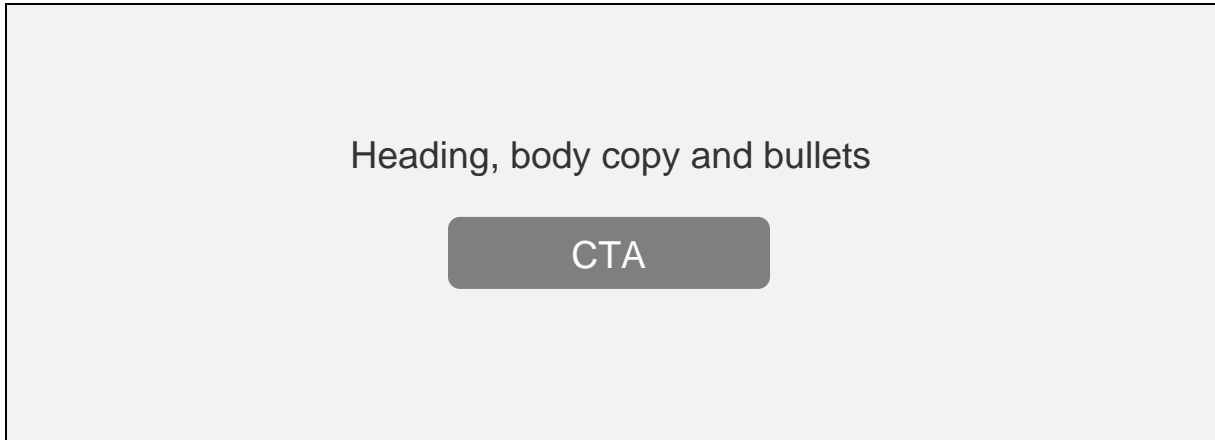
Alyssa Galeros Keefe
Explore relationship building on virtual teams

2:30 PM



Matthias Anderegg
Team building utilizing improvisation techniques

4 - Long-form messaging (heading, sub-heading, body text, bullets, text links and CTA).



As seen here:

H3 Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla orci mi, bibendum quis dictum vel, pharetra eget orci [body text link #2287A0](#) et dolore magna aliqua. Aenean eu varius diam, ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate.

H4 LOREM IPSUM DOLOR SIT AMET

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- Praesant velit neque, pulvinar ut dolor sit amet
- Sed convallis felis at ligula sollicitudin, vel eleifend eros ullamcorper. Sed leo nisi, tincidunt sed dui sit amet, feugiat dapibus tellus.
- Etiam vel urna odio, pallentesque quis justo a orci bibendum volutpat.

PRIMARY CTA

As seen here:

Good morning,

Thank you to all that attended the onsite Marketing Meeting. We sincerely apologize for the technical difficulties and late start but so appreciate you taking the time to learn about our 2017 marketing programs. An additional thank you goes to those who took the time to join the Corporate Conference call.

As promised, the materials discussed are available for your review in the link below. Our goal is to provide a variety of programs promoting ROD with the end result of driving awareness, traffic and sales. Retailers will have their own objectives in pushing their brand initiatives, as will we when promoting the center as a whole. Our wide-ranging programs offering varying tenant participation offerings will let us meet in the middle—a win-win for all. If you have any additional questions after reviewing, feel free to reach out to anyone from the Marketing team.

The following presentations are available in the Marketing Materials button below:

1. **2017 Marketing Overview** – Gives a quick snapshot of our annual plan for 2017. Specific program contacts are found on the back page.
2. **Superbowl 2017** – Provides additional participation information beyond the email distributed the week of January 2.
3. **Tourism** – Offers a full overview, including research for Houston and the entire travel trade industry.
4. **Digital Strategy** – Details our comprehensive program across multiple platforms.

Marketing Materials

Our biggest message is two-way communication...we need to know what you are doing so we know how to best assist you. If you are hosting an in-store event or launching a new product or menu, etc., please make us aware.

This year we are reinstating our bi-monthly Marketing Results/Updates including upcoming programs in which you can become involved so be sure to keep an eye out.

As promised, below is a list of programs we are hosting or are considering. The ones that are bolded are the current programs that are happening as of right now. The unbolded ones we are in talks/considering and once we confirm and add an event to our line-up we will let you know.

