PR EXAMPLE

Q3 HR/HV
Job code: 270VZWE394

The HRHV campaign is ready for you. There are two versions, CNC and CLEU, the only difference I see are in the pod with the $ icon in it (and the links).

Segment: Business
Blast Date - Oct 2, 2014
Number of versions: 2 versions - CNC and CLEU (this campaign will be built in responsive design)

EM - TASK NAME	DATE	RESPONSIBLE
Approved Assets	19-Sep	Oracle
Coding	22-Sep	Moxie
Campaign name - 14_B_S_10_HRHV	25-Sep	VZW
CM - Oracle setup	23-Sep	Moxie
QA	24-Sep	Moxie
CR1	25-Sep	VZW/Oracle
Round 1 Feedback Due	26-Sep	VZW
Edits/feedback	29-Sep	Moxie
CR2	1-Oct	VZW/Oracle
Approval	2-Oct	VZW
Deployment	2-Oct	Moxie

Dev
JPGs - \\14_B_S_10_HRHV\Creative_Review\Q3_HRHV_v5b_cnc.jpg
PSDs - \\14_B_S_10_HRHV\Creative_Review\Q3_HRHV_v5b_cnc.psd
Link Matrix - \\Ad-hoc_Campaigns\14_B_S_10_HRHV\Link_Table
SVN - http://ecrm.vzwshop.com/2014_ECRM/Business/14_B_S_10_HRHV/14_B_S_10_HRHV.html

CM
Campaign type - Promotional
Responsys Folder - 14_B_S_10_HRHV

Campaign Names - 14_B_S_10_HRHV
Subject Line – We just wanted to say thanks. (CNC Version)
HBX
EMC_B_BUS_S_HRHV_Q3HRHV_20141002_T0 (CNC Version)
EMC_B_BUS_S_HRHV_Q3HRHV_20141002_T1 (CLEU Version)

Dynamic sections:
You would use the SPLIT_NM field to differentiate between the CLEU and CNC
customers. The segment name contains either CLEU or CNC depending on the
targeting.
For the CLEU version, use "DISCOUNT_PCT" to populate in the percentage of the
savings where it indicates "XX%"

QA
Subject Line – We just wanted to say thanks. (CNC Version)
HBX
EMC_B_BUS_S_HRHV_Q3HRHV_20141002_T0 (CNC Version)
EMC_B_BUS_S_HRHV_Q3HRHV_20141002_T1 (CLEU Version)
JPGs - \\14_B_S_10_HRHV\Creative_Review\Q3_HRHV_v5b_cnc.jpg
PSDs - \\14_B_S_10_HRHV\Creative_Review\Q3_HRHV_v5b_cnc.psd
Link Matrix - \\Ad-hoc_Campaigns\14_B_S_10_HRHV\Link_Table

ETL:
Please processing this list:
File name - 14_B_S_10_HRHV
ETL – List Processing
DUE DATE – 9/25
Responsys Campaign Name: 14_B_S_10_HRHV
Responsys Campaign Folder: 14_B_S_10_HRHV
BLAST DATE: Oct 2, 2014
List name: 14_B_S_10_HRHV