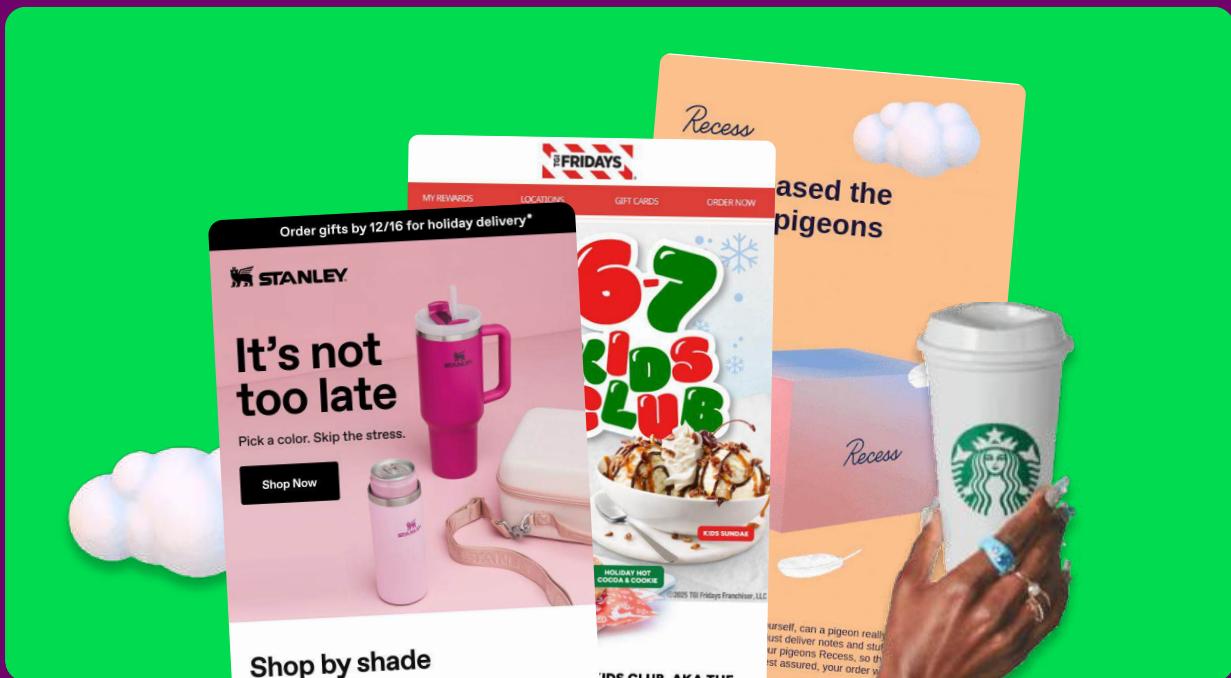




JANUARY
2026

2026 Creative Trends

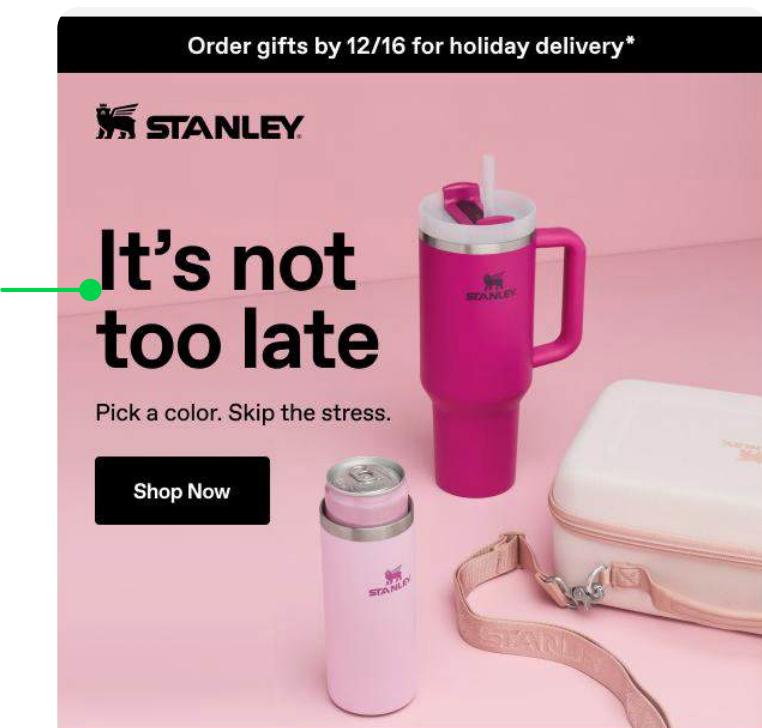
Here are the best creative trends you'll see this year



