

# Email Marketing Lookbook

2024 Edition

data  
axle



# Welcome to the Lookbook

Where innovation collides with technology.

In the inbox, attention isn't bought, it's earned. Design isn't just pixels, content isn't just words, and technology isn't just code. For us, email is a playground where data sparks insight, experimentation fuels innovation, and creativity dances on the line between art and science.

This lookbook is a glimpse into that world, where the inbox is transformed into a stage for captivating stories, impactful journeys, and delightful surprises.

We welcome you to explore our passion and hope you find inspiration within these pages.



*Kevin Limongelli*

**Kevin Limongelli**  
Executive Creative Director, The Axle Agency



# Marriott Bonvoy

## Email Campaigns

These emails utilize an extensive system built to suit every type of email communication. With a curated mixture of vibrant imagery, interactive animations, unique illustrations, and visually exciting layouts, these designs represent the best of modern email design with retina images, HTML headlines floating over background images, mobile image swaps, CSS drop shadows & CTA hovers and custom fonts.



Email Design System



Web Fonts



Branding



Responsive Design



Use of shapes for visual interest



Luxury



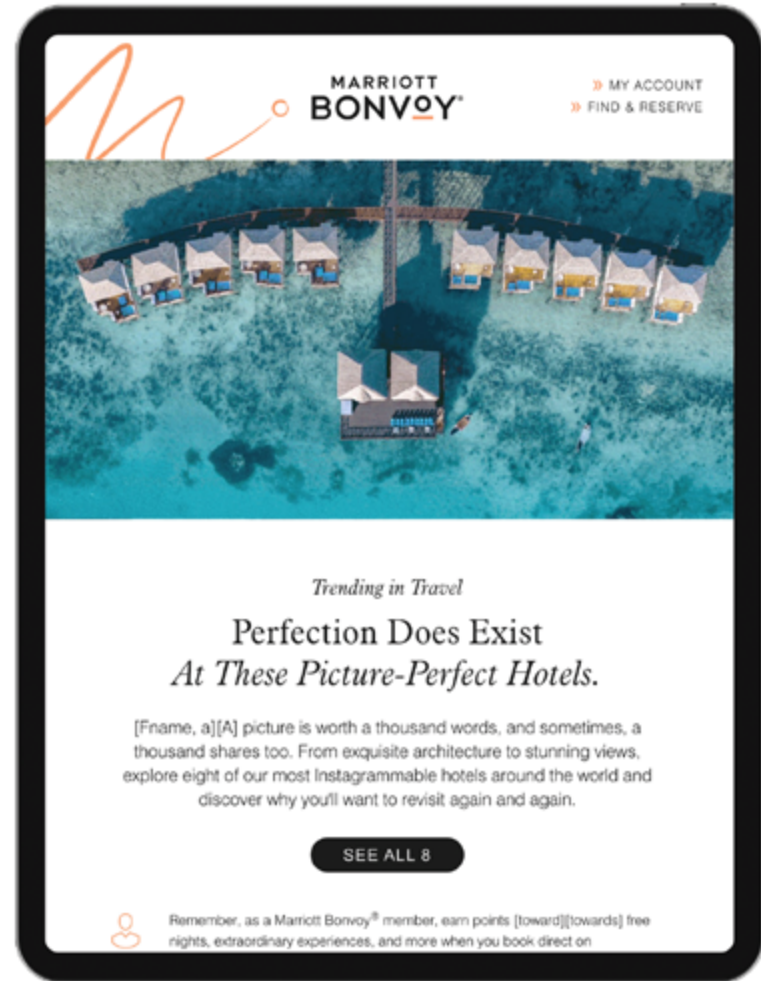
Bulletproof Buttons



100% Readable with Image Off



Video





MARRIOTT BONVOY

Let Us Suite Talk You.

Experience the art of the suite with a complimentary room upgrade or discounted rate. Redeemable, you can't pass up the right to use. So here's how that's your hand with every stay.

Let Us Suite Talk You.

Experience the art of the suite with a complimentary room upgrade or discounted rate. Redeemable, you can't pass up the right to use. So here's how that's your hand with every stay.

Upgrade Your Fall With a Discounted Suite

Experience the art of the suite with a complimentary room upgrade or discounted rate. Redeemable, you can't pass up the right to use. So here's how that's your hand with every stay.

MARRIOTT BONVOY

6 Exceptional Outdoor Getaways That Will Ignite Your Inner Explorer.

Whether you're seeking active bliss and light blue waters or leafy hills and scenic sunset horizons, there are 6 getaways that will ignite your outdoor escapades.

Available in: Australia, Peru, The Bahamas, Costa Rica, Japan, Mexico

Your Staycard

Adventure Awaits [Frame]

Celebrate Central Europe: Royal Palace, Art and Culture

Joining Through Japan: Unique Festivals and Traditions

A Russian Adventure: Stunning Sites and Historic Monuments

Live Exquisitely With St. Regis

Behind the Scenes With Vogue

MARRIOTT BONVOY

Rev Up Your Benefits Drive, Earn, & Redeem!

Plan to make the most of your card this weekend? That's the way we like to see it. And we've got you covered with your favorite Hertz car rental.

3 Ways to Earn Points

Hertz

Hit the Road with Hertz

Earn 100 bonus points with every Hertz rental. Plus, get a limited time, get-in-car 1,000 bonus points on rentals of 60 or more days. Offer ends September 30, 2023.

Explore Along the Way

Upgrade your adventures with an award-winning car rental experience. Explore an exciting destination and earn 5 points or more in the process.

User Rate

Begin Your Stay With a Standard Priority

MARRIOTT INTERNATIONAL LUXURY BRANDS

Experience the Unexpected At Our Award-Winning Properties.

EDITION

THE LUXURY COLLECTION

ST REGIS

THE RITZ-CARLTON

W HOTELS

JW MARRIOTT

Recognized by Forbes, Travel + Leisure,



# Marriott Bonvoy Traveler

## Email Newsletter

These email newsletters feature a curated mixture of vibrant, aspirational imagery, interactive animations, unique illustrations, and visually exciting layouts. These designs represent the best of modern email design with retina images, HTML headlines floating over background images, mobile image swaps, CSS drop shadows & CTA hovers, and custom fonts.



Email Design System



Web Fonts



Nav Bar



Responsive Design



100% Readable with Images Off



Color Blocking



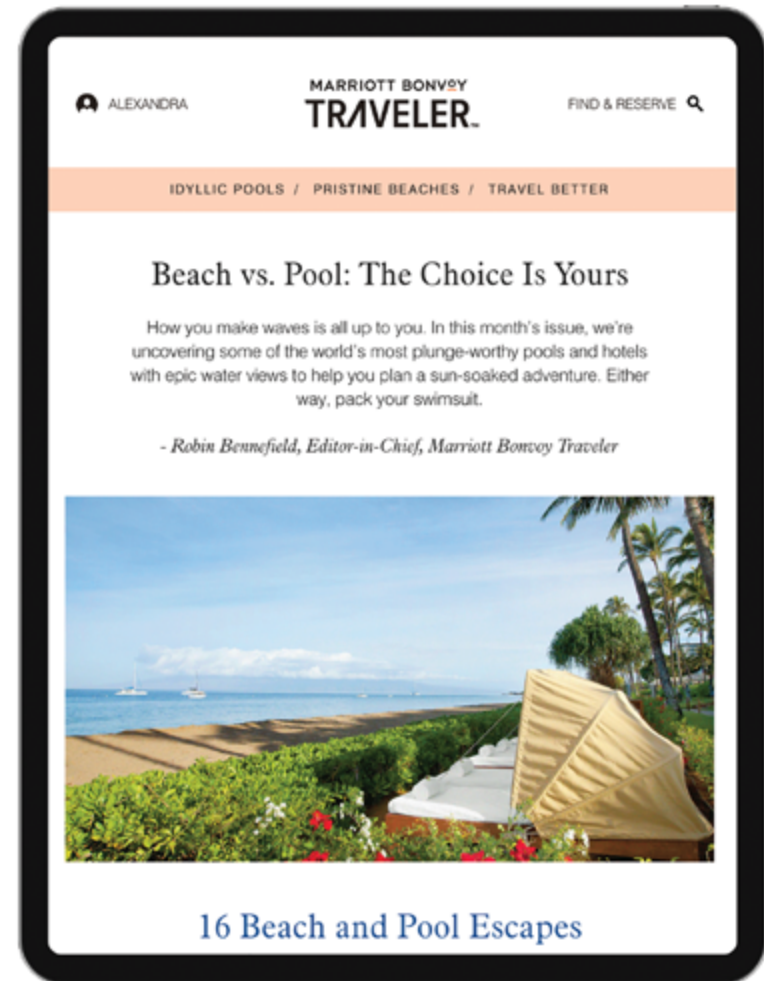
Bulletproof Buttons



Animation GIF




Illustration



ALEXANDRA MARRIOTT BONVOY TRAVELER. FIND & RESERVE

WANDERLUST WISH LISTS / 2024 TRAVEL CALENDAR / TRENDING DESTINATIONS



Ready to Roam? Stay at the Hottest New Hotels Around the World in 2024

See All 10

PACK YOUR BAGS

2024 Wanderlust Wish List

It's the age-old question: Where to travel next? From making your dream trip a reality to top trending destinations, we'll show you how to make 2024 your biggest adventure yet.

Plan a Year to Remember



What to See on Your Upcoming Trip[. FName]


Whether staying for a week or just stopping by, our local travel experts are here to help you make the most of your trip.

[City] Guide

3-Day Itinerary


ALEXANDRA MARRIOTT BONVOY TRAVELER. FIND & RESERVE

TRAVEL PASSIONS / TRAVEL TRENDS QUIZ / WHERE TO TRAVEL IN FEBRUARY



Predicting 9 Hot Travel Trends for 2024


See All 9



Which Travel Trend Should You Explore in 2024?

Now is the perfect time to start planning your next vacation and taking advantage of some of 2024's hottest travel trends.

Start Quiz



What to See on Your Upcoming Trip[. FName]


New Year, new destination? Whether it's a 3-day weekend or the adventure of a lifetime, our local travel experts are here to help you make the most of your trip.

[City] Guide

3-Day Itinerary


MARRIOTT BONVOY TRAVELER.

TRAVEL TIPS / PACK IT LIKE A PRO / WHERE TO TRAVEL IN SEPTEMBER



15 Insider Tips to Boost Your Marriott Bonvoy Perks

See All 15



# The Ritz-Carlton

## Email Campaigns

These email newsletters utilize a beautiful template that allows for creating unique design treatments monthly to keep our emails refreshed and unique. Our layouts show a curated mixture of gorgeous photography and engaging animations created from video footage. Using the treatments we've developed, we've elevated the content further through thoughtful design decisions. These designs represent the best modern email design with retina images, HTML headlines floating over background images, mobile image swaps, CSS drop shadows & CTA hovers, and custom fonts.



