

TBS-TNT

StyleCampaign email proposal

StyleCampaign



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About StyleCampaign

StyleCampaign is an email design agency, 11yrs old and based in LA. Design is led by Anna Yeaman - Anna would be the designer on this project - and dev by Graeme Yeaman. Our capabilities cover all aspects of email design: from one-off templates, R&D, prototyping, production support, QA to email design systems. Almost all of our work is responsive design; we took on our first responsive email project in 2011.

Some of our clients have included Monster, Chanel, Rackspace, Hulu, OliverMcMillan, Riverbed, Adorama, MapMyFitness and The Irvine Company. The majority of these companies engaged us to create a responsive modular email system, which was then managed in-house by the client. A modular system is made up of a series of reusable email modules that can be combined in various configurations; you can see some of our work [here](#).

From your brief it appears you are familiar with email modular systems, as you mention *reusable/editable*. The way that we start the design process is to create a document breaking down the use cases, and proposed modules as wireframes and screenshots. This gives us a budget as we charge a flat rate per module depending on the service e.g. design/code only, or both. In order to provide a project estimate we had a rough v1 attempt at a module breakdown below.

Proposed module list v1

Below is our first draft for the email modules all to be discussed. The purpose of this module breakdown is to begin to identify the module patterns that will make up your email system, and provide us with a project estimate.

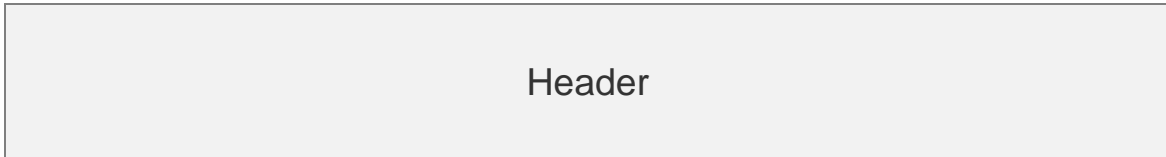
The wireframes are very rough approximations, we're just trying to identify the pattern type *e.g. 2-column image top and text below* and not the details of the pattern. Those will be fleshed out during round one and two. A few patterns not outlined in this doc are likely to end up in round one, as you want to leave room for inspiration whilst exploring those initial designs.

1. Branded header with pre-header
2. Featured section (hero)
3. Featured section (remind me)
4. Content promotion (various modules guessing ~5)
5. Branded sections (various modules guessing ~2)
6. Footer apps
7. Footer social
8. Footer housekeeping

Proposed modules detail v1

1 – Branded header with pre-header

Descriptive pre-header text, date and online link (possibly in footer)



As seen here:



Standalone header:



Standalone header:



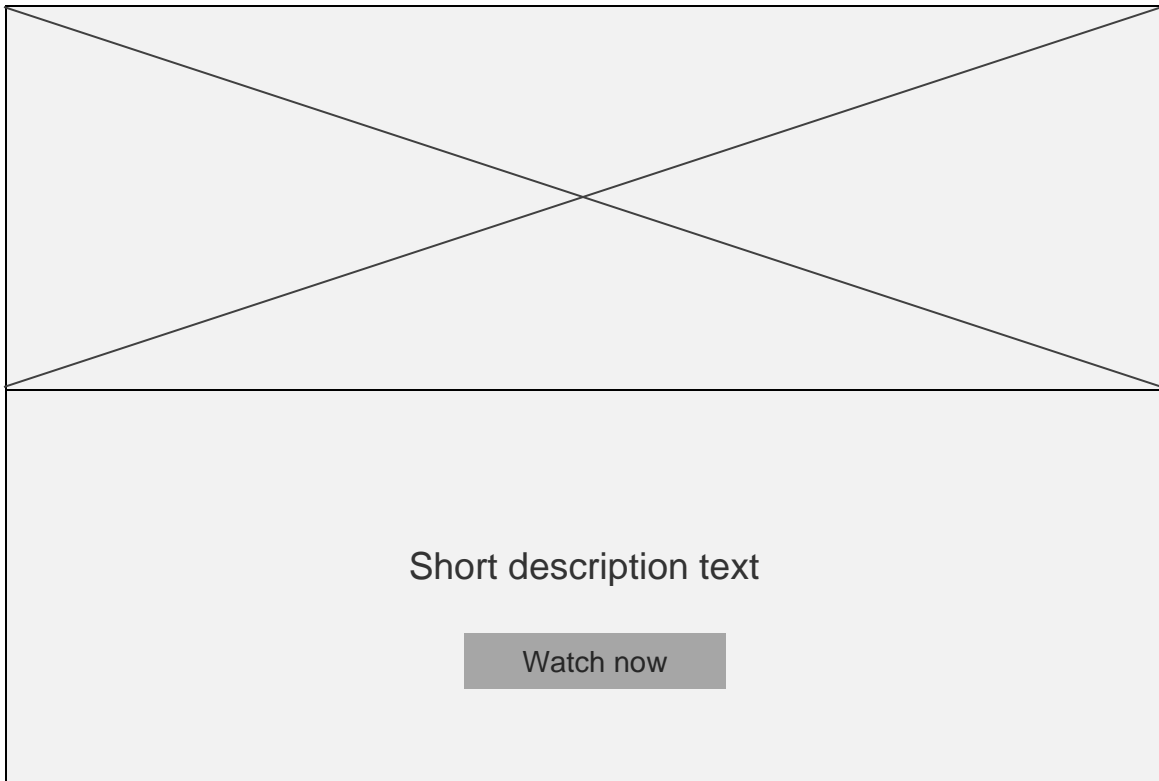
Header part of featured content:



