



2019 HOLIDAY

# Email Design Lookbook

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# Introduction

The holidays are upon us once again, and Tinititi's CRM & Email and Creative Services teams are hard at work developing best-in-class holiday emails to drive maximum revenue for their clients. This time of year brings tremendous opportunity to drive end-of-year revenue, but you're not the only marketer looking to strike holiday gold.

Consumers spent [\\$24 billion dollars over Cyber Week](#) in 2018, so the stakes are high for brands hoping to grab the maximum share of consumers' wallets as they shop for both others and themselves. While purchase intent is high over the holidays, so is competition. More brands than ever sent holiday campaigns last year, putting [email open rates on the decline](#) as consumers struggled to digest the many marketing messages landing in their inboxes each day. Add to that the depth of discounts on offer across the ecommerce landscape, and it's no wonder consumers are inclined to shop around, making it even harder to capture their attention and secure a conversion.

As you might've guessed, following your business-as-usual approach to email

is unlikely to yield the best results this holiday season. That's where your creative comes in.

Well-executed email creative has the power to grab your subscribers' attention, quickly convey a message, and compel the reader to take action. It's one of your best weapons against the competition, offering an opportunity to surprise, delight, and ultimately drive conversions. In this lookbook, we'll share some of our favorite campaigns from last holiday season, as well as insights from the strategists and creatives behind the work.

But before we get to the examples, here are a few key strategies to help guide your approach to promotional planning, messaging strategy, and creative execution...

# Holiday Email Best Practices

## **Put your best offer forward**

According to [Deloitte's 2018 Holiday Retail Survey](#), 95% of holiday shoppers named price discounts as the most appealing type of holiday offer, followed by free shipping (named by 75% of shoppers). Your competition will likely be offering some of their best deals of the year, so conduct a competitive analysis of last year's campaigns to ensure your promos will stand up.

## **Keep creative clear and concise**

With the billions of emails being sent over the holidays, it's important to get your message across quickly before your email ends up in the trash. Keep it simple, with a clear messaging hierarchy and big, bold CTAs that drive users to click.

## **Play up the urgency**

Holiday shoppers are indecisive; only about [half of their purchase decisions are set](#) when they enter a physical or digital store. Any opportunity to drive urgency to purchase should be utilized: message the end of promos, shipping deadlines for holiday delivery, or sell-out risk where appropriate, and utilize creative elements like countdown timers or animation to draw attention to the last chance messaging.

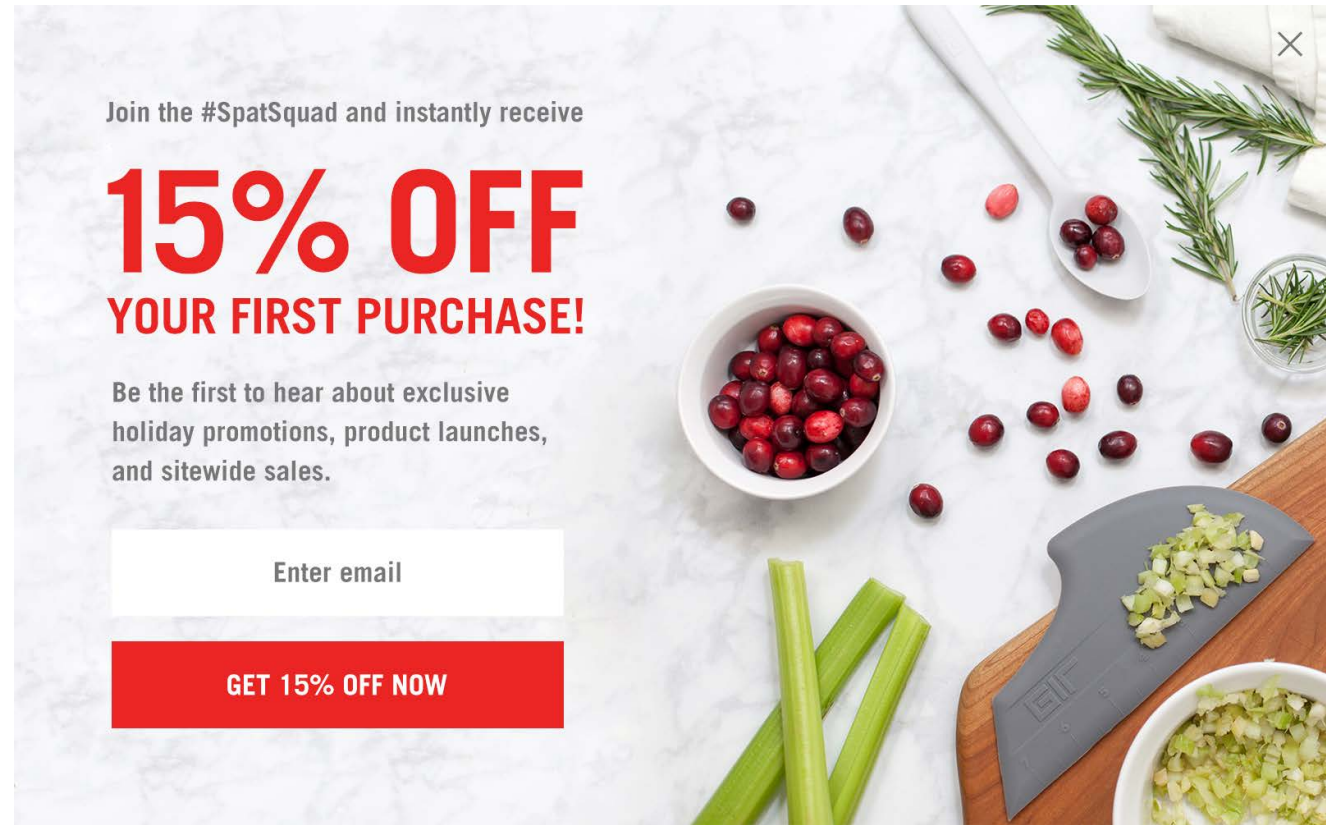
## **Make it mobile first**

Last year's mobile Cyber Week sales accounted for [53% of total revenue](#), so making sure your emails are designed and coded to be mobile friendly is no longer optional. Test your emails across devices to ensure they're easy to read and important information falls above the fold.

With these important touchstones in mind, let's get to the creative inspiration!



# Email Capture / Overlays



### The Strategy

For their email capture overlay, Tinuti recommended using lifestyle imagery that tied back to GIR's kitchen products to capture the essence of cooking during the holidays. Lifestyle imagery featuring product was determined to have higher engagement during campaign testing leading up to holiday, giving a boost to email campaigns as well. The discount offered to customers who signed up for email didn't change for holiday, but body copy promoting access to exclusive holiday promotions was incorporated to drive increased subscriber acquisition.

