Best Limited Series Email Newsletter for Marketing Purposes
Silver Consumer
Sears – Arrive Lounge Series

Brand/Client Side Team:
Tracey Wisher Sears, Chris Martin

Vendors/Agencies:
OgilvyOne

MarketingSherpa Summary – Why They Won:

When 'tweens thought about back to school supplies, Sears was not top of mind, for sure. That is until this appealing and interactive email campaign hit their in-boxes. The end result – chaos – but not in the way an adult thinks. With scrap book interaction and all kinds of 'tween extras, the open and click through rates far exceeded any Sears' average adult rates.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

From Their Nomination Form:

This series took the concept of an email template to new heights, which was key to reaching a non-email oriented audience of pre-teens. Leveraging site assets and celebrities, we created a scrap book/bulletin board look that organized content in a delightfully chaotic way. Site features were presented in recognizable yet never repetitive slots.

© Copyright 2002-2009 MarketingSherpa LLC.
It is forbidden to copy this in any manner.

Check out what's new for you in the Arrive Lounge. Forward to a friend

Sears

COMING SOON AND HERE NOW.
THE AMERICAN MALL.

Premieres Only
On MTV Monday,
August 11 9pm/8central

© 2008 MTV Networks and T&C Media Content II, Ltd. All Rights Reserved.

Dear Friend,

Here comes *The American Mall*, the new movie from the executive producers of *High School Musical*. Go behind the scenes of their fashion shoot here in the Arrive Lounge and check out the latest look. There's a new clue for Vanessa's concert, too - see below.

DON'T JUST GO BACK ARRIVE Sears

Check out the site

Pick up Vanessa's latest album at Sears.com

YOUR WEEKLY FREEBIE.
2 wallpapers & Vanessa's must-haves.
Click to download

WHAT'S NEW NOW.
Behind the scenes with the cast of MTV's *The American Mall* on a fashion shoot.

THE LATEST LOOK.
Meet *The American Mall* cast.

GET A CLUE. WIN A CONCERT.

Week 2 Clue:
Use these to keep Hannah & Spiderman in mind when you're writing notes in class. Find the product, send a text, get a VIP discount, and get closer to a free Vanessa Hudgens concert for your school.

Click here

ARRIVE TOGETHER SWEEPS.

Enter for a chance to win one of these great prizes:

* Fab vacation on private jet
* $1,000 Sears shopping spree
* Limo rides to school
* $100 of LL Cool J fashions
* American Mall DVDs

See the rules

TELL A FRIEND. GET ANOTHER ENTRY.

Invite a friend to get their own VIP Access Card, and get an extra entry in the Arrive Together Sweeps.

Click here

UNSUBSCRIBE | ABOUT US | FAQ | TERMS & CONDITIONS | PRIVACY POLICY | ©2008 SEARS, ALL RIGHTS RESERVED

Please add sears@e.sears.com to your address book to ensure our emails reach your inbox.

Unsubscribe | Update Your Account | Privacy Policy | Have a Question?

© Copyright 2002-2009 MarketingSherpa LLC.
It is forbidden to copy this in any manner.

Check out the fashionable looks of The American Mall, now available at Sears.

View the web version of this email. | Forward to a friend

Sears

NEW MUSIC. NEW CLOTHES. NEW YOU. NOW AVAILABLE AT SEARS.

It's all here. The American Mall DVD and Soundtrack. The American Mall screen tees. Plus the fashionable looks of Ben, Ally, Penny and Joey from the movie. Just come and get it.

And look what's arriving September 7: LL Cool J's new apparel line, exclusively at Sears. Limited quantities available now. Get a sneak preview ▸▸

DON'T JUST GO BACK ARRIVE Sears

You could win!

MUSIC INSTANTLY Log-in at the Arrive Lounge and play every day. ▸▸

A TRIP TO L.A. ON A PRIVATE JET For you and two friends, complete with shopping spree. Lots of other prizes too, like free LL Cool J Apparel. Sign-up a friend, get an extra entry. Check out the official rules ▸▸

A CONCERT BY VANESSA HUDGENS To enter, play our Product Finder Challenge. Get your friends to play, too. Check out the official rules ▸▸

MY OWN TWO FEET, PART 4.

