

# EMAIL DESIGN ASSESSMENT

Direction: Review the creative brief in the next slide. Then, design an email that best represents the brief and your skill.

# EMAIL BRIEF: “ TAKE 5 ”

**Objective:** to move subscribers through the sales funnel to a conversion by promoting \$5 off their first purchase.

**Segment:** Subscribers

**Subject line:** Take Five 🖐️ (\$5 off)

**Preheader:** Hey, the heart wants what it wants

## COPY

- **Header:** TAKE 5
- **Body copy:** To celebrate the new season, we're giving you \$5 off your next order with the code **HIGHFIVE**. Orders over \$10 always ship free in the U.S.
- **CTA:** [REDEEM MY OFFER]

## DESIGN FLOW

- Header
- Body copy
- CTA
- Product images: (please see slide#2)
- Banner (for this assessment, you can mimic the inspiration footer)
- Footer (for this assessment, you can mimic the inspiration footer)

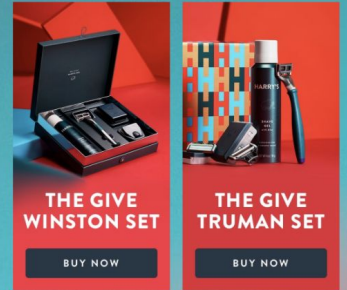
## INSPIRATION

### Giving You Five

To celebrate the season of giving, we're giving you \$5 off your next order that includes a holiday set with code

**GIVEFIVE** Orders over \$10 always ship free in the U.S.

REDEEM OFFER



Offer ends 12pm EST on December 12th.  
Limit one coupon code per customer.

PLENTY MORE WHERE  
THESE CAME FROM

SHOP ALL GIFTS



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CTA: BUY NOW



CTA: BUY NOW