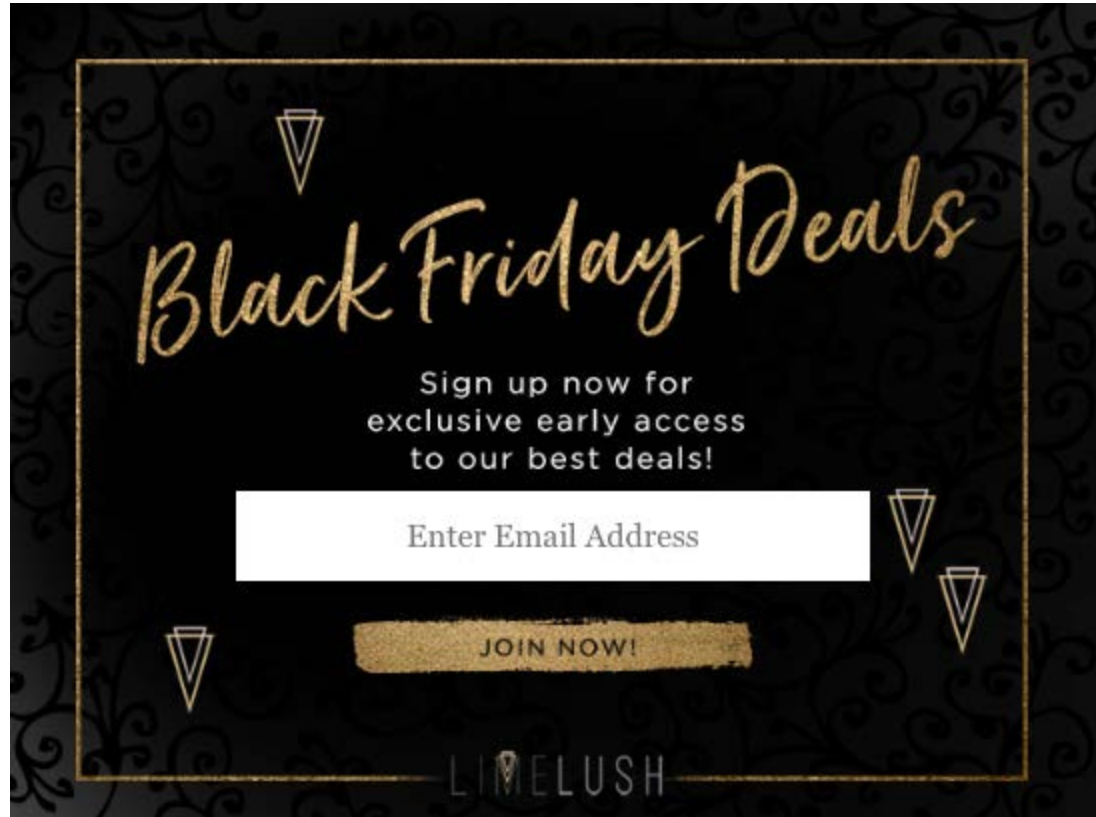
Lyndsey Adamo  
SR. STRATEGIST, CRM & EMAIL

### The Creative Execution

GIR provided gorgeous holiday lifestyle assets featuring their kitchen tools in use, and they had enough breathing room for the overlay copy to sit beautifully within the composition. GIR's bold, red typography paired with the photography perfectly, helping to draw the eye to the offer against the muted grays and greens.

Cheryl Ambrosio  
GRAPHIC DESIGNER, CREATIVE SERVICES

# LIMELUSH



## The Strategy

Updating your overlays during the holiday season to tease or mirror major sales or offer VIP early access for your best offers can give a great boost to your acquisition efforts. We updated Lime Lush's email capture creative for holiday to generate excitement for their upcoming Black Friday sale, and by removing their standard sign-up discount we were able to avoid overlapping promos once the big day arrived. Launching this overlay in the weeks leading up to the sale allowed for pre-holiday list growth, and we were able to deliver on the promise of early access by allowing email contacts to be the first to shop the sale.


Amy Slater  
SR. STRATEGIST, CRM & EMAIL

## The Creative Execution

Creating an eye-catching overlay design is crucial to capitalize on increased traffic during the holiday season. With a goal to make this design stand out, we went with a bold, solid-black overlay and added some dazzle with their original logo and sparkling gold accents. The result was a piece that helped Lime Lush stand out amongst the various online boutiques in a true, on-brand fashion.

Paige Bowers  
GRAPHIC DESIGNER, CREATIVE SERVICES

*Frederick's*  
OF HOLLYWOOD



**DON'T STOP THERE...**  
YOUR HOLIDAY FANTASY AWAITS

ORDER NOW AND TAKE **10% OFF**  
CLICK TO COPY YOUR CODE

**CHECKOUT NOW**

### The Strategy

Exit intent pop ups represent a great opportunity to prevent shoppers from abandoning their session. Tinuiti implemented this strategy for would-be cart abandoners; while the pop-up itself doesn't capture email addresses, a large percentage of purchasers end up subscribing to email during the checkout flow, driving both conversions and subscriptions. Simply updating their business-as-usual creative to include holiday imagery and messaging gave a significant boost to engagement rates, helping to increase the percentage of same session conversions and grow their subscriber list for future retargeting during holiday and beyond.

Mandi Moshay  
ASSOCIATE DIRECTOR, CRM & EMAIL

### The Creative Execution

During the holidays, standing out from the crowd can be difficult to achieve. Our goal with this holiday exit intent overlay design was to be bold and daring, and to embrace the spirit of the season without getting lost in a sea of trees and snowflakes. Staying true to the dramatic and theatrical nature of the brand, we spotlighted the seasonal photography provided by the client. With enticing copy and a dash of glitter to catch the eye, we aimed to seduce shoppers into making their holiday fantasy come true in Frederick's of Hollywood lingerie.

Carly Olsen  
SR. GRAPHIC DESIGNER, CREATIVE SERVICES







### The Strategy

Instead of overwhelming email subscribers with a multitude of gifting options, Tinititi recommended this bold, promo-focused approach to Bryan Anthony's Black Friday VIP Sale. The approach was successful in getting users straight to site to shop and check out. When running your deepest discounts of the year, try to avoid too many click options in emails in favor of letting the sale do the talking.

Emily Collins  
STRATEGIST, CRM & EMAIL

### The Creative Execution

The creative direction for Bryan Anthony's holiday campaign was based on the brand's core color palette. Utilizing simple holiday elements with a little bit of sparkle helped to replicate the delicate details of Bryan Anthony's jewelry while highlighting the message of the sale. Adding a gold banner against the dramatic black hero helped to grab the reader's attention immediately to convey the VIP messaging, lending a feeling of exclusivity to the message.

Carla Anderson  
SR. MANAGER, CREATIVE SERVICES



# Frederick's OF HOLLYWOOD

## The Strategy

Providing your VIPs with early access to your major sales is a great way to show appreciation to your best customers and get an early revenue boost from the most likely-to-convert audience in your database. For Frederick's VIP early access, Tinuiti utilized the same general promo design treatment and look and feel from the Black Friday emails that would deploy later to a broader audience, but switched up the palette to differentiate, making each phase of the sale feel unique without requiring a significant creative lift. The tweaks were simple to execute, but allowed us to reinforce the customer's VIP status, motivating them to shop early while the selection was at its best.

Mandi Moshay  
ASSOCIATE DIRECTOR, CRM & EMAIL

## The Creative Execution

We launched the Frederick's Black Friday campaign with a strong promo design treatment that could easily be used over and over for impact throughout the promotion. To highlight the VIP messaging, we designed a custom badge that could be prominently placed above the fold on imagery, or close to the sale lockup to emphasize the exclusive offer.