Spring/Summer

- UBER Drive Through
- **Chinese New Year Celebration**
- **Super Bowl Events**
- **Panamer Launch Party**
- Houston Livestock Rodeo Kickoff Party
- **Shop and Reward (every weekend of Rodeo)**
- Equinox Block Party
- **Giving Goes Glam Fashion Show**
- Style Houston ROD Fashion Presentation
- OTC Hotel Cross Promotion Campaign

Fall/Holiday

- UBER Drive Through
- **Blogger Crawl**
- Equinox Block Party
- **Style Houston ROD Fashion Presentation**
- **Holiday Shopping Card Kickoff**
- **Sip, Shop & Reward**
- **Holiday Nights & Lights (Carriages + Cocoa + Concerts)**
- ROD Holiday Stroll (Tour of Houston's Merriest Holiday Windows) – *depending on retailer participation.*
- **ROD Holiday Weekend Shopping Rewards**

Finally, thank you to all stores providing looks for the Spring/Summer advertising campaign photographed onsite this week.

Here's to a great 2017!

Jennifer Rivera | Marketing Manager River Oaks District

jrivera@olivermcmillan.com



River Oaks District

[Preferences](#) | [Unsubscribe](#)



Send Better Email

It's a great time to dig in and learn MailChimp. We've collected a few of our favorite resources to help you get started.

Videos

Our library of [video tutorials](#) covers everything from [working with images](#) to [triggering emails](#) from website activity.

- Take a crash course in [creating campaigns](#).
- Learn how to [manage your list](#) to get the most from your subscribers.
- Connect your account to [Facebook](#) and [Google Analytics](#).

Knowledge Base

Find answers to hundreds of questions in our [Knowledge Base](#).

- Include dynamic content with [merge tags](#).
- Add enterprise-level [automation](#) to send emails at just the right time.
- [Double check links](#) and [customize Social Cards](#).
- Experiment with different types of [content blocks](#) to build the perfect layout.
- Connect your shopping cart with [Ecommerce360](#).

More Resources

- Check out [MailChimp Mobile](#) to manage your account anywhere, and use [MailChimp Editor](#) to build campaigns on your tablet
- Try [MailChimp Snap](#) to send photo-based campaigns right from your iPhone.
- Read through our insights from [Send Time Optimization](#) and [7 years of A/B testing](#).
- Visit our [research page](#) to see what we've discovered through data.

If you have a specific topic in mind, it's easy to [search all of our resources at once](#). Or sign up for [The MailChimp Digest](#) for a monthly list of our latest updates.

Happy sending!

-The MailChimp Team

You received this email because you're a registered MailChimp user.

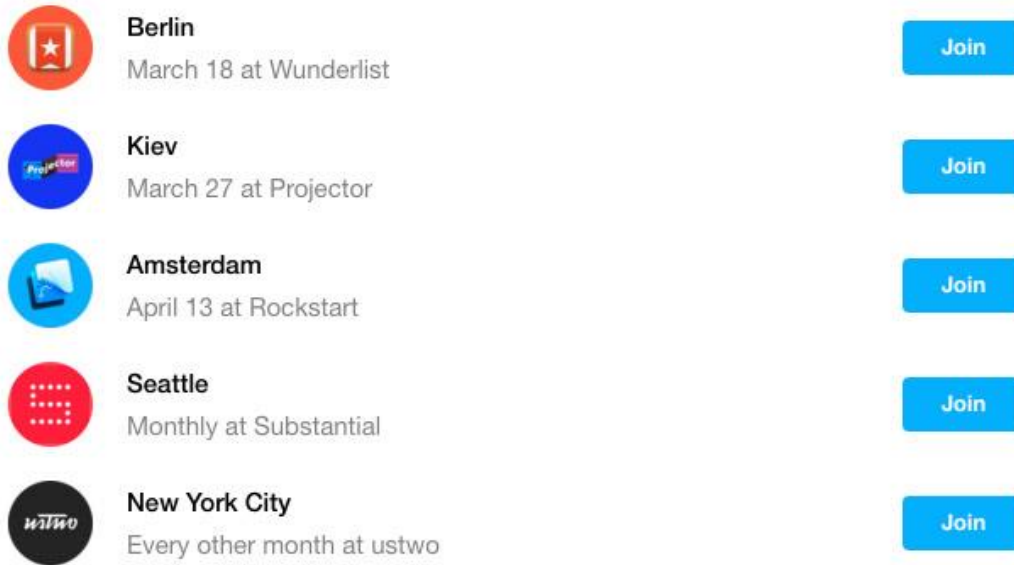
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512 Means St. • Suite 404 • Atlanta, GA 30318 USA
[Terms of Use](#) [View in Browser](#) [Log in to MailChimp](#) [Unsubscribe](#)

