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| NAME OF PROJECT | Email 9/14 – Scavenger Hunt Dedicated Email | | | | | |
| PROJECT OWNER | Jessie/Britton/Sarah F. | | | | | |
| CREATIVE DATE | 09/10/15 | | | | | |
| LAUNCH DATE | 09/14/15 | | | | | |
|  |  | | | | | |
| TOTAL ASSETS | VERSIONS | FILE TYPE | SIZE | LOGO | PROMO CODE | OTHER |
| 1 | 1 | Max quality jpg | 600 px wide | Tea logo | N/A | N/A |
|  | | | | | | |
| ­­­TYPE OF ASSET | Editorial email | | | | | |
| OBJECTIVE | This will be our dedicated email urging customers to learn more about and enter Tea’s Explore Your World Sweepstakes for a chance to win $1,000 to shop Tea. We want to keep it simple, and they can click through to learn more about how to enter. | | | | | |
| SUBJECT LINE | Explore Your World! Enter for a Chance to Win $1,000 to Shop Tea | | | | | |
| PREHEADER INFO | Add specific details here | | | | | |
| TOP MESSAGE | Primary message – Tea’s Explore Your World Sweepstakes  Secondary message – Enter for a Chance to Win $1,000 to Shop Tea  Style – September Delivery  Notes – N/A | | | | | |
| TOP MESSAGE  CTAs + URL LINKS | N/A | | | | | |
| MAIN MESSAGE | Primary message – Opportunity to message loudly our Explore Your World Sweepstakes  Secondary message – Enter to Win $1,000 to Shop Tea Collection  Style – Argentina and Bolivia September Delivery  Notes – | | | | | |
| MAIN MESSAGE  CTAs + URL LINKS | Learn how you can explore your world and enter to win: http://www.teacollection.com/little-citizens-explore | | | | | |
| IMAGES/GRAPHICS | Can mirror the assets we have for the site entry page | | | | | |
| IMAGE FILE NAMES |  | | | | | |
| BOTTOM MESSAGE | N/A | | | | | |
| BOTTOM MESSAGE  CTAs + URL LINKS | N/A | | | | | |
| FINE PRINT | N/A | | | | | |