

Luminia™

Customer Email Communication Guidelines
Internal Document – For Marketing and Brand Use Only
Version 1.1 – Updated

1. Purpose

This document defines Luminia's brand tone, content logic, and personalisation rules for customer-facing emails. It supports the creation of marketing communications that are consistent with Luminia's values and commercial priorities, across all direct-to-customer channels.

Luminia™ is a premium wellness technology brand specialising in smart products designed to enhance comfort, air quality, lighting, and rest within the home environment. Our product portfolio includes smart air purifiers, sleep aids, ambient lighting systems, and sensory wellness devices, distributed through our direct-to-consumer digital platform. We serve a global customer base who value elegant design, intuitive functionality, and a lifestyle centred on health and well-being.

2. Brand Voice and Tone

Parameter	Guideline
Brand Personality	Warm, aspirational, elegant, respectful
Tone	Confident yet never pushy; empathetic, human, and helpful
Length	Keep total message under 120 words
Language Style	Clear, concise, contemporary
Personalisation	Address the customer by first name within the message
Greetings	Use “Hi [FirstName],” or “Hello [FirstName],” according to desired formality
Closings	Friendly call-to-action; avoid sales-heavy sign-offs

Tone Variation by Age Group

Age Range	Tone Style
18 – 29	Friendly, relaxed
30 – 55	Confident, professional
56 +	Supportive, respectful

3. Personalisation Parameters

Attribute	Personalisation Rule
First Name	Must appear in the message (not necessarily in the subject)
City	Reference casually when contextually relevant (e.g., climate cues)
Age	Drives tone (see §2)
Preferred Category	Use when no recent purchase exists to maintain relevance
Last Purchase	Mention explicitly; suggest upgrades, accessories, or refills
Last Purchase Date	Determines reactivation window (see §4)
Total Spend	Used to identify premium customers and trigger loyalty language
Subscription Age	Days since account registration; guides welcome vs established customer tone

4. Behavioural Strategy

Customer Condition	Messaging Strategy
Last purchase > 90 days	Light reactivation (“Explore what’s new for your home”)
Last purchase > 180 days	Strong reactivation (“We’d love to welcome you back”)
Subscription age < 90 days	Welcome tone; emphasise care, discovery, and brand purpose
Total spend > €5 000	Loyalty language; highlight exclusivity and early access; avoid broad discounting

Note: Total spend is calculated as the cumulative transaction amount per customer.

5. Content Structure Guidelines

Component	Instruction
Subject Line	Maximum 60 characters; personalise if possible; emphasise value, not urgency
Opening	Personal greeting using customer’s first name
Main Body	One or two concise paragraphs with a clear benefit statement; avoid filler
Call-to-Action	Natural, benefit-driven wording (e.g., “Discover now”, “Explore your upgrade”)
Style Notes	No bullet points or complex structures; maintain natural, flowing prose

6. Sample Communications

A. Reactivation Example

Customer aged 42 in Florence; last purchase: Smart Air Purifier; 150 days ago; total spend €1 200

Subject: Luca, fresher air awaits you

Body:

Hi Luca, how is your Smart Purifier working for you? As summer reaches Florence, we've released a new filter set designed for urban air. We thought you might like it. Explore what's new today.

B. Premium Loyalty Example

Customer aged 36 in Milan; last purchase: Sleep Lamp; 20 days ago; total spend €5 400

Subject: Chiara, elevate your nightly routine

Body:

Hello Chiara, we appreciate your commitment to restful living. Enjoy early access to our Sound+Light Sleep Kit, created to complement your Sleep Lamp. Thank you for being one of our most valued Luminia customers.

C. Welcome Example

Customer aged 28 in Rome; subscription age 30 days; no purchase yet; total spend €0

Subject: Welcome to Luminia, Marco

Body:

Hi Marco, we're delighted you joined us. At Luminia, comfort begins with mindful technology. Explore our curated range of wellness products—your first order comes with a special gift on us.

7. Restrictions and Content Policies

Topic	Policy
Discounts and Pricing	Mention only in approved campaigns
Health/Medical Claims	Avoid; employ wellness language only
Family or Sensitive Data	Do not reference children, health conditions, or personal circumstances
Urgency Language	Use solely when supported by a genuine promotion or deadline

Topic	Policy
Visuals	Emojis, GIFs, and non-standard punctuation are not permitted