

Client: A-1 Motor Oil (fake company)

Challenge: This is a SPEC email to owners of expensive/performance cars. The owners of these types of vehicles spend a lot of time to make sure their car's performance is at its best. Reaching a target audience of 35-50 year old males is the goal to get them to purchase a specific motor oil that enhances a car's performance and improves the longevity of the vehicle.

Solution: create an email to promote awareness of the product, focusing on the benefits of using the A-1 Motor Oil. To understand how the motor oil is a benefit to car owners, it was important to recognize the emotional connection men have to these types of cars. I have attended car shows, watched Mecum auctions, and researched how motor oil impacts the engine and performance of a car. These experiences lead to a document that allows men to make informed decisions and purchases.

See email below:

From: A-1 Motor Oil

Subject: Healthy Engine, Longer Life

Snippet: Your favorite ride deserves the BEST protection

You've put a lot of time and effort to ensure your car runs as smooth on the inside as she looks on the outside. We are here to make sure you keep your car's engine running efficiently and like new.

Benefits of A-1 Motor Oil:

- Longer rides with a smooth running engine
- Cleaner engine parts means less time in the shop
- Spend the extra time and money enjoying new travels
- Extended life of engine parts means more time on the road

Click today to order the motor oil that is vital to the overall well-being of your car's engine.