Header part of featured content:



2 – Featured section (hero)



One show to be featured, often a video with a play button that links out. Something to experiment with is the use of animated gifs e.g. Play button that animates or video itself is animated:

Example of animated video features:

<https://reallygoodemails.com/wp-content/uploads/meet-new-stocksy-contributor-colin-anderson.html>

<https://reallygoodemails.com/wp-content/uploads/coming-friday-october-27th-stranger-things-2.html>


As seen in:



Meet one of Stocksy's newest contributors,
Colin Anderson!

Capturing his images with incredible attention detail, Anderson has an affinity for layering composites with touches of CGI and Photoshop effects to expertly turn reality into a surreal fantasy world. But this man is no one-trick pony – his portfolio is also populated with down-to-earth lifestyle imagery for a well-rounded and intriguing collection.

As seen in:



GET ONE MONTH FREE

Sign up for HBO on Hulu and for a limited time get one month free! Watch shows right when they air, plus get HBO's entire library of addictive series, hit movies, comedy specials, documentaries, and more. Now you can get all your favorite TV in one place – Hulu. Start your one month FREE trial of HBO on Hulu today.

Catch up on Seasons 1-6 of *Game of Thrones* before Season 7 premieres on Sunday, July 16.

TRY ONE MONTH FREE

Limited-time offer. HBO add-on \$14.99/month after free trial. New HBO on Hulu add-on subscribers only. Terms apply.

As seen in:



PRESENTED BY **bai**

THE LAST O.G.

S1 | E1 PILOT (UNCUT)

21 MIN

TV-MA

Tray is released from prison after 15-years. He discovers his girlfriend, Shay, has married an affable, successful white man who is helping raise the twins that Tray never knew existed. This episode is the Uncut version.

ORIGINALLY AIRED: APR 3

As seen in:



KICK-START YOUR SUMMER OF SPORT!

There's a never-ending summer of sporting drama coming up, and because you've got Sky Sports you don't need to miss a moment! From the huge British & Irish Lions Tour of New Zealand to England's epic cricketing showdown with South Africa, there's a whole load of unmissable action ahead.

