STYLECampaign

Contact

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Content

Contact	p 1
Standard product template	-p 2 - 6
Postcard style template	o 7
New product announcement template	8 c
Estimate p	9
RED video p	10

Adorama modules

Standard product email

http://stylecampaign.com/mobile/Adorama/standard.jpg

- 1 Header
- 2 Navigation
- 3 More than a camera store
- 4 Tall image ~250px
- 5 Short image ~80px
- 6 3 column product grid
- 7 Medium image ~150px
- 8 3 column resources
- 9 Preference center
- 10 Footer



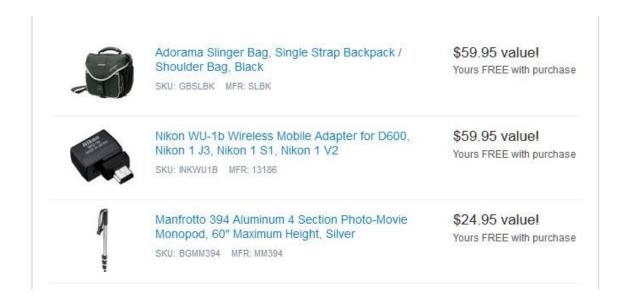
Notes on standard template:

A) Consider adding a 2 column and 1 column product grid to test against 3 column. As we recommend you reduce width of template down to 640px.

e.g. 1 col list view



another



B) Some of your content is dense for mobile. You might want to either swap desktop images for a different mobile image, or rethink it for the desktop.





Could be simplified to something like this, so it reads better on mobile (though with bigger pricing call out). Not all mobile clients support responsive design, so you want your fallback – desktop creative - to be somewhat mobile friendly and scalable. Also consider that users are going to try and read this on tablets.



You could make the left-hand side of this HTML text, right side an image. Then on mobile stack the image under the text. Obviously with prominent pricing...

Product name

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec mauris mauris, varius sit amet tincidunt ut, venenatis a mi. Praesent sit amet lectus odio, ut iaculis enimt vitae porta nisl.

BUY NOW



Product name



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec mauris mauris, varius sit amet tincidunt ut, venenatis a mi. Praesent sit amet lectus odio, ut iaculis enimt vitae porta nisl.

BUY NOW

c) I'm assuming the four image sizes – short, medium, tall and extra- tall - will be fluid on mobile. But you may also want the additional option to swap them for alternate mobile images, which would be 4 extra modules. This is optional...

Postcard style email

http://stylecampaign.com/mobile/Adorama/postcard.jpg

1 - Extra-tall hero image ~800px



New product announcement email

http://stylecampaign.com/mobile/Adorama/new-product.jpg

1 – Extra-tall hero image ~800px. Alternatively you could use the tall and medium image module, and then create an HTML text module for the gray area (title text & body copy) which will be better for mobile as lighter file weight, text will reflow and be crisp and legible.



ESTIMATE (\$500 PER MODULE)

Basic modules:

Standard product – 10 modules

Postcard - 1 module

Featured new product – 1 module

Basic 12 modules total = \$6,000

8 optional modules:

swapping 4 sized desktop images for mobile images

Featured product with HTML left and image right

Single column product grid (list)

Two column product grid

Primary messaging (html text title and body copy)

8 optional modules total = \$4,000

Project management

8hrs - \$880

RESPONSIVE DESIGN VIDEO 101

A one hour introduction to responsive email design:

http://stylecampaign.com/blog/2013/03/responsive-email-design-red/

What have we missed?

Didn't find what you were looking for? Drop me an email - anna@stylecampaign.com - and I'll get back to you within 24hrs.

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