Kristin McCarty  
SR. MANAGER, CREATIVE SERVICES

Frederick's  
OF HOLLYWOOD

BE THE FIRST TO SHOP THE BEST DEALS OF THE YEAR

EARLY ACCESS  
V.I.P.  
EARLY ACCESS

**BEST BLACK FRIDAY EVER**  
**SALE**

<b>\$19</b> <b>BRAS</b>	<b>7 FOR \$20</b> <b>PANTIES</b>
<b>50% OFF</b> <b>ALL LINGERIE &amp; CORSETS</b>	<b>50% OFF</b> <b>PREMIUM ULTRA SEXY</b>



### The Strategy

Tinuiti recommended an increased promo for Black Friday specifically for VIP subscribers—those with a high lifetime spend—in order to solidify loyalty with the brand and prompt increased conversions during a competitive holiday sale period. We recommended the free gift promo idea to stand out from the numerous dollar-off and percentage discounts consumers would be seeing in their inboxes during this period. Aiming to make a brand’s VIP or high-value audience feel special with an increased promotion can help bolster the emotional connection to a brand as well as increase retention rates and lifetime value.

Kelly Olson  
STRATEGIST, CRM & EMAIL

### The Creative Execution

We made a conscious decision to make the early access messaging an equal width with the promo design treatment to generate excitement for the start of the sale and motivate recipients to act fast. The VIP Black Friday message promotes the fact that this offer is open to an exclusive audience only for a limited time. The client’s black and yellow brand colors lent themselves perfectly to a Black Friday theme, allowing us to remain true to the holiday while staying on brand.

Brittney Hippensteel  
GRAPHIC DESIGNER, CREATIVE SERVICES

**NAKED NUTRITION** PROTEIN SUPPLEMENTS RECIPES & INFO

FREE SHIPPING ON EVERY ORDER

VIP BLACK FRIDAY

**STARTS NOW**

**FREE NAKED COLLAGEN**

WITH FULL-SIZED PROTEIN PURCHASE OF \$49.99+

USE CODE: **VIPCLLGN**

**SHOP NOW**

**NAKED COLLAGEN**

100% PREMIUM GRASS-FED COLLAGEN PEPTIDES WITH NOTHING TO HIDE

NET WT 20OZ (567G)





## The Strategy

The strategy behind Pele Soccer's VIP audience was to give them early access to all sales throughout Q4 2018. For Green Monday, the VIP audience brought in an additional 20% of revenue, open rate doubled, and click rate tripled. This exclusivity bred a very loyal audience that continued to click, open, and purchase throughout Q1 2019, keeping revenue afloat when we tend to see a seasonal, post-holiday dip.

Jackie Rivera  
SR. SPECIALIST, CRM & EMAIL

## The Creative Execution

For Green Monday, we aimed to reference the holiday season but still visually separate this promotion from those later in the month. We swapped our traditionally dark color scheme for a light snowy texture with hints of pine needles poking through. During this time of year it's easy to go overboard with festive elements, but our goal was to create an understated winter look that aligned with the overall brand while providing customers a fresh design aesthetic in their inboxes for the duration of the holiday shopping season.

Carly Olsen  
SR. GRAPHIC DESIGNER, CREATIVE SERVICES



FREE SHIPPING AND RETURNS ON ALL U.S. ORDERS

## VIP EARLY ACCESS

# GREEN MONDAY

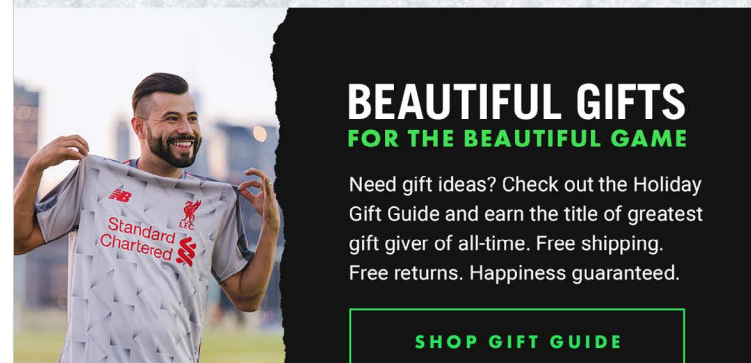
# 20% OFF

## ORDERS \$99+

USE CODE **GREEN20**

There's Still Time To Score Gifts And Save Green!

[SHOP ALL](#)

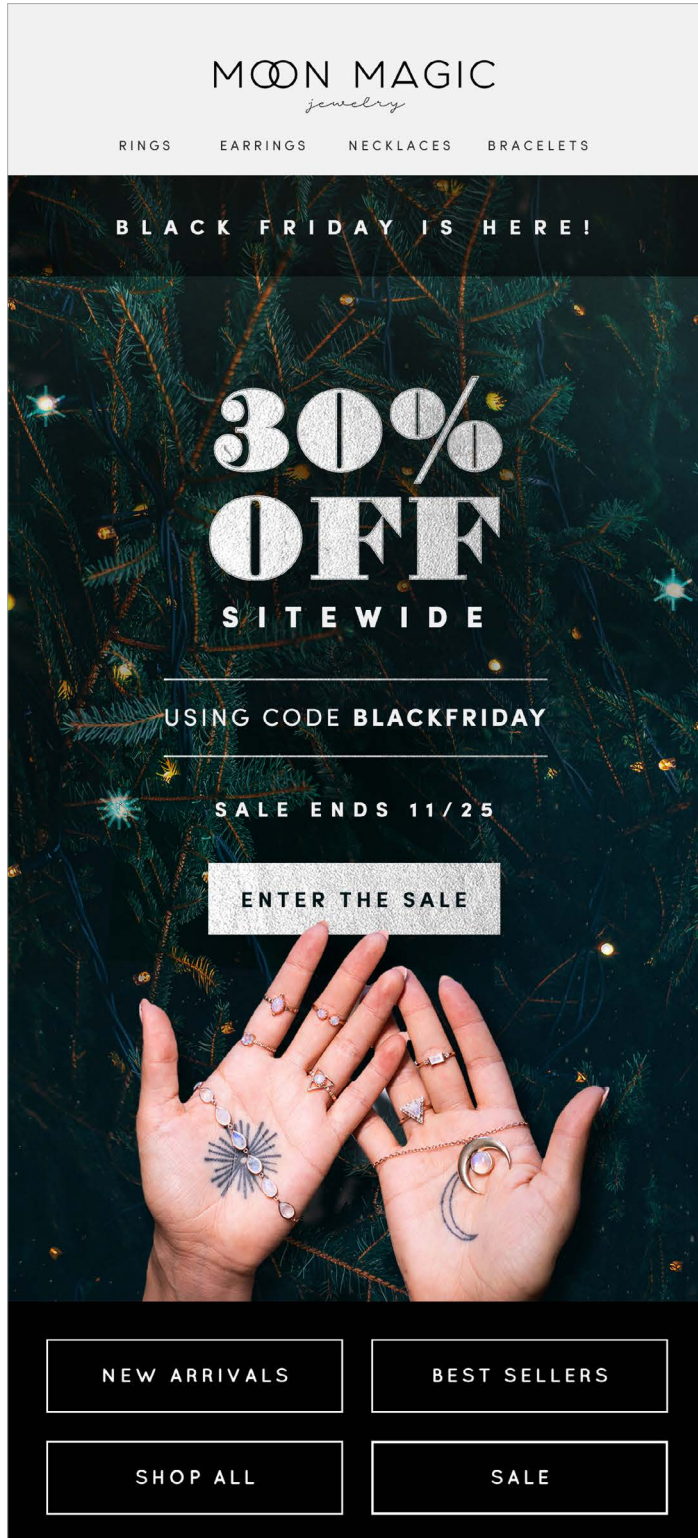


## BEAUTIFUL GIFTS FOR THE BEAUTIFUL GAME

Need gift ideas? Check out the Holiday Gift Guide and earn the title of greatest gift giver of all-time. Free shipping. Free returns. Happiness guaranteed.

