ITV Email Marketing

Specifications & Guidelines



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ITV Email Marketing

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01 Introduction



About this document

Background

Users can sign up to different email marketing lists on ITV.com. The main uses of these lists are to:

- Keep users updated on different ITV events
- Drive users to content on ITV.com and ITV player
- Create a relevant and reliable platform for advertisers to promote products, run campaigns and highlight content.

Objective

This document outlines a set of best practices and guidelines to set out a flexible yet consistent framework for sending publications to these mailing lists.

Note: the word 'email' refers to publications.

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02 Context



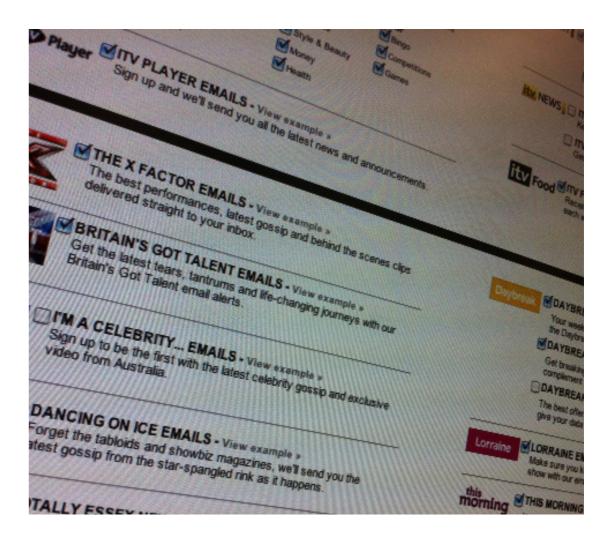
Understanding ITV mailing lists

Mailing lists cover programmes, hubs and commercial areas of ITV.com Three attributes influence the creation of a new email:

Commercially driven

Editorially driven

Efficiency driven



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What influences email creation

Different components guide the creation of emails, directly and indirectly.

Commercially driven

Marketing tools

MPU Leade

Leaderboard Skyscraper

'Advertorial' Gold email

Silver email Bronze email

Prizes & competitions

Commercial teams will be able to enhance what they offer to clients and thus create more revenue and potentially identify additional revenue streams.

Editorially driven

Content	Narrative
Story driven Sponsored	Catch up New plot
Commercial	One of story
Frequency	Website

Monthly
Weekly
Series
Daily
One-off...
Talent show
Competition
HUB

Editorial teams can deal with the different characteristics of programme types, frequency, how the content relates to the advertising and adapt the emails to the narrative.

Efficiency driven

Styling

Spacing
Element sizes
Email length

Streamlining the creation of publications will increase efficiency and decrease costs of maintenance and operations.

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03 Content Hierarchy



Proposed email classification

ITV uses several approaches to email marketing:



Email Digest

Programmes and hubs use this type of email to showcase content.

Multiple content items are arranged in a clear hierarchy with the most important content displayed more prominently and positioned at the top of the page. The lower the editorial priority, the smaller the presence of the element in the email.

Advertising is spread across the email, in balance with the content. Advertising is particularly compelling when positioned with related content.



Email Alert

Alert emails can be used to highlight a storyline in a programme or to promote a live event, which are broadcast at a specific time.

For subscribers that do not see the alert until after the promoted event, the email features additional content to maintain subscriber engagement.



