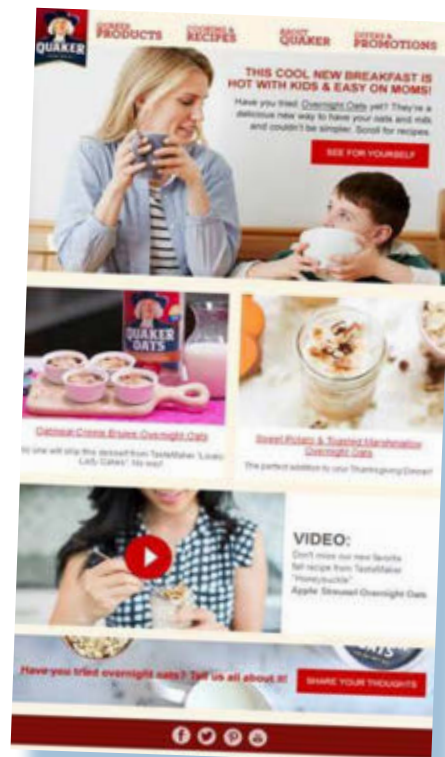


# BEST NEWSLETTER: CONSUMER PRODUCTS

## QUAKER OATS

ESP: ZETA GLOBAL

MARKETING AGENCY/PARTNERS:  
THE MARKETING ARM, ORGANIC, VAYNER  
SUBMITTED BY ZETA GLOBAL



**GOALS:** The objective in creating new Quaker Oats email templates was to improve click through rates by providing more engaging content in the emails. The company wanted to draw the reader to the right areas within the campaign, and provide them with more ways to engage with the Quaker brand and learn more about Quaker's products.

**CHALLENGES:** To include more lifestyle imagery of family-oriented scenes including moms and their children in our hero module, so that the reader would immediately identify with the message. In addition, to the challenge was to include modules for more engaging content, such as videos and richer product imagery, to help inspire customers to think of new and innovative ways to enjoy their Quaker products. Additionally, the challenge was to include a ratings and reviews module to allow the customers to engage in a dialog with Quaker and provide feedback on Quaker products.

**RESULTS:** Enabling new templates with more engaging and better-targeted content helped the brand see a 54 percent lift in overall click through rate. The email's main calls-to-action, recipes, videos and review links were consistently in the top five clicked links in the campaign. More recipients visited the website than with the previous email templates. Additionally, operational efficiency picked up and overall production timeline dropped by 50 percent, increasing speed to market.

**WHAT WE LIKED:** The lift in performance, as well as the reduction in production time.