STANLEY ENCOURAGES YOU TO TASTE THE RAINBOW

STANLEY

SHORT AND
SIMPLE HERO



Shop by shade



Shop All

01

Vibrant Color Palettes

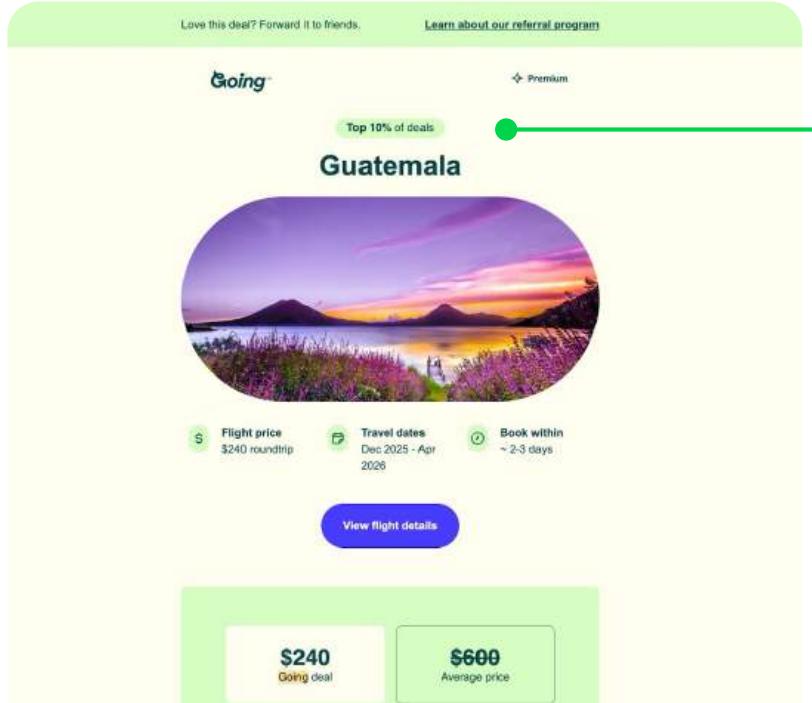
Whether it's showing off a diverse product line or getting festive for the holidays, vibrant color palettes are evergreen.

Maximalism is back, so lean into this design trend like Stanley and Going:

- Use contrast to make accent colors stand out
- Step outside your industry's comfort zone
- Let customers pick their favorite shade

