

LOOKBOOK 2015

Showcasing the Latest
Digital Marketing Trends



INTRODUCTION

Greetings!

Welcome to the sixth annual LookBook. If you recall, last year we featured—for the first time—examples of digital marketing achievements that went above and beyond the world of email. It was a natural evolution, representing the undeniable truth that brands are creating and fostering seamless customer experiences across channels and touchpoints.

This year, we go a step further by showcasing truly out-of-the-box thinking and creativity that transcends marketing channels. The 20 examples we've curated here are reflective of not just best practices, but a movement even beyond best practices, indicating a maturation of digital creative into a strategic, conceptual effort. It's a testament to the evolution of our industry.

We hope you come away inspired to never stop challenging the status quo.



Wacarra Yeomans

Vice President,
Creative Services, Oracle
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ACKNOWLEDGEMENTS:

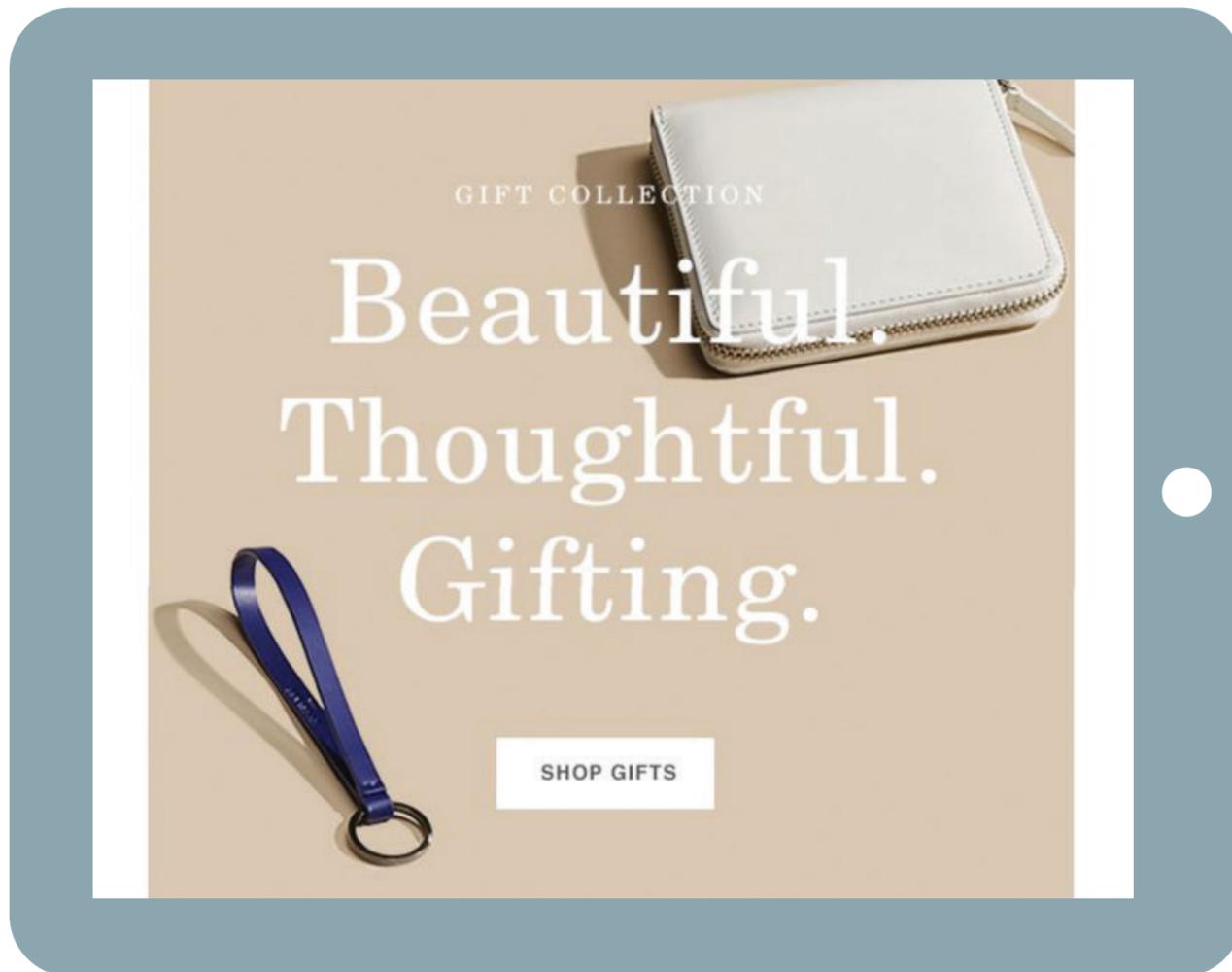
Special thanks to the team who made this year's LookBook possible: Alicia McCarty, Glen Abrahams, Gloria Valadez, James Spence, Janice Kim, Jenny Drucker, Jonathan Riemer, Kathryn Alva, Kevin Palmer, Kiersten Miller, Kirsten Smith, Lisa Harmon, Lizette Resendez, Mark Kuroczko, Michael Posso, Nicholas Cantu, Patricia Merck, Patrick Colalillo, Rachel Fisher, Rick Overton, Roald Ansano, Ryan Smith, Steve Olenski, Tessa Clements, Timothy Yeadon, Tonja Stott, Vyoma Kapur and William Millar.

EVERLANE

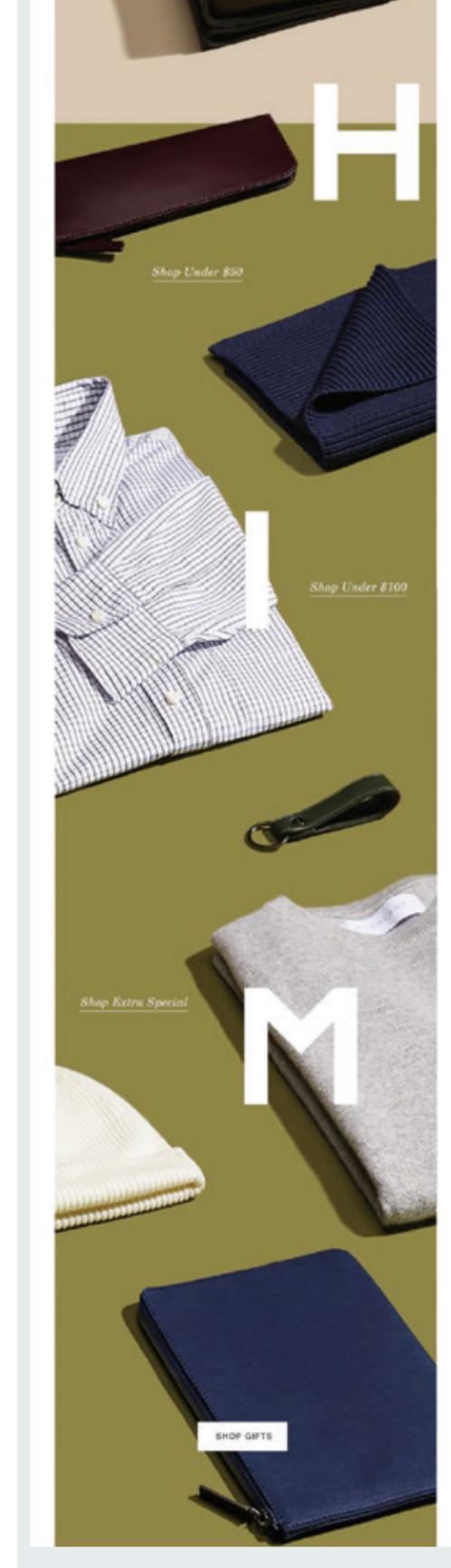
LIVING LARGE

Unorthodox Long Scroll Email Marketing

Does size matter? Well, to Everlane it does, and it works quite well. This unorthodox long scroll works like a charm as the beautiful, consistent and eye-catching photography naturally pulls our gaze down the campaign, keeping us engaged, informed and, yes, entertained. The ultimate hat trick indeed.