Email Design System



100% Readable with Images Off



Color Blocking



Responsive Design



Animation GIF



Illustration



Bulletproof Buttons



Beautiful Photography



Rollover Effects



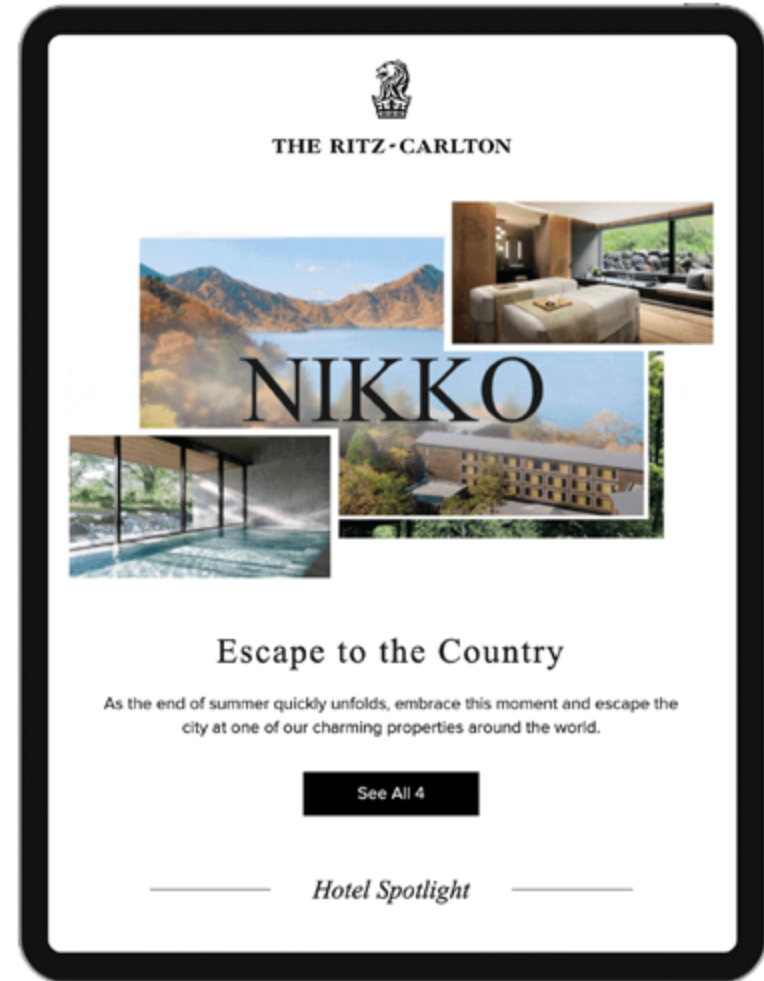
Web Fonts



Video



Luxury





**RITZ-CARLTON RESERVE**



**Discover a World Apart**

Experience the beauty of the world and yourself like a piece of art. Discover the world of Rancho Mirage, a Ritz-Carlton Reserve, and escape to the heart of the desert. Discover the world of The Ritz-Carlton Reserve in 2024.

[Discover The Ritz-Carlton Reserve](#)

---

**ARRIVE** signatures **DEPART** signatures



*Domalo Beach*

---

**Indulge in Culinary Delights**

Experience a place and its people like never before when they come together around the table. The Ritz-Carlton Reserve in Rancho Mirage offers a unique dining experience, along with a variety of other amenities. For the ultimate escape, visit our resort today.

[Discover People Place](#)

---

**Sabah**




---

**Bringing the Exotic Taste of Agave to the Table**

Experience the exotic taste of agave with a variety of dishes at The Ritz-Carlton Reserve in Rancho Mirage. Our chefs use locally sourced ingredients to create a unique dining experience. For the ultimate escape, visit our resort today.

[Discover Rancho](#)

---



**THE RITZ-CARLTON**

**RANCHO MIRAGE**



**Escape to the Country**

At the end of summer quality, embrace the resort and escape to the heart of the desert. Discover the world of The Ritz-Carlton Reserve in 2024.

[See It All](#)

---

**Best Spots**



**The Ritz-Carlton, Rancho Mirage**

Offering an elevated experience in a historic location, the Ritz-Carlton Rancho Mirage offers a unique dining experience, along with a variety of other amenities. For the ultimate escape, visit our resort today.

[Discover More](#)

---



**All Bonus Points, a Ritz-Carlton Hotel**

At Rancho Mirage, The Ritz-Carlton property offers a variety of amenities, including a spa, a pool, and a variety of other amenities. For the ultimate escape, visit our resort today.

[Discover More](#)

---

**Make the End of the [Season] [Summer] Magical**

Experience the beauty of the world and yourself like a piece of art. Discover the world of Rancho Mirage, a Ritz-Carlton Reserve, and escape to the heart of the desert. Discover the world of The Ritz-Carlton Reserve in 2024.

[See It All](#)

---

**THE JOURNEY**

*European Summer Splendor*

Experience an extraordinary European adventure with a variety of amenities, including a spa, a pool, and a variety of other amenities. For the ultimate escape, visit our resort today.

[See It All](#)

---

01 02 03 04

**SIARI**

**Siari, a Ritz-Carlton Reserve Residence**

*A Excluded Refuge on Mexico's Riviera Mayab Coast*

Experience the beauty of the world and yourself like a piece of art. Discover the world of Siari, a Ritz-Carlton Reserve, and escape to the heart of the desert. Discover the world of The Ritz-Carlton Reserve in 2024.

[Learn More](#)

---

**INCLUDES 5-STAR AMENITIES**

**Exclusively for Owners**

---

**18-Hole Tom Fazio Golf Course**

Bring your golf game to the next level with an 18-hole Tom Fazio Golf Course. The course is designed by Tom Fazio and is a true masterpiece. For the ultimate escape, visit our resort today.

[See It All](#)

---

**Three Miles of Private Beach**

Experience the beauty of the world and yourself like a piece of art. Discover the world of Siari, a Ritz-Carlton Reserve, and escape to the heart of the desert. Discover the world of The Ritz-Carlton Reserve in 2024.

[Explore Beautiful Views](#)

---

**Beach Club**

Experience the beauty of the world and yourself like a piece of art. Discover the world of Siari, a Ritz-Carlton Reserve, and escape to the heart of the desert. Discover the world of The Ritz-Carlton Reserve in 2024.

[Visit Us and Amenities](#)

---


**World-Class Wellness Facilities**

Experience the beauty of the world and yourself like a piece of art. Discover the world of Siari, a Ritz-Carlton Reserve, and escape to the heart of the desert. Discover the world of The Ritz-Carlton Reserve in 2024.

[Visit Us Wellness](#)

**THE RITZ-CARLTON**

**THE RITZ-CARLTON YACHT COLLECTION**



**SET SAIL FOR THE MEDITERRANEAN**

Explore the Mediterranean's tranquil coves and legendary destinations aboard the exquisite superyacht, Ima. Immerse yourself in authentic coastal beauty and culture with effortless relaxation, brought to you by The Ritz-Carlton Yacht Collection.

[FIND YOUR VOYAGE](#)

# Spartan

## Email Design System

---

Fans love Spartan – the athletic endurance race company that is changing people’s lives! Now their email gets a tune-up as well. Hosted fonts over expansive background images embodies the ‘can-do’ spirit that Spartan is known for. Loads of sticky content about recipes and workouts adds value and keeps racers opening and engaged.



Email Design System



Responsive Design



Bulletproof Buttons



Web Fonts

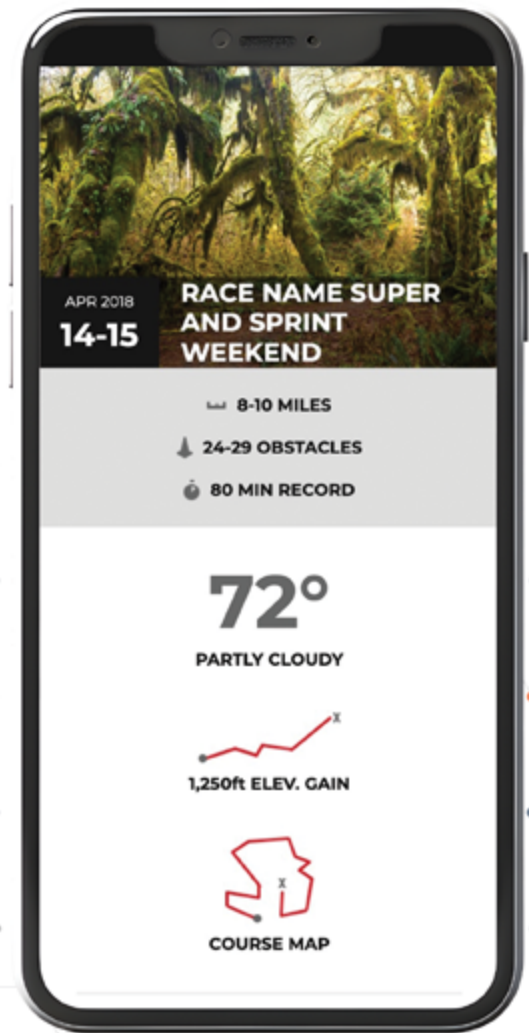
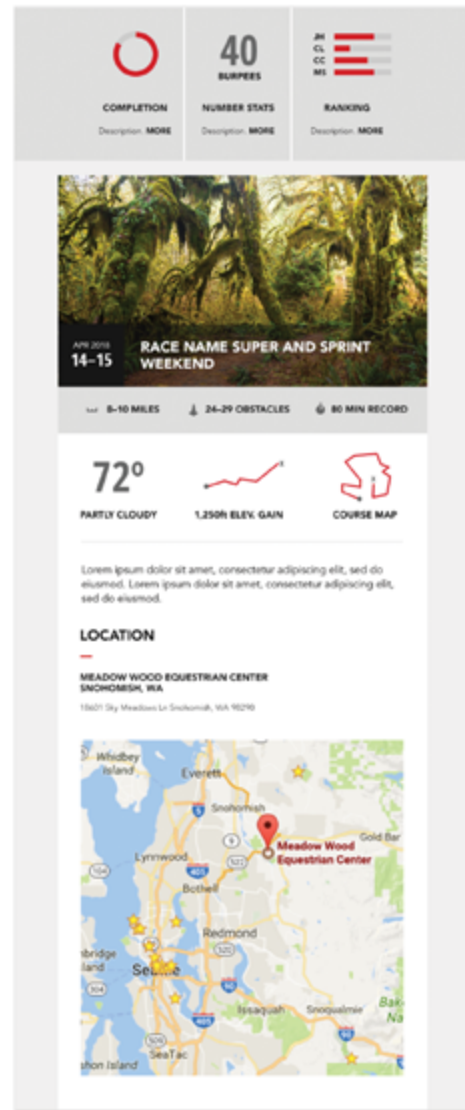


Video



Sticky Content







# Olive Garden

## Email Design System

---

The Olive Garden email template was redesigned to elevate and showcase their delicious food. Ample whitespace and a clean, minimal layout allows the yummy food imagery to pop. Combine that with regular, recurring sticky content and modern tech features such as add-to-wallet and you have one tasty email program.



Email Design System



Responsive Design



100% Readable with Images Off



Web Fonts



Map Module



Sticky Content




Olive Garden 

-IT'S NATIONAL-  
*Meatball Day!*  
SCROLL DOWN TO SEE YOUR OFFER




**FREE MEATBALLS\***  
with any pasta

Olive Garden 

*Meet the Mediterranean*  
COME DISCOVER ITALY'S MEDITERRANEAN COAST IN THIS 4 PART SERIES.

WHERE COASTAL FLAVORS AND SIMPLE, WHOLESOME INGREDIENTS  
INSPIRE OUR NEW TASTES OF THE MEDITERRANEAN DISHES.




