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Client:

Newell Rubbermaid (Graco)

Project Description:

Graco, in the Newell-Rubbermaid portfolio, needs initial set-up for strategic, subscriber-based email campaign branded, Life Stages.

Scope of Work:

Copywriting includes a 28-week email series of newsletters combining editorial and advertising focused themes, creative headlines, engaging copy all with strategic product tie-ins for effective and seamless integration of the Graco brand for expectant mothers.