[SHOP GIFT GUIDE](#)

Black Friday



MOON MAGIC  
*jewelry*

**The Strategy**

Tinuiti recommended a strategy of simplicity for Moon Magic’s Black Friday sale to ensure the offer would be straightforward and easy to digest during this chaotic time in subscribers’ inboxes. Prime examples of simplicity can be seen in the obvious “BLACKFRIDAY” promo code and the ultra-clear “Enter The Sale” call to action. We shifted quickly from Thanksgiving to Christmas with this twinkle-and-shine Black Friday send to capture the magic of the holidays. The sale launched a few days prior with a different design concept, and shifting the positioning and branding of the sale was key in the success of the overall campaign. Keeping things fresh throughout the duration of the campaign while offering the same “best offer” assisted in providing the differentiation that kept subscribers clicking and converting.

Jackie Rivera  
SR. SPECIALIST, CRM & EMAIL

**The Creative Execution**

The creative direction for Moon Magic’s holiday campaigns came from a desire to showcase a traditional holiday aesthetic that would pair well with their promos for the season. Instead of pulling multiple product shots, we went for simplicity by featuring one model/product shot that allowed the holiday theme to shine through.

Carla Anderson  
SR. MANAGER, CREATIVE SERVICES





Frederick's  
OF HOLLYWOOD

OFFER EXTENDED, BUT ONLY UNTIL MIDNIGHT!

00:00:00

HOURS MINS SECS



BEST BLACK FRIDAY EVER

SALE

\$19  
BRAS

7 FOR \$20  
PANTIES

50% OFF  
ALL LINGERIE  
& CORSETS

50% OFF  
PREMIUM  
ULTRA SEXY

+

FREE SHIPPING NO MINIMUM

Frederick's  
OF HOLLYWOOD

### The Strategy

Frederick's of Hollywood's Black Friday promotions offered up the best of the best sales across popular categories, meaning there was something for everyone at a price that excites. We extended their sale into Saturday to lengthen the life of the promotion and capitalize on quieter inboxes the day after Black Friday. Additional urgency was added with the inclusion of a countdown timer, encouraging subscribers to convert quickly or risk missing out on some of their best deals of the year.

Mandi Moshay

ASSOCIATE DIRECTOR, CRM & EMAIL

### The Creative Execution

To convey the various price points in this sale, we designed a promo grid that would showcase the offers in a clear, easy-to-digest manner. The grid and sale lockup could be easily repeated throughout the touchpoints of the Black Friday campaign while remaining recognizable as a series. We played with a mix of typography-only sends and photography mixed with the lockup to keep the layouts engaging from send to send. At times, we leveraged animation in the sale lockup for additional visual interest.

Kristin McCarty

SR. MANAGER, CREATIVE SERVICES



Pele SOCCER

FANSHOP FOOTWEAR APPAREL EQUIPMENT SALE BLOG

EARLY ACCESS SHOP NOW >

**BLACK FRIDAY**  
THE MORE YOU SCORE, THE MORE YOU SAVE

**\$100 OFF** \$299+

**\$50 OFF** \$199+

**\$20 OFF** \$99+

**+ FREE SHIPPING!**

SHOP NOW

DISCOUNT AUTOMATICALLY APPLIED AT CHECKOUT  
NO PROMO CODE NECESSARY

**DON'T MISS OUT ON THE  
BIGGEST SALE OF THE YEAR!**

00 00 00 00  
DAYS HOURS MINUTES SECONDS

LOOKING FOR THE  
**PERFECT GIFT?**

Pele SOCCER

### The Strategy

For Pele’s Black Friday offer, we combined a tiered approach with clear and concise messaging to avoid any confusion on this deal. We wanted all of the important elements to stand out, from the deal, to the CTA, to the countdown, so we made this offer as straightforward as possible to help it compete against other brands’ emails in the inbox. The countdown timer combined with “early access” and “extended” banners helped incite urgency throughout the duration of the offer.

Jackie Rivera  
SR. SPECIALIST, CRM & EMAIL

### The Creative Execution

As the first big sale of the holiday season, we wanted Black Friday to capitalize on the core Pele Soccer identity in hopes that it would reinforce brand recognition and loyalty. Offering a tiered promo, we used strategic typography treatments to draw attention to the deals (and to downplay the amount you needed to spend to receive each discount). Using their signature green, we drew attention where it was needed most—the early access callout, promos, and an animated countdown timer to create a sense of urgency.

Carla Anderson  
SR. MANAGER, CREATIVE SERVICES



THIS BLACK FRIDAY BUNDLE  
**TAKES CARE OF, LIKE,  
YOUR WHOLE LIST**

It's true. You've got a list of peeps that you gotta shop for and we've got some deals, but they're only good through tonight, so make haste!

**SHOP BOTTLEKEEPER**

Knock out your whole gift list with the gift that keeps on giving.



**CHECK OUT THE FANCY  
NEW BOTTLEKEEPER X**

**SHOP NOW**



### The Strategy

BottleKeeper's insulated beer holders keep beer colder longer, but the quality and durability of their product makes it tough to win customers back for a repeat purchase, so gifting opportunities are always key. A bundle offer for the holidays gave us the chance to drive revenue from both returning customers and prospects, with the added value of elevating AOV and moving a high volume of product. Messaging BottleKeeper as a perfect gift for everyone on your list appealed to those shoppers who were anxious to get their gift shopping buttoned up, all at a great value.

Mandi Moshay  
ASSOCIATE DIRECTOR, CRM & EMAIL

### The Creative Execution

A quantity discount can be hard to convey simply in a promotional email, so we set out to create a fun visual to help subscribers immediately process the offer, while reinforcing the convenience of purchasing multiple BottleKeepers for everyone on their list. The design was animated to show several BottleKeepers dropping into the gift bag, and when combined with the copy conveyed the benefits of bulk purchase in a small amount of space. We also had fun playing into the concept of "Black" Friday by editing the header and footer assets—which are normally white—to fit the holiday.

Steven Thon  
GRAPHIC DESIGNER, CREATIVE SERVICES

OUR BIGGEST SALE EVER!  
BLACK FRIDAY SAVINGS

25% OFF  
EVERYTHING

USE CODE **THANKS25** AT CHECKOUT

SHOP ALL

MEN'S COMPRESSION

MEN'S TOPS

SINGLE-USE COUPON. VALID NOW  
THROUGH 12/03/18 11:59PM ET.

SOME OF OUR FAVORITE GEAR



North More  
Short, 20



High Line  
Hood



The Warren  
Short

# WOLACO

## The Strategy

WOLACO embodies the consumer-first approach, building their “WOLAFAM” (consumers who become part of their community) around quality products, transparency, and a focus on audience engagement. While WOLACO doesn’t rely heavily on incentive-driven marketing, for Black Friday we were able to run a promotion to thank their WOLAFAM for following them throughout the year and provide them with the opportunity to purchase at a discounted rate. The strategic approach for Black Friday was to be clear and concise and provide their subscribers with a quick look at their foundational products—the products that helped build WOLACO.

