LOGITECH EMAIL / CONTENT MANDATORIES BRIEF

CAMPAIGN NAME: Holiday Modules	**CLIENT LEAD:** Jun Boo
YES, ACC LEAD: Sabrina Kolling	**STRATEGY LEAD:** Gavin Handley
DATE: 10.21.2019 **VERSION:** 1	**JOB NUMBER:** TBD

CHANNEL & LOCALE:

- Email
- AMR (To confirm EMEA)

CONCEPT:

Series of modules to inspire direct holiday shopping & to compliment holiday promotional emails

1. Product spotlight
2. ~~How to~~
3. Always on

We will develop 2 design options for the "Product Spotlight" email modules.

Final Deliverables:

- Module 1: MX Master 3 (Holiday + Evergreen versions)
- Module 2: Harmony Express (Holiday + Evergreen versions)
- Module 3: Logitech Product TBD
- Module 4: Logitech Product TBD
- Module 5: Logitech G Product TBD
- Module 6: Holiday "Always on" A: PayPal only B: Inclusion of Apple & Google Play C: Version B without holiday theme (Evergreen)

PRODUCT	FOR	BENIFIT
MX Master 3S	Multi-tasker	Work seamlessly on three computers. Seamlessly transfer cursor, text, and files—between Windows & macOS, desktop & laptop
Harmony Express	The controller	Harmony Express lets you control the latest digital media devices—from smart TVs to media streamers to game consoles! Remotes love to go missing under the couch or between cushions. Use the mobile app Remote Finder

TBD		
TBD		
TBD G Product	The Gamer	

MODULE MANDORTORIES:

These items are required to be included in the asset development:

Theme:

Holiday color theme to make easy update for evergreen use.

Email Creative / Design Request:

1. Lead with copy + iconography to title module "Product Spotlight"
2. Supporting imagery to showcase the benefit
3. Speak to who the product is for
4. Focus on the benefit
5. CTA to learn more

Module 1: MX Master 3

Image: Showcase the benefit (Seamlessly transfer – OS, Computers etc.)

Message guidance (bite size statement): For the Multi-tasker >   Multiple Computers, One MX Master 3. Seamlessly control multiple computers with your Flow-enabled MX Master 3 by simply moving your cursor to the edge of the screen. Your MX Master 3 flows with you, even between Windows® and macOS operating systems. Effortlessly transfer text, images, and files between computers – just copy on one and paste to the other. CTA to *learn more*

URL: https://www.logitech.com/en-us/product/mx-master-3

Module 2: Harmony Express

Image: Showcase the benefit (app use, ask Alexa…….)

Message guidance (bite size statement): For the controller > Never lose your remote! Remotes love to go missing under the couch or between cushions. Use the mobile app Remote Finder and

Harmony Express will make an audible tone to let you know where it's gone hiding. Owners with existing Alexa devices can simply ask Alexa to find their lost remote. CTA to *learn more*

URL: https://www.logitech.com/en-us/product/harmony-express?crid=60

CONSIDERATIONS:

Develop content as an asset library (Reference Marriott)

LEGAL COPY:

N/A

Always on Version B:

SHOP WITH CONFIDENCE THIS HOLIDAY SEASON

MONEY-BACK GUARANTEE
Extended holiday return period

SECURE PAYMENT
Check out via PayPal, Apple Pay or Google Pay

FREE HOLIDAY SHIPPING
On all orders over $29