Scroll down



Scroll down

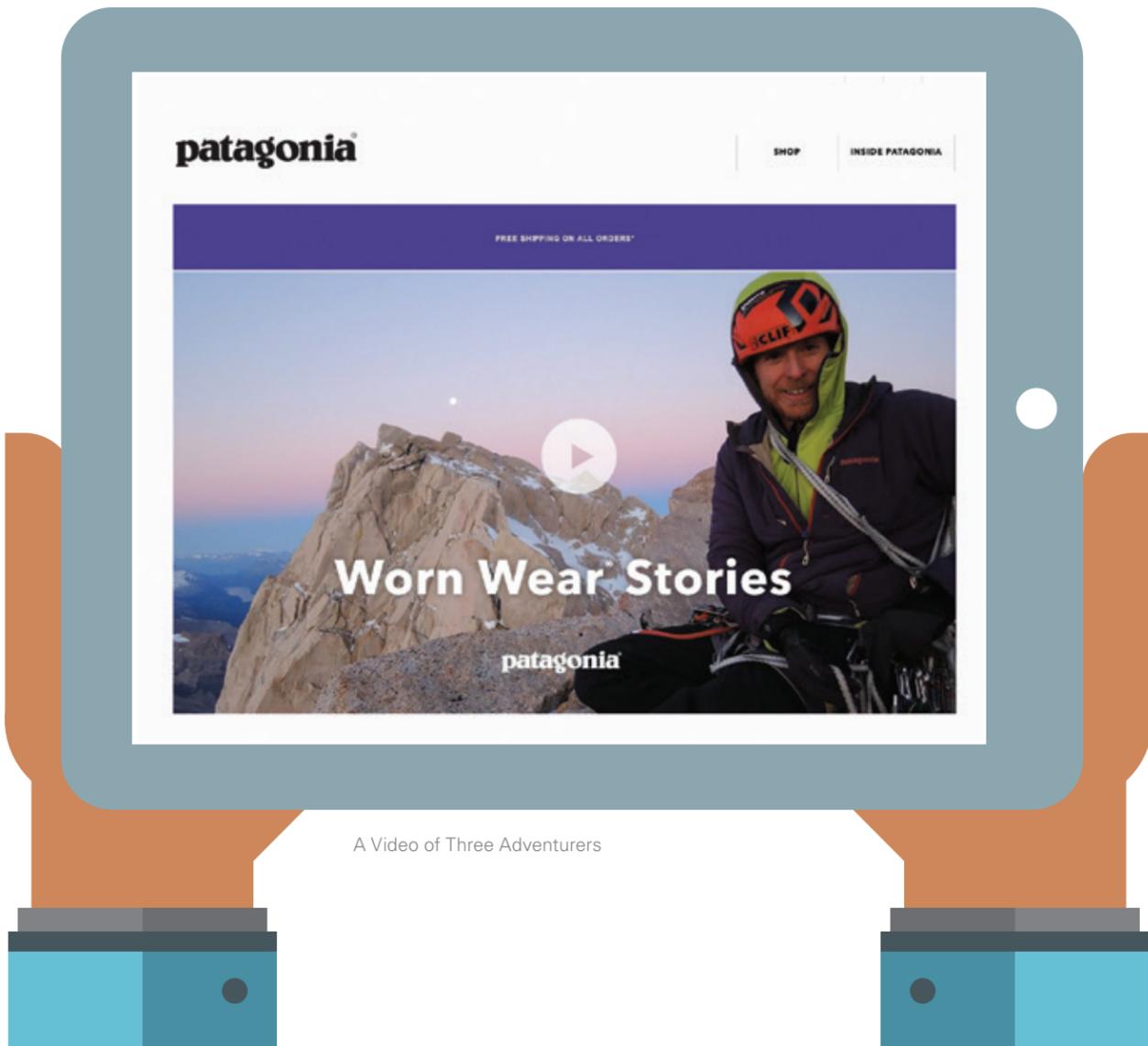




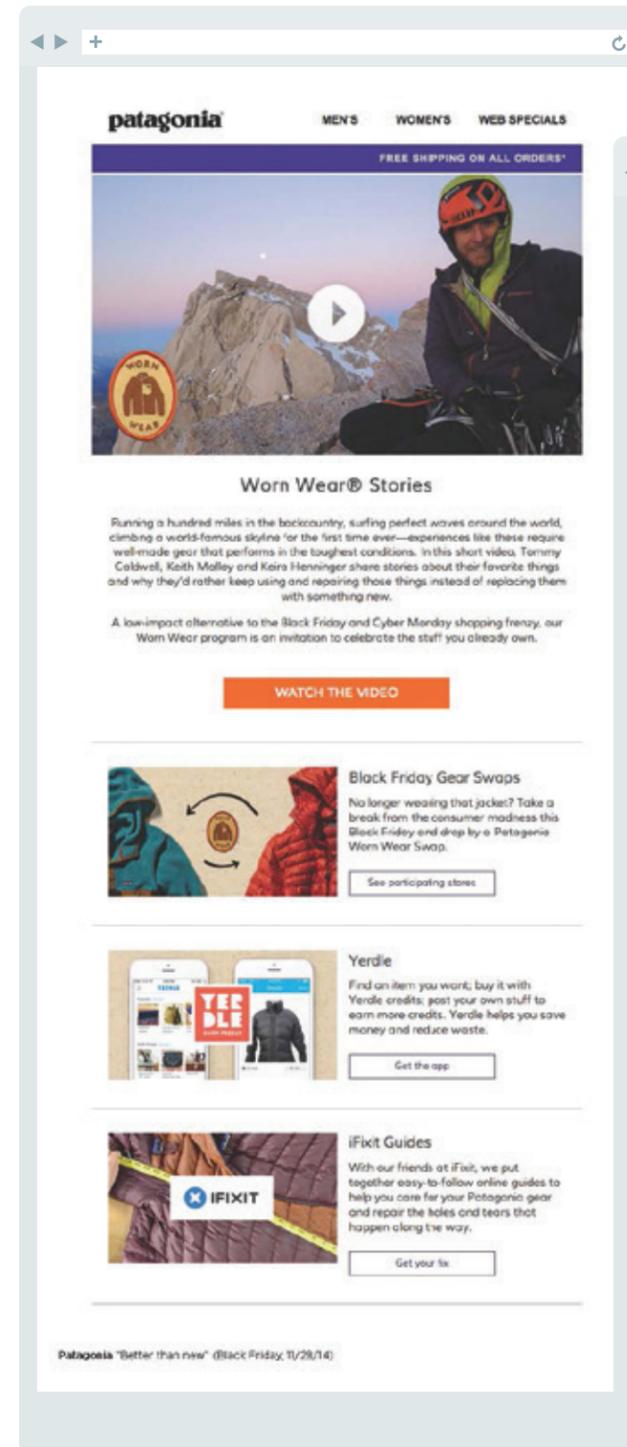
EXPRESSING GRATITUDE

Thanksgiving Holiday Email Marketing

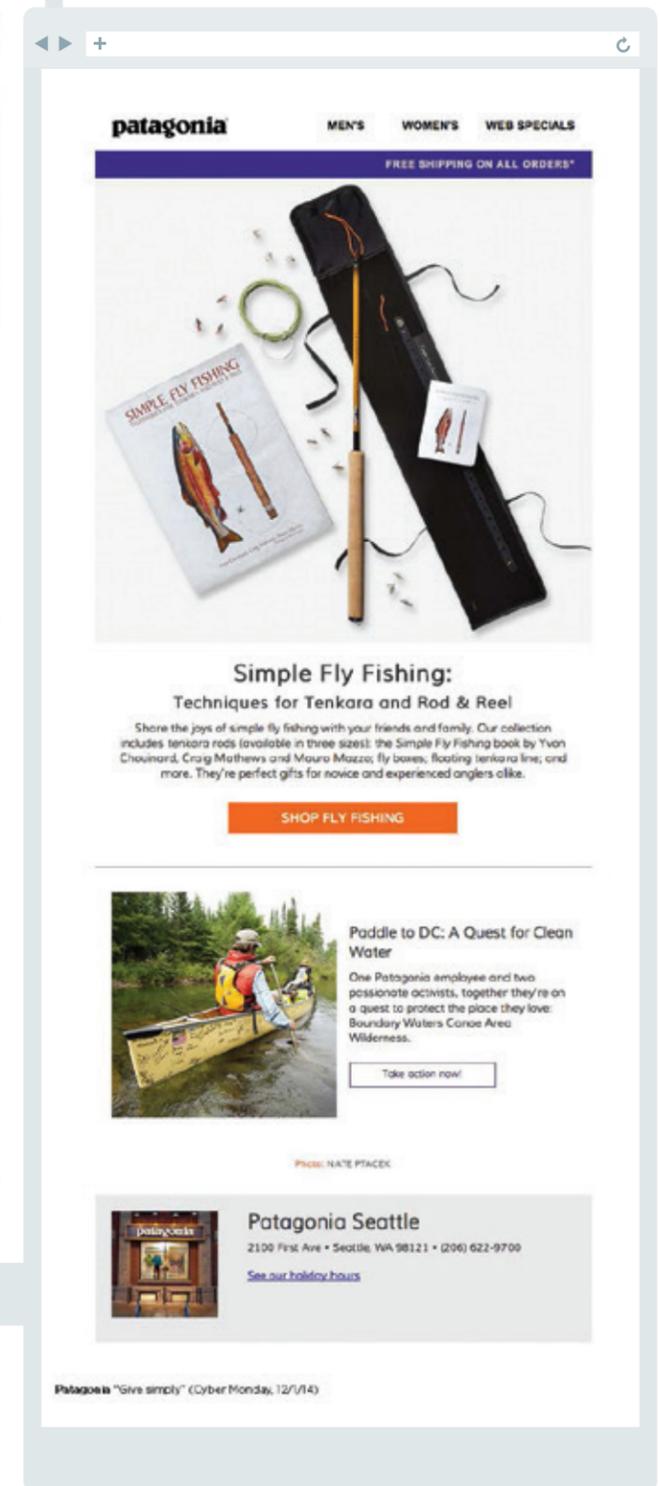
In contrast to the usual Black Friday and Cyber Monday selling frenzy, Patagonia takes an entirely different tack and focuses almost exclusively on non-promotional content. Notably, their Black Friday message features a video of three adventurers valuing things they already own! Patagonia has gotten media attention for its views on expressing gratefulness around the Thanksgiving holiday, and these campaigns support the sentiment and position Patagonia as a brand that's true to its values.



A Video of Three Adventurers



Email Message 1



Email Message 2



SOCIAL AWARENESS MESSAGE



Forgoing navigation items and allowing their call to action message to push below the fold



Black Friday Campaign

Launched on Black Friday, this campaign most assuredly stands out among others in customer and prospect inboxes. Rather than bombard us with yet another sales blast, Beats delivers a social awareness message in a bright, bold, graphical format. Beats flouts traditional best practices, forgoing navigation items and allowing their call to participate in the fight against AIDS to push below the fold, giving this message the real estate and significance it deserves.

