

# Advertising Samples

## Collected Spring, 2015

This collection includes emails (mostly), banner ads from web pages, and TV ads that are available on YouTube. The collection spans late January through the end of April and is listed in chronological order, but bookmarks have been added to aid in viewing advertisements that present a particular theme or other common element.

The collection can be divided into three general categories with several variations of that category included below:

Vendors:	Technology:	Miscellaneous:
<a href="#">Buca di Beppo</a> (4)	<a href="#">Web Friendly Text</a> (6)	<a href="#">Teach the Customer</a> (2)
<a href="#">The Container Store</a> (10)	<a href="#">Web Friendly Graphics</a> (11)	<a href="#">Strong Product Image</a> (9)
<a href="#">Sears/Kmart</a> (5)	<a href="#">Hurry Up and Shop</a> (4)	<a href="#">I Missed the Point</a> (7)
<a href="#">Token</a> (3)	<a href="#">'Tis the Season</a> (8)	<a href="#">Funny</a> (3)
<a href="#">Wegman's</a> (3)	<a href="#">Target the Customer</a> (4)	<a href="#">Something Odd</a> (9)

*This collection of advertisements includes items I encountered in the spring of 2015, and that I found particularly effective, or not. I am not promoting any of the products or services, just providing my perspective on the advertising effort.*

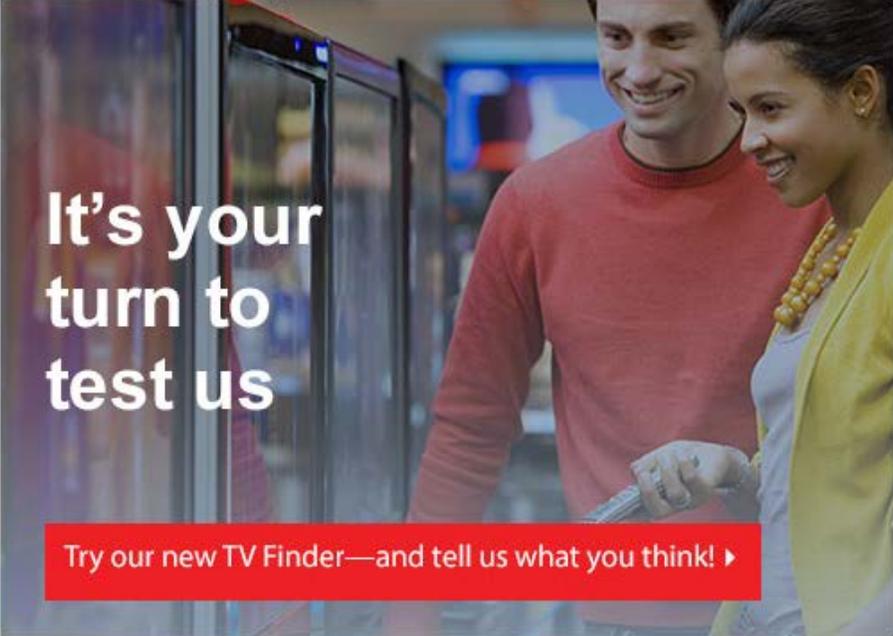
Date: January 29

Format: Email

← Web Friendly Text (1/6) →  
← Target the Customer (1/4) →

Notes: Bi-racial(?) couple shopping for a TV – you get to test the testers – free trial of the service to generate interest – text is web friendly with meaningful link text – Thanks for helping us

If you are having trouble viewing images, [click here](#).



**It's your turn to test us**

Try our new TV Finder—and tell us what you think! ▶

With feedback from subscribers like you, we've been working on making our Ratings and product information even easier to use.

Whether you're gearing up to purchase a TV or recently bought a new one, [check out our new Beta TV Finder](#). We're just getting started so [please let us know what you think](#).

Thank you for your loyalty and input!

\* Please give this Beta a try on your Desktop, Laptop, or Tablet. It's not quite ready for phones yet.

Date: January 30

← Target the Customer (2/4) →

Format: Email

Notes: Very sophisticated graphic – compelling image of typical customer who would be attending the conference – giving away free report to stimulate interest

The banner features a woman in a blue blazer looking at a laptop. Overlaid on the image are various digital marketing icons: a play button, a bar chart, a person icon, a thumbs up, and a document. A red circular badge reads "Econsultancy Achieve Digital Excellence". The Adobe logo is in the top right corner.

2015 Digital Trends report. [Download now](#) | [Read online](#)

# Top trends to help you stay ahead in 2015.

[Download now](#)

A focus on customer experiences is the must for 2015 and beyond, considered even more important than mobile and content marketing. Adobe joined forces with Econsultancy to discover where over 6000 marketers are focusing their digital efforts. Read the *2015 Digital Trends* report to find out what trends will have a major impact on marketing this year.

[Download now >](#)

## SUMMIT

THE DIGITAL MARKETING CONFERENCE

**March 9-13, 2015 | Salt Lake City, Utah**  
Join us for four days of learning, networking, and innovation. Summit is expected to sell out, so don't delay. [Learn more >](#)

Join the conversation  

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To ensure future delivery of email, please add damand@adobe.info.com to your address book, contacts, or safe

Date: February 2

← Strong Product Image (1/9) →

Format: Email

Notes: Not much to look at “above the fold” – lots of dense text, not web friendly – link text is not very descriptive

If you're having trouble viewing this email, you may [see it online](#).



#### GROUNDHOG DAY!

Great movie. Love how on first viewing it seems unimaginable that someone could be living the same day over and over again. But after repeated viewings it suddenly becomes obvious we are all living the same day over and over again. There is such hope in this movie. Yes we can be overwhelmed with frustration at the ever-reoccurring problems in our lives, but in that frustration is the opportunity for change. The problems of our past don't have to become the problems of our future. If we choose to we can use each day to become what we need to become. And through all this, maybe one day be happy.

As cooks, we all have our Groundhog Day recipes, those meals we have cooked over and over again as our lives go through the twists and turns they need to take. For me there is no better example of a Groundhog Day recipe than my spaghetti, which as promised, the most recent version is [online here](#). Spaghetti really should be like snow flakes, no two exactly alike, still I must be closing in on the 1000th time I've made this in one form or another.

For a long-long time my spaghetti recipe was cooked for one with the extras frozen in single servings. These days the number around my kitchen table has grown considerably. Each new addition has brought their own needs and desires which in turn has made this a better recipe than what it once was. Hope you like it. My advice is try to make it your own; take the time to make it what you need it to be. From my experience I can assure you it will be time well spent.

FROZEN PIZZA SEASONING! It's not just for pizza anymore. I'm big on the idea that Groundhog Day recipes should start with the least number of ingredients possible in order to appeal to as many people as possible. That said, you really do need an assortment of spices to make the spaghetti recipe taste its best, and the blend that comes closest to that combination is the Frozen Pizza Seasoning. So rather than make you buy all the spices, we are just giving you a half cup jar of this blend.

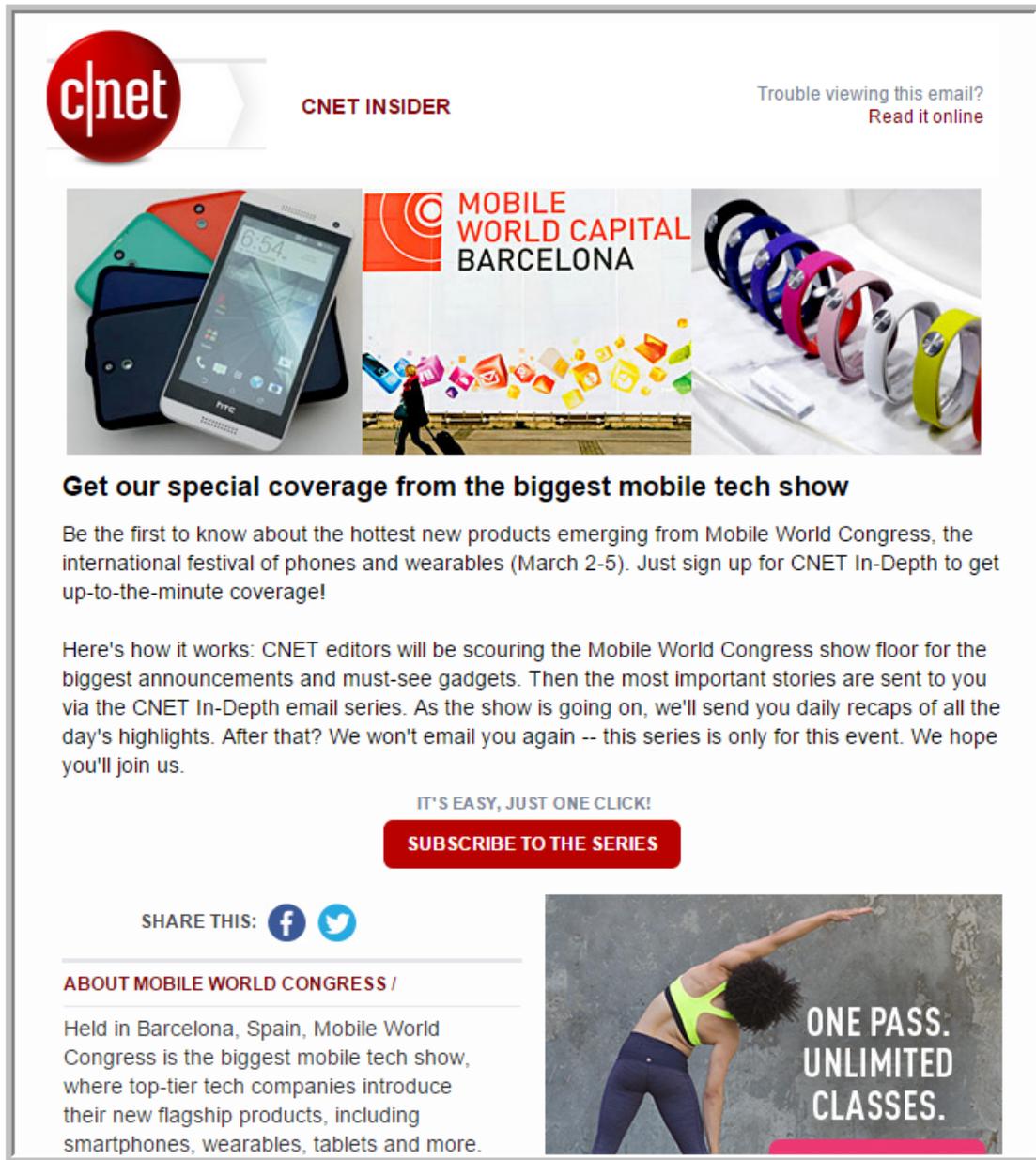
And we also have some wonderfully thoughtful responses to the Dr. Martin Luther King Jr. email we sent out. Cooks are amazing people and with the next update to the website we need to have a way for you to share your thoughts. For now we have [this link](#).



Date: February 10

Format: Email

Notes: Lots of color – short paragraphs of text – subscribe to service button located within the email – ends with a woman in workout outfit (not part of advertisement – but likely eye catching)



The banner features the CNET logo in a red circle on the left. To its right is the text "CNET INSIDER" and a link "Trouble viewing this email? Read it online". Below this is a row of three images: smartphones, the event logo "MOBILE WORLD CAPITAL BARCELONA", and colorful fitness bands. The main text promotes a special coverage series for the event, including a "SUBSCRIBE TO THE SERIES" button and social media share options. At the bottom, there is a section titled "ABOUT MOBILE WORLD CONGRESS /" and a photo of a woman in a workout outfit with the text "ONE PASS. UNLIMITED CLASSES."

