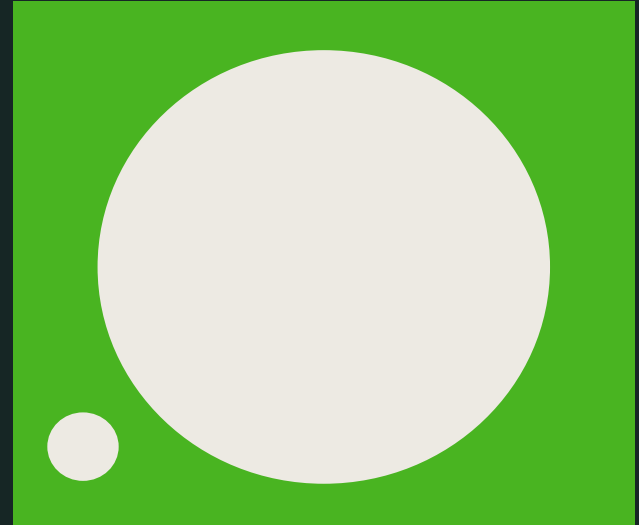


TANGIBLE:

Dealing with a Digital Brain



August 2014

A DIGITAL WORLD

These days, the Internet reigns supreme.

We're living in a digital world, and everyday we're bombarded with emails, web banners, websites and more, all competing for our time and attention.

To filter out unnecessary or irrelevant messages, most of us spend just a fraction of a second evaluating an email subject line or headline.

If it doesn't immediately capture our attention, we move on — even when the body of the email or website could contain information that's valuable to us.

"With such short attention spans, many think they don't need copy any more and that images are much more important.

Well-crafted dialogue has nearly disappeared from TV screens. However, the pendulum will swing back, because the need for clients to write telling sales pitches for their products won't go away."

Adrian Holmes, Partner
Holmes Hobbs Marcantonio

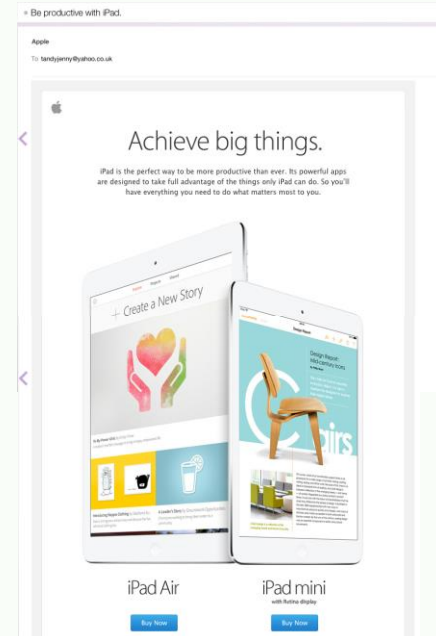
THE POWER OF THE SUBJECT LINE

A subject line is the first (and maybe the last) impression we get of a brand.

In many ways it's more important than the body of the email. After all, a great newsletter is worthless if it never sees the light of day. Which is why a great subject line needs to:

- **Relate to the reader** – we may live in a connected world, but we still yearn for human interaction. Using personalisation and emotion subject lines can create direct links with readers.
- **Be useful** – The hard sell is on its way out. We're now much more likely to respond to content that is of use to us (see Apple below). An appliance manufacturer for example, will get more response from a how-to tutorial than an email touting the merits of their product.