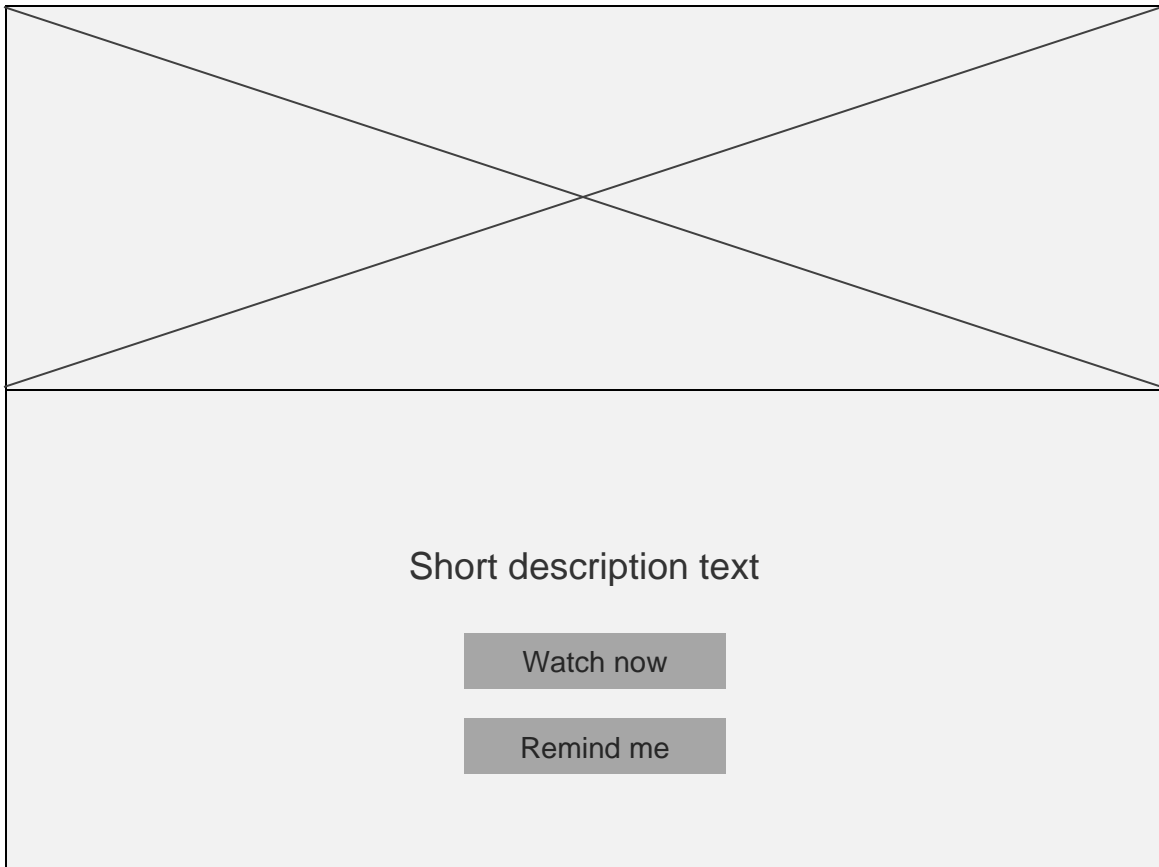
The best news? You can watch it all at home, or on the go with the Sky Sports app. Click below to take a closer look at the big sporting questions dominating the next few months...

[Your summer of sport](#)

Minimal hero feature without text description:



3 – Featured section (with remind me option)



Feature module with additional remind me icon, CTA or text for add to calendar:

<https://litmus.com/blog/how-to-create-an-add-to-calendar-link-for-your-emails>



Get the inside scoop on the keynotes we've lined up, the breakout sessions that'll help you do more with video, and the after-hours adventures.

See the Speakers

Register now

Test buttons above and below text, also amount of text e.g. 2 or 3 lines or no text.

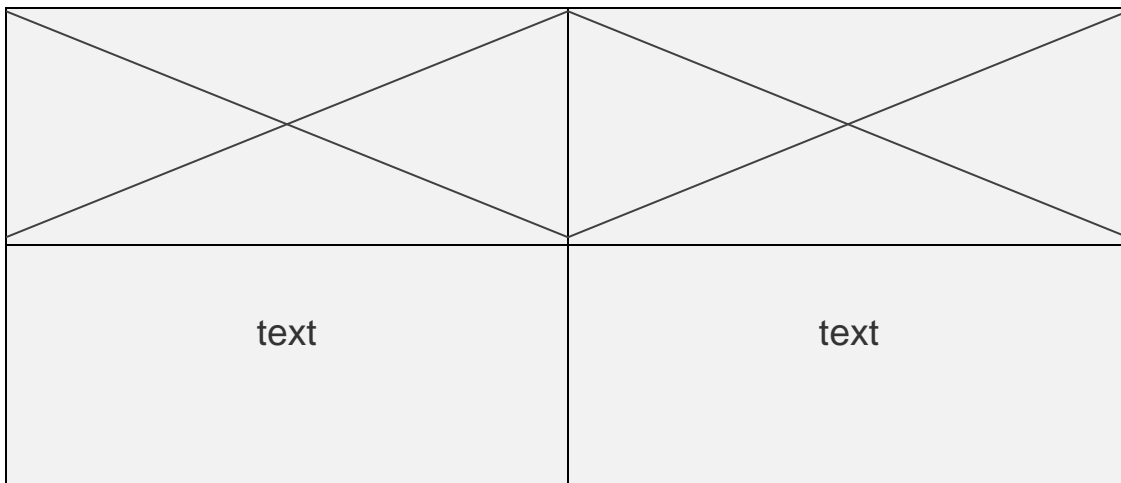
4 – Content promotion (various patterns TBD guessing ~five)

