THE REALLY GOOD EMAILS AWARDS 2025



AWARD WINNING CATEGORIES



RETENTION CAMPAIGNS



NONPROFIT & PURPOSE



B2B PERSONALITY



CART ABANDONMENT



WELCOME SERIES



REVIEW AND TESTIMONIAL



DARK MODE AND ACCESSIBLITY



CREATIVE INOVATION



DATA VISUALIZATION



WIN-BACK CAMPAIGNS



THANK YOU CAMPAIGNS



WELCOME SERIES



It's dangerous to go alone! Take this.

This email explains why you’re here, what rewards you’ll unlock, and your next actions to start the game.

RGE AWARDS

EMAIL GEEKS
E FOR EMAIL GEEKS

ROGUE
ローグライク

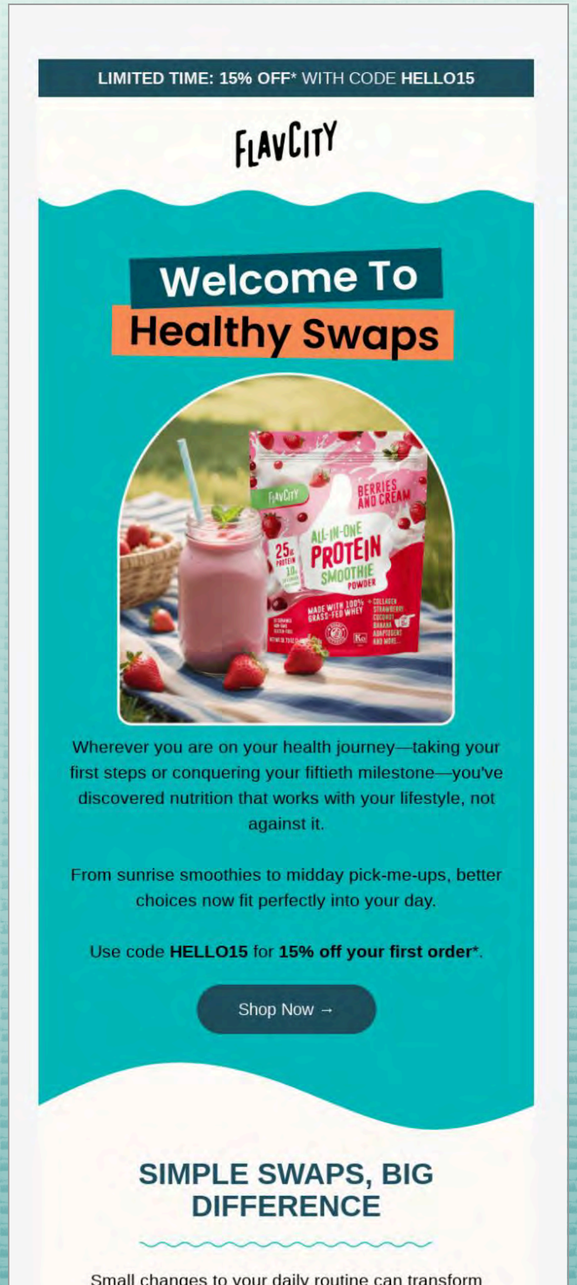
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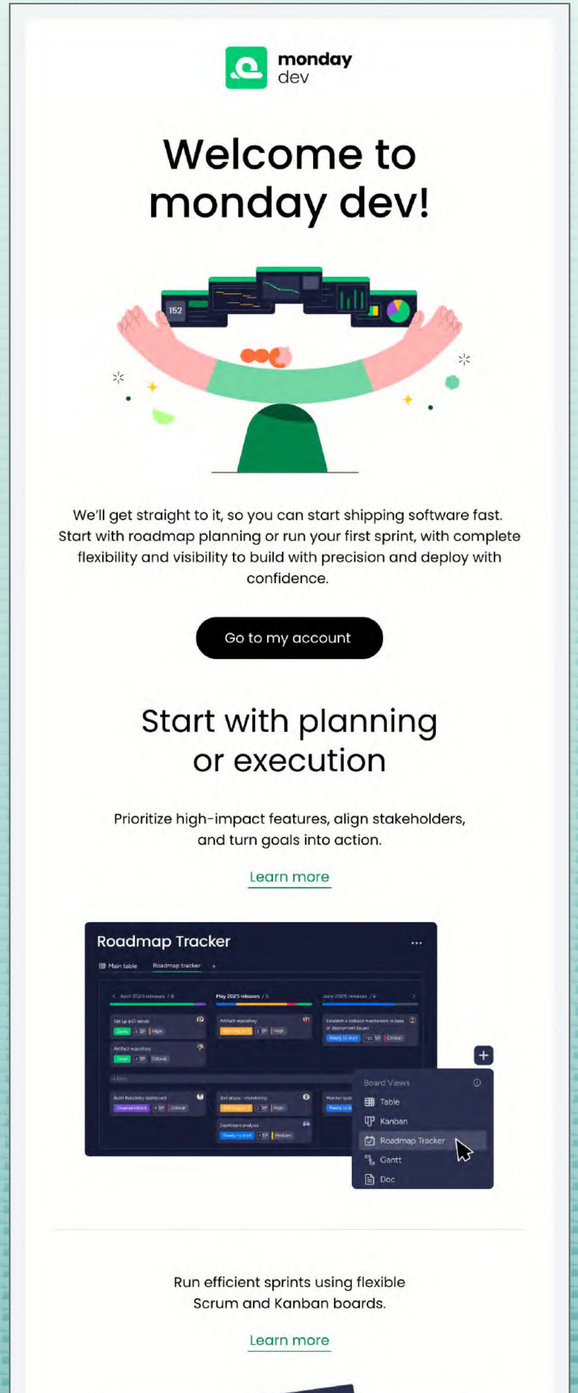
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HONORABLE MENTIONS

☐ ☆	FlavCity	👍 Better Choices Start Here
☐ ☆	monday	Welcome to monday dev

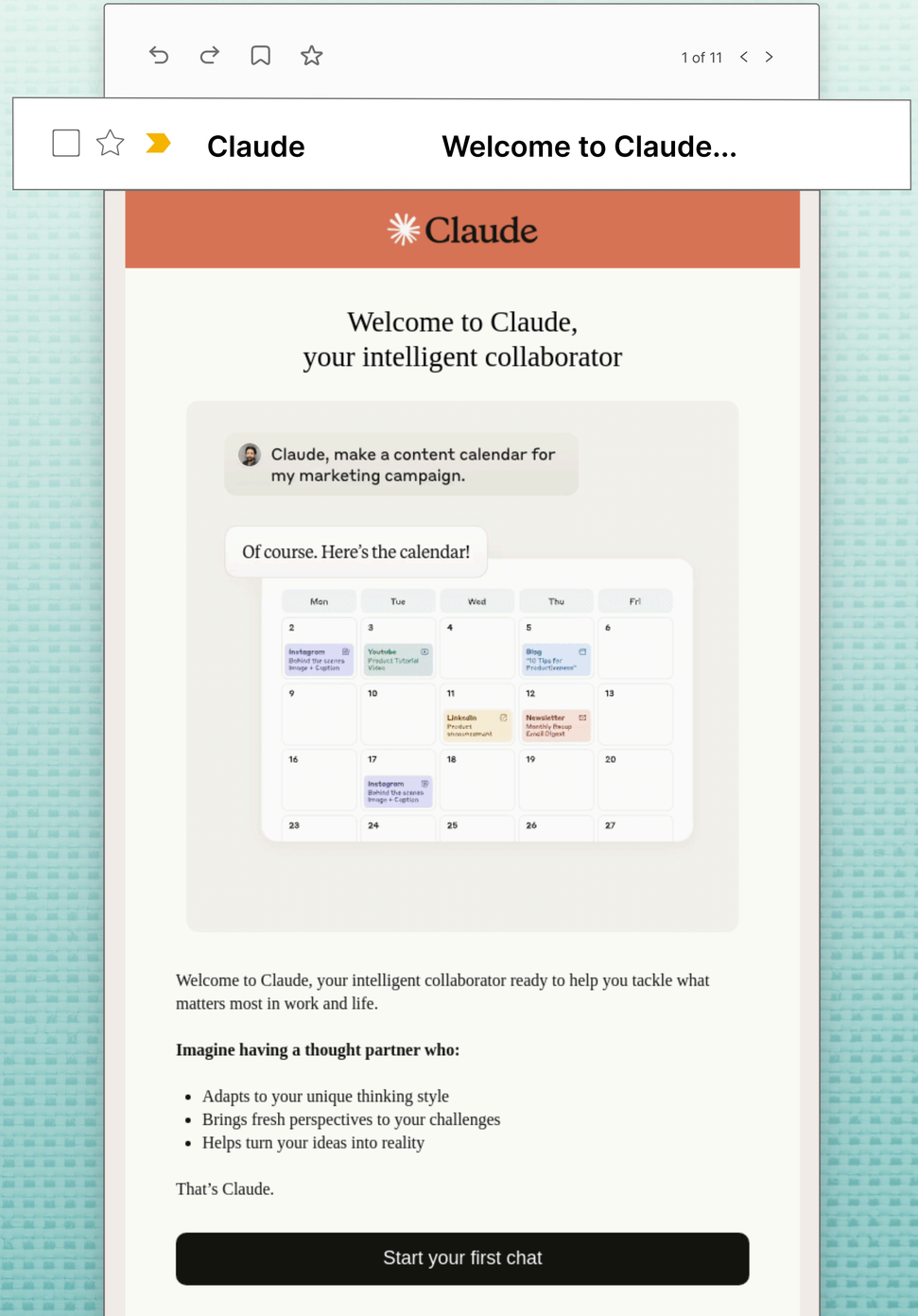








- Clear purpose
- Visuals that explain
- Repetition without redundancy



Welcome to Claude, your intelligent collaborator ready to help you tackle what matters most in work and life.

Imagine having a thought partner who:

- Adapts to your unique thinking style
- Brings fresh perspectives to your challenges
- Helps turn your ideas into reality

That's Claude.

Start your first chat

Ask questions, give tasks

The easiest way to get started is to simply ask Claude a question or give Claude a task.

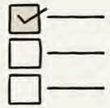
Here are a few simple ideas:



Write tricky emails

"Write a firm, but friendly email to a client who missed a deadline."

Send this to Claude

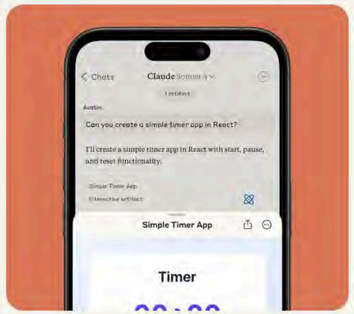


Plan a dinner menu

"Help me plan a dinner menu for 6 people with dietary restrictions."

Ask Claude for a dinner menu

Start your first chat



Why Claude is different

Claude is designed to be helpful, harmless, and honest – working as a thinking partner that provides thoughtful conversations, not just a search engine or task automater.

What's coming next

Over the next few days, you'll receive some tips to help you get the most out of conversations with Claude, including how to create Artifacts and solve complex problems together.



Start your first chat

Claude BY ANTHROP\C

Download on the App Store

GET IT ON Google Play

Anthropic PBC, 548 Market St, PMB 90375, San Francisco, CA 94104

Claude

Your first "aha moment" with Claude

Clarify goals
Set context
Iterate

Your task is to craft a targeted marketi
our Q3 AcmeCloud feature release.
Instructions:

1. Write for this target audience: Mid-si
companies (100-500 employees) upgrac
prem to cloud.

2. Highlight 3 key new features: advanc
encryption, cross-platform sync, and re
collaboration.

3. Tone: Professional yet approachable.

The best part about Claude? When it suddenly clicks and you wonder how you ever worked without it. The moment happens faster when you give Claude context.

Instead of: "Write me a recipe"

Try: "I'm a beginner cook with limited kitchen equipment. Can you suggest an easy pasta dish that uses 5 ingredients or less? I'm cooking for two people and prefer vegetarian options."

Chat with Claude

How to give Claude context

Who
Tell Claude about yourself if it's relevant ("I'm a marketing manager working on a campaign")

What
Be specific about your task ("I need to write a blog post about sustainable fashion")

Why
Share your goals ("This needs to appeal to Gen Z customers")

How
Mention any preferences ("Keep it under 500 words and include statistics")

Chat with Claude

Claude

5 ways Claude can work with you

1. Email management
2. Research assistant
3. Content creation
4. Problem-solving
5. Meeting prep

Life can be busy! Imagine what you could do with a few more hours in your day? Claude can give you those hours back.

Chat with Claude

Prompts to get you more time back in your day

The easiest way to get started is to simply ask Claude a question or give Claude a task. Here are a few simple ideas:

Email management
Try: "Help me write a diplomatic email declining a project opportunity."

Claude can help draft emails for different situations, from follow-ups to sensitive communications.

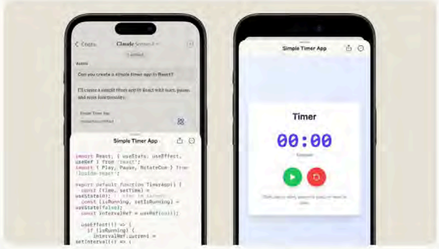
Send this to Claude

Research assistant
Try: "Summarize the latest trends in remote work technology."

Need to gather information quickly? Claude can synthesize information on industry trends, competitors, or technical concepts.

Claude

Bring your ideas to life with Artifacts



Did you know Claude can create more than just text? Today, I want to introduce you to one of Claude's most powerful features: Artifacts.

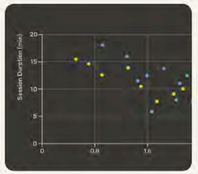
What are Artifacts? Think of Artifacts as a dedicated window next to the chat. When Claude creates something - like a diagram, code, or interactive tool - it appears there, bringing your ideas and projects to life.

Create your first Artifact

Flowcharts & diagrams
"Create a flowchart showing the customer journey for an e-commerce site"

Make flowcharts





Data visualization
"Create a chart from my CSV file that compares my different monthly expenses"

Visualize data

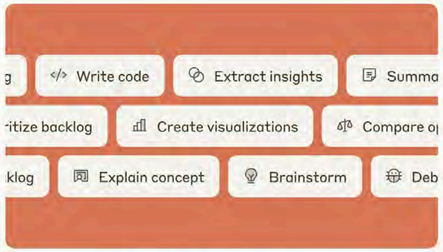
Interactive quizzes
"Make an interactive quiz to help me practice for my upcoming history test"

Create quizzes



Claude

Getting better results with Claude



As you get comfortable with Claude, here are 4 easy techniques that can transform your experience from good to great.

Chat with Claude

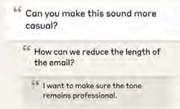
Ask Claude to think out loud
When you need help with something complex, try: "Think through this step-by-step" or "Break this down into smaller steps."



Be specific when results are too vague
If Claude's response isn't quite what you need, add more detail: "That's helpful, but I need ideas specifically for a family vacation with teenagers, not young children."



Refine through conversation
Treat Claude as your creative partner and shape the output together: "I like where this email draft is going, could you make it more casual and half as long?"





REVIEW AND TESTIMONIALS

Truth spreads one player at a time.

This element turns rumors into proof, hype into earned credibility, and opinions into trust that actually drives opens, clicks, and conversions.