The final episode featuring the lives of 5 professional dancers -- you simply can't miss this one. Watch Now

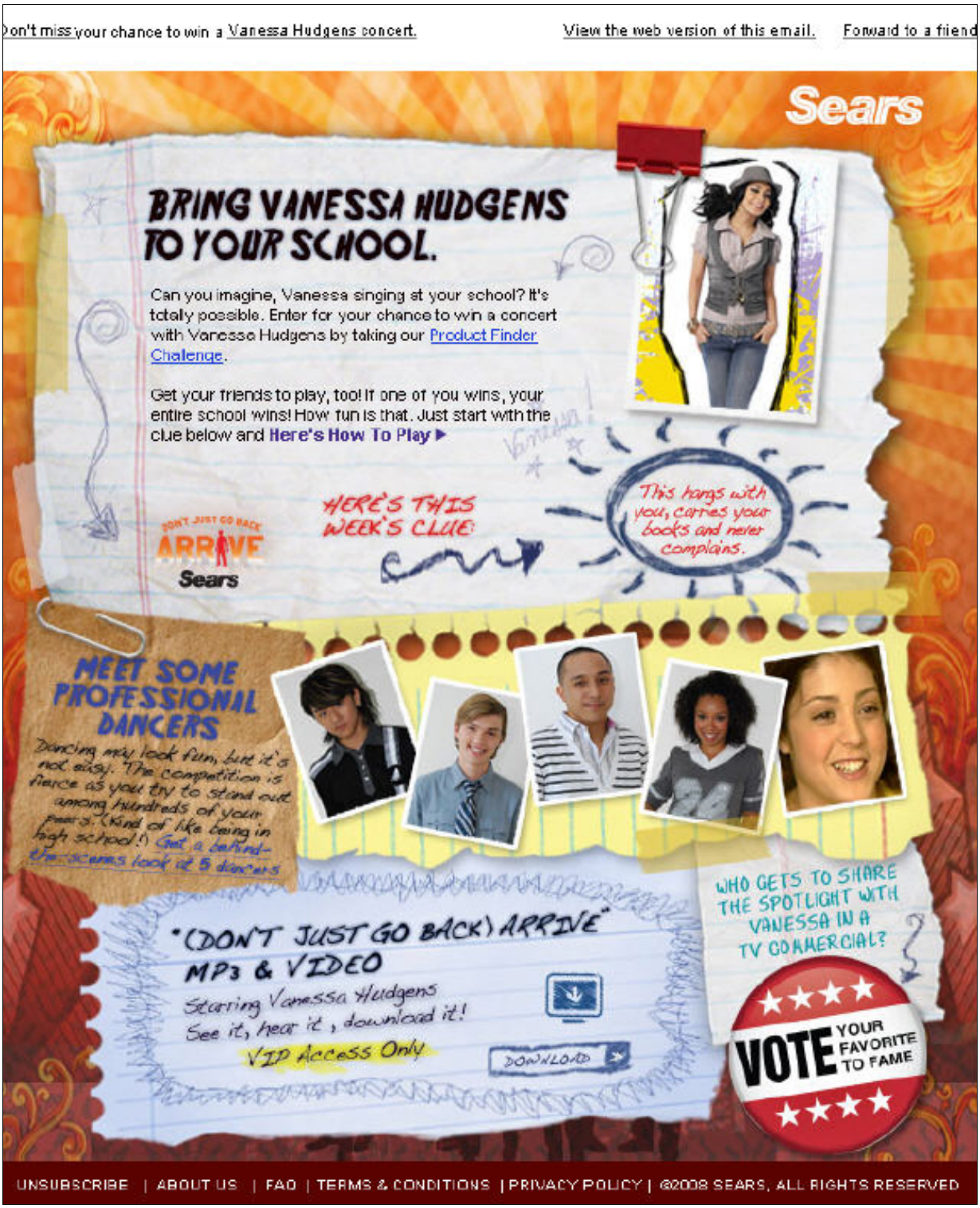
THIS WEEK'S CLUE:
If you have one of these, you can listen to Vanessa Hudgens from your pocket.