**cnet** CNET INSIDER [Trouble viewing this email? Read it online](#)



**Get our special coverage from the biggest mobile tech show**

Be the first to know about the hottest new products emerging from Mobile World Congress, the international festival of phones and wearables (March 2-5). Just sign up for CNET In-Depth to get up-to-the-minute coverage!

Here's how it works: CNET editors will be scouring the Mobile World Congress show floor for the biggest announcements and must-see gadgets. Then the most important stories are sent to you via the CNET In-Depth email series. As the show is going on, we'll send you daily recaps of all the day's highlights. After that? We won't email you again -- this series is only for this event. We hope you'll join us.

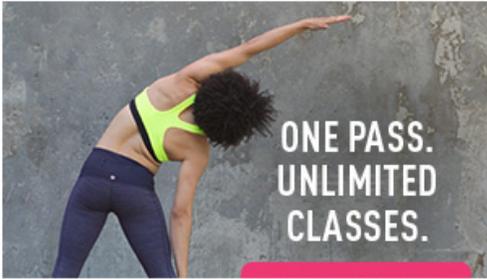
IT'S EASY, JUST ONE CLICK!

**SUBSCRIBE TO THE SERIES**

SHARE THIS:  

**ABOUT MOBILE WORLD CONGRESS /**

Held in Barcelona, Spain, Mobile World Congress is the biggest mobile tech show, where top-tier tech companies introduce their new flagship products, including smartphones, wearables, tablets and more.



ONE PASS.  
UNLIMITED  
CLASSES.

*Date:* February

← Funny (1/3) →

*Format:* TV Commercial

*URL:* <https://www.youtube.com/watch?v=8sXrwEV8BFs>

*Notes:* With approach of Lent (and lots of people eating more fish – especially on Fridays) several fast food chains started to advertise their seafood options. Popeye’s made fun of the competition by characterizing the other chains as serving “a squished fish sandwich on a bun.” This image quickly cut to golden fried shrimp and seasoned fries in a Popeye’s emblazoned container.



*Date:* February

← Funny (2/3) →

*Format:* TV Commercial

*URL:* [https://www.youtube.com/watch?v=st\\_GI73-aVE](https://www.youtube.com/watch?v=st_GI73-aVE)

*Notes:* Rob Lowe did a variety of commercials for Direct TV where he played an alternative version of Rob Lowe. In this example the version who subscribes to Direct TV is strong and virile while the version that subscribes to cable is weak and has scrawny arms that cannot open the mayonnaise jar. The message seems to be if you subscribe to cable you will be weak and possibly starve to death.



Date: February 12

← Strong Product Image (2/9) →

Format: Email

Notes: Much more visual interest than prior email from same spice company – the coupon is “above the fold” and more colorful than before – the links to web pages have more descriptive titles – good color scheme for just before Mardi Gras

Not one, but two free 1/4 cup jars of Cajun Seasoning with any \$5 purchase. Now through 2/23/15 use this coupon to get one 1/4 cup of Cajun for yourself and one to share with a friend. Cajun Seasoning makes the big flavors and fun of Mardi Gras easy no matter where you live. And with two jars of Cajun, this year you can share more than the food of Mardi Gras, you can share the seasoning as well. Just take the coupon below to any of our stores or use its code at [our website](#).



**2 FREE**  
**1/4-Cup jars of**  
**Penzeys Cajun Seasoning**  
with your \$5 purchase

**A \$9.10 value!**  
Coupon Code: FUN

**One for you, one for a friend!**  
Makes the big flavors and fun of Mardi Gras easy—no matter where you live.

9920002

Minimum \$5 purchase required. While supplies last. Limit two 1/4 cup jars of Cajun Seasoning per household during run of promotion. Not applicable to prior sales. Orders placed by mail must enclose coupon. Coupon must be presented at time of purchase in Penzeys store. Please call 1-800-741-7787 to redeem by phone. To redeem online, visit [www.penzeys.com](http://www.penzeys.com) and shop as usual, entering coupon code FUN at “ENTER COUPON CODE” field on Shopping Cart page, or go to [Express Ordering section](#) of [www.penzeys.com](http://www.penzeys.com) and enter code **FUN** in “ENTER COUPON CODE FIELD” on right hand side of screen. This will ensure that your TWO 1/4 cup jars of Penzeys Cajun Seasoning are counted as FREE in your shopping total. Please note that the price of the coupon item does not apply to the standard Penzeys shipping offer where spending \$30 results in free shipping. Standard shipping rates apply. Offer expires at midnight central standard time on Monday, February 23, 2015.

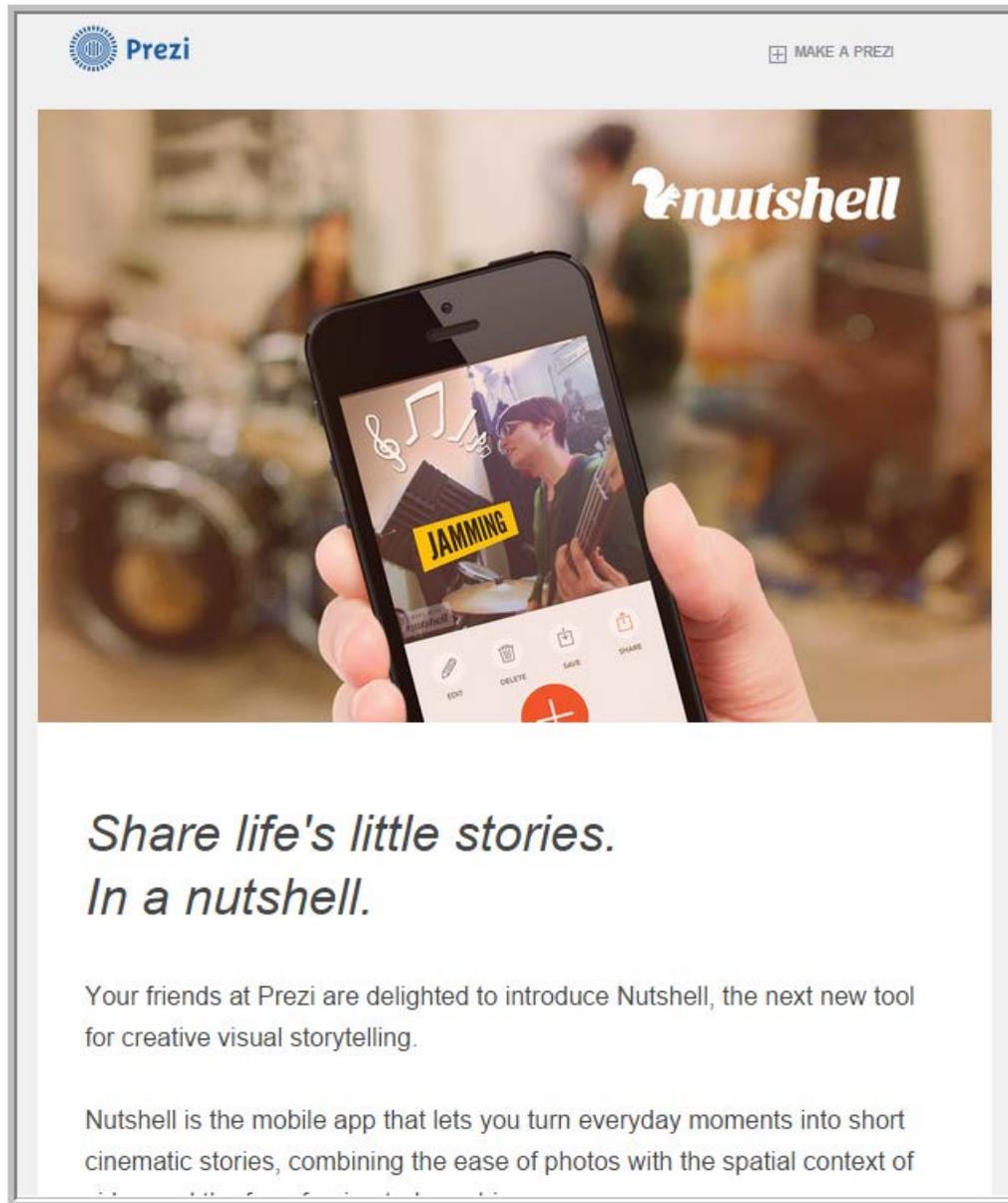
There is so much so right about cooking. Of all the many ways to connect with others and build community, few involve as much flat-out fun as cooking. There may be no better example of food meeting fun than Mardi Gras on America’s Gulf Coast. To get a glimpse of this spirit come [check out our website](#). Great [stories and recipes](#) that spotlight the spirit of Mardi Gras, and every day from now to next Fat Tuesday we will be sharing new stories and recipes that let the good times roll.

Date: February 12

← Web Friendly Text (2/6) →

Format: Email

Notes: Strong visual of a typical customer using the product – introducing a new product it is important to show how it can be used – identifies target market as young people with smart phones who want to document their life or tell their stories



The image is a Prezi presentation slide for the Nutshell app. At the top left is the Prezi logo, and at the top right is a button that says "MAKE A PREZI". The main visual is a hand holding a smartphone. The phone's screen shows a photo of a young man playing a guitar in a band, with a yellow "JAMMING" sticker overlaid. Above the photo are musical notes and a treble clef. Below the photo is a navigation bar with icons for "EDIT", "DELETE", "SAVE", and "SHARE", and a red plus sign at the bottom center. The background of the slide is a blurred image of a band practicing in a room. Below the image, the text reads: "Share life's little stories. In a nutshell." followed by two paragraphs of descriptive text.

**Share life's little stories.  
In a nutshell.**

Your friends at Prezi are delighted to introduce Nutshell, the next new tool for creative visual storytelling.

Nutshell is the mobile app that lets you turn everyday moments into short cinematic stories, combining the ease of photos with the spatial context of

Date: February 13

Format: Email

[← Web Friendly Graphics \(1/11\) →](#)  
[← Strong Product Image \(3/9\) →](#)  
[← Buca di Beppo \(1/4\) →](#)

Notes: A focused advertisement advertising love on valentine's weekend, with a strong image and focused message "bringing home Italian food = Love."



Date: February 13

[← Web Friendly Graphics \(2/11\) →](#)

Format: Email

[← Token \(1/3\) →](#)

Notes: A timely and brightly colored ad (in just the right colors for Mardi Gras) showing the variety of sizes and colors of handbags available from this company – The links across the top allow quick access to the types of bags desired.



Date: February 15

⬅ I Missed the Point (1/7) ➡

Format: Email

Notes: A confusing ad with merchandise that ranges from lemonade pitchers to wine bottle openers, computers, headsets, pillows and genuine Argentinian cowhide rugs – who is there customer? Why was this set of products grouped together?

Date: February 16

[← Buca di Beppo \(2/4\) →](#)

Format: Email

Notes: Another strong image with a simple direct message – click on this email to get a coupon encourages action at the moment the customer sees the email images.



Date: February 19

Format: Email

[← Web Friendly Graphics \(3/11\) →](#)  
[← Strong Product Image \(4/9\) →](#)

Notes: In one picture customers can see the return of the Start Menu (a big new feature of Windows 10) and the cross-functionality between a laptop and a phone – two key selling points of the new operating system – “More to come” placed just above the fold promising even more goodness in the near future



Date: February 20

Format: Email

← Web Friendly Graphics (4/11) →  
← Strong Product Image (5/9) →

Notes: In late February when the streets are covered with ice and snow this add shows the colors of spring that we can only wish for – or maybe buy some color to make up for the gray outside.