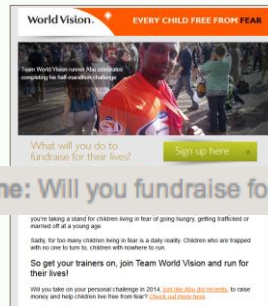
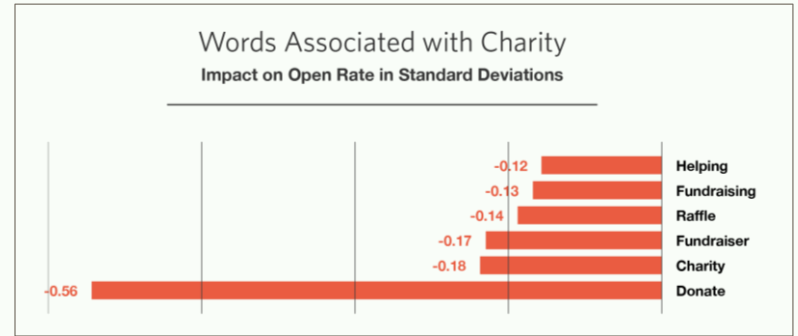
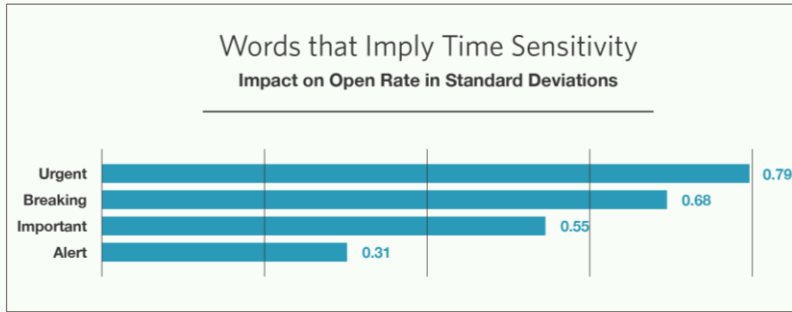
<input type="checkbox"/>	British Gas	Get free insulation and a £25 gift card
<input type="checkbox"/>	Benefit Cosmetics UK	Pick three products + get two gifts free, new UK bestsellers added!
<input type="checkbox"/>	Apple	Be productive with iPad.
<input type="checkbox"/>	Dorothy Perkins	ENDS MIDNIGHT: Your exclusive 20% off - Shop now!



CHOOSE YOUR WORDS WISELY

If an email is time sensitive and requires immediate attention, we can use attention grabbing words like 'urgent' to increase open rates.

Words related to charitable actions and donations can also have a negative impact on open rates. Interestingly, 'Donate' had the most negative impact.

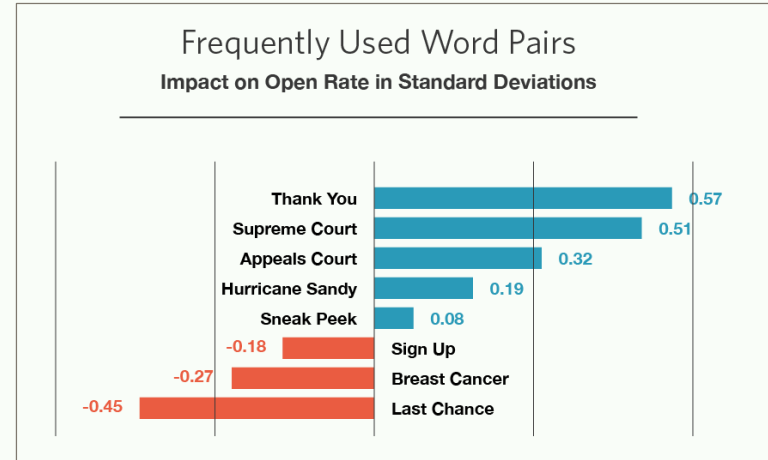


CHOOSE YOUR WORDS WISELY

Frequently used word pairs often have significant impacts on open rates.

People love to be thanked, and current events have higher open rates than normal.

It seems we really don't like to be asked to 'sign up' – and we really don't like being told it's our 'last chance' to get something.



Subject Line: Thank you for making a difference to Syrian refugees

<input type="checkbox"/>	UK Theatre Tickets	Don't miss out on this week's top 5 West End deals! Tickets from only £17.50
<input type="checkbox"/>	tastecard	LAST CHANCE To Get Your FREE Android Tablet... OFFER ENDS TODAY!
<input type="checkbox"/>	Nectar Online	NEW! Jennifer, you can now collect Nectar points with Virgin Trains
<input type="checkbox"/>	Benefit Cosmetics UK	Sneak a peek at those cheeks! Introducing Majorette...

Subject Line: Thank you for campaigning with Oxfam



WORDS IN WEBSITES

Engaging copy is an art form, but often it doesn't get the same attention the design and navigation of websites receive.

Ultimately there's a balancing act to be had between style and substance, but as stylish as your website may appear, in the end it will be the copy and content that has the final say in the split second decision 'should I stay, or should I go'.

More than maintaining and boosting your reputation, good copy has also been proven capable of enhancing your bottom line.

Content is not something to be overlooked and while it may not be the first thing to catch your eye, it's a major factor in making up someone's mind.

"The craft of copywriting isn't dead – now, more than ever, that precision tooling of words is essential to any digital content strategy.

Yet having copywriters isn't enough. Your content provider has got to be able to work with words in a way that complements content in all its multi-faceted digital forms of image, video, and audio, and works with 35, 140 or limitless character counts."