RGE AWARDS

EMAIL GEEKS
E FOR EMAIL GEEKS

ROGUE
ローグライク

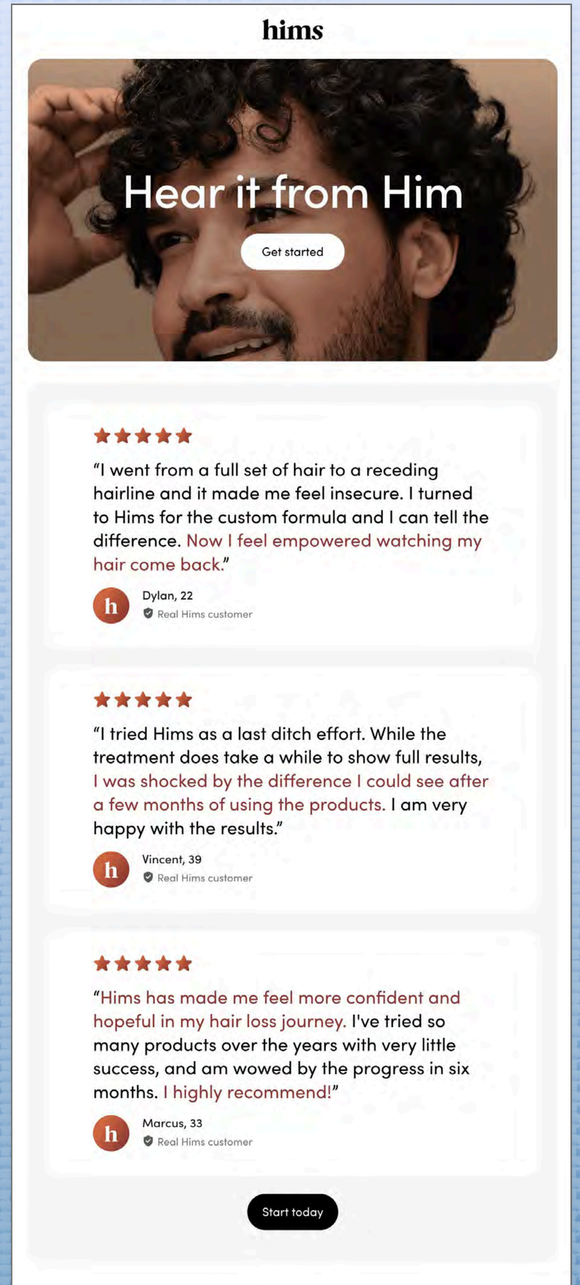
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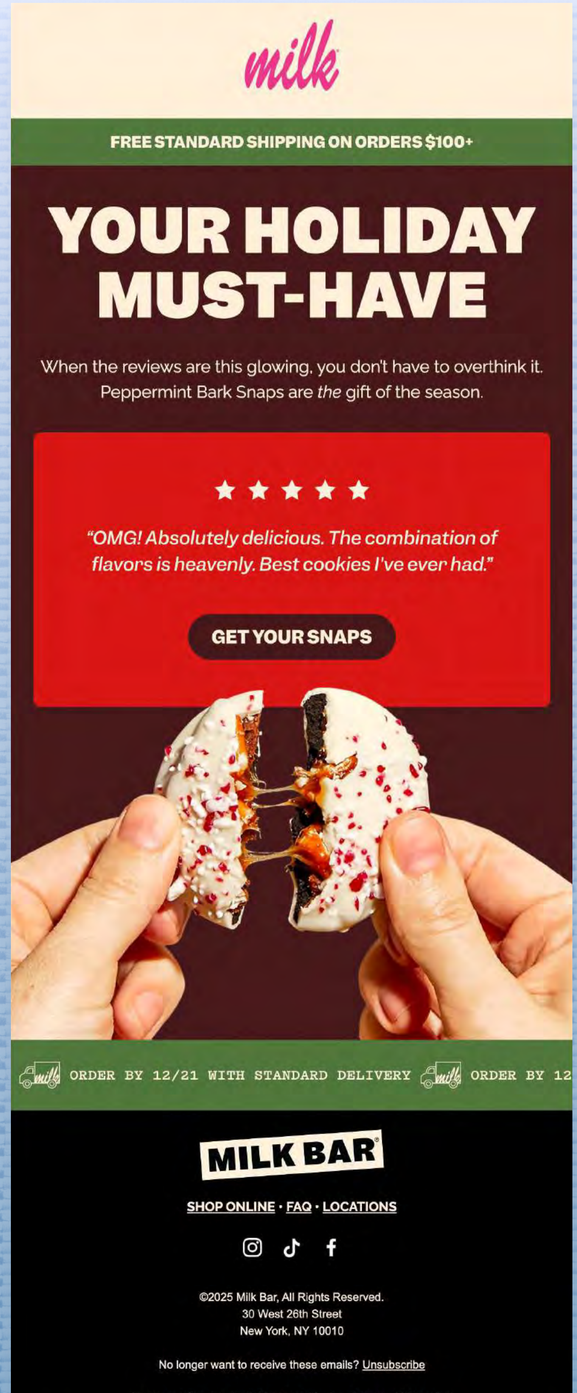
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HONORABLE MENTIONS

☐ ☆	hims	What a real hair regrowth...
☐ ☆	Milk Bar	“Best cookies I’ve ever had.”

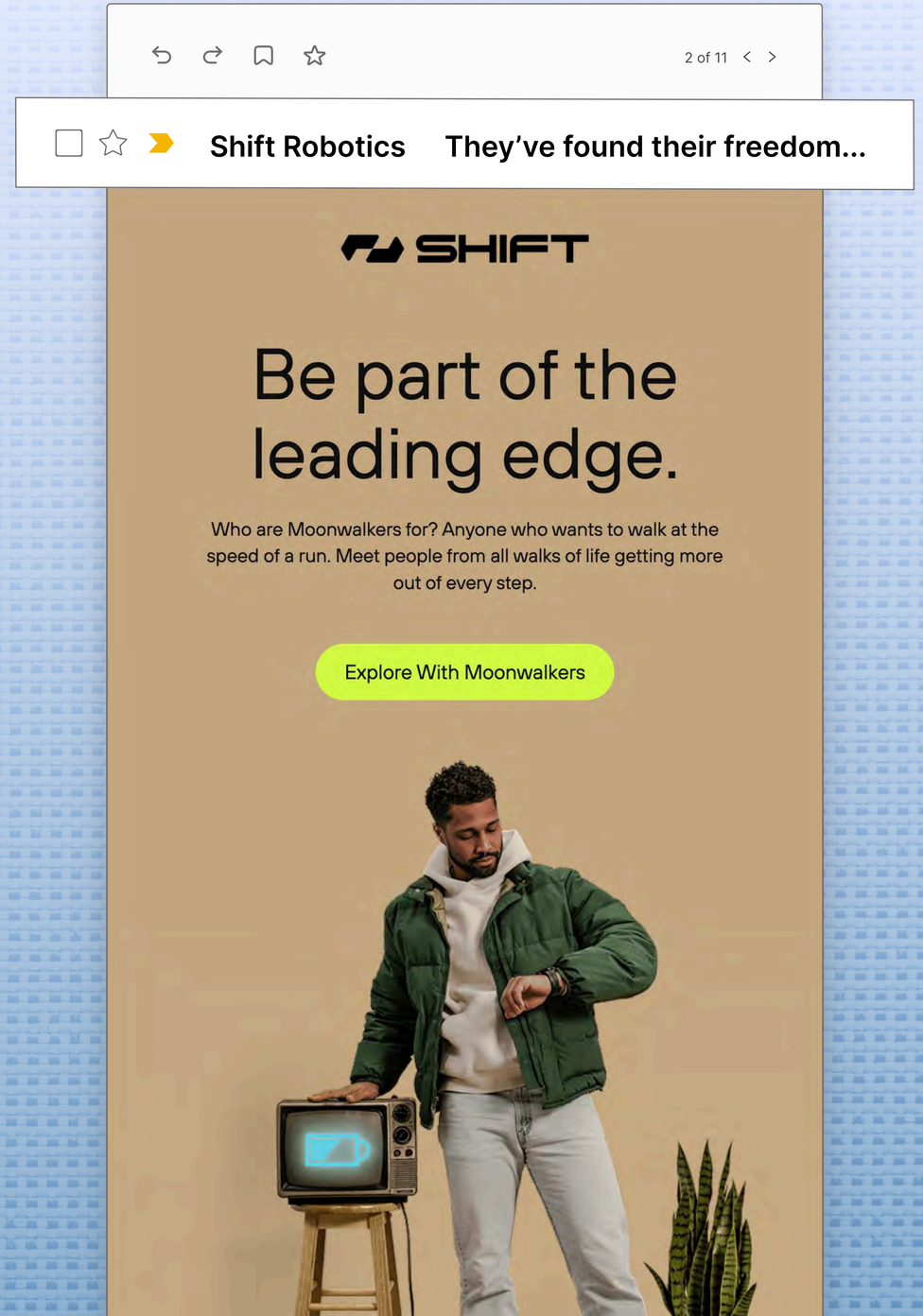






SHIFT ROBOTICS

- Believable social proof
- Skimmable section breaks
- Strong product-in-context imagery



SHIFT

Be part of the leading edge.

Who are Moonwalkers for? Anyone who wants to walk at the speed of a run. Meet people from all walks of life getting more out of every step.

Explore With Moonwalkers



★★★★★

The best electric shoe in the world

I love it, i was unsure how they would work in Israel as we have different street terrains but the after some practice it does a great job.

Dana S . Verified Buyer

★★★★★

Tons of fun in Chicago

Got them for my daughter who discovered them online and couldn't stop raving about them.

I enjoy zooming around the city on these. Whoooooosh! They are extremely stable even on very rough sidewalks, even though I don't have good balance and am not athletic. I've never fallen even after potholes, gravel patches, and metal bumper areas.

Hannah F. Verified Buyer

Moonwalkers are for everyone. Join us and glide into the future.

Discover Moonwalkers

SHIFT

BLACK FRIDAY EARLY ACCESS

$200 Off Moonwalkers

Code: BF25

Calling all early birds. It's your last chance to lift off ahead of the crowds. Don't miss out.

Shop Black Friday



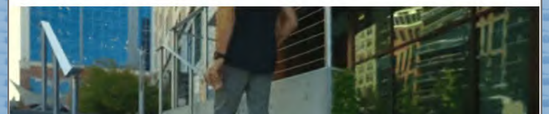
Gearing up for the holidays? Imagine getting it all done faster.

Moonwalkers are perfect for times like this—when you need to squeeze in lots of activity (and fun) into a short stretch of time.

- Glide through airports and parking lots as you travel.
- Fly from stores to malls to the post office, completing all your errands in record time.
- Pack in more trips to glittering light displays, holiday markets, and local attractions.

Get Moonwalkers Aero or Moonwalkers for $200 off with code **BF25**. While supplies last.

Shop Early Access



SHIFT

Walk 3x faster without breaking a sweat.

Meet the AI-powered footwear designed to add more time, more fun, and more adventure to your daily routines.

Discover More



A faster, simpler, safer commute.

It all started when Shift Robotics founder, Xunjie Zhang, almost got hit by a car while riding a scooter to work.

That close call made him wonder: **why not just walk?**

Walking is safe, healthy, and something we all know how to do. So instead of trying to replace it, Xunjie set out to improve it.

After graduating from Carnegie Mellon's Robotics Institute, he teamed up with expert engineers and designers to take the power of an electric vehicle... and put it into a shoe.

Five years later, Moonwalkers were born—the world's first electric shoes that let you walk at the speed of a run.

Get The Full Story

SHIFT

Welcome to the future of walking.

Take the next step with 15% off.

Offer applies automatically.

Shop Now

Cannot be combined with any other promotions.

Your journey begins here.

Moonwalkers Aero

Lighter, quieter, and great for urban environments.



★★★★★

"Great product. It feels like gliding."

Nikolaus O.

Explore

Moonwalkers

Built rugged to handle cracks and uneven terrain.



★★★★★

"You literally just walk and off you go!!!"

Pamela G.

Explore

SHIFT

Move more, live more.

Support

FAQs
Safety Information
Shipping & Returns
Contact Us

© 2025 SHIFT ROBOTICS, INC.

SHIFT

BLACK FRIDAY EARLY ACCESS

$200 Off Moonwalkers

Code: BF25

Save Now



Get first dibs on Moonwalkers & Moonwalkers Aero.

Black Friday is finally here, and so is your best opportunity to save on Moonwalkers.

Start gliding with your early access code a whole week before everyone else.

Lead the way—take your first steps into the future with $200 off.

Code: BF25

Shop Black Friday





DATA VISUALIZATION

Numbers don’t shout. They hum.

This element cuts through the static to surface the patterns that matter, turning raw metrics into a story you can actually act on.

RGE AWARDS

EMAIL GEEKS
E FOR EMAIL GEEKS

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ローグライク

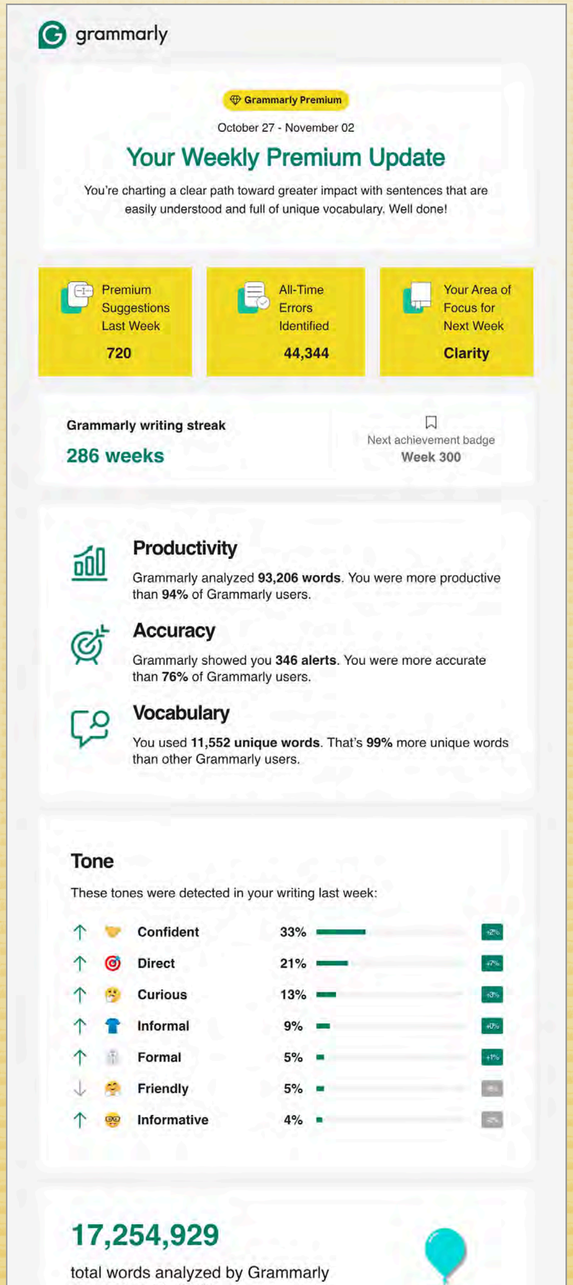
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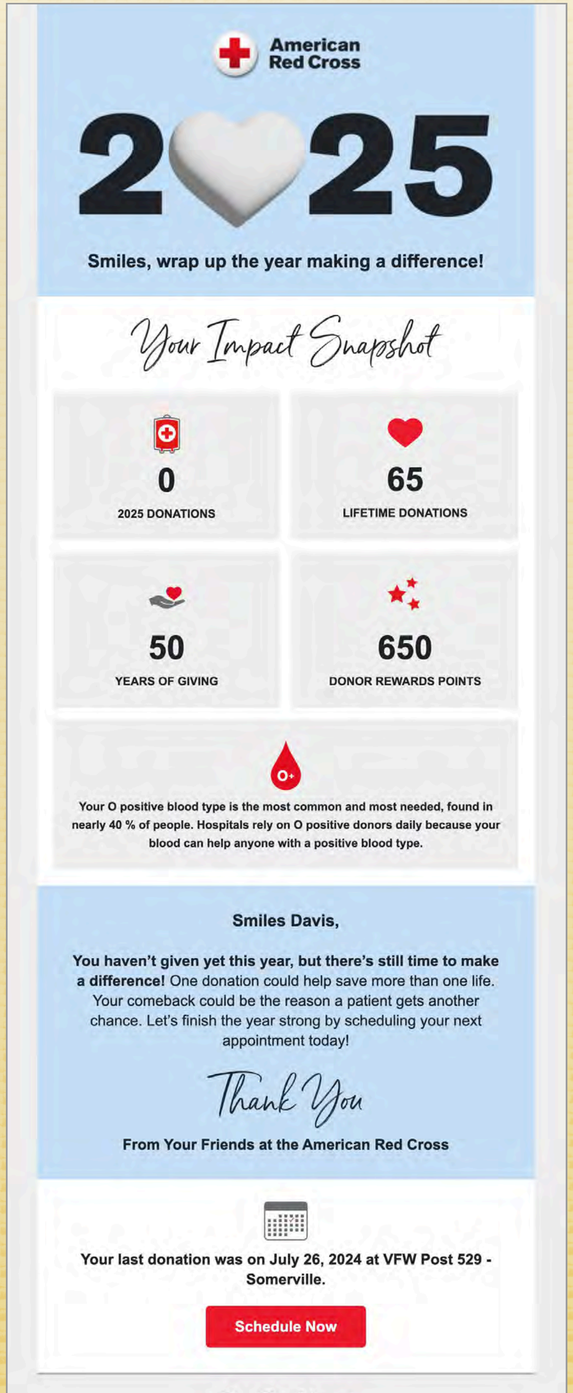
CE

HONORABLE MENTIONS

Grammarly	This is how excellent writing is done
Red Cross	Here's your 2025 Impact Snapshot







MCDONALD'S

- Turns raw data into identity
- Clear hierarchy despite length
- Emotional payoff beyond discounts





Your 2024 McD's Persona

The Supper Star

You're the type to pull up to McD's for dinner. Whether you're swinging by after work or making a quick pit stop on your way to other moves, you know where to slide for your go-to **Happy Meal®** order.