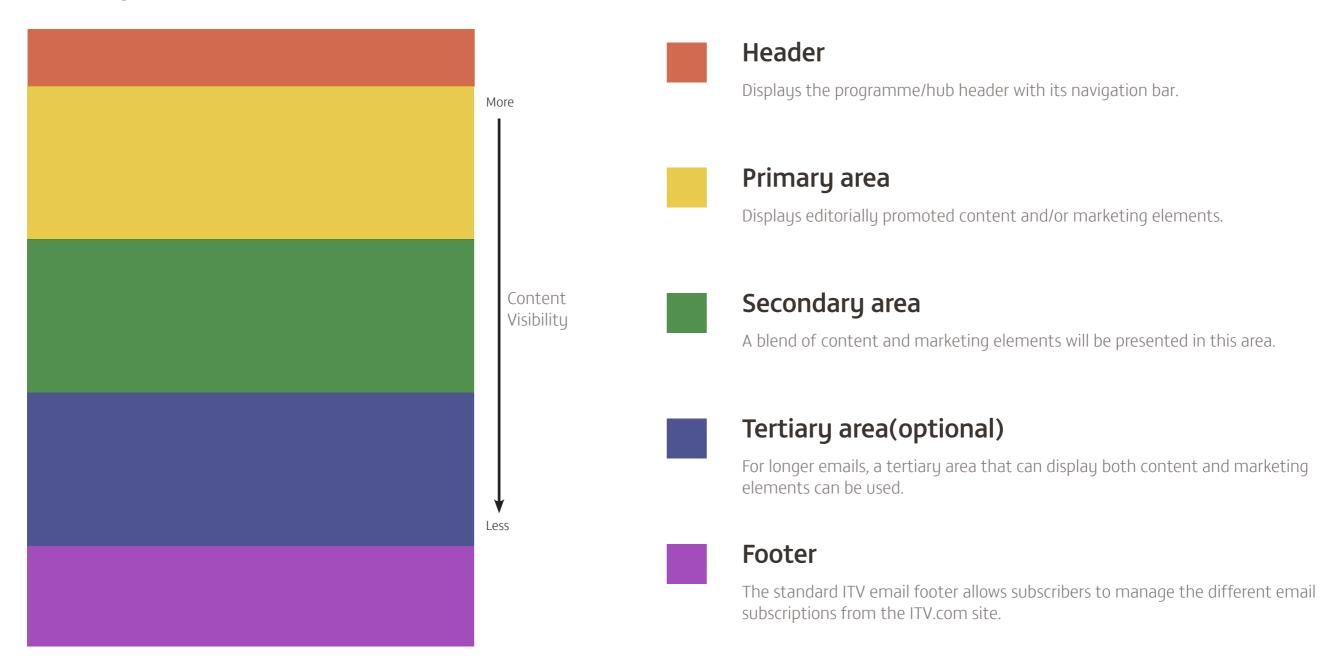
Email Offers

Offers are the purely commercial emails, providing advertisers with direct access to subscribers.

The email can display multiple commercial propositions but it is generally links to advertorial pages within a programme site or direct links to advertiser pages.

Email hierarchy

Email digest





Email hierarchy

Email alert





Header

Displays the programme header.



Primary area

Displays editorially promoted content. Only the primary area is used except in two cases.



Secondary area (optional)

This area is only used when the primary content refers to an one off event (e.g live match, exclusive...) and is engage subscribers not interested in or even after the event.



Footer

Standard ITV email footer.



Email hierarchy

Email offer





Displays the programme header.

Primary area

Displays a variety of commerical layouts.

Secondary area (optional)

Used when an email has more than a single commercial proposition. e.g. using a group of advertorial articles from the same advertiser.

Footer

Standard ITV email footer.



04 Content Components



Header

1.0 Featured programme/hub navigation



This component is always present and positioned at the top of the email.

1 Programme/hub visual identity

2 Sponsor area

- Arial Bold 10px Caps
- hex #FFFFF
- 120 x 60px logo area

3 TX information

- Pannel 32px height
- Bkg colour hex #282828
- Channel logo 16px height
- Arial Regular 13px
- hex #FFFFFF

4 Player & Social networks

- Player logo 26px height
- Social Icons 16 x 16px
- Arial Bold 13px
- hex #FFFFF

5 Navigation

- Arial Bold 12px
- hex #FFFFF



Primary content area

2.1 Hero content - 1/3 sized synopsis



This component will display the main piece of information featured in the email and will always be at the top.

The component fits predominantly with components on a 3 column grid: 3.1 Three Articles, 3.2 Two Articles + List of links and with a 5.2 **leaderboard** or it can be presented on it's own.

