Brand Licensing
by informa

DEDICATED EMAIL CAMPAIGN

DEDICATED EMAIL CAMPAIGNS

A TEMPLATE WITH YOUR FINGERPRINTS ALL OVER IT

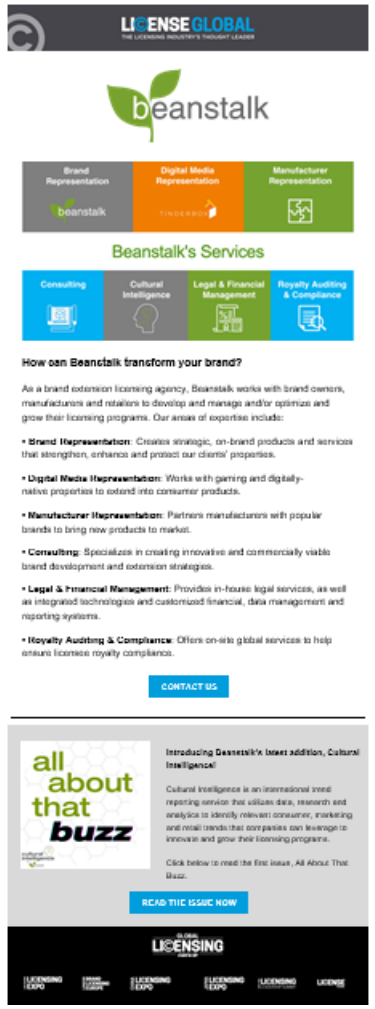
Option 1: Let Our Templates Do the Heavy Lifting

Use our customized email templates to beam your message straight into the inboxes that matter most—no detours, no static, just a direct line to your audience.

Option 2: Bring Your Own Masterpiece

Feeling like a DIY artist? You're welcome to hand us a **fully built HTML** email if you'd rather craft the asset yourself. **Heads up:** If you're going the HTML route, don't forget to include *all original image files*—we want your visuals looking as sharp on arrival as they did when you made them.

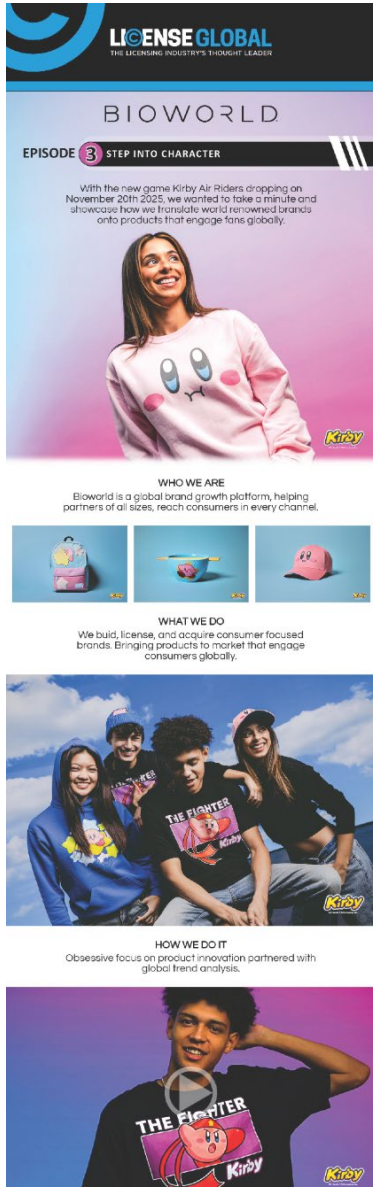
An **LG team member** will roll up their sleeves and work directly with you to customize the audience for your send, making sure it lands exactly where it should.



DEDICATED EMAIL CAMPAIGNS

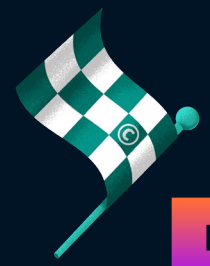
WHAT DO WE NEED TO GET THIS OFF THE GROUND?

- All images for email *(JPEG, PNG or GIF accepted)*
- Email content and messaging; LG team member will work with client on all content and messaging to ensure it best reaches the audience for maximum ROI
- Links for buttons, images and any hyperlinks in text
- Subject line
- Social media handles



LICENSE GLOBAL

BRAND LICENSING BY INFORMA



THE WORLD OF BRAND LICENSING

With a reach of 200,000+ licensing professionals, there's no telling where the next opportunity will reveal itself. We're here to help you find it.

EVENT

BRAND LICENSING EXPO

MAY 25-27 | LAS VEGAS

The world's largest licensing trade show.

More Info

EVENT

BRAND LICENSING EUROPE

OCT 6-7 | LONDON

Europe's leading event for licensing and brand extension.

More Info

EVENT

BRAND LICENSING CHINA

JUL 15-17 | SHANGHAI

The leading event for the growing Asia licensing market.

More Info

EVENT

BRAND LICENSING FRANCE

JUL 1 | PARIS

A day of licensing for the French licensing market.

More Info

MEDIA

License Global

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The leading licensing news source globally.

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THANK YOU