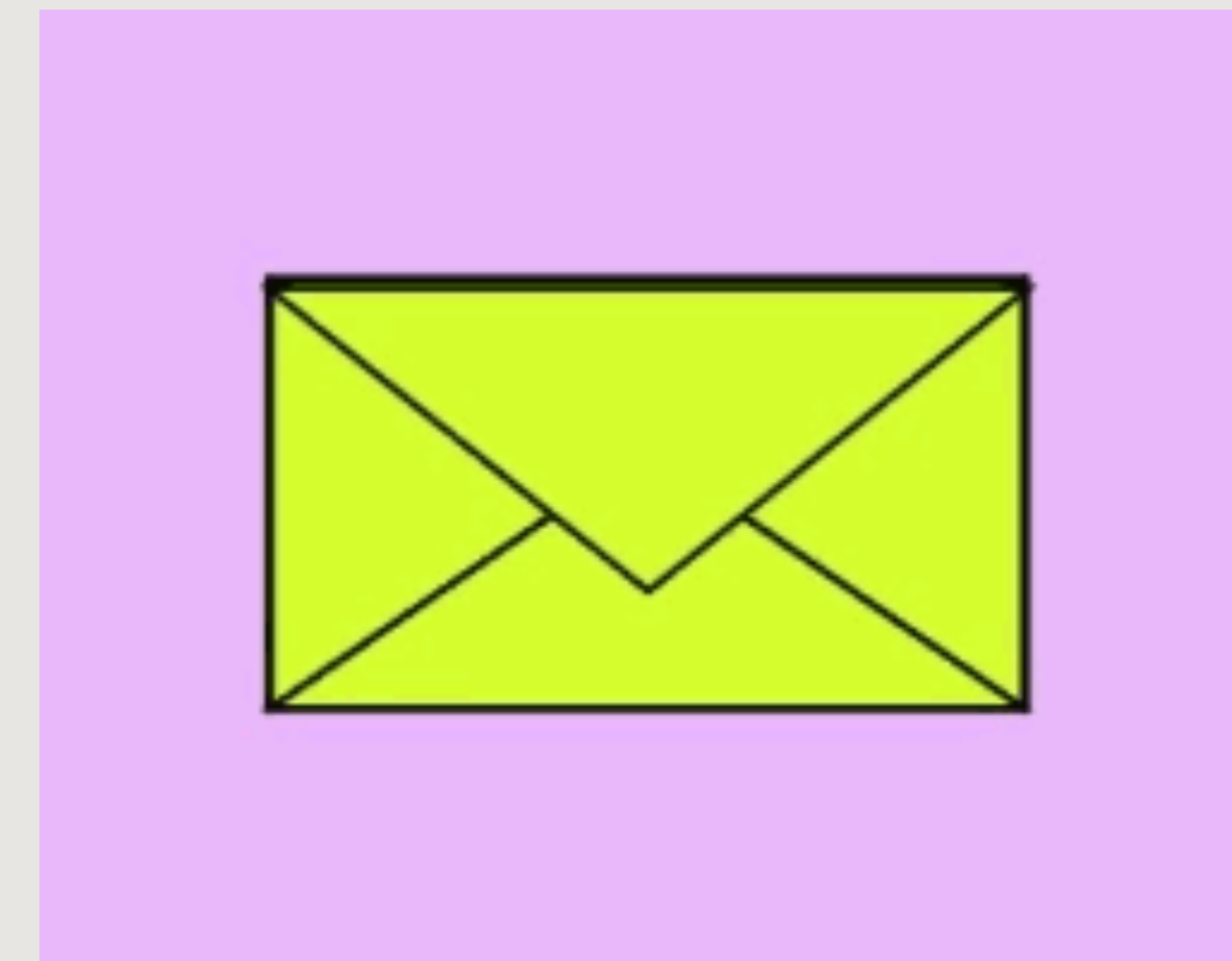


Mailchimp Brand Experience Showcase May 2023

Courier Weekly: The Relaunch

*Taking our flagship newsletter from formulaic to
informative and inspiring.*



Inspiring, not prescriptive Informative, not formulaic

