

Memorandum

To: Prof. Michael Dowding
From: William Chapman, COM CM331, B1
Date: Feb. 26 2024
Word Count: 244
Target Audience/Publication: Adult Mastercard BOA holders
Re: Marketing Email, Draft 1

For this marketing email assignment, I had to spend significant time brainstorming and editing. This included trying to come up with creative and marketable ways to convey my ideas as well as shrinking it to be super succinct to stay in line with the word count requirement.

My underlying creative concept was Pets, and I included specific terminology throughout the email for this.

WSC – 1st – February 26, 2024

Subject Line A: Clean Home Unleashed: ElectroZoom XL Vacuum

Subject Line B: The Vacuum for Pet Lovers: ElectroZoom XL

Clean Living, Pet Loving: The ElectroZoom XL

The days of choosing a pet or a clean house are over. Dirt and hair from your furry friend can feel like a never-ending obstacle, but a groundbreaking solution has risen to the challenge: ElectroZoom XL, the first industrial-strength consumer vacuum. With

industry-grade features, there has never been a more efficient tool to take care of the daily mess. ElectroZoom XL is here so you can focus on quality companion time at no sacrifice to the home.

- **Pet-Hair Hero:** Keep up with shedding in even the toughest spots with Pop-n-Go, ElectroZoom’s quick-release detachable canister.
- **Tail-Wagging Technology:** For easy mobility, ElectroZoom XL is the first upright cordless consumer vacuum.
- **Paws for Applause:** ElectroZoom XL’s GermStat filtration is top dog in attracting harmful pathogens.

Fur-tastic Cleaning Performance – and save \$180

ElectroZoom XL is for pet lovers and built to keep you and your companion in a clean house. For just \$495, get the vacuum plus the eight piece attachment set and free shipping. This offer expires April 30, 2024.



Cats and Dogs Agree

Leave disease at the door with Ultimate Ultra Wave, the ultraviolet germicidal irradiation light. Killing more than 90% of pathogens, U2 Wave protects against the outdoor microbes lingering on your pet.

Buy Now