**590**  
CALORIES

**Chicken Margherita**

Enjoy fresh flavors of basil, lemon and olive oil in our Chicken Margherita—grilled chicken topped with fresh tomatoes, mozzarella, basil pesto and a lemon garlic sauce.

[discover more dishes](#)



**DID YOU KNOW?**

THE INSPIRATION FOR THIS DISH IS *"margherita"*—A TRADITIONAL ITALIAN FLAVOR COMBINATION OF BASIL, TOMATOES AND MOZZARELLA.

[more fresh flavors](#)



Olive Garden 

*Meet the Mediterranean*  
COME DISCOVER ITALY'S MEDITERRANEAN COAST IN THIS 4 PART SERIES.

WHERE COASTAL FLAVORS AND SIMPLE, WHOLESOME INGREDIENTS INSPIRE OUR NEW TASTES OF THE MEDITERRANEAN DISHES.



**590**  
CALORIES

**Chicken Margherita**

Enjoy fresh flavors of basil,

# PayPal

## Transactional Design System

PayPal's hugely successful rebrand is on display in this cutting-edge system for transactional emails. Driving millions of transactions per day, this email workhorse notifies users of all transactions in a clean, simple interface.



Email Design System



Responsive Design



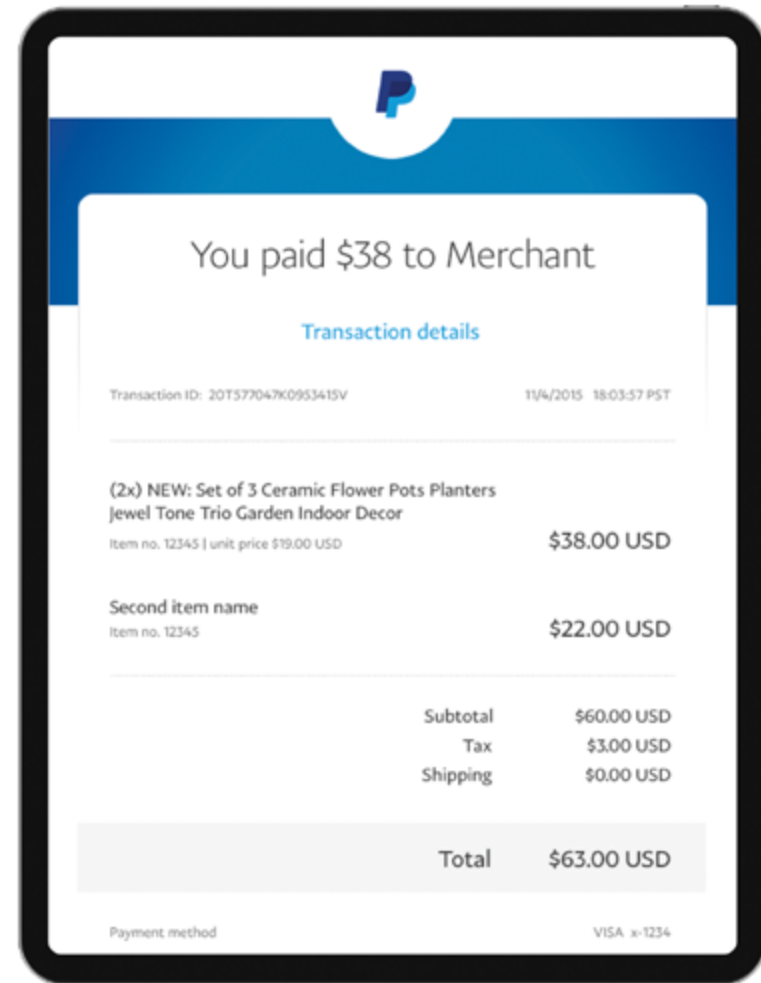
Bulletproof Buttons



Web Fonts



100% Readable with Images Off





**You paid \$38 to Merchant**

**Transaction details**

Transaction ID: 20T577047K0953415V 11/4/2015 18:03:57 PST

**(2x) NEW: Set of 3 Ceramic Flower Pots Planters Jewel Tone Trio Garden Indoor Decor**  
Item no. 12345 | unit price \$19.00 USD **\$38.00 USD**

**Second item name**  
Item no. 12345 **\$22.00 USD**

Subtotal	\$60.00 USD
Tax	\$3.00 USD
Shipping	\$0.00 USD
<b>Total</b>	<b>\$63.00 USD</b>

Payment method: Visa • 1234

**Ship to**  
 Postname Lastname  
 1234 Main Street  
 Address second line  
 City, ST 87647  
 USA

**Buyer instructions**  
 Instructions copy goes here lorem ipsum could be quite long.


**Vendor**  
 Vendor name  
 buyer@mail@gmail.com  
 (415) 234-2345

**Seller instructions**  
 Instructions copy goes here lorem ipsum could be quite long.  
 Care please tips.

**Note from merchant**  
 Note copy goes here lorem ipsum could be quite long.

Receipt number Invoice ID 1234-1234-1234



Save this receipt in case you need to contact Vendor name or PayPal customer service.

  
 Thanks for using PayPal

[Activate your account now](#)

Activate your PayPal account in just a few seconds so every checkout is a snap!

**You paid \$63 to Hank's Garden Supply**


→


**Transaction details**

Transaction ID: 20T577047K0953415V 11/4/2015 18:03:57 PST

**(2x) NEW: Set of 3 Ceramic Flower Pots Planters Jewel Tone Trio Garden Indoor Decor**  
Item no. 12345 | unit price \$19.00 USD **\$38.00 USD**

**Garden Weasel**  
Item no. 12345 **\$22.00 USD**

Subtotal	\$60.00 USD
Tax	\$3.00 USD
Shipping	\$0.00 USD
<b>Total</b>	<b>\$63.00 USD</b>

**You paid \$38 to Merchant**

**Transaction details**

Transaction ID: 20T577047K0953415V  
 11/4/2015 18:03:57 PST

**(2x) NEW: Set of 3 Ceramic Flower Pots Planters Jewel Tone Trio Garden Indoor Decor**  
Item no. 12345 | unit price \$19.00 USD **\$38.00 USD**

**Second item name**  
Item no. 12345 **\$22.00 USD**

Subtotal **\$60.00 USD**

# Hershey's Template System

This nimble system was tailor-made to streamline and visually unify Hershey's Chocolate World email program. Along with standard product modules, this system includes a wide variety of content containers. This allows for a seamless integration of engaging content and sales messaging.



Email Design System



Responsive Design



Video



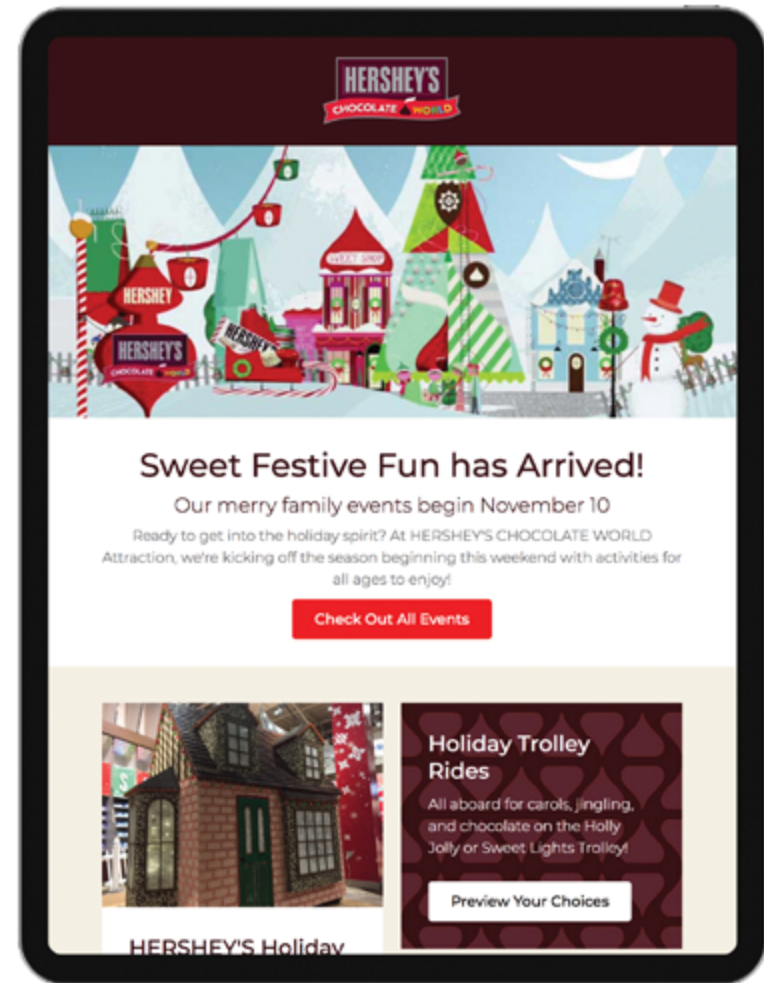
Sticky Content



Bulletproof Buttons



100% Readable with Images Off





## Tricks & Treats Coming Up!

October 13-15, 20-22, 27-29

Visit HERSHEY'S CHOCOLATE WORLD Attraction the last three weekends of October for special events and activities bound to put you in the Halloween spirit!

[Check Out All Events](#)



## Trick-or-Treat Adventure

Kids will enjoy collecting candy at four spooky stops! Trail continues into Hersheypark.

[Learn More](#)

**Full Moon Fridays**



## The Sweetest Home

Our 9th Annual Hershey's Holiday Chocolate House

The 9-foot tall house made entirely of Hershey's Confectionary Products is now complete! Come see the sweet, intricate details for yourself and pose for a picture in front with Santa!

[Watch How It Came to Life](#)

## New MERRY KISSMAS App

Check out animated KISSES packaging, an interactive KISSES bell choir and a festive face filter!

[Download the App](#)



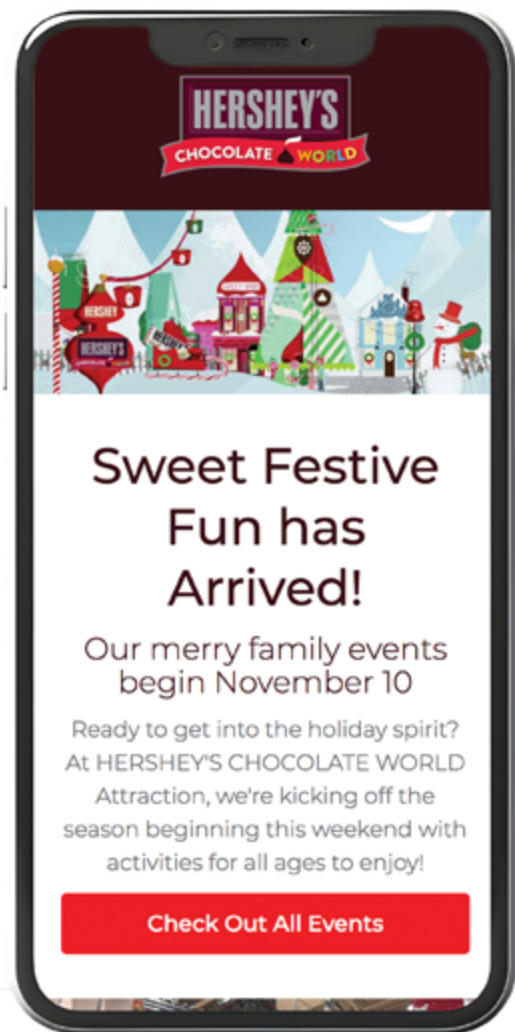
## HERSHEY'S Struck Gold!