**BED BATH & BEYOND** FREE SHIPPING ON ALL ORDERS OVER \$49 IN-STORE PICKUP

what's cooking with **LE CREUSET**

These culinary classics, including cookware, bakeware, and kitchen tools, make every meal colorful and delicious. **SHOP ALL LE CREUSET**

Le Creuset® 1-Quart - 13.25-Quart Signature Enamel French Oven  
~~129.99~~ - ~~499.99~~

Le Creuset® 6-Quart - 20-Quart Stockpots  
~~79.99~~ - ~~179.99~~

**FREE shipping** ON ALL ORDERS OVER \$49

Le Creuset® 10.25" Enamelled Cast Iron Grill Pan  
~~149.99~~

Le Creuset® 8.5" x 12.5" Dish  
~~64.99~~

Le Creuset® 12-Ounce Stoneware Mug  
~~13.99~~

Le Creuset® Dinerware in Cherry 16-Piece Set  
~~229.99~~

Date: February 20

Format: Email

[← Web Friendly Graphics \(5/11\) →](#)  
[← Strong Product Image \(6/9\) →](#)

Notes: In a similar strategy to the colorful cookware above, this ad is featuring cool tropical colored shirts and sport coats in the middle of winter – trying to get customers thinking about spring and summer along with a discount coupon – buttons to go directly to shopping options are clearly marked

**TERRITORY AHEAD**  
EXCEPTIONAL CLOTHING FOR LIFE'S ADVENTURES

MEN'S    WOMEN'S    CLEARANCE: MEN'S / WOMEN'S

**15% OFF YOUR ORDER**    Ends 2/22/15  
of \$100 or more. Enter promo code **TA45567** at checkout.\*

**NEW!**  
**ZEPHYR 2-BUTTON SPORT COAT**  
*signature basketweave*  
Destined to be your favorite in cool, breathable cotton.  
Lined in blue poplin stripes.

[SHOP SPORT COATS ▶](#)

*air of spring*  
**LINEN-COTTON SHIRTS**  
Unique heathered, textured fabric catches every breeze. In long and short sleeves.

[SHOP MEN'S SHIRTS ▶](#)

Date: February 20

[← I Missed the Point \(2/7\) →](#)

Format: Email

Notes: Weddings by Costco – REALLY!! – I never would have thought of Costco as the place to go to prep for my wedding. Where do they keep all of the wedding dresses? And if the wedding doesn't work out you can always buy cheap computers, ink and tires.

Weddings by Costco | [Acer Chromebook Bundle](#)  
[What's New](#)

View email with images  
Please add [CostcoNews@online.costco.com](mailto:CostcoNews@online.costco.com)  
to your address book. Thank you.

View Featured  
COSTCO OFFICE  
Items Below

**COSTCO**.COM

SHOP | [VIEW THE COSTCO CONNECTION](#)

**Weddings**  
BY COSTCO

SHOP NOW

**ACER CB3-111  
CHROMEBOOK & GOOGLE  
CHROMECAST BUNDLE**  
2GB MEMORY, 16GB STORAGE.

\$184<sup>49</sup>  
DELIVERED AFTER \$50 OFF  
OFFER ENDS SATURDAY, 2/21/15

CLICK HERE

**COSTCO**  
PHOTO CENTER

**Save on ink costs**  
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\*Service not affiliated with HP®, Epson®, Canon®, Lexmark® or Dell®

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Professional

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COSTCO  
TIRE CENTER

**\$70 OFF**  
INSTANT SAVINGS

AMD  
A10  
ELITE QUAD-CORE

Date: February 20

← Token (2/3) →

Format: Email

Notes: I get that the handbags are in camo colors, but was the photo taken in someone's basement? If that were the case should the bags be cardboard colored to blend in? – What is the message of this ad – who is the intended customer (someone who lives in their parent's basement?)



Date: February 22

[← I Missed the Point \(3/7\) →](#)

Format: Email

Notes: I'm not sure I understand the connection between doing taxes and buying printers and scanners, they do follow those products with printing calculators below the fold but that seems kind of buried – Perhaps the headline could have said something about supplies you need to prepare other people's taxes?

**Canon**  
SEE IMPOSSIBLE

The Official ONLINE STORE

CAMERAS LENSES CAMCORDERS PRINTERS INK & TONER ACCESSORIES SALE

# ALL THE SUPPLIES YOU NEED FOR TAX SEASON

[SHOP NOW >](#)

imageFORMULA DR-C225W High-Speed Document Scanner.  
Original \$549. SALE \$529\*

[SHOP NOW >](#)

imageCLASS MF6160dw Black & White Laser Multifunction Printer.  
Original \$399. SALE \$299.25\*\*

[SHOP NOW >](#)

MAXIFY MB2320 Wireless\* Home Office Printer.

MP27-MG Desktop Printing Calculator.

Date: February 25

← 'Tis the Season (1/8) →

Format: Email

Notes: Sent early Wednesday morning, this offers ideas for a non-meat main course in Lent, when many customers don't eat meat on Friday – in includes pictures of cooked food to show how appetizing the product can be, a coupon for "Fresh Catch Club" members, and a short bio of one of the farmers showing how he cares for his fish and knows a lot about them



# FRESH CATCH CLUB

Save \$5 as a Fresh Catch Club member!  
For every \$50 in fresh catch items you purchase, you will receive a \$5 electronic coupon.  
[click here for details](#)

## MEET YOUR FISHERMAN



Sheldon George has worked in a variety of positions in salmon farming throughout Atlantic Canada. While working in the industry as a feed and fish health manager, Sheldon pursued higher learning. In 2013, he became the first graduate of the Marine Institute of Memorial University of Newfoundland's Master in Technology Management (Aquaculture) Program. His experience and education has now led him to overseeing all farming operations for True North Salmon's production in Newfoundland.

## featured fresh catch



Fresh Farm Raised Salmon Steak  
\$6.99/lb.  
Origin: Canada

## recipe of the week

### Grilled Salmon Steaks

You have to try this simple salmon steak recipe!  
[click for recipe](#)

Remember, your satisfaction is guaranteed with your VIC card or we'll double your money back.

To learn more about responsibly sourced seafood visit [harristeeter.com](http://harristeeter.com).

## FRESH CATCH FOR THE WEEK

All Prices Valid Through March 3, 2015

			
Fresh Wild Caught Skin-On Flounder Fillet <b>\$9.99</b>	Fresh Charleston Style Crab Cakes <b>2/\$6.00</b>	Wild Caught Steamer Clams <b>\$5.99</b>	Fresh Cheddar Crusted Cod <b>\$9.99</b>

Date: February 25

[← Web Friendly Graphics \(6/11\) →](#)

Format: Email

Notes: A strong image with a simple message “Components week starts now!” – Free shipping along with some specific items listed at the bottom of the ad – lots of links along the top to jump to the relevant portion of their web site.

The image is a promotional email banner for TigerDirect.com. At the top left is the TigerDirect.com logo. To the right, it says "Only For Tiger Insiders" and "Shop online or call our experts (800) 800-8300". Below this is a navigation bar with five yellow buttons: "Computers", "TV & Video", "Computer Parts", "Find Store", and "Daily Deal". Under the navigation bar, there is a link that says "Skip this email, SEE THE DEALS..»". The main body of the banner has a dark background. At the top, it says "COMPONENTS WEEK" in large, white, bold letters, with an image of a RAM module and a hard drive behind the text. Below this, there is a large, glowing power button icon in the center. To the left of the button is the word "STARTS" and to the right is "NOW!" in yellow, bold letters. Below the power button, it says "All Email Deals Ship FREE" in white. Underneath that, it says "The Perfect time to SAVE BIG on all PC Components!" in white. At the bottom, there are four columns, each listing a product and its price in yellow:

Intel® Core™ i7-4790K CPU <b>\$319</b> (Ends 2/26)	Seagate 3TB SATA 3.5" Hard Drive <b>\$79*</b>	Thermaltake 700W Power Supply <b>\$39*</b>	HP 24" HDMI LED Monitor <b>\$149</b>
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Date: February 25

[← I Missed the Point \(4/7\) →](#)

Format: Email

Notes: In the midst of cold and wintry February, Costco is showing pictures of tropical beaches, cruise ships, and fruity drinks with little umbrellas – clear audience in mind, strong graphics, and cohesive message “get away!”

**Costco travel** 1-877-849-2730 | Costco.com

**Sun, Surf and Savings!**  
From **\$299** Per Person\*

**Buyer's Choice Cruises**  
From **\$559** Per Person\*

Winter value on warm getaways. [CLICK HERE >>](#)

Exclusive added values and events. [CLICK HERE >>](#)

**Hilton** HOTELS & RESORTS  
Oahu or Hawaii Island  
• Iconic resorts in idyllic locations

**Mexico: All-Inclusive Resorts**  
• Unlimited meals, wine, spirits, and more

**ATLANTIS** PARADISE ISLAND, BAHAMAS  
Caribbean: Atlantis, Paradise Island  
• Choose from 5 spectacular hotels

Date: February 26

Format: Email

← Hurry Up and Shop (1/4) →  
← Target the Customer (3/4) →

Notes: Message specifically targeted at the fact that snow has closed many schools and businesses – the bottom right corner shows a snowman chef in place of the typical sketch of an Italian looking chef

**All Locations Open Today**  
**Enjoy The Snow Day!**  
**Good For Today Only! Limited Delivery.**

**Place an order of \$20.00 or more  
& get \$5.00 off!**

Order Online or Call the Store using coupon code 458279078885 .  
Expires 02/26/2015.

Please bring the coupon with you or use the correct coupon code with online orders. Good for dine-in, carryout or delivery at all Potomac Pizza locations. Not valid with any other offers including Tuesday Special. Questions? Please call your store directly.

**POTOMAC PIZZA.**



Date: February 27

[← Something Odd \(1/9\) →](#)

Format: Email

[← Buca di Beppo \(3/4\) →](#)

Notes: Interesting marketing ploy – watch this two hour marathon on the Food Channel and the owner of the restaurant will give you some free spaghetti – I wonder how they enforced the agreement “TV Police?”

Watch Buca owner Robert Earl's  
2 hour Saturday night TV marathon  
and have a pasta on him.

ROBERT EARL'S  
BE MY GUEST  
MARATHON  
SATURDAY, FEBRUARY 28TH  
9-11 PM EST & 1-3 AM EST SUNDAY

**COOKING**  
CHANNEL

**BUCA TO GO**  **FREE Buca To Go  
Spaghetti Marinara**

Date: February 28

Format: Email

[← Web Friendly Text \(3/6\) →](#)  
[← Web Friendly Graphics \(7/11\) →](#)  
[← 'Tis the Season \(2/8\) →](#)

Notes: Fun typeface (emphasizing “fun”) with bright summer prints and a clear singular message “Get ready for summer” even though it is still February – easy buttons, clearly defined links, no distractions

The banner features the Territory Ahead logo at the top center, which includes a red circular emblem with a dragon-like figure and the text "TERRITORY AHEAD" in a red serif font, with the tagline "EXCEPTIONAL CLOTHING FOR LIFE'S ADVENTURES" below it. Below the logo are three navigation links: "MEN'S", "WOMEN'S", and "CLEARANCE: MEN'S / WOMEN'S". The main headline "FUNKY BATIK PRINTS" is displayed in a large, bold, multi-colored font with a distressed texture. Below the headline is the sub-headline "(YES, WE PUT THE FUN IN FUNKY)" in a smaller, black, sans-serif font. A central button with a black border contains the text "SHOP MEN'S PRINTS" followed by a right-pointing arrow. At the bottom of the banner is a photograph of a short-sleeved batik shirt with a vibrant, multi-colored pattern of geometric and floral motifs, displayed on a mannequin torso.

Date: March 1

Format: Emails

← I Missed the Point (5/7) →  
← Sears/Kmart (1/5) →

Notes: Although they arrived as separate emails, it is clear Kmart and Sears have hired the same marketing firm – they are both advertising clothes, furniture, small kitchen electronics, and whatever else they seem to have in stock – not a focused set of ads, who is the target customer?