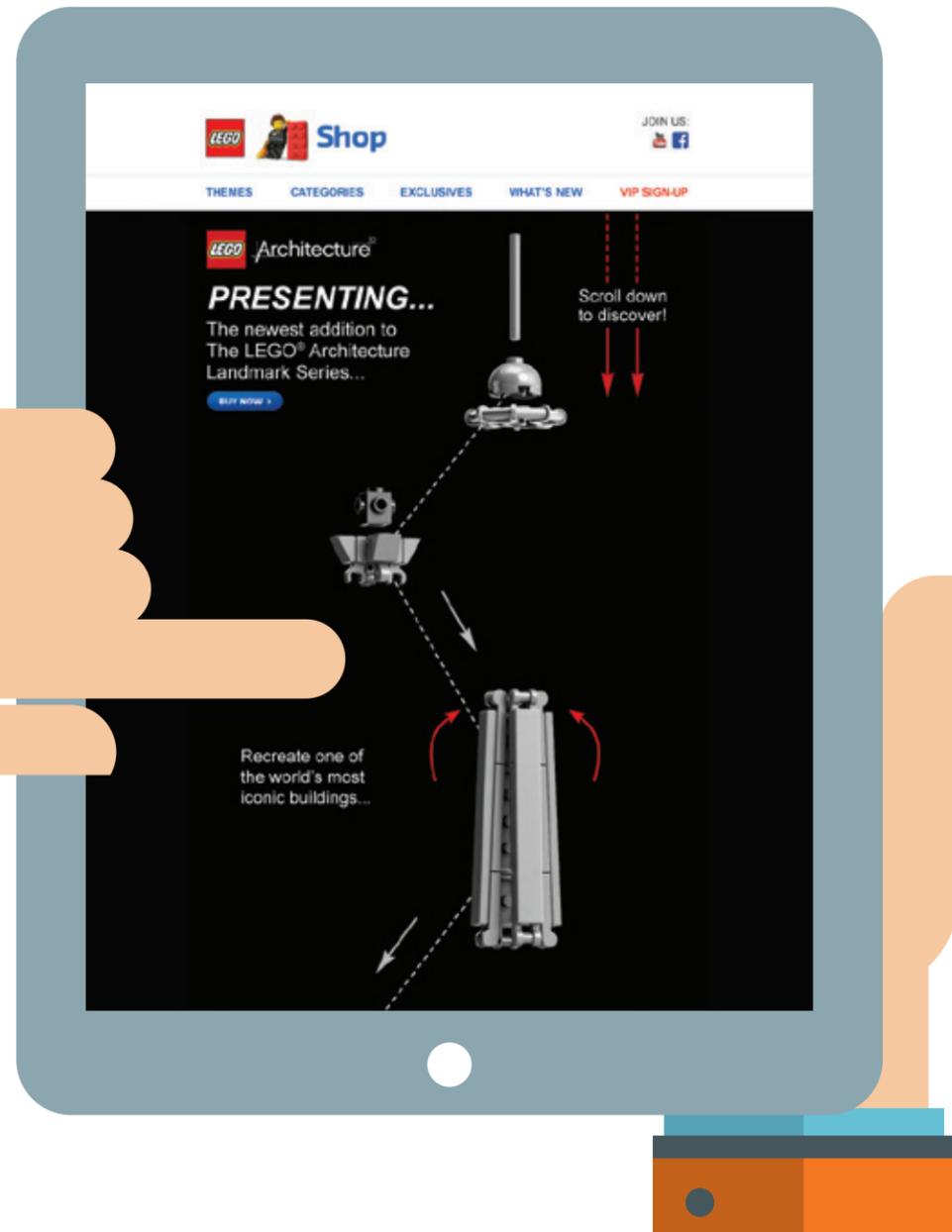




SENSE OF EXCITEMENT

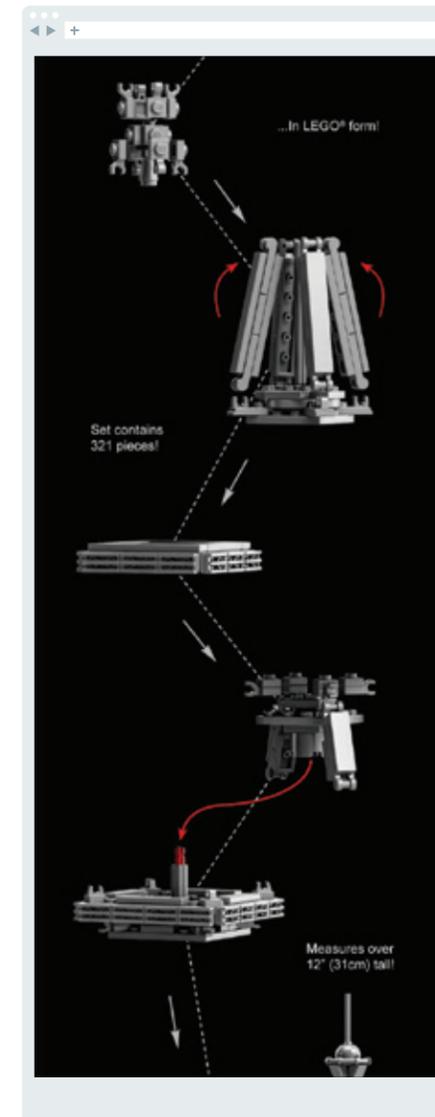
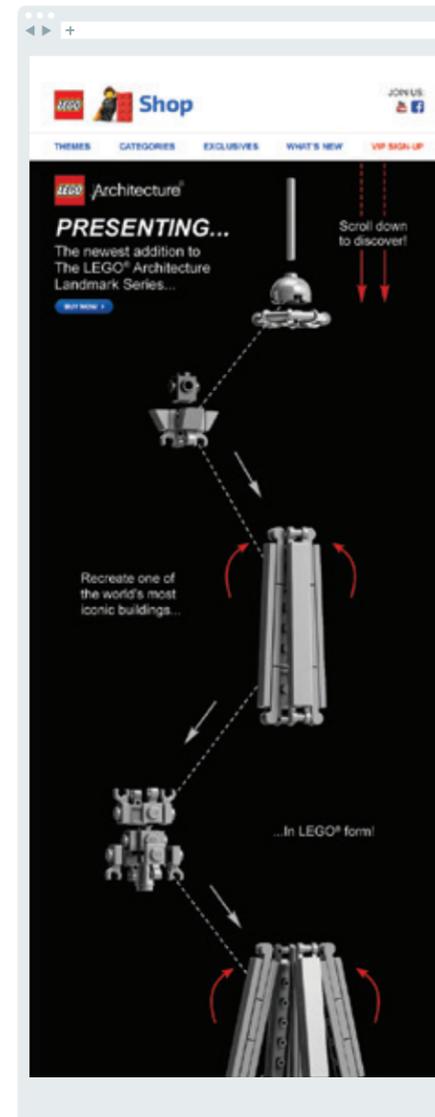
Email Marketing Engagement

If you build it they will come takes on a whole new meaning in this highly creative email from LEGO. An undeniable sense of excitement builds as the user scrolls to the ultimate culmination of the finished product.



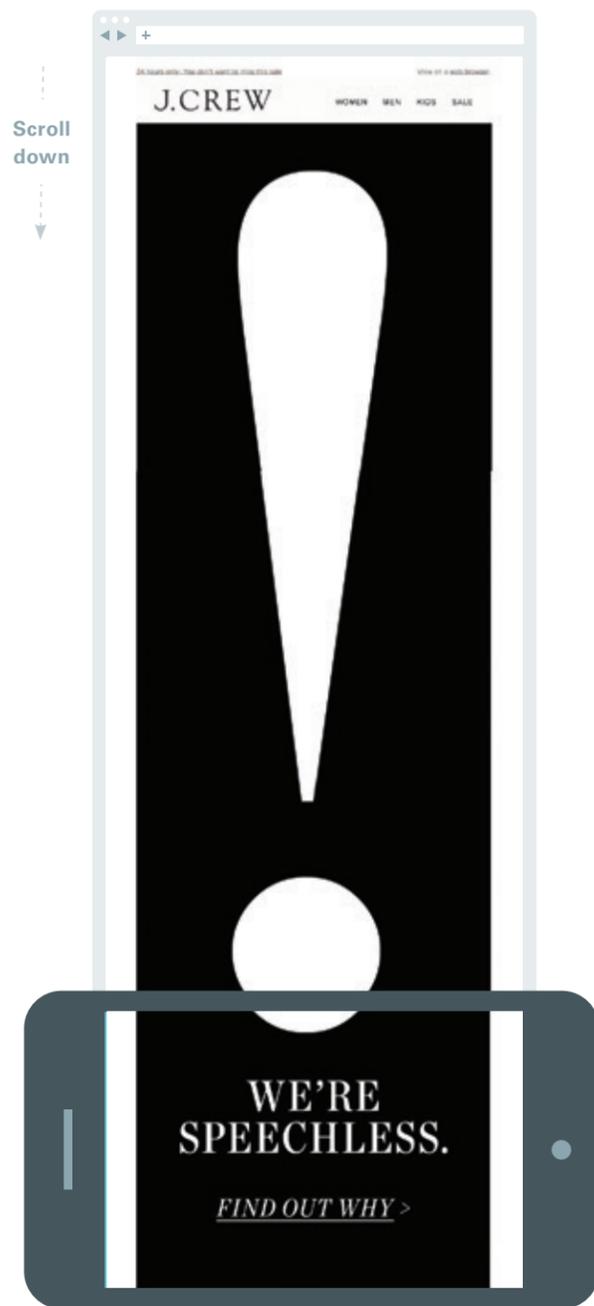
Scroll down to the ultimate culmination of the finished product

Scroll down



J.CREW

AN UNDENIABLE SENSE OF SUSPENSE



Stylish and Secretive Email Marketing

Just when you thought there were no new approaches to sale messaging, J.Crew innovates with this stylish and secretive email and landing page reveal. The simple, iconic black and white design creates a strong “less is more” graphical impression while the text generates an undeniable sense of suspense. What a smart way to increase click through!



Landing Page

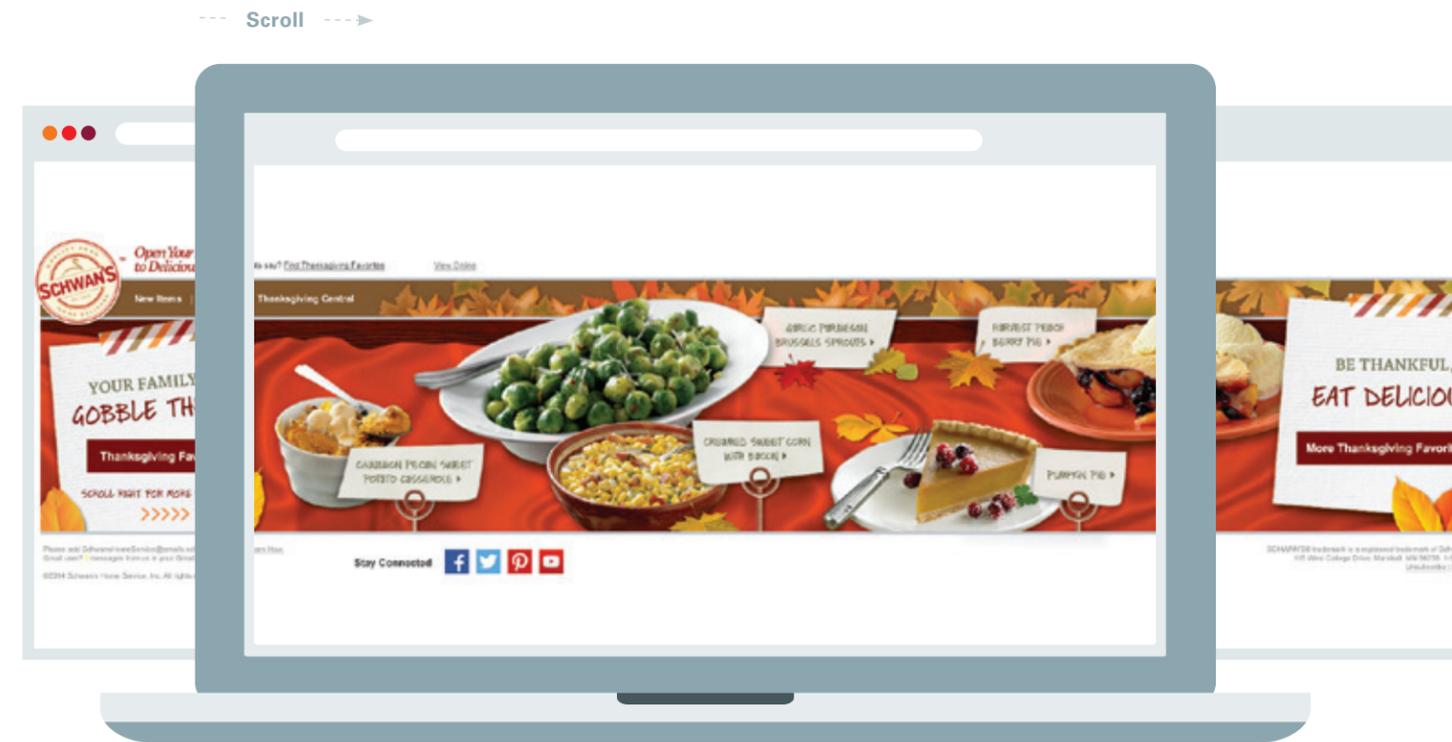
Secretive Email Message



HORIZONTALLY-SCROLLING EMAIL MESSAGE

Thanksgiving Holiday Email Marketing

Thanksgiving is, of course, a holiday where food plays a starring role. However, reading is different than seeing! The folks at Schwan's decided to lay out a table featuring some truly mouthwatering turkey day classics. In this horizontally-scrolling email message, they do a beautiful job setting the table with both photographic and illustrated elements.

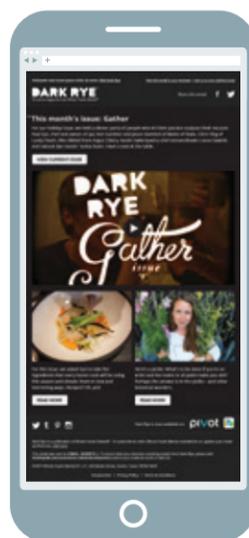




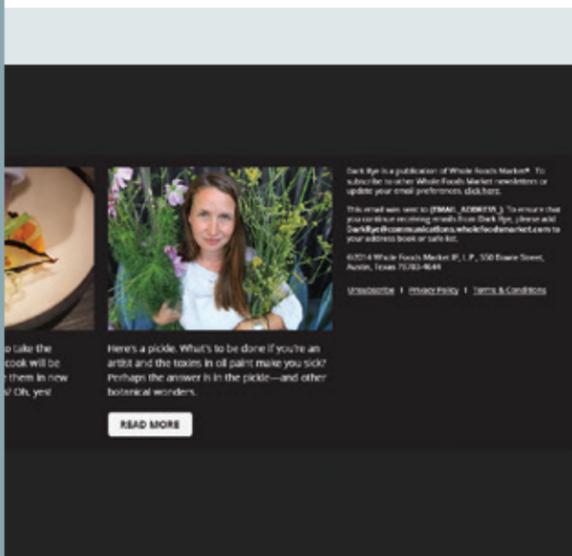
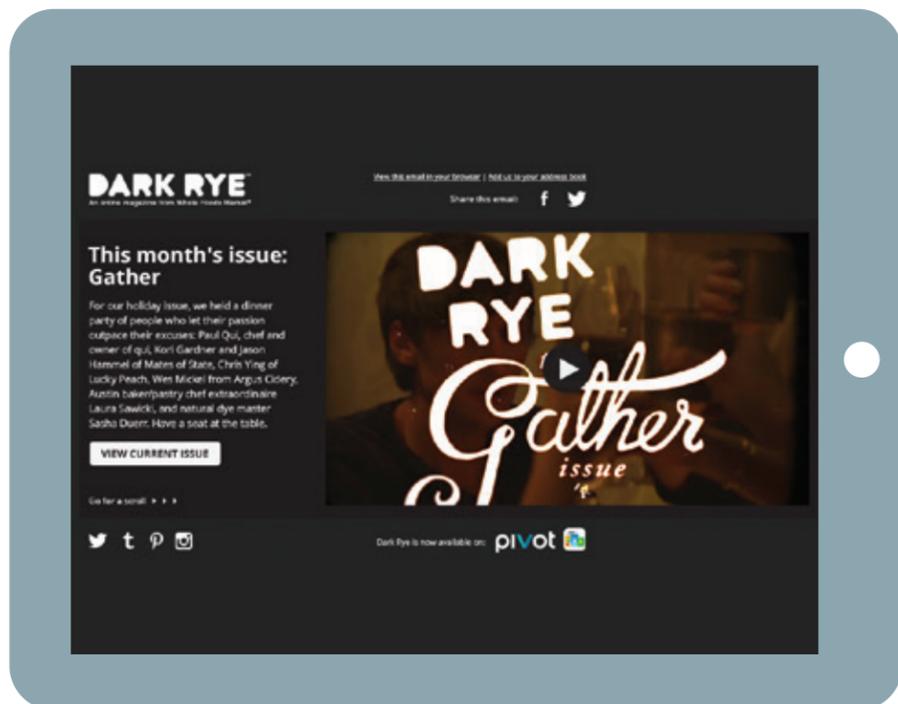
CONTENT OVER PROMOTION