The new HERSHEY'S GOLD Bar hits stores nationwide December 1, but HERSHEY'S CHOCOLATE WORLD has provided guests with their first taste by offering it in November!

[Taste the Gold!](#)

## Our Next Chocolate Sculpture!

Who will be the life-sized work of art for Chocolate-Covered February this year - Kiss, Dipped, or Milton Hershey? [Vote here.](#)



## Sweet Festive Fun has Arrived!

Our merry family events begin November 10

Ready to get into the holiday spirit? At HERSHEY'S CHOCOLATE WORLD Attraction, we're kicking off the season beginning this weekend with activities for all ages to enjoy!

[Check Out All Events](#)



# Bed Bath & Beyond Template System

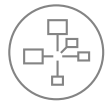
This leading retailer of all things home decor needed to elevate their email. Pushing beyond price and promotion, the new template strives to be like inspiring interiors – bright, fresh and clean.



Email Design System



Responsive Design



Dynamic Content Display



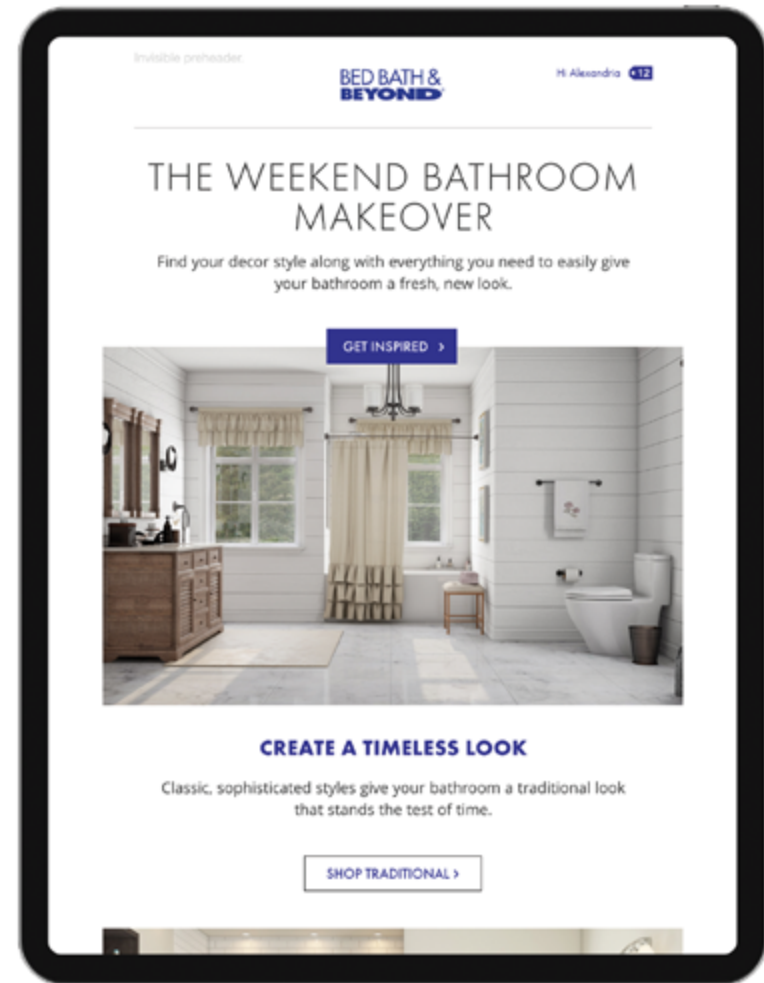
Web Fonts



Social Share



100% Readable with Images Off



RED BATHS BEYOND

BEACH SEASON IS HERE

The sun's back, and so are the savings. Gear up with beach towels, toys & floats, beach chairs & umbrellas, pool accessories and more.

SHOP OUTDOOR >

HOTTEST SELLERS

**Insulated Beach Tote with Wet Suit Pouch for Children**

From sunglasses to flip-flops to your summer reading book, this insulated beach tote is the perfect one to bring to the beach.

\$24.99 [SEE DETAILS](#)

**Water-Resistant Speaker Bag**

The clear, durable speaker bag protects your device from sand, water and more.

\$13.99

**Milliken EnduroCool® Insect-Repelling Performance Cap in Navy**

Made from material that wicks away sweat while repelling the mosquitoes of summer, this Performance Cap from EnduroCool® keeps you cool when you're in 20-degree below average body temperature.

\$19.99

**DID YOU KNOW**

Beach's Place in Carolina is the largest beach in the world, extending around 130 miles in length.

RED BATHS BEYOND

GOTHAM 38/38 HEADLINE

NEW REDUCED PRICE! \$29\*\*

**ROSEWELL BOLD LIFT**

Gotham book 16/22 pt set of perpendicular upholstered side rails with error ut voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo.

**ROSEWELL BOLD LIFT**

GOTHAM 38/38 HEADLINE

Gotham book 16/22 pt set of perpendicular upholstered side rails with error ut voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo.

[VIEW DETAIL](#)

**ROSEWELL BOLD LIFT**

TIEMPOS 38/38 HEADLINE

Gotham book 16/22 pt set of perpendicular upholstered side rails with error ut voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo.

[VIEW DETAIL](#)

invisible presen

Hi, Alexandria Offers 12

THE WEEKEND BATHROOM MAKEOVER

Find your decor style along with everything you need to easily give your bathroom a fresh, new look.

[GET INSPIRED >](#)

**CREATE A TIMELESS LOOK**

Classic, sophisticated styles give your bathroom a traditional look that stand the test of time.

[SHOP TRADITIONAL >](#)

# See's Candies

## Email Campaigns

This strategic springtime email promotes See's Candies wedding line of treats, encouraging customers to let See's be a part of their big day. Hero image features elegant product photography and modules tie into the theme showcasing candy display ideas. Unified color palette and theme invites viewer to scroll through entire message.



Email Design System



Bulletproof Buttons



Responsive Design



100% Readable with Image Off







# KEEN

## Email Design System

People love their KEENs! Comfortable, adventurous and fun—this template was designed to embrace their brand and showcase the plethora of great outdoor content they enjoy.



Responsive Design



Web Fonts



Email Design System



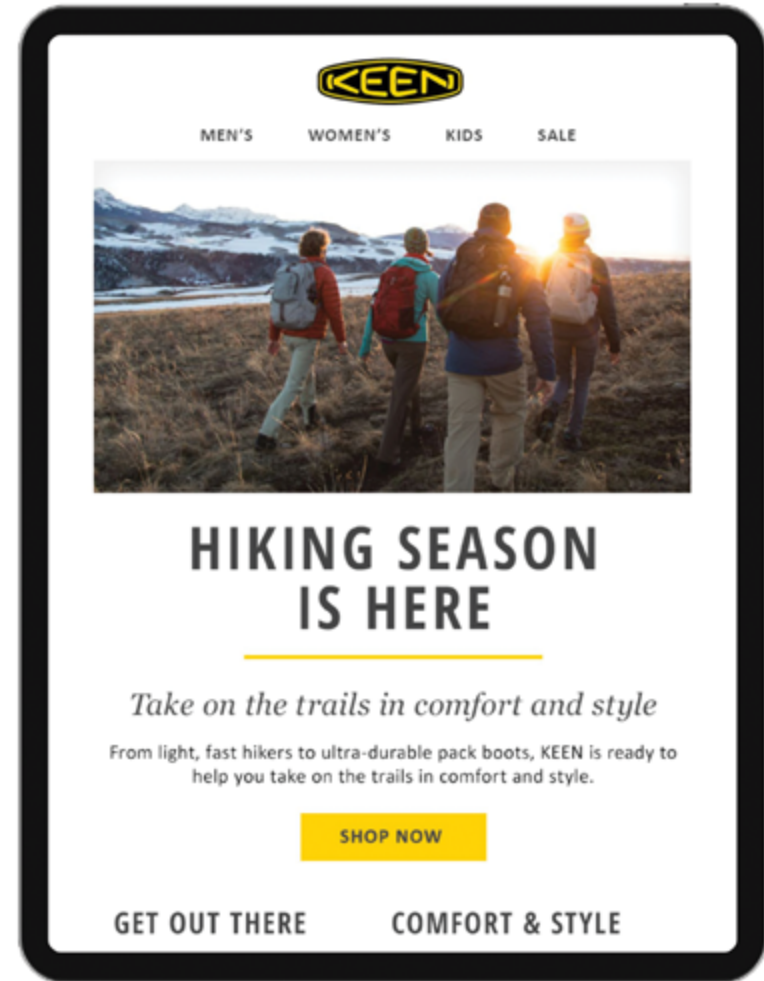
Sticky Content



Bulletproof Buttons



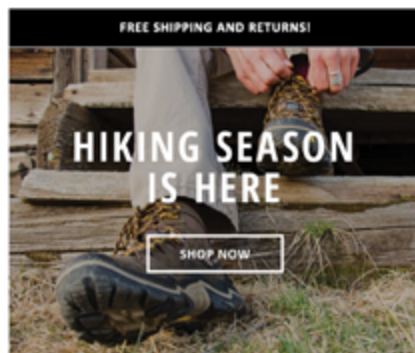
100% Readable with Images Off





MEN'S WOMEN'S KIDS SALE

FREE SHIPPING AND RETURNS!



# HIKING SEASON IS HERE

SHOP NOW

From light, fast hikers to ultra-durable pack boots, KEEN is ready to help you take on the trails in comfort and style. Check 'em out, lace them up & let the adventures start.

## PACK IT IN

NEW



★★★★☆  
Jamison Daypack  
\$99.99 \$100.00



★★★★★  
Aliso Daypack  
\$100.00



★★★★☆  
Harvest III Backpack  
\$100.00



## KEEN IS CAMPING

Lorum ipsum dolor sit amet, consectetur adipiscing elit. Aliquam egestas blandit mi, fringilla purus euismod.

GET SET UP >

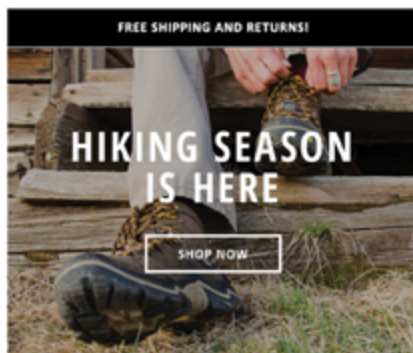


© KEEN FOOTWEAR™ 2015 | 515 NW 13TH AVENUE, PORTLAND, OR 97209  
1.866.675.KEEN (5336) | KEENFOOTWEAR.COM



MEN'S WOMEN'S KIDS SALE

FREE SHIPPING AND RETURNS!



# HIKING SEASON IS HERE

SHOP NOW

From light, fast hikers to ultra-durable pack boots, KEEN is ready to help you take on the trails in comfort and style. Check 'em out, lace them up & let the adventures start.