1 Article image

- 482 x 271px
- 16:9 aspect ratio

2 Description area

-- hex #282828

3 Promo title

on dark (see page 31)

— Arial Bold 26px — adopts the accent colour

- hex #FFFFF

line height

4 Description text

— Arial Regular 13px on 18px

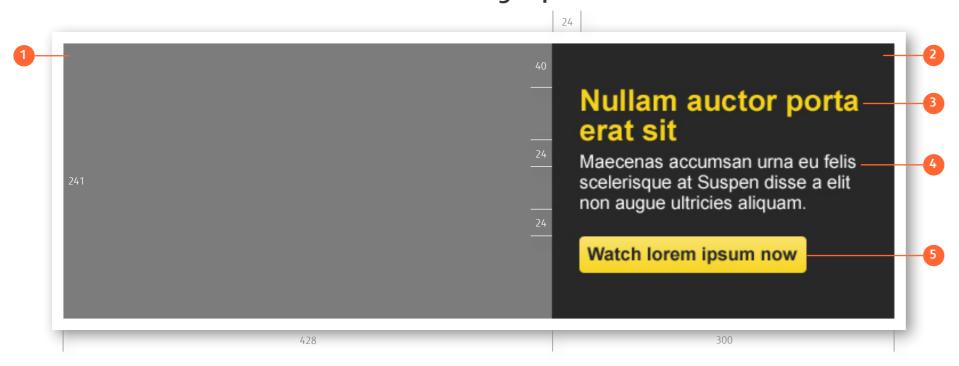
5 Call to action button

- button adopts the accent colour on dark (see page 31)
- Arial Bold 16px
- --- hex #282828 or #FFFFF
- maximum 16 characters



Primary content area

2.2 Full size Hero content - MPU sized synopsis



The component will display the main piece of information featured in the email and will always be at the top.

The component fits predominantly with the component featuring an MPU: **3.3 Two Articles + MPU** as well as a **5.2 Leaderboard**.

1 Article image

- 428 x 241px
- 16:9 aspect ratio

2 Description area

— hex #282828

3 Promo title

- Arial Bold 26px
- adopts the accent colour on dark (see page 31)

4 Description text

- Arial Regular 16px on 18px line height
- hex #FFFFF

5 Call to action button

- button adopts the accent colour on dark (see page 31)
- Arial Bold 16px
- hex #282828 or #FFFFF
- maximum 24 characters



Primary content area

2.3 Hero content + MPU



This component will display the main piece of information featured in the email and will always be at the top.

The presence of an MPU on the right allows this component to provide an opportunity for marketing and it can be used with components 3.1 Three Articles and 3.2 Two Articles + List of links.

This component fits in takeover emails, which is the richest marketing offer.

1 Article image 2 MPU 3 Description area 4 Promo title 5 **Description text** 6 Call to action text — 418 x 235px — hex #282828 — Arial Bold 26px — Arial Regular 16px — Arial Bold 16px — 16:9 aspect ratio — adopts the accent colour — hex #FFFFF — adopts the accent colour on dark (see page 31) on dark (see page 31) — Bottom 83px coverd by — 1 line limit descriptor area — 1 line limit



3.1 Three Articles



This component will display additional

This element can also be used as part of email offers; instead of linking to different pieces of content it will link to advertorials or external advertiser website(s).

1 Article image

- 236 x 133px
- 16:9 aspect ratio

2 Promo title

- Arial Bold 20px
- adopts the accent colour on light (see page 31)

3 Description text

- Arial Regular 16px on16px line height
- -- hex #282828

4 Call to action text

- Arial Bold 16px
- adopts the accent colour on light (see page 31)

pieces of information underneath the hero content area.

3.2 Two Articles + List of links



This component will display additional pieces of information underneath the hero content area as well as a list of links to either content or sites.

1 Article

— as per3.1 Three Articles spec (see page 19)

2 Title of the list

— Arial Bold 20px on 20px line height

— #282828

3 Call to action

— Arial Bold 16px on 16px line height

— adopts the accent colour on light (see page 31)

4 Link area

— adopts a 20% tint of the accent colour on light (see page 31)

— default size is 236 x 242px

3.3 Two Articles + MPU



This component will display additional pieces of information underneath the hero content area as well as an MPU.