Online Magazine

Dark Rye, the online magazine from Whole Foods Market, is a fantastic example of the power of content over promotion. The horizontal format encourages scrolling through featured articles, videos, and more while delivering a rich customer experience.



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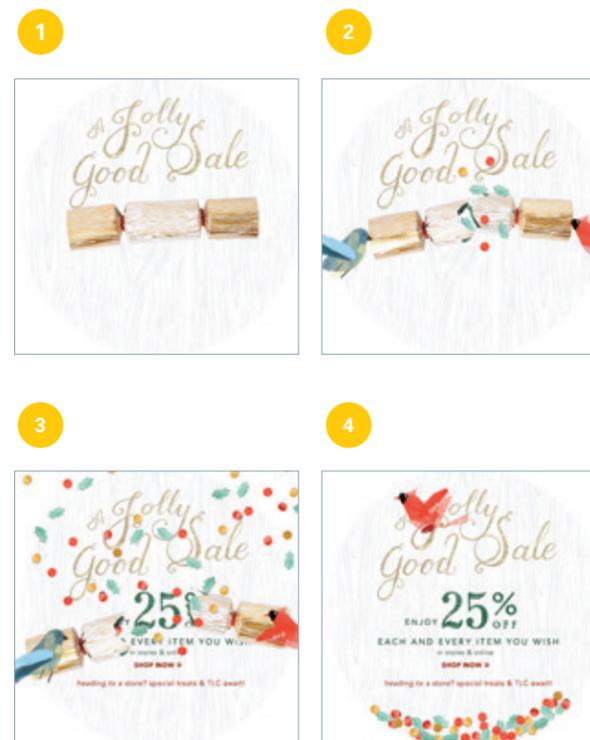


ANTHROPOLOGIE

IMAGINATIVE EXAMPLE

Holiday Marketing

Surely not for the birds, this imaginative example from Anthropologie features animation that's spot-on for the brand. The flying birds along with the gift unwrapping create the perfect level of suspense around the sale specifics. Mix in holiday verbiage, like "jolly" and "wish," and you get a charming example of out-the-box creative.

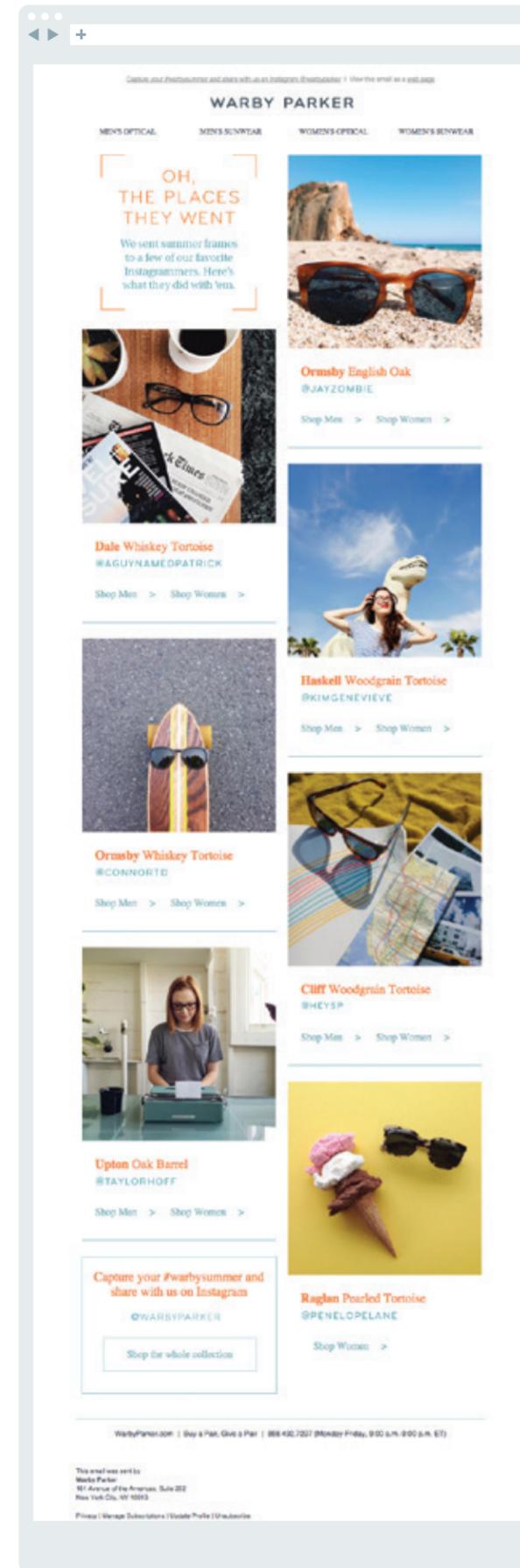
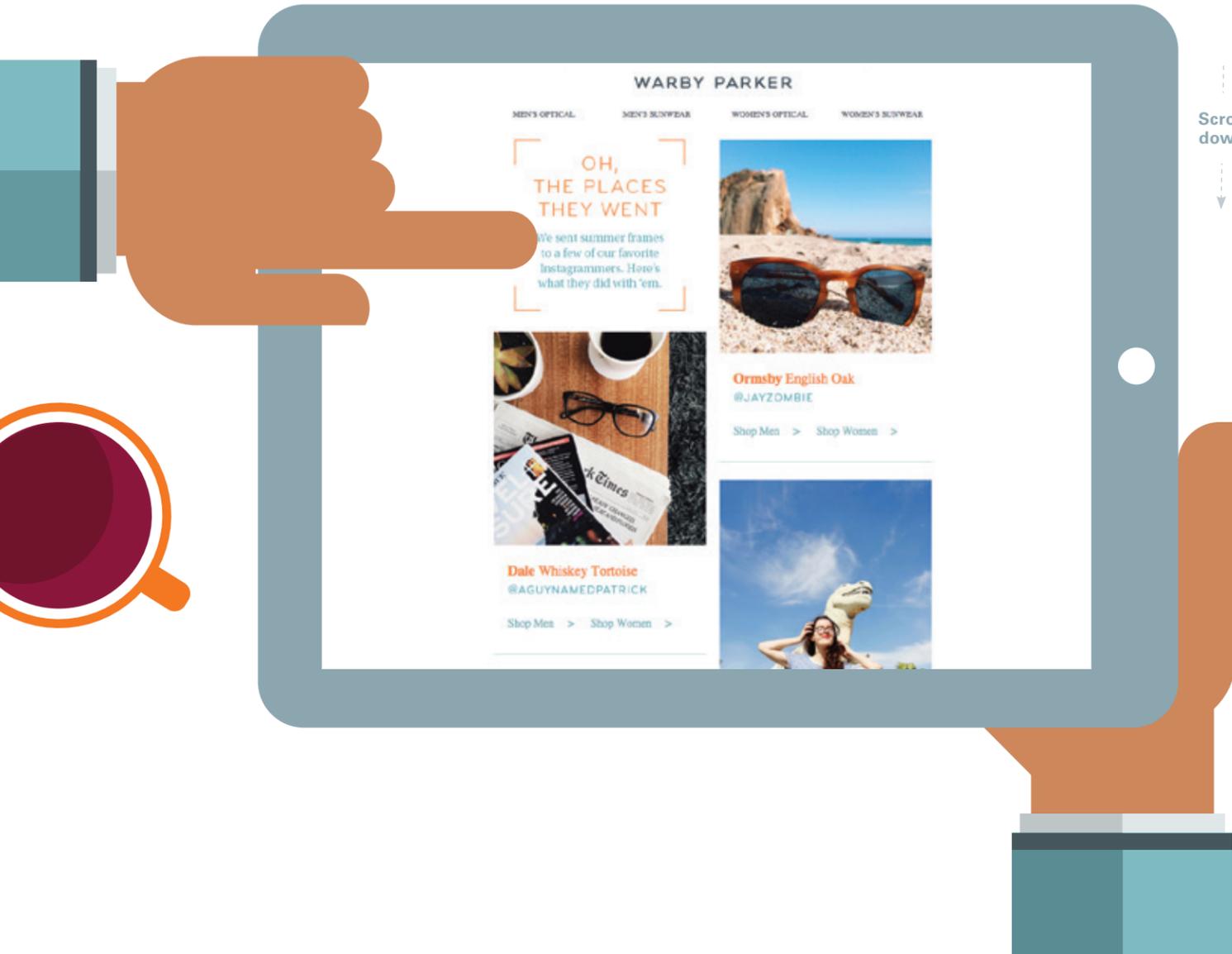


WARBY PARKER

FUN SUMMER MESSAGE

Email Marketing with User-Generated Content

This campaign from Warby Parker is an awesome example of the power of user-generated content, culling customers' cool Instagram photos to produce a fun summer message that feels just right for Warby Parker, a company that's introduced a welcome disruption to the entire optical industry!