Will include various module patterns to-be-determined in round one/two, could end up with around five different modules to cover the use cases in this section:

- Sweepstakes
- Watching clips
- Watching trailers
- Reading articles
- Playing games
- Taking quiz

Below are a handful of core patterns that show up in many modular systems as they are very flexible for various different content types:

A: 2-column image top and text below:



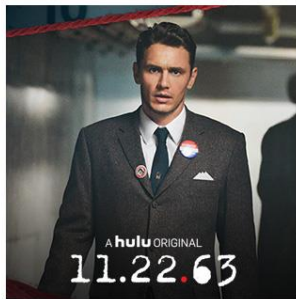
As seen in:

A promotional banner for TNT programming. The left side features a close-up of three men's faces, with the central figure being an older man with a grey beard. Below them, the text reads "THE ROCK" in white, followed by "3:00 PM - 5:45 PM" and "ON NOW" in red. The TNT logo and "TNT EAST" are at the bottom. The right side shows two men in a dark, industrial setting. Below them, the text reads "SUPERNATURAL" in white, followed by "S5 | E 12 SWAP MEAT" and "2:00 PM - 3:00 PM" and "ON NOW" in red. The TNT logo and "TNT WEST" are at the bottom. Below the banner, there are two "UP NEXT" sections. The left one says "TNT EAST UP NEXT" and "BATMAN V SUPERMAN: DAWN OF JUSTICE" in white, with "5:45 PM" and "VIEW SCHEDULE" in red below. The right one says "TNT WEST UP NEXT" and "THE ROCK" in white, with "3:00 PM" and "VIEW SCHEDULE" in red below.

As seen in:



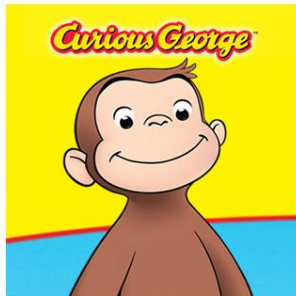
To belong, you must believe.
New Episodes [Available Now](#)