FREE VIP RINGTONE: (DON'T JUST GO BACK) ARRIVE! GET YOURS NOW >>

LOOK WHO'S BECOMING POPULAR. IT'S THE ARRIVE LOUNGE. CHECK OUT OUR FRIENDS AND FANS AT MYSPACE AND FACEBOOK.

UNSUBSCRIBE | ABOUT US | FAQ | TERMS & CONDITIONS | PRIVACY POLICY | ©2008 SEARS, ALL RIGHTS RESERVED

© Copyright 2002-2009 MarketingSherpa LLC.
It is forbidden to copy this in any manner.



© Copyright 2002-2009 MarketingSherpa LLC.
It is forbidden to copy this in any manner.

Enter for your chance to win a concert with Vanessa Hudgens. View the web version of this email. Forward to a friend

Sears

IS VANESSA HEADED TO YOUR SCHOOL?

She could be. Just play our Product Finder Challenge for your chance to win a concert with Vanessa Hudgens. Get your friends in on it, too. The more times you enter, the more chances your school has to win.

This week's clue is below. And remember, it's easy to find the answer at your local Sears store. You can even ask a sales person—they're totally clued in.

Check out the Official Rules.

DON'T JUST GO BACK ARRIVE Sears

HERE'S THIS WEEK'S CLUE:

Go find 3 items that start with names Joe, Bobby and South.

DANCER DRAMA PART 2.

See the latest in "My Own Two Feet", our ongoing story of five professional dancers. Despite judgment and disappointment, they dream, they strive, they dance. Is this like high school or what? Come backstage and share in the drama.

"GET YOUR ROCK ON" MUSIC DOWNLOAD

From The American Mall, free to the first 25,000 VIPs.

©2008 MTV Networks and TBC Media Content II, Ltd. All Rights Reserved.

DOWNLOAD

DID YOUR DANCER WIN?

SEE WHO GETS TO SHARE THE SPOTLIGHT WITH VANESSA IN A TV COMMERCIAL.

The American Mall premieres August 11 on MTV (9 p.m. EDT/8 p.m. CDT).

THE AMERICAN MALL

LOOK WHO'S BECOMING POPULAR. IT'S THE ARRIVE LOUNGE. CHECK OUT OUR FRIENDS AND FANS AT MYSPACE AND FACEBOOK.

UNSUBSCRIBE | ABOUT US | FAQ | TERMS & CONDITIONS | PRIVACY POLICY | ©2008 SEARS, ALL RIGHTS RESERVED

© Copyright 2002-2009 MarketingSherpa LLC.
It is forbidden to copy this in any manner.

Pick Up Your Copy Of The American Mall CD & DVD At Sears. View the web version of this email. Forward to a friend

Sears

THE AMERICAN MALL. COME AND GET IT, ONLY AT SEARS.

In case you missed it on MTV, you can now get your own copy of The American Mall CD and extended DVD, exclusively at Sears. We also have exclusive apparel and cool licensed tees from the movie.
Hurry... Shop Now

DON'T JUST GO BACK ARRIVE Sears

©2008 MTV Networks and T&C Media Content II, Ltd. All Rights Reserved.

VANESSA HUDGENS CONCERT. PLAY TO WIN.

Play Product Finder Challenge this week for your chance at the concert. Get your friends to play, too. Any Sears Associate can help you with the answer. You'll also get a great discount on this week's product with your VIP Access Card.

Check out the Official Rules

HERE'S THIS WEEK'S CLUE:

Now showing, school music and mall love on top of these tops.

MY OWN TWO FEET, PART 3.

See how five kids turned dancing in school to dancing in a national TV campaign.
Watch Now

Free wallpapers from The American Mall DOWNLOAD NOW >>

DOWNLOAD

Look who's becoming popular.

It's the Arrive Lounge. Check out our friends and fans at MySpace and Facebook.

© Copyright 2002-2009 MarketingSherpa LLC.
It is forbidden to copy this in any manner.