Screenshot & share with #2024Unbagged

Smiles Davis, you saved $29 so far this year!



Savings Rising Star

You're getting the hang of it, keep using the app.

3	8
Rewards Redeemed	Deals Used

Where you landed on the savings scale



How cool, you got a deal in the app



$1.50 off a Happy Meal®*

Valid 1x/day

Explore Your Rewards & Deals

You've earned these stickers—wear 'em like a badge of honor!





A MINECRAFT MOVIE MEAL

MOVIE ONLY IN THEATERS

Now spawning

Dig into A Minecraft Movie Meal today

1. Pick A Minecraft Movie Meal **(10 pc. McNuggets® and exclusive spicy Nether Flame Sauce** or **Big Mac®)** complete with medium fries and soft drink*
2. **Get 1 of 6 limited edition collectibles** and trading cards that unlock exclusive in-game skins with every order^
3. Unlock the **McDonald's Add-On in Minecraft after purchase** featuring a healing Burger Crystal and much more when you order in the app^

Experience A Minecraft Movie, only in theaters.

Order in the App



10 pc. McNuggets OR Big Mac

VISIT MCDONALDLAND

First stop: The McDonaldland Meal

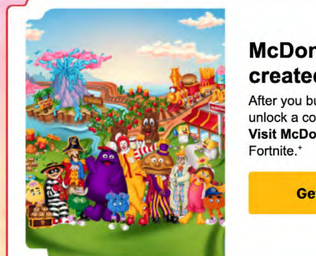
Get to McDonaldland and try the meal. It comes with a QPC®* or 10 pc. McNuggets®, medium fries and the new Mt. McDonaldland Shake. **Plus, get 1 of 6 souvenir kits** from icons like **Grimace, Hamburglar, Birdie** & more.^

Order in the App

There's more, keep going...



QPC® OR 10 pc. McNuggets®



McDonaldland, created in Fortnite

After you buy the meal, you'll unlock a code to a secret area in **Visit McDonaldland** created in Fortnite.*

Get the Meal



The NEW BUFFALO RANCH

Limited time

Two flavors, one rodeo

Round up the NEW Buffalo Ranch Sauce on the chicken lineup like the **$2.99 Buffalo Ranch Snack Wrap®.*** Spicy enough to buck you off, tangy and cool enough to meet you at the ranch after.

Order in the App



Fiery cool tang, delivered

Get a **BOGO 10 pc. Chicken McNuggets®^** on Mondays for McDelivery® and dip 'em in the creamy, fiery cool Buffalo Ranch Sauce.

Get McDelivery

McDonalds.com

Corporate Privacy Terms & Conditions Unsubscribe

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*At participating McDonald's for a limited time. Prices and participation may vary.

^Offer valid 3x/day Mondays thru 12/29/2025 at participating McDonald's or while supplies

Smiles Davis | 650 points
6500 points to FREE McDonald's.

Review your

Monthly Statement

Monopoly at McD's Is Back! Go Register!

It's your chance to **win cash, free food, tech and travel prizes**, plus 1000s more.*

Register in the App

Play in the App MONOPOLY

Your Current Status

0 1500 3000 4500 6000

650
Total Points
As of 10/16/25

6500
To Next Reward
As of 10/16/25



You're on your way to earning FREE food in the app like an Apple Pie, McChicken®, Sausage Biscuit, Small Premium Roast Coffee and more.^

Earn Points Today



A good email earns attention, delivers value and makes the next action feel obvious.

– JASON KERTZ

VP Creative Director at Digitas



DARK MODE AND ACCESSIBILITY

This mode is built for every player and every device. The baseline.

Bright rooms. Dark rooms. Everywhere in between. Accessibility-first designs deliver the message clearly, without strain or guesswork.

RGE AWARDS

EMAIL GEEKS
E FOR EMAIL GEEKS

ROGUE
ローグライク

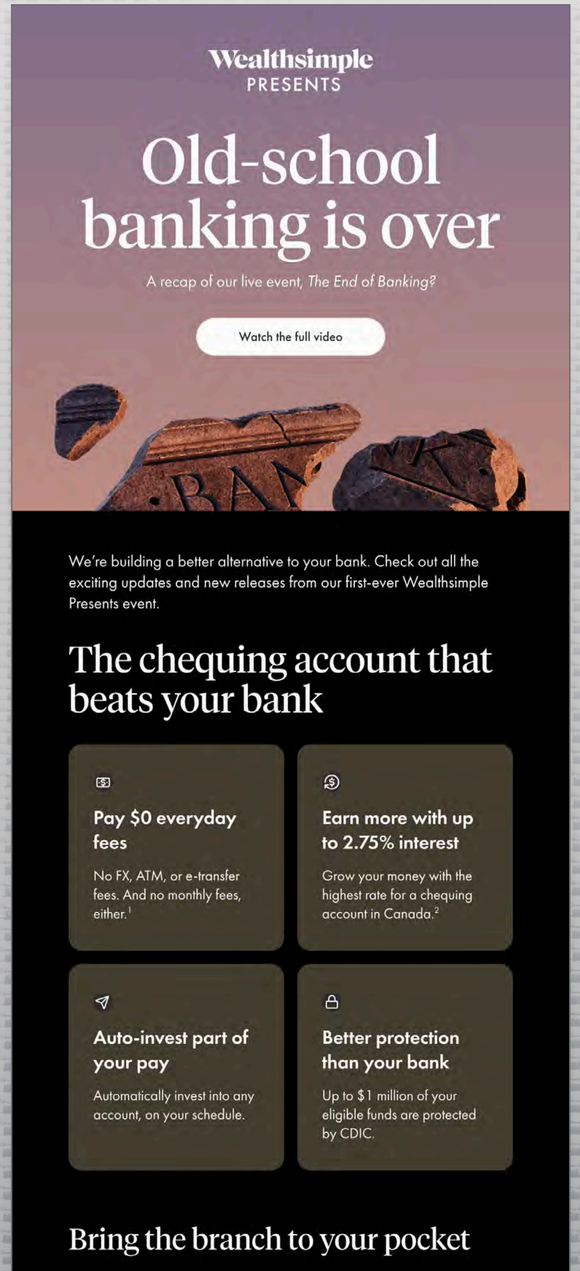
SRPG
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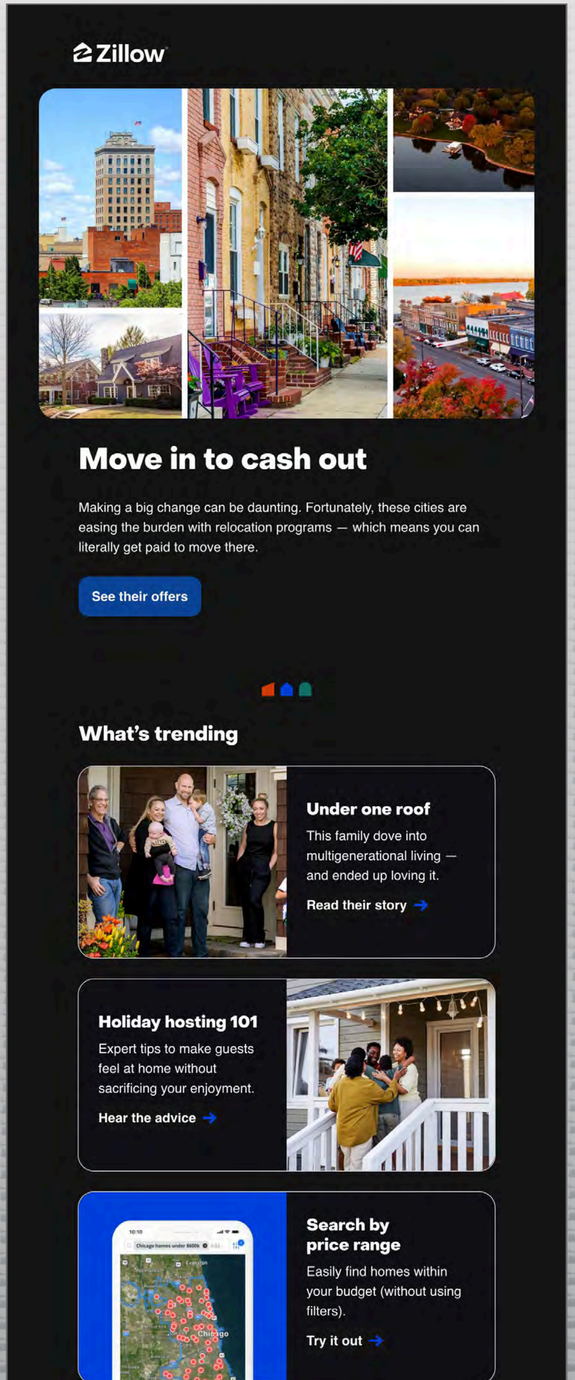
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HONORABLE MENTIONS

☐ ☆	Wealthsimple	The End of Banking
☐ ☆	Zillow	Get paid to move to these...

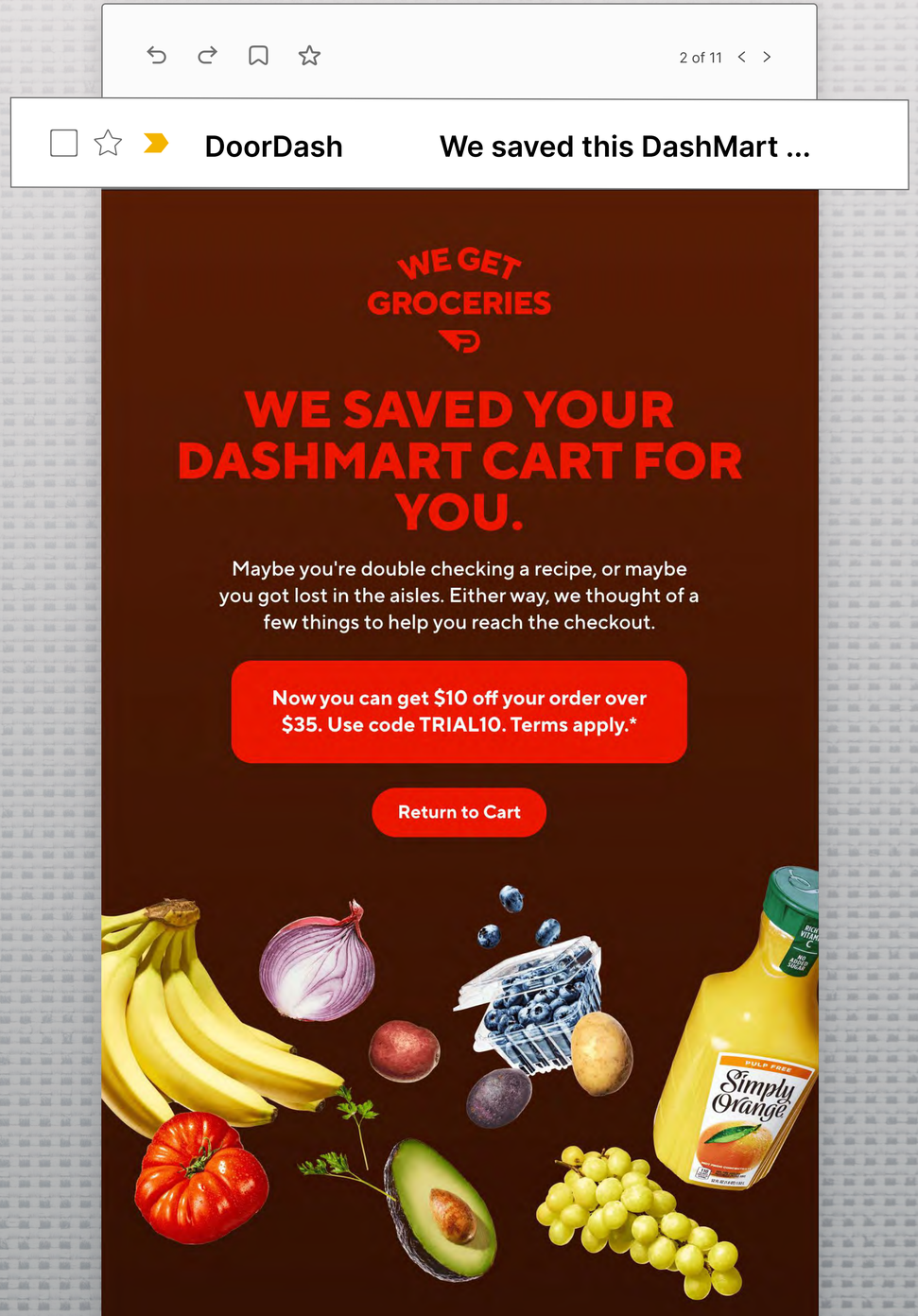








- Dark mode isn’t an afterthought
- Tone that respects the user
- Confident restraint



WE GET GROCERIES

WE SAVED YOUR DASHMART CART FOR YOU.

Maybe you're double checking a recipe, or maybe you got lost in the aisles. Either way, we thought of a few things to help you reach the checkout.

Now you can get $10 off your order over $35. Use code TRIAL10. Terms apply.*

Return to Cart



Get more time back in your day when someone else delivers the groceries.

Shop with peace of mind knowing your groceries are fresh.

Chat in app with your dasher about quality replacements.

FINISH YOUR ORDER NOW AND GET EVERYTHING ON YOUR LIST DELIVERED WHEN YOU NEED IT.

Return to Cart

FIND MORE OF WHAT YOU LOVE AT STORES NEAR YOU.

Ralphs

RALPHS

Order Now →

CATEGORY | CATEGORY | CATEGORY

$25 OFF IS WAITING

Your deal's still hanging out. Use it to stock the stockings or the fridge — before it's gone.

Use code SmilesDavis for $25 off a future gift or grocery order of $50+.*

Shop gifts

Terms apply.