**kmart** FREE SHIPPING on orders over \$50  
ELECTRONICS TOYS & GAMES CLOTHING HOME PHARMACY CLEARANCE LOCAL AD

SHOP YOUR WAY! **double** Manufacturer Coupons THIS WEEK ONLY! ENDS 3/7/15

**DOLLAR DAYS SALE**  
Stock up and save!  
VIEW AD ▶

**25% off**  
Basic Editions spring collection  
SHOP BASIC EDITIONS ▶

**LAST WEEK!**  
Semi-annual furniture event  
All furniture on sale  
SHOP FURNITURE ▶

Buy one, get one for \$1  
kids' shoes  
SHOP KIDS' SHOES ▶

Savings for the kitchen  
ALL KITCHEN APPLIANCES ▶  
SHOP COOKWARE ▶

All fitness equipment on sale  
SHOP FITNESS ▶

Hot electronics deals!  
SHOP ELECTRONICS ▶

**sears** FREE SHIPPING on orders over \$50  
APPLIANCES HOME CLOTHING ELECTRONICS LAWN & GARDEN TOOLS CLEARANCE LOCAL AD

SHOP YOUR WAY! **50** % off  
Your local ad is here!  
Fresh selection. Top savings. Just around the corner.  
VIEW THE AD ▶

GET IN GEAR FOR A SPORTY SPRING!  
**UP TO 50% OFF**  
Everlast athletic clothing for the family  
SHOP NOW ▶

**SEMI-ANNUAL HOME SALE**  
Save on small kitchen appliances; updates for every budget!  
SHOP NOW ▶

COMFORT & COOLES IN EVERY COLOR!  
**UP TO 50% OFF**  
bed & bath  
SHOP BED ▶  
SHOP BATH ▶

AT YOUR SERVICE, AT BIG SAVINGS!  
**UP TO 25% OFF**  
Home appliances  
**10% OFF**  
Some top appliance brands  
SHOP & SAVE NOW ▶

SEARS' NATIONWIDE APPLIANCE SALES, PROTECTION AND SERVICE!  
For service & parts for all major brands, call 1-800-635-7004  
GET 20% OFF in-home appliance more today

VIVID COLORS, LIVELY BEATS. JUST LIKE SPRING!  
**ELECTRIFYING DEALS**  
on select TVs, tablets, headphones & more!  
SHOP NOW ▶

GO AHEAD, JUMP ON IT!  
**2015 DIGITAL HOME GUIDE**  
Spring styles are here. Refresh your home!  
CHECK IT OUT ▶

**BONUS DAYS**  
MEMBERS CAN CHOOSE 10% back in points\*\*  
EVERYONE GETS AN EXTRA 5% off\* - OR - 12 months SPECIAL FINANCING\*\*  
with your Sears card  
SHOP NOW ▶

Date: March 3

← Something Odd (2/9) →

Format: Email

Notes: Really!? An iPad holder that also doubles as a toilet paper holder!? Really!? I don't even want to think about when I might need something like this...

**BED BATH & BEYOND**

FREE SHIPPING ON ORDERS OVER \$49 | IN-STORE PICKUP RESERVE ONLINE, PAY IN-STORE  
Get Details • Learn More •

BATH ACCESSORIES | WHAT'S NEW | CLEARANCE

**DON'T FORGET** If you haven't already, add this to your cart.

**EXCLUSIVE ONLINE OFFER FOR THIS EMAIL ADDRESS ONLY**  
**20% OFF ONLINE.** SHOP NOW 3/30/15

**SQUATTY POTTY**  
As seen on **SHARK TANK**  
SHOP NOW

Squatty Potty® Toilet Stool  
24.99

WATCH VIDEO NOW

sit, elevate, eliminate  
Squatty Potty® is a highly effective solution for healthy bathroom posture and easier elimination.

**BEFORE you go**  
Eliminate odors to keep your bathroom smelling fresh and clean.  
Poo-Pourri® Before-You-Go® Toilet Spray  
9.99 each

Pedestal Stand for iPad® with Optional Roll Holder  
39.99  
\*iPad not included

**KEEP YOUR SEAT warm**  
Heated toilet seat gives you a warmup while you go.  
UltraTouch™ Heated Round Toilet Seat  
79.99  
**FREE shipping**

Date: March 3

[← Web Friendly Text →](#)

Format: Email

Notes: A strong graphic used to promote a graphics program – a way of showing what a new customer can do if they buy the product (and then spend years developing their illustration skills)

**academic**  
superstore.com

Millions of Students & Teachers  
SAVE BIG!  
**SHOP the STORE**

save  
**60%**

Adobe  
**Creative Cloud**  
student & teacher

**\$239<sup>88</sup>** | per year | **\$19<sup>99</sup>** | per month

**BUY NOW**

**OTHER GREAT DEALS**

**Cyberlink Director Suite 3**  
**SAVE 60%** **BUY NOW >**

**IBM SPSS Premium v22 GradPack**  
**SAVE 99%** **BUY NOW >**

finale.

*Date:* March 15

← Something Odd (3/9) →

*Format:* Banner Ad

*Notes:* Just days before St. Patrick 's Day a banner ad offers "Irish Fire Logs" without any explanation of how Irish fires are different from everybody else's. When you roll over the ad it talks about how the log is actually peat and it burns slowly filling the house with aromas of Irish countryside (or something like that). It was interesting enough to get me to roll over the image to find out how Irish fires are different from the rest.



Date: March 15

[← Buca di Beppo \(4/4\) top](#)

Format: Email

Notes: despite the cold days outside – here is a promise of spring. It cleverly uses pasta shapes to tie the upcoming activities of spring with Italian food available at Buca’s. The use of pasta and meatballs tied to the traditional activities of spring bring together the product and times when we would want to use it.



Date: March 16

Format: Email

[← Web Friendly Graphics \(8/11\) →](#)

[← Hurry Up and Shop \(2/4\) →](#)

Notes: This email was sent at 9:00 a.m. with a coupon that expired at midnight. It is a one-day sale that is only advertised today – create a sense of urgency since the coupon has almost expired before you ever have a chance to open the email. Good graphic design – simple and elegant, full of the hopes of springtime on a cold winter day.



Date: March 17

[← I Missed the Point \(6/7\) →](#)

Format: Email

Notes: This email reminds me more of Target than Crate&Barrel. Unlike the email from the prior day with a sense of urgency and elegant design – this email has no expiration dates for the sale, and clunky red silhouettes of all sorts of objects – is that a pillbox, a shopping bag, and a lamp? What do they have in common?

**Crate&Barrel** View with images

Outdoor | Furniture | Decorating | Dining | Kitchen | Sale

**Up to 40% off:  
Over 200  
New  
Markdowns**

Save on bedding,  
dinnerware, decor,  
utility and more.  
**Shop now ▶**

We're in the neighborhood | Tysons Corner McLean, VA | Spring Valley Washington, DC

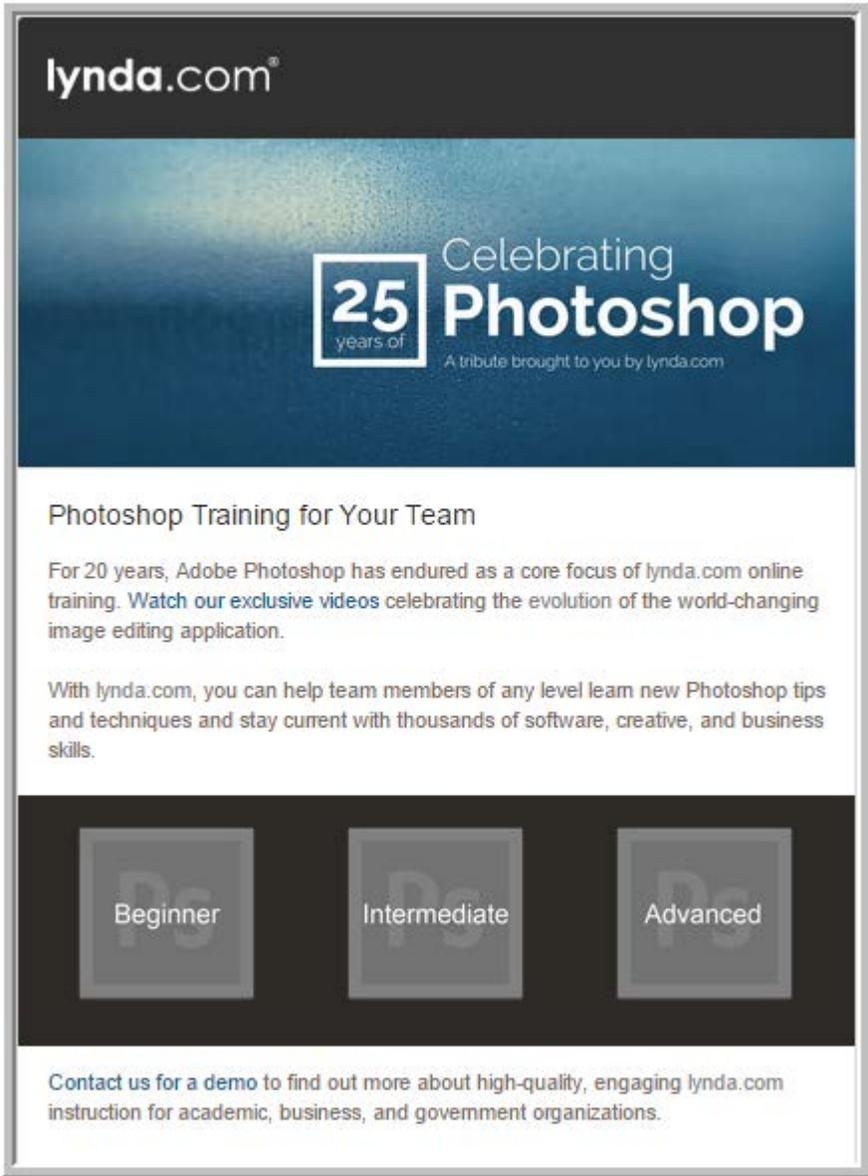
What's new with our other brands **CB2** *The Land of Nod.* | Get Social with us

Date: March 17

[← Web Friendly Graphics \(9/11\) →](#)

Format: Email

Notes: A very clean visual design. A good strong focus in the center of the blue banner. Lynda.com is clear and uncluttered in the top left. The message is short and easily read in a few seconds (which is often the only amount of time an email has to make its point). The panels along the bottom (Beginner, Intermediate, and Advanced) are actually buttons taking you to a set of skill appropriate tutorials.