Keri Brooks  
STRATEGIST, CRM & EMAIL

## The Creative Execution

WOLACO has always been a brand focused on transparency and direct communication. With this in mind, we kept the Black Friday creative minimal with an offer so clear and bold that it simply could not be overlooked. We skipped the traditional holiday look and feel to stay true to the brand’s core identity, and instead opted for a subtle glow effect to turn our normal design aesthetic up a notch and still compete with the other Black Friday sale designs in the inbox. Using this subtle animation created an attention-grabbing element without overcomplicating the design or overshadowing the offer.

Carla Anderson  
SR. MANAGER, CREATIVE SERVICES



Cyber Monday



# COMRAD

## The Strategy

Since Comrad Socks ran the same core promotion for VIP Early Access, Black Friday, and Cyber Monday, we wanted to sweeten the Cyber Monday deal with an offer for free socks to renew interest and encourage additional purchases. This incentive capitalized on prior success treating Comrad's email subscribers as VIPs, while bringing in popular self-gifting messaging to what are traditionally emails focused on gift-giving. In addition, providing extra incentive for the highest promo tier served to increase AOV during this season of discounts.

Emily Collins  
STRATEGIST, CRM & EMAIL

## The Creative Execution

Since this email was the third in a series of Black Friday/Cyber Monday promotions featuring their tiered discounts, we wanted to create something a bit more visually stimulating. We animated the 8-bit Santa to wave to the reader, playing off the "cyber" theme. The animation generated enough interest to encourage readers to scroll through the rest of the email to reveal the layers of deals.

Jaezar Soriano  
SR. GRAPHIC DESIGNER, CREATIVE SERVICES

COMRAD

Last  
Chance!

We're celebrating Cyber Monday with one last chance to shop these amazing deals and get free shipping. Don't miss out - the savings end at midnight!

SPEND \$50  
Get 20% Off

SPEND \$70  
Get 25% Off

SPEND \$100  
Get 35% Off

BUY MORE, SAVE MORE

Like Free Socks?

So do we! Today only, orders over \$100 dollars get 35% off, and we'll throw in a free pair of The Wordmark Companions while supplies last.

### The Strategy

Cyber Monday remains the king of holiday shopping days online, so Tinititi wanted to design something for Frederick's that would really stand out against the competition, and feel fresh and differentiated from their Black Friday offer. Using a lead-in line to describe the presence of three deals encouraged readers to scroll through the email, giving us more space to make the offers bold and helping them to really pop on a mobile device (especially important for this brand given the proportion of mobile opens their emails generate). The price points did the talking, encouraging customers to click through to view the product assortment. As with Black Friday, the Cyber Monday sale was extended by a day to maximize exposure and conversions.

Mandi Moshay  
ASSOCIATE DIRECTOR, CRM & EMAIL

### The Creative Execution

For this promotion, we wanted the three offers to flow together, yet still stand out in a big and bold fashion. To ensure the reader scrolled through the entire message, we included a strong black background and leveraged plus signs between promotions to encourage subscribers to read on. Based on successful results from past promotions, we leveraged black and white photography, paired with a hot pink color scheme, to style this campaign.

Kristin McCarty  
SR. MANAGER, CREATIVE SERVICES



IT'S NOT OVER YET...  
SALE EXTENDED ONE DAY ONLY

3 DEALS ARE SEXIER THAN ONE...



EVERYTHING  
50%  
OFF

SHOP NOW

+



\$10  
BRAS

SHOP NOW

## The Strategy

Shifting offers from Black Friday to Cyber Monday was key in stimulating revenue throughout the entire Cyber Week promotional period. Black Friday offered a tiered discount, and for Cyber Monday we moved on to Pele's best-ever percentage discount. Consumers expect steep discounts during the holiday period, so it's extremely important to put your best offer forward to stand up against the competition. To maintain the "cyber" feeling, we utilized neon lights in the creative, and brought attention to the offer with a big, bold, high-contrast promo.

Jackie Rivera  
SR. SPECIALIST, CRM & EMAIL

## The Creative Execution

Fresh off of the Black Friday sale, we pivoted slightly to create a cohesive-but-unique look and feel for the Cyber Monday promotion. We swapped out the brand's signature color for something that felt like it would exist only in "cyber" space. Adding a playful neon-inspired font drew attention below the fold and further into the email. Using bold typography, we emphasized the simplicity of the sale and included an animated countdown timer to create a sense of urgency.

Carly Olsen  
SR. GRAPHIC DESIGNER, CREATIVE SERVICES

Pele SOCCER

FANSHOP FOOTWEAR APPAREL EQUIPMENT SALE BLOG

EARLY ACCESS [SHOP NOW >](#)

CYBER MONDAY  
MADNESS

30% OFF

SITEWIDE + FREE SHIPPING!

MAD GEAR, MAD DEALS. NO PROMO CODE NEEDED.

[SHOP NOW](#)

DON'T MISS OUT ON THE  
BIGGEST SALE OF THE YEAR!

00 00 00 00  
DAYS HOURS MINUTES SECONDS

LOOKING FOR THE  
PERFECT GIFT?

# WOLACO

## The Strategy

Similar to our approach to WOLACO's Black Friday creative, we wanted to take a consumer-centric approach to Cyber Monday. With the understanding that Q4 would bring an influx of contacts new to the brand, we wanted to stick to WOLACO's roots to communicate what the brand is all about. By using lifestyle imagery, we were able to show the product in action without taking away from the impact of the incentive. Highlighting the features and benefits of key WOLACO products made the email easily shoppable, and brought attention to the thoughtful construction of their apparel.

Keri Brooks  
STRATEGIST, CRM & EMAIL

## The Creative Execution

As with Black Friday, we wanted to keep WOLACO's Cyber Monday creative true to the brand's identity. Working with the same offer for both promotions, we changed up the look and feel, as well as the wording, to keep things fresh in the inbox. We took a design approach often used for this brand to create visual depth, allowing the "25% Savings" offer to draw the most attention and balancing the photography and information-heavy hero with a clean and easy-to-shop product section. By featuring head-to-toe looks with clearly shoppable CTAs, we aimed to drive traffic to the site—not just through promotional messaging, but by highlighting the core products in the WOLACO men's line.

Carly Olsen  
SR. GRAPHIC DESIGNER, CREATIVE SERVICES

WOLACO SHOP MEN | SHOP WOMEN | OUR STORY | BLOG

THE DEALS CONTINUE  
**CYBER MONDAY**

**25% SAVINGS**  
ON OUR ENTIRE INVENTORY!  
USE CODE **THANKS25** AT CHECKOUT

[SHOP NOW](#)

SINGLE-USE COUPON. VALID NOW THROUGH 12/03/18 11:59PM ET.

**BUILT INTENTIONALLY FOR YOU**

**Way of Life Hat**  
Moisture wicking with performance sweat-band.  
[SHOP NOW](#)

**The Warren Short**  
Technical outer-short with sweat-proof zipper pocket.  
[SHOP NOW](#)





TEES | SWEATSHIRTS



ACCESSORIES | NEW

# TIS THE SEASON

FOR HOLIDAY GIFTING AND WE'VE GOT THE GIFTS THAT GIVE BACK.