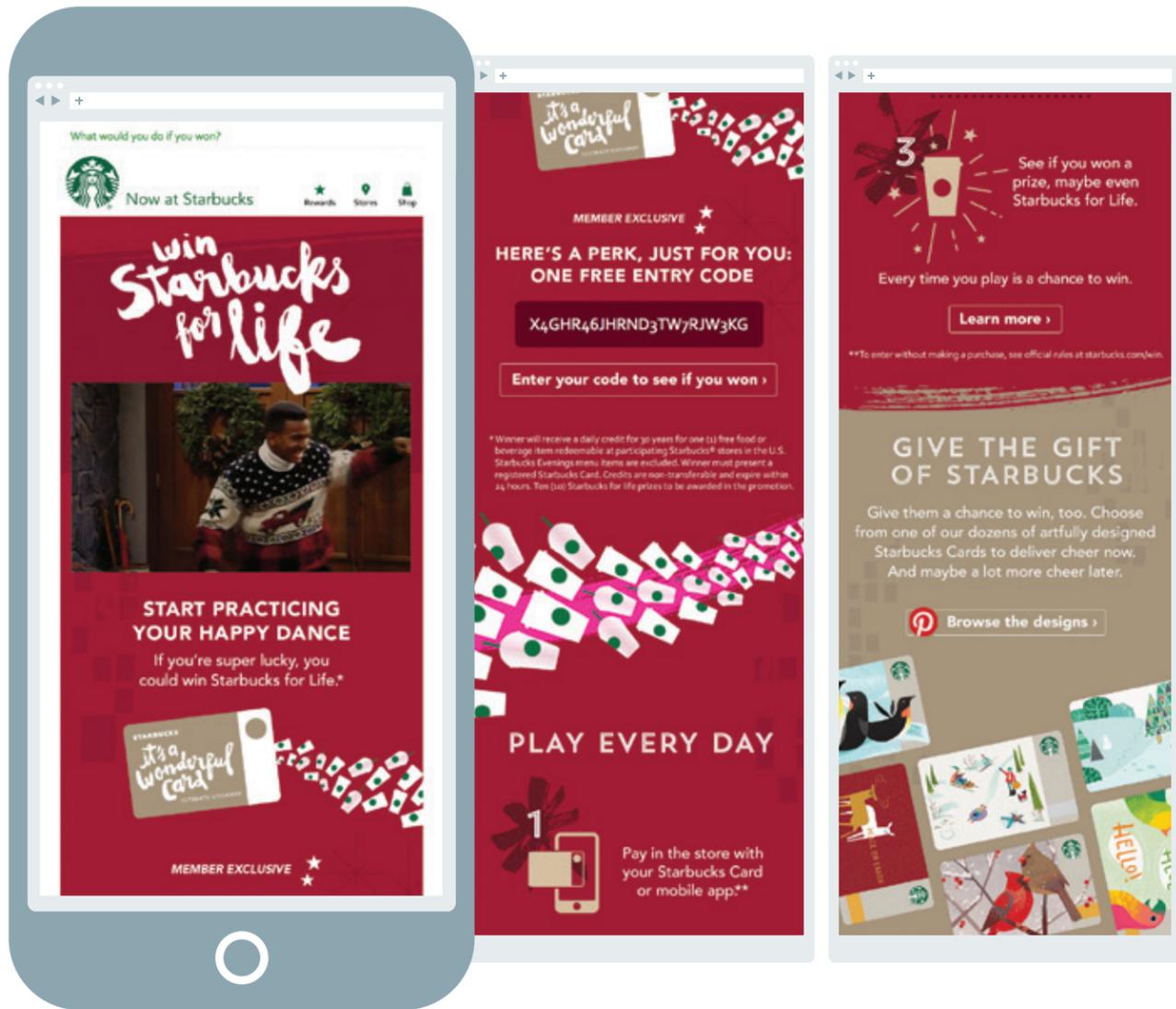


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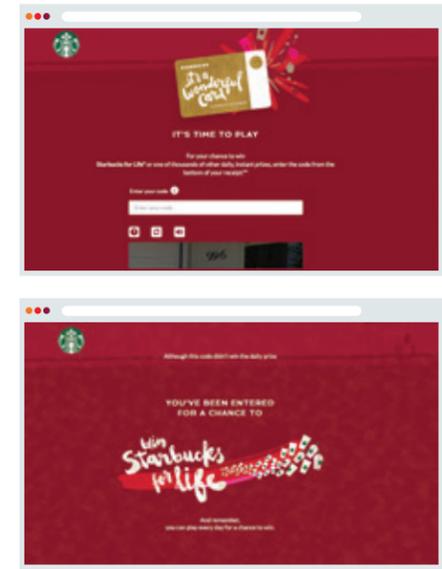
SCRATCH IT OFF



Sweepstakes Email Message

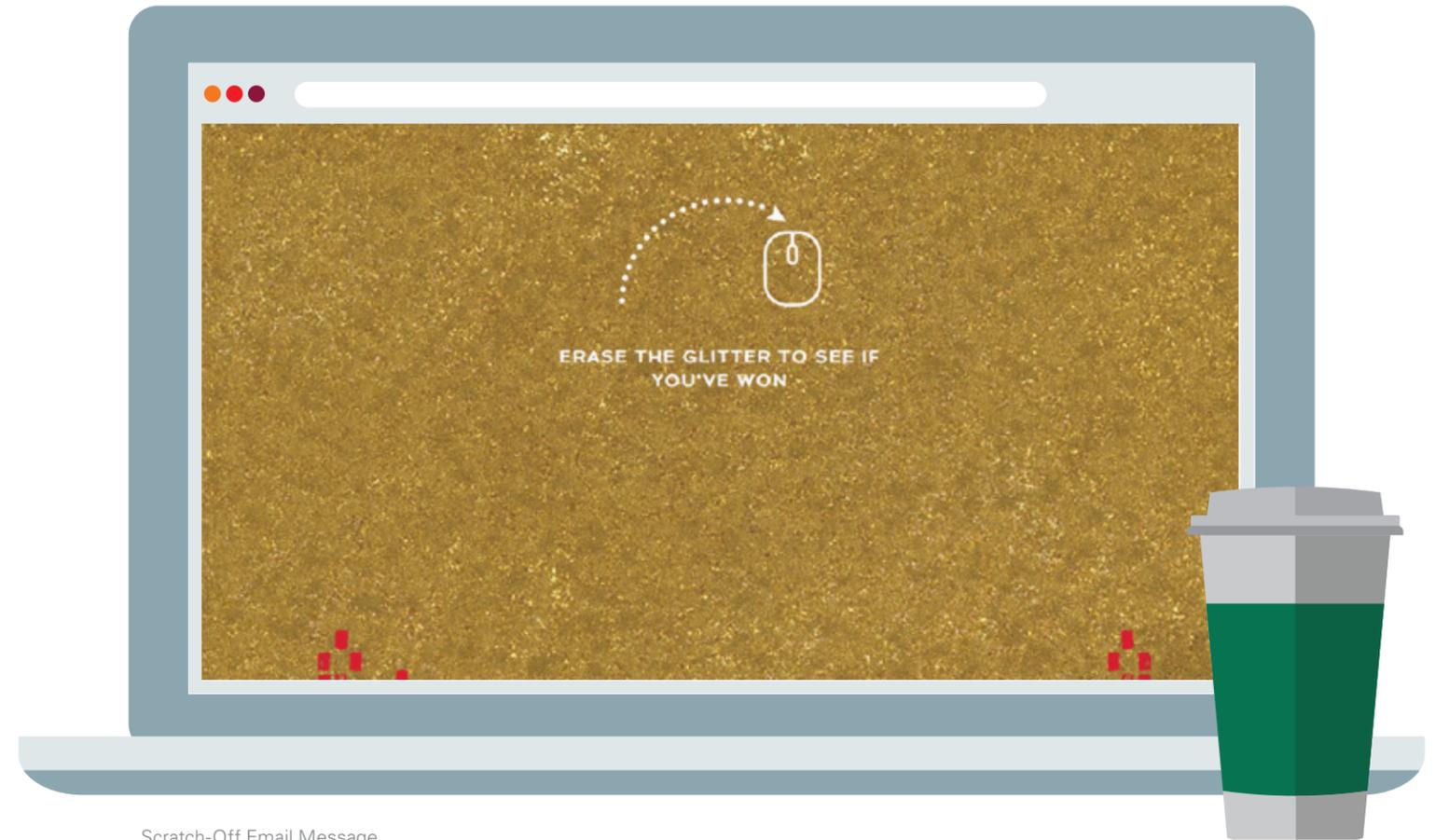
Holiday Email and Landing Page Marketing

Even if you didn't watch The Fresh Prince of Bel Air, you're likely aware of "the Carlton dance." Starbucks infuses this pop culture classic into their sweepstakes messaging and mixes it up with some quite cool scratch-off functionality in this holly, jolly holiday email message and corresponding landing page experience.



Landing Page

Scroll down



Scratch-Off Email Message



LET'S TALK TURKEY



Thanksgiving Email Marketing

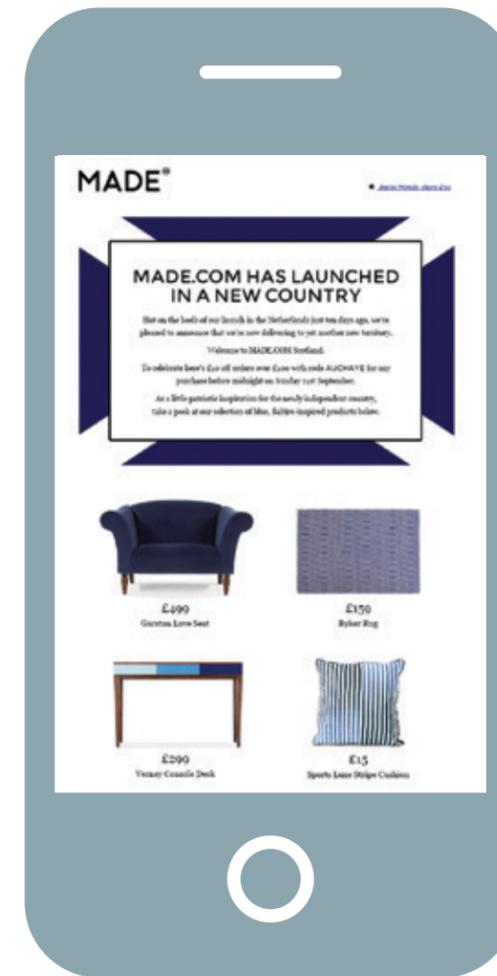
A brand giving thanks to its customers is nothing new. What is new, however, is the fowl manner in which jetBlue goes about it. Comparing their bird to a turkey is right in line with their offbeat brand voice—and it's good to know they're not responsible for those who chose to fly a turkey home for the holidays. We're also impressed with the elegant channel integration they achieve by concatenating call-to-action and hashtag. Now that's talking turkey.



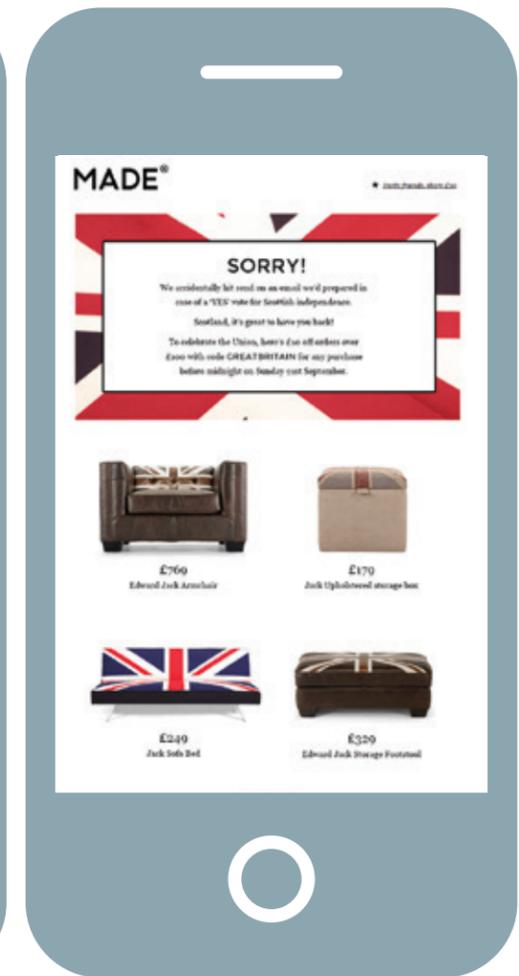
OOPS! OR WOW?

Email Marketing During the Scottish Referendum

Honest mistake or publicity stunt? Either way, Made got our attention with these two email messages, sent out consecutively during the Scottish referendum.