**Eleanor Snare, Content Lead
Stickyeys**

Filter by:
SHIRTS

CLEAR ALL FILTERS

CLOUR RANGE: GUIDE

WOMEN BY: GUIDE

FIT: Fitted Tailored Classic

SLEEVE LENGTH: Short sleeves Long sleeves Cap sleeves 3/4 length

SIZE: XS S M L XL 2XL 3XL 4XL

OXFORD SHIRT – AT HOME WHEREVER IT GOES

READ MORE

Shirts & Stretch Tops

In 2004 our tailoring changed the shape of the industry forever when we introduced Russell Collection. It was the first serious move away from bland unisex designs, and made quality shirts available in matching colours, with men's and women's versions tailored to flatter the male and female form. Since then we've continued to innovate and today, 10 years on, we're still moving the sector forward. This year we add two innovative new shirts - the Ultimate forech and the Herringbone. There's nothing quite like them on the market today, and they're a great way to mark the first decade of the Russell Collection.

MIRAGE – WHEN IMAGES LET US DOWN

Up to 85% of email clients have images turned off – so how can we make our emails engaging if images are not an option?

Tangible's email innovation – **Mirage** – makes emails attention-grabbing and intriguing, even with images turned off.

The strategy

Take that big white html image space and turn it into a table – hundreds of columns and rows, creating thousands of little squares. Then by putting a block colour in each square, we can create a pixelated image.

It's simple to do – as it's a html table, it's just a bit of code added to the email and the file size remains low so no need to worry about it getting through.

The execution

We could use Mirage to simply insert a pixelated image of the 'real' one we want the audience to see.

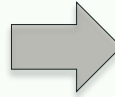
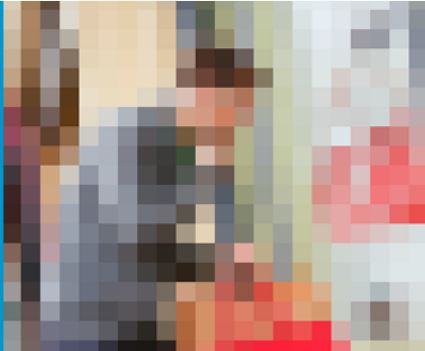
Instead, our creative innovation was to turn the fact that the image is pixelated to our advantage. We created images and headlines that intrigued, that deliberately made use of the pixilation to get the audience click on 'Display images' to see the full result.

It turned a disadvantage – people not seeing the full image – into an advantage. And because it encouraged people to click, it created immediate interactivity too. The simple psychological principle being, once someone has physically interacted, they're more likely to read on.

MIRAGE – WHAT IT LOOKS LIKE

Need a quick reminder
of today's reduced
commission offer?

Click on display images...



Save two thirds
on UK dealing
commission

12pm-2pm today

Online trading offer.
Share prices may fall.

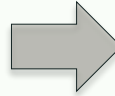
[Find out more](#)

**COMMISSION
COUNTDOWN**
TRADE ONLINE AND SAVE



Some offers can
be a little fuzzy
around the edges

For one that's refreshingly
straightforward, click on
'display images'...



Only £3.95
commission
on UK trades

Save the date – 18th July 12pm-2pm

Online trading offer.
Share prices may fall.

[Find out more](#)

**COMMISSION
COUNTDOWN**
TRADE ONLINE AND SAVE

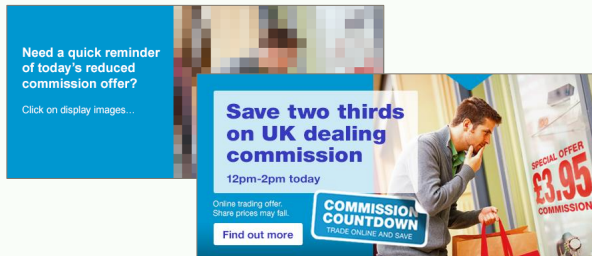


MIRAGE – THE RESULTS

Mirage had an immediate impact on a Halifax email campaign for share dealing.

Open rates increased dramatically for some segments, click through rates even more so. And at nominal cost: because nothing different is required of the email host or the broadcast procedure, the only costs are for the extra creative time.

This means a massively improved Return on Investment for the email campaigns.



Non-Mirage emails were sent to 149,000 customers, achieving an open rate of up to **33%** for some audience segments.

153,500 customers got the **Mirage** email (with the same content) and we achieved an open rate of up to **42.8%**.

That's an increase of 29.6%!

Click through rates

Arguably more important, as they represent those who actively engage achieved up to an **56.7% uplift**.

"Copywriters will always be important because, in advertising, we're always wanting more stories and good storytellers are great to have at any time."

Richard Figueira
Digital Executive Creative Director, JWT London