SHOP THE GIFT GUIDE

## ROYAL STRENGTH AND SPIRIT

Celebrate notable women throughout history with the new Royals Collection.

SHOP ROYALS COLLECTION



## COZY UP

Loounge around in comfort and style in Ivory Ella's coziest new collection.

SHOP SLEEPWEAR

## 12 DAYS OF IVORY ELLA

SATURDAY  
01  
DECEMBER

### 4TH DAY OF IE

A GIFT FOR YOU! GET A FREE BRACELET WHEN YOU SPEND \$50 OR MORE!

SUNDAY  
02  
DECEMBER

### 5TH DAY OF IE

MYSTERY DEAL

MONDAY  
03  
DECEMBER

### 6TH DAY OF IE

A GIFT FOR YOU! GET A FREE POPSOCKET WHEN YOU SPEND \$50 OR MORE!



## The Strategy

For Ivory Ella, we wanted to speak to all audiences in our subscriber base throughout the holiday season. Whether you were shopping for yourself, just starting your gift shopping, or looking to find that last, perfect present, there was something to catch your eye in each of our emails. Tying a gift guide in with daily deals was tricky to execute, but providing a wide range of products and promotions helped to avoid alienating a section of subscribers during this crucial time period for the business.

Kelly Blevins  
STRATEGIST, CRM & EMAIL

## The Creative Execution

The goal for this campaign was to unite the main message with the series of daily promotions, balancing the story as the focal point while ensuring the offers were not lost. In an effort to avoid the traditional red and green holiday assets favored by other retailers, we instead utilized a mix of hand-drawn assets and greenery for a fresh approach on a holiday look and feel.

Candace Anderson  
GRAPHIC DESIGNER, CREATIVE SERVICES


BRYAN ANTHONYS


NECKLACES CHOKERS BRACELETS EARRINGS RINGS

## BEST. GIFT. EVER.

Bring a smile to her face with a gift that says everything you've always wanted to.

SHOP BEST SELLERS





**TRIBE FRIENDSHIP NECKLACE**


Show your tribe some love. Available in four different finishes to express each girl's unique style and personality.


SHOP NOW

**SOUL SISTERS BEST FRIEND NECKLACES**

Two delicate arrow halves: one for her, one for you. No matter the distance, she will follow your arrow - wherever it may go.

SHOP NOW





**BEAUTIFULLY BROKEN NECKLACE**

Heavy hearts love the deepest. Encourage her to share all her pieces with the world and to never apologize for being broken.

SHOP NOW

Holiday

**SHIPPING DEADLINES**

Last day to purchase for delivery by December 26th

DEC 17	DEC 18	DEC 20	DEC 21
First Class Mail	Priority Mail	Priority Mail Express	Next Day Air



### The Strategy

Bryan Anthonys' pieces make for great holiday gifts by design. We took the opportunity to handpick products perfect for gifting from their best sellers, knowing these items would appeal to the widest audience. By taking excerpts from the meaningful jewelry descriptions and pairing them with lifestyle imagery, we were able to help subscribers better visualize which pieces would be a fit for loved ones on their list, making a stressful gift-buying decision easier on them. Additionally, we started reminding contacts of holiday shipping deadlines to promote urgency to purchase their gifts and receive them in time for the holiday.

Emily Collins  
STRATEGIST, CRM & EMAIL

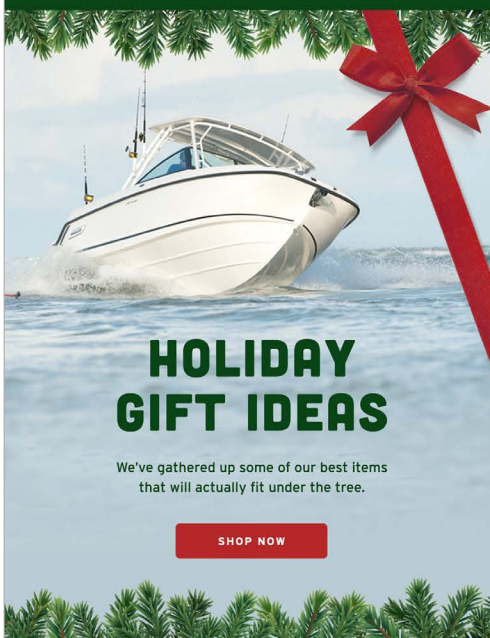
### The Creative Execution

After a series of heavier, darker holiday creative, we decided to move in a lighter direction while still giving a nod to the winter gifting season. We carried through a few elements of holiday creative (snowflakes, gold sheen) to keep the messages consistent throughout the season, and worked in a bit more white space and light accents to let the products in the gift guide take center stage. We continued to use a shipping deadline banner to give a sense of urgency for the customer to order in time for holiday delivery.

Paige Bowers  
GRAPHIC DESIGNER, CREATIVE SERVICES



FREE SHIPPING ON ALL ORDERS OVER \$150!



## HOLIDAY GIFT IDEAS

We've gathered up some of our best items that will actually fit under the tree.

[SHOP NOW](#)

**FOR THE ANGLER WHO'S ALREADY LOST TWO PHONES TO THE SEA**

**SUCTION CUP MOUNT PHONE HOLDER**

Suction cup mounting makes installation and relocation a breeze!

[SHOP NOW](#)



**FOR THE FISHERMAN WHO IS ALWAYS HUNGRY**

**SUBSAFE WATERPROOF CONTAINER**

Unique three-piece design accommodates both 6" or 12" subs.

[SHOP NOW](#)



**FOR ANYONE WHO'S**

### The Strategy

Since boating is primarily an activity that takes place during spring and summer months, Boat Outfitters tends to experience a slow season during the fall and winter. Tinuiti recommended utilizing a gift guide to drive attention to gifts for avid boaters that could be purchased for the upcoming boating season, giving them a nice winter revenue boost. Copy was intended to be fun and playful to give the audience ideas about which gifts would resonate with boaters on their gifting list.