This component is generally used in email alerts.

The presence of an MPU improves the commercial value of the email.

1 Article image

- 204 x 115px
- 16:9 aspect ratio

2 Promo title

- Arial Bold 20px on 20px line height
- adopts the accent colour on light (see page 31)

3 Description text

- Arial Regular 16px on 16px line height
- hex #282828

4 Call to action text

- Arial Bold 16px
- adopts the accent colour on light (see page 31)

5 **MPU**

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3.4 Four articles + Skyscraper



This component will display additional pieces of information underneath the hero content.

The component is used in a take-over email, allowing for a Sky scraper.

1 Article image

- 240 x 135px
- 16:9 aspect ratio

3 Description text

- Arial Regular 16px on 16px line height
- -- hex #282828

2 Promo title

- Arial Bold 20px on 20px line height
- adopts the accent colour on light (see page 31)

4 Call to action text

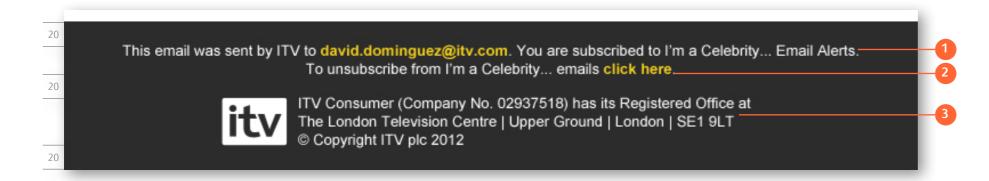
- Arial Bold 16px
- adopts the accent colour on light (see page 31)

5 Sky scraper



Footer

4.0 General Footer



This component is positioned at the bottom of the email, and is always present.

It shows information on the programme connected with the email, the subscriber and general ITV consumer information.

1 Email sent out information

- Arial Regular 13px
- #FFFFF
- —links adopt the accent colour on dark (see page 31)

2 Call to action

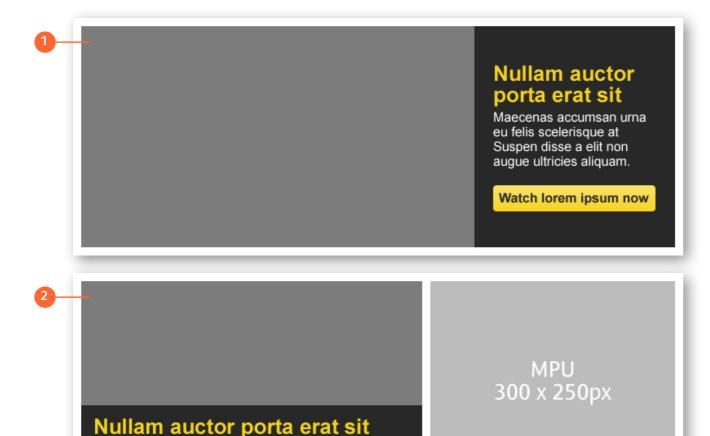
— on click the user is taken to the email management page

3 Contact information



Calls to action

Rationale



Praesent rhoncus ven enatis dolor sed

Maecenas accumsan urna eu felis scelerisque at.

Watch lorem ipsum now

Watch lorem ipsum now

Maecenas accumsan urna eu felis scelerisque.

Calls to action follow a hierarchy to provide a clear indication which are the main pieces of content in an email.

Context must be built into calls to action so users can better understand the link destination e.g. 'Watch their fight now' not 'Watch now'. This is especially true of disabled users where screen reading software often reads out just the link text.

1 Button call to action

The hero content on an email will display the most prominent call to action, to create an assertive message to the user. This call to action will be in the form of a button.

2 Text call to action - Primary Content

When the hero content is displayed with an MPU, the call to action is in text form to allow for less space

3 Text call to action - Secondary Content

Secondary pieces of content also proide individual calls to action, being less prominent but maintaining context and purpose through the copy.