HOLIDAY HELP'S HERE

Get everything you need delivered to your ho-ho-home.



GROCERY GIFTS DECOR

RESTAURANTS | GROCERY | RETAIL

HI, HEY, HELLO. HERE'S 40% OFF.

Try that new ramen spot. Stock the fridge. Stay one step ahead of sick days. Save big on all of it.

Use code YOUGOT40 for 40% off your first order of $15+, plus a $0 delivery fee.[1]

Order now

Max $10 off. Ends 01/09/26. Terms apply.[2]



WEEKLY RESTOCK



Shop groceries



ESSENTIALS 'N EXTRAS

NEED WANT

You don't need a reason to save on deliveries, but here's one anyway.

It's been a while since we heard from you. This is a little reminder that you can order your favorite meals, groceries, home essentials, and late-night snacks from us and get it delivered.

Now through 02/28/25, **enjoy 50% off your next three orders** of $15+ (up to $10 off) with code: **50YUM**.

Order now





NEW YEAR, NEW YOU. FRESH GROCERIES, QUALITY GUARANTEED.

It's hard to forget your resolutions when they're already at your front door.

Order groceries

Terms apply.

DOORDASH

Download the app | Sign up for DashPass | Refer and Earn Credit | Deliver with DoorDash

©2025 DoorDash Inc.
303 2nd Street, South Tower, Suite 800
San Francisco, CA 94107
Privacy Policy

Help Center | Unsubscribe

*PROMOTIONAL DETAILS: This offer only valid for hello@SmilesDavis.yeah. Offer valid until 02/28/25 or while supplies last. Valid on orders with subtotal minimum of $15. Max redemption value of $10 per redemption. Promo Limit one per person. Other fees (including service fee), taxes, and gratuity still apply. All deliveries subject to availability. Must have or create a valid DoorDash account with a valid form of accepted payment on file. Not valid for the purchase of alcohol. Enter code 50YUM at checkout to redeem. Qualifying orders containing alcohol will be charged a $0.01 Delivery Fee. No cash value. Non-transferable.

RESTAURANTS | GROCERY | RETAIL

WELCOME TO YOUR DOORDASH ERA

• 30% OFF FOR 30 DAYS •

Your first order? Nailed it. Now, get ready for a whole month of more by taking 30% off as many orders as you want.

Use code DEALS30 for 30% off all orders $10+.

Order now

Max $7 off. Terms apply.*



30 DAYS • 30% OFF FOR 30 DAYS • 30% OFF FOR 30 DAYS • 30% OFF FOR 30 DAYS • 30% OFF FOR 30 DAYS • 30% OFF F

MORE FOOD, DELIVERED FAST.

Go back for seconds, or see what's popular near you.

Order now →



DashPass Exclusive

UNLOCK MORE SAVINGS WITH DASHPASS

Because saving on groceries and takeout just makes sense.

$0 DELIVERY FEES

MEMBER-ONLY OFFERS



Great email doesn’t feel like email. It feels like the product you’re already using. It’s consistent and seamless, allowing you to appreciate the design and get the message without being jarred from the experience.

– TYLER HANLONE

Lead Email Developer at DoorDash

2025: CLEAR, RELEVANT, AND CONCRETE



Subject lines are getting clearer, more contextual, and more specific. Less salesy, more respectful of the reader's time and intelligence.

CLARITY WITH HUMAN INTENT

- Subject lines lead with what the email does for you/what you get.
- Still conversational, but less vague and less cutesy.

RELEVANCE OVER REACH

- Messages are narrower, more situational, and more specific.
- Feels designed for someone, not sent to everyone.

SPECIFICITY OVER AMBIGUITY

- Products describe what they do, not just how they make you feel.
- Clinical and measurable language replaces fuzzy benefit claims.

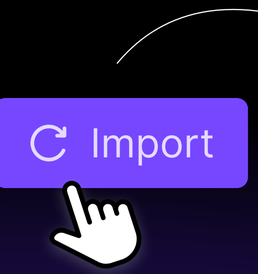
GO FROM INSPIRATION TO CREATION IN MINUTES

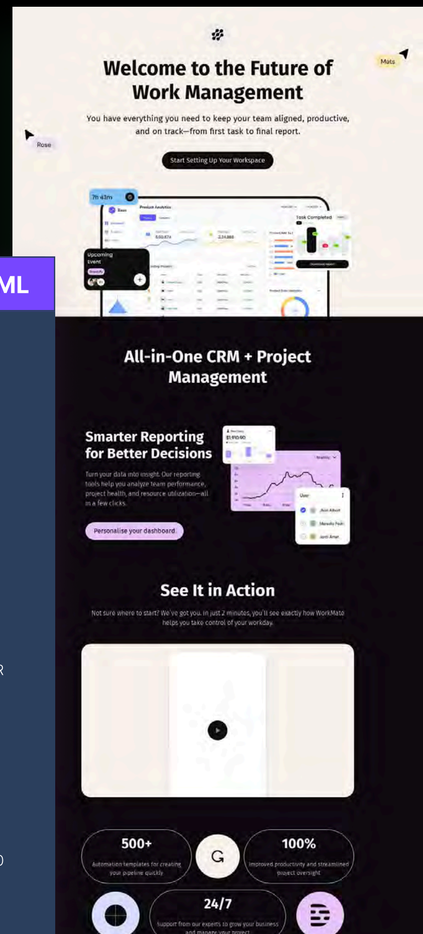
Inspired by what you're seeing?
Turn ideas into action.

It's easy to experiment, iterate, and learn how to make your own award-winning emails with Beefree's HTML Importer. Skip the rebuild and turn any email into an editable template. Then adjust the structure, tweak the colors, reshape the layout, and layer in your own content.

You'll be remixing in minutes!

Learn more: https://beefree.io/html-importer





HTML

```
<!DOCTYPE html>
<html xmlns:v="urn:schemas-microsoft-com:vml"
xmlns:o="urn:schemas-microsoft-com:office:office"
lang="en">

<head>
 <title></title>
 <meta http-equiv="Content-Type" content="text/
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[endif]-->
```



NONPROFIT AND PURPOSE

Every click fuels the change you want to see.

Whether it’s raising awareness or rallying support, email can be a launchpad for real impact.

RGE AWARDS

EMAIL GEEKS
E FOR EMAIL GEEKS

ROGUE
ローグライク

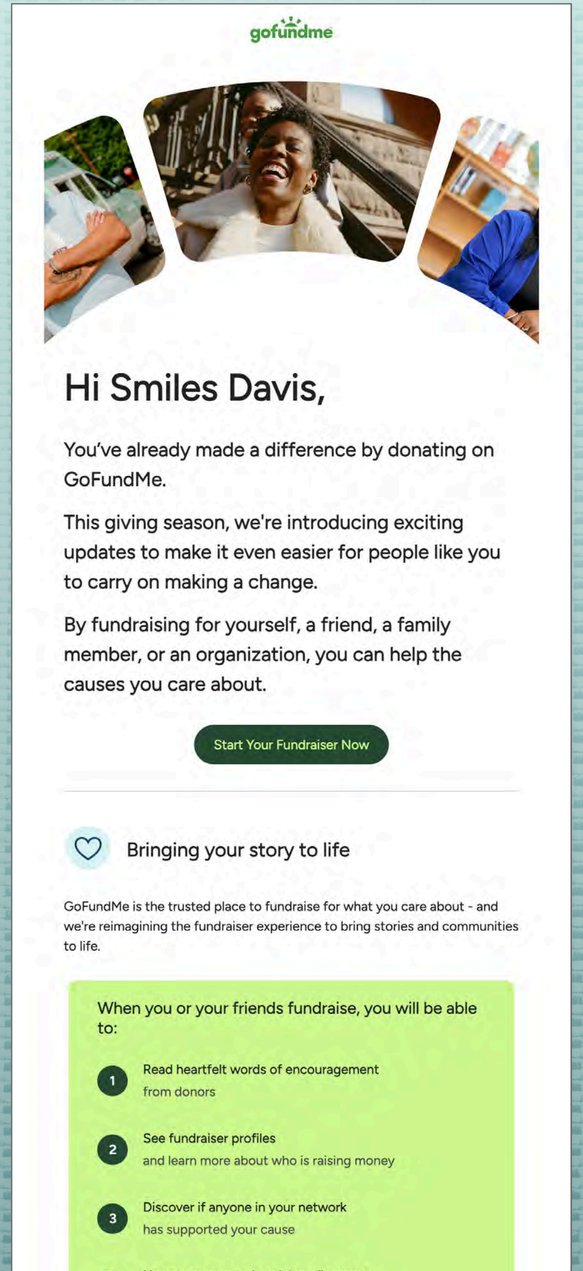
SRPG
ルプレイングール

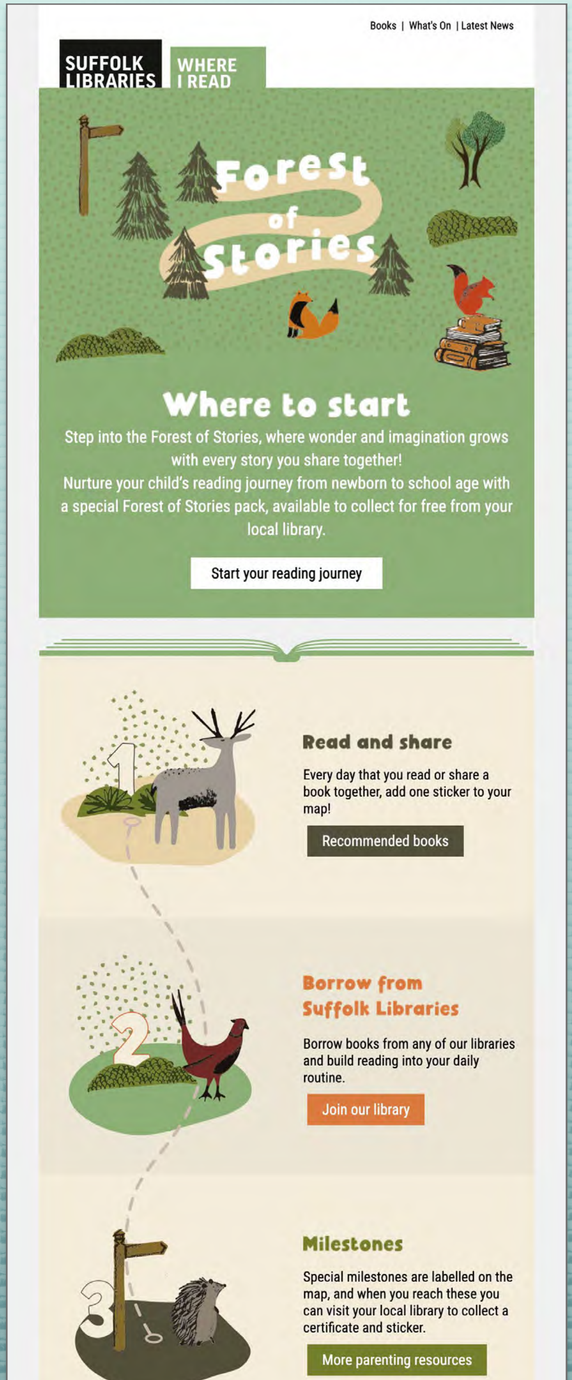
CE

HONORABLE MENTIONS

GoFundMe	Big Hearts. Bigger Help...
Suffolk Libraries	Step into the Forest of ...









CHARITY WATER

- Ethical emotional storytelling
- Use of negative space
- Plainspoken, human voice

Charity Water We're celebrating ...

charity: water



Hi Smiles Davis,

I joined charity: water as President just about a year ago and wanted to share with you a few of the special things that I've come to love — our talented team, our dedicated local partners, our unique funding model, but most of all, you.

When you sponsor a water project, join The Spring, or use your birthday to fundraise, you're not just helping people get access to clean and safe water. You are doing that of course. But your ongoing support — month after month, year after year — gives us the freedom to move quickly, invest in the most effective water solutions, and ensure our local partners across 21 countries have what they need to keep building sustainable water projects.

Because of the generosity of this community, charity: water is one of the largest funders of rural water projects in the world. We recognize this as both a privilege and a profound responsibility.

The challenges facing our world, our sector, and the communities we

charity: water



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Test your knowledge

Try your hand at some impact trivia. **Click on your answer below** and see how you do!

QUESTION

With your support, charity: water has now raised enough to bring clean water to **20 million people**! In which country have we served the **most** people?



A India



B Rwanda



C Ethiopia



D Uganda

charity: water



When conflict struck communities in northern Ethiopia, our local partner, the Relief Society of Tigray (REST), didn't turn away.

In a moment of uncertainty and under dire circumstances, they stepped up. They walked for miles between villages with tools on their backs, sheltered overnight with residents, and repaired water projects, restoring life and hope.

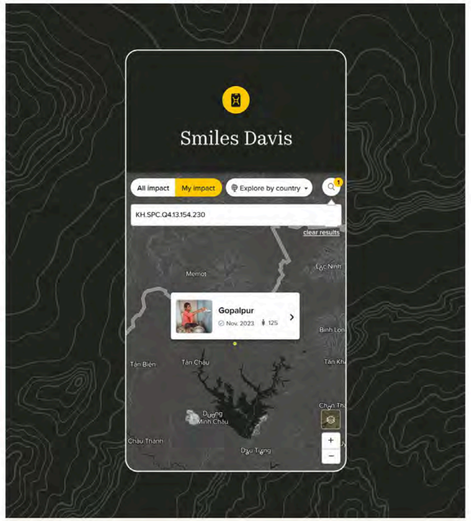
They risked their lives to make sure clean water couldn't be taken away — not once, not twice, but more than 3,000 times.



Our partners at REST showed up when it mattered most. Now you can too. Change doesn't happen without someone deciding to show up — and today, that someone can be you. Your gift can bring clean water to those who need it most and move us closer to funding clean water for 50,000 people by December 31.

GIVE NOW

charity: water



We've been tracking every donation for 19 years. Now you can too.

You track your deliveries, your flights, your groceries, your ride, and your run. You track just about everything in your life. So why don't you track your donations?

WaterProof — a first-of-its-kind donation tracking platform — allows you to do just that.



When you give to charity: water, you buy into the promise that 100% of your gift will fund clean water and that we'll prove it.

Since 2006, we've built and proven more than 186,000 water projects around the world. Now, with WaterProof, we're taking transparency even further.

We're tracking every donation every time you give — and inviting you to follow along.

GIVE AND GET PROOF

What you can expect

charity: water



Growing up in Romania, I never thought about where water came from — or what life might look like without it. My family had a faucet in our house, and during the summer we spent in my grandparents' village, there was a hand pump down the road. We filled our bucket, carried it home, and thought nothing of it.

I didn't truly understand the water crisis until I became a Peace Corps volunteer in Cameroon in my 20s.

For two years, I lived in a village where the water source was at least a mile away down a steep ravine. There, I learned what it means to ration every drop — to choose between drinking water and washing yourself after a long day in the dust. When water becomes precious, you're afraid to use it.

You learn quickly that without clean water, nothing works.

Not the body. Not the school. Not the clinic. Not agriculture. Not the economy.

In an age defined by comfort and connection — where we can summon answers, groceries, or rides with a tap — it's unthinkable that many children will not reach age five because of dirty water. And if they do, they (or, realistically, she) will still have to walk for hours each day just to collect that water.

For the past twelve years, I've had the privilege of working on the Water Programs team at charity: water alongside extraordinary local partners, engineers, and community leaders. I'm proud of our technical rigor, our commitment to functionality and monitoring, our catalytic investments in improving the sector, and our belief in people — especially the people we serve.

And I'm proud of *you*.

Because this work is only possible through people who believe that access to clean water is not a privilege, but a right.

Because without water, nothing works. And with it, everything can.