Lyndsey Adamo

SR. STRATEGIST, CRM & EMAIL

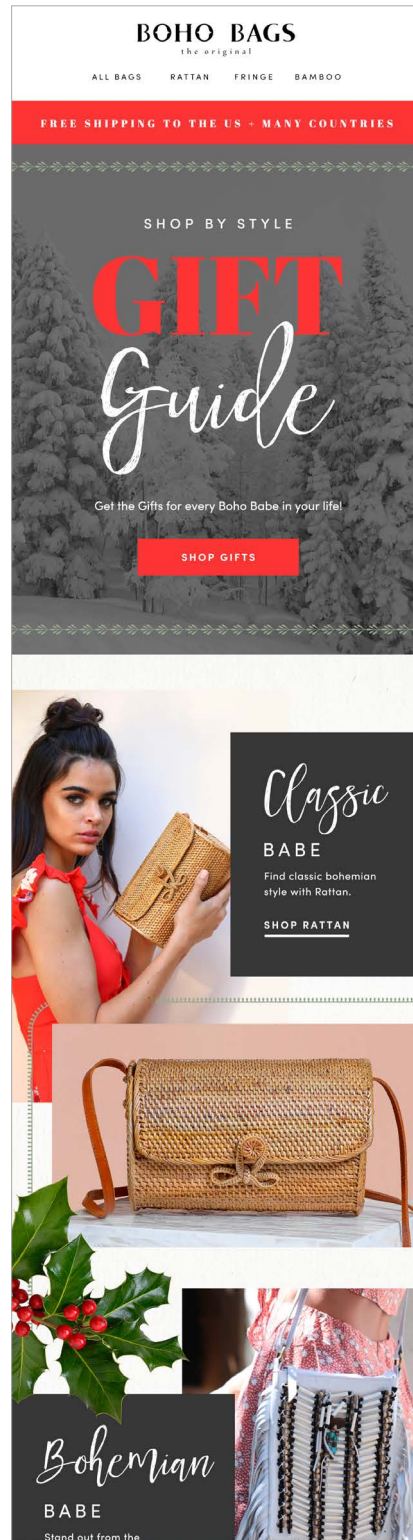
### The Creative Execution

We wanted to tie in elements of the holiday season while also keeping Boat Outfitters' gift guide nautically themed. Adding pine needles and a ribbon created some dimension throughout the email to help bring a festive feeling to the boat photography. Incorporating a white board background to the products allowed the photography to shine, while keeping that boat theme consistent. Lastly, adding some splashes of red and green in CTAs and headlines helped to reinforce this as a holiday gift guide to get customers in the mood to gift others or themselves.

Cheryl Ambrosio

GRAPHIC DESIGNER, CREATIVE SERVICES





# BOHO BAGS

## The Strategy

The Boho Bags' shop-by-persona gift guide was a hit with subscribers, even in the product's off-season. Incorporating bohemian elements into a holiday-based send was key to delivering the proper creative for the brand and timeframe. The Boho Bags brand looked for opportunities to target each one of its customer personas with the perfect bag for them—making it easier to shop for others, or yourself.

Jackie Rivera  
SR. STRATEGIST, CRM & EMAIL

## The Creative Execution

For this send, the more muted color palette was meant to stand out in the inbox amidst the bright holiday designs used by other retailers. Using a handwritten typeface and delicate ornamental borders allowed the email to feel boho and holiday at the same time. Incorporating overlapping product sections with both lifestyle and product shots moved the eye throughout the send and gave a variety of shopping opportunities. The black and white color scheme with touches of green and red helped the product stand out without overwhelming the eye.

Savannah Wisham  
SR. GRAPHIC DESIGNER, CREATIVE SERVICES

Preheader copy goes here

[Click to view this email online](#)

 LOKAI



FIND THE  
PERFECT GIFT  
FOR EVERYONE  
ON YOUR LIST



SHOP NOW

 LOKAI

### The Strategy

Lokai's audience responds well to movement in emails, so we utilized an animated GIF to cycle through various bracelets with the appropriate recipient called out on the tag; this allowed us to show a wide variety of product in a small space. The gift guide deployed between promotions, so to give subscribers some breathing room, we spoke to finding the perfect gift for everyone on your list as opposed to pushing a sale. The design was intended to be more playful and capture the wide range of personas Lokai has on their list.

Katelyn Elser  
SR. MANAGER, CRM & EMAIL

### The Creative Execution

We really wanted to drive home the idea of giving unique, personal gifts, so we created a design that showcased various bracelet styles and some ideal recipients. The client also provided a great image that we used to prime the subscriber with a warm, homey feeling, which we paired with downward angles to lead their eye to the main product showcase and call to action.

Jaezar Soriano  
SR. GRAPHIC DESIGNER, CREATIVE SERVICES

# Last Minute Gifts



### The Strategy

Even though the holiday shopping season has been starting earlier than ever, many people still procrastinate on their gift shopping. By focusing the urgency on shipping deadlines instead of choices for different gifts in this design, Bryan Anthony's was able to capitalize on urgency to convert. A gift guide sub-banner helped tie the urgency back to gifting choices without taking away from the main focus.

Emily Collins  
STRATEGIST, CRM & EMAIL

### The Creative Execution

The goal for this campaign was to create a design that would catch the eye and quickly convey the urgency of the message. Instead of using product imagery, we went for the subtlety of a lifestyle gift-giving shot to marry the visual with the copy and urge subscribers to take action on the shipping deadline in time for holiday delivery.

Carla Anderson  
SR. MANAGER, CREATIVE SERVICES

The banner features the Bryan Anthony's logo at the top center, with navigation links for "NECKLACES", "CHOKERS", "BRACELETS", "EARRINGS", and "RINGS" below it. A dark teal background contains the headline "DON'T LET YOUR GIFTS ARRIVE LATE!" in gold, with "GIFTS" in large, outlined letters. Below the headline is a photograph of hands holding a gold gift box with a red ribbon and ornaments. The text "ORDER BY 3PM EST TODAY AND CHOOSE EXPRESS SHIPPING TO GET YOUR GIFTS UNDER THE TREE IN TIME." is centered below the photo. A "SHOP NOW" button is positioned below the text. At the bottom, a dark teal box with gold text asks "STILL SEARCHING FOR THE PERFECT GIFT?" and includes a link to "SHOP OUR GIFT GUIDE". The banner is decorated with gold and green holly leaves and berries.





## The Strategy

Tinuiti recommended driving urgency to shop in the days leading up to Christmas. Custom segmentation was used to target contacts located in surrounding states who would be eligible to receive items with 2-day ground shipping. Gift cards were also tied in with creative to push purchases for those tough-to-shop-for people on your list. To make the gift card secondary more unique and engaging, top-selling accessories were rotated through the animation to feature products someone might purchase for themselves with a gift card.

Lyndsey Adamo  
SR. STRATEGIST, CRM & EMAIL

## The Creative Execution

Illustration isn't common in Boat Outfitters' designs, so utilizing it here brought a fresh feeling to these final holiday-themed sends. The hero included a simple animated GIF of a boat sailing across the water to tie into the "shipping" promo. The handwritten wishlist items in the gift card banner were also animated, cycling through a variety of Boat Outfitters' products to help emphasize the many choices for the boater in their life to get what they truly wanted with a gift card.

Cheryl Ambrosio  
GRAPHIC DESIGNER, CREATIVE SERVICES

The banner is divided into three main sections. The top section features the Boat Outfitters logo and navigation links: HARDWARE, ACCESSORIES, MATERIAL, STORAGE, FISHING. Below this is a grey bar with the text "FREE SHIPPING ON ALL ORDERS OVER \$150!". The middle section has a blue background with a boat on the water and the text "2 DAY SHIPPING AVAILABLE!". The bottom section features a white background with a Boat Outfitters eGift Card, a handwritten wishlist item "I'M DREAMING OF A... YETI Cooler Top Cutting Board", and a "SEND A GIFT" button. The bottom of the banner shows a close-up of rope on a boat and social media icons for YouTube, Facebook, and Instagram.

**Boat Outfitters**  
HARDWARE ACCESSORIES MATERIAL STORAGE FISHING

FREE SHIPPING ON ALL ORDERS OVER \$150!

**2 DAY SHIPPING AVAILABLE!**

With only 5 days left 'til Christmas, get it there on time with 2 day ground shipping on all in-stock items.

SHOP NOW

**Boat Outfitters**  
eGift Card

I'M DREAMING OF A... *YETI Cooler Top Cutting Board*

Make your boater's dreams come true with the Boat Outfitters eGift Card.