MailChimp

5 – Events list one column



As seen in:



May 23, 2013
 **Cosmopolitan And Elegant, ART Magazine Showcases SA Scene**
Client: ART Magazine

May 22, 2013
 **Introducing AudioTheme: Let Your Website Be Heard**
Client: AudioTheme

May 08, 2013
 **Self Taught: From the Music Industry to Web Design**
Client: Erik Ford

As seen in:

[Konica Minolta Techno Summit](#)
July 2, 2015, Stuttgart, Germany

[More Information](#)

[RSA Conference Asia-Pacific & Japan](#)
July 22-24, 2015, Singapore

[More Information](#)

[Gartner Catalyst Conference](#)
August 10-13, 2015, San Diego, CA

[More Information](#)

[Federal Mobile Computing Summit](#)
July 2, 2015, Stuttgart, Germany

[More Information](#)

[VIEW ALL EVENTS](#)

As seen in:

Upcoming Events



Webinar: Technology will fail you. Feb. 26th



Attend: Linkage's women in leadership, March 3-6



Attend: How to attract sponsorship, May 13



Webinar: 4-part model for virtual presence



Course: Storytelling at work, starts Oct. 14th



DON'T MISS THESE SALES

J.CREW

Extra 50% off final sale styles with code **SALESONSALE!**



FITFLOP

Take an extra 10% off sale with code **TAKE10OFF!**



FRENCH CONNECTION

Shop up to 70% off the summer sale!



BETSEY JOHNSON

Buy one get one 50% off with code **BOGO!**



LIEBESKIND-BERLIN

Shop the hot hot hot summer sale now!

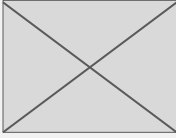
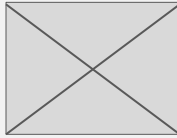
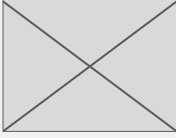
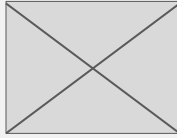


LORD & TAYLOR

Shop up to 75% off clearance with code **BONANZA!**



6 – Events list two columns

| | | | |
|---|---------------------------|---|---------------------------|
|  | Title text & body copy |  | Title text & body copy |
|  | Title text & body copy |  | Title text & body copy |

As seen in:

Spring/Summer

- UBER Drive Through
- **Chinese New Year Celebration**
- **Super Bowl Events**
- **Panamer Launch Party**
- Houston Livestock Rodeo Kickoff Party
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- **Holiday Nights & Lights (Carriages + Cocoa + Concerts)**
- ROD Holiday Stroll (Tour of Houston's Merriest Holiday Windows) – *depending on retailer participation.*
- **ROD Holiday Weekend Shopping Rewards**







As seen in:

/ Features & Amenities /

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ullamcorper dignissim erat et pretium.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Morbi vulputate sapien iaculis, ultricies risus vitea, facilisis eros.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ullamcorper dignissim erat et pretium.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Morbi vulputate sapien iaculis, ultricies risus vitea, facilisis eros.

As seen in (with an image):

/// 2015 Speakers

| | |
|---|--|
|  <p>Stewart Butterfield CEO + Co-founder Slack</p> |  <p>Paola Antonelli Senior Curator of Architecture + Design MoMA</p> |
|  <p>Rochelle King Global VP of Design + User Experience Spotify</p> |  <p>Rob Forbes Founder PUBLIC, Design Within Reach</p> |
|  <p>Kimberly Bryant Founder + Executive Director Black Girls Code</p> |  <p>Clive Wilkinson President + Design Director Clive Wilkinson Architects</p> |

As seen in:

/ **Featured Brokers** /

| | |
|---|--|
| Tom Taylor & Matt Taylor VP of Brokerage Services CBRE Group | Karen Sunday Junior Associate, Operations Sunday & Associates |
| Randall S. Parker First Vice President Cresa Orange County | Chon Kantikovit & Rick Kaplan Founders & Senior Brokers Cushman & Wakefield |

ARTICLES OF THE MONTH

**Designing for Apple Watch:
Getting Started**
designmodo.com

**How to Delightfully Trick
Users With Animation**
designmodo.com

**10 Actionable Design Tips
for Startups**
designmodo.com

**How to Design a Profile
Card with Sketch App 3**
designmodo.com

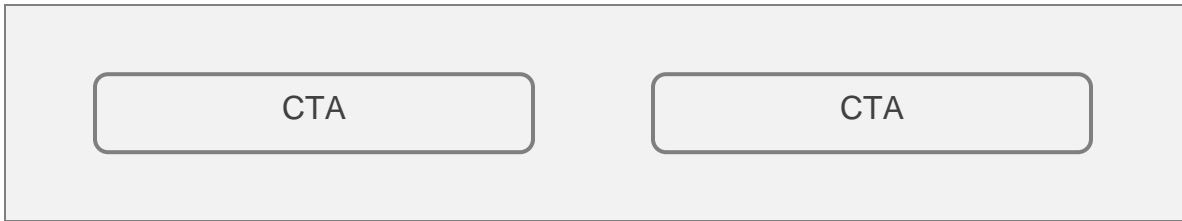
**How to Work as A Freelance
Designer and Travel**
designmodo.com

**New Fonts Released
in 2015**
designmodo.com

**Guide to the Onboarding
Process in Mobile Apps**
designmodo.com

**How to use CSS Editor in
Qards**
youtube.com

7 – Two button action bar (booking & contact for events).



As seen here:



As seen here:



As seen here:

**For more information, contact Linda Cannatelli or Todd Hedrick at
(408) 330-0100.**

[Email Linda Cannatelli](#)

[Email Todd Hedrick](#)

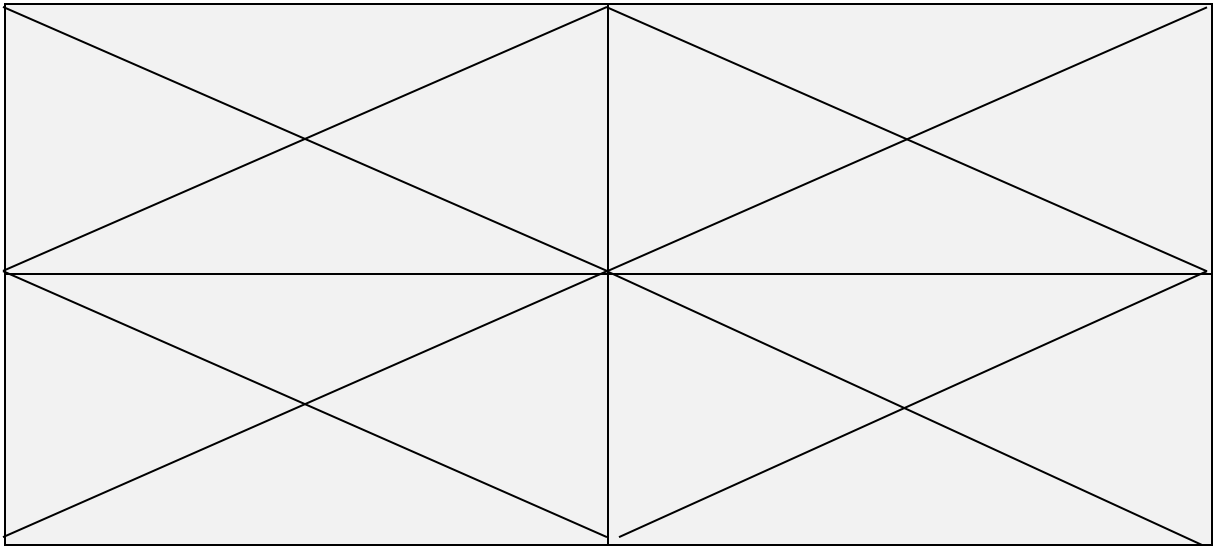
As seen here:

[Register Now](#)

[Reserve a Room](#)

8 – Instagram: Share Instagram images from events taking place, feature a store e.g. Dior or do a food round up of places to eat.