05 Marketing Components



IAB Standard Advertising

5.1 Leaderboard

Leader Board 728 x 90px This element can be displayed on it's own and is used to break sets of content, allowing the use of marketing within digest emails.

5.2 Skyscraper



Skyscrapers live alongside lists of four pieces of content, this element position can not be changed.

5.3 MPU



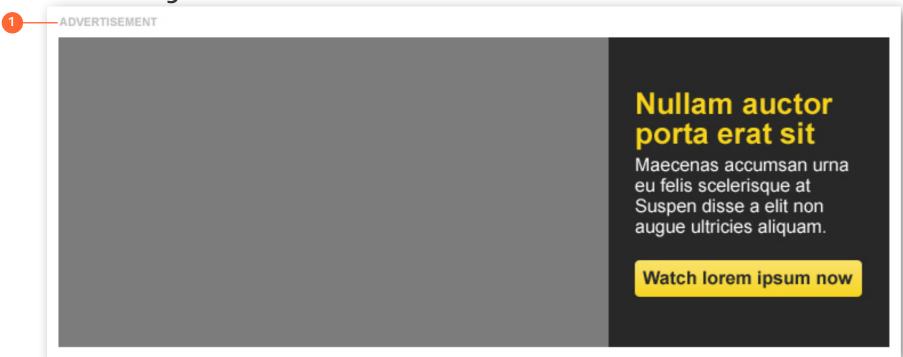
The MPU is the most common element used in web marketing.

This element will not be displayed on it's own but alongside other pieces of content in the primary and secondary content areas.

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Advertorials

5.4 Primary content advertorials

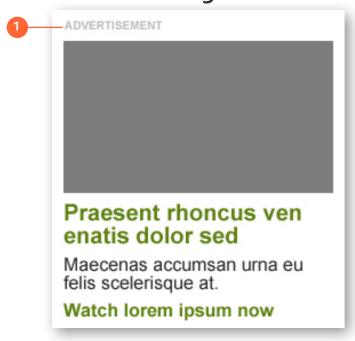


Advertorial content is clearly indicated as such.

These elements can be combined with editorial content in an email.

Alternatively, advertisers can be offered sets of emails displaying only advertorials, providing a high marketing value.

5.5 Secondary content advertorial

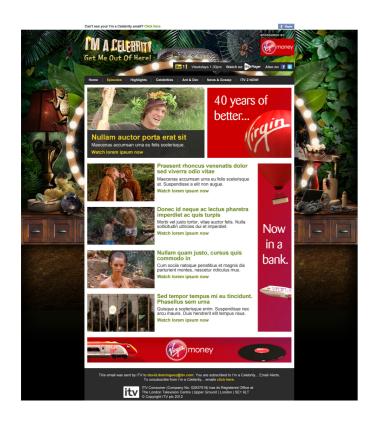


1 'Advertisement' Text

- Arial Bold 10px
- #BCBCBC
- Capitals

Marketing proposition grades

Proposed marketing grades:







Gold

MPU + Skyscraper + Leaderboard

Silver

MPU + Leaderboard

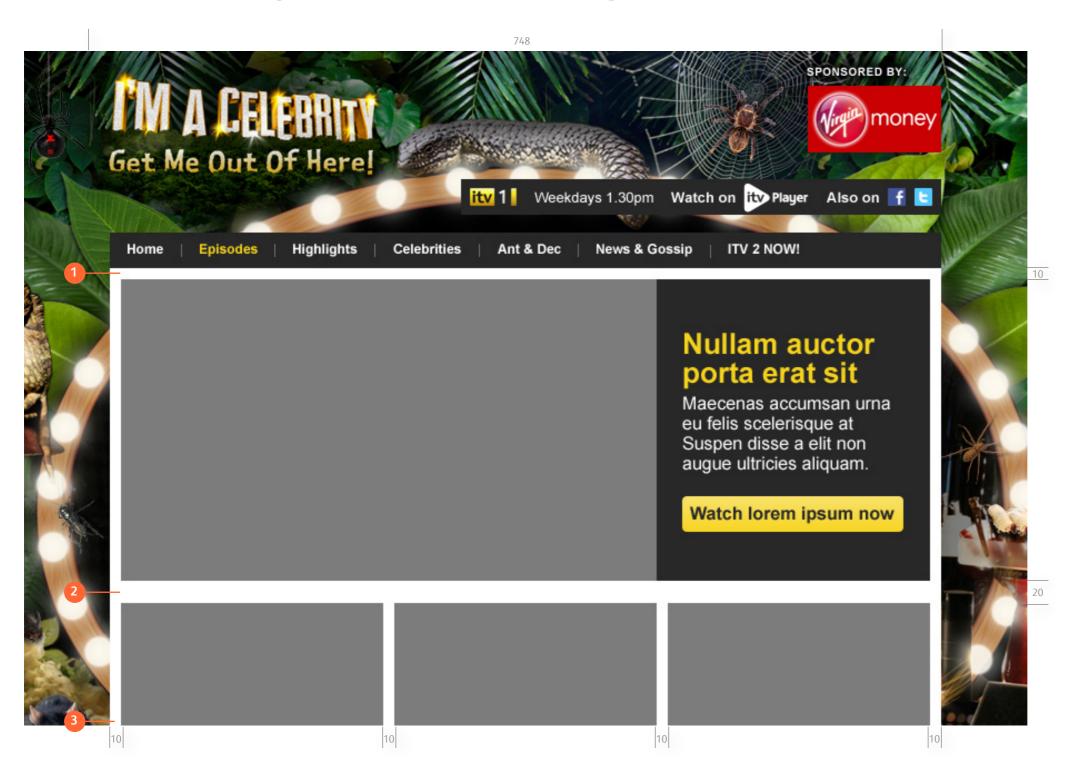
Bronze

MPU

06 Styling



General layout & spacing



1 Top vertical spacing

As the navigation doesn't including any padding, there is only ever 10px of white space betweenit and the first primary module

2 Vertical spacing between content

As modules have 10px of padding on all sides, when they but up against each other they accumulate 20px of space

3 Horizontal spacing

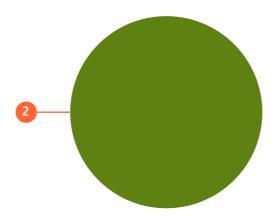
There is always 10px of spacing between items horizontally

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Color guide

Text accent colors

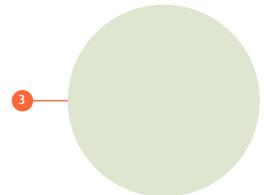


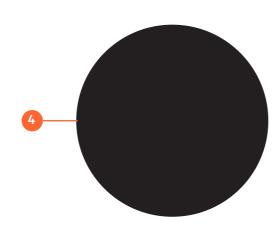


Duis ut arcu turpis

Vestibulum at risus quis consequat mollis non sed.

Dolor si amet





There are 2 accent colours to enable the colours to pass colour contrast tests, on both dark and light backgrounds.

The color accents will be the same as used on the programme or hub.

