

# Email Campaign Brief: 'The Shine is Back' - New Product Launch

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Campaign Name:

"The Shine is Back" - Introducing Our New Hair Repair Serum

Goal:

Launch a new hair serum and drive traffic to the product page

Encourage purchases with a time-limited 15% off promo code

Email Type:

Promotional / Product Launch Email

Target Audience:

Women aged 25-45 who have purchased hair masks or leave-in treatments in the past 6 months

Segment: Hair Care Enthusiasts - engaged with past emails and product pages

Subject Line A/B Test Options:

A: "Say hello to shine - Your hair's new best friend is here"

B: "Frizz? Breakage? One drop and done. Meet our NEW Hair Repair Serum"

Email Structure:

Header Image: Sleek product shot with glowing hair model

Headline: "The Shine is Back"

Intro Copy: Short and punchy:

You asked, we delivered. Introducing our new Hair Repair Serum - a game-changer for frizz, dullness, and breakage.

Features Section:

- Lightweight, non-greasy formula
- Visible results in one week
- Works on all hair types

Testimonial:

"My hair feels like silk after just two uses. I'm obsessed." - Tumi R.

CTA Button:

Shop Now + Get 15% Off

Footer:

Reminder: Limited offer valid for 48 hours only

Social media icons