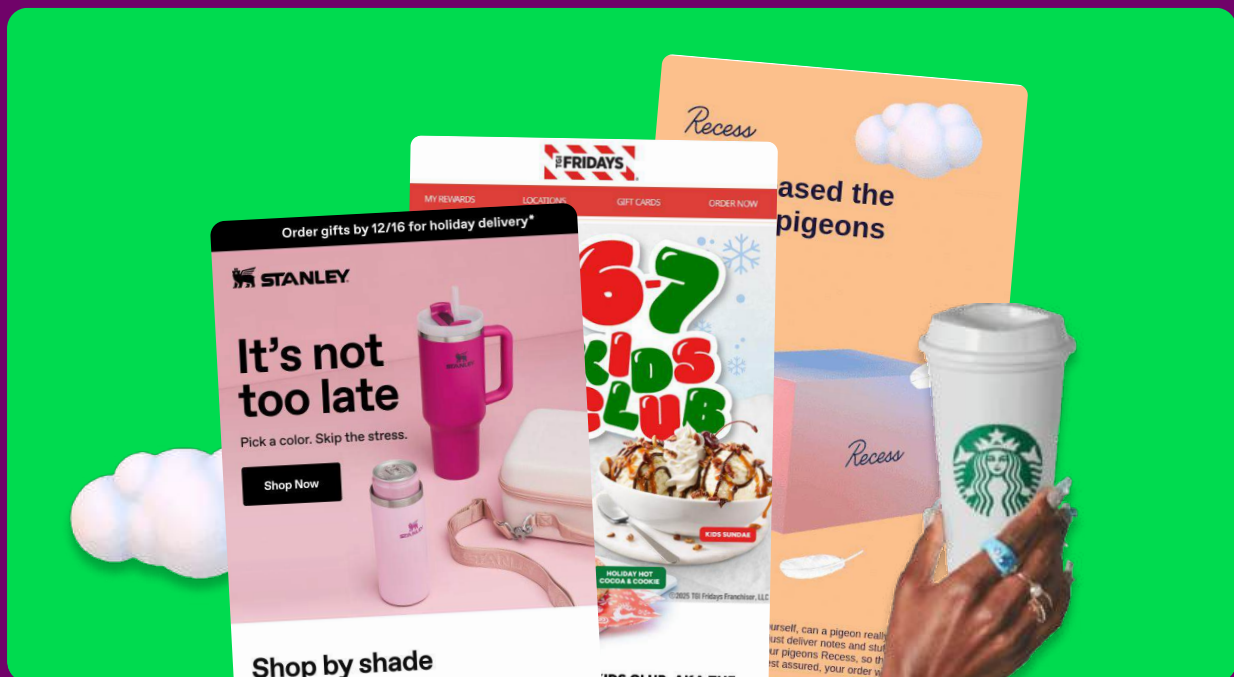


# 2026 Creative Trends

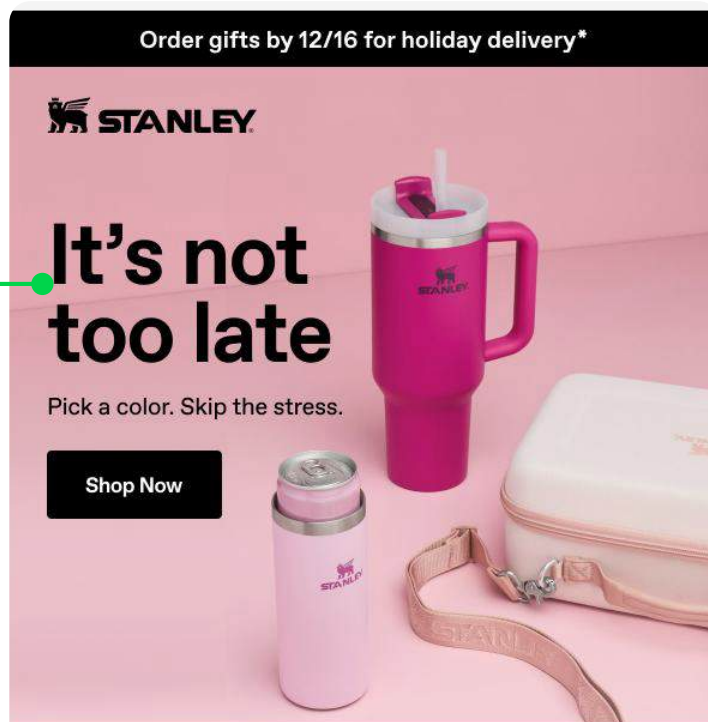
Here are the best creative trends you'll see this year