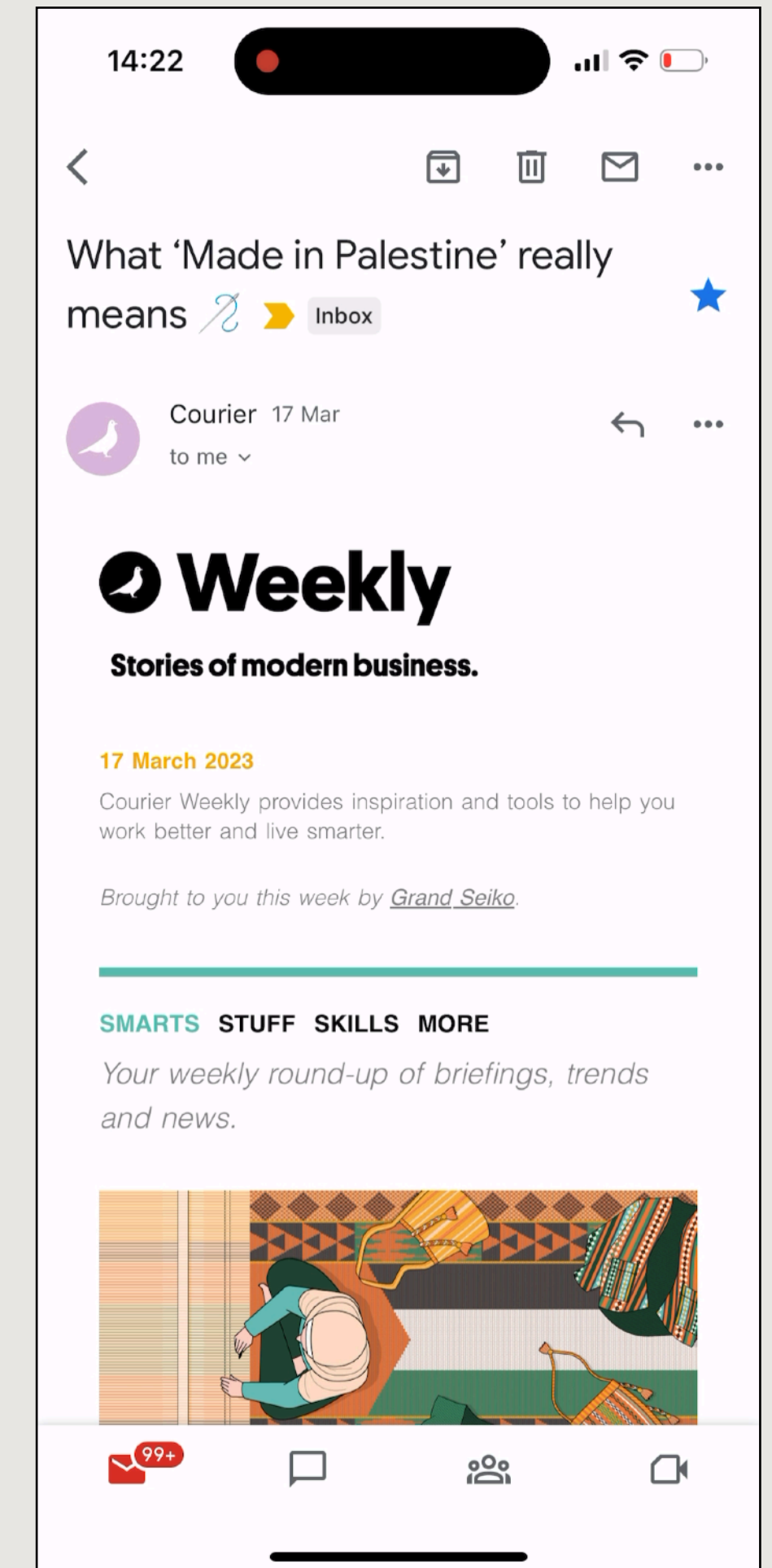
Old Courier Weekly

- Three sections (Smarts, Stuff and Skills)
- Formulaic and repetitive
- Lacked a clear use case
- Packed in analysis
- Less room for discovery
- Focused on established businesses

