

Brand team, Coop Digital



Creative emails using responsive framework

Version 1 June 2016

Note: briefing document designed for use with emails broadcast through the designated Group Email Service Provider.

coop.co.uk

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Overview

This is as a guide to Co-op email campaign managers and their creative agencies for producing email campaigns with effect from June 2016.

Templates built prior to this date were designed with individual business units 'colours' in mind and in a 'desktop first' approach. The customer experience lagged behind for recipients opening the emails on a mobile phone as the templates didn't take into account mobile-specific needs.

Co-op emails now suit both mobile and desktop device behaviour via "responsive" design – which changes how the content is displayed according to screen size.

Individual templates are no longer built for each business. Instead, a 'vanilla' header and footer responsive framework will be used for every campaign build, which can be branded for each business. Any campaign using Membership data will always be branded Membership in the header.

Within this framework, modules are selected (by a creative agency) to suit the creative brief. They are then assembled within the main body of the email – in any order and any number of times.

These guidelines are relevant for emails that are branded The Co-op ('masterbrand'), Membership, Food, Insurance, Funeralcare, Legal Services, and Electrical. In addition to this, where promotional space has been secured within one of these branded emails by a brand / third party not listed above, then these guidelines must be referenced for that promotional area.

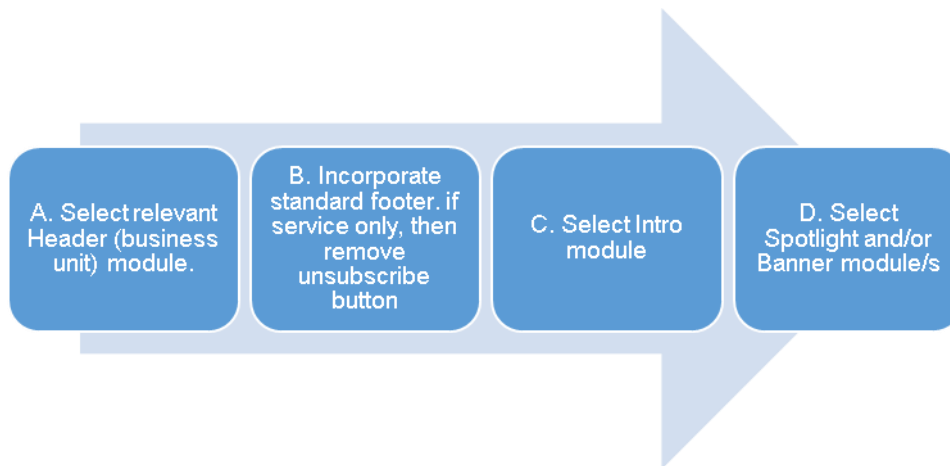
This document is complementary to the following documents which are detailed in the appendices at the back of this document.

Please contact Tony Ball, Digital Communications Delivery Manager, with questions relating to the content of any of these documents.

Creative Construction of email

There are three stages to producing a creative concept once a creative brief has been received by the marketing team(s).

The process that should be followed is as follows:



The following pages provide guidance for steps A to D and the provision of creative assets to the Group Email Service Provider in preparation for build and dispatch.

Note for agencies: where creative brief is for promotional space within an email only, proceed straight to section D.

A. Headers

These are the building blocks of a marketing email (for 'service' messages, see final section of this document).

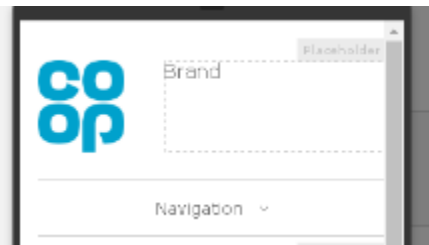
Headers

There is a header that must ALWAYS be used for marketing emails which includes the following components (see email guidelines for further detail):

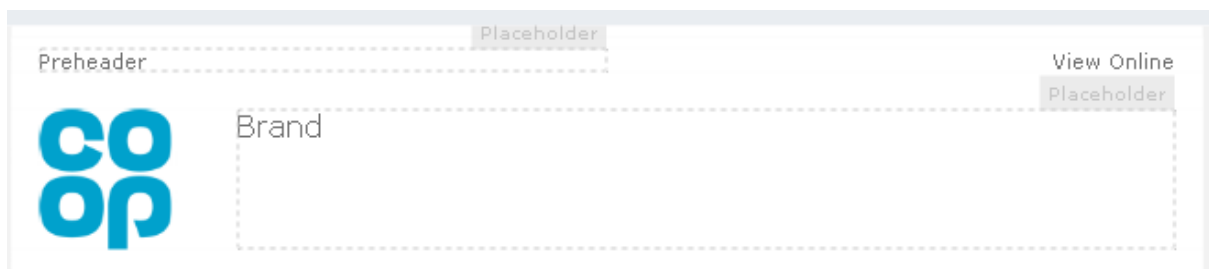
- Super Subject Line (pre header) otherwise Johnsons Box
- Logo (left aligned)
- View Online housekeeping link

Module Name: Header (compulsory)

Viewed on mobile



Viewed on desktop



Guidance:

- The logos are already saved within the email service provider and do not need to be sent as assets. The logo will reduce to size for mobile screens

Navigation links (x 5 individual links) should be used for marketing messages directly underneath the header, however there will be instances when this module is not required – ie a service email (when the objective of the email is to focus on a single message).

Module Name: Nav

Viewed on mobile



Viewed on desktop



Guidance:

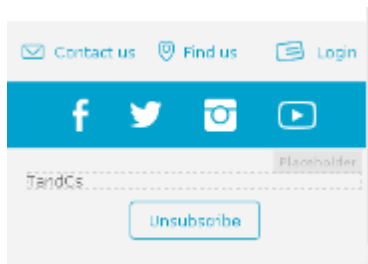
- Each navigation link is editable so creative concepts should insert the link title to be used and the Co-op campaign manager should provide the URL for each.
- The mobile call to action (is always led by 'Navigation') with a drop down box for those links.
- Do not use more than 28 characters.

Footers

There is a standard footer, which is aligned with the new website, containing links to Co-operative business and the privacy policy. The footer contains the standard Group Google Analytics tagging. All marketing messages must include the unsubscribe button.

Module Name: Footer (compulsory for Group)

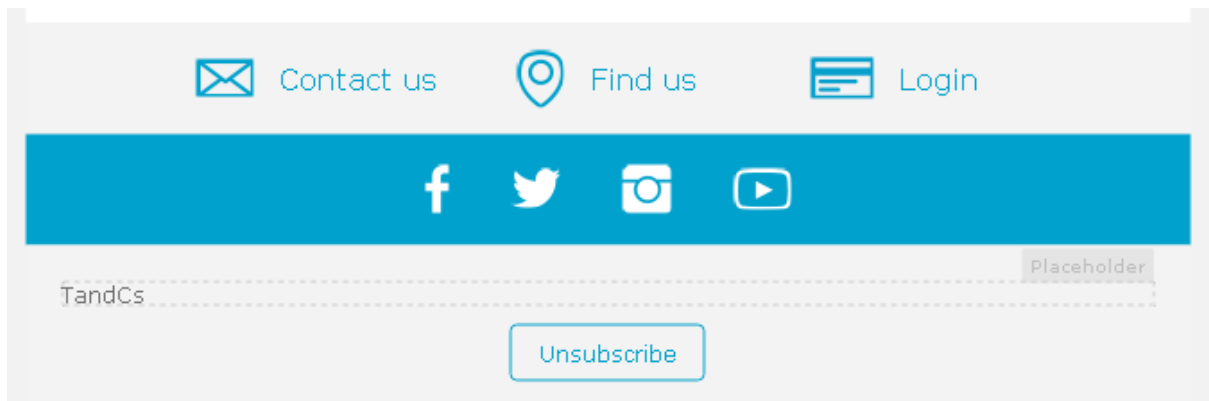
Viewed on mobile



Guidance:

Business Specific Content terms and conditions relating to offers plus legal / data protection requirements specific to that business (such as registered address). This must be included in briefs.

Viewed on desktop



C. Intro Modules

The following modules are to be used for the introductory section of an email (although they could be used further in to the email for non-introduction use). It is compulsory to use one of these modules to maintain the correct proportion of text and image within the above the fold area, as per email guidelines.

The key focus is on the use of images when customers open an email on a mobile device – does the image need to support the copy or can it be hidden in order to keep the size of the email as ‘light’ as possible for mobile users?

In some instances, content will be enhanced with a corresponding image. If the decision is made that an image is of value for mobile users, then consideration needs to be given to how this will work when an image is wrapped underneath the copy.

Module Name: Intro 1a

This introduction module accepts an opening headline copy, customer salutation, intro text and 'hero' image. For version A, the image is maintained for mobile openers

Viewed on mobile

**Lorem ipsum dolor sit amet,
consectetur adipisicing elit.**

Hi Stephen,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

300 x 200

Guidance:

- Headline copy and customer salutation are recommended, however they are optional. If this module is to be used in the main body of the email then these would not be present
- Intro text should contain as many hyperlinks as possible
- Refer to Brand Guidelines for font, colours, hyperlink styling etc
- Do not use more than two (2) lines of headline copy
- Do not use more than eight (8) lines of copy in total (line breaks are excluded from this count)
- Image should be supplied in PNG format

Viewed on desktop

**Lorem ipsum dolor sit amet,
consectetur adipisicing elit.**

Hi Stephen,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

300 x 200

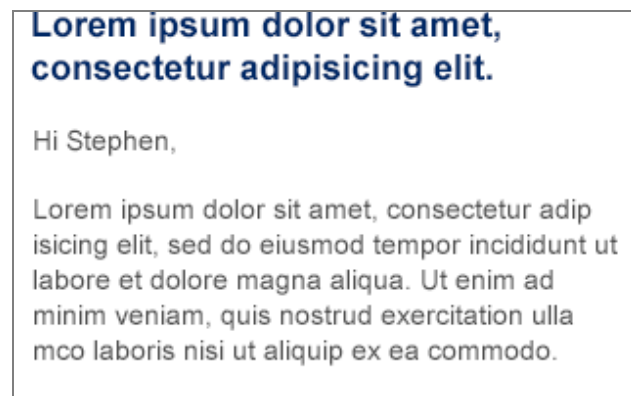
Guidance if using module INTRO 1A in main body of email:

- Headline copy and salutation would not be required. Eight (8) lines of text should accompany the right hand side image

Module Name: Intro 1b

This introduction module allows an image to be **hidden** when viewed on mobile devices (recommended to maintain a light weight to the email).

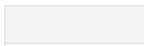
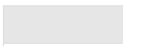




Viewed on mobile






Viewed on desktop



Buttons colours [Back to top](#)

					
\$offwhite #313131 Default button colour	\$offwhite-highlighted #666666 Default button hover	\$button-green #00a318 Primary button colour	\$button-green-highlighted #00c81a Primary button hover	\$scoop-blue #00a1cc Secondary button colour	\$scoop-blue-highlighted #00bbe3 Secondary button hover

Status colours [Back to top](#)

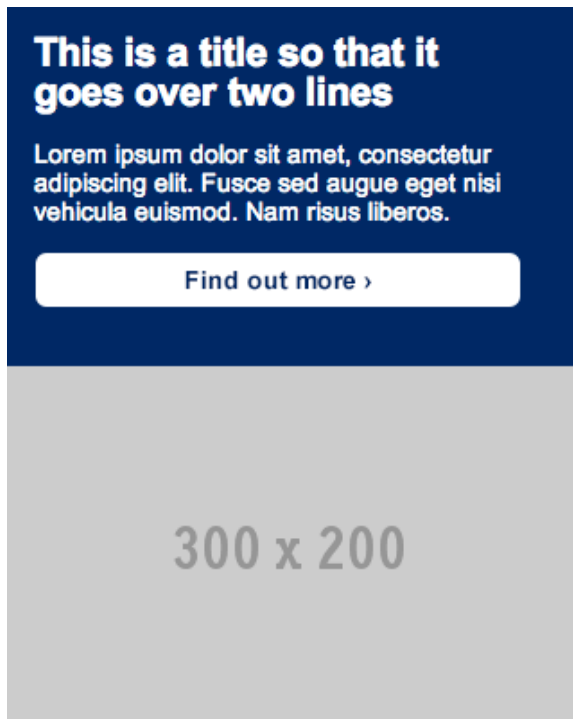
		
\$button-green #00a318 To be used for positive messages such as success, at 18px+	\$info-orange #dc7d00 Used for stand-out messages at 18px+	\$saleerror-red #d0091c For warning, error or sale messages only

Module Name: Intro 2a

This introduction module brings in an element of the brand colour as background to the text. Version A allows an image to be used when viewed on desktop and mobile devices.

New design is white background and not blue as shown below. Refer to the button colours.

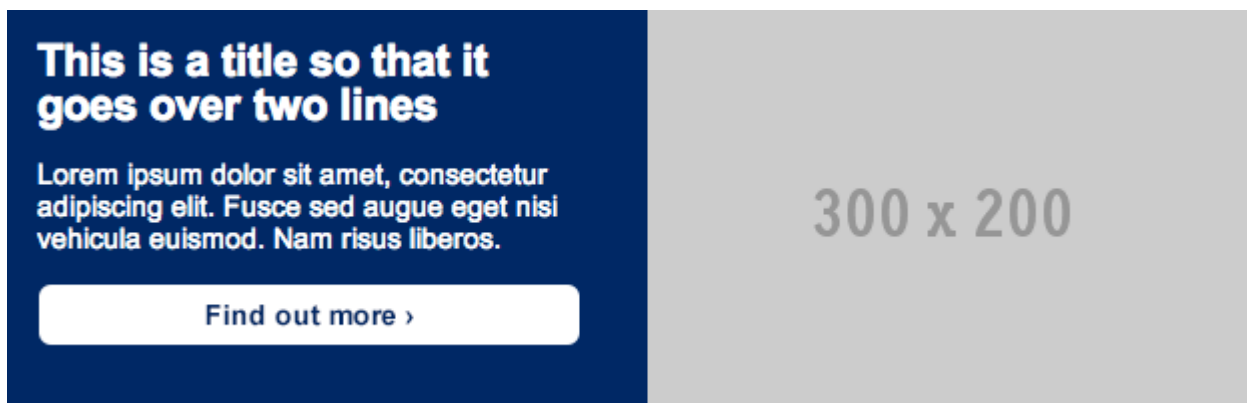
Viewed on mobile



Guidance:

- Background / font colour should be white
- Salutation can be used within this module
- Do not use more than two (2) lines of headline copy
- Do not use more than three (3) lines of copy for the intro section
- The CTA section is html bullet-proof button so no images are required – just the text to be used.
- The button will be either blue, green or orange (fitting with Brand guidelines) with white text.
- Images should be supplied in PNG format

Viewed on desktop

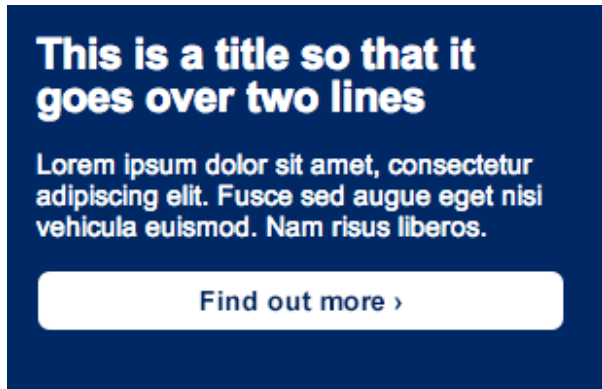


All examples throughout this document demonstrate the call to action wording as "Find out more", however call to actions should be as specific to the customer action as possible.

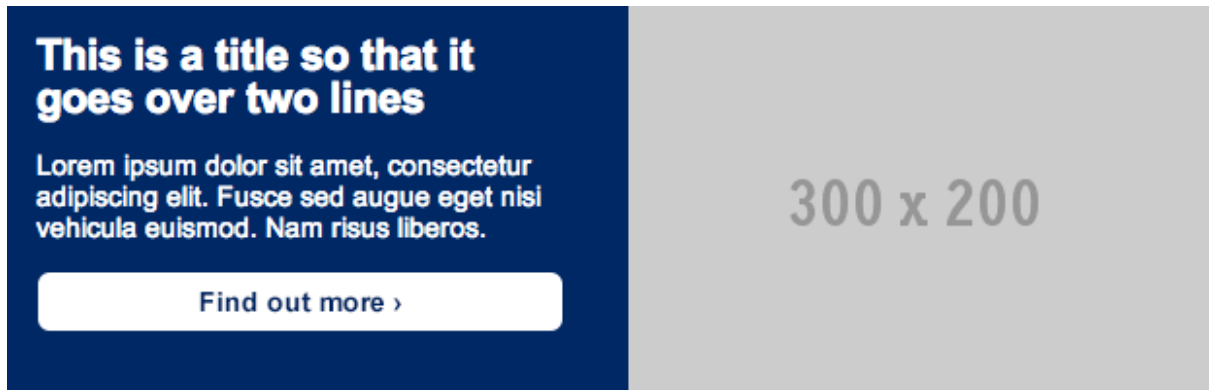
Module Name: Intro 2b

This introduction module allows an image to be **hidden** when viewed on mobile devices.

Viewed on mobile



Viewed on desktop



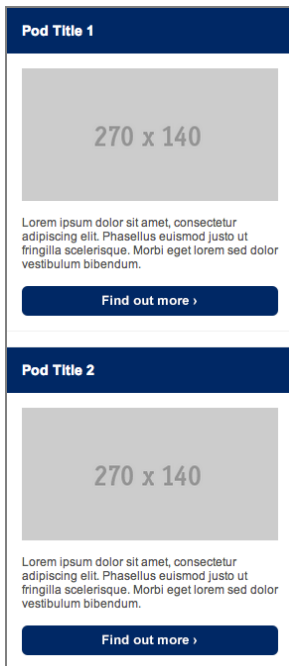
All examples throughout this document demonstrate the call to action wording as "Find out more", however call to actions should be as specific to the customer action as possible.

D. Spotlight & Banner Modules

Each of the spotlight modules accommodate a title, image, description and call to action.

Module Name: Spotlight 1a

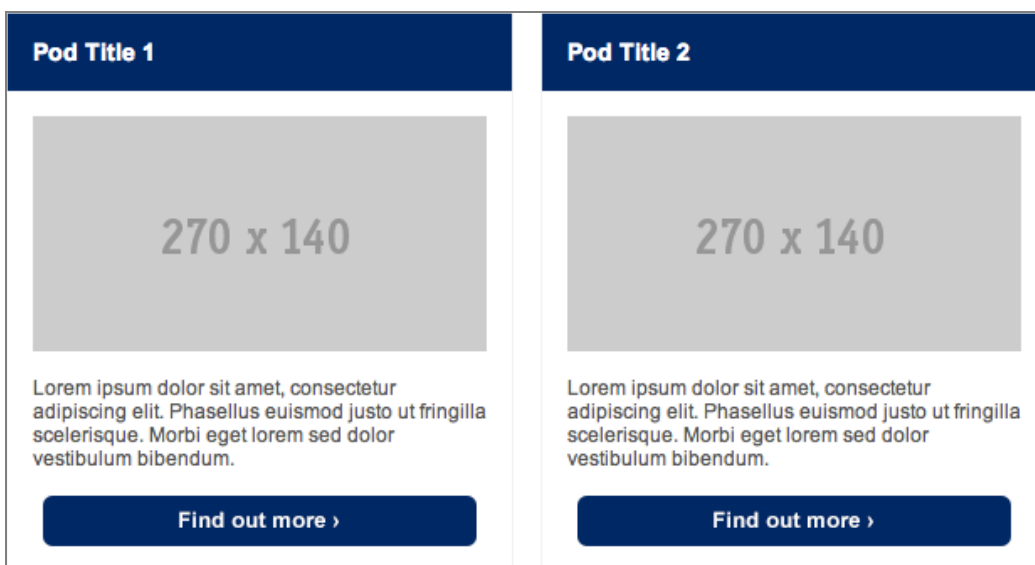
Viewed on mobile



Guidance:

- The background colour should be white throughout the email. The font in the Pod Title sections can be changed to reflect the brand message but the colour should be white, or blue.
- Pod Title to be a single line
- Do not use more than four (4) lines of copy and keep the number of lines consistent across each offer
- The CTA (e.g., Find out more) is html and so images are not required – just the text to be used.
- Images should be supplied in PNG format.
- Refer to status colour buttons for colour use

Viewed on desktop



All examples throughout this document demonstrate the call to action wording as “Find out more”, however call to actions should be as specific to the customer action as possible.

Module Name: Spotlight 1b

Viewed on mobile

Pod Title 1

270 x 153

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sed mi turpis. Sed purus risus, mattis et arcu eu, semper sodales leo.

Find out more ›

Pod Title 2

270 x 153

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sed mi turpis. Sed purus risus, mattis et arcu eu, semper sodales leo.

Find out more ›

Pod Title 3

270 x 153

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sed mi turpis. Sed purus risus, mattis et arcu eu, semper sodales leo.

Find out more ›

Guidance:

- As per spotlight 1A
- Do not use more than six (6) lines of copy on the desktop creative (this reduces on the mobile version) and keep the number of lines consistent across each offer
- The image spec is 270 x 153, however this will automatically reduce in size when viewed on desktop (circa 176px x 100px)

Viewed on desktop

<div><div>Pod Title 1</div><div><div>270 x 153</div><div><p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sed mi turpis. Sed purus risus, mattis et arcu eu, semper sodales leo.</p><div>Find out more ›</div></div></div></div>	<div><div>Pod Title 2</div><div><div>270 x 153</div><div><p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sed mi turpis. Sed purus risus, mattis et arcu eu, semper sodales leo.</p><div>Find out more ›</div></div></div></div>	<div><div>Pod Title 3</div><div><div>270 x 153</div><div><p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam sed mi turpis. Sed purus risus, mattis et arcu eu, semper sodales leo.</p><div>Find out more ›</div></div></div></div>
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Module Name: Banner 1

To be used when inserting text based content.

Viewed on mobile

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam et nulla a est eleifend rhoncus quis vel sapien. Fusce tempor metus quis sapien blandit fermentum. Morbi varius lacus sit amet nibh commodo hendrerit. Fusce facilisis adipiscing libero nec dignissim. Suspendisse vehicula tincidunt lectus, vel sagittis mauris lobortis non. Cras quis nibh massa. In mattis, arcu ac ullamcorper auctor, nulla tortor volutpat ante, eu vestibulum ante nunc aliquam purus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam et nulla a est eleifend rhoncus quis vel sapien. Fusce tempor metus quis sapien blandit fermentum. Morbi varius lacus sit amet nibh commodo hendrerit. Fusce facilisis adipiscing libero nec dignissim. Suspendisse vehicula tincidunt lectus, vel sagittis mauris lobortis non. Cras quis nibh massa. In mattis, arcu ac ullamcorper auctor, nulla tortor volutpat ante, eu vestibulum ante nunc aliquam purus.

Guidance:

- The text will span the entire width of the email message and has no fixed height dimension
- This module can be used above INTRO 2A / 2B to personalise an email using a salutation

Viewed in desktop

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam et nulla a est eleifend rhoncus quis vel sapien. Fusce tempor metus quis sapien blandit fermentum. Morbi varius lacus sit amet nibh commodo hendrerit. Fusce facilisis adipiscing libero nec dignissim. Suspendisse vehicula tincidunt lectus, vel sagittis mauris lobortis non. Cras quis nibh massa. In mattis, arcu ac ullamcorper auctor, nulla tortor volutpat ante, eu vestibulum ante nunc aliquam purus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam et nulla a est eleifend rhoncus quis vel sapien. Fusce tempor metus quis sapien blandit fermentum. Morbi varius lacus sit amet nibh commodo hendrerit. Fusce facilisis adipiscing libero nec dignissim. Suspendisse vehicula tincidunt lectus, vel sagittis mauris lobortis non. Cras quis nibh massa. In mattis, arcu ac ullamcorper auctor, nulla tortor volutpat ante, eu vestibulum ante nunc aliquam purus.

Module Name: Banner 2

To be used when inserting an image that is the full width of the (desktop) email. The creative will automatically reduce on mobile and therefore careful consideration should be given when using this banner and a better alternative may be to use BANNER 3B.

Viewed on desktop



Viewed on mobile



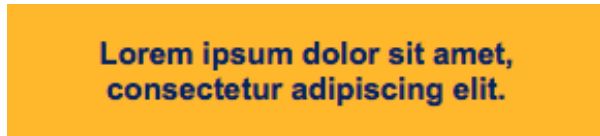
Guidance:

- Image will automatically reduce on mobile, therefore:
- Minimum font size – 38pt
- Solid colour background where possible
- Call to action text (no button should be used) to be in Co-op hyperlink styling (entire module will be clickable, this is for creative representation only)

Module Name: Banner 3a

To be used when a break in email is required in the background with text overlay. Refer to status colours below:

Viewed in mobile



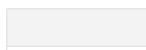





Guidance:

- Colours can reflect the urgency to the message and use Brand approved colours
- This module can be used throughout an




Viewed on desktop



Buttons colours [Back to top](#)

					
\$offwhite #f3f3f3 Default button colour	\$offwhite-highlighted #e6e6e6 Default button hover	\$button-green #00a318 Primary button colour	\$button-green-highlighted #00c81a Primary button hover	\$scoop-blue #00a1cc Secondary button colour	\$scoop-blue-highlighted #00bbe3 Secondary button hover

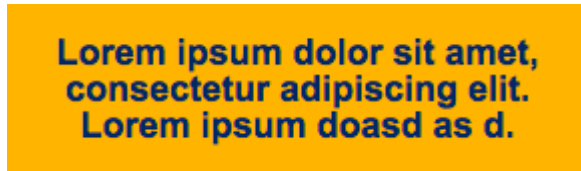
Status colours [Back to top](#)

		
\$button-green #00a318 To be used for positive messages such as success, at 18px+	\$info-orange #dc7d00 Used for stand-out messages at 18px+	\$saleerror-red #d0091c For warning, error or sale messages only

Module Name: Banner 3b

To be used when a colour is required in the background with text overlay, along with a small image (e.g. Membership Card, delivery van). This is based on old Membership design colour, where possible, a white background should be used and Co-op Blue text used. Refer to button colours below

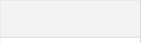
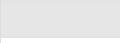




Viewed in mobile






Viewed on desktop



Buttons colours [Back to top](#)

					
\$offwhite #f3f3f3 Default button colour	\$offwhite-highlighted #e6e6e6 Default button hover	\$button-green #00a318 Primary button colour	\$button-green-highlighted #00c81a Primary button hover	\$coop-blue #00a1cc Secondary button colour	\$coop-blue-highlighted #00bbe3 Secondary button hover

Status colours [Back to top](#)

		
\$button-green #00a318 To be used for positive messages such as success, at 18px+	\$info-orange #dc7d00 Used for stand-out messages at 18px+	\$saleerror-red #d0091c For warning, error or sale messages only

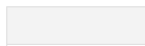
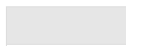




Click to Call Module

This module should only be used in situations when a key call to action is for a customer to call a telephone number. The module has been created so that it is viewable on desktop and mobile devices; however the link (telephone number) has been configured to only work on a mobile device. Refer to button colours below.




Module Name: Click to Call



Buttons colours [Back to top](#)

					
<code>\$offwhite</code> <code>#f3f3f3</code> Default button colour	<code>\$offwhite-highlighted</code> <code>#e6e6e6</code> Default button hover	<code>\$button-green</code> <code>#00a318</code> Primary button colour	<code>\$button-green-highlighted</code> <code>#00c81a</code> Primary button hover	<code>\$coop-blue</code> <code>#00a1cc</code> Secondary button colour	<code>\$coop-blue-highlighted</code> <code>#00bbe3</code> Secondary button hover

Status colours [Back to top](#)

		
<code>\$button-green</code> <code>#00a318</code> To be used for positive messages such as success, at 18px+	<code>\$info-orange</code> <code>#dc7d00</code> Used for stand-out messages at 18px+	<code>\$saleerror-red</code> <code>#d0091c</code> For warning, error or sale messages only

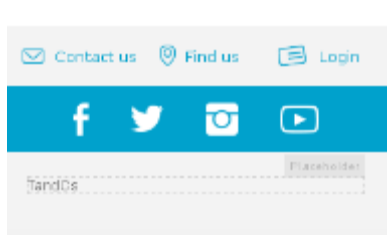
Service Messages

An email from The Co-op should only be categorised as a service message if the customer (email recipient) would be at a disadvantage if they did not receive it or it is part of the Membership constitutional rights, such as AGM or even product recall as a business function.

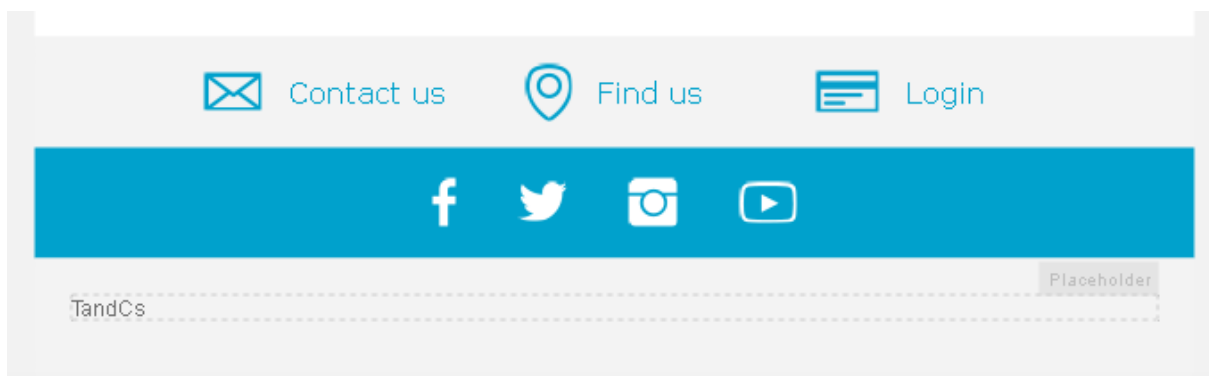
The standard header section for all Co-op service messages should be the same as the header module above

The service footer should be the same as the footer template above but without the unsubscribe button.

Viewed in mobile



Viewed on desktop



Summary & dynamic content

The modules are listed below and should accompany the creative concepts (suggest as a right hand column) in order to present the build information to the Group email service provider. There should be concepts provided for both the desktop and mobile version.

All dynamic content must have a generic / fall back option for every asset. There are instances where dynamic content can be used to serve additional modules to certain segments of customers, however only Banner 1 and 2 can be used and must be positioned at the end of the email to reduce the surplus space that will entail (blank GIF as fall back).

16px in #282828, if smaller 14px for T's and C's

Module Name	Creative concept (desktop example)
Header	<div>Super Subject Line</div> <div>Housekeeping links</div> <div>Logo</div> <div>Optional</div>
Nav	Navigation Links
Intro 1A/1B/2A/2B	Creative to reflect Intro modules
Spotlight 1A/1B Banner 1/2/3A/3B Click to call Indicate if	Creative to reflect combination of modules
Footer	Footer content

*Example to illustrate dynamic content: Banner 2 = dynamic. Present the generic version in concept and show all dynamic variants separately along with the data cells they refer to – such as new members, home owners etc.

Appendices

The following documents should be referred to when pulling together a creative:

Brand/ style guidelines:

<http://single-site-styleguide.herokuapp.com/>

U: fenwick

P: pioneer

HTML for headers



Co-operative
Marketable New He:

HTML for footers



Co-operative New
Footer.zip

Examples

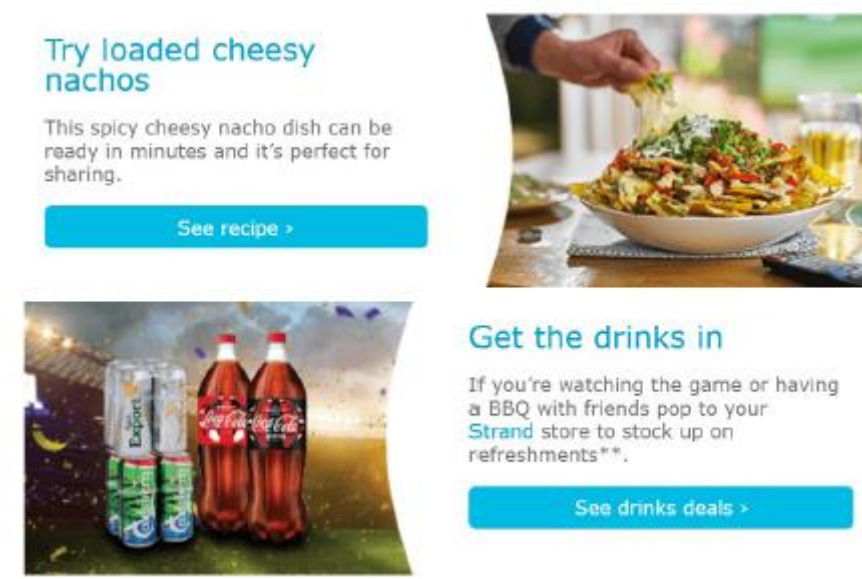
Header



Use of Green button with new style image plus branded squircle



Intro modules 2A (and reverse) with bullet button



Use of Orange CTA for offers