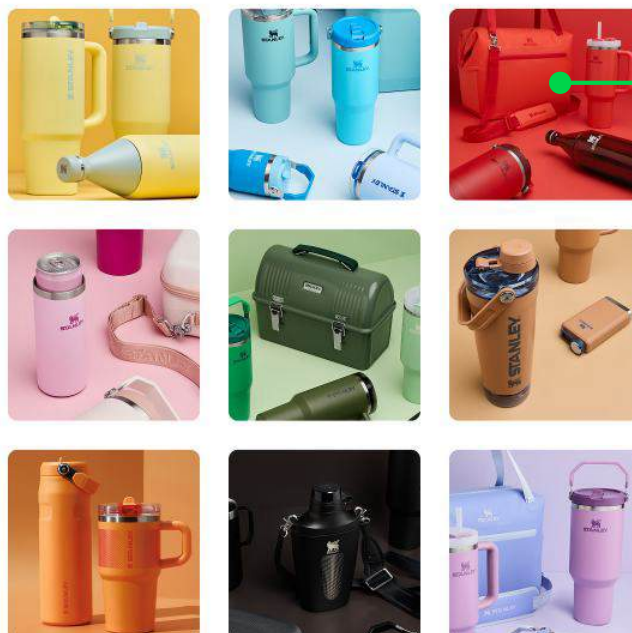
# STANLEY ENCOURAGES YOU TO TASTE THE RAINBOW

STANLEY

SHORT AND  
SIMPLE HERO



## Shop by shade



COLORBLOCKING IS  
SO BACK

**Shop All**

## 01

# Vibrant Color Palettes

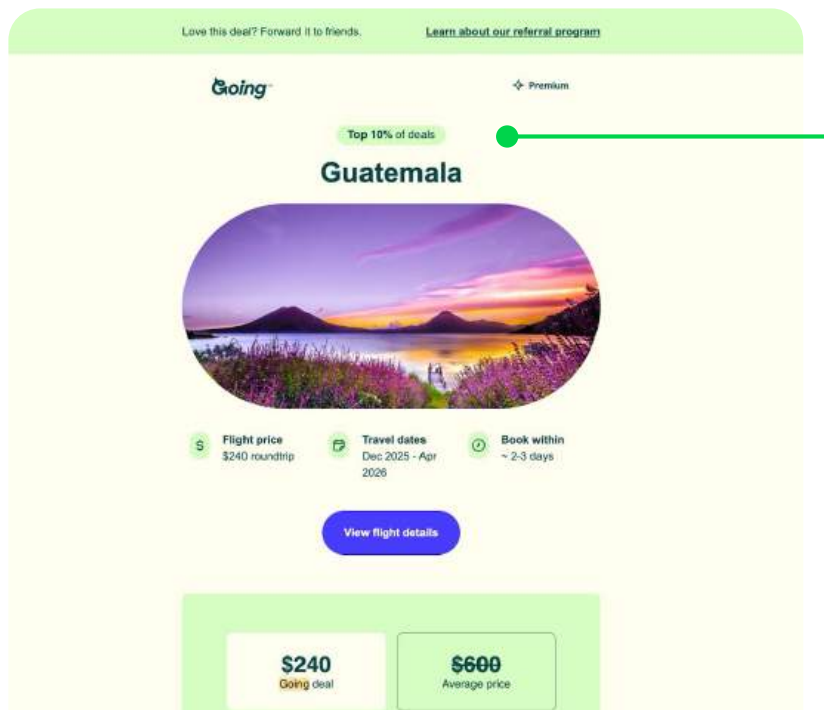
Whether it's showing off a diverse product line or getting festive for the holidays, vibrant color palettes are evergreen.