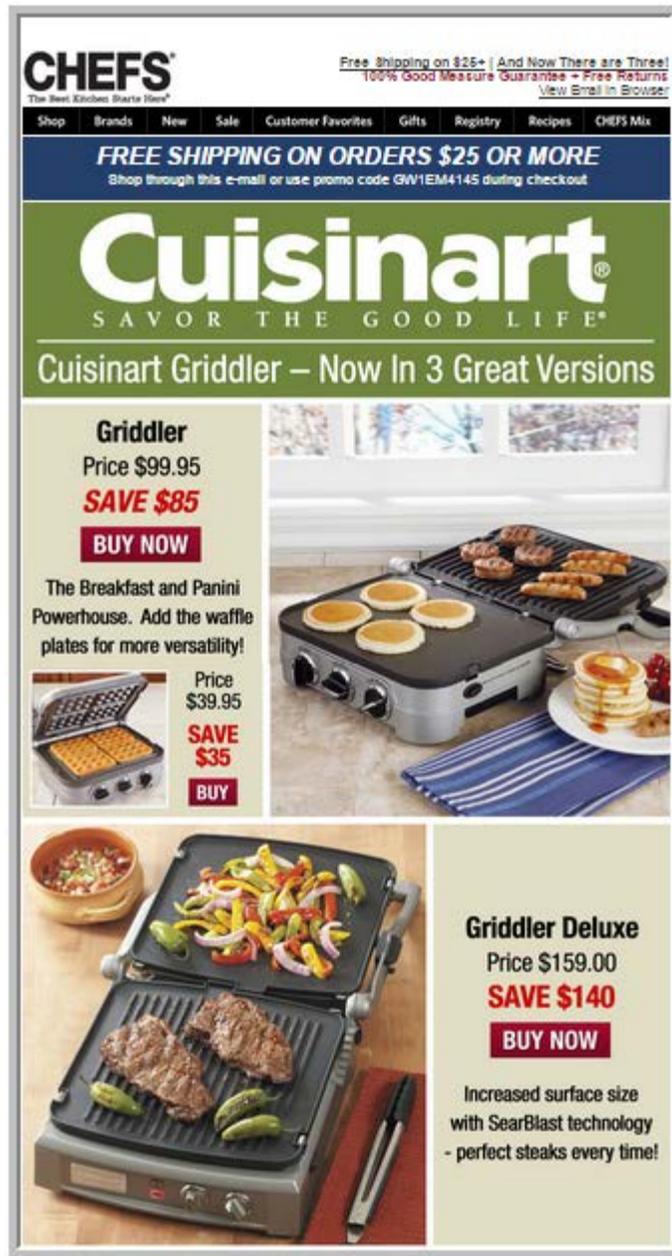
The image shows an email template for Lynda.com celebrating 25 years of Photoshop. The top section is a dark blue banner with the Lynda.com logo in the top left. In the center, there is a white square containing the number '25' with 'years of' written below it, followed by the word 'Celebrating' in a smaller font and 'Photoshop' in a large, bold font. Below 'Photoshop' is the text 'A tribute brought to you by lynda.com'. The middle section has a white background with the heading 'Photoshop Training for Your Team'. Below the heading is a paragraph of text: 'For 20 years, Adobe Photoshop has endured as a core focus of lynda.com online training. Watch our exclusive videos celebrating the evolution of the world-changing image editing application.' This is followed by another paragraph: 'With lynda.com, you can help team members of any level learn new Photoshop tips and techniques and stay current with thousands of software, creative, and business skills.' The bottom section features three dark grey buttons with rounded corners, each containing the word 'Beginner', 'Intermediate', and 'Advanced' respectively, with a faint 'Ps' logo in the background. At the very bottom, there is a line of text: 'Contact us for a demo to find out more about high-quality, engaging lynda.com instruction for academic, business, and government organizations.'

Date: March 20

← Targeting the Customer (4/4) [top](#)

Format: Email

Notes: This email arrived less than a week after I had been on their site looking at the Cuisinart® Griddler. I already have an account with them so when I visit they use cookies to track who I am and then send target emails to follow-up on the visit.



**CHEFS**  
The Best. Cookies. Starts Here.

Free Shipping on \$25+ | And Now There are Three!  
100% Good Measure Guarantee + Free Returns  
[View Email in Browser](#)

Shop Brands New Sale Customer Favorites Gifts Registry Recipes CHEFS Mix

**FREE SHIPPING ON ORDERS \$25 OR MORE**  
Shop through this e-mail or use promo code GW1EM4145 during checkout

**Cuisinart**  
SAVOR THE GOOD LIFE®

Cuisinart Griddler – Now In 3 Great Versions

**Griddler**  
Price \$99.95  
**SAVE \$85**  
**BUY NOW**

The Breakfast and Panini Powerhouse. Add the waffle plates for more versatility!

 Price \$39.95  
**SAVE \$35**  
**BUY**



**Griddler Deluxe**  
Price \$159.00  
**SAVE \$140**  
**BUY NOW**

Increased surface size with SearBlast technology - perfect steaks every time!

Date: March 21

[← 'Tis the Season \(3/8\) →](#)

Format: Email

Notes: Getting a jump on spring (and Easter) Lands End advertises bright colors and cool fabrics that will work well once the weather eventually warms up. The shirt and tie combos help to increase sales since some customers may need some guidance as to what tie goes with what shirt.

Ends tomorrow: 30% off all Home styles. | Web Version

FREE SHIPPING EVERY DAY ON ORDERS \$50+  
\$5 MORE FOR UPS 2 DAY

# LANDS' END

WOMEN MEN KIDS SWIM SHOES HOME UNIFORMS SALE

ONLINE & IN STORES!  
**SPRING SALE**  
SAVE UP TO 55%  
PLUS, WE'VE ADDED EVEN MORE  
NEW SPRING STYLES TO OUR SALE.

SHOP ALL SALE

MEN'S DRESS SHIRTS  
FROM \$29

The advertisement features a stack of men's dress shirts and ties. The top shirt is a blue and white plaid shirt with a dark blue tie. Below it are several other shirts in various colors and patterns, including a light blue shirt, a white shirt, a pink and white striped shirt, a purple shirt, a green shirt, and a blue and white striped shirt. The ties are also in various colors and patterns, including a dark blue tie, a red tie, a white tie, a blue tie, and a green tie.

Date: March 23

[← 'Tis the Season \(4/8\) →](#)

Format: Email

Notes: Amazon capitalizes on the upcoming holiday (Easter) with a link right on top to the “Easter Shop” followed by multiple links to gadgets/tools to help with spring cleaning. Cleaning is often done just before Easter (and guests) arrive so linking the two together works well. A good example of combining two separate activities that often occur near the same time in one email.

Refresh Your Home & Garden with Spring Cleaning

[Easter Shop](#) >

**amazon**  
Prime

[Your Amazon](#) [Today's Deals](#) [Gift Cards](#)



Spring Cleaning  
Leave winter in the dust

[See All](#)

**Refresh Your Home**  
Make your home bright, clean, and clutter-free [Learn More](#)



Date: March 26

Format: Email

[← 'Tis the Season \(5/8\) →](#)  
[← Wegman's \(1/3\) →](#)

Notes: Wegman's is positioning themselves as the solution to Easter dinner challenges – with the options to make something from scratch for the dinner feast, or take something already prepared. Either way Wegman's is the solution. Further down the ad they also provide options for a Sunday brunch if that is more your style.

Wegmans fresh news

View as a webpage

Twitter Pinterest YouTube

# Celebrate Easter

Sunday, April 5

Everything you need to entertain family & friends.

*All stores will be open normal business hours on Easter Sunday.*

## Traditional dinner

<b>Make It</b>	<b>Take It</b>
Roasted Carrot, Apple & Cherry Salad	Signature Glazed Spiral Sliced Bone-In Half Ham
Roasted Asparagus with	

Date: March 26

Format: Email

Notes: The first of "Six Weeks of Order" from the Container Store. They say right on top that this advertising campaign will last six weeks and end with "Spring Order" (whatever that is). The first step is clear kitchen and fridge clutter. Buying their products will somehow remove all of the old food and garbage from your fridge.

The image is a promotional email banner for The Container Store. At the top, it says "Join us for Six Weeks Of Order" and "View this email in a web browser". The Container Store logo is prominent, along with the tagline "The Original Storage and Organization Store®". There are social media share icons for email, Facebook, and Twitter. A navigation bar includes links for "SHOP", "elfa", "SALE", "WHAT'S NEW", "GIFT CARDS", and "EXPERT TIPS & VIDEOS". A teal banner reads "MORE TIME FOR SPRING TIME" with a sub-headline and a small photo of a family. The main section is titled "SIX WEEKS to SPRING ORDER" and "WEEK 1: Clear Kitchen Clutter - Fridge Refresh". It features a central image of a refrigerator interior with various food items neatly organized in clear plastic bins and containers. Below this image is a "FRIDGE ORGANIZERS SALE" button. At the bottom, there are two smaller images: one showing a stack of clear bins and another showing a cluttered kitchen counter with jars and containers.

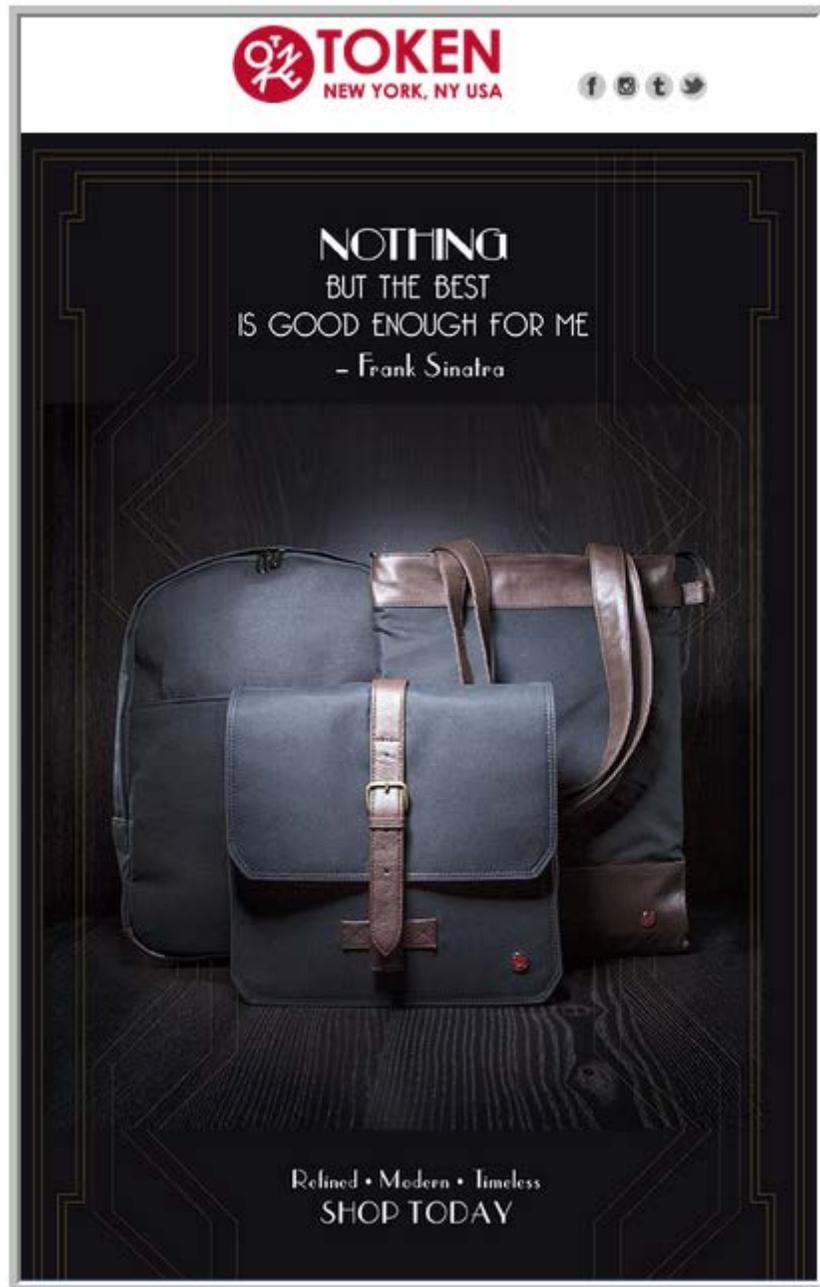
Date: March 27

[← Web Friendly Graphics \(10/11\)](#) [→](#)

Format: Email

[← Token \(3/3\)](#) [top](#)

Notes: Getting a big jump on Frank Sinatra's 100<sup>th</sup> birthday (in December) Token is cashing in on the Sinatra style and swagger. The add works for men and women since (as the old saying goes) "men want to be him, and women want to feed him" (or something like that).



