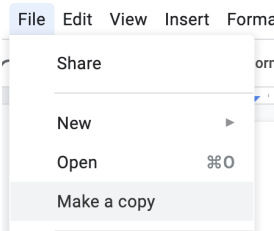


PROJECT # : xxx

*** **HOW TO USE THE COPY DECK** ***

1. Make a copy of this document and name it accordingly the project number.



2. Duplicate the box for each pieces that need to be created and **identify it properly in the top black box** (Landing page, Eblast, Display banners, Print Ad, etc)
3. ONLY the final content should be in the cells. Use the Copy Exploration at the bottom for your ideas.
4. **Do not style the copy. No Caps, bold, italic, highlights or anything.**
5. Leave the cell empty if no content is required. Do not delete the row.

Landing page		
	EN	FR
HEADING		
SUBHEADING		
OFFER		
BODY COPY		
CTA		
LEGAL		

Eblast #1 - Specify the version (Prior the event etc)		
	EN	FR
SUBJECT LINE (for eblast only)		
HEADING		
SUBHEADING		
OFFER		
BODY COPY		
CTA		
LEGAL		

Display ads		
	EN	FR
HEADING		
SUBHEADING		

OFFER		
BODY COPY		
CTA		
LEGAL		

Print ad - 8.5x11		
	EN	FR
HEADING		
SUBHEADING		
OFFER		
BODY COPY		
CTA		
LEGAL		

