

# HOLIDAY GIFTGUIDE EMAIL STRATEGY



Logitech | Yes Marketing

October 10, 2019

# AGENDA

- Holiday strategy
- Gift guide introduction email
- Supporting content modules
- Next steps



# **HOLIDAY STRATEGY**

# OBJECTIVE

Drive awareness and excitement for Logitech's holiday gift guide with the launch email. Continue to drive awareness/conversions of individual products with the contextual modules

# DELIVERABLES

1. launch email featuring the holiday gift guide. This email should be designed to accommodate all locales. US version to show select products that are on sale
2. Content modules highlighting the gift guide and potentially highlighting products as gifts. (The content and quantity will be discussed in further detail)

# GIFT GUIDE

# THE 2019 HOILDAY GIFT GUIDE

POV: Help customers find the best gifts easily in one of these ways:

- By structuring the gift guide so that it reflects the categories available
- By emphasizing certain categories, such as the best sellers, gifts for the traveler, etc.
- Show application of select products to drive demand
- Remove barriers to purchase, free shipping, payment solutions, easy exchanges and returns



## ARTFUL GIVING

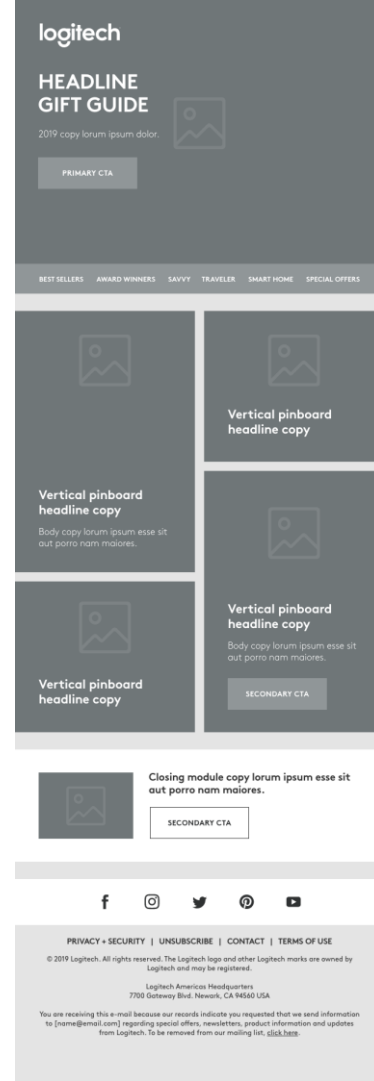
We all start the season with grand gifting plans—then as the temperature drops, the time seems to slink away. Don't waste those wintry days agonizing over what and where. We've got just the thing.



# THE 2019 HOILDAY GIFT GUIDE

Creative approach:

- Use animation with headline to capture customers attention “*Give \_\_\_\_\_*”
- Position Logitech as a design brand
- Bold headline to introduce key themes, e.g. *for the “traveler”*
- Consideration to structure themes in a pinboard layout to draw the eye
- Catch-all inner navigation which links to each gift guide theme





# HOILDAY GIFT GUIDE

Products featured:

THEMES	AMR	EMEA
Best Sellers	MX Anywhere 2S*	MX Anywhere 2S
Award Winners	Spotlight*	Spotlight
Traveler	SLIM FOLIO for iPad*	SLIM FOLIO for iPad
Tech Savvy	MX ERGO*	MX ERGO
Smart Home	Circle 2 Home Security Camera*	Circle 2 Home Security Camera
Special offers	Gift under \$	Special offers

\*On sale in the US.

TOMS

## INTRODUCING THE 2017 HOLIDAY GIFT GUIDE



SHOP WOMEN

SHOP MEN

SHOP KIDS

BIRCHBOX

SHOP SUBSCRIBE GIFT



All the holiday inspo you need in one place:



### Gift Ideas

For everyone from  
your BFF to your  
Secret Santa.

### Party Looks

Instagram-worthy  
makeup, glitzy nails,  
and easy updos.



### Festive Fun

Cocktail recipes,  
wrapping hacks,  
and ways to find  
some "me time."



Check It Out

Store

Photojojo!

Blog

## Photojojo's Guide to Gifting

Gift Early & Gift Often



Check out the hottest gifts of the year,  
for film fanatics, DSLR devotees and  
phoneography aficionados.

## for PHONE FANS



L'I'L LENSES

Get 6 different types!

GIFT IT



EVERYDAY  
POWER BANK

Charge up that phone  
anywhere, anytime.

GIFT IT

### THE GLIF KIT

A phone stand for movie  
makers & Snap Chatters.

GIFT IT



They're merry AND bright.