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



SOFT YELLOW  
BACKGROUND  
MAKES THE PURPLE  
POP

# TGI FRIDAY'S GIVES MEANING TO A MEANINGLESS MEME

TGI FRIDAY'S



CUSTOM HAPPY HOUR GRAPHIC? CHECK.

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**

BRAND  
RECOGNITION  
WITH TAGLINEA LITTLE  
STORY-  
TELLING  
MAKES A  
BIG IMPACT

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**

EMAIL 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 Shonesty:

- 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



We'll keep this brief since nothing else matters,

If there's one thing to do while reading this email, it's to click this run on sentence so you can claim your 8 free gifts because worth up to \$360 that includes never seen before free products.

Thank you and don't forget to click.

- The Shonesty Team

P.S. - this is your final final chance to click.

The Legal Mumbo Jumbo

We're at [ADDRESS]

We hope you're not down here for this Unsubscribe

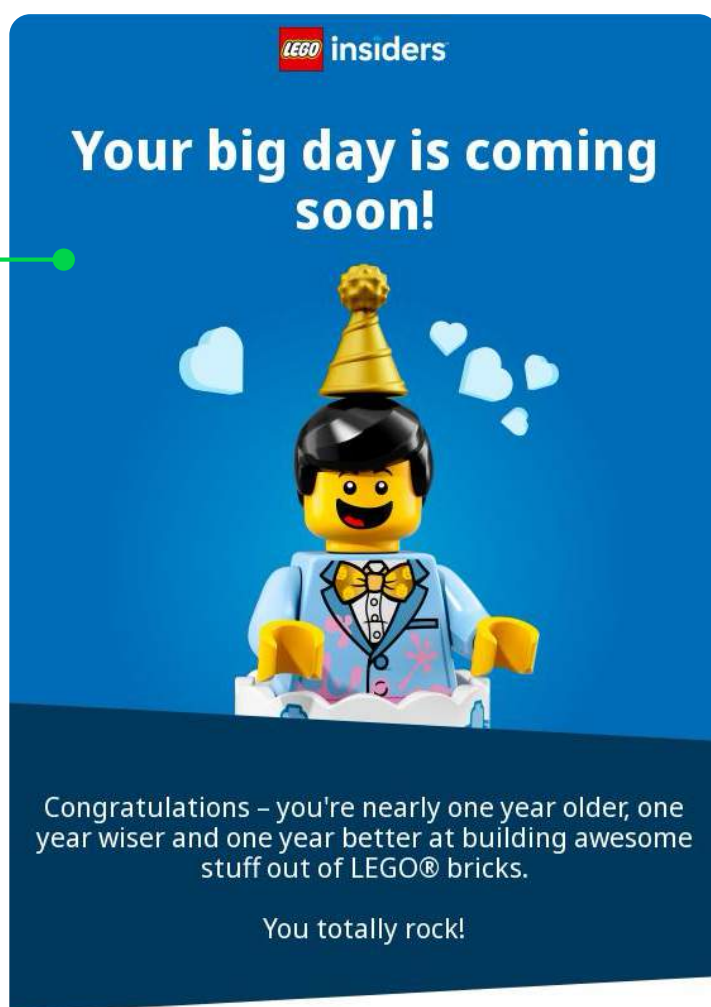
STRAIGHT, TO-  
THE-POINT CTA

THE HUMOR  
CONTINUES!