Email Message 1



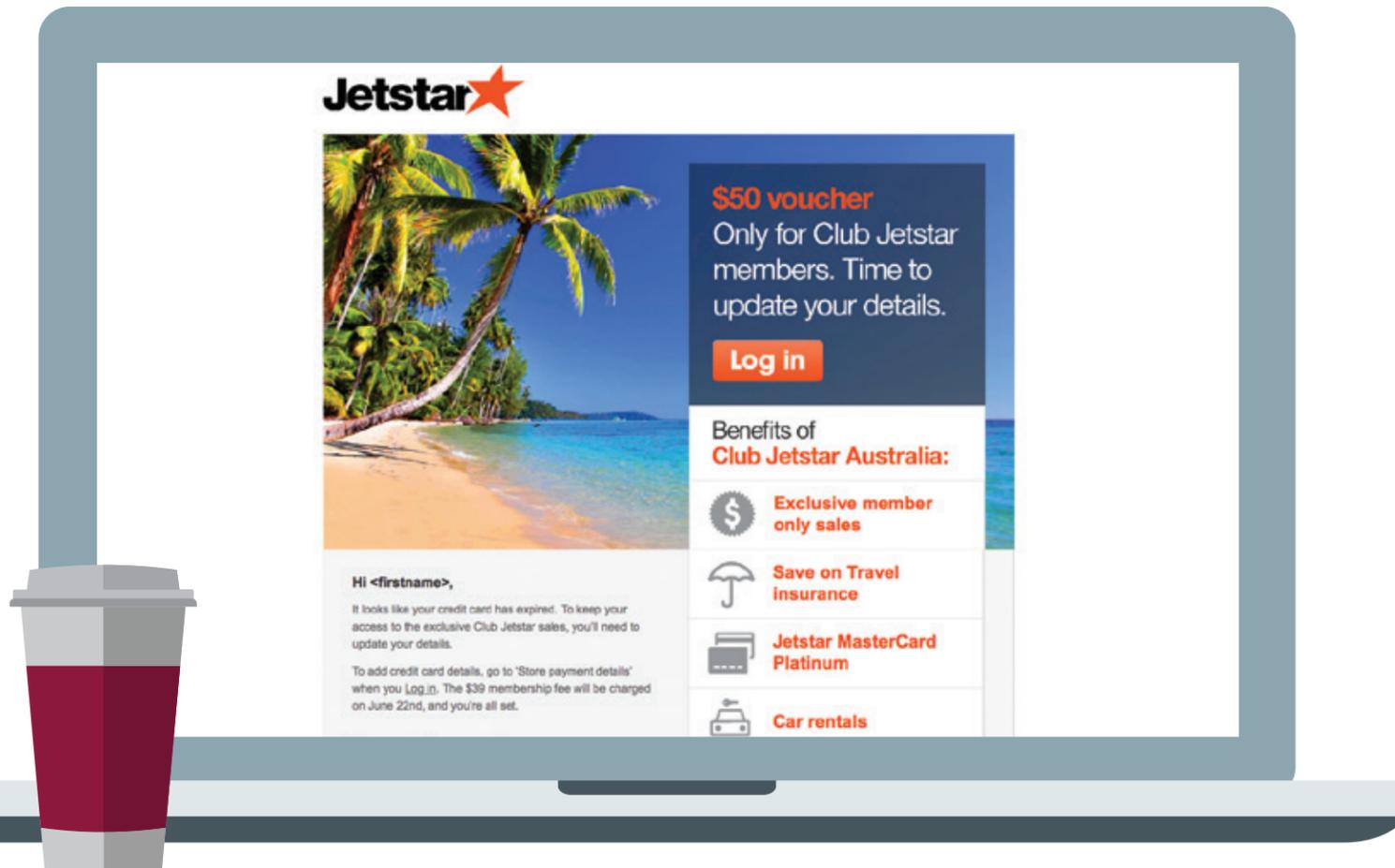
Email Message 2



PICTURES WORTH 1,000 WORDS

Cinemagraph Technology Campaign

This engaging campaign from Jetstar features new cinemagraph technology, which uses still photographs and creates a video-like experience for the viewer and makes their screen come alive, literally.



OLD SCHOOL

Holiday Marketing

Marty McFly himself would give a thumbs-up to this unique email and corresponding landing experience from Code School. The vintage Apple-inspired design, mixed with the unmistakable Back to the Future imagery and text—“while tampering with the space-time continuum is irresponsible at best”—makes this campaign anything but irresponsible.



Email Message

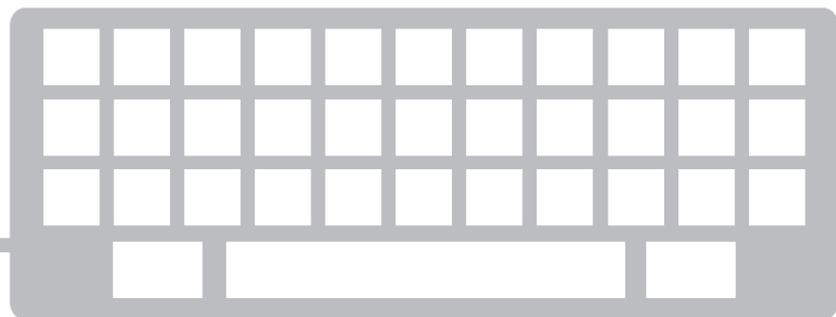
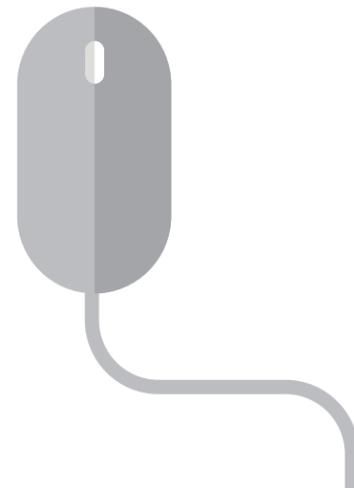
Landing Page



MAKING TRANSACTIONS A MEMORABLE EXPERIENCE

Fun and Innovative Campaign

Who says transactional messages need to be staid and boring? Not the folks at Square, who created this fun and innovative campaign that leverages the feeling of a paper receipt, replete with signature and smiley faces.



Tom's Taxi

Things just got easier.
Now when you shop at sellers who use Square,
your receipts will be delivered automatically.
[Learn more.](#)

Tom's Taxi

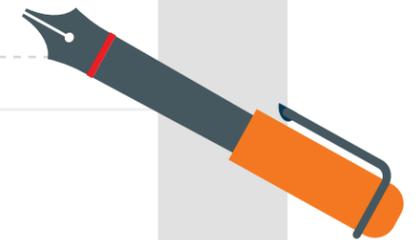
How was your experience?

😊 ☹️

\$5.15

Custom Amount \$5.15

Custom Amount	\$5.15
Total	\$5.15



10:36 AM
#E8a5

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CA 94103

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IMMERSIVELY ENGAGING

Kinetic Mobile Email Marketing

The epitome of moving and grooving, this kinetically-themed email from B&Q is the first of its kind in the industry. An innovative and pioneering approach provides engagement through a more immersive mobile user experience, which allows users to tap device screens and interact within mobile emails.

It's time to **Play**
Summer has arrived, so keep the kids entertained with a garden full of fun and adventure

[See more](#)

Make your party **Shine**

We've got a great recipe of 10 easy things to help create the perfect summer party.

[See more](#)

Entertain
in your garden

There is so much you can do in your garden, but sometimes your just want to kick back with friends.

[See more](#)

Unleash
the BBQ in you!

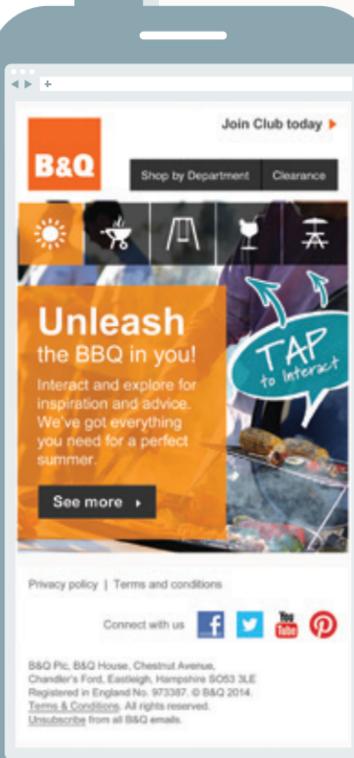
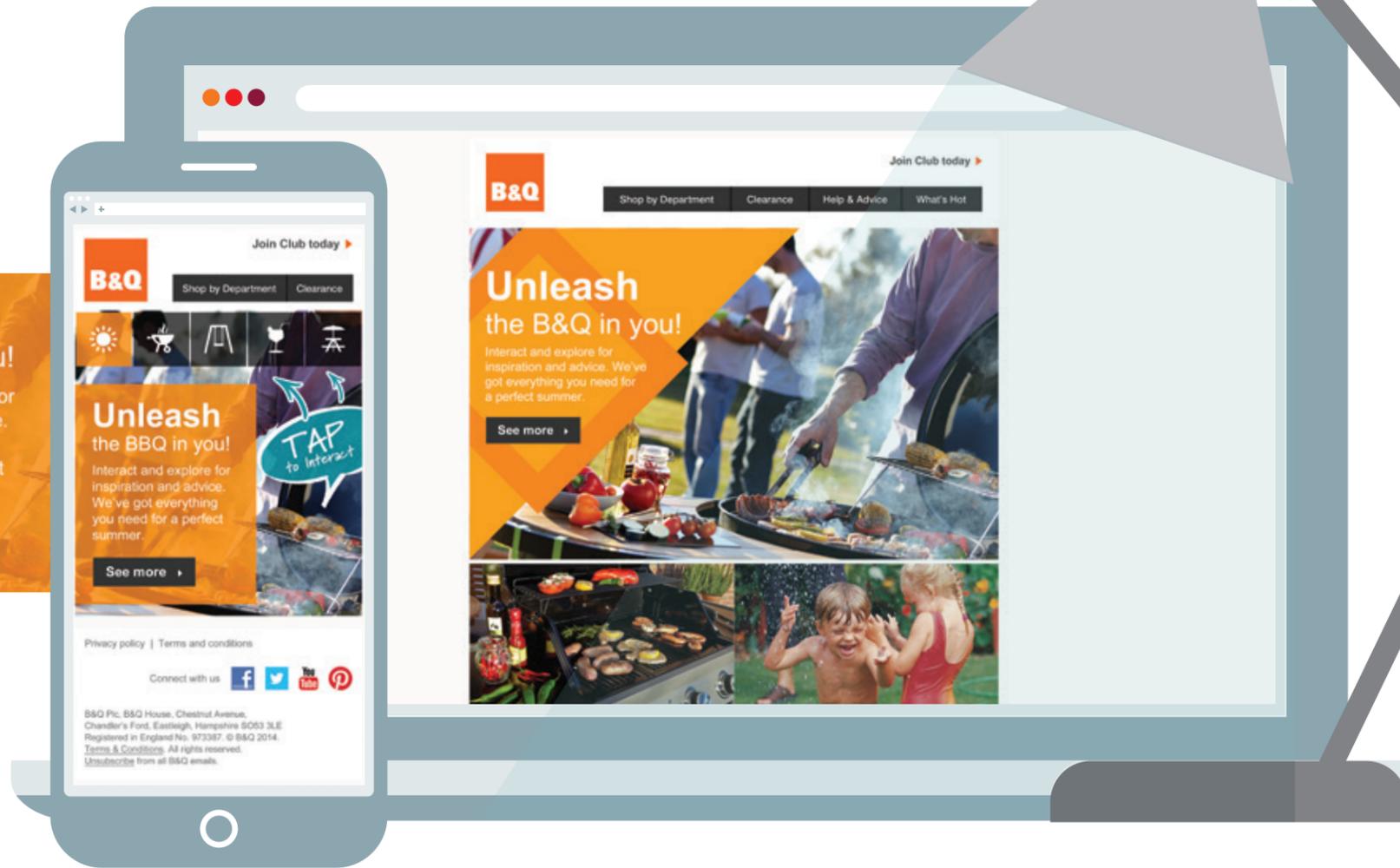
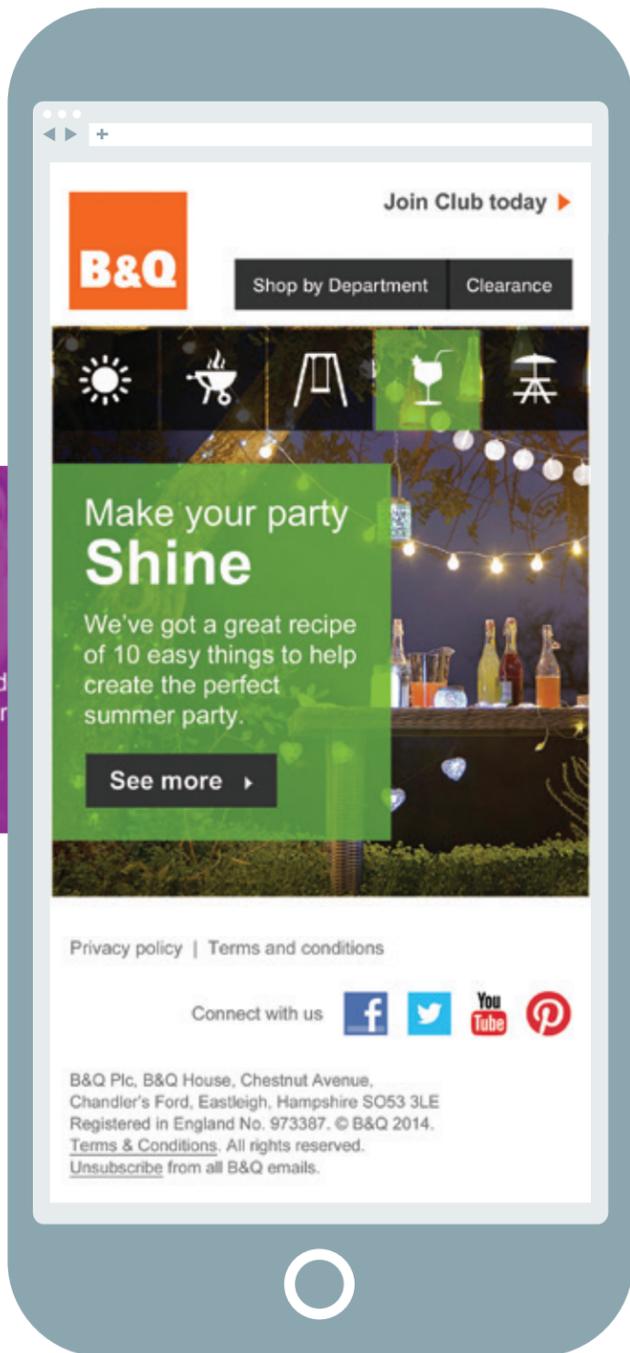
Interact and explore for inspiration and advice. We've got everything you need for a perfect summer.