GOING GIVES TRAVEL A FRESH COAT OF PAINT

GOING

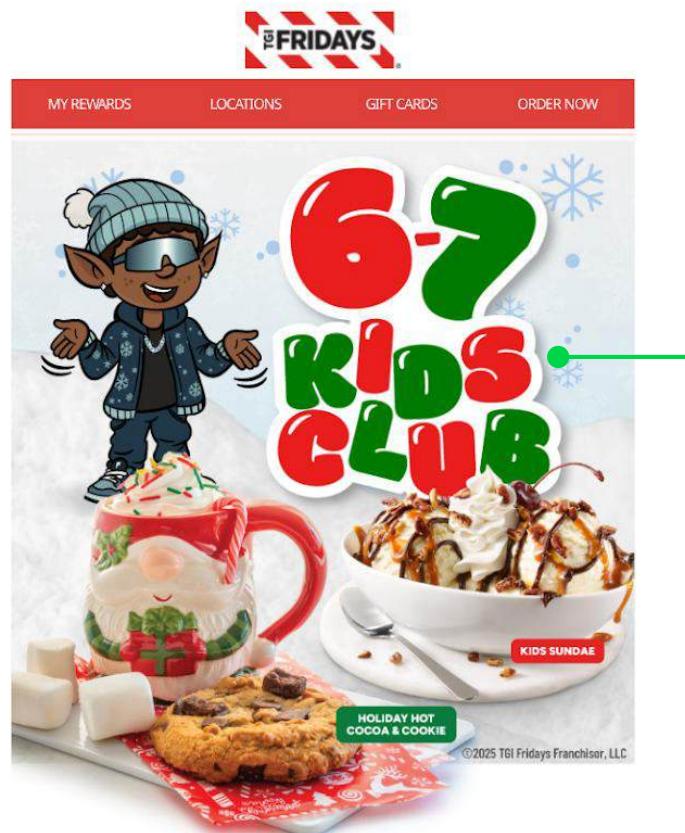


The screenshot shows a travel deal for Guatemala. At the top, there's a green bar with a 'Love this deal? Forward it to friends.' button and a 'Learn about our referral program' link. The main header 'Going' is in a purple font, with a 'Premium' badge. Below the header is a green button labeled 'Top 10% of deals'. The destination 'Guatemala' is displayed in a purple box. A large, vibrant purple and yellow sunset photograph of a lake and mountains is the central image. Below the photo, there are three green icons: a flight icon with '\$240 roundtrip', a travel dates icon with 'Dec 2025 - Apr 2026', and a book within icon with '~ 2-3 days'. A blue 'View flight details' button is at the bottom. At the very bottom, there are two boxes: one for '\$240 Going deal' and one for '\$600 Average price'.

SOFT YELLOW BACKGROUND MAKES THE PURPLE POP

TGI FRIDAY'S GIVES MEANING TO A MEANINGLESS MEME

TGI FRIDAY'S



TAKING
OWNERSHIP
OF A POP-
CULTURE
MOMENT

SAY HELLO TO THE 6-7 KIDS CLUB, AKA THE
OFFICIAL SWEET TREAT TIME ZONE.

Kids get a FREE dessert EVERY DAY from 6-7pm
with the purchase of a Kids Meal.

So Bring the Crew in for a Kids Sundae or
Holiday Hot Cocoa & Cookie, and be part of the
6-7 Kids Club!!

FIND YOUR FRIDAYS®

Valid 12/2-12/31, 6-7 PM daily. With purchase of a Kids Meal, guests 12 and under receive one free Kids Sundae or one Holiday Hot Cocoa & Cookie. Dine-in only; limit one per Kids Meal. No substitutions. Not combinable with other offers. While supplies last. Participation may vary.



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(ADDRESS)

This email was sent to (EMAIL) by (EMAIL) because you signed up for the Fridays Rewards® program through Fridays®. View our [privacy policy](#). Questions about Fridays Rewards®? Visit our [FAQs](#).

02

Pop Culture Concepts

Who said social media managers get to have all the fun? The best emails are the ones that meet the moment.

TGI Friday's and Wendy's are two brands that know how to reference pop culture right:

- Turn memes into meaningful bids for connection
- Respond in real time for maximum engagement
- Send subtle nudges for fans in the know

WENDY'S SUBTLE NOD IS WICKED GOOD

WENDY'S



THIS PUNNY LINE
PULLS IN FANS

RECESS GETS CHEEKY WITH ORDER CONFIRMATIONS

RECESS

HEADER WITH HUMOR

Recess
we released the
carrier pigeons

calm cool
collected*Recess*BRAND
RECOGNITION
WITH TAGLINE

hi smiles davis,

you might be asking yourself, can a pigeon really carry a package? don't they just deliver notes and stuff? well smiles davis, we feed our pigeons Recess, so they're extra strong and fast. rest assured, your order will arrive soon.

in case you placed this order in a fugue state, you can find all of your order information below:

Shipping Address
Smiles Davis
600 Montgomery St
San Francisco CA 94111
United States

Shipping Method
Standard

Billing Address
Smiles Davis
600 Montgomery St
San Francisco CA 94111
United States