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



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

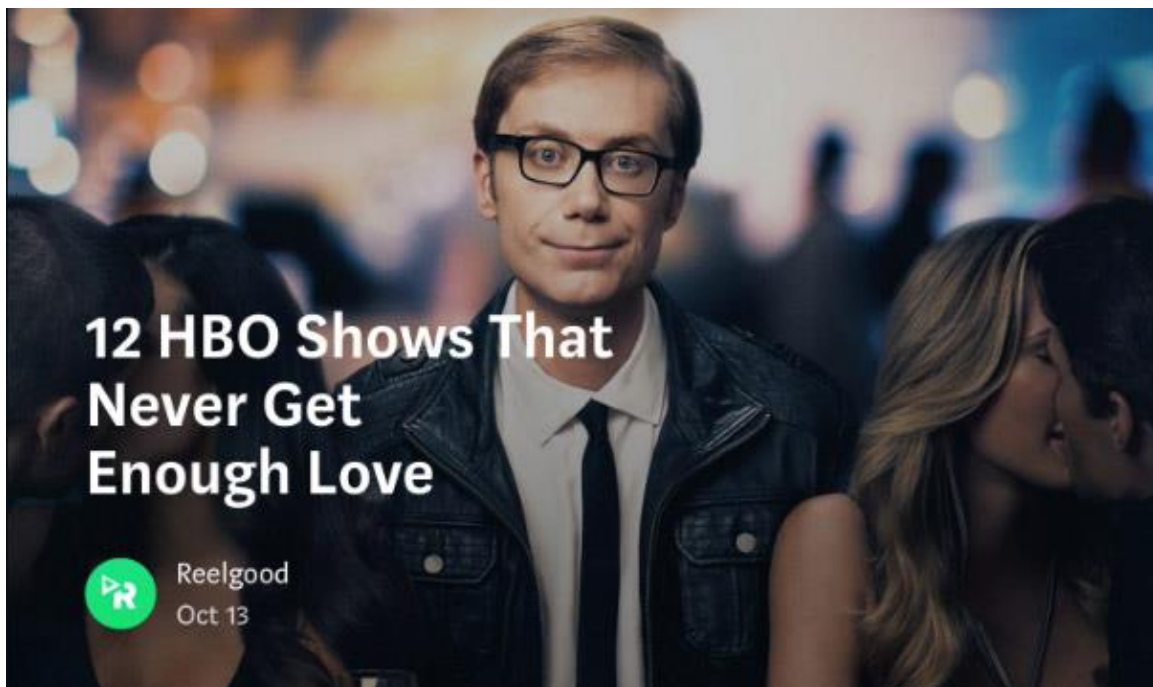


We Got Curious.
All 9 Seasons [Available Now](#)

B: Background image with live text:

1-col Background image with live text overlay

As seen in:

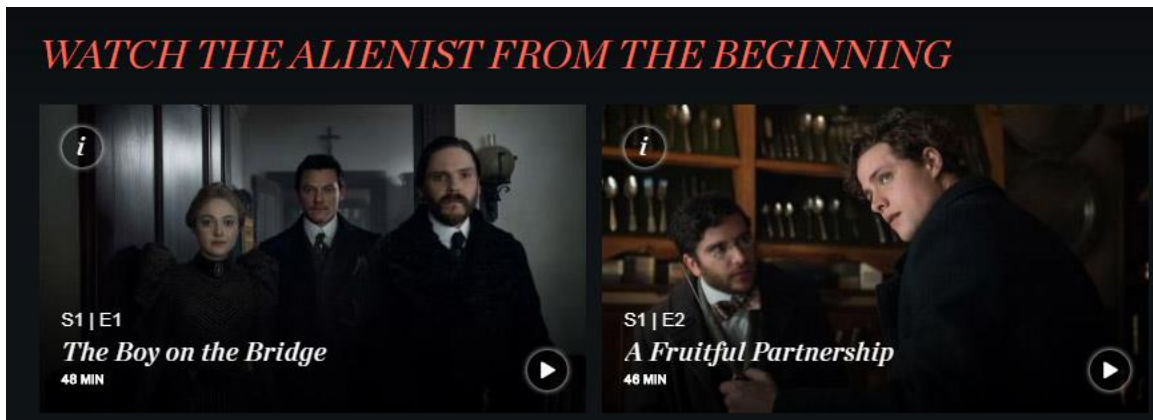




C: 2 column background image with live text:

2-col background image with live text overlay	2-col background image with live text overlay
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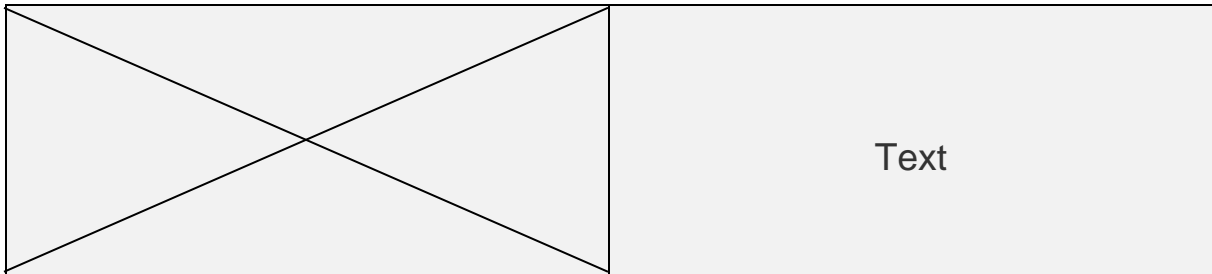
As seen in:



2-col image only option with logos:



D: 50/50 split



As seen here:



EPISODE 4: SWIPE RIGHT

1. "Since I Met You" by Infatuation



EPISODE 5: REPASS

There are no featured songs this episode, but check out [Shay's Official Playlist on Spotify](#).