1 Accent on Dark

Example of the colour being used on a dark (#282828) background colour

2 Accent on Light

Example of the colour being used on a light (#FFFFFF) background colour

3 20% Accent on Light

Example of the colour used for the background of lists

4 Background Colour

Example of the colour that the background image will fade out to

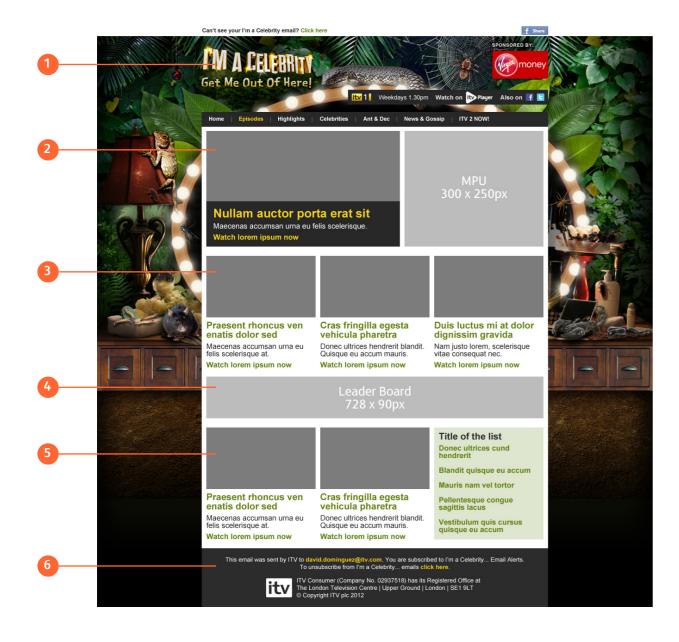


07 Layout Samples



Email Digest A

Hub and topical programme digest

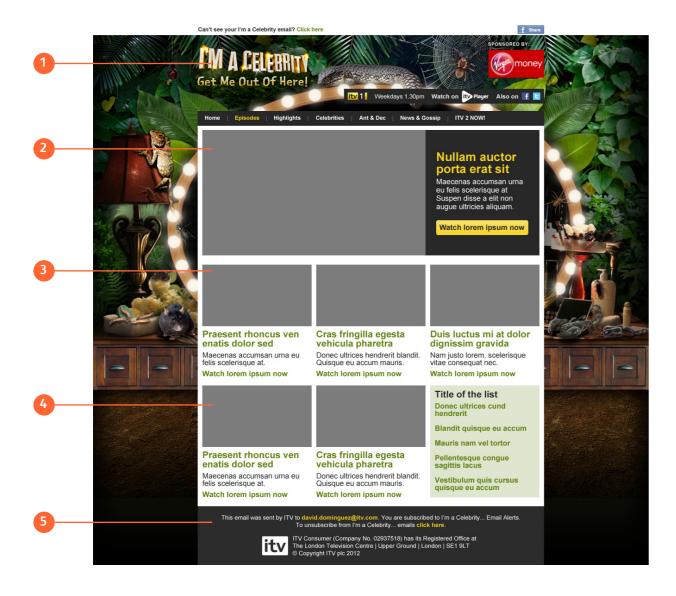


- 1.0 Featured programme/hub navigation
- 2.3 Hero content + MPU
- 3.1 Three articles
- 5.2 Leaderboard
- 3.2 Two articles + List of links
- 6 4.0 general footer area



Email Digest B

Hub and topical programme digest

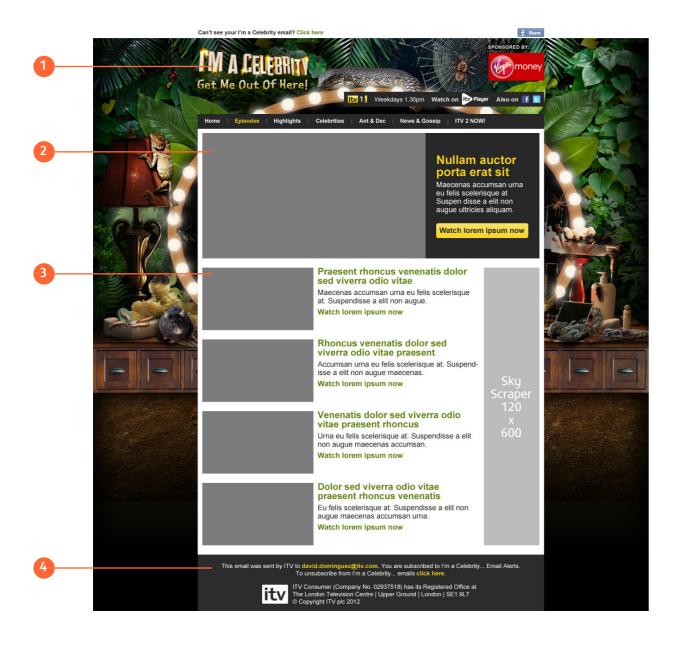


- 1.0 Featured programme/hub navigation
- 2.1 Hero content 1/3 sized synopsis
- 3.1 Three articles
- 3.2 Two articles + List of links
- 4.0 general footer area