Payment Method

A LITTLE
STORY-
TELLING
MAKES A
BIG IMPACTEMAIL SOURCE:
REALLY GOOD EMAILS

03

Text-Based Antics

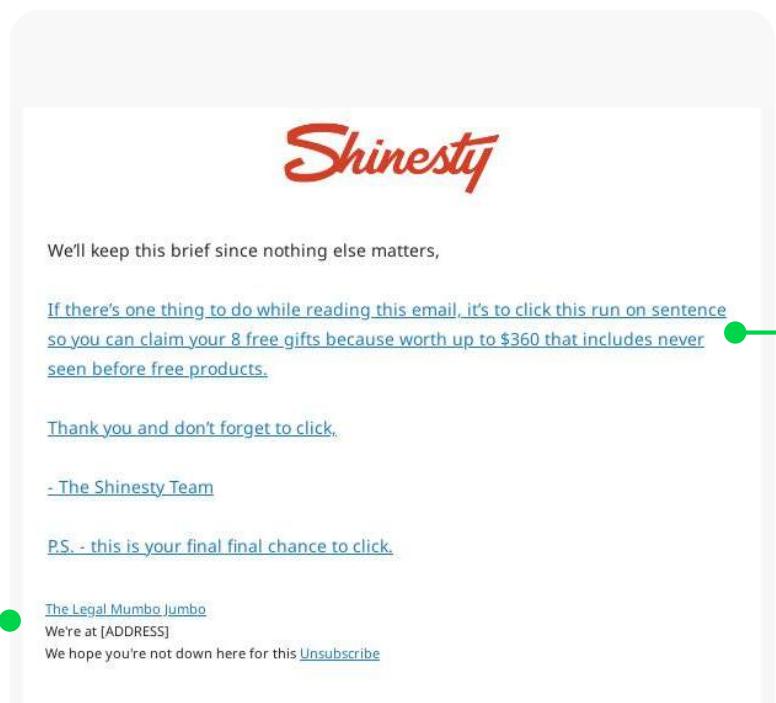
Email may be a visual medium, but that doesn't mean you can't let your wit shine through each word.

Add some personality to your text-based and transactional messages, as seen with Recess and Shinesty:

- Get creative with your copy
- Spice up shipping confirmations, order deliveries and even legalese
- Include compelling incentives to make re-engaging worthwhile

SHINESTY CONVERTS COPY INTO CLICKS

SHINESTY

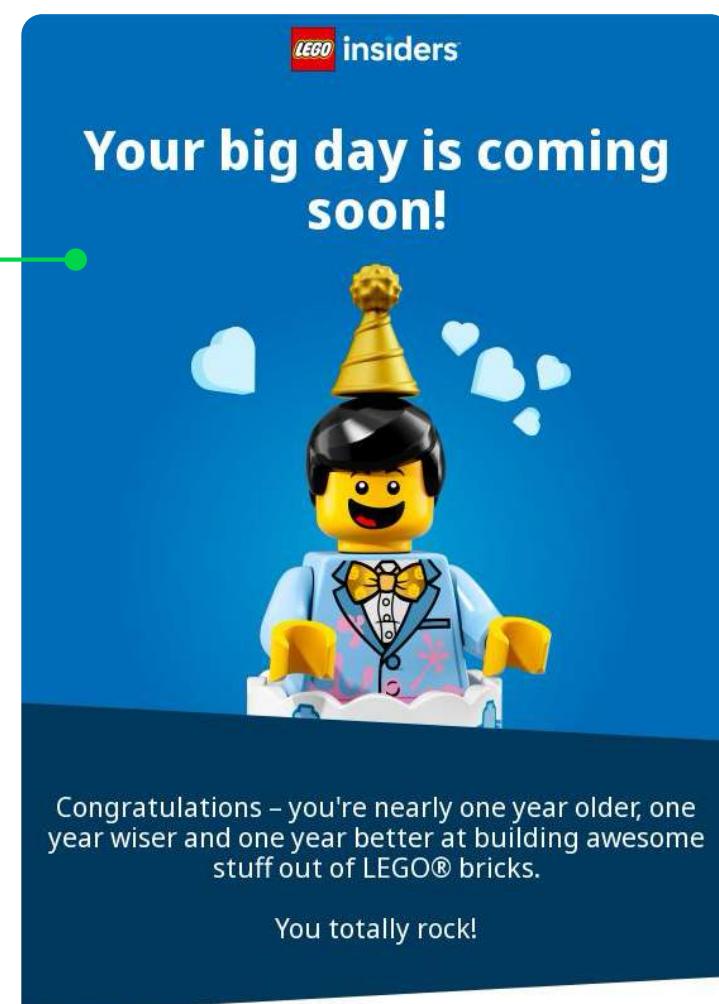
THE HUMOR
CONTINUES!