As seen here:



FEB 12 2018

Conan In Italy

Team Coco Invades Italy on tbs! #ConanInItaly

[MORE >](#)



JAN 22 2018

Conan In Haiti

Conan O'Brien Filming A Haiti Special

[MORE >](#)

As seen here:



**THE GREAT
interior design
CHALLENGE**

The Great Interior Design Challenge

2014 16 Episodes

In this reality series, amateur interior designers on tight budgets test their mettle transforming rooms with speed and style. [More Info](#)

PLAY

+ My List

E: Primary messaging for articles or announcements

Heading
and body copy

As seen here:

Melania's State Dinner Vision Board

APR 24 2018 | SHARE:   

Tonight, Melania Trump will be hosting her first state dinner. Prior to being trophy wife-turned-reluctant first lady, Melania was actually a party planner. We received an early copy of her design plans for this state event.



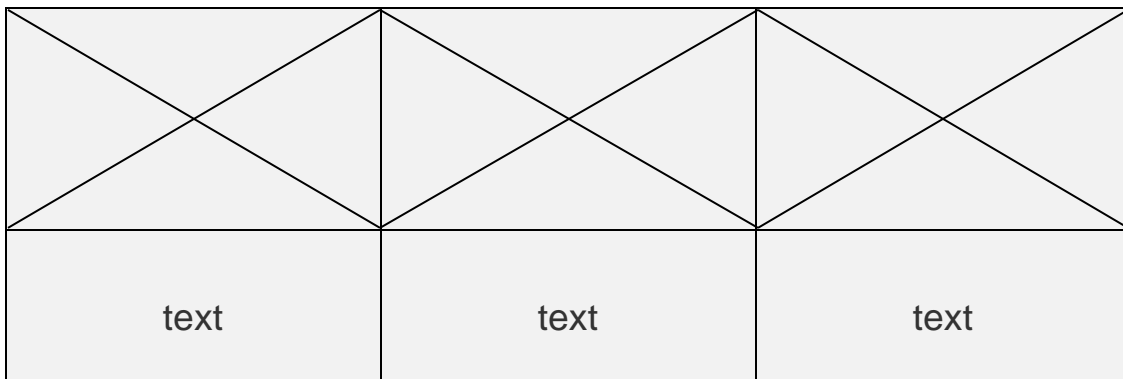
State Dinner for French President Emmanuel Macron
By: First Lady Melania Trump

Table centerpieces will have freshly bloomed cherry blossoms, but with all of the buds picked off. The twigs will be bound together with fishing wire and spray painted clear. What a wonderful way to celebrate nature's gorgeous gifts!

5 – Branded sections (various patterns TBD guessing ~two)

Will include various modules to be used for e.g. movie night or binge worthy content. Like the content promotion modules, these will be decided in round one/two. There are a couple of ideas below:

A: Three columns:



As seen in:



As seen in:



As seen in:

ALSO RECENTLY ADDED

A row of three movie posters. The first is 'The Emoji Movie' with colorful emoji characters. The second is 'Altered Carbon' with a woman in a futuristic, transparent pod. The third is 'Captain Underpants: The First Epic Movie' with a cartoon character holding a large blue ball.

MORE FOR ANNA

A row of three movie posters. The first is 'Find It, Fix It, Flog It' showing a man working on a car. The second is 'Monkey Life' with a close-up of a gorilla's face. The third is 'Down the Fence' showing a cowboy riding a horse.

VIEW ALL TV SHOWS & MOVIES

Get Ready for Star Wars: The Last Jedi

[Catch up on the Skywalker Saga >](#)



Star Wars: The Last Jedi
\$19.99

[Pre-order now >](#)



Star Wars: The Force Awakens
Limited-time price: \$14.99

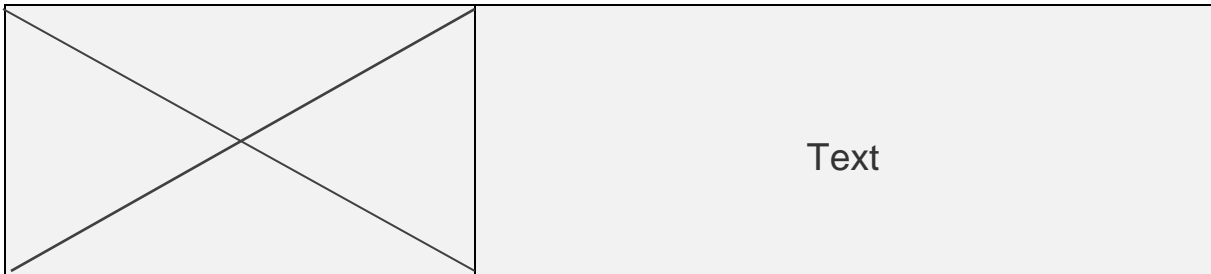
[Own it now >](#)