Date: March 27

Format: Email

[← Web Friendly Text \(4/6\) →](#)  
[← Strong Product Image \(7/9\) →](#)

Notes: A powerful image (a computer that truly fits in the palm of your hand) and a great tag line “HP’s new desktop. No desk required.” The new form factor might just redefine what a desktop computer looks like – and at a price well below many laptops or full size laptops. The picture says it all.



HP.com | 866-433-2028 | [webview](#)

 INTRODUCING THE  
2-INCH TOWER OF POWER.  
HP's new desktop. No desk required.

 **New**

Get big power in a small package with the next generation HP Pavilion Mini. All the features you expect from a full-size PC at a pint-sized price.

[Shop HP now](#) 

HP Pavilion Mini  
**Starting at \$319.99\***

Date: March 29

← I Missed the Point (7/7) [top](#)

Format: Email

← Sears/Kmart (2/5) →

Notes: A set of ads from K-mart and Sears – similar topics, but different colors and a slightly different focus. Both feature a picture of the paper ad for those who like paper (called the localad), both feature kid Easter clothes, and then Sears goes a little more high end with adult clothing while K-mart does kids toys.

Also, get up to 25% off **Kmart** appliances + up to 25% off all bed & bath | [View Online](#)

**sears** FREE SHIPPING on orders over \$39

ANY APPLIANCES HOME CLOTHING ELECTRONICS LAWN & GARDEN TOOLS CLEARANCE LOCAL AD

SHOP YOUR WAY™ John Colton Member # 7091 3264 4276 6933 2,369 Points as of 04/01/2015 7,617 Points expiring on 03/28/2015 [Redeem Points](#)

Your localad is here!  
Fresh selection. Top savings.  
Just around the corner. [VIEW THE AD ▶](#)

# Easter Sale

Styles cuter than the Easter bunny!

**UP TO 50% OFF**  
kids' dresses & dresswear  
for infants, toddlers, girls 4-16  
& boys 4-20 (Reg. \$20-\$80)

[SHOP NOW ▶](#)

Savings range 40%-50%

ONLINE ONLY | 5 PM CT TODAY - 7 AM CT MONDAY  
**MIDNIGHT MADNESS**  
EXTRA 5%-10% OFF FEATURED CATEGORIES  
[SHOP ALL DEALS](#)

Extra 5% off  
MAJOR APPLIANCES  
VACUUMS &  
FLOOR CARE

Extra 10% off  
PATIO FURNITURE  
& OUTDOOR DECOR.

Offer valid 5 pm CT 3/29/15 - 7 am CT 3/30/15. Exclusions apply. See details.

**UP TO 50% OFF**  
Easter styles for her  
[SHOP FOR HER ▶](#)

**UP TO 50% OFF**  
men's dresswear  
[SHOP FOR HIM ▶](#)

Savings range 40%-50%

Spring savings on furniture and fabrics + 8000 50% off athletic shoes! | [View Online](#)

**kmart** FREE SHIPPING on orders over \$39

ELECTRONICS TOYS & GAMES CLOTHING HOME PHARMACY CLEARANCE LOCAL AD

SHOP YOUR WAY™ John Colton Member # 7091 3264 4276 6933 2,369 Points as of 04/01/2015 7,617 Points expiring on 03/28/2015 [Redeem Points](#)

IN STORE ONLY  
members get **double**  
manufacturer **coupons**  
Up to \$2 every day with a purchase of \$25 or more.  
Limit five (5) coupons per customer per day. [SEE DETAILS](#) [FIND A STORE](#)

**THIS WEEK ONLY! Ends 4/4/15**

# Easter made easy! Here's your localad

[VIEW THE AD ▶](#)

**more fun for everybunny**

**40% off**  
Easter and spring décor  
[SHOP DÉCOR ▶](#)

**50% off**  
jumbo Easter plush  
[SHOP EASTER ▶](#)

Date: March 31

← 'Tis the Season (6/8) →

Format: Email

Notes: As the weather finally starts to warm up more and more ads are talking about getting ready for spring. I'm not sure what crab cakes have to do with spring (they seem more of a summer meal to me) but the idea is welcome, and the food looks good.



The graphic is a promotional poster for FirstWatch, titled "BEHOLD SPRING". It features three food items: Crab Cake Benedict, Spring Alpine Frittata, and The Elevated Egg Sandwich. A coupon for \$2 off is included, along with the website firstwatch.com and social media icons for Facebook and Twitter. The text "Limited time offers" is at the bottom right.

**FirstWatch**  
The Daytime Café

BEHOLD

# SPRING

*Enjoy the tastes of a new season*

Crab Cake Benedict

Spring Alpine Frittata

The Elevated Egg Sandwich

Save **\$2** off any BREAKFAST, BRUNCH or LUNCH ENTRÉE Expires 4/14/15

[CLICK HERE FOR COUPON](#)

FIRSTWATCH.COM

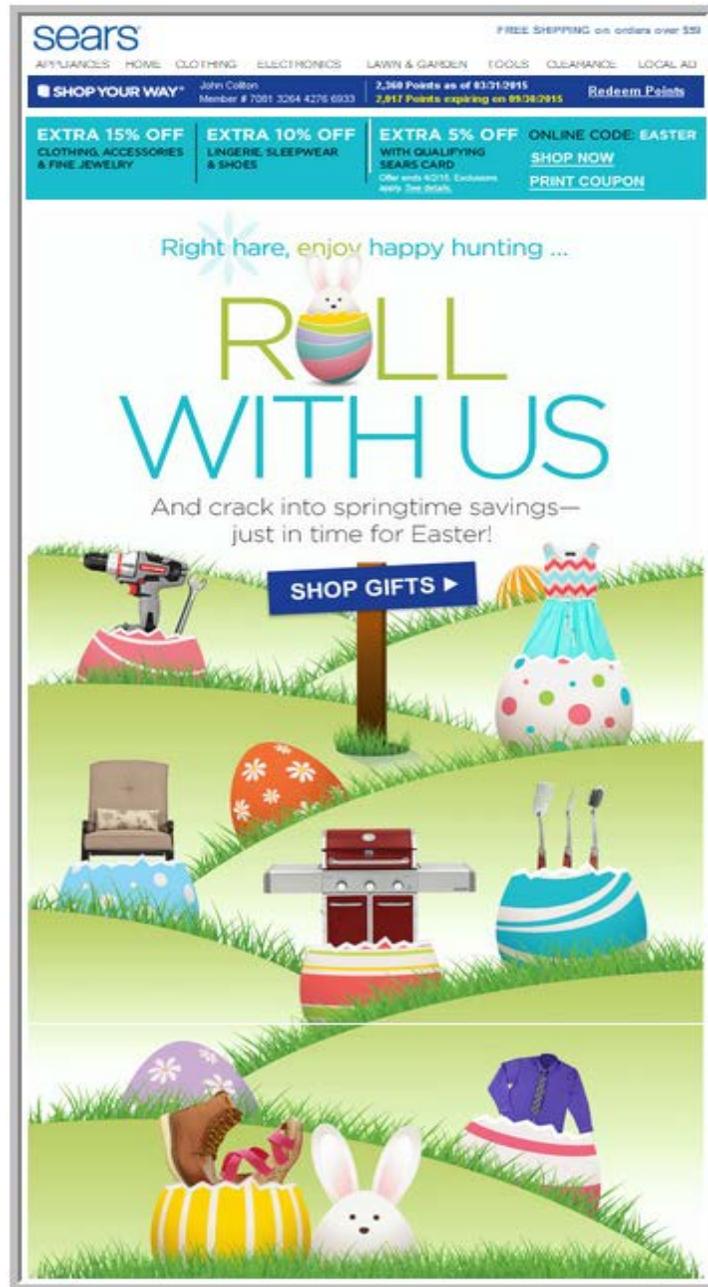
Limited time offers

Date: March 31

← Sears/Kmart (3/5) →

Format: Email

Notes: A change of pace for Sears – the add was animated with the bunny appearing next to each egg and a surprise popping out of the egg (something they want to sell). It was a nice change from the standard ad with lots of product pictures and text about how much you can save if you shop now!



Date: March 31

← Web Friendly Text →

Format: Email

Notes: Black and Red seem kind of severe for the spring season. The ad indicates that the “season” is from February 1 – April 30, what season is that “wing” (winter and spring) or “sprinter” (spring and winter)? The text of the ad includes “lowest prices of the season” and “prices may be lowered” and “prices shown reflect extra savings.” I’m confused.

The image is a promotional banner for Macy's. At the top left is the Macy's logo with the tagline "the magic of macy's". To the right of the logo, it says "Shop 5-Day Specials + take \$20 off your purchase of \$50 or more! promo code: LPOS [shop now](#)". Below this is a navigation bar with categories: FOR THE HOME, BED & BATH, WOMEN, MEN, JUNIORS, KIDS, BEAUTY, SHOES, HANDBAGS & ACCESSORIES, JEWELRY & WATCHES, and SALE. Below the navigation bar are links for [the gift guide](#), [stores](#), [deals & promotions](#), [gift cards](#), and [wedding registry](#).

Below the navigation bar are two promotional boxes. The first features a truck icon and says "FREE SHIPPING with \$99 purchase + FREE RETURNS U.S. only, exclusions apply." The second features a shopping bag icon and says "WANT IT NOW? buy online pick up in-store FIND OUT MORE".

The main promotional message is "TAKE \$20 OFF YOUR PURCHASE OF \$50 OR MORE." in large white text on a red background. Below this, it says "select depts. excludes furniture, mattresses & Specials. [exclusions & details](#)" and "PROMO CODE:

The central part of the banner has a black background with white text: "NEW SEASON! NEW LOOKS! SPECTACULAR SAVINGS!" followed by "OUR LOWEST PRICES OF THE SEASON!" in very large, bold, red letters. Below this, it says "select styles. season is Feb. 1-April 30. prices may be lowered as part of a clearance."

Below the central text is a grid of 12 white buttons with black text, each containing a category name: WOMEN, MEN, FOR THE HOME, JUNIORS, SHOES, BED & BATH, JEWELRY, KIDS, KITCHEN, HANDBAGS, LUGGAGE, and FURNITURE.

At the bottom of the banner, it says "EXTRA 25% OFF CLEARANCE" in large red letters, followed by "prices shown reflect extra savings. exclusions apply."

Date: March 31

Format: Email

Notes: I'm glad to hear that the new Jot Script 2 is faster, thinner, rechargeable and comes with a USB interface – if only I knew what it was! What is a digital pen? It works even quieter on glass (something I would probably not choose to write on with a standard pen). Good layout – but clearly I am the wrong audience since I don't know what it does or why I would want it.

**EVERNOTE Market** View as Desktop

## Introducing the Jot Script 2. Even mightier.

**NEW**

*Faster. Thinner. Rechargeable.*

[SHOP NOW](#)

**FREE GROUND SHIPPING\* &  
6 MONTHS OF EVERNOTE PREMIUM  
INCLUDED WITH PURCHASE**

Introducing the new Jot Script 2 Evernote Edition. With improvements from end to end, it's our most advanced digital pen ever.

**Faster performance**  
Enjoy faster stroke tracking, smoother line rendering, and better tip-to-line accuracy that's even quieter on glass.

**Thinner barrel**  
With a smaller diameter and more balanced weight, the barrel feels even more natural in your hand.

**Rechargeable battery**  
Write continuously for up to 20 hours without recharging thanks to a built-in USB lithium-ion battery.

EVERNOTE

Date: April 1

← Sears/Kmart (4/5) →

Format: Email

Notes: The subject line read "It's official, your luck ran out... no deals today 😏\_/" which was a clever way to start an April fool's trick. The email would certainly contain some incentive to buy, but the reverse psychology might just get some people to open the email when normally they just discard them.

