

ASDA CREATES AN UN-BOO-LIEVABLY SPOOKY EMAIL FOR HALLOWEEN!

As part of their Halloween campaign Asda leveraged Kickdynamic's open time capabilities to create an email with content that got spookier as Halloween drew nearer.

When the email was first sent the content was only a little bit spooky. The trick? As Halloween drew nearer the imagery, articles and content in the email automatically got spookier. What a treat!

Alongside the creepy content was fangtastic messaging encouraging recipients to 'open up, while you dare'. Asda reminded openers to check back later with the messaging changing to 'things are getting creepier' before finishing with 'The transformation is complete!'. How very Frankenstein! The wicked use of spooky imagery, gamification and fabulous messaging made this a terrifyingly good campaign.



49% INCREASE IN EMAIL OPENS!

Guy Smith, Senior CRM Manager at Asda, said:

"Asda's Halloween email campaign is a fantastic demonstration of the way we can push technology within emails in a way that is still very new to the industry."

"It allows us to prioritise and have fun with the creative, while also being able to put Asda's products at the forefront to drive even more engagement and personalization."

WE LEAVE YOU WITH THIS...

Want to nail Halloween? Then creep it real (time) and deliver fiendishly good campaigns!