Julia Gallus
Water Programs Senior Manager



SLEEP for WATER

A good night's sleep can be life-changing. Literally.

Today is World Sleep Day. What does that have to do with water? A lot, actually.

Like the hours of sleep girls give up to collect water. Some start walking as early as 4:00 AM so they can make it to school on time. Then there's the sleep lost by mothers constantly worried about their sick kids. And have you ever tried to go to sleep thirsty? It's not easy — and 65% of the people we spoke to in Mozambique are doing exactly that. Every night.

The good news: helping is easy — so easy you can do it in your sleep. No, but really. Today we're excited to launch our latest—and laziest—way to combat the water crisis.

Welcome to Sleep for Water.

You can turn the hours you sleep into the clean water millions around the world are dreaming of.



It's simple:

- 💙 Share how much you typically sleep
- 💙 Give just pennies for each hour of sleep
- 💙 Sleep tight, knowing you're changing lives each night

Are you ready to change the world in your sleep?

START SLEEPING FOR WATER

charity: water

230 Franklin Rd., Ste. 11-II, Franklin, TN 37064

Update My Preferences | View In Browser



Great emails are the ones that inspire a sense of belonging. That idea is a bit broad, and that ambiguity makes it both exciting and challenging. There's no one-size-fits-all way to do it, but emails that pull it off and spark authentic connection will always be the most memorable to me.

– ANTHONY AURRICHIO

Marketing & Communications, Senior Manager at charity: water



THANK YOU CAMPAIGNS

The credits roll, but the impact sticks.

This email pauses to thank the players who showed up, clicked through, and made the outcome possible.

RGE AWARDS

EMAIL GEEKS
E FOR EMAIL GEEKS

ROGUE
ローグライク

SRPG
ルプレイングール

CE

HONORABLE MENTIONS

☐ ☆	Waymo	The stats are in ...
☐ ☆	Postable	Thanks for your Postable order



WAYMO

Year in Review



The Waymo Driver traveled near and far this year, and we loved having you along for the ride.

See your stats

Your 2025 ride recap

You took

19 trips

which means you're in the top 15% of riders. Nice.

And those rides really added up

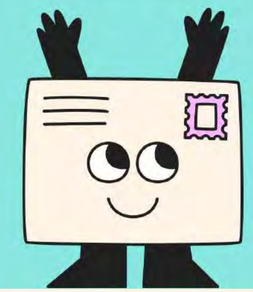
8.6 hours	You had more time to do what really moved you
128 miles	You saw more sights per mile in the rider's seat
40 kilograms CO_2 avoided*	You avoided emissions with every ride

Postable

Thanks for your order!

Your card should arrive within 3-7 days.

Review order



Order #6500500



1 Upload Your Own Card Card	**$4.59**
1 Stamp	**$0.78**
Shipping	**$0.00**
Coupon: BLACKFRIDAY	**-$1.15**
Sales tax	**$0.27**
Order total	**$4.49**

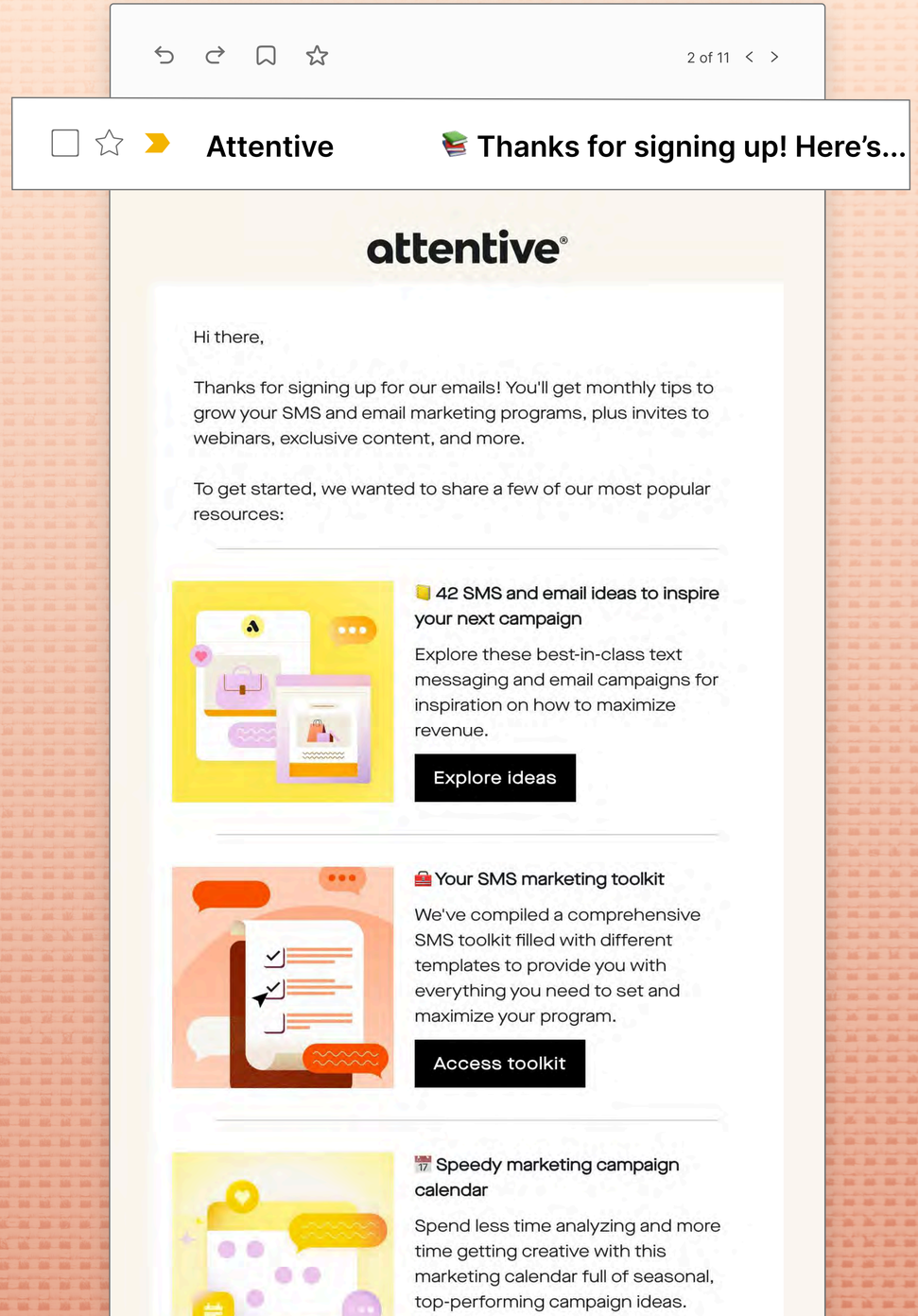
Need to cancel?

If there's any problem with your order, you have **30 minutes** to cancel from the time it was placed at **7:38 PM EST**.

Cancel order



- Offers value
- Clean design
- Professional polish



attentive®

Hi there,

Thanks for signing up for our emails! You'll get monthly tips to grow your SMS and email marketing programs, plus invites to webinars, exclusive content, and more.

To get started, we wanted to share a few of our most popular resources:



📒 42 SMS and email ideas to inspire your next campaign

Explore these best-in-class text messaging and email campaigns for inspiration on how to maximize revenue.

Explore ideas



🧰 Your SMS marketing toolkit

We've compiled a comprehensive SMS toolkit filled with different templates to provide you with everything you need to set and maximize your program.



🧰 Your SMS marketing toolkit

We've compiled a comprehensive SMS toolkit filled with different templates to provide you with everything you need to set and maximize your program.

Access toolkit



📆 Speedy marketing campaign calendar

Spend less time analyzing and more time getting creative with this marketing calendar full of seasonal, top-performing campaign ideas.

Get calendar

Discover how the best brands use SMS

This curated collection of SMS marketing examples we love will help spark creativity and elevate your strategy.

Explore SMS examples

Attentive, 136 Madison Avenue, New York, NY, 10016
Unsubscribe Manage Preferences Privacy Policy

attentive®

Thank you for downloading "25 Impressive Examples to Inspire Your Email Marketing Program"



Read Now

Get inspired by leading SMS campaigns

Learn how top brands use SMS to engage mobile consumers & drive revenue in Texts We Love, our showcase of great SMS marketing campaigns.

Explore SMS Campaigns

attentive®

Hi Smiles Davis!

Thank you so much for being an early registrant for our The Post-BFCM Playbook for 2026 Success webinar!

As a huge congrats for a great Black Friday Cyber Monday season, we have a gift box designed to help you take a breath and relax!

Claim this box and enjoy:

- Reusable Undereye Patches
- Olly Goodbye Stress Gummies
- Supergoop Body Spray
- Marketers' Sanctuary Candle

Please **select your gift** and **confirm your address** by December 09, 2025. After this date, the link will expire.

Confirm address & choose gift

Questions about how Sendoso uses your data?
Review our privacy policy here.

These are some gift options:



BFCM Sanctuary Gift Box



RETENTION CAMPAIGNS

This email isn’t chasing a click, it’s honoring a connection.

Some brands fade after the first campaign. These keep showing up. Consistency that honors the relationship and earns its place over time.

RGE AWARDS

EMAIL GEEKS E FOR EMAIL GEEKS

ROGUE ローグライク

SRPG ルプレイングール

HONORABLE MENTIONS

Pelago	The Pelago app just got...
Cleo	Say hello to the all-new Cleo

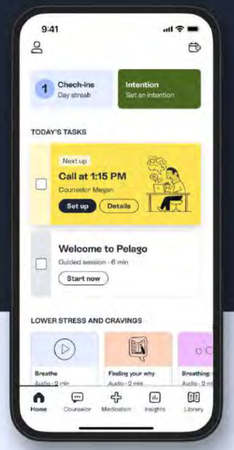


See our latest app update here.

Pelago

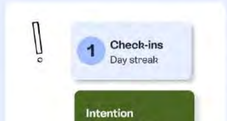
Introducing your new home screen

Redesigned with your goals in mind



We heard your feedback and refreshed the Pelago app's home screen to better suit your needs. Now, your progress is front and center, celebrating your streaks and milestones. Plus, you'll have a daily checklist to keep you moving toward your goals.

Check it out



Alerts and quick reminders

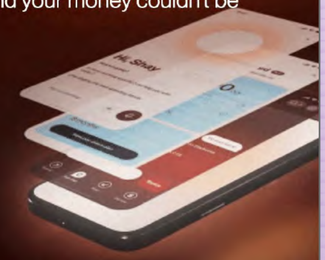
Stay on track with timely updates and reminders

cleo

Introducing everything your bank can't do

The world's first AI financial assistant is now more powerful than ever. And your money couldn't be happier.

See for yourself

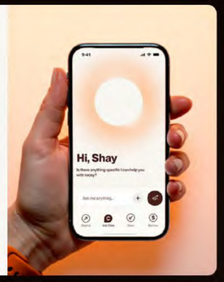


So, what's actually changed?

She's glad you asked.

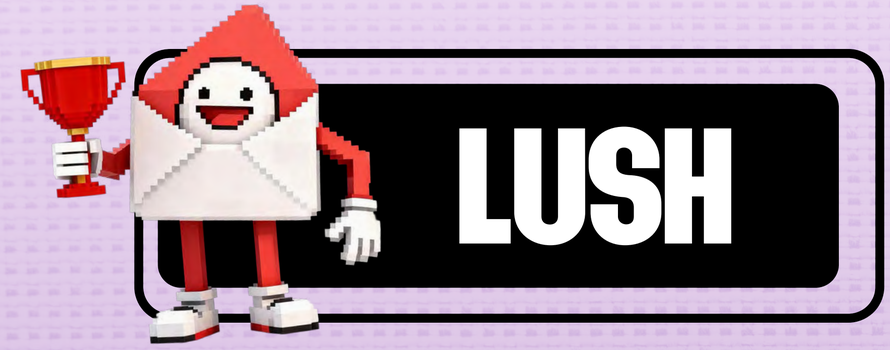
Cleo talks back

She has a voice now. And a lot more to say. You have been warned.

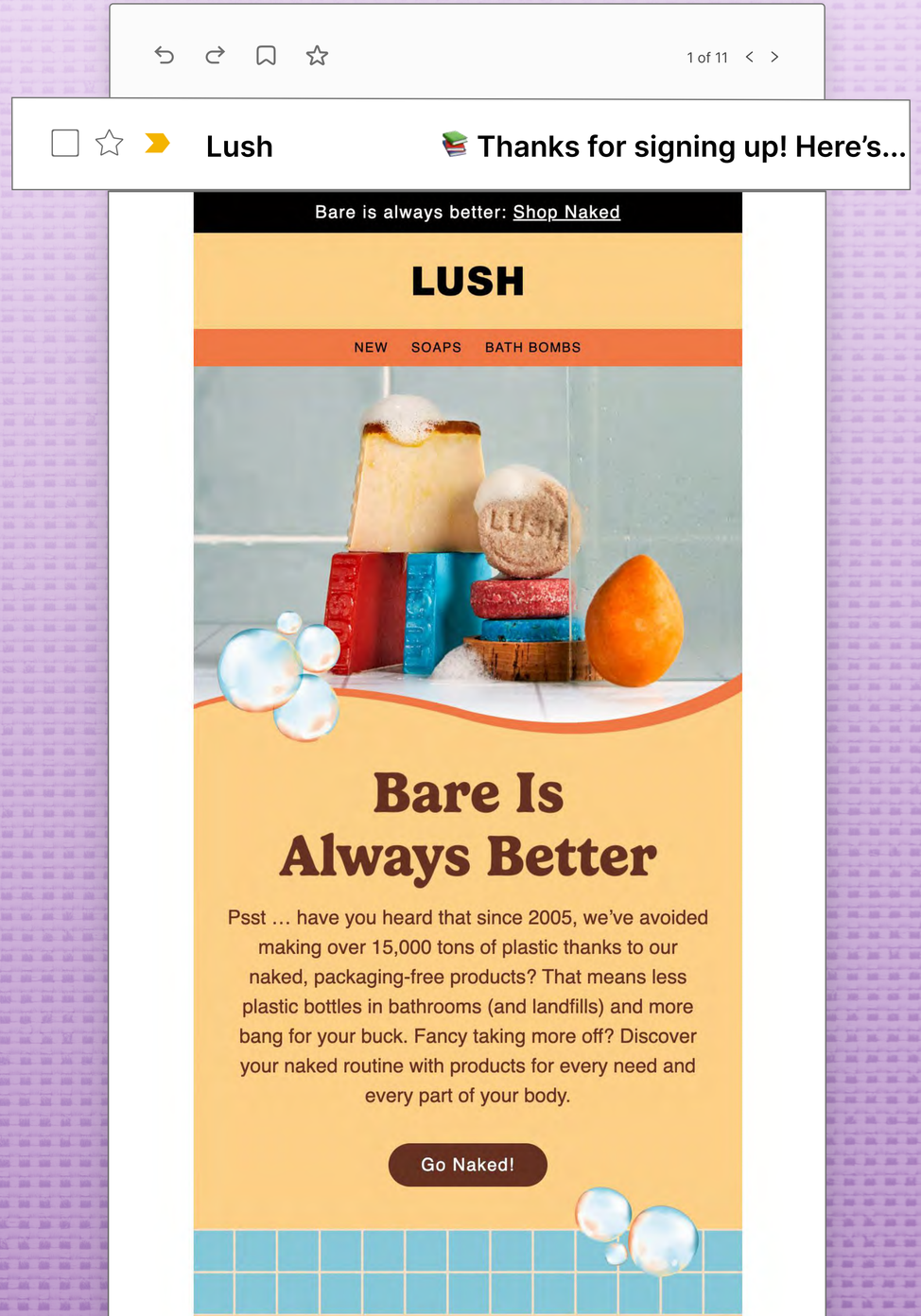


She's even smarter

Let's leave the generic advice to the chatbots. Cleo remembers every conversation and evolves with you.



