**RAMS** | Email Request Form (ERF)



**TEMPLATE A MODULES**

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**MODULE REQUEST FORM**

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**EMAIL REQUEST FORM**

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**CAMPAIGN REQUEST FORM**

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**GUIDELINES FOR USING THIS DOCUMENT**

* **Email template guideline:** Please refer to Template-A Modules before you compile your brief.
* **Modules:** Select the modules you want to use and enter the relevant name in the HTML briefing section. You can have multiple intro or body copy sections as required for your eDM. Just duplicate the section you want to use and add relevant copy.
* **Multiple messages:** Where you have **multiple messages (e.g. different eDM for broker and franchise) within a campaign:** Fill out a new section for each message within a campaign.
* **Creative/ Assets:** Share assets (in high resolution) as attachments with this brief and mention the file name in the module where it must be used
* **New modules:** If you need a new module (variation from the standard module list) please send a New Module Brief and supply pdf or psd files for design reference.
* **Text formatting:** Please format text in the copy itself the way you would like it to appear on the final email (e.g. bold, italics, underline)
* **Variable Content:** Include variable content details, for personalisation, within the copy in brackets **< >**. (e.g. <Variablefield 1>, <Tokenfield 1>, etc.)

**CAMPAIGN DETAILS**

|  |  |
| --- | --- |
| **Campaign ID** |  |
| **Campaign Name** |  |
| **Number of Messages**  |  |
| **Cell ID and Message Reference** | ***CMP Campaigns:*** *Information to be same as provided under “Message Rules” in the* ***Campaign Request Form******(CRF)******AdHoc Campaigns:*** *Complete if there is more than one message in the campaign and data being supplied is split into more than one cell. If there is only one message in a campaign, the cell ID by default will be “1”.*Cell 1 – <Message to be used for data supplied in this cell *e.g. Franchise*>Cell 2 – <Message to be used for data supplied in this cell *e.g. Broker*> |
| **Campaign Manager and Approver** | *There can be only one approver for a campaign on Adobe. Provide email address of the campaign approver* |
| **Proofs and Lives test recipients** | *There can be multiple recipients for proofs. Provide email addresses* |
| **Briefed on date** |  |
| **Deployment Date** |  |
| **Frequency** (Add day/time of the week for deploy) |  |
| **Data filename** (for AdHoc campaigns) | *Data to be supplied 48 hours before the campaign is due to be deployed* |
| **Deduplication** (Removed by default) | *Duplicates are removed by default. Specify here if you wish to keep them.* |

**HTML BRIEF**

Message properties (for each message in the campaign, fill a separate brief within this document)

|  |  |
| --- | --- |
| **Message type\*** | *Service/ Commercial* |
| **From name\*** | *Text that is displayed as the sender’s name in the recipient’s inbox (Display Name)*Add here |
| **Sending domain\*** | *<FromName>@e.rams.com.au* |
| **Reply-to address\*** | *RAMS to provide an active reply-to email address/mailbox that is monitored*Add here |
| **Reply-to (display) name** | *Display name for the reply-to mailbox*Add here |
| **Subject line\*** | Add here |
| **Subject line 2**  | *complete only if subject line testing is required)*Add here |
| **Pre-header**  | *(displayed on recipient’s inbox after the subject line on a few clients like Gmail)*Add here |
| **Plain text version required** | *Yes/No* |

(Fields marked with \* are compulsory)

Message 1 – Copy and Assets

| **Section** | **Module name***(refer to Template A Module Library)* | **Copy/Asset** *(enter the copy for each section here, including formatting, text/buttons to be hyperlinked and asset file name to be used for that section)* | **Assets and Hyperlinks***(enter the hyperlink in this section along with the label it should go under)* | **Change request***(use this space for changes to copy or hyperlinks from the original brief)* |
| --- | --- | --- | --- | --- |
| **Security Message\* (hard coded)** | *Security message* | *e.g. RAMS emails never ask you for your personal details or link to a login page visit rams.com.au/myrams/security/**Can’t see this email? View online* | *e.g. Link “rams.com.au/myrams/security/” to* *https://rams.com.au/myrams/security/* |  |
| **Master Header** | *e.g. Master header 4.1* | *e.g. Rams Header Image07.jpg* | *e.g. Link Image\_name.jpg to https://www.rams.com.au/* |  |
| **Introduction****(add more if required)** | *e.g. Intro 3* | *e.g.**Hi <%= First Name %>,**You've got your account set up, but have you transferred your funds so your savings can really take off? Don't forget, even small efforts could make big gains.* |  |  |
| **Body Copy****(add more if required)** | *e.g. Special 2* | *e.g.**The RAMS Saver Account**Earn a variable rate of up to 3.00% p.a. (that's the variable base rate of up to 1.35% p.a. plus variable 1.65% p.a. bonus on balances up to $500,000) when you:**(refer infographic-image-1.jpg)**For more information, please see our website.* | *e.g. Link ‘our website’ to**https://www.rams.com.au/savings-and-transactions/rams-saver/* |  |
| **Body Copy****(add more if required)** | *-* | *-* | *-* |  |
| **CTA** | *e.g. Contact us 1* | *Any Questions?**If you have any questions or would like to know more, simply call our Customer Service Team on 13 RAMS, that's 13 7267.**Warm regards,**The RAMS Team* | *-* |  |
| **Footer\* (hard coded)** | *Footer* |  |  |  |
| **App Banner (hard coded)** | *App download* |  |  |  |
| **Terms & conditions\*** | *e.g. T&C grey opt-out* |  |  |  |
| **Terms & conditions\* (Physical mailing address – hard coded)** | *Physical mailing address (Hard coded)* | *e.g. This email was sent by RAMS Financial Group Pty Ltd, ABN 30 105 207 538 AR 405465 Australian credit licence 388065,**Level 12, 321 Kent St Sydney 2000 Australia.* |  |  |

