

# STYLECampaign / Chanel proposal

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# Estimate 25 sends

Starting with EDM4 in October 2012, continues thru Dec 2014 (15 months).

## **Pour 2013:**

4. Lunettes Prestige - 22/10
5. Collection en boutique Croisière 2014 - Campagne 1 - 18/11
6. Collection en boutique Croisière 2014 - Campagne 2 - TBC
7. Défilé Prêt-à-porter Métiers d'art 2014 - 10/12

## **Pour 2014:**

1. Collection en boutique - Pré-collection Printemps-été 2014
2. Défilé Haute Couture Printemps-été 2014
3. Défilé Prêt-à-porter Automne-hiver 2014
4. Collection en boutique Printemps- été 2014 - Campagne 1
5. Collection en boutique Printemps- été 2014 - Campagne 2
6. Lunettes
7. Défilé Prêt-à-porter Croisière 2015
8. Collection en boutique Métiers d'art 2014
9. Défilé Haute Couture Automne-hiver 2014
10. Collection en boutique - Pré-collection Automne-hiver 2014
11. Collection en boutique Automne-hiver 2014 - Campagne 1
12. Collection en boutique Automne-hiver 2014 - Campagne 2
13. Défilé Prêt-à-porter Printemps-été 2015
14. Lunettes Prestige
15. Collection en boutique Croisière 2015 - Campagne 1
16. Collection en boutique Croisière 2015 - Campagne 2
17. Défilé Prêt-à-porter Métiers d'art 2015

18 - 21. + 4 Campagnessupplémentaires (sujets TBC)

Refonte du template Alertes Chanel News ( new template )

# EDM production and QA

Working from the two existing Chanel templates: EDM1 and EDM2.

## Design

Support am-pm in the design of the EDMs.

## Development

The two existing EDM templates are image-based; any changes to the copy requires re-slicing, re-coding and re-testing. Image-based templates are not as easy to update as those that use HTML copy, as the text is somewhat 'hard-coded' into the design.

The two responsive templates contain both a desktop and mobile component; all production will be carried out for both environments. Working from a desktop and mobile PSD, two sets of image slices will be prepared, two sets of links and alt text are updated for each EDM.

## QA (Quality and assurance)

We currently have 31 real devices in our mobile lab, covering a range of platforms and form factors.

Every base EDM will be put through QA. The base build is the UK English language version. Once we have a clean base build, we also run it through the online preview tool Litmus.com.

## EDM production and QA

\$2,000 per EDM / 1,463 Euro (working with EDM1 and EDM2)

\$3,000 per EDM / 2,194 Euro (evolution on EDM1 and EDM2)

## New templates

New templates will likely be part of the R&D process, as coded prototypes are part of the deliverable. Go to page 7.

# Language versions

Create 17 responsive template language variations (18 total including English version base build).

The stages are as follows:

**1:** As the template is image-based, slice up the 17 PSDs for each country. As we have multiple links rather than one, each language build is split into ~20 image slices (desktop and mobile). Any changes to the copy from EDM to EDM, means we have to repeat this stage and rebuild the template.

**2:** Once the image slices have been created they are incorporated into the HTML. The size of the slices can vary from language to language; this can sometimes result in having to alter the HTML code.

**3:** Add links in two places in the code, once for desktop users and once for mobile.

**4:** Add Alt text (the text that displays when images are blocked) in two places in the code, once for desktop users and once for mobile.

**4:** QA the language versions. Run a selection through Litmus.com, and visually assess each build on the desktop.

To test all 18 builds in the device lab would be prohibitively time consuming. As the base build has been so thoroughly QA'd on real devices, it is very unlikely that there will be errors on the other 17 builds. Though if there are significant code changes between the language builds, then we will QA those exceptions.

## Translations à la carte

Translations as a standalone service with EDM production.

Per language build = \$300 / 219 Euro

17 language builds = \$5,100 / 3,726 Euro

EDM base production and QA = \$2,000 / 1,463 Euro

18 builds combined = \$7,100 / 5,187 Euro

\$7,100 / 18 = \$394 per build / 287 Euro

## Translations package

Translations as part of a bundle of services that includes: Production, on-going R&D and on-going strategy and consulting.

Per language build = \$200 / 146 Euros

17 language builds = \$3,400 / 2485 Euro

EDM base production and QA = \$2,000 / 1,463 Euro

18 builds combined = \$5,400 / 3947 Euro

\$5,400 / 18 = \$300 per build / 219 Euro

# Research and development (R&D)

EDM templates will evolve over time, as we introduce new technical innovations from the R&D.

## On-going

Monthly on-going R&D, in order to discover innovations that we can incorporate into the Chanel email program. This would keep Chanel on the forefront of what is possible in email.

After gaining approval from Chanel for each R&D topic, we would have a continuous R&D program. Enabling us to prepare the research and coded prototypes ahead of time. That way, when we need to incorporate a technique into an EDM it is not a rushed solution.

**R&D On-going - \$10,000 per month / 7,319 Euro**

## Ad-hoc

A predetermined number of R&D blocks that can be used for one research topic.

Mobile email design is a new field, which brings new creative opportunities, especially for iOS users which have the best support for emerging technologies. As mobile usage continues to grow at an aggressive pace, it's important to constantly refine and explore new ideas via R&D.

**R&D Ad-hoc - \$15,000 per block / 10,978 Euro**

Here are some proposed research topics, though new ideas will naturally present themselves during the course of the 15 months (all research topics will be approved by Chanel in advance):

- 1 - Web fonts
- 2 - CSS3 image slider
- 3 - Show/hide content blocks
- 4 - CSS3 animation
- 5- Localization
- 6 - Language production optimization tools
- 7 – Pixel art
- 8 – Dynamic imaging
- 9 – SVG / 3D effects
- 10 – Horizontal layouts

In most cases the R&D will result in a new email template, for example one that uses webfonts or an image slider. We would also document our research.



# Strategy and consulting

Strategy and consulting includes EDM planning and account management. This takes place alongside production.

## Ideas:

- Finding a new workflow to aid the language translation process
- Landing page strategy for desktop and mobile users
- Long-term 'Global strategy' planning, management and documentation
- Welcome campaign strategy for desktop and mobile users
- Review sign-up and opt-out strategy
- Creating new ways to aid and communicate with the markets
- Win-back strategy (customers that have not opened in X amount of time)
- Creating training materials for the markets
- Usability studies
- Email vendor selection

On-going \$6,000 per month / 4,391 Euro

(Support am-pm with light strategy, consultation and project management)

Ad-hoc \$10,000 per month / 7,319 Euro

(Support am-pm with light strategy, consultation and project management)

# Summary of EDM production costs

## Style Campaign

Per language build = \$300 / 219 Euro

17 language builds = \$5,100 / 3,726 Euro

EDM base production and QA = \$2,000 / 1,463 Euro

18 builds combined = \$7,100 / 5,187 Euro

$\$7,100 / 18 = \$394$  per build / 287 Euro

25 EDMs x \$7,100 = \$177,500 / 129,708 Euro

# Summary R&D and Strategy costs

## Style Campaign

R&D - \$10,000 per month (on-going) / 7,319 Euro

R&D - \$15,000 ad-hoc (per block) / 10,978 Euro

On-going strategy, consulting and management - \$6,000 per month /  
4,391 Euro

Ad-hoc strategy, consulting and management - \$10,000 per month /  
7,319 Euro

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Questions? Please contact Anna Yeaman at [anna@stylecampaign.com](mailto:anna@stylecampaign.com)