- Playful but controlled whimsy
- Localization done properly
- Strong thematic commitment



LUSH

NEW SOAPS BATH BOMBS



Bare Is Always Better

Psst … have you heard that since 2005, we've avoided making over 15,000 tons of plastic thanks to our naked, packaging-free products? That means less plastic bottles in bathrooms (and landfills) and more bang for your buck. Fancy taking more off? Discover your naked routine with products for every need and every part of your body.

Go Naked!



Aromaco

SOLID DEODORANT

Sodium bicarbonate absorbs moisture while astringent witch hazel cleanses.



Pumice Power

FOOT SOAP

Soften even the toughest soles with pumice powder and coconut oil.



Lush Lens

Ever seen Lushies scanning products in store? That's Lush Lens! Download the Lush app and use Lush Lens to discover everything you need to know about your new, favorite naked products.



✓網路訂單滿 NT1,500 即享免運！立即選購✓

SCOOBY-DOO! × LUSH

新產品　品牌合作　禮盒



有些泡泡神祕事件要解決……

狗狗史酷比 x LUSH 限定聯名系列適合各式各樣的神祕小偵探（當然大人也適合），和我們一起踏上前往酷斯威爾的旅程吧！

將神奇萬能車紙盒裝滿限定產品，以新鮮手作的浸浴、沐浴與身體護理產品，讓你在追查鬼怪的冒險中稍作歇息。

立即探索



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此為自動傳送電子郵件，請勿回覆。如需聯絡我們，請傳送電子郵件至 customercare@lush.tw，我們十分樂意協助！

Download on the App Store　GET IT ON Google Play

不想收到電子報？按此取消訂閱 或 變更電子郵件偏好

✨ 8,000円以上のご注文で送料無料 ✨

LUSH

新商品　ギフト　クリスマス



手づくりの魔法が はじけるクリスマス！

あと何回寝るとクリスマス？
そんなワクワク感をラッシュの
ハンドメイドアイテムと一緒に
カウントダウンしましょう。
お菓子のような甘い香りや
詰め替え可能なギフトアイテムまで！
もう待ちきれない！

あなたが欲しいギフトは？



LUSH アドベント カレンダー ギフト

ラッシュファンに おすすめ



LUSH リフィル アドベント カレンダー ギフト

詰め替え用 ギフト

🚚 Envios grátis para Portugal Continental a partir de 50€ 🚚

LUSH

BANHO　DUCHE　NOVIDADES



Obtém informações sobre os produtos

Produzimos cerca de 40 milhões de bombas de banho por ano, tornando-as um absoluto favorito dos fãs da lush em todo o mundo. No entanto a Lush é mais do que bombas de banho, temos um produto para cada uma das tuas necessidades.

Avança por aqui



Sem embalagem

Quando se trata de embalagens, menos é mais, e nenhuma é ainda melhor. Concentramo-nos em ingredientes frescos e menos desperdício, sendo que quase metade dos nossos produtos não tem embalagens!



Fresco é melhor

Utilizamos frutas e legumes frescos para manter a máxima qualidade e dar-te todos os benefícios! Feito e disponível para comprares em menos de 28

LUSH

NEW　LIMITED PRODUCTS　ABOUT LUSH

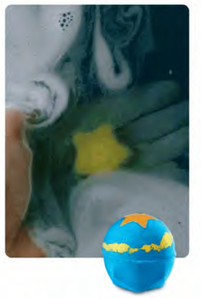


EINTAUCHEN. ENTSPANNEN.

Hi Smiles Davis!

Treat yourself to soothing winter baths and let yourself be pampered by our **seasonal bath favorites** – get in, dive in, relax!

DISCOVER NOW



SHOOT FOR THE STARS BATH BOMB

Step into a sweet, caramel-flavored, glittering galaxy filled with nourishing cocoa butter and coconut cream.

BUY NOW

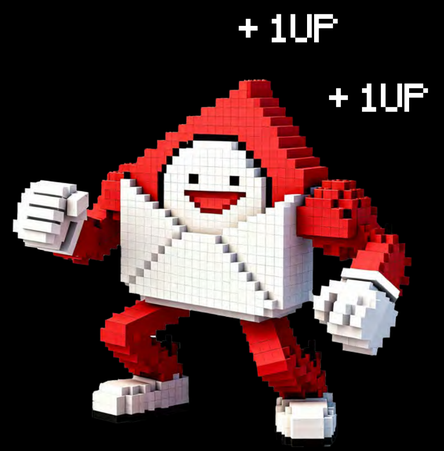


SNOWDRIFT BATH BOMB

A refreshing boost for the mind – eucalyptus and peppermint clear the head and melt away stress.

BUY NOW

THE ANATOMY OF AN EMAIL CTA



Key design patterns from 1,497 marketing emails and 4,776 call-to-action buttons.

COPY & LENGTH

- 52% of CTAs use just 1–2 words, with an average of 2.8 words total.
- Familiar verbs lead: “Shop,” “Get,” “Learn,” and “View”.

CONTRAST & SHAPE

- Only 55% meet WCAG AA, 36% meet AAA, and 24% are low contrast (3:1).
- Text-links (31.4%), rounded (31.3%), square (21.1%), pill (11.3%).

FREQUENCY & TYPOGRAPHY

- Average of 3.2 CTAs per email.
- 34% uppercase, 34% title case, 24% sentence case, 8% lowercase



WiN-BACK CAMPAiGNS

You didn’t quit, you just stepped away.

This email reopens the save file and makes it easy to pick up where you left off. A clear path back for players who are ready to rejoin the game.

RGE AWARDS

EMAIL GEEKS
E FOR EMAIL GEEKS

ROGUE
ローグライク

SRPG
ルプレイングール

CE

HONORABLE MENTIONS

Shopify	Have you been missing out?
Zapier	Your Zapier trial has ended 😢



shopify

Come back to rewards and faster finances

Your money hustles for you when you connect it to Shopify Balance.

Reconnect Balance



Hi Smiles Davis,

Your Shopify Balance financial account offers a 3.16% APY reward on all funds in your account, and faster access to store payouts.

Come back to Balance so you can:

- **Get rewarded**
  with 3.16% in the form of an annual percentage yield (APY)—no earnings limits, and funds can be withdrawn any time.[1]
- **Get paid faster**
  with payouts from your Shopify sales as fast as the next business day—that's up to 7 days earlier than a bank.
- **Earn 2% cashback**
  on everyday business spending online and in person.[2]
- **Easily organize**
  your spending and saving categories with up to 5 additional accounts—all with no monthly or hidden fees.[3]

zapier

Log in

Smiles, your trial has ended

We hope you've enjoyed exploring Zapier's premium tools.

You're now back on a **Free plan**. You'll still have access to Zaps, Tables, Interfaces, and Zapier MCP—but paid plans unlock advanced functionality like AI-powered steps, multi-step automations, conditional logic, and shared team tools.

Ready to continue learning and creating Zaps?

To restore access to the advanced features that boost productivity, save time, and grow your business, **explore our tailored plans** and upgrade today.

Professional plan

The best plan to automate advanced workflows with the full power of Zapier. Includes all free features, plus:

- Multi-step Zaps
- **Unlimited premium apps**
- Conditional Zaps with Paths
- Webhooks by Zapier
- AI power-ups

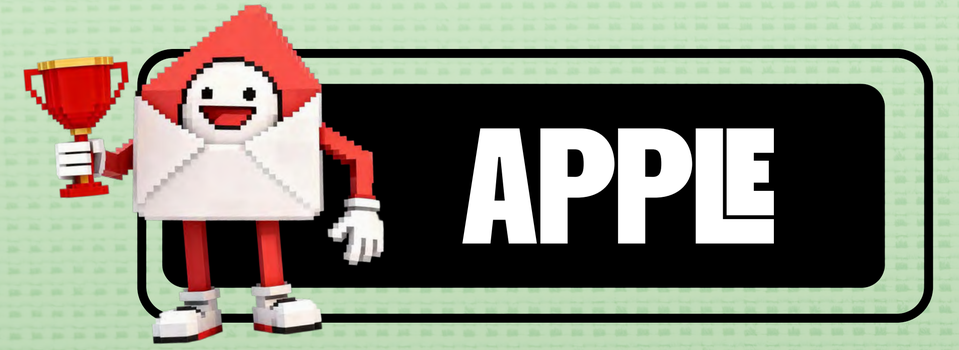
Upgrade now

Team plan

For teams building and collaborating on automation across the organization. Includes all Professional features, plus:

- Unlimited users
- Premier support
- Shared workspaces and app connections

Upgrade now



- One primary job
- Built for skimming
- Copy restraint

1 of 11

Apple Don’t miss your free trial.

Fitness+ Find it in the Fitness app

There’s still time to get 3 free months.*

Your Apple device includes 3 free months of Apple Fitness+.*

Accept your free trial



Available with iPhone, iPad, Apple TV, and Apple Watch.

Fitness+

Find it in the Fitness app

There's still time to get 3 free months.*

Your Apple device includes 3 free months of Apple Fitness+.*

Accept your free trial





Available with iPhone, iPad, Apple TV, and Apple Watch.

Accept your free trial

Learn more about Apple Fitness+ ›

Shop Online | Find a Store | 1-800-MY-APPLE | Get the Apple Store App

* Offer available to new subscribers who purchase an eligible device after September 7, 2022. $9.99/month after trial. Only one offer per Apple Account and only one offer per family if you're part of a Family Sharing group, regardless of the number of devices you or your family purchases. This offer is not available if you or your Family have previously subscribed to Apple Fitness+. Offer good for 3 months after eligible device activation. Plan automatically renews until cancelled. Restrictions and other terms apply.

Apple Fitness+ requires a subscription and compatible hardware and software. See here for compatibility details.

iPad Pro
Mmmmm. Power.



From $999 or $83.25/mo. for 12 mo. before trade-in[1]

Buy Learn more ›

M5 chip.
Furiously fast.
The next giant leap
for AI on iPad.

iPadOS 26.
Powerfully redesigned.
Game-changing
capabilities.[2]

Apple Intelligence.
Create, communicate,
and get things done
effortlessly.[3]

Ultra Retina XDR.
The world's most
advanced display.

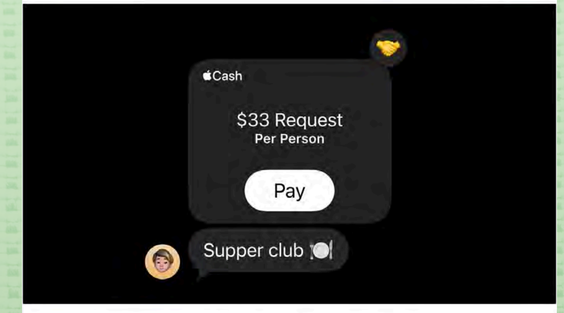
Apple Pencil Pro gives you
precise creative control.
And get an amazing
typing experience with
Magic Keyboard.[4]

Wi-Fi 7 and 5G.
Grab-and-go
connectivity.[5]

Why Apple is the best place to buy your new iPad Pro.

Cash

Open in



Send cash like never before.

You've successfully set up Apple Cash.[1] Now you can send or request money—right in Messages. And with iOS 26, you can even do it in group chats. Whether it's paying a friend back for coffee or splitting a group dinner, it's easy to settle up without switching apps.

As easy as a text. Or a tap.

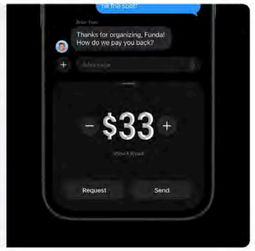


Tap the + in any conversation to send or request Apple Cash in Messages.

Learn how to send and receive Apple Cash in Messages ›

Enter an amount to send or request. In group chats, you can even expand the sheet to request money without an amount.

Learn how to send or request Apple Cash in group messages ›





You can also use Tap to Cash to pay friends nearby.

Learn how to use Tap to Cash ›

MacBook Pro

The new 14-inch MacBook Pro with M5 joins the 14-inch and 16-inch models with M4 Pro and M4 Max. It's our most AI-optimized MacBook Pro lineup yet.



From $1599 or $133.25/mo. for 12 mo. before trade-in[~]

Buy Learn more ›

What you get with the 14-inch MacBook Pro.

Faster CPU, GPU, and unified memory — with up to 6x faster AI performance than M1.[1]

Up to 24 hours of battery life — the longest battery life in a Mac.[2]

12MP Center Stage camera with Desk View.

Built for Apple Intelligence. Personal, private, powerful.[3]

Boost productivity with a redesigned and even smarter macOS Tahoe.

Stunning Liquid Retina XDR display with up to 1600 nits peak brightness and a nano-texture option.

Three chips. Second to none.

M5 | M4 PRO | M4 MAX

New

Vision Pro

New powerful M5 chip and comfortable band.

From $3499 or $291.58/mo. for 12 mo.[4]

Pre-order Learn more ›



Apple Vision Pro seamlessly blends digital content with your physical space. So you can work, watch, relive memories, and connect in ways never before possible. The era of spatial computing is here.



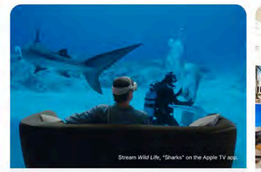
Revolutionary M5 performance.

The new M5 chip delivers incredible spatial experiences with extra power and efficiency. Experience faster load times, sharper graphics,[1] longer battery life,[2] and up to 2x faster AI workloads.[3]

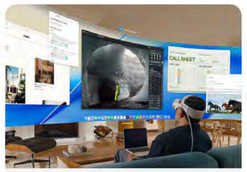


All-new band. Comfortable fit.

The new Dual Knit Band has a counterbalanced design that helps you stay immersed in your favorite experiences longer.



The ultimate theater.



A workspace with



CART ABANDONMENT

Your quest isn’t over.

This email reminds players what they left behind, why it mattered, and how easy it is to finish the run. A clear path back to the items they already chose.