New Courier Weekly

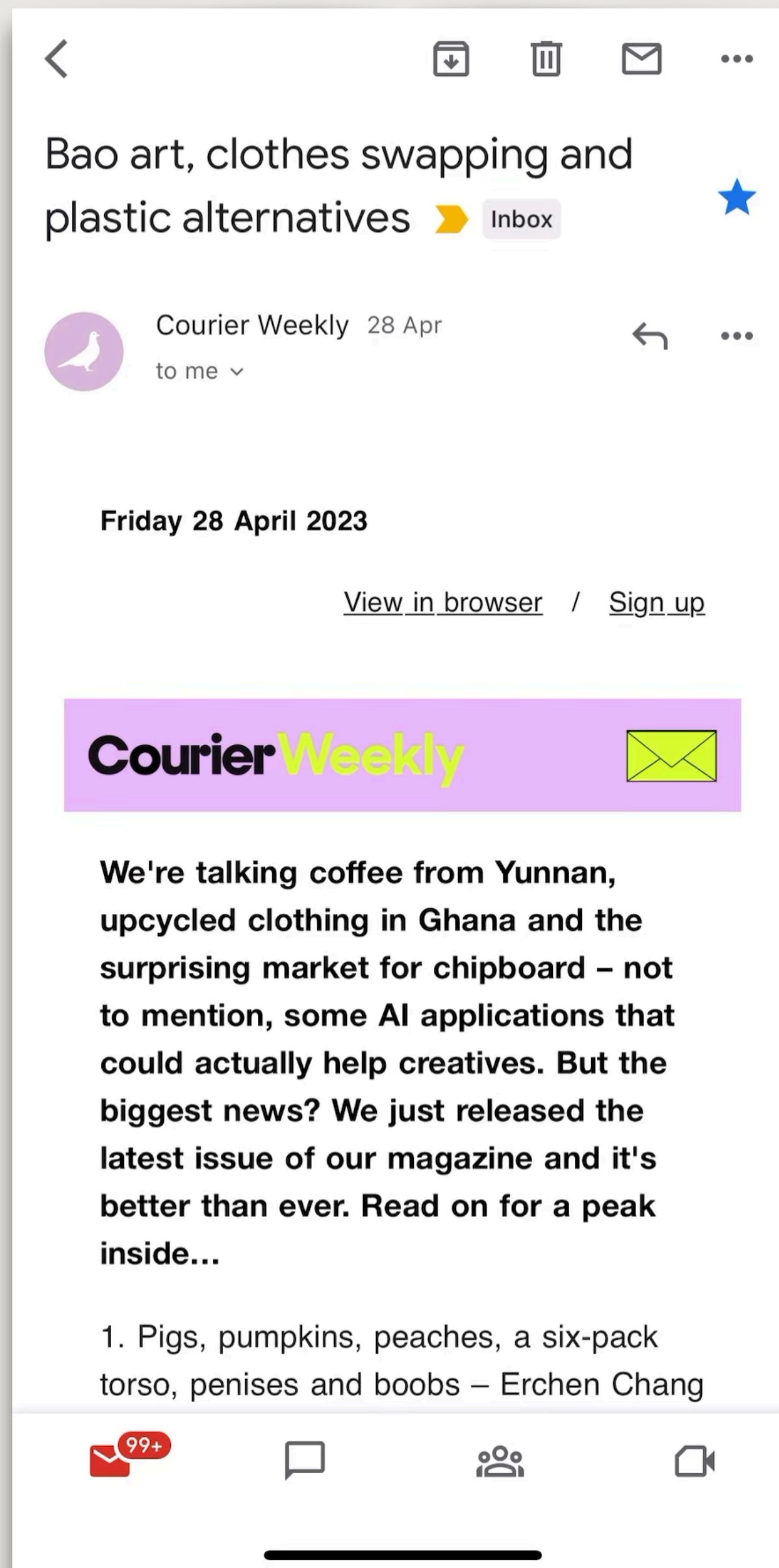
- 25-30 fresh items each week
- Insights from global contributors
- Room for creativity
- Variety of inspiration
- Scrollable design
- Lots of jumping off points
- Focused on emerging business owners

OLD DESIGN



Design focus: Lofi, Scrollable, Tab-able






Inspirational (and educational) 🧠

 DJ, yogi and doctor Rebekah Jade started wellbeing community [Pana](#) after volunteering at yoga classes and often being the only person of color. Now [she's running yoga retreats that center the African diaspora](#) – Pana's [first retreat in Gambia](#) was booked out in 24 hours. But, as a solo founder, she's built in ways to make sure she stays afloat: *'I haven't got loads in the bank to just be like: oh, if it doesn't work out, it's fine,' she says. 'So, what I did was start registering interest before I paid the deposit.'*

FUND YOURSELF

Bootstrapping – starting a business without outside investment – is a big topic (bigger than we can fit in this email). Here's [our guide](#) to get started.

Discovery-oriented 🔍

 [Small perfume brands and social media creators are shifting the industry](#) by returning the scent conversation to storytelling, nostalgia and transparent ingredients (originally popularized by one-time indies Aesop and Byredo) compared to major brands' big budget ads. Here are four brands to watch.

1. [Ourside](#) is focused on making nostalgic fragrances with clean ingredients.
2. [Unifrom](#) wants to evoke the experience of growing up among immigrant diasporas in Sweden's high-rises.
3. [Vyrao](#)'s wellbeing-focused scents are made with natural essences to boost positive feelings.
4. [Xinú](#) creates perfumes inspired by the 'aromatic botany of the American Continent'.

Highlights Courier's content ★

1. [Drew Joiner](#) seems to be everywhere in the **fashion world** – and nowhere, all at once. His down-to-earth approach to covering fashion and sharing playful gorpcore fits hasn't yet landed him in the front row, but it does give him a direct line to hundreds of thousands of loyal [podcast](#) listeners and social media followers, he [told us](#) 📱. *'I'm not the best at camera, video and audio stuff. But, if I put the reps in, I'll be able to find a niche for myself and carve out a community.'*

In-the-know insights 😎

11. Two **Chinese-founded jewelry brands** to watch from our Shanghai-based contributor [Yaling Jiang](#).

- 'Post-modern [jewelry brand](#) **COPULA** was founded in 2018 by four Rhode Island School of Design graduates from mainland China. I first met them during Shanghai Fashion Week and fell in love with the design. I loved that they all come from an arts background and decided to practice it in the form of jewelry.'
- 'In a similar vein, you should also know about **L'ELEMENTO**, a [jewelry brand](#) set up by a Chinese fashion graduate in Italy. I'm impressed by [the combination of jade and metal](#) in some of its collections. Another example of the east meeting the west.'

Globally-minded 🌍

10. This [slow-fashion brand](#) in Accra 🇬🇭 upcycles and hand-dyes secondhand materials from **Ghanaian markets**.

**So far,
very good**

We had high goals for open rates and subscribers, with the redesign meeting our expectations.

40%

Target open rate*

49.1%

Actual subscribers*

629K

Year end target

584K

Current subscribers

*based off engaged subscribers

