

Email ads

<https://walkergoods.com/>

## Campaign #1

### Notes:

<b>Messaging:</b> <b>Goal &amp; Angle:</b> Inspire meaningful gift-giving while showcasing rugged, multi-purpose gear.  <b>Email Content:</b> Curate dad-friendly items with copy like: "For the dad who always says yes to the journey." Include Avi Rollers, duffels, or backpacks. Mention cut-off dates for delivery.	<b>Template:</b> Normal	<b>Design inspo:</b>
<b>Product Links:</b> <ul style="list-style-type: none"><li>•</li></ul>		
<b>Promo Details:</b> <ul style="list-style-type: none"><li>•</li></ul>		

### Subject Lines

A: For the dads who are always ready to go

B: One bag, many stories.

C: Multi-purpose gear for dads

**Preview Text:** Top picks for your Dad on Father's Day.

### Hero Image:

**More Than Bags, He Packs Motivation.**

Tough gear. Built to go.

[Button: [Shop Now](#)]

### Email Body:

We're lucky to see the world through worry-free trips and the kind of love only Dad gives.

He's the one who always says yes to one more stop, one more detour, one more moment to remember.

This Father's Day, let's give him gear that matches his spirit and is made for the journey.

His bags are packed before we even ask.

### **Bags for busy dads**



Valley Duffel Bag Forest

[Button: [Shop Now](#)]



Avi Roller Special Edition Navy

[Button: [Shop Now](#)]



Avi Roller Set

[Button: [Shop Now](#)]



Louie Sling Black-Out

[Button: [Shop Now](#)]

## Campaign #2

### Notes:

<b>Messaging:</b> <b>Goal &amp; Angle:</b> A heartfelt, gratitude-driven message for Father's Day in a founder's note style.  <b>Email Content:</b> Write a short, sincere note about the dads who pack the car, carry the gear, and lead by example. Feature photos of real dads in the community with their WFG bags (not included here due to plain text format).	<b>Template:</b> Normal	<b>Design inspo:</b>
<b>Product Links:</b> <ul style="list-style-type: none"><li></li></ul>		
<b>Promo Details:</b> <ul style="list-style-type: none"><li></li></ul>		

### Subject Lines

- A: For dads who carry more than bags
- B: Celebrating the dads who lead the way
- C: Grateful for our caring dads

### Preview Text:

Perfect bags for Dad's journey

**Hero Image:** More than bags, he packs love and care.

**Email Body:**Family Goods.

My father was my very first teacher with an endless passion for learning. He showed me how to learn, to drive my first car, then later through life lessons I carry to this day.

He said: “Go explore anything. Be curious!”. They’ve stayed with me as the motto for my life.

That spirit of encouragement and steady guidance is what I see reflected in so many dads in our community. From weekend getaways to simple afternoons at the park, a good bag is always part of the story.

More than gear, our bags carry the stories you’ll remember.

This Father’s Day, we celebrate them with gratitude for the lessons, the patience, and the love they bring every day.

[\[Explore Father’s Day Bags\]](#)

With appreciation,

Loren

## Campaign #3

### Notes:

<b>Messaging:</b> <b>Goal &amp; Angle:</b> Emotion-led campaign built around the life of busy parents.  <b>Email Content:</b> Acknowledge the weight parents carry—physically and emotionally. Reframe gear as a quiet support system that moves with you, not against you.	<b>Template:</b> Normal	<b>Design inspo:</b>
<b>Product Links:</b> <ul style="list-style-type: none"><li></li></ul>		
<b>Promo Details:</b> <ul style="list-style-type: none"><li></li></ul>		

### Subject Lines

A: Bags that lighten the load.

B: Made for families on the move.

C: Gear that carries weight for you.

**Preview Text:** Let us lighten your load.

**Hero Image: Family on your shoulders.**

**Subheadline:** Gear that supports you.

[Button: [Bags on ours](#)]

### Email Body:

You carry too much.

You carry the late nights, the early mornings, the moods and meltdowns, the joy and laughter too.

We can't take it all off your shoulders. But we can carry some of it.

Quietly. Reliably. Without making life harder.

From quick park runs to cross-country flights, our bags are made to back you up.

Because the work you do every day matters. Even when no one sees it.

### **Support That Moves With You**



Valley Duffel Bag Honey

[Button: [Shop Now](#)]



Avi Roller Set

[Button: [Shop Now](#)]





Roller Tote Tan

[Button: [Shop Now](#)]



The Laundry Bag Black & White Stripes

[Button: [Shop Now](#)]