RGE AWARDS

EMAIL GEEKS
E FOR EMAIL GEEKS

ROGUE
ローグライク

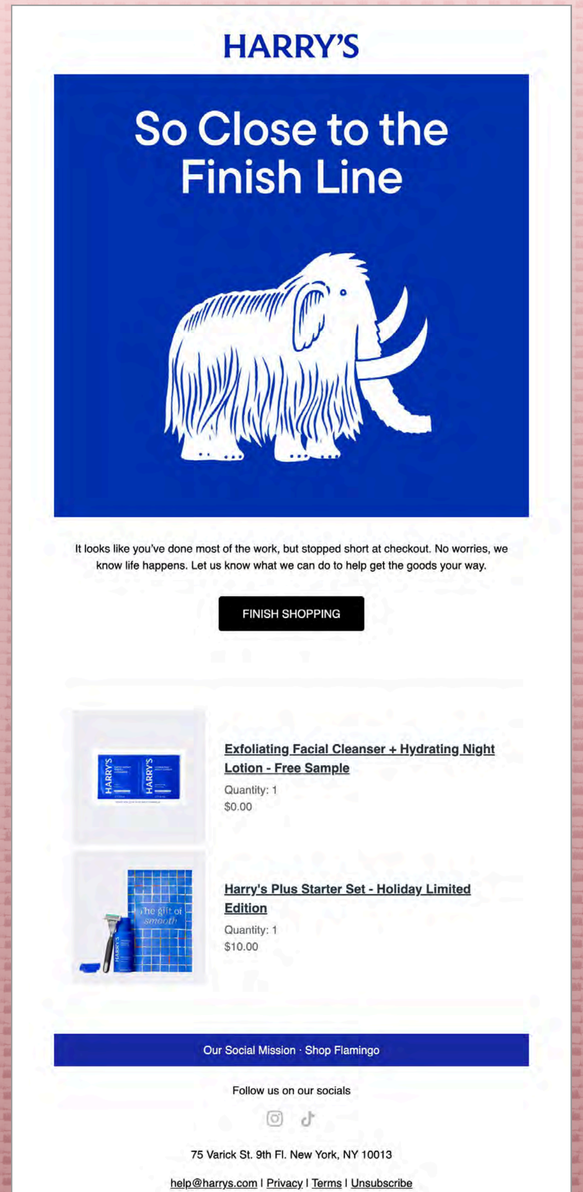
SRPG
ルプレイングール

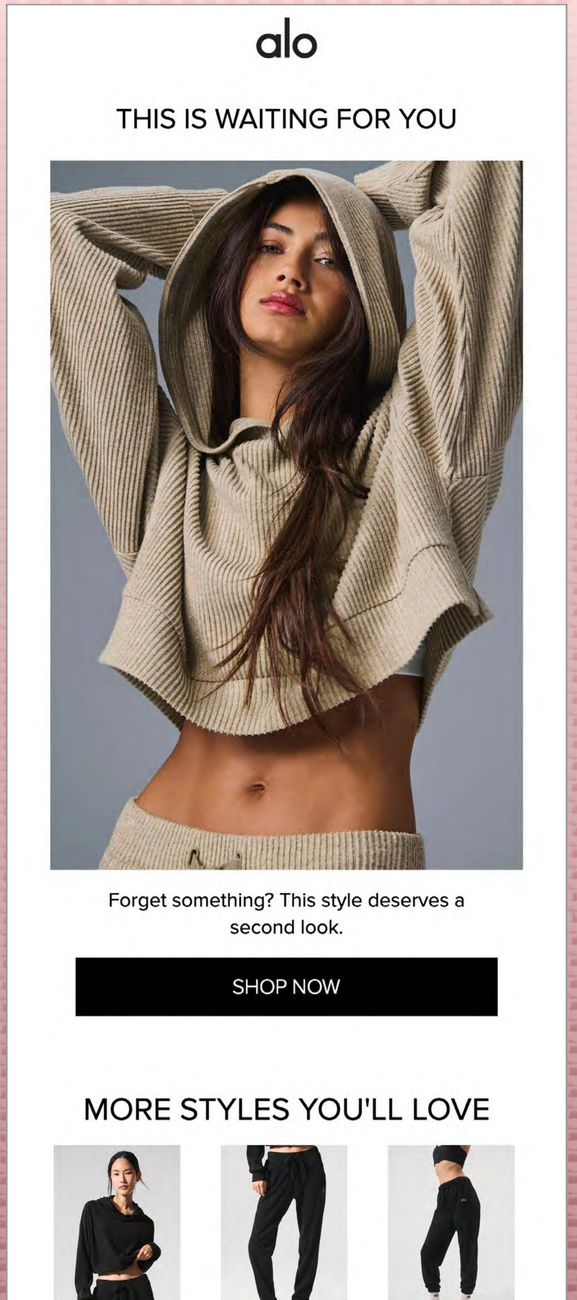
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HONORABLE MENTIONS

Harry’s	Last call ⏰
Alo Yoga	Take a second look!

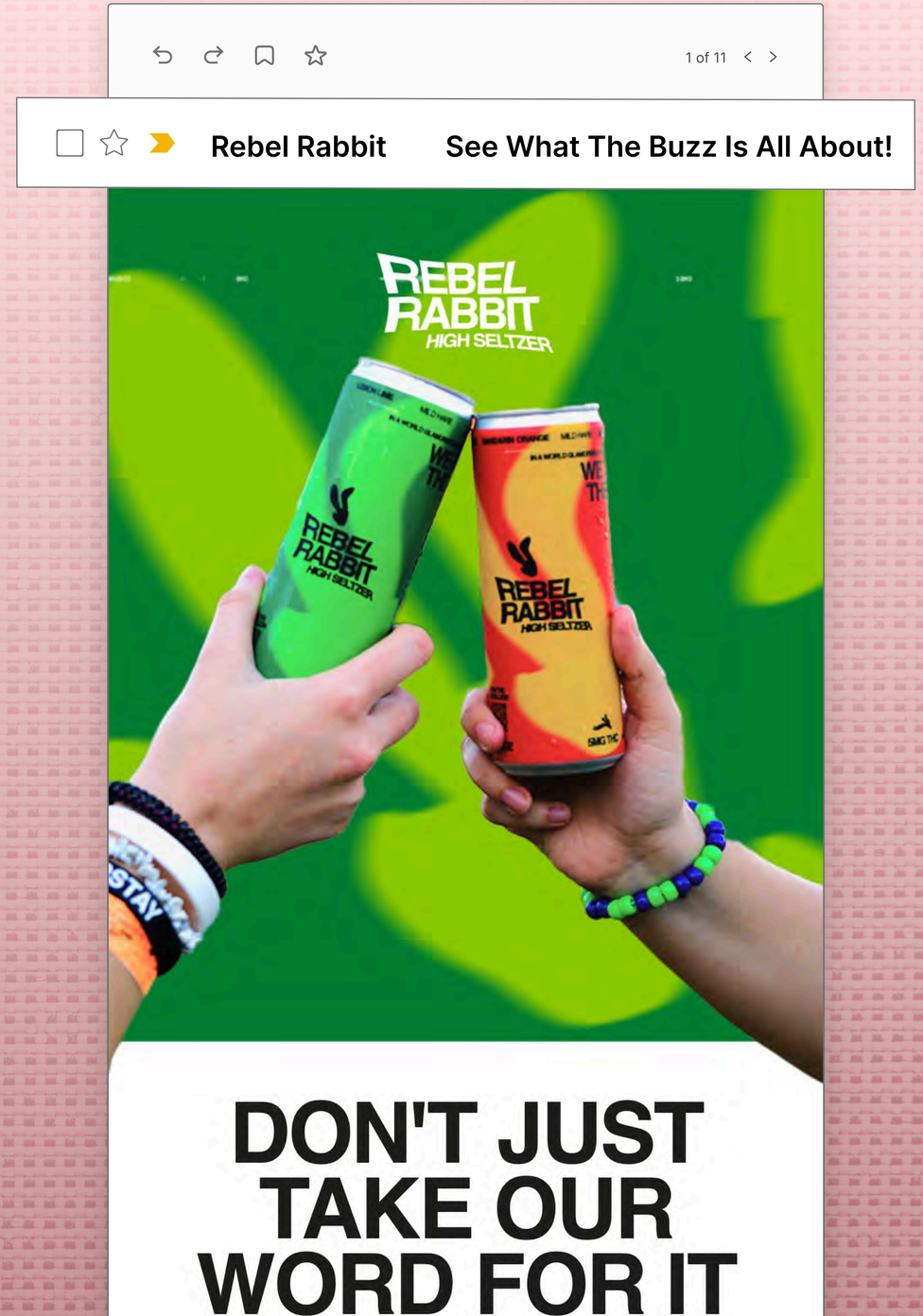






REBEL RABBIT

- Clear positioning
- CTAs match mindset
- Consistent brand mantras





DON'T JUST TAKE OUR WORD FOR IT

We’re not just selling seltzers. We're offering an alternative path to a world where fun, individuality, and a rebellious spirit are celebrated. Our cannabis-infused seltzers are crafted for those who dare to defy the norm.

Also, we've still got your cart saved for you below.



Wild Hare High Seltzer - Variety Pack

Quantity: 1 — Total: $79.99

TAKE ME TO MY CART

TAKE ME TO MY CART

But don't just take our word for it. Here’s what fellow rebels are saying about Rebel Rabbit:

★★★★★

« Incredible. Drank this on a movie night, and it was the perfect evening. »

JOE — MILD HARE Grapefruit

★★★★★

« I recently cut out smoking to improve my health, and these seltzers are the best in the market, I've tried them all. »

SEBASTIEN — WILD HARE Mandarin Orange

★★★★★



THE BUZZ THAT DOESN'T SLOW YOU DOWN

This isn't your average THC seltzer. It's 10mg of Delta-9 THC plus 80mg of caffeine—for a buzz that doesn't just chill, it moves.

Perfect for daytime hangs, creative kicks, party nights—anytime you want vibes + energy in one sleek can.



TRY THE BUZZ WITH A BOOST

It's part of our Lab Rabbit program, which means it's limited, experimental, and unlike anything you've tried from us before.

CHOOSE YOUR BUZZ







NO BOOS, JUST BUZZ.

Halloween is almost here, which means it's time to bring the treats, not the regrets.

Whether you're hosting a haunted house, handing out candy, or vibing through a scary movie marathon, we're the kind of spirit you actually want this season.

STOCK UP FOR HALLOWEEN

SOBER OCTOBER CONTINUES

Day 21 of Sober October! Let's keep crushing it!



CHOOSE YOUR BUZZ





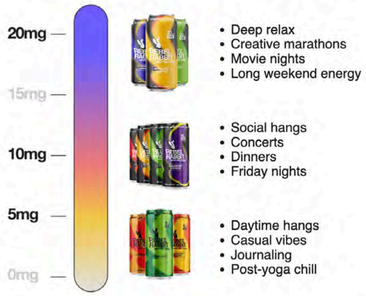


THE RIGHT BUZZ FOR THE RIGHT MOMENT

Not every day calls for the same buzz. Sometimes you want a soft lift. Sometimes you need to unwind hard. And sometimes you're just ready to ride.

FIND MY BUZZ

Here's your quick guide to choosing your perfect pour



- Deep relax
- Creative marathons
- Movie nights
- Long weekend energy

- Social hangs
- Concerts
- Dinners
- Friday nights

- Daytime hangs
- Casual vibes
- Journaling
- Post-yoga chill

CHOOSE MY CHILL LEVEL



Let's cut to it: wine sounds great until the 3 a.m. wake-up, the dehydration, and the regret-laced text you sent to the group chat.

If you're looking to actually relax after a long-ass day, you know the move. With 5mg, 10mg, or 20mg options, we're the perfect unwind without wrecking your sleep, your morning, or your vibe.

Because the best part of your day shouldn't be the worst part of your night.

TRY THE BETTER NIGHTCAP

Sleep, But Better





	Wine	Rebel Rabbit
Hangover?	Yep	Never
Sugar Bomb?	Usually	Nope
Sleep Quality?	Crashes REM	Smooth landing
Wake Up Foggy?	Always	Not a chance

DITCH THE WINE



Great email means consistently creating an experience that adds value beyond the transaction, makes your audience feel seen, and makes them excited for their next message from you!

– ROBBIE FITZWATER

Founder at MKTG Rhythm



B2B PERSONALITY

B2B doesn’t mean boring.

This email drops the bot voice, focuses on clear value, and communicates like a partner instead of a pitch.

RGE AWARDS

EMAIL GEEKS
E FOR EMAIL GEEKS

ROGUE
ローグライク

SRPG
ルプレイングール

CE

HONORABLE MENTIONS

☐ ☆	Plaid	Smarter AI tools to make Plaid...
☐ ☆	Teachable	A bold, new look. A fresh vision..



PLAID

Smarter AI tools, now MCP powered

Use AI assistants and LLMs to make integrating with Plaid easier–whether you're just getting started or scaling your existing setup.

See it in action





Build with the dev toolkit

Use AI integration guides and our sandbox MCP server to build, test, and validate any Plaid integration.

Explore the toolkit

Connect Plaid to AI agents

Run diagnostics, query Plaid data, and debug issues inside agent workflows built on OpenAI and Anthropic's APIs.

See how it works





Stella Zhang, Engineering Manager, Plaid

"Through a simple conversation, optimize your Plaid Link conversion rates, monitor your Plaid usage metrics, and streamline support..."

Read the blog post

teachable



You may have noticed... we look a little different today.

But our new era is more than a fresh color palette or a reworked logo.

It's reaffirming who we are: the platform for experts and businesses who take education seriously. Anyone can ask AI for information, but it's your lived experience that sets you apart and keeps students coming back. This new chapter is about scaling your education business further with smarter automation, global reach, and modern engagement features, all while keeping your unique expertise at the center.

And the best way to see this vision in action is at **Teachable Thrive** on November 5, 2025. Our virtual event will detail exactly how Teachable is advancing toward the future, highlight the stories of those already thriving, and take a look at what's to come.

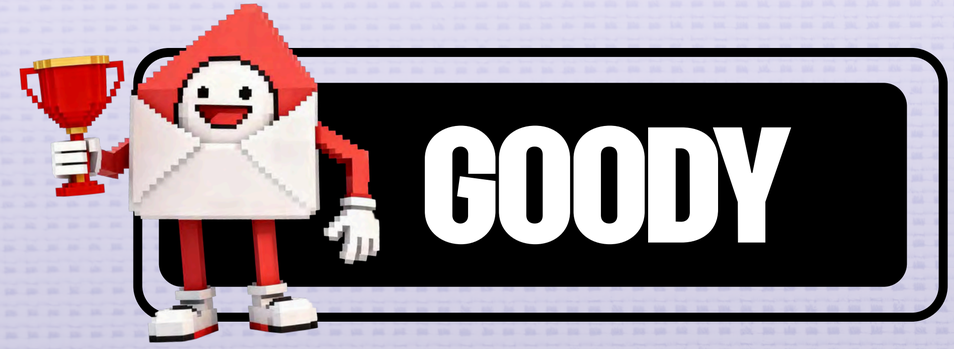
RSVP for Thrive



For the full story behind our new chapter—why now, what it means for you, and how it sets the stage for everything to come—read our message from our Managing Director, Giovana Carvalho.

Read the full story

teachable



- Clear next steps
- Card-based modular layouts
- Leads with value props

Goody You're invited: SWAG

goody WEBINAR

You're Invited!

Swag in Style: Branded Gifts That *Actually* Land

Wednesday, August 20
2:00 PM ET / 11:00 AM PT

Save my spot



Whether it's for your team, your customers, or your VIP prospects, we'll help you choose branded gifts that people keep, wear, and talk about. Join us for:

- **A guide to branding methods** like embroidery, engraving, and screen printing — and how to choose the right one
- An inside look at the most on-trend, **must-have swag**

2:00 PM ET / 11:00 AM PT

Save my spot



Whether it's for your team, your customers, or your VIP prospects, we'll help you choose branded gifts that people keep, wear, and talk about. Join us for:

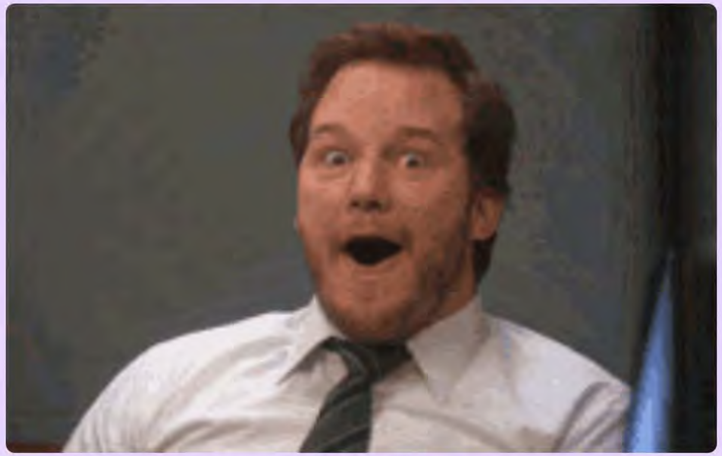
🧵 **A guide to branding methods** like embroidery, engraving, and screen printing — and how to choose the right one

👀 An inside look at the most on-trend, **must-have swag**

🛠️ **Tips and tools** for ordering like a pro — making it easy to source, customize, and send swag that lands

Sign me up

Nobody:
Me when the swag is so good I'd wear it on weekends:



Meet your swag stylists



Katy Carrigan
Goody's CEO



Sherine Rahimi
Goody's VP of Sales

Join them live

goody

Holiday Gifting 101

Smiles Davis, whether you're sending 10 or 10,000 gifts this season, we've got you covered. Follow this quick guide to see just how easy holiday gifting can be, no matter how many people are on your list.