(Fields marked with \* are compulsory)

**ADDITIONAL DATA FIELDS FOR PERSONALISED CONTENT**

If you require additional data fields (for personalisation), please supply variable content under **Variable or Token Fields** in the file. Please instruct us of those fields below. Mapped field names should be exactly as they appear in the data file. Note this box is to be completed if there is no field name already set up within the standard field list below. \*PII stands for Personal Identifiable Information and should be supplied under Token Fields only.

**Total Variable Fields available = 20**

**Total Token Fields available = 15**

**Standard Fields –** These fields are for information only

| **Field name** | **Description** | **Field definition** |
| --- | --- | --- |
| FirstName | Given name of the message recipient | VARCHAR(60) |
| LastName | Family name of the message recipient | VARCHAR(60) |
| Title | Honorific title of the message recipient | VARCHAR(20) |
| EmailAddress | Email address of the message recipient | VARCHAR(150) |
| MobileNumber | Mobile number of the message recipient | NUM(20) |

| **Variable content** | **Field that this content will be supplied under** | **Description** | **PII Data** |
| --- | --- | --- | --- |
| *e.g. Product Type* | Variablefield1 | *This links to the primary shopfront* | Must not be PII |
|  | Variablefield2 | *This links to the secondary shopfront* | Must not be PII |
|  | Variablefield3 |  | Must not be PII |
|  | Variablefield4 |  | Must not be PII |
|  | Variablefield5 |  | Must not be PII |
|  | Variablefield6 |  | Must not be PII |
|  | Variablefield7 |  | Must not be PII |
|  | Variablefield8 |  | Must not be PII |
|  | Variablefield9 |  | Must not be PII |
|  | Variablefield10 |  | Must not be PII |
|  | Variablefield11 |  | Must not be PII |
|  | Variablefield12 |  | Must not be PII |
|  | Variablefield13 |  | Must not be PII |
|  | Variablefield14 |  | Must not be PII |
|  | Variablefield15 |  | Must not be PII |
|  | Variablefield16 |  | Must not be PII |
|  | Variablefield17 |  | Must not be PII |
|  | Variablefield18 |  | Must not be PII |
|  | Variablefield19 |  | Must not be PII |
|  | Variablefield20 |  | Must not be PII |
| Franchise Marketing Name\* | TokenField01 | *Registered business name of a franchisee that has to be used in comms* | Use for PII data only |
| Franchise Territory\* | TokenField02 | *Region that the franchisee covers* | Use for PII data only |
| Franchise Principal\* | TokenField03 | *Franchisee’s principal’s name* | Use for PII data only |
| Franchise Email1\* | TokenField04 | *Primary franchisee’s email address*  | Use for PII data only |
| Franchise Email2\* | TokenField05 | *Secondary franchisee’s email address (if any)* | Use for PII data only |
| Shop 1 Suburb\* | TokenField06 | *Suburb of the primary shopfront* | Use for PII data only |
| Shop 1 Phone No\* | TokenField07 | *Phone no of the primary shopfront* | Use for PII data only |
| Shop 2 Suburb\* | TokenField08 | *Suburb of the secondary shopfront (if any)* | Use for PII data only |
| Shop 2 Phone No\* | TokenField09 | *Phone no of the secondary shopfront (if any)* | Use for PII data only |
| Franchise Disclaimer\* | TokenField10 | *Franchisee’s disclaimer that needs to appear on any communication signed off by the franchise.* | Use for PII data only |
| Residex Email PostCode\* | TokenField11 | