**Email client:** Outlook 2013

**Campaign Name:** Inside Buzz

**Audience:** 3,000 company employees

**Platforms:** Outlook 2013 and iPhones. We don’t have metrics on desktop versus mobile, but many of our salespeople read their email on mobile devices.

**Content:** 50/50 text and images. Typically 8-9 articles per email.

**Design Requests:**

* Include feature article. Our CEO will write the feature article for each issue, and some emails may display a video from the CEO instead of a written piece.
* This email is sent out on a monthly basis.
* The survey option is very important, and we’ll expect to use it in every issue we send out.
* We’ll want to give our readers the option to like and comment, we’re keen to gather their feedback and contributions for the next issue.
* Feedback from employees has shown that they prefer shorter emails, and our ‘Get to know…’ article is always popular. In this article we introduce an employee, and conduct a brief interview with them where they talk a little about their role within the organization, and some personal information such as they hobbies and interests. We also include a photo of the employee in this article.
* Useful links box is required and we also want to display a strong call-to-action for a link to the intranet.
* We don’t feel in necessary to include any social media links as this is an internal-only communication.
* Use icons for the contact box, to highlight the email, phone, and contact person.
* For the layout we’re open to best-practice suggestions, and something that will make the best use of space and reduce the length of the email.
* Responsive design is essential, as many of our sales team is out in the field.

**Supporting material:**

Please see supplied branding document. Please use placeholder images and text.