Email Digest C

Programme digest

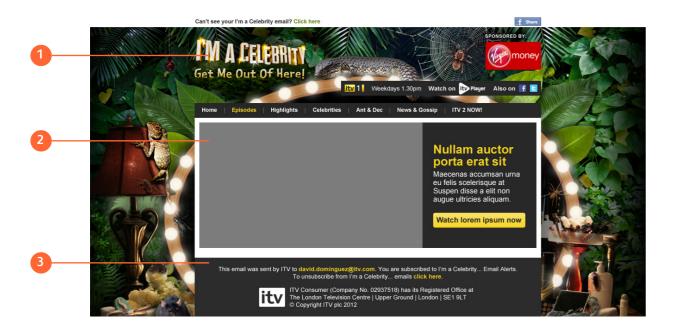


- 1.0 Featured programme/hub navigation
- 2.1 Hero content 1/3 sized synopsis
- 3.4 Four articles + Skyscraper
- 4.0 general footer area

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Email Alert A

Single story



- 1.0 Featured programme/hub navigation
- 2.1 Hero content 1/3 sized synopsis
- 4.0 general footer area

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Email Alert B

Single story + MPU



- 1.0 Featured programme/hub navigation
- 2 2.3 Hero content + MPU
- 4.0 general footer area



Email Alert C

Single story + Leaderboard

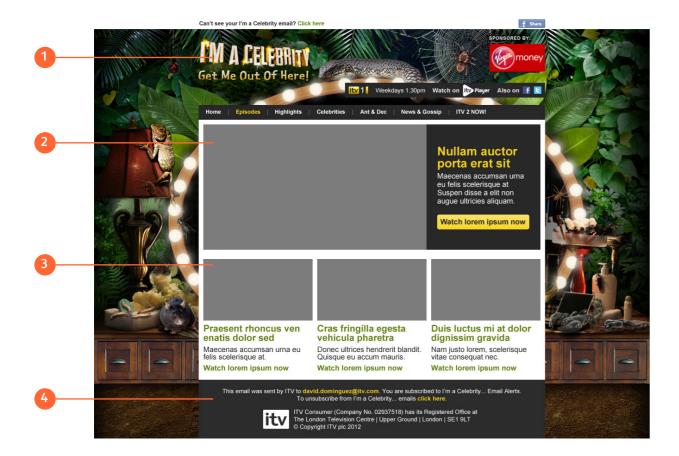


- 1.0 Featured programme/hub navigation
- 2.1 Hero content 1/3 sized synopsis
- 5.2 Leaderboard
- 4.0 general footer area

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Email Alert D

Main story + Supporting content

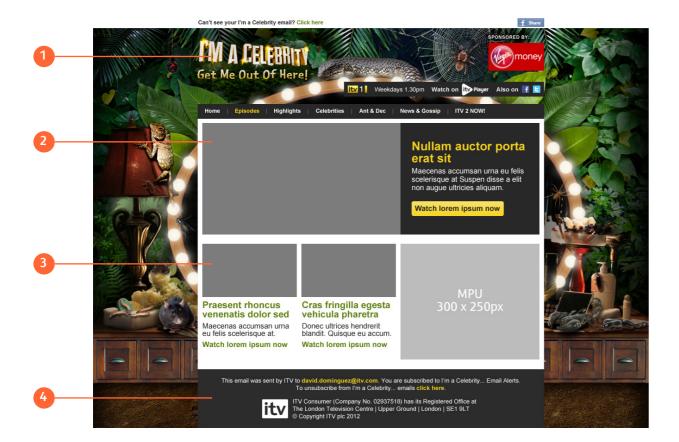


- 1.0 Featured programme/hub navigation
- 2.1 Hero content 1/3 sized synopsis
- **3.1 Three articles**
- 4.0 general footer area

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Email Alert E

Main story + Supporting content + MPU



- 1.0 Featured programme/hub navigation
- 2.2 Full size Hero content MPU sized synopsis
- 3.3 Two articles + MPU
- 4.0 general footer area

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ITV Email Marketing

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