What? | [View Online](#)

sears

FREE SHIPPING on orders over \$59

APPLIANCES HOME CLOTHING ELECTRONICS LAWN & GARDEN TOOLS CLEARANCE LOCAL AD

SHOP YOUR WAY<sup>®</sup> John Colton  
Member # 7081 3264 4276 6933

2,360 Points as of 04/01/2015  
2,017 Points expiring on 09/30/2015

Redeem Points

**JK**

April Fool's

JUST KIDDING

But as long as you're here,  
how about doing a little shopping?

**SHOP NOW ▶**

Date: April 1

[← Web Friendly Text \(5/6\) →](#)

Format: Email

Notes: Another play on April fool's day with a subject line that read "Today Only! Up to 80% OFF Clearance! No time to fool around." The body copy says "80% off" ... "When you take an Extra 30% off!" ... "Discount automatically applied at checkout". That seems an odd way to say 80% off – I suppose you could say something like "after taking an additional 5% off" six times (which adds up to 80% - assuming the original discount was 50%). Why make it so difficult?

Hurry, Extra 30% Off Clearance ends at midnight (ET)! [View in web browser](#)

**TERRITORY AHEAD**  
EXCEPTIONAL CLOTHING FOR LIFE'S ADVENTURES

MEN'S    WOMEN'S    CLEARANCE: MEN'S / WOMEN'S

**TODAY ONLY!**

UP TO **80%** off  
**CLEARANCE**

**When you take an Extra 30% Off!**  
You'd be an April fool to pass this up!  
Discount automatically applied at checkout.\*

[SHOP MEN'S CLEARANCE ▶](#)

[SHOP WOMEN'S CLEARANCE ▶](#)

CONTACT US    CATALOG REQUEST    FORWARD    GIFT CARDS

Date: April 1

Format: Email

Notes: Oh dear God – please let this be an April fool’s joke!!!!

[← Funny \(3/3\) top](#)  
[← Something Odd \(5/9\) →](#)

Explore the Cute Cloud. [View in web page](#) | [Make Bing my homepage](#) | [f](#) [t](#) [+](#)

Download the Bing app: [Available on the App Store](#) | [ANDROID APP ON Google play](#) | [Available on Kindle Fire](#)

**bing**

# Bing is going cute

Paws what you're doing right now, and find the Internet's cutest animal images and videos all on the new Cute Cloud.

[See the cuteness >](#)

 <p>See Bing's predictions for the cutest animals of 2015 &gt;</p>	 <p>The toughest quiz you'll take today &gt;</p>	 <p>Free download: cute animal wallpaper pack* &gt;</p>
---	---	--

SHARE [f](#) [t](#)

Date: April 6

[← Web Friendly Text →](#)

Format: Banner Ad

Notes: On April 6 there is an ad across the top of the page and another down the side for an event that happens (happened?) on January 5. Are we really late, or really really early for this event? Since there is no hint as to the actual product there is no way to know it if will be, or has been, revealed.

The screenshot shows a CNET article page. At the top, there is a dark banner with the LG logo, the text "January 5 @ 8 am PST", and "Watch the live reveal" with a red "GO >" button. Below this, the article title "Spring Tech Preview 2015" is displayed in large, bold black font. A sub-header reads "CNET > Spring Tech Preview 2015". The main text begins with "Maybe it's a little early to be getting in line for these gadgets, but they are the products we just can't wait to get our hands on. Here's what you should be excited about." To the right of the main text is a smaller version of the LG event banner. At the bottom left, a small dark box contains the text "Most anticipated tech for spring 2015".

Date: April 2

Teach the Customer (1/2)

Format: Email

Notes: Not only does the ad show well-tailored shirts – but lists six elements of the shirt that set it apart from its competition. It is teaching someone what to look for in a well-made shirt.

**LANDS' END**  
WOMEN MEN KIDS SWIM SHOES HOME UNIFORMS SALE

**BUTTONDOWNS AND BEYOND | SAVE 30%**  
ON DRESS SHIRTS, DRESS PANTS, TIES & BLAZERS  
REG. PRICED STYLES. ONLINE AND IN STORES.  
SHOP NOW

**SUPERIOR QUALITY**  
From the refined details you see to the technical features you feel, the quality of our No Iron Pinpoint Dress Shirts is a cut above.  
SHOP NO IRON PINPOINTS

**THE RIGHT STUFF**  
For the No Iron Dress Shirt, there's no cutting corners. They're made with care, thought, and all the right stuff.

1. Backing on every button keeps them from ripping off even after years of wear.
2. Extra-long Supima® fibers are ultra smooth and strong.
3. The fused collar provides a perfect stand – it always looks polished.
4. Interfacing gives the cuff extra structure even after repeated washings.
5. Single-needle stitching creates an almost invisible, yet still sturdy, seam on the chest.
6. Properly spaced button-holes and perfect stitching create the most secure fit.

SHOP DRESS SHIRTS:  
TRADITIONAL FIT / TAILORED FIT / SLIM FIT

Date: April 2

[← The Container Store \(2/10\) →](#)

Format: Email

Notes: The second of the six-week series on how to get organized for spring. This email focuses on drawers and how to maximize that space.

**SIX WEEKS to <sup>\*</sup>SPRING ORDER**

**WEEK 2: Small Spaces – Drawers**

Clear countertops and make small spaces seem larger by getting your drawers in order with drawer organizers.

**DRAWER ORGANIZERS >**

Date: April 2

← Strong Product Image (8/9) →

Format: Email

Notes: A good example of direct advertising from the manufacturer to create demand. In this case Margaritaville has partnered with Harris-Teeter to promote the BBQ sauces.

**MARGARITAVILLE** NOW AVAILABLE AT  
**Harris Teeter**  
Your Neighborhood Food Market

Caribbean BBQ Ribs  
recipe >

Four bottles of Margaritaville Premium Marinade are shown in the foreground: Pineapple Chili-Lime, original BBQ, all-natural Jerk, and all-natural Caribbean Sweet & Spicy BBQ. The background features a large plate of Caribbean BBQ Ribs.

JOIN THE PARTY RECIPES FIND A STORE COUPONS

Date: April 3

Teach the Customer (2/2) [top](#)

Format: Email

Notes: Land's End continues to teach the customer about what to look for when shopping – this time for wool slacks.

**LANDS' END**  
WOMEN MEN KIDS SWIM SHOES HOME UNIFORMS SALE

**BUTTONDOWNS AND BEYOND | SAVE 30%**  
**ON DRESS SHIRTS, DRESS PANTS, TIES & BLAZERS**  
REG. PRICED STYLES. ONLINE AND IN STORES.  
[SHOP NOW](#)

**YEAR 'ROUNDER WOOL DRESS PANTS**  
Don't be scared away by the idea of wool outside of winter. We use Australian Merino wool that miraculously keeps you warm in winter and cool in summer. Hence the name Year'Rounder.  
[SHOP NOW](#)

AVAILABLE IN TRADITIONAL, TAILORED & COMFORT WAIST FITS

**TRUST US, YOU'LL LOVE IT**

<b>DOUBLE HOOK-AND-BAR</b> waistband looks and feels smooth under a belt.	<b>FRONT LINED</b> to the knees for extra comfort.	<b>FREE HEMMING OR CUFFING</b> to a quarter inch.

**SHOP DRESS PANTS:**  
PLAIN FRONT / PLEAT FRONT / NO IRON / COMFORT WAIST

Date: April 5

Format: Email

← 'Tis the Season (7/8) →  
← Wegman's (2/3) →

Notes: This is a good example of keeping the customer informed and keeping the Wegman's name in the customer's inbox. They are not selling anything with this message – just letting customers know they will be open regular hours on Easter.



Date: April 5

[← Hurry Up and Shop \(3/4\) →](#)

Format: Email

Notes: This ad creates a sense of urgency by having the big “3 days only” sign. That is paired with the words “starts now” set to blink so that the customer will be sure to notice and hopefully act fast.

HP.com | [866-433-2028](tel:866-433-2028) | [webview](#)

**hp**

**Value deals**  
**3**  
DAYS ONLY!

HP Days sale  
starts now

PCs as low as \$159.99\*  
Hurry, these offers end April 7th

**Shop sale now** **Free**

**Free** shipping & returns complete customization **365** 24/7 free support price matching | [Learn more >](#)

Save up to \$200\*   
Save up to \$150\*

Date: April 6

[← The Container Store \(3/10\) →](#)

Format: Email

Notes: Week three of the six week campaign. This week the focus is on organizing tools.

**SIX WEEKS to <sup>\*</sup>SPRING ORDER**

**WEEK 3: Get Clean – Hang up your tools**

Free up storage space in your laundry or utility room with a wall-mounted tool holder for brooms, dusters and mops.

**CASABELLA SALE >**

The graphic features a large image of a white dustpan and a broom with the word 'SPRING' in colorful letters on the dustpan. Below this are two smaller images: one showing a wall-mounted tool holder with various tools, and another showing a duster and a dustpan.

Date: April 6

← Strong Product Image (9/9) [top](#)

Format: Email

Notes: This was the first of a series of emails that featured clothes for vacation destinations. The following emails focused specifically on San Juan, Nantucket, Greece, or Tahiti and showed more options for outfits that work in those vacation locations.

**TERRITORY AHEAD**  
EXCEPTIONAL CLOTHING FOR LIFE'S ADVENTURES

MEN'S   WOMEN'S   CLEARANCE: MEN'S / WOMEN'S

**20% OFF YOUR ORDER**  
of \$100 or more. Enter promo code **TA4603S** at checkout.\*   Ends 4/7/15

**READY. SET. JET.**  
*Four islands & what to wear to each.*  
What you wear is just as important as where you go! We've put together easy-packing outfits that will be welcomed in ports across the globe.

[SHOP TRAVEL ▶](#)

**DESTINATION: SAN JUAN ISLANDS 2015**

Ideal for outdoor enthusiasts. Pack our Signature Denim Jeans, soft and airy Boracho Blanco Cotton Shirt, New Ensenada Hemp Tencel Vest and Jerez Micro-Perforated Driving Moccasins From Pikolinos.

[SHOP NOW ▶](#)

**DESTINATION: NANTUCKET 2015**

Enjoy a leisurely stroll in our Redondo Elastic Waist Twill Shorts, Bird's Eye View Peruvian Pima Sweater and New Tarifa Leather Slides from Pikolinos.

[SHOP NOW ▶](#)

**DESTINATION: GREECE 2015**

Comfort is key, so pack our Urbano Cotton Tencel Denim Shirt for dining alfresco; Ensenada Hemp Tencel Drawstring Pants for exploring ancient ruins; and the Guy Stuff Carry-On Bag with room for souvenirs.

[SHOP NOW ▶](#)

**DESTINATION: TAHITI 2015**

Date: April 9

Format: Email

Notes: More customer awareness from Wegman's. This time they were giving away cake to celebrate being named the #1 supermarket in Consumer Reports.



**Wegmans fresh news**

**A special thanks!**

**We're thrilled to share that once again a national consumer magazine has ranked Wegmans #1 on their list of supermarkets!**

*"A big thank you goes to our employees. Results like these are only possible because of our people and because we are paying attention to the things that matter most to our customers." -Danny Wegman*

**Please join us for cake or an apple to celebrate our #1 rating on Saturday, April 11 at 11AM at your Wegmans.**

Thank you for shopping with us and for sharing your feedback.  
*Every Day You Get Our Best.*

Thank You,  
*The Wegman Family*



Date: April 9

[← The Container Store \(4/10\) →](#)

Format: Email

Notes: Week 3 again!? We just had week 3 (hang up your tools) on April 6. Keeping these campaigns current and correct is important so customers think the store is current and correct.