Star Wars: Six Movie Collection
Limited-time price: \$79.99

[Get the 6-movie collection >](#)

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



As seen in:

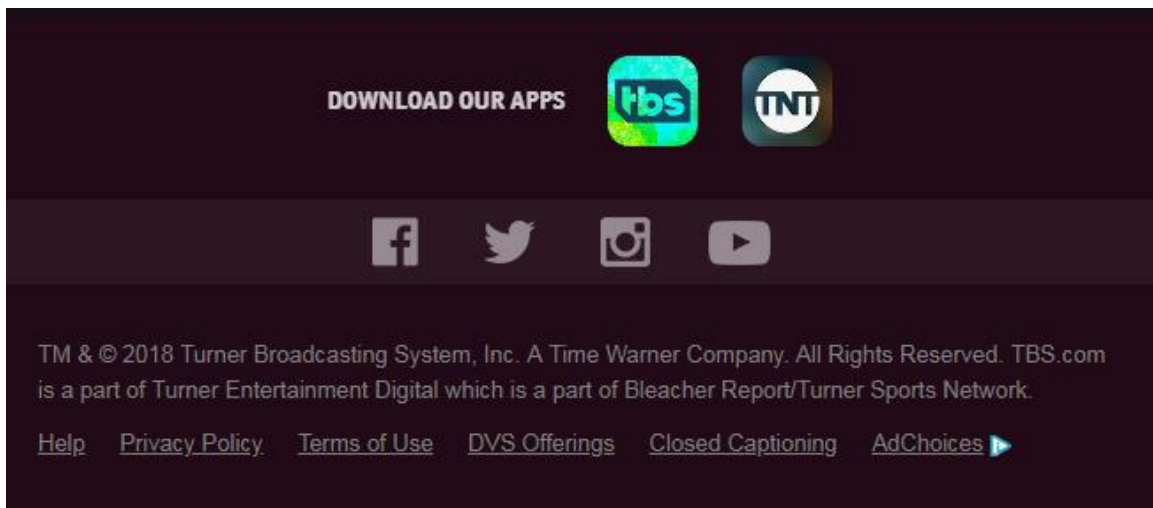
The graphic displays three promotional cards for TV shows. Each card includes a show image, the date and show title, a list of cast members, and a 'BUY TICKETS' button with a play icon.

- 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

6 – Footer

Three modules: apps, social and housekeeping small print.

apps
social
housekeeping



Pricing

We charge a flat rate of \$500 (US) per responsive module for design only, determined by the number of modules in the final comps from round 4. While some modules may be more complex than others, we figure it all evens out in the end. This includes the work done in all four rounds, including the 2-3 concepts which will then resolve into one for each brand.

Based on the module breakdown above we estimate around 10 modules in the final comp for each brand. That gives us an estimate of \$5,000 per brand, or \$10,000 total. If the number of modules in round 4 ends up more or less than our estimate of 10, we can adjust the final invoice:

10 responsive email modules for TBS x \$500 = \$5,000

10 responsive email modules for TNT x \$500 = \$5,000

Project estimate of \$10,000 for 20 modules total

Timeframe

Start the design of round one next Monday, June 11th

Round 1: Deliver 2-3 concepts per brand; we'd ideally like 10 working days for this so our estimate is **June 25th**. Round one includes both the desktop and mobile views.

Round 2: Production of selected designs for each of the two brands; we'd ideally like 5 working days for round 2. The timeframe depends on how long your round one feedback takes. This round includes all the modules, showing desktop and mobile views.

Round 3: Tweaks to final versions should just take a **day or two**

Round 4: Delivery of production assets as JPGs and layered PSD file will take a day. We'll also deliver a small style guide in JPG form for your designers and coders, sharing the type scale and spacing system etc. This makes it easy to add modules yourself in-house down the road if you choose, see [this](#) post.

Questions

Email Anna Yeaman at anna@stylecampaign.com

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