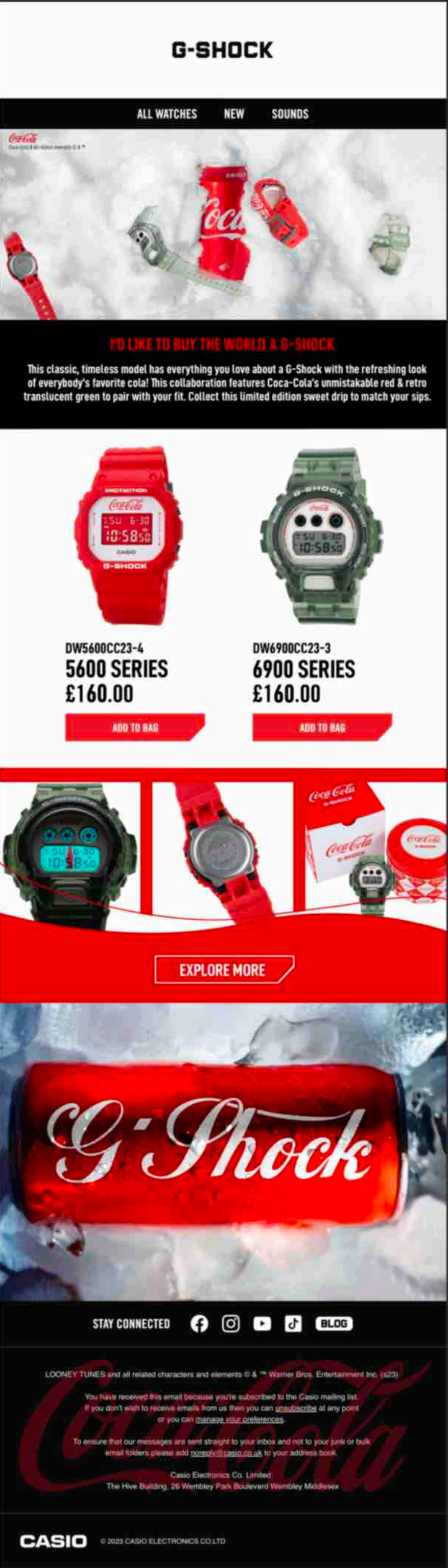
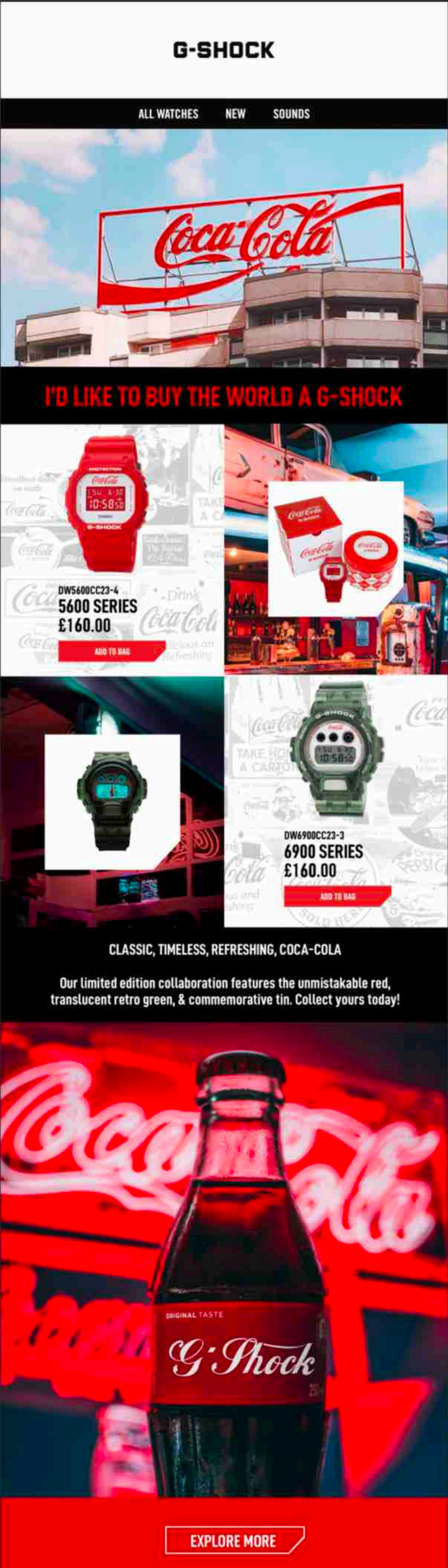




V.1
Simple
1.6 Hr



V.2
Stylized
1 hr

G-SHOCK



Mason Interactive: Email Campaign

Mission

Create an email advertisement for one of Casio's Coca-Cola watches, DW5600CC23-4, designed within Casio's brand guidelines and voice. Add your own copywriting for this product that is catchy and highlights the product in an appealing manner.

Goal

Create an email campaign that entices users to purchase the red Coca-Cola watch.

Additionally, this is an assignment to be considered as a candidate for their email graphic design position. I need to showcase my abilities that would bring success to this role.

Approach

I want to create a version that is simple and what the client may expect. Strong visuals that expand the branding to encompass Coca-Cola's brand for this collaboration. Then I created an alternative version that is more stylized and gives a visual narrative for the user. I can't rely on the design of the watch to entice the viewer, I need to excite them through design so they can click. Likely, the user is purchasing because they love G-Shock and Coca-Cola, not because they love the design of the watch. Also my personal philosophy with ads: ads aren't meant to be read, they are meant to be eaten. Which is why I broke up the copy.

Critique

Did I stay on brand, or did I push the envelope by combining these brands, perhaps. The visuals could have been better, in a perfect world I would do my own photography/videography. On V.1 I should not have included the green watch in the banner. This was also an exercise in efficiency, I worked diligently to complete the deliverable, but I'm sure the colors, alignment, font size, and spacing could use improvement.

Time Allocation

30 Min	Copywriting / Asset Gathering (Casio.com, Unsplash.com)
1.6 Hours	V.1 Development
1 Hour	V.2 Development
45 Min	Process Document Creation