# 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

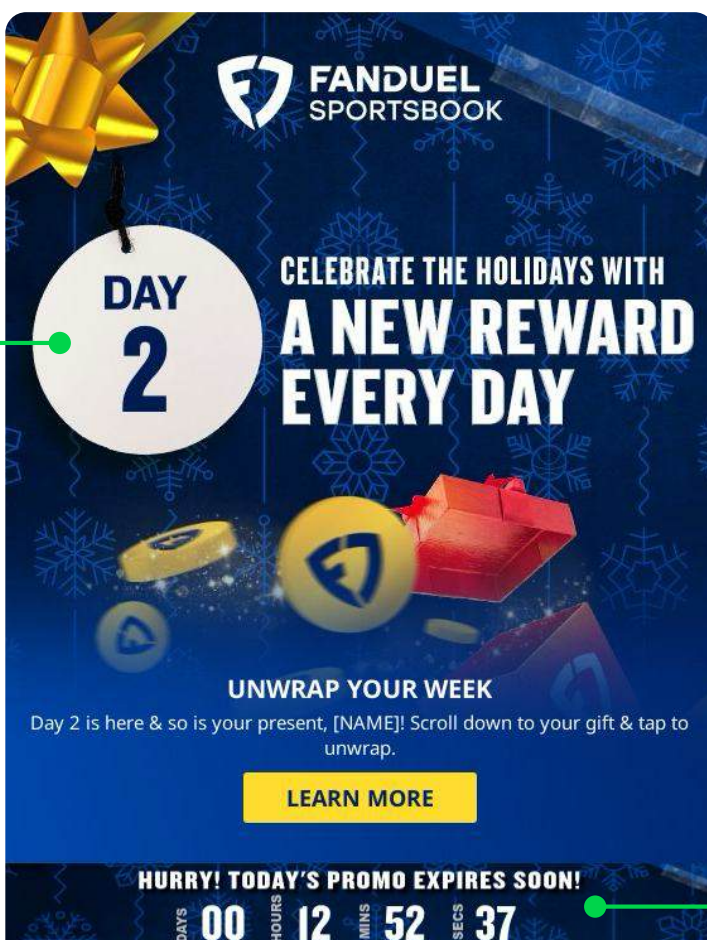


BEAUTIFUL  
PRODUCT  
PHOTOGRAPHY

# FANDUEL TURNS EVERY PROMOTION INTO A GAME

FANDUEL

DAILY REWARDS?  
SIGN US UP



**FANDUEL SPORTSBOOK**

**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!**

DAYS	HOURS	MINS	SECS
00	12	52	37

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!

Four yellow cards with gift icons are displayed.

# 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:

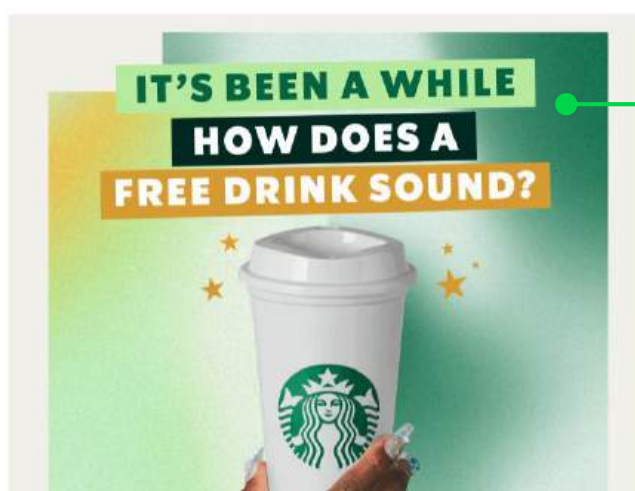
- Test dynamic content, like countdown timers and scratch-offs
- Encourage repeat business with daily rewards
- Revive ghosts using offers they can't refuse

### 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](https://calendly.com/inboxmonster) or say 🙌 at [sales@inboxmonster.com](mailto:sales@inboxmonster.com)