STRAIGHT-TO-THE-POINT CTA

LEGO CELEBRATES OUR INNER CHILD

LEGO

THOUGHTFUL
PERSONALIZED
OFFER & TIMING



Remember this classic from
your childhood?



A LITTLE
NOSTALGIA
GOES A LONG
WAY

04

Milestone Magic

While every email should feel like a gift, milestones like birthdays and anniversaries are moments to make extra-special.

LEGO and Evite show how to bring the magic, whether in one-to-one messages or mass sends:

- Lean into nostalgia if you know a customer's birth year
- Make subscribers feel seen, even in monthly newsletters
- Consider offering a reward to encourage brand loyalty

EVITE MAKES PARTIES MORE PERSONAL

EVITE

evite

Thanksgiving

Holiday

Invitations

Christmas Cards

No more December birthday woes

BEAUTIFUL
PRODUCT
PHOTOGRAPHY

FANDUEL TURNS EVERY PROMOTION INTO A GAME

FANDUEL

DAILY REWARDS?
SIGN US UP

DAY
2

CELEBRATE THE HOLIDAYS WITH
**A NEW REWARD
EVERY DAY**

UNWRAP YOUR WEEK

Day 2 is here & so is your present, [NAME]! Scroll down to your gift & tap to unwrap.

[LEARN MORE](#)

HURRY! TODAY'S PROMO EXPIRES SOON!

00 DAYS 12 HOURS 52 MINS 37 SECS

COUNTDOWN
TIMER

MORE
INTERACTIVITY
= MORE FUN

SCRATCH TO REVEAL

UNWRAP TODAY'S PROMO

TAP THEN SCRATCH TO REVEAL

[LEARN MORE](#)

DAILY
HOLIDAY GIFT

PICK A CARD TO REVEAL YOUR REWARD!

05

Delectable Deals

Your customer's Promotions tab is full of great deals. To stand out, you need to bring your A-game.

Take these tips from FanDuel and Starbucks on how to sweeten a deal:

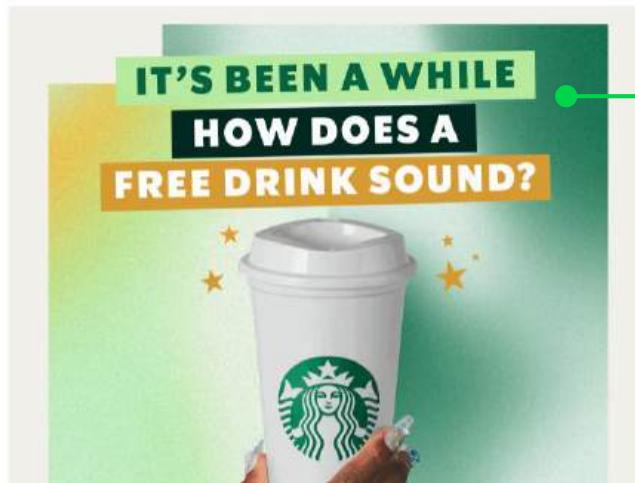
- Test dynamic content, like countdown timers and scratch-offs
- Encourage repeat business with daily rewards
- Revive ghosts using offers they can't refuse

STARBUCKS RE-ENGAGES WITH AN IRRESISTIBLE OFFER

STARBUCKS



Hey [NAME],



OFFER RIGHT IN THE HEADLINE

See what's really happening in the inbox

Discover how Inbox Monster's email deliverability and creative rendering platform will transform your pre- and post-send workflow.

- Catch deliverability problems before they hit your revenue.
- Get real-time alerts and insights to keep your emails out of the spam folder across every major mailbox provider.
- See how your email looks (and works) everywhere.
- Spot dark mode fails, broken links and accessibility gaps before you hit send.



Powered by the world's most epic email search. Curious? Good. Stay tuned for a monster update! Get in touch — Schedule a demo at calendly.com/inboxmonster or say  at sales@inboxmonster.com