[See more](#)

--- Scroll --->



Tap device screens and interact within mobile emails



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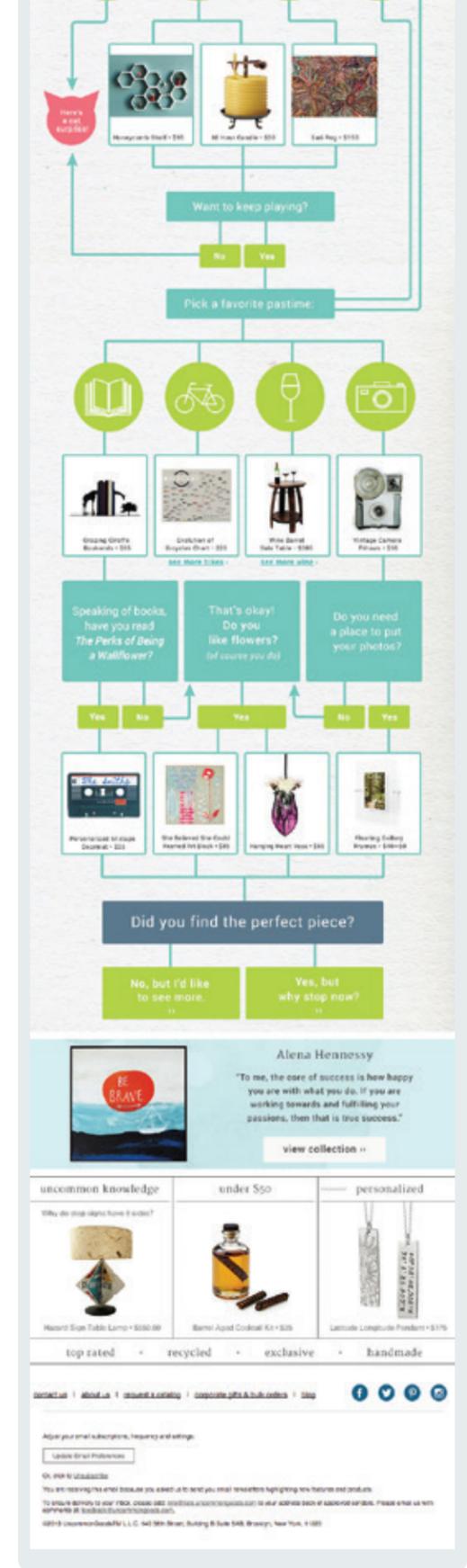
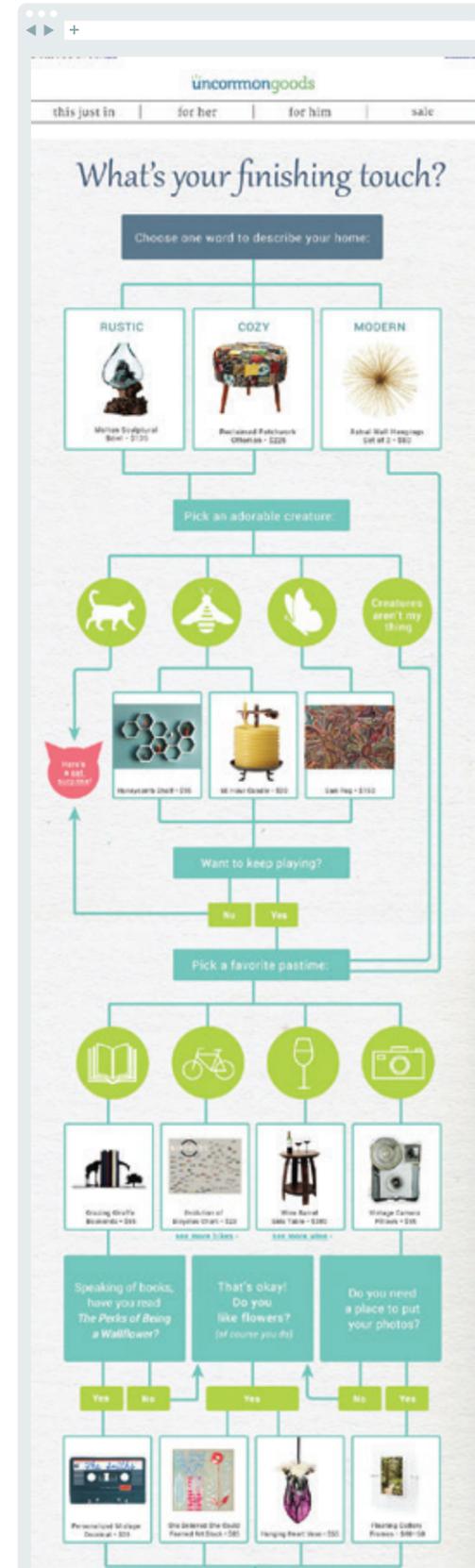
MAKING SHOPPING AN ADVENTURE



Uncommonly Engaging Email Marketing

Best practices generally dictate that we provide subscribers with fewer choices, focusing our messages around a primary call-to-action. However, reflecting a movement beyond best practices, UncommonGoods takes a, yes, uncommon approach in this choose-your-own-adventure email, including openly querying whether you've read *The Perks of Being a Wallflower!*

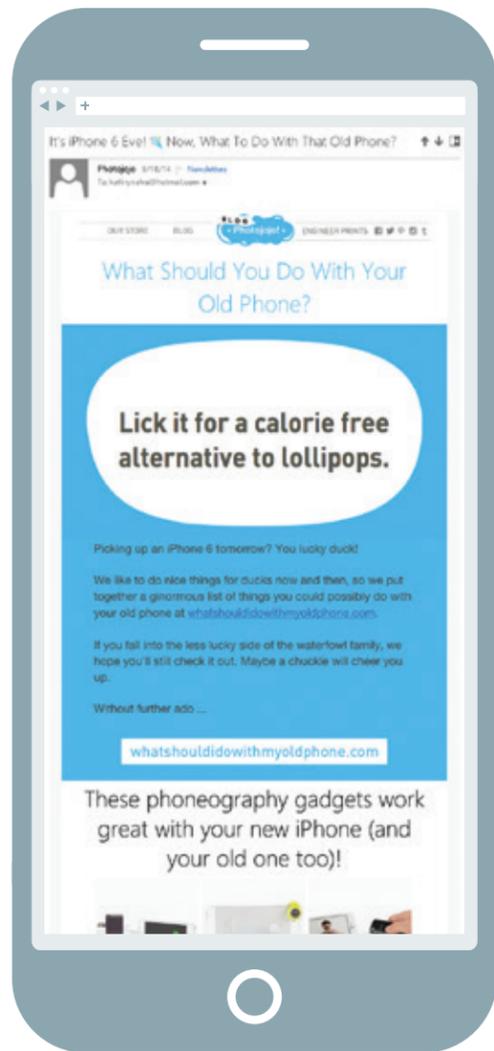
Scroll down



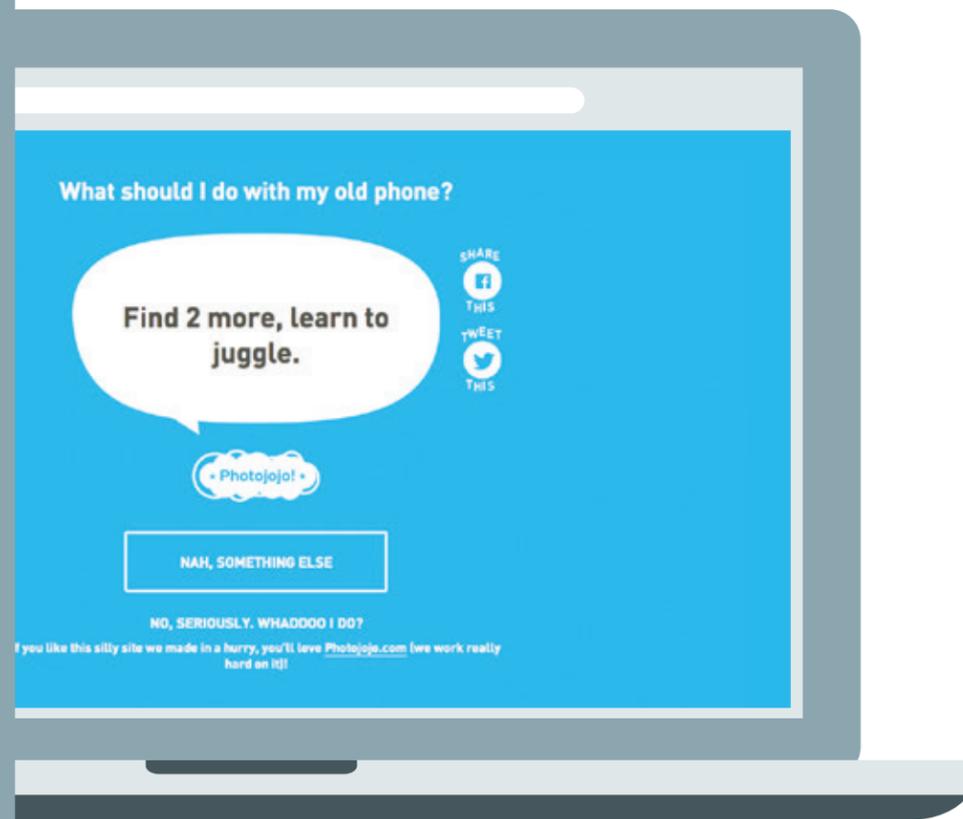
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CELEBRATING THE MOMENT



