

WELCOME BACK, JIMMY!



**THANKS
FOR YOUR
DEDICATION.**

ARE YOU READY TO SAVE UP TO 70% OFF THE FANCY STORES' PRICES?
OLLIE'S HAS REAL BRANDS AT REAL BARGAIN PRICES WAITING FOR YOU!

WE'VE BEEN HARD AT WORK FILLING OUR SHELVES WITH THE BEST
CLOSEOUTS, OVERSTOCKS, AND BRAND NAME MERCHANDISE WE COULD FIND.
WITH NEW TRUCKLOADS ARRIVING WEEKLY AT YOUR FAVORITE
{PREFERREDSTORENAME} STORE, THE DEALS ARE ALWAYS CHANGING!
HURRY IN TO CHECK OUT OUR CURRENT BARGAINS, BECAUSE WHEN IT'S
GONE, IT'S GONE! @

WANNA SEE DEALS FOR A DIFFERENT LOCATION? CLICK HERE TO SEE HOW TO
UPDATE YOUR PREFERRED STORE!

VIEW DEALS

**YOU'LL FIND BARGAINS IN
EVERY DEPARTMENT AND EVERY
CORNER OF THE STORE!**

Resubscriber Email Series

I recently spearheaded a graphic design project for Ollie's Bargain Outlet, focusing on re-engaging customers who had unsubscribed from the email list and welcoming them back. The project involved creating a captivating series of three emails that would be triggered upon the customer's decision to rejoin the mailing list.

The first email in the series was strategically designed to acknowledge the customer's decision to resubscribe, extending a warm welcome back to the Ollie's community. The visuals were crafted to evoke a sense of familiarity, utilizing the brand's distinctive color palette and imagery to rekindle a connection with the Ollie's shopping experience.

The second email was dedicated to instructing the customer on how to stay up to date on the latest deals. It shows them how to create a digital account and two different ways of linking their loyalty card to their account. This email features the Ollie's Army branding and General Ollie, the mascot specific to Ollie's loyalty program.

The final email serves to remind the customer of our mobile app and the benefits that come from using it. It also reintroduces them to text alerts. These are great alternatives to staying in the loop, should they decide to unsubscribe from the mailing list again. Text alerts are seen by many customers as unwanted and intrusive, so I made this design as playful and humorous as possible. In this graphic, the phone is parachuting from Ollie's plane as the text alert "drops" while the plane pulls a banner, urging the customer to tap or text to sign up for alerts.

The overall design strategy was geared towards rekindling a positive relationship with the brand, using visually appealing graphics, consistent branding elements, and strategic messaging to turn the unsubscribe-resubscribe cycle into a seamless and engaging customer journey. The result is a visually compelling email series that not only serves its functional purpose but also strengthens the brand-consumer connection.

A collage of Ollie's Army promotional banners. The banners include: 1. 'WELCOME BACK, JIMMY!' with a cartoon of Ollie. 2. 'THANKS FOR YOUR DEDICATION.' with a cartoon of Ollie and text about 70% off. 3. 'CREATE OR UPDATE YOUR DIGITAL ACCOUNT!' with a 'LOG IN' button and a 'CREATE NEW ACCOUNT' button. 4. 'HOW TO LINK YOUR OLLIE'S ARMY CARD FROM OUR WEBSITE' with a list of 4 steps. 5. 'HOW TO LINK YOUR OLLIE'S ARMY CARD FROM OUR MOBILE APP' with 'App Store' and 'Google Play' logos. 6. 'TAP TO SIGN UP OR TEXT: "ENLIST" to 33097' with a cartoon of Ollie and a hand icon.



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UPDATE YOUR PREFERRED STORE!

VIEW DEALS

YOU'LL FIND BARGAINS IN EVERY DEPARTMENT AND EVERY CORNER OF THE STORE!

WE ALWAYS OFFER THE SAME CATEGORIES OF STUFF, BUT NEW DEALS ARRIVE
WEEKLY, VARYING FROM STORE TO STORE, SO YOU NEVER KNOW WHAT
YOU'LL FIND!





CREATE OR UPDATE YOUR DIGITAL ACCOUNT!



BY CREATING AN ACCOUNT AND UPDATING
YOUR PREFERRED STORE, YOU'LL GET WEEKLY
DEALS FOR YOUR AREA!

[LOG IN](#)

[CREATE NEW ACCOUNT](#)



PLUS, SIGN UP FOR OLLIE'S
ARMY FOR EVEN MORE
BENEFITS WHEN YOU SHOP!

[LEARN MORE](#)

HOW TO LINK YOUR OLLIE'S ARMY CARD FROM OUR WEBSITE

- 1) [CLICK HERE](#) TO LOG IN TO YOUR DIGITAL ACCOUNT. NO LOGIN? NO PROBLEM. [CLICK HERE](#) AND USE THIS EMAIL ADDRESS TO CREATE YOUR DIGITAL ACCOUNT
- 2) ONCE LOGGED IN, CLICK ON "LINK OLLIE'S ARMY CARD".
- 3) ENTER THE "OLLIE'S ARMY NUMBER" ON THE BACK OF YOUR CARD.
- 4) CLICK "SAVE" AND YOU'RE ALL SET! NOW YOU CAN VIEW YOUR CURRENT OFFERS, SEE YOUR RANK, AND POINTS TO YOUR NEXT REWARD!

HOW TO LINK YOUR OLLIE'S ARMY CARD FROM OUR MOBILE APP



- 1) DOWNLOAD OUR MOBILE APP & LOG IN OR CREATE AN ACCOUNT



Download on the
App Store



GET IT ON

Google Play

- 2) CLICK ON THE MENU ICON, IN THE TOP LEFT CORNER
- 3) CLICK ON "MY PROFILE"
- 4) CLICK ON "OLLIE'S ARMY CARD NUMBER"
- 5) TAKE A PHOTO OF THE BARCODE ON THE BACK OF YOUR CARD OR ENTER YOUR CARD NUMBER
- 6) CLICK "SAVE" AND YOU'RE ALL SET!

OLLIE'S
"GOOD STUFF CHEAP"



OUR BEST BARGAINS IN THE PALM OF YOUR HAND!



DOWNLOAD OUR MOBILE APP FOR DEALS
ON-THE-GO! PLUS WHEN YOU SIGN UP FOR
OLLIE'S ARMY, YOU WILL AUTOMATICALLY
UNLOCK EVEN MORE BENEFITS!

DOWNLOAD THE APP

★ FIND LOCAL STORES ★ VIEW OUR CURRENT FLYER
★ BROWSE OUR LATEST DEALS ★ AND MORE!

STAY INFORMED!

SIGN UP FOR OLLIE'S TEXT ALERTS.

GET ALERTS ABOUT NEW OFFERS, DEALS, AND MORE.



**TAP TO SIGN UP
OR TEXT:
"ENLIST" to 33097**