GIFT IT

## for DSLR BUFFS



# HOLIDAY MODULES

# HOLIDAY MODULE CONCEPTS

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

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



Holiday Shopping

# 101



PayPal

Secure payment  
and services

**NEXT STEPS**

## **NEXT STEPS**

- Confirm approach and adjust as required
- Develop project plan

# THANK YOU



# THE 2019 HOILDAY GIFT GUIDE AMR

Page Heading	Best Sellers	Award Winners	Gifts for the Tech-Savvy	Gifts for the Traveler	Gifts for the Smart Home Enthusiast	Special Offers
	POWERED for iPhone	Spotlight	MX Vertical	KEYS-TO-GO	Circle 2 Home Security Camera	gift guide and national promo calendar) will flow into this tab  Will include Under \$100 and Under \$200 sections
	SLIM COMBO for iPad	Crayon Digital Pencil for iPad	MX ERGO	SLIM FOLIO for iPad	Circle 2 Combo Pack: 2 Wired	
	SLIM FOLIO PRO	K600 TV Keyboard	MX Sound	SLIM FOLIO PRO	Harmony Elite	
	M590 Multi-Device Silent	POWERED for iPhone	MX Keys	MX Anywhere 2S	Harmony Express	
	C920S HD Pro Webcam	CRAFT	MX Master 3S	Color Collection Wireless	BASE for iPad	
	KEYS-TO-GO	MX Ergo	Craft	SLIM FOLIO + Crayon bundle	Powered for iPhone	
	Circle 2 Home Security Camera		BRIO	K380 Multi-Device Keyboard + Doodle Mouse bundle	Z537 Speaker	
	MX Master 3S		SLIM FOLIO PRO		POWERED for iPhone + BASE for iPad bundle	
	MX Anywhere 2S		Zone Wireless Headset			
	MX Ergo		Spotlight			
	Crayon Digital Pencil for iPad		Crayon Digital Pencil			
			StreamCam			
			MK470			

Legend
US National Promo
NPI - No promo
Bundle - Already discounted

In addition to leveraging the US national promo calendar, please see suggested promos below:

Holiday	Promo Dates	Promo (TBD)
Singles day 11/11	11/7 - 11/14	EMAIL ONLY promo: 20% off storewide, with regular
Week of Black Friday	11/25-11/29	EMAIL ONLY promo: 30% off storewide, with regular
Black Friday	11/29	EMAIL ONLY promo: 30% off storewide, with regular
Cyber Monday	12/2	EMAIL ONLY promo: 30% off storewide, with regular
Last Chance Express Shipping	12/15	EMAIL ONLY Free express shipping to get presents in



# THE 2019 HOILDAY GIFT GUIDE EMEA

Page Heading	Best Sellers	Award Winners	Gifts for the Savvy	Gifts for the Traveler	Gifts for the Smart Home Enthusiast	Top gifts
Products	MX Vertical	MX Vertical	MX Anywhere 2S	SLIM COMBO for iPad	Circle 2 Home Security Camera	Top recommended mice
	POWERED for iPhone	Spotlight	MX Vertical	KEYS-TO-GO	Harmony Elite	- MX Master 3
	SLIM COMBO for iPad	Crayon Digital Pencil for iPad	MX ERGO	SLIM FOLIO for iPad	BASE for iPad	- MX Vertical
	SLIM FOLIO PRO	POWERED for iPhone	MX Keys	SLIM FOLIO PRO	Powered for iPhone	- MX Anywhere 2S
	M590 Multi-Device Silent	CRAFT	MX Master 3S	MX Anywhere 2S	Z607 Speaker	
	C922 HD Pro Webcam	MX Ergo	Craft	SLIM FOLIO + Crayon bundle	POWERED for iPhone + BASE for iPad bundle	Top recommended keyboards
	KEYS-TO-GO		BRIO	K380 Multi-Device Keyboard + Doodle Mouse bundle		- MX Keys
	Circle 2 Home Security		SLIM FOLIO PRO			- Slim Folio Pro
	MX Master 3S		Zone Wireless Headset			- Slim Combo
	MX Anywhere 2S		Spotlight			Other top recommended gifts
	MX Ergo		Crayon Digital Pencil			- Crayon
	Crayon Digital Pencil for iPad		MK470 - EMEA only			- Spotlight
			M350 - GB & FR only			- Powered
						Special offers
						- MX Master 3 + MX

## Legend

NPI - No promo

Bundle - Already discounted

Cannot be discounted

Please see suggested promos below:

Holiday	Promo Dates	Promo
Get something for yourself	11/18-11/21	EMAIL ONLY
Week of Black Friday	11/25-11/29	Buy MX Master 3 & MX Keys, get Palm rest for free
Black Friday	11/29	Buy MX Master 3 & MX Keys, get Palm rest for free
Cyber Monday	12/2	Spend 200 EUR/GBP on gift guide products & get 30
Last Chance Express Shipping	12/15	Free express shipping on all orders >100 EUR
Boxing Day / Post Christmas	12/26	Buy any 2 products in gift guide & get 30 EUR off.