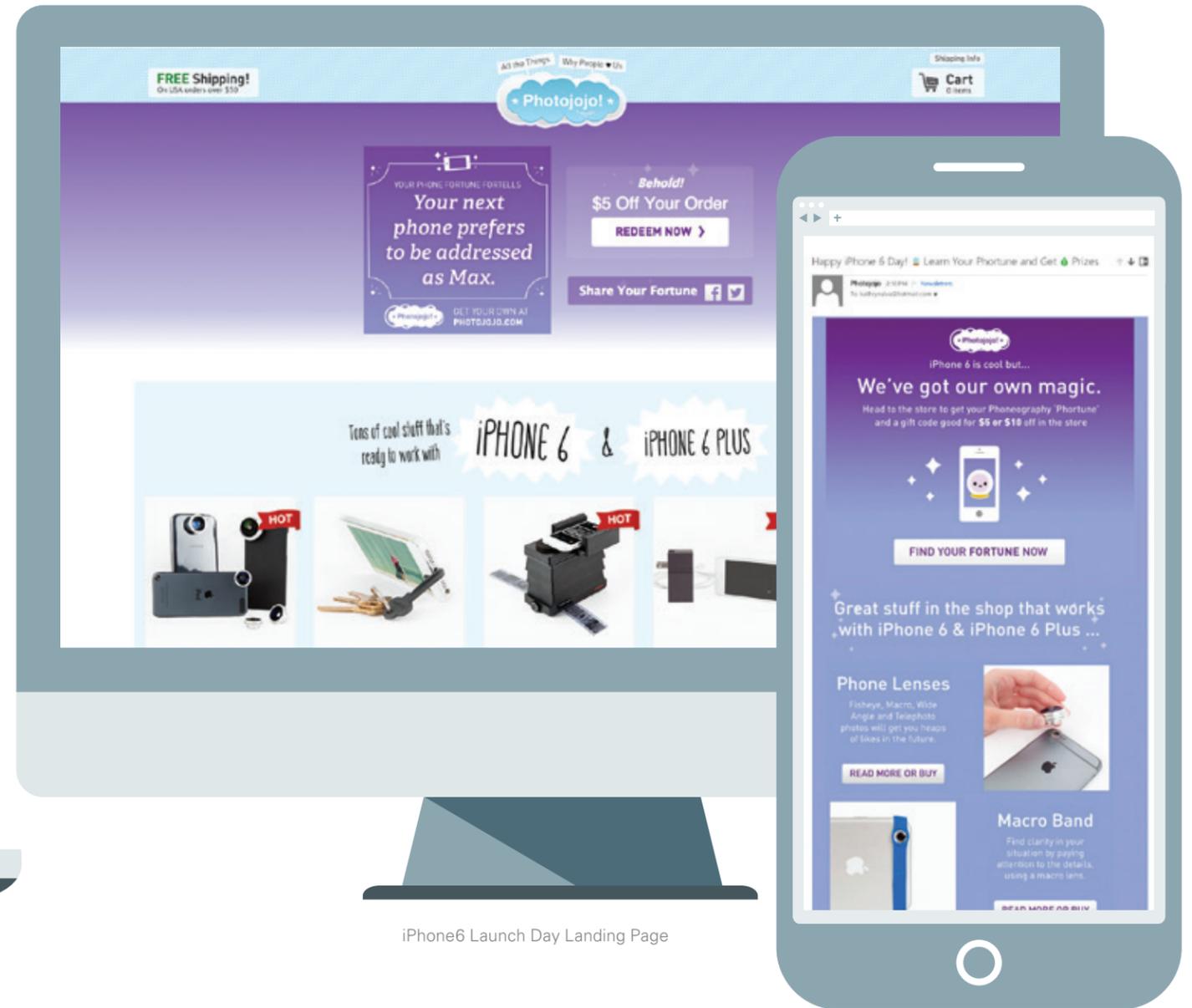
iPhone6 Eve Email



iPhone6 Eve Landing Page

Timely Engaging Campaign

The arrival of the latest iPhone is always a momentous occasion. The folks at Photojojo show that they're acutely aware of just how big an event it is by sending an email the day before the new iPhone 6 was launched and on the day itself. Brilliant content strategy, with just the right amount of humor, makes for a highly engaging campaign.



iPhone6 Launch Day Landing Page

iPhone6 Launch Day Email



MARKETING IS NO JOKE

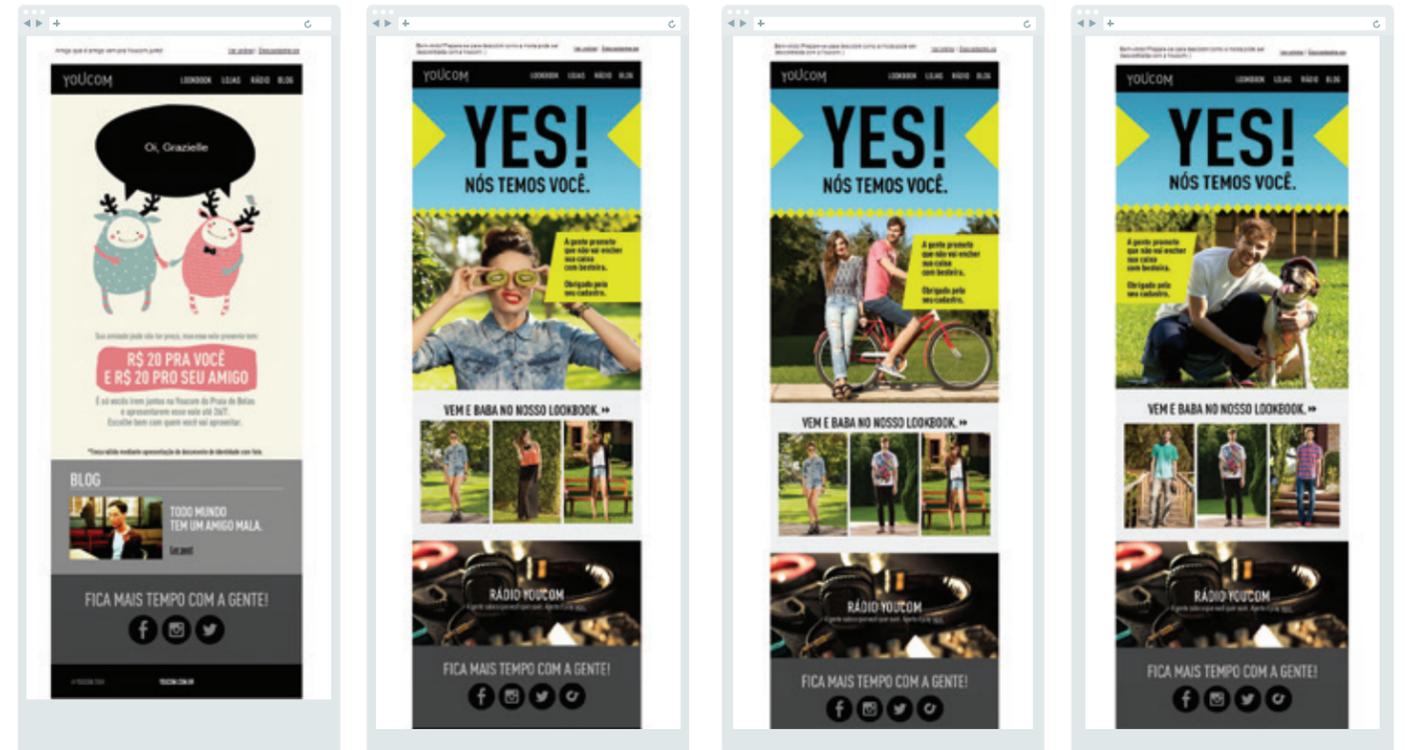
Humorously Effective Campaign

From bad friends to abandoned dogs to a promise to not “fill your closet with garbage,” this work from Youcom is a brilliantly-executed testament to the power of humor in marketing.

OPT-OUT MESSAGE

Let’s say that this dog is at Youcom.

Grazielle, are you sure that you want to abandon it? If yes, click here. Change your mind? Close this screen and come here to give him a hug!



FRIENDS DAY

Pre-Header: Friends of friends come together to Youcom!

Hero: Hi Grazielle, Your friendship has no price, but here is a coupon for you: R\$20 for you and R\$20 for your friend.

If you go together to the Praia de Belas Youcom and present this coupon until 16/7.

Choose well who you will invite to take advantage of this offer.

WELCOME 1

Pre-Header: Welcome! Prepare yourself to discover how fashion can be easy at Youcom.

Hero: YES! WE HAVE YOU. We promise that we will not fill your closet with garbage. Thank you for your subscription.

WELCOME 2

Pre-Header: Welcome! Prepare yourself to discover how fashion can be easy at Youcom.

Hero: YES! WE HAVE YOU. We promise that we will not fill your closet with garbage. Thank you for your subscription.

WELCOME 3

Pre-Header: Welcome! Prepare yourself to discover how fashion can be easy at Youcom.

Hero: YES! WE HAVE YOU. We promise that we will not fill your closet with garbage. Thank you for your subscription.



COOKING UP SOME BIG DEALS

Side-Scroll Thanksgiving-Themed Marketing

Amazon is literally serving up sweet deals with this side-scroll Thanksgiving-themed concept. The use of electronics, appliances, and tools as main courses in place of traditional holiday fare is more than enough for us to give thanks for this creative piece. And we love the televised Yule log animation!

--- Scroll --->

The screenshot shows a side-scrolling banner for Amazon Black Friday. At the top left is the Amazon logo, followed by "BLACK FRIDAY" in large bold letters and social media icons for Facebook, Twitter, and Pinterest. The main visual is a dining table with a white tablecloth and brown placemats. On the table are five "courses": a cordless drill, a stand mixer, a digital SLR camera, an HD television, and studio headphones. Each course is presented with silverware and a small Thanksgiving-themed decoration like a turkey hat or a candle. The background of the table is a warm, glowing Yule log fire. The text "NOW SERVING UP SWEET DEALS" is in the top left of the banner area, with a "Dig in" button below it. Below each product is a title, a short description, and a call-to-action button.

Product	Description	Call to Action
The Cordless Drill	For your uncle, who can assemble any new toy in under 2.8 minutes flat.	Get it done
The Stand Mixer	For your sister, who values the beauty of her pies as much as her kitchen.	Create a stir
The Digital SLR Camera	For your parents and their pursuit to document every family milestone.	Capture it
The HD Television	For your family, who can recite the words to every classic Christmas special.	See what's on
The Studio Headphones	For your college student, who is about to rock... even harder	Let's hear it



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