**SIX WEEKS to SPRING ORDER**

**Get Clean - WEEK 3: Laundry Room Order**

This week, clean up your laundry room. Consider a rolling laundry sorter to minimize piles of clothes.

**HEAVY DUTY 3-BIN LAUNDRY SORTER SALE >**

Date: April 10

[← Something Odd \(6/9\) →](#)

Format: Email

Notes: \$120 for a toaster (on sale for \$80)? And all it does is toast? Why all the buttons and what makes it “The most innovative gadget of 2015”? It looks like a toaster.

**CHEFS**  
The Best Kitchen Starts Here®

Free Shipping on \$25+ | All About Toast  
100% Good Measure Guarantee + Free Returns  
[View Email In Browser](#)

Shop Brands New Sale Customer Favorites Gifts Registry Recipes CHEFS Mix

**FREE SHIPPING ON ORDERS \$25 OR MORE**  
Shop through this e-mail or use promo code GW1EM4350 during checkout

# Tools For Perfect Toast



**SAVE \$40**

**Breville  
"A Bit More"  
Toaster**  
Price \$79.95

**BUY NOW >**

**“Most Innovative Gadget of 2015”**

Date: April 10

[← Something Odd \(7/9\) →](#)

Format: Email

Notes: \$200 for a drip coffee-maker? I must be getting old! (Mr. Coffee sells for \$30.)

**CHEFS**  
The Best Kitchen Starts Here®

[Free Shipping on \\$25+ | A Coffee Maker for Everyone](#)  
[100% Good Measure Guarantee + Free Returns](#)  
[View Email In Browser](#)

[Shop](#) [Brands](#) [New](#) [Sale](#) [Customer Favorites](#) [Gifts](#) [Registry](#) [Recipes](#) [CHEFS Mix](#)

**FREE SHIPPING ON ORDERS \$25 OR MORE**  
Shop through this e-mail or use promo code GW1EM4340 during checkout

## NEW! KitchenAid Pour-Over Coffee Maker

Special Price \$179.95 **SAVE \$20**

[BUY NOW >](#)

*Ultimate Coffeehouse Flavor at Home*



Contour Silver      Onyx Black      Empire Red

Date: April 11

Format: Email

[← Web Friendly Text \(6/6\) top](#)  
[← Web Friendly Graphics \(11/11\) top](#)

Notes: Simple clean visuals with a focused message and good colors for the spring season.



NEW ARRIVALS | COLLABORATIONS | LTD EDITIONS | MESSENGER | SHOULDER | LAPTOP | MINI | BACKPACK

# Hello Spring

All orders  
**\$100 OR MORE**  
will receive free shipping!  
(excludes tax and only in the US contiguous 48 states)

---

All orders  
**\$150 OR MORE**  
will receive free shipping and  
an extra 10% off with code

**ENJOY10**

(excludes tax and only in the US contiguous 48 states)

\* Free shipping valid on purchases over \$100.00 made on  
April 11<sup>th</sup> 2015 12:01 am ET, through April 12<sup>th</sup> 2015 11:59 pm ET  
only. (excludes tax and only in the US contiguous 48 states)

Date: April 12

[← Something Odd \(8/9\) →](#)

Format: Email

Notes: HP is trying to sell some old computers by calling the operating system “Classic” – sounds a lot better than “left-over,” and some folks still like the old OS.



HP.com | [866-433-2028](tel:866-433-2028) | [webview](#)



# Windows 7

Simple. Familiar. Classic.



Save up to \$350\*

[Shop laptops](#)  Starting at **\$399.99\***  
HP Windows 7 Professional Laptops

Date: April 12

[← The Container Store \(5/10\) →](#)

Format: Email

Notes: The fourth week of the Container Store campaign “Six weeks to Spring order” features storage options for winter supplies.

**SIX WEEKS to <sup>\*</sup>SPRING ORDER**

**WEEK 4: Put Away Winter Woolies**

It's time to clean, protect and put away your winter clothes. Our moth repellent, garment bags and clear storage boxes make it easy.

**COMPACTOR® SALE >**

The advertisement features a central image of a bed with a stack of three striped storage boxes. Below this are two smaller inset images: one showing a closet with various storage bins and another showing a stack of folded clothes in a storage bin.

Date: April 16

[← The Container Store \(6/10\) →](#)

Format: Email

Notes: The fourth week of the Container Store campaign “Six weeks to Spring order” features closet storage options for winter supplies. The second email for week four – I guess once a week was not enough.

**SIX WEEKS to <sup>\*</sup>SPRING ORDER**

**WEEK 4: Put Away Winter Woolies – Switch Your Closet Over**

This week, switch your closets to spring. Our elfa Solid Drawers, garment racks and clear storage boxes make it easy.

**CLOSET STORAGE COLLECTION SALE »**

The image shows a well-organized closet with white doors open. Inside, there are clear plastic storage bins on shelves, a hanging rack with various winter coats, and a set of white drawers at the bottom. The background is a light blue wall with a geometric pattern.

Date: April 19

Format: Email

[← Hurry Up and Shop \(4/4\) top](#)

[← Sears/Kmart \(5/5\) top](#)

Notes: AN interesting concept – an online “midnight sale” that runs from 5:00 p.m (Central Time) to 7:00 a.m. the next morning.

The image is a screenshot of a Sears website banner. At the top left is the Sears logo. To the right, it says "FREE SHIPPING on orders over \$59". Below the logo is a navigation menu with categories: APPLIANCES, HOME, CLOTHING, ELECTRONICS, LAWN & GARDEN, TOOLS, CLEARANCE, LOCAL AD. Below the navigation is a blue bar with "SHOP YOUR WAY® VIP" on the left, "Member # 7081 3264 4276 6933" in the center, and "View Account" on the right. The main banner area is divided into two sections. The top section features a promotional graphic for Kenmore appliances with text: "UP TO 25% OFF KENMORE APPLIANCES" and "10% OFF OTHER TOP APPLIANCE BRANDS". It also includes a "FREE DELIVERY ON APPLIANCES" badge. To the right of this graphic, the text reads "Your localad is here! Boost your savings during Bonus Days at your local Sears" with a "VIEW THE AD ►" button. The bottom section of the banner has a dark background with a clock face graphic. It contains the text "ONLINE ONLY | 5 PM CT TODAY - 7 AM CT MONDAY" followed by "MIDNIGHT MADNESS" in large, bold letters. Below that, it says "EXTRA 5%-10% OFF FEATURED CATEGORIES" and a "SHOP ALL DEALS ►" button. At the bottom, it states "Offer ends 7 am CT 4/20/15. Exclusions apply. See details." and "EXTRA 5% OFF" in large, bold letters. At the very bottom, there are two links: "KENMORE APPLIANCES \$499+ ►" and "PRESSURE WASHERS ►".

Date: April 20

[← The Container Store \(7/10\) →](#)

Format: Email

Notes: The fifth week of the Container Store campaign “Six weeks to Spring order” features shoe storage options.

**SIX WEEKS to <sup>\*</sup>SPRING ORDER**

**WEEK 5:  
Shoe Storage**

Get out your sandals and clear the floor of your closet! Cubbies, drop-front boxes, shoe drawers and overdoor or underbed organizers are a must.

**SHOE ORGANIZER SALE >**

The main graphic features a purple background with a white text box containing the text 'WEEK 5: Shoe Storage' and a paragraph of promotional text. To the right of the text box is a photograph of a white shoe organizer with several pairs of shoes. Below the main graphic are two smaller images: the left one shows a silver metal shoe rack with several pairs of shoes, and the right one shows a clear plastic shoe organizer with several pairs of shoes.

Date: April 21

[← 'Tis the Season \(8/8\) top](#)

Format: Email

Notes: Nice tie-in to Earth Day – buy something from us and we will plant a tree.

Help us plant 7 million trees.  
View in a browser

**FREE SHIPPING ON ORDERS OF \$99 OR MORE**

*Eddie Bauer* EST. 1920    MEN | WOMEN | GEAR | FIND A STORE

**EDDIE BAUER • AMERICAN FORESTS**  
6.5 MILLION TREES  
20 YEARS

**TOMORROW IS EARTH DAY!**

ONLINE & IN STORES

**WE'LL PLANT ONE TREE**  
FOR EVERY PURCHASE MADE TODAY & TOMORROW

MEN ►    WOMEN ►

Date: April 23

[← The Container Store \(8/10\) →](#)

Format: Email

Notes: The fifth week of the Container Store campaign “Six weeks to Spring order” (part two of the week) features boot storage options.

**SIX WEEKS to <sup>\*</sup>SPRING ORDER**

**WEEK 5: Shoe Storage - Boots**

This week, protect and store your winter boots and shoes. Our boot shapers, boot racks and clear boot boxes fit the bill.

OUR SHOE BOXES **SALE** ➔

The advertisement features a light blue background with several clear plastic shoe boxes. One box contains a pair of brown leather lace-up shoes. Another box contains a pair of red high-heeled shoes. A third box contains a pair of brown leather boots. A fourth box contains a pair of sunglasses. The text is arranged in a clean, modern layout with a purple banner at the bottom.

Date: April 27

[← The Container Store \(9/10\) →](#)

Format: Email

Notes: The final week of the Container Store campaign “Six weeks to Spring order” focuses on the garage.

# SIX WEEKS to **SPRING** ORDER

## WEEK 6: Gear Up Your Garage with elfa utility® Boards

Get rid of messy toolboxes and clear off workbench surfaces by hanging elfa utility® Boards. The Boards, Boxes, Shelves and Hooks let you organize everything from nuts and bolts to hand tools in plain sight.



Date: April 29

[← Something Odd \(9/9\) top](#)

Format: Email

Notes: Mixed messages? If this woman is your mom, you are probably not old enough yet to have a credit card, or be allowed to charge stuff online.

Get 30% off all regular priced women's styles.  
View in a browser

**FREE SHIPPING ON ORDERS OF \$99 OR MORE**

*Eddie Bauer* EST. 1920 | MEN | WOMEN | GEAR | FIND A STORE

**30% OFF ALL WOMEN'S**  
REGULAR PRICED ITEMS\*

USE CODE: **SUNSHINE** [SHOP NOW ▶](#)

Exclusions apply

**BEING MOM IS AN ADVENTURE**  
TREAT HER RIGHT  
— MOTHER'S DAY IS MAY 10 —

[TOP-RATED GIFTS ▶](#)

[OUR FAVE GIFTS ▶](#)

The banner features a woman in a white cardigan and a striped skirt, smiling, against a red background. The text is overlaid on the image.

Date: April 30

[← The Container Store \(10/10\) top](#)

Format: Email

Notes: One last email from the “Spring Order” campaign from the container store.

**SIX WEEKS to <sup>\*</sup>SPRING ORDER**

**WEEK 6: Gear Up Your Garage with elfa®**

Make room for your car by getting tools, garden equipment and sports gear off the floor and onto the wall with elfa®. Be sure to store seasonal or little-used items on higher shelves.

elfa utility® HOOKS & HOLDERS SALE >

The advertisement features a light blue wall with two horizontal metal rails. The top rail holds a shovel, a red power tool with a black handle, a black step ladder, a red power tool with a black handle, and a green funnel. The bottom rail holds a green garden hose, a green and blue power tool, three green-handled garden tools (trowel, shovel, and trowel), and a wooden step ladder. A red banner at the top contains the text 'SIX WEEKS to SPRING ORDER WEEK 6: Gear Up Your Garage with elfa®' and a sub-headline 'Make room for your car by getting tools, garden equipment and sports gear off the floor and onto the wall with elfa®. Be sure to store seasonal or little-used items on higher shelves.' A red banner at the bottom contains the text 'elfa utility® HOOKS & HOLDERS SALE >'.