SEND A GIFT

FOLLOW US  
YouTube Facebook Instagram



### The Strategy

Ivory Ella's last-minute gift campaign was meant to speak directly to those procrastinators who waited until the last minute to complete their holiday shopping. Since the major Cyber Week deals had passed, utilizing a tiered promo with a gift card gift-with-purchase allowed the brand to bring AOV back up after massive sales, while also encouraging those customers to come back and make another purchase later with their gift card, or give it to a loved one for Christmas.

Kelly Blevins  
STRATEGIST, CRM & EMAIL

### The Creative Execution

Using illustrated elements, this design showcased multiple discounts with a tonal color scheme to put greater emphasis on the discount as it increased. The overall style reflected the lightheartedness of the brand, and the unexpected color palette brought freshness to the winter theme. The continuous background moved the eye through the send while drop-shadows around the promo tags helped them stand out.

Savannah Wisham  
SR. GRAPHIC DESIGNER, CREATIVE SERVICES

TEES | SWEATSHIRTS

ACCESSORIES | NEW

ivory ella

CALLING ALL  
*Last-Minute*  
SHOPPERS

The more you spend the more you save! For a very limited time get a free gift card when you shop:

SPEND \$50+  
AND GET A  
**\$10**  
GIFT CARD

SPEND \$100+  
AND GET A  
**\$25**  
GIFT CARD

SPEND \$150+  
AND GET A  
**\$40**  
GIFT CARD

SHOP AND SAVE

# After Christmas Sales

Frederick's  
OF HOLLYWOOD

IT'S ALMOST NEW YEAR'S!

**\$20.19**  
**FLASH SALE**

Start the year off on the sexy side with the hottest deal of the year. Our best-selling bras and lingerie are all on sale for just \$20.19 each!

SHOP NOW



SHOP THE SEMI-ANNUAL

**SALE**

SAVE UP TO

**65% OFF SITEWIDE**

SHOP NOW

Frederick's  
OF HOLLYWOOD

### The Strategy

The Frederick's brand is willing to be really playful with their promotions, which makes creative development a lot of fun. Their Semi-Annual sale typically kicks off around the time most brands are running after-Christmas sales. To keep engagement high throughout the multi-week event, we had an opportunity to run mini flash sales. Utilizing a \$20.19 price point promo gave a cheeky nod to the new year on the horizon, and allowed for the use of eye-catching exploding fireworks animation to be prominently featured. This email grabbed the subscriber at first glance—whether you're taken by the sparkle or the incredible price point, it's hard to resist clicking through.

Mandi Moshay

ASSOCIATE DIRECTOR, CRM & EMAIL

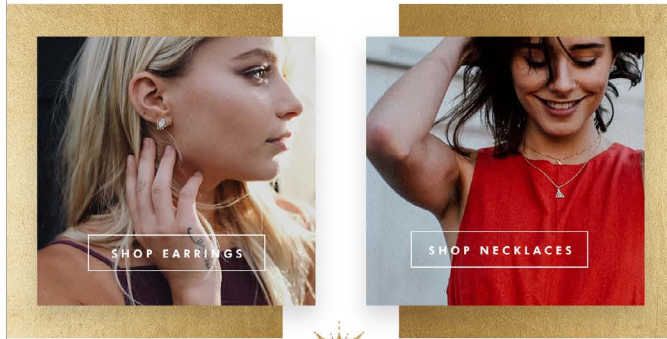
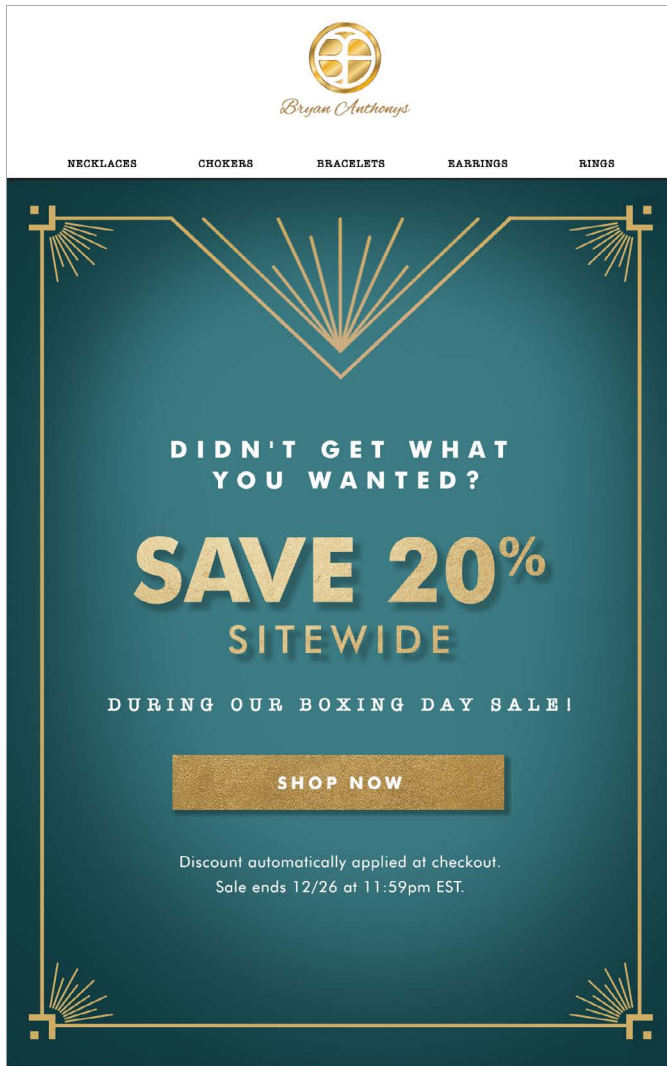
### The Creative Execution

With the heavily-themed price promo around the new year, we wanted to include an eye-catching animation to tie into the holiday. We used glittering fireworks behind the promo in gold to tie into the rest of the Semi-Annual Sale look and feel. We added dimension by editing a piece of lifestyle photography so the model was bursting into the promo section, helping the design feel cohesive.

Kristin McCarty

SR. MANAGER, CREATIVE SERVICES





### The Strategy

Tinuiti's recommendation to focus on the self-gifting aspect played out perfectly in this Boxing Day Sale email. A simple, promo-focused hero encouraged quick clicks, while category tiles drew attention to the breadth of styles Bryan Anthonys sells to appeal to a wide audience and facilitate deeper linking for subscribers whose interest was more focused.

Emily Collins  
STRATEGIST, CRM & EMAIL

### The Creative Execution

For this design, we repurposed the layout of a previous holiday mailing. By changing up the color profile and promotion, we were able to retain the campaign aesthetic while encouraging audiences to revisit the retail site and specific product categories for post-holiday shopping.

Carla Anderson  
SR. MANAGER, CREATIVE SERVICES



As you head into the holiday season, keep these tips in mind to help create high-performing emails that drive maximum revenue for your brand.

Not sure where to start? From strategy and reporting to design and copywriting, Tinuiti's CRM & Email and Creative Services teams can help create an integrated email program for incredible results from Black Friday to the new year and beyond.

Want to talk to an expert?  
Get in touch

[Contact Us](#)

Or visit [tinuiti.com/contact-us](https://tinuiti.com/contact-us)