## #HYBRIDLIFE



## EVENTS IN YOUR AREA

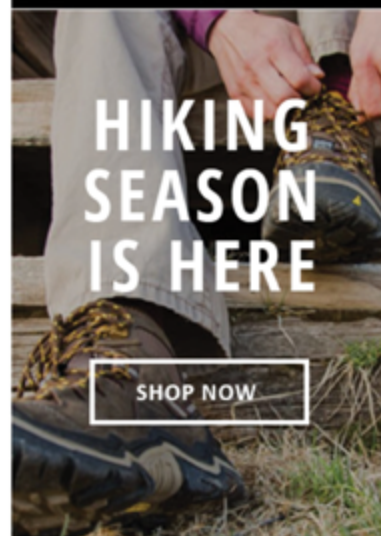


KEEN Annual Garage Sale  
Thursday, March 11, 2pm



MEN'S WOMEN'S KIDS SALE

FREE SHIPPING AND RETURNS!



# HIKING SEASON IS HERE

SHOP NOW

From light, fast hikers to ultra-durable pack boots, KEEN is ready to help you take on the trails in comfort and style. Check 'em out, lace them up & let the adventures start.

# Logitech

## Email Newsletter

---

We created a series of recurring newsletters utilizing a new Email Design System the team developed for Logitech. The campaigns balanced marketing and engagement content. Each email showcased a customer need along with product recommendations. That was complemented with WFH tips, creator and influencer features, UGC, and even community polls. These campaigns were highly successful – exceeding revenue and engagement goals. After the first quarter of newsletters, sales were up 75% compared to the prior year.



Bulletproof Buttons



100% Readable with Images Off



Sticky Content



Dynamic Content Display



Web Fonts



Mega Merge



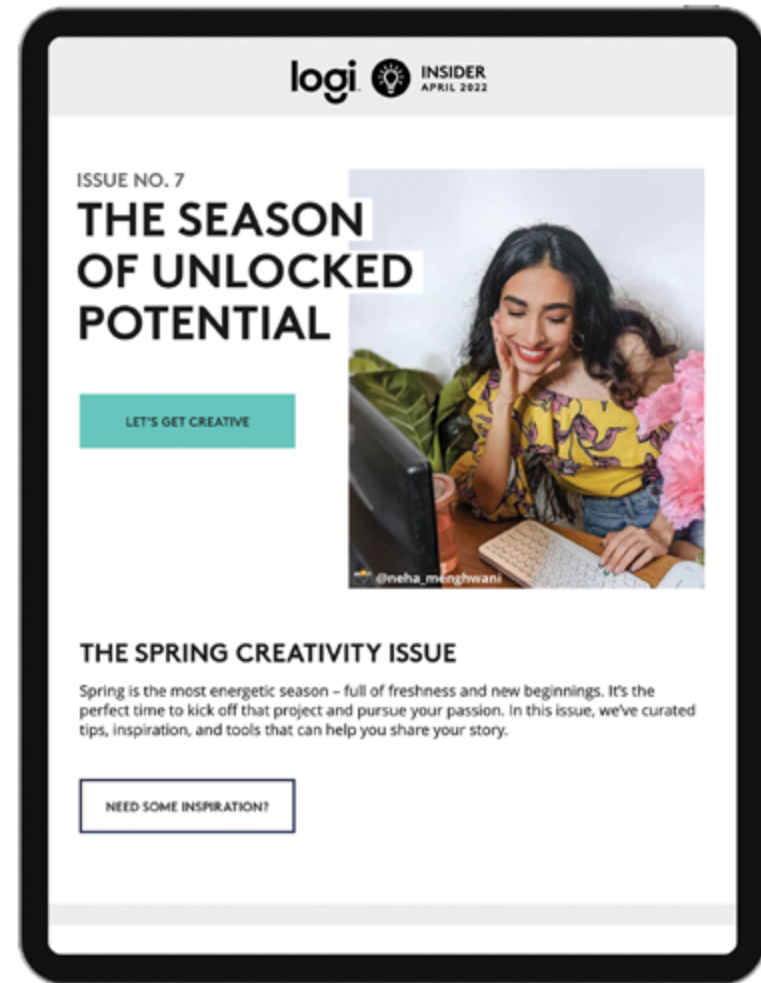
Email Design System



Responsive Design



Social Excerpts



logitech  
for creators

RAISE YOUR VOICE

# TOOLS FOR CREATORS

SHOP ALL PRODUCTS >

**WE EXIST FOR THE CREATOR**

Logitech For Creators offers everything you need to create and share professional-level content. Our cameras, microphones and software are tailor-made for streamers and creators.

**"Literally the best hardware I think I've ever used"**

DILLIPO - GAME STREAMER

**SHARE YOUR PASSION**

**BLUE YETI X MICROPHONE**  
**FROM FIRST STREAM TO MAINSTREAM**

YETI X State-of-the-art flagship USB microphone for professional-level gaming, Twitch streaming, podcasting and YouTube productions.

BUY NOW >







MID ULTRA HD BUY NOW >   
 LITKA GLOW BUY NOW >   
 YETI MAND BUY NOW >   
 C922 PRO BUY NOW >

**COMMUNITY SPOTLIGHT**

CKAY

#CreatorsBPOC

**TOGETHER WE DRIVE CHANGE**

JOIN THE MOVEMENT >

**COMMUNITY SPOTLIGHT**

CKAY

#CreatorsBPOC

**TOGETHER WE DRIVE CHANGE**

JOIN THE MOVEMENT >

"EMILIANA" JUST GIVES OFF #1 VIBES...

It's hard to believe that it's taking her 41 years on the @1stSecond Song Director Client Campaign to Berlin, as her streaming channel has more than 400K (and growing fast)

WE'VE TOP 20 >

ERIK PASCARELLI

@ERIKPASCARELLI >

**NPR STUDENT PODCAST CHALLENGE**

We proudly support the NPR Student Podcast Challenge - helping students find their voices.

LEARN MORE >

**DIVERSITY, EQUITY & INCLUSION**

LEARN MORE >

**LIL NAS X**

RAPPER / SINGER / SONGWRITER

QUINCY

**TAKE CONTROL**

**STREAMLANS**

**STREAMLINE YOUR WORKFLOW**

The #1 set of tools for creators to live stream, design your brand, earn revenue, engage with viewers, and so much more.


GET STARTED >

logi INSIDER APRIL 2022

ISSUE NO. 7

# THE SEASON OF UNLOCKED POTENTIAL

LET'S GET CREATIVE



@neha\_menghwal



# AARP

## Email Design System

AARP engaged with Data Axle starting Q4 of 2022 in an effort to bring creative and operational consistency to their email programs. Working with the AARP brand team and some email program managers, we developed a highly compliant email design system consisting of a creative playbook, sample redesigns, video tutorials and over 150 responsive coded modules.



Email Design System



Web Fonts



Responsive Design



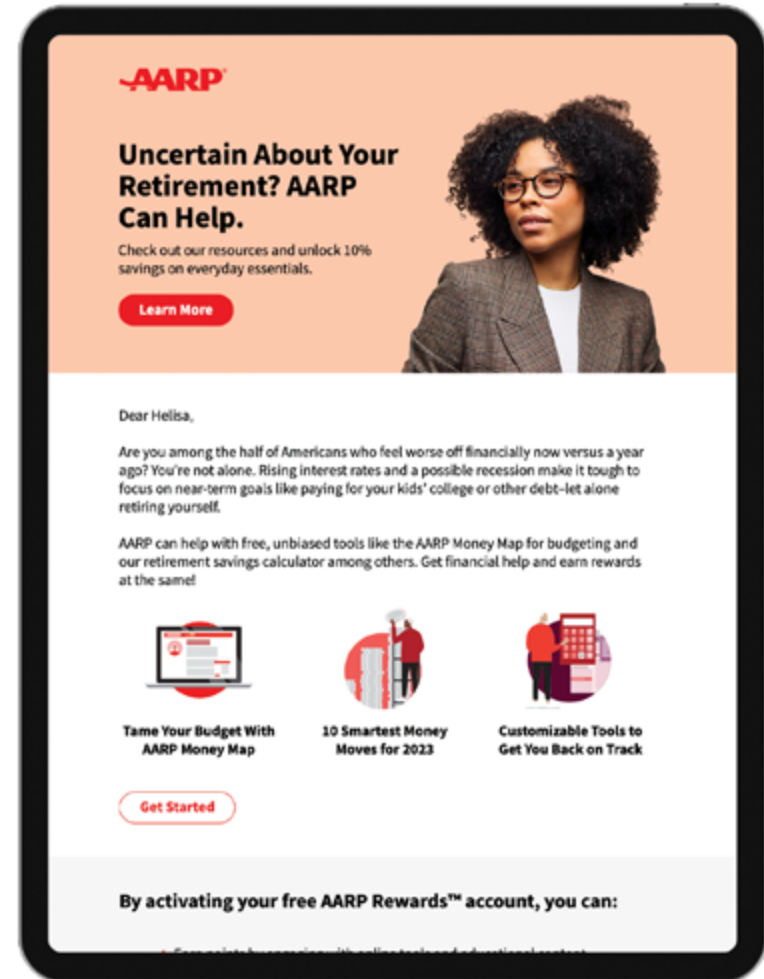
100% Readable with Images Off

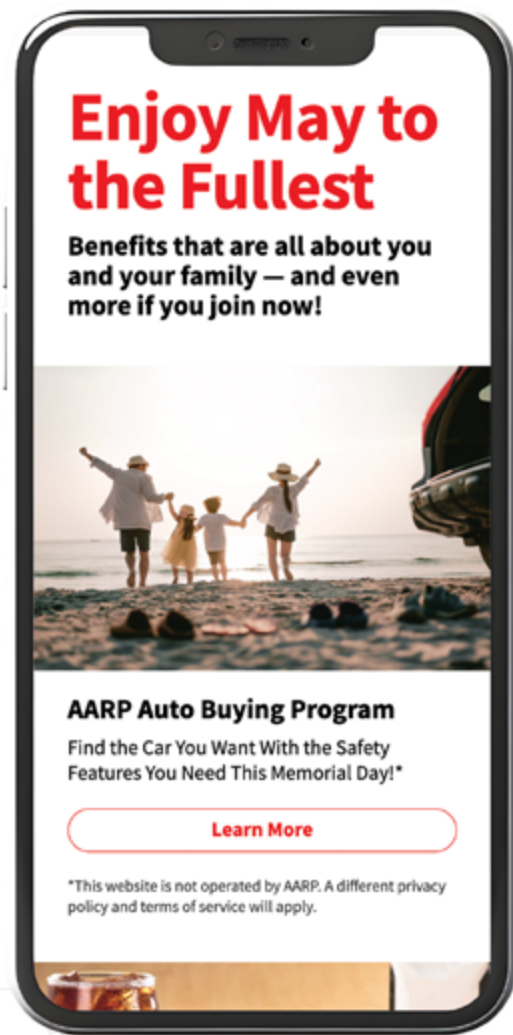
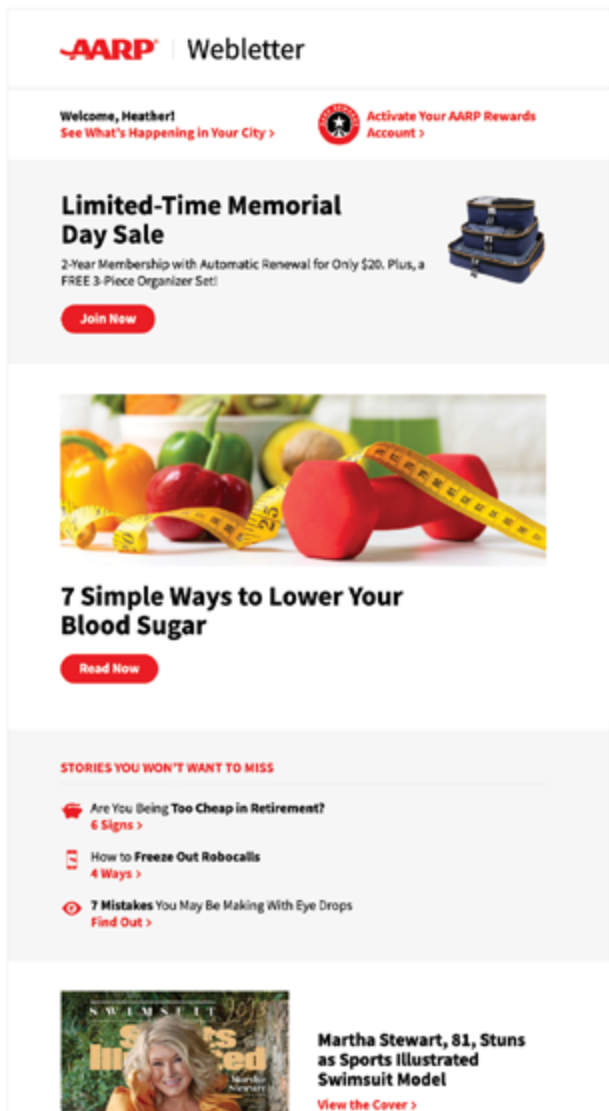


Bulletproof Buttons



Mega Merge





# The Capital Grille

## Email Campaigns

Promoting TCB new cocktail, the Blackberry Smash. Creative utilizes a newly redesigned template aligning with new brand guidelines. Hero module features a captivating GIF of the cocktail being poured into a glass by a bartender. Secondary content features a “poll” for guests to choose their favorite burger to pair with the cocktail.



Email Design System



Web Fonts



Responsive Design



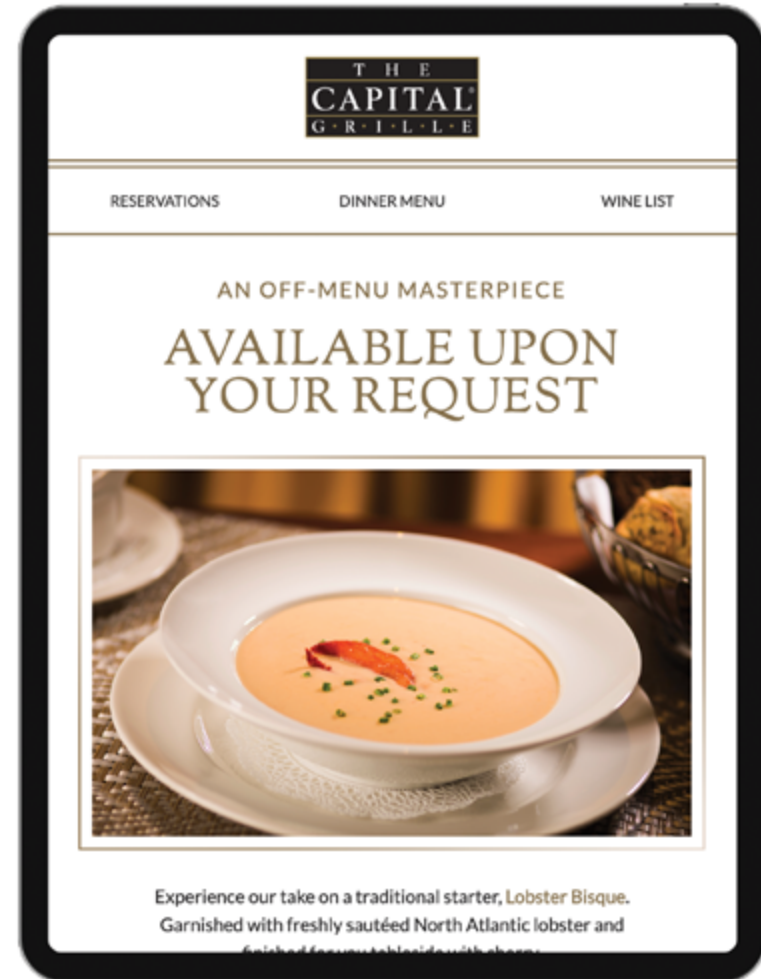
100% Readable with Images Off



Bulletproof Buttons




Mega Merge



THE CAPITAL GRILLE

DINNER MENU | WINE LIST | RESERVATIONS

## OUR NEWEST ADDITIONS




**GORGONZOLA CRUSTED DRY AGED NY STRIP WITH CABERNET REDUCTION**

Our boneless dry aged NY Strip is grilled to perfection and topped with a flavorful crust of Gorgonzola and Grana Padano cheese. Accompanied by our cabernet reduction, this dish is waiting for you to take your first irresistible bite.

RESERVE YOUR TABLE

FROM OUR CHEF

The rich, dry aged steak complements the bold flavor of the Gorgonzola along with tartness from the cabernet reduction.



**TRULY DECADENT**


Our new Skillet Hash Browns with Cheddar combines perfectly rippled potatoes with herbberg butter, chive frishes and 20 grams of Paterson Royal Cheese to create.

FOR THE TABLE

AN EXCEPTIONAL PAIRING

Cabernet Sauvignon will pair perfectly with the Gorgonzola and Grana Padano crust on your steak and the decadence of the hash browns with cedar.

WINE LIST



THE CAPITAL GRILLE

ORDER ONLINE | MENU | GIFT CARDS




## HANDCRAFTED TO THE LAST DROP

There's an art to crafting every cocktail on our menu, including the Blackberry Smash. Fresh blackberries, basil and lemon are muddled together. Then shaken with Buffalo Bourbon and ginger liqueur for a showstopping glow.

VIEW MORE COCKTAILS

EVERY COCKTAIL NEEDS A COMPANION

Which burger will you pair with your Blackberry Smash?

THE CAPITAL BUNGLER	WILD MUSHROOM & SWISS BURGLER	VEGETARIAN BURGLER
		
BLOCHE	GREENYARD	OLIVE

WE SAVED YOU A SEAT NOW ACCEPTING RESERVATIONS BOOK YOUR TABLE


Buffalo Bourbon | Buffalo | Buffalo

Website: [TheCapitalGrille.com](#) | [TheCapitalGrille.com](#)

Reservations available for ages 21 and over only.

THE CAPITAL GRILLE

THANKSGIVING | HOME | RESERVATIONS




TURKEY CARVED. SIDES PREPPED. WINE POURED.

## WE SAVED YOU A SEAT AT OUR TABLE

Make this Thanksgiving as special as the ones you share it with. Give thanks over holiday favorites and fully prepared by our staff. Your new tradition awaits!

MAKE A RESERVATION



FOR THE TABLE


Complement your roasted turkey with our Pecan-Crusted Sweet Potatoes with Hot Honey. Topped with roasted marshmallows.

THANKSGIVING MENU

THE SWEETEST FINALE

Complete your Thanksgiving dinner with our Pumpkin Cheesecake served in-bite style with a gingerbread crust.

RESERVE YOUR TABLE



THE CAPITAL GRILLE

RESERVATIONS | DINNER MENU | WINE LIST

## AN OFF-MENU MASTERPIECE AVAILABLE UPON YOUR REQUEST



Experience our take on a traditional starter, Lobster Bisque. Garnished with freshly sautéed North Atlantic lobster and finished for you tableside with sherry.



# Eddie V's

## Email Campaigns

---

Promoting Eddie V's V Lounge where live music trios play every night of the week. Creative utilizes a captivating GIF compiled from a sizzle video. Template features brand fonts (web fonts), bulletproof CTAs with hover effects, and is fully responsive on mobile.



Email Design System



Web Fonts



Responsive Design



Animated GIF



Bulletproof Buttons



100% Readable with Images Off




Roasted Sweetfish with King Crab

**Eddie V's**  
PRIME SEAFOOD


HAPPY HOUR MENU RESERVATIONS

A NEW WAY TO  
*Delight*



Embrace the season with our exclusive Roasted Sweetfish with King Crab, Avocado, Grapefruit and Red Chile Vinaigrette — an indulgent bite of perfectly roasted sweetfish and sweet king crab that epitomizes prime seafood.

JOIN US TONIGHT



A FLAVORFUL ADDITION

Pair your entrée with our Honey Sriracha Roasted Brussels Sprouts with Cashews and enjoy a crisp, sweet and spicy side on a fall classic.

VIEW MENU

**WISH GRANTED**

Celebrate the evening with a sweet finale. Celebrate your November birthday with us.

MAKE RESERVATIONS

You never know where the night will lead you

**Eddie V's**  
PRIME SEAFOOD

HAPPY HOUR MENU RESERVATIONS



LIVE &  
*Happening*

An unforgettable vibe invites you into the V Lounge for a night filled with possibilities. Settle in with a cocktail and enjoy the alluring and vibrant soundtrack of a live music trio.

WINE PLAYING



EMBRACE THE MOMENT

Make it a night to remember with our Miso Lobster Tacos and a Perfect Pisco Margarita brimming with attitude.

VIEW MENU

MAKE THE BEST IMPRESSION

Book a private room with us and we'll help you plan a successful meeting or celebrate your next milestone in style.

PLAN YOUR EVENT

Introducing our newest sip, The Golden Hour.

**Eddie V's**  
PRIME SEAFOOD

HAPPY HOUR MENU RESERVATIONS

INTRODUCING...



*The Golden Hour*

Begin your evening with our newest cocktail and let each sip of SelvaRey Coconut Rum, guava and pineapple set the mood. It's a toast to the final

# G-P

## Email Design System

G-P engaged with Data Axle to help elevate their email program in order to develop more modern, engaging emails. Utilizing existing G-P emails and extensive G-P brand guidance, Data Axle developed a modern and visually compelling library of responsively coded modules and sample before and after email designs to demonstrate how modules could be utilized to create visually compelling and modern emails.



Email Design System



Web Fonts



Responsive Design





100% Readable with Images Off



Bulletproof Buttons







**Global hiring insights – all in one place**

Talent is everywhere, but finding it isn't always easy. Our Hiring Global Talent Resource Hub is your one-stop solution for:

- ✓ Cost-effectively discovering top talent.
- ✓ Tapping into worldwide talent hubs.
- ✓ Optimizing your talent acquisition strategy.

[EXPLORE RESOURCE HUB](#)




**Global Growth Platform™**

Learn how our Global Growth Platform empowers businesses like yours to discover, recruit, onboard, pay, and manage team members anywhere in the world, quickly and compliantly.

[SCHEDULE A DEMO →](#)


in x y f

Globalization Partners 175 Federal Street 17th Floor Boston, MA 02110 United States  
You received this email because you are subscribed to Marketing Information from Globalization Partners.  
Update your email preferences to choose the types of emails you receive.  
Unsubscribe from all future emails




Ready to unlock the power of the everywhere workforce? Let's start by identifying your primary growth goal from the list below. We'll then share helpful resources to help you get started.


**What is your primary growth goal?**




[HIRE GLOBAL TALENT →](#)




[MANAGE GLOBAL COMPLIANCE →](#)



[ENTER NEW MARKETS →](#)



[PLAN GLOBAL EXPANSION →](#)



**Global Growth Platform™**

Learn how our Global Growth Platform empowers businesses like yours to discover, recruit, onboard, pay, and manage team members anywhere in the world, quickly and compliantly.

[SCHEDULE A DEMO →](#)


**G-P. Global Made Possible**

G-P empowers growing companies to build skilled global teams swiftly and compliantly via our cloud-based platform. Our SaaS-based platform streamlines the process of finding, hiring, onboarding, paying, and managing team members, eliminating the need for local subsidiaries or branch offices. Experience seamless global growth with G-P.

[LEARN MORE →](#)

in x y f


Globalization Partners 175 Federal Street 17th Floor Boston, MA 02110 United States  
You received this email because you are subscribed to Marketing Information from Globalization Partners.  
Update your email preferences to choose the types of emails you receive.  
Unsubscribe from all future emails



**Mastering market expansion can be easy – with the right partner.**

Take Deliverect, a SaaS company revolutionizing online food delivery management. They aimed to expand rapidly and support the global hospitality industry's digital transformation.

[GET THE CASE STUDY](#)



"Through our partnership with G-P, we can hire professionals nearly anywhere in the world. G-P sends us exactly what we need to know about issuing a contract and hiring in a specific location. From information about employment contracts and HR legislation to employee



# Hewlett Packard

## Email Campaigns

---

Data Axle continues to design and develop a multitude of emails for various HP email programs and initiatives using tried and true modular template systems. We combine HP brand guidance with creative layouts and engaging visuals that promote ink purchasing options, projects and environmental stewardship.



Responsive Design



100% Readable with Images Off



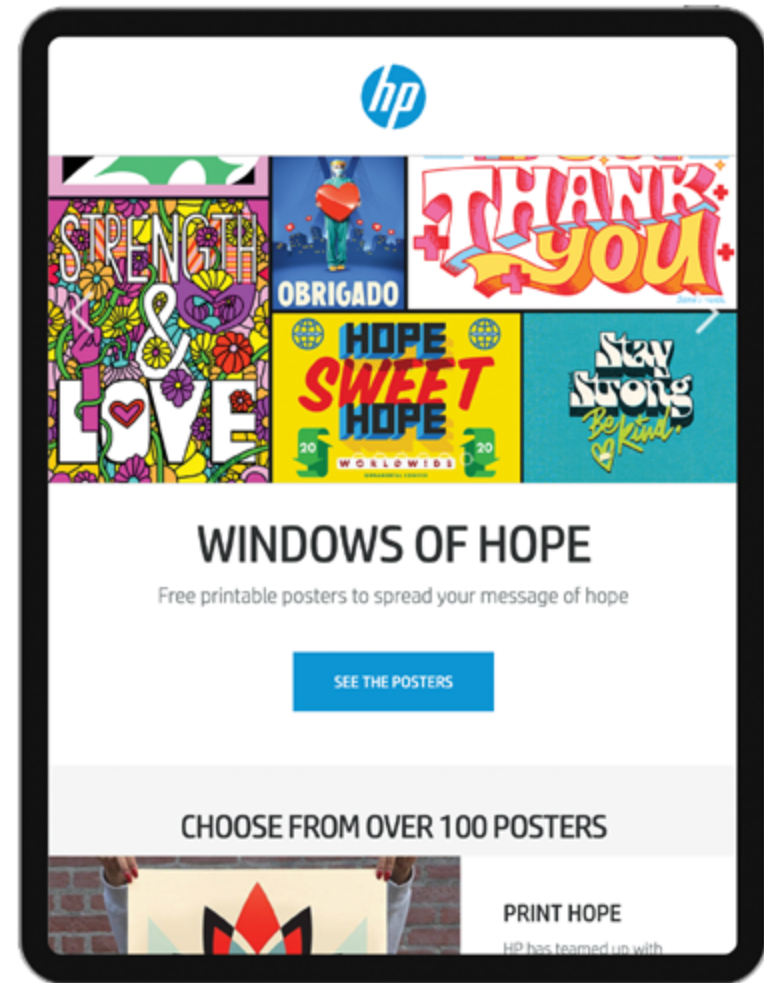
Bulletproof Buttons



Animated GIFs



Web Fonts



hp instant ink

Print unlimited photos for free when you...

hp

Better results for you, and our planet

Original HP supplies are designed with the environment in mind. From efficient design and packaging to free recycling programs, reducing your environmental impact is easier when you buy Original HP Ink & Toner. Join HP in the shift to more sustainable printing.

Choose Original HP Ink

Changing the world starts with you

Thanks to HP Planet Partners, recycling your ink cartridges has never been easier. Customers can choose to recycle their used cartridges for free as they print and spin access or tonfills.

Drop it off - Conveniently drop off your HP ink and toner supplies at a local store via for no cost. Find a location >

Ship it - Receive free shipping labels, envelopes, or boxes for an easy pack-and-ship experience. Mail it back >

Working for a better future

Together, our collective behavior can create more effective change than individual actions.

Cartridge design

Keeping plastic out of the world's oceans

More than 100 million lbs. of recycled plastic have been used in new Original HP cartridges. That's nearly 5,000 trailer loads of plastic diverted from oceans or landfills. Read more >

Responsible packaging

We continuously work to reduce the packaging used for Original HP Ink, while striving to increase recycled content. Learn more >

Closed loop recycling

All HP ink and toner cartridges that recirculate to HP Planet Partners go through a multiphase, "closed loop" recycling process where materials are recycled and returned for use as raw material. Learn more >

Our commitment

Our product recycling goal is to recycle 1.2 million tons of hardware and supplies by 2025. Read more >

hp Printables

School printables are back in session

A new school year is starting and we're stocked up with fun (free) calendars, learning worksheets, planners and more! Get ahead of the curve and print, download and share school-related content from the comfort of home.

Explore HP Printables

# Omni Hotels & Resorts

## Email Design System and Campaigns

This responsive, and modern Email Design System for Omni Hotels and Resorts features various modules that cater to different types of email campaigns, from promotions to customer loyalty initiatives.



Email Design System



Web Fonts



Responsive Design

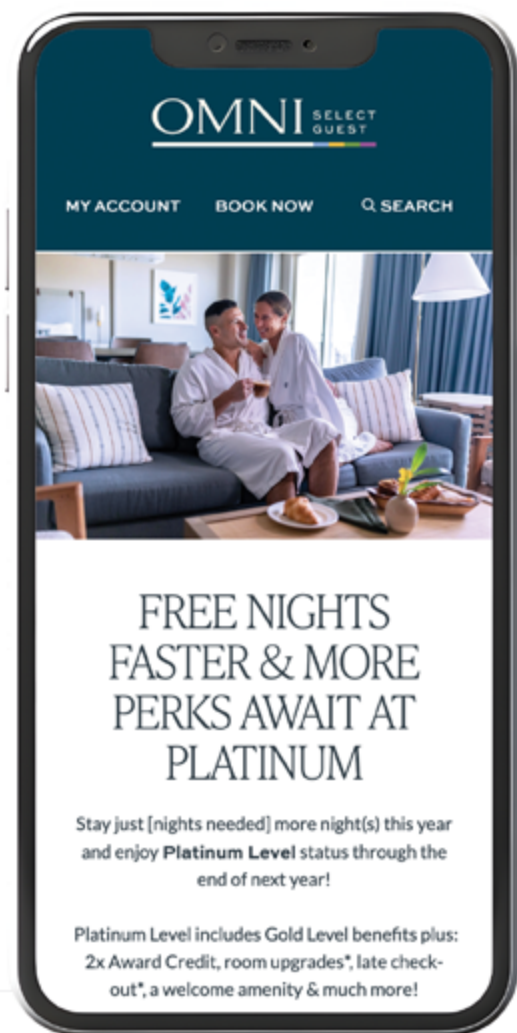
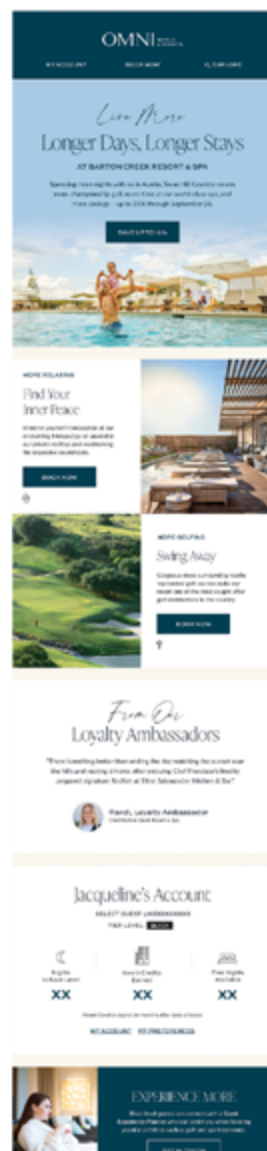


100% Readable with Images Off



Bulletproof Buttons







# Seasons 52

## Email Campaigns

---

Promoting Easter brunch specials to drive reservations and takeout order for Green Box to go. Design features one of the brunch dishes with ingredient accents.



Email Design System



Web Fonts



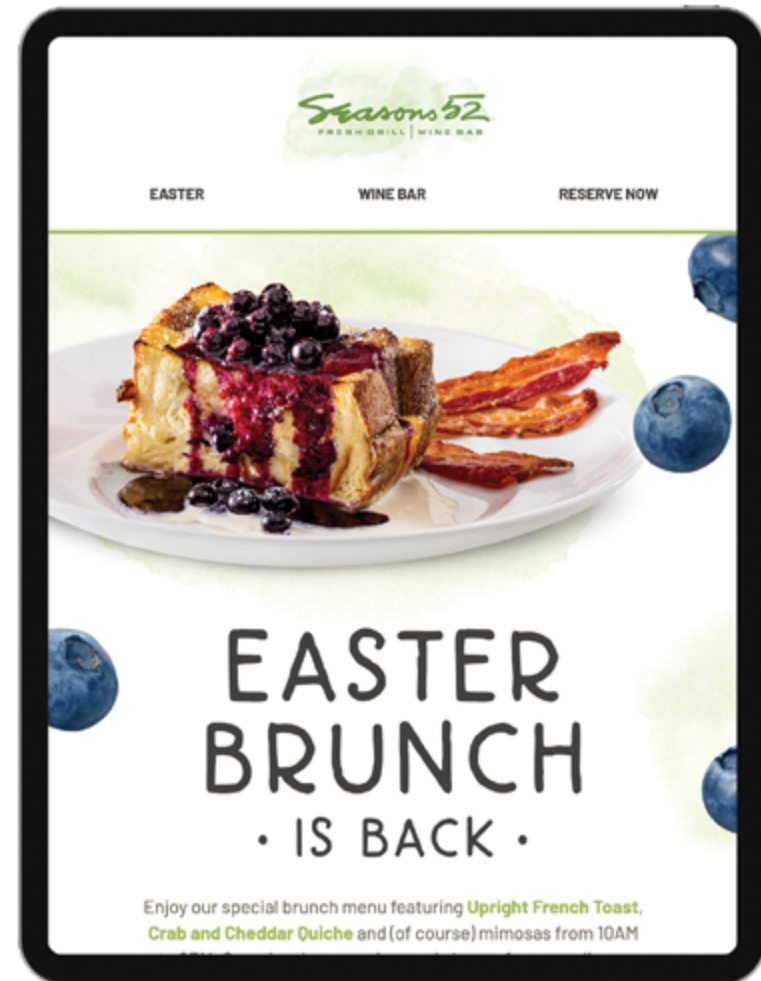
Responsive Design



100% Readable with Image Off




Bulletproof Buttons



Seasons 52  
FRESH GRILL | WINE BAR

SPRING MENU GREEN BOX RESERVE NOW



## GRILLING SEASON




Bring home a **Wood-Fired Tenderloin Green Box** for the Fourth of July and we'll help you celebrate with friends and family. Each box is filled with three flavorful courses and the freedom to enjoy anywhere you like.

ORDER NOW

• SAVE SOME ROOM •

Graham cracker, toasted marshmallow and... Click to reveal the perfect dessert for a summer night. Remember, every Green Box comes with six fine indulgences.


CLICK TO REVEAL



Facebook, Twitter, Instagram icons

Seasons 52  
FRESH GRILL | WINE BAR

GREEN BOX THANKSGIVING RESERVE NOW



• FREEDOM TO •  
**CHOOSE**

From your starter to a side for the table, you can always feel good about enjoying everything on our menu. Begin with one of our three housemade soups.



BUTTERNUT SOUP PUMPKIN SOUP LENTIL SOUP

JOIN US



• FREEDOM TO SIP

Nothing goes better with our Fall Pique than a glass of red wine. Explore three of our grape gems.



STEAK'S LEAP BANGS OF THE RED BLEND • FLEMING PINOT NOIR • CATENA VETTA PINES PALMIS •

WINE ON



Seasons 52  
FRESH GRILL | WINE BAR

AUTUMN MENU WINE BAR RESERVATIONS



EPHRAIM SAUVIGNON BLANC  
SEA SUN PINOT NOIR  
CATENA CABERNET SAUVIGNON

• FROM OUR •  
**WINE BAR**

We've curated a new **Caymus Wine Flight** featuring three distinct pours from the Wagner Family of Wines. Enjoy a tour of sunny California as you explore our autumn menu.

JOIN US

# Tillamook Creamery

## Email Design System and Email Campaigns

Turn Up The Melt - Utilizing a robust new design system, Data Axle made use of Tillamook's outstanding product and brand imagery to craft engaging emails featuring fun animated visuals.



Responsive Design



100% Readable with Image Off



Bulletproof Buttons



Animated GIFs



Web Fonts



Tillamook

Our Products Our Promise Where To Buy

## SOUR CREAM MADE RIGHT

Nothing tops off a great dish like the rich, tangy taste of Tillamook Sour Cream.

EXPLORE SOUR CREAM



### LIVE CULTURES. LIVELY FLAVOR.

Made with 100% live milk and more cultured for a richer, creamier taste.



Regular Sour Cream • Reduced Fat Sour Cream •

### SUBTLE TANG, INCREDIBLE TASTE

WITH TILLAMOOK CHEESY BREAKFAST CASSEPOLE

When you top this casserole with our Sour Cream, you're in for some seriously creamy deliciousness.

Get the Recipe •



WITH CRAB RANGOON DIP

Create the ultimate crab dip with the help of our Cream Cheese Spread, Sour Cream, and Shells.

Get the Recipe •



Tillamook

Our Products Our Promise Where To Buy

## START SPREADING THE NEWS

For a limited time only, our Cream Cheese Spreads are available for purchase on the Tillamook Shop. Plus, any order with cream cheese spreads ships free. Get all the news delivered to your doorstep now.

ORDER NOW



FREE SHIPPING on any Tillamook Shop order that includes Cream Cheese Spreads through 1/31. Use promo code: CQFREESHIP. Shop Now •

SPECIAL OFFER

### A BAGEL'S BFF BUNDLE

Get the Spread your bagel dreams with our butter, creaming, and Citrus Cream Cheese Spreads. Top off 3 loaves to also include an 8oz bag of freshly baked soft rolls with a homemade glaze.

SHOP NOW

### MORE FROM THE TILLAMOOK SHOP

Our bundles are perfect for representing the bold and complex flavors our specialty cheeses have to offer.



Tillamook

Our Products Our Promise Where To Buy



## A CLASSIC MADE CREAMIER

When you're dreaming of coming off of a hot summer day, wrap an Orange & Vanilla Bean Flair. It's overflowing with our extra creamy ice cream and loaded to create an amazing memory.

GET THE RECIPES EXPLORE ICE CREAM

SKIP THE SPOON

Confuse with our ice cream and fluffy waffles, cone waffles, with sugar to make delicious treat like this.

Find Our Ice Cream Sandwiches Near You •



WITH BAKED ALASKA

Combine don'ts best side, pairing the cream and fluffy, mouth-melting to make the ultimate treat this side of September.

Get the Recipe •



WITH CREAMY

Indulge in our delectable and decadent Creamy Caramel Sauce - each perfect with eggs-free eggs on warm waffles.

Find Our Frozen Creams Near You •



WITH SUMMER S'MORES

Adding a big scoop of our new creamy ice cream makes this



Tillamook

Our Products Our Promise Where To Buy



## TURN UP THE MELT

Turn up the flavor in every dish, snack or bite with meltier, tastier Tillamook. Redeem your Buy One Get One Free coupon before April 30.





# Yard House

## Email Campaigns

---

Utilizes email design system featuring bulletproof CTAs with hover effect, fully responsive, web fonts, and is 100% readable with images off. This email speaks to the story behind the YH menu with insights into the kitchen. An animated GIF highlights various dishes.



Email Design System



Web Fonts



Responsive



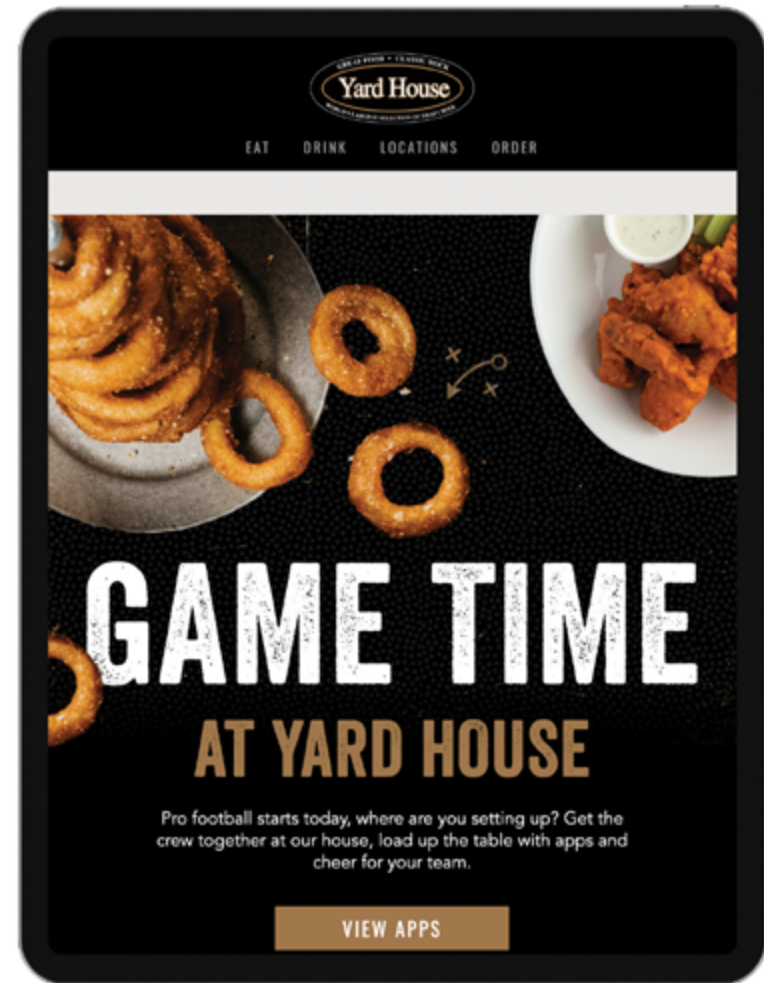
Animated GIFs



Bulletproof Buttons



100% Readable with Image Off



Yard House  
EAT DRINK LOCATIONS ORDER

**OPEN LATE**

WE'VE GOT THE  
**VIBES**

**YOU BRING YOUR APPETITE**

Your menu should be the best of both worlds. That's why we've got our full menu available all night long - you know, for that late night bite.

VIEW MENU

**IT'S ALL ABOUT THE KITCHEN**

When it comes to handling food, our kitchen chefs know what a team. You'll see it through a global experience with every bite.

WHAT'S COOKING?

**#YARDHOUSE**

@DETROITNERDIVES

Nothing beats our delicious & refreshing Macaroni & Chicken! Ask our team how you can get it!

FOLLOW US

Yard House  
EAT DRINK LOCATIONS ORDER

**OUR KITCHEN IS ON ANOTHER LEVEL**

Putting a new spin on home American cuisine, there's an exciting menu waiting to be explored. From Poke Bowls to Bangkok Tacos, our food never misses a beat.

CHECK IT OUT

**ALWAYS STARTING FRESH**

There should be fresh herbs when you freshen up ingredients and better sourcing is really means big flavor in every bite.

EXPLORE MENU

**ON TAP NEAR YOU...**

Our selection of local beer is pretty fresh. The better what, the better you're at, make sure to ask your bartender about what's on tap.

FIND A LOCATION

**LET'S GET LOCAL**

Have a go to 'local' menu? Update your preferred location to hear about what's on tap, local events and more.

CHOOSE YOUR LOCATION

**BE THE FIRST TO KNOW**

Text PHOTOS to 37934 to receive SMS updates about the latest events, menu additions, limited-time beers & more at your local Yard House.

**GREAT FOOD. CLASSIC ROCK. WORLD'S LARGEST SELECTION OF DRAFT BEER.**

EAT DRINK LOCATIONS ORDER

Yard House  
EAT DRINK LOCATIONS ORDER

**GAME TIME AT YARD HOUSE**

The football starts today, where are you sitting up? Get the crew together at our house, load up the table with eggs and cheer for your team.

VIEW APPS

**LATE NIGHT VIBES**

Did you know the longest pro football game ever played was in 1971? About 82 minutes with double overtime to make that happens again, our full menu is available late.

FULL MENU

**BEER 101**

Although there are two major categories of beer (ale and lager), there are hundreds of styles. Good thing we have 100+ taps to get you started.

BEER LIST

**GREAT FOOD. CLASSIC ROCK. WORLD'S LARGEST SELECTION OF DRAFT BEER.**

EAT DRINK LOCATIONS ORDER

Yard House  
EAT DRINK LOCATIONS ORDER

**DROOLING OVER NACHOS IS TOTALLY NORMAL**

If you haven't tried our **Poke Nachos**, let's just say you're missing out. With the marinated raw ahi, crispy wontons and white truffle sauce, they're the perfect combination of sweet and spicy.

MORE APPS

**FANCY WITH NO**

WITH NO

# The Axle Agency

Audience-focused. Performance driven

Acquire and retain customers with innovative, audience-focused strategies and campaigns through omnichannel experiences powered by data intelligence.

[View Our Work](#)