Already know what to gift?

NO

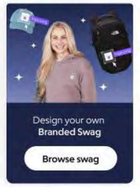
YES

Get inspired!



Browse our 2025 Holiday Gift Guide

Browse gifts



Design your own Branded Swag

Browse swag



Give the Gift of Choice

Give choice

Prefer to talk to someone?

Start a chat

NO



Gift scheduled!

Schedule gifts in advance

Schedule now

goody



Swag worth celebrating

Smiles Davis, from cozy coffee moments to sparkling holiday toasts, your brand deserves to be part of the celebration. Create custom drinkware with **no order minimums** — just easy, on-demand swag.

Browse swag



OWALA

32oz Freesip Water Bottle

Gift Owala



EMBER

Ember Mug 2

Gift Ember



S'WELL

18 oz Tumbler

Gift S'well

Master your holiday gifting

goody



Last-Minute Magic: End of Year Gifting, *Right On Time*

Thursday, 12/11 @ 2:00 PM ET / 11:00 AM PT

Save my spot

Wrap up the year without the worry. Join our final holiday webinar to make gifting your team, customers, and partners easy — no matter how tight the timeline gets. We'll help you:

Discover gifts you simply can't go wrong with

Save time with smart workflows & our **new AI tools**

Level up your messaging and gifting—even in the final hours

Sign me up

We'll be unboxing Goody's trendiest gifts, featuring **Marine Layer**, **Maman**, and **Gry Mttr**



Get inspired

Meet your last-minute gifting gurus

goody



Holiday Mode: Activated. This year's holiday gift guide is filled with wonder. Discover handpicked gifts made to dazzle teams, charm clients, and spark connection. Make this season unforgettably Goody. ❄

Browse gifts





For the dream team that goes above and beyond

Team gifts

Build loyalty and spark joy one magical gift at a time

Client gifts





Gifts that are small in price, but big in delight

Gift smarter

Seamless global gifting— wherever your people are

Gift globally



CREATIVE INNOVATION

This email doesn’t decorate the inbox, it bends it.

It surprises without disorienting, inspires without explaining itself, and sets a new reference point others will quietly copy later.

RGE AWARDS

EMAIL GEEKS
E FOR EMAIL GEEKS

ROGUE
ローグライク

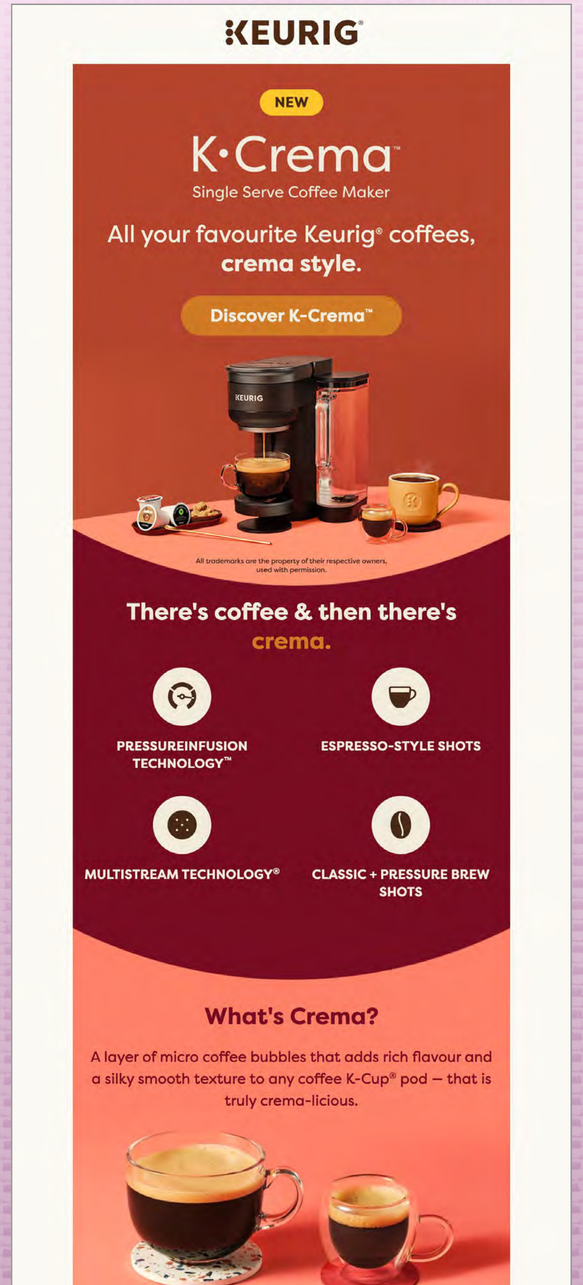
SRPG
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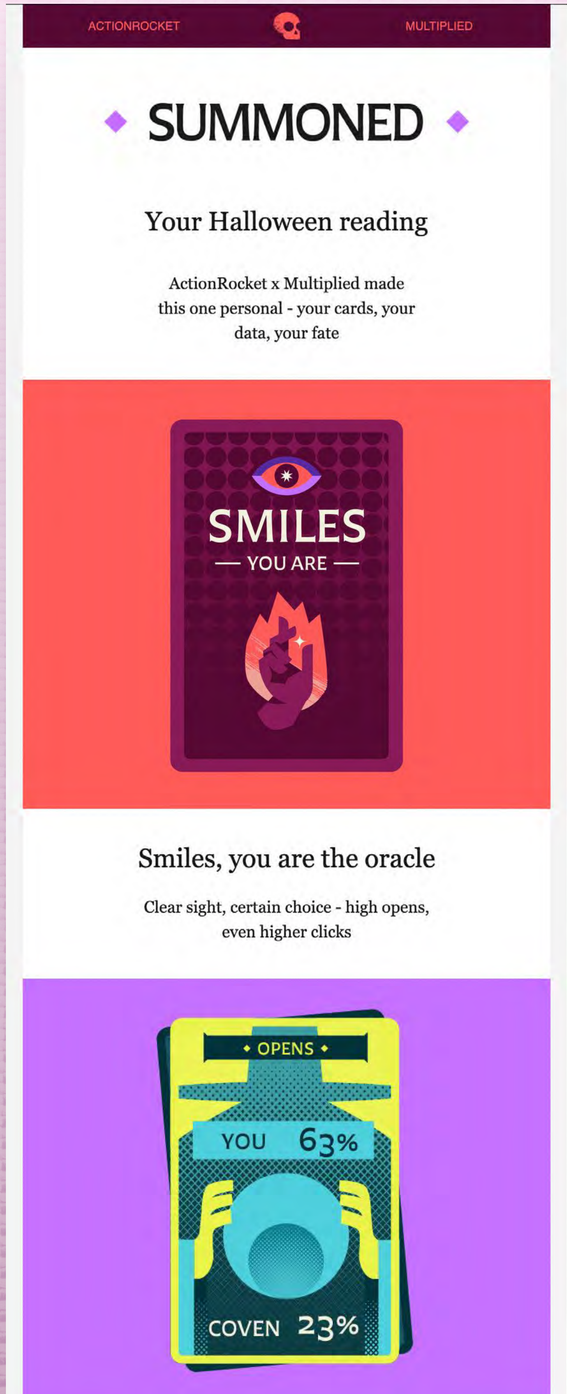
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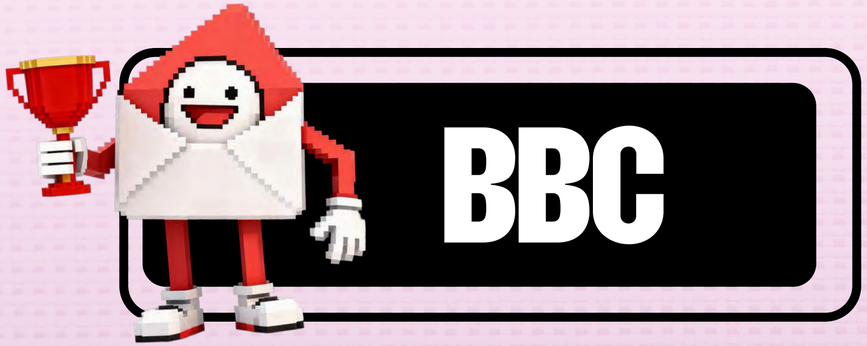
HONORABLE MENTIONS

☐ ☆	Keurig	K-Crema is here, and it's ...
☐ ☆	Action Rocket	Email Weekly #545: Your ...

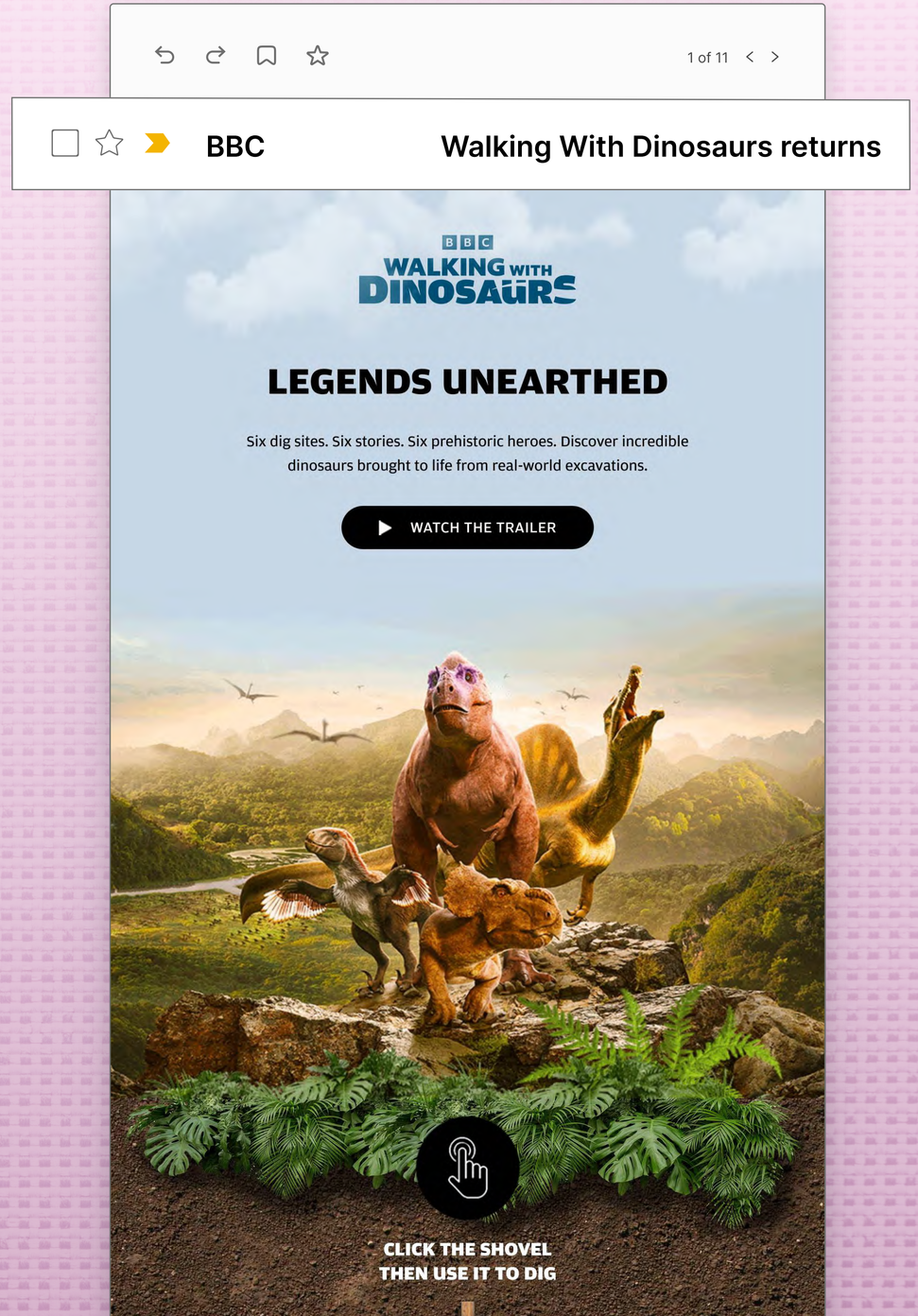








- Interactivity is purposeful
- Invitation to explore
- Extension of the show



BBC

WALKING WITH DINOSAURS

LEGENDS UNEARTHED

Six dig sites. Six stories. Six prehistoric heroes. Discover incredible dinosaurs brought to life from real-world excavations.

WATCH THE TRAILER





BBC

THE WAR BETWEEN THE LAND AND THE SEA



Coming Sunday 7 December on BBC iPlayer and BBC One

When a fearsome and ancient species emerges from the ocean, dramatically revealing themselves to humanity, an international crisis is triggered. With the entire population at risk, UNIT step into action as the land and sea wage war.

▶ WATCH THE TRAILER

Whose side are you on?

Land or Sea? Use the toggle below to swap between the two sides and discover a new set of characters...

Land — Sea



BLUEY

Happy Halloween

Smiles Davis

Celebrate Heelerween with Bluey

Add a little Booey to your Halloween celebrations this year with these spooky Bluey-themed activities! From chilling crafts to ghoulish games and daring dishes, these projects will put the Heeler into your Heelerween festivities.

FIND OUT MORE





Match the Pairs Game

Match the pairs... if you dare! Test your memory this Heelerween with this spooktacular pairs game for a chance to find a ghoulish treat.

GET MATCHING

BLUEY Fancy Restaurant

A new original series inspired by Bluey's **Fancy Restaurant** episode. Kids become chefs, waiters and decorators to create romantic date nights for Mum and Dad.

TAKE A LOOK

BBC TopGear



Be afraid: this is the Corvette ZR1X and it gets a mind-melting 1,250bhp

The hyper-Vette rumours were true: V8 twin turbo plus e-motor equals a quarter-mile in under nine seconds.

READ MORE

QUESTION OF THE WEEK



What is your favourite movie car of all time?

From Bond's Aston to the Tumbler, discover our top-voted movie cars including the adorable Beetle and of course, Eleanor.



Get Ready for Christmas with Bluey!

As the festive season approaches, kids around the world are making their lists and checking them twice, in the hope that (Verandah) Santa will soon be there. And if you're looking for the perfect gift for the little Bluey fan in your life, look no further than this list. We've got ideas for all ages and price ranges.



OPEN THE GIFT GUIDE



BBC STUDIOS

Contact Us | Privacy Policy | View Online | Unsubscribe

The Bluey website is a commercial website from BBC Studios

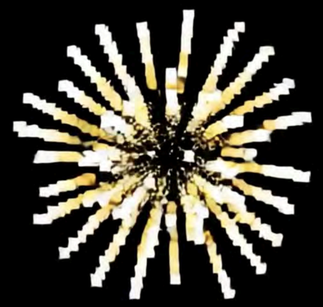


The best emails push the boundaries of innovation while sparking real delight. Interactivity, personalization, and a sense of fun help create moments that encourage fans to engage and feel more connected to the brand.

– BEN HAMMOND

CRM Director at BBC Studios

THE REALLY GOOD EMAILS AWARDS WINNERS







REBEL RABBIT HIGH SELTZER

Claude

B B C

charity: water

attentive®

goody

SHIFT

LUSH

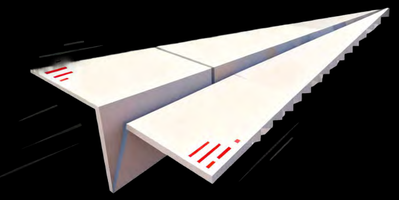
THANKS FOR MAKING EMAILS WORTH CELEBRATING





Unspam 2026

Long Beach, CA • April 20-22





Early Bird tickets
on sale now!