Title text



CTA



rodistrict [Follow](#)

1,082 posts 17.7k followers 201 following

River Oaks District | Houston A Curated Collection of Distinctive Boutiques & Restaurants including Hermes, Dior, Tom Ford, Cartier, Bonobos, COS, Vince, Intermix & more. Now Open. bit.ly/HoustonDates



dicaplan

[Follow](#)

38 likes

4d

dicaplan So much shopping fun with @momentumporsche_ at @rodistrict for the NFL Wives Sip and Shop with boutiques @baanou and @aliceandolivia #porsche911 #momentumporsche #fastcars #speed #cargirl #carspotting

danny_incurve 🍷🍷🍷

lasuanne Very nice! 😊

Log in to like or comment.



As seen here:

See it, love it, shop it!

@neimanmarcus on Instagram

FOLLOW US ▶



THIS WEEK'S HIGHLIGHTS



Lorum Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod tempor #Hashtag



Lorum Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod tempor #Hashtag



Lorum Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit sed do eiusmod tempor #Hashtag



Lorum Ipsum

Lorem ipsum dolor sit amet, consectetur #Hashtag




EXPLORE THE COMMUNITY

THE BIG STEP DESERVES A GREAT SHOE

ALLEN EDMONDS WEDDING OFFER

LEARN MORE ▶



Shared on  by @ilprincipe32. Share Your Photos #AllenEdmonds

It's your big day, you want everything to be perfect, and we want to help. Our wedding offer gives you the chance to say "I do" in the perfect shoe. Now you can start out your new life on the right foot and save a little cash for the honeymoon as well.

UO COMMUNITY

#UOONYOU



@sammyandpaigephotography
Orange County, CA



@quietvictories
Tampa, Florida



@themoptop
Portland, Oregon



@UOPhiladelphia
Philadelphia, PA



@bestdeyever
Chicago, Illinois



@ranchrex
Honolulu, Hawaii

This is UO Community: your favorite looks, captured in Instagram photos and here to inspire.

SHOP UOONYOU →

FOLLOW US →

#seesummerbetter

Like proud parents, we can't help snapping photos of our new summer frames (and the adventures they go on).

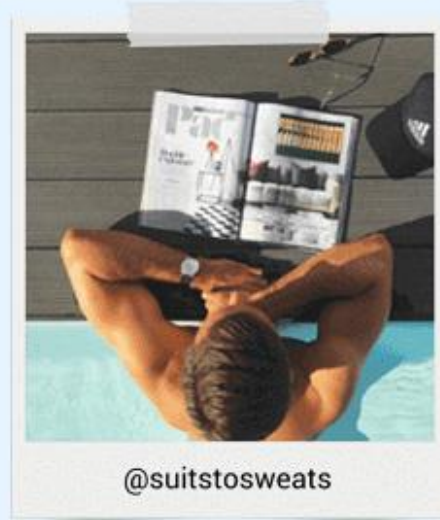


And like *really* proud parents, we also want to see your best shots of our frames. Use #seesummerbetter on Instagram and share the love.

[Browse #seesummerbetter](#)

[Browse summer frames](#)

Insta pic of the month



Share your best pics by tagging @withings on Instagram.

9 – Twitter: Social icons get overlooked; social modules featuring customer content bring an event to life. This module allows customers to share a tweet to spread the word about an event, or a way to share twitter content in email.



River Oaks District
@RODistrict



Friday feels 🍔 @hopdoddy @laceandlocks
🍔🍔🍔😋 Tweet a friend who needs to go to
#hopdoddy with you 😎 #hopdoddy #rodistrict



Tweet a friend button (shares a tweet to twitter):


“ Emails function more like a letter than a landing page. They need to be written that way. ”




This module allowed for a quote or a tweet by swapping the small “ icon up top:



Or place a whole tweet in an email including media:


What's happening



Super Bowl 51: Falcons vs. Patriots
Super Bowl · 29 minutes ago

Two high-flying offenses have landed in Houston to compete for the Lombardi Trophy. Will the Patriots take home their...

[Read more](#)

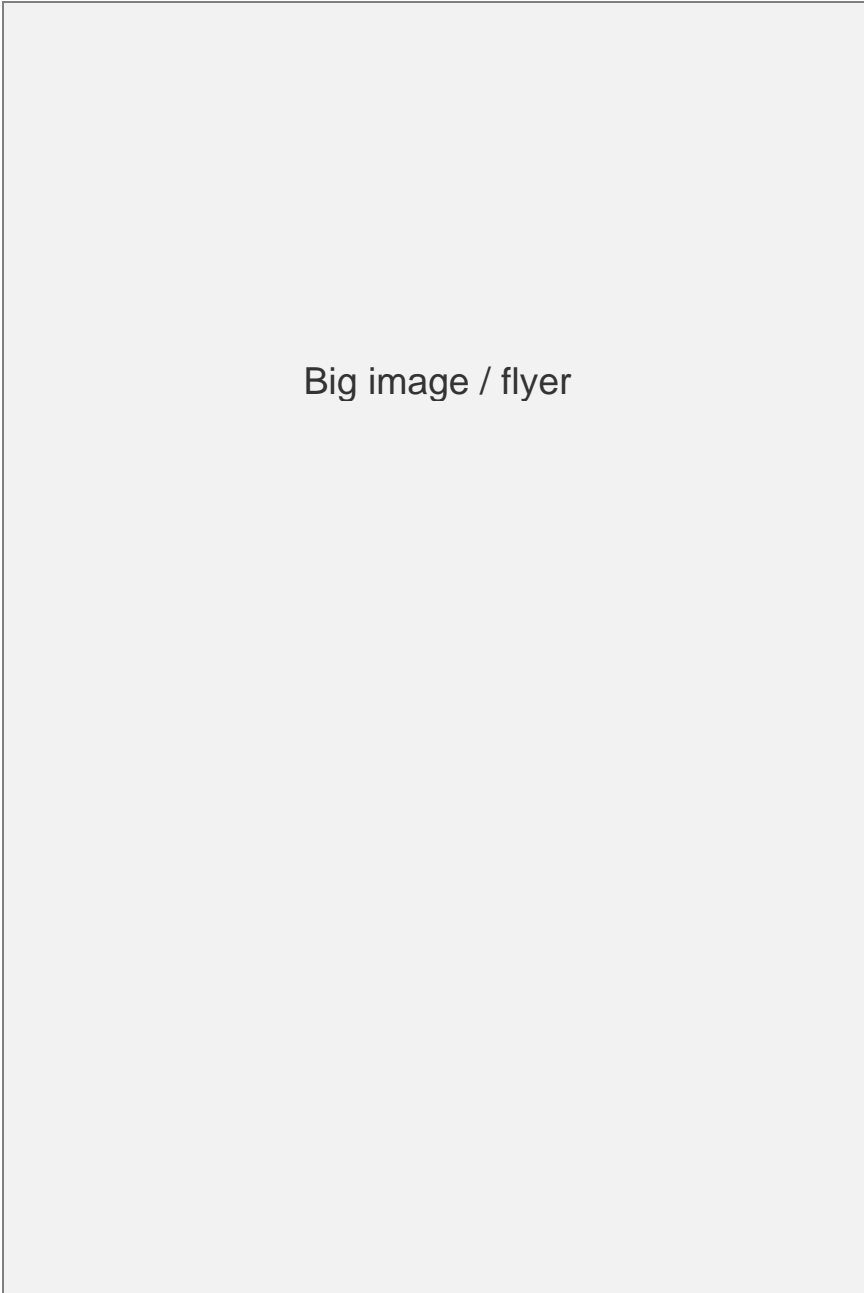


River Oaks District @RODistrict · Feb 4

Discover the cool, modern #StellaMenswear at our @RODistrict @StellaMcCartney store in celebration of #SB51 #SuperStyleROD #SuperStyle pic.twitter.com/aVJAbzzUz3

Stella McCartney and River Oaks District

10 – Big image (either fluid or swap for mobile image). Ideally you want to move away from sending flyers, but you may be having a crazy day and be pushed for time so it's best to have a back-up module for this. Also you might just want to include a big product or social image.



All image as seen in:



NEW TREND

Tropical Prints

Vibrant fauna and flora,
because it's always
warm somewhere

[SHOP NOW ▶](#)

JOHANNA ORTIZ

All image as seen in:



STYLE ON POINT

A stellar fit. Endless versatility. You can find them all right here, right now.

UP TO
40%^{*}
OFF

EXCEPTIONAL FITTING
PANTS, CLASSIC SHIRTS,
FLATTERING DRESSES
& MORE

NO CODE NEEDED
ONLINE & IN STORES

SHOP MEN

SHOP WOMEN

All image as seen in:

THE
'90s
ARCHIVE

RE-ISSUE

We're throwing it back to the '90s with a limited-edition collection of iconic pieces pulled together from our archives, exactly as you remember them.

SEE THE '90s COLLECTION

Cavalli product shot from ROD social account:



Flyer from ROD social account:

ROSETTA
GETTY

TRUNK SHOW
JANUARY 12-15

FORTY FIVE TEN

RIVER OAKS

4444 WESTHEIMER ROAD
SUITE F100
281.560.4510

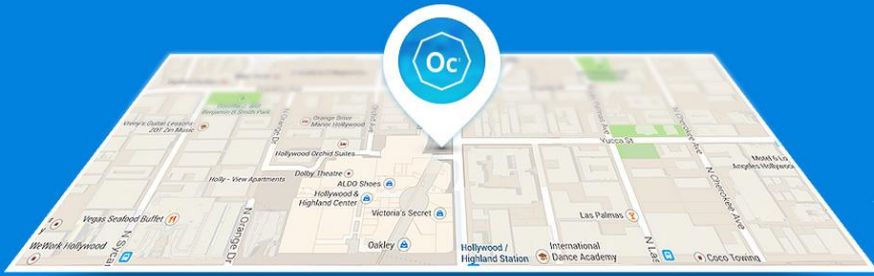
FORTYFIVETEN.COM | #FFTRIVEROAKS

11 – Event map / venue

As seen in:

Travel

| | | |
|---|---|--|
| LOEWS HOLLYWOOD HOTEL 1755 N Highland Ave, Hollywood, CA 90028 1-855-563-9749 | LOS ANGELES AIRPORT 1 World Way, Los Angeles, CA 90045 | TRANSPORTATION Uber Super Shuttle |
|---|---|--|

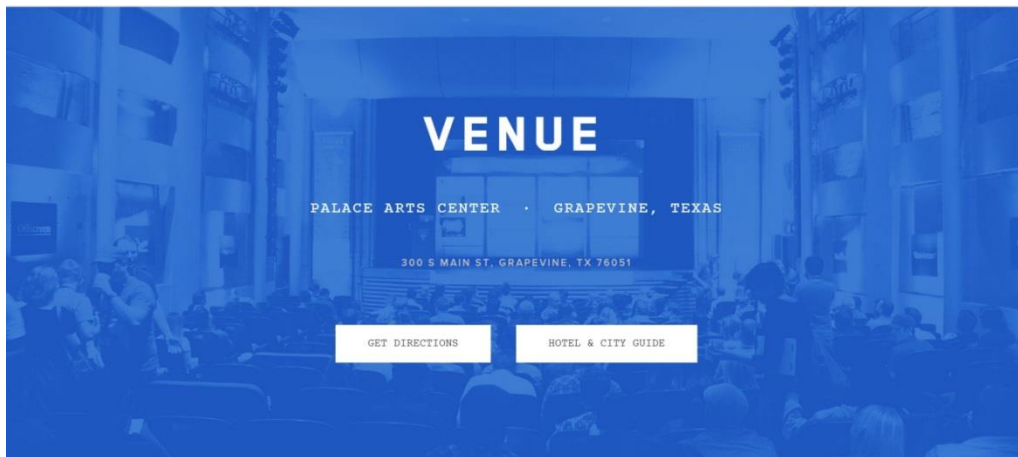


VENUE

PALACE ARTS CENTER · GRAPEVINE, TEXAS

300 S MAIN ST, GRAPEVINE, TX 76051

[GET DIRECTIONS](#) [HOTEL & CITY GUIDE](#)



Our Locations




Conference Venue

ALICE TULLY HALL Lincoln Center

The 99U Conference unfolds at the gorgeously designed Alice Tully Hall, one of the most beautiful (and intimate) concert halls in the world.

[View Details >](#)

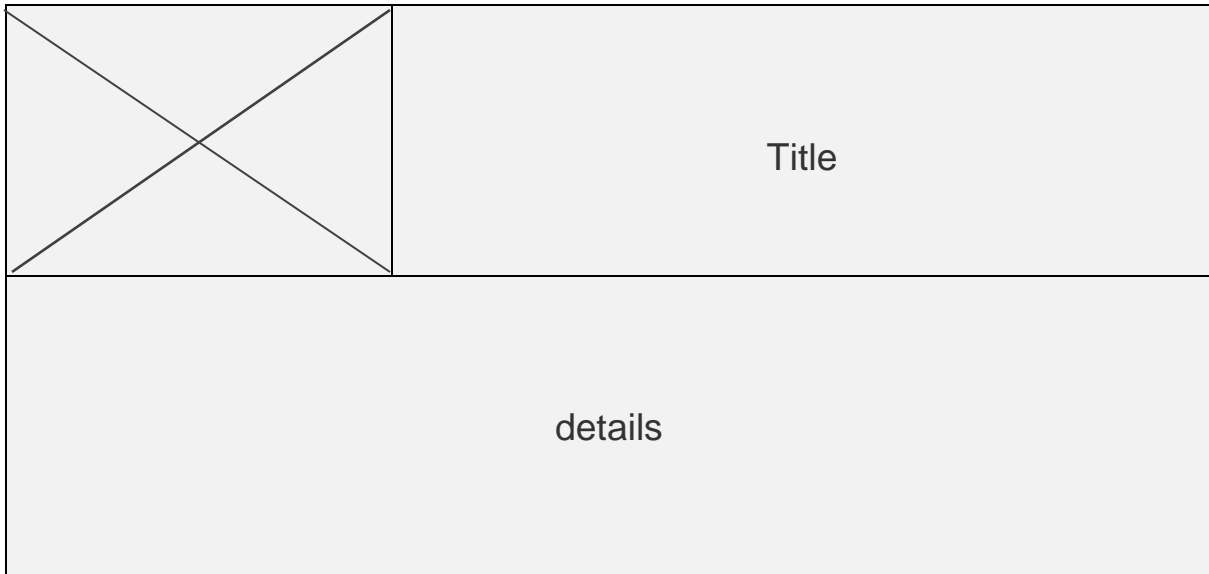
Add a map link:


Location

SFDC Concourse Exhibition Hall
635 8th Street, San Francisco, CA

[OPEN IN GOOGLE MAPS »](#)

12 – Event feature (Store logo/image, title, body copy and button)



As seen in:



Technology Will Fail You. Your Presence Won't.

By: Kate Nugent

When was the last time you were on a teleconference or web conference when someone DIDN'T drop off and dial back in, setting off a symphony of beeps? How about when you were hosting a webinar and the presenter dropped off? Or my favorite, when the Skype video either froze or was completely asynchronous with the dialogue?

When we were developing our Virtual Presence course, we discovered that even the most technologically savvy presenter or facilitator hits technological roadblocks. We are all using the heck out of our bandwidth, and when you have a group of people who come together to meet virtually, anything can happen.

[FULL POST](#)

Pricing

We charge a flat rate of \$500 (US) per module. While some modules may be more complex than others, we figure it all evens out in the end.

e.g. 17 retail modules would total \$8,500, and 12 events modules \$6,000

Deliverable

Two 'Master' HTML files, one for retail and another for events. This includes any supporting image assets. QA is carried out on real devices in our lab, we also send along a Litmus preview.

Revisions

Two rounds of design revisions are included in the estimate.

Timeframe

Ten working days for the full first design draft for each system. Turnaround is three days for revisions, within 24hrs for small tweaks. Two weeks once we have final design approval for coding and QA of each system.

Next steps

1 – Review this first draft

1 – Call to discuss or send along feedback in an email.

2 – After some back and forth we all decide on a final module list v2 or v3

3 – Place that module list in a SOW with a timeframe

5 – Gather together branding materials e.g. style guide, logos and images.

4 – Mock up a few modules for review to make sure we're on the right track

Questions

Email Anna Yeaman at anna@stylecampaign.com

StyleCampaign / Los Angeles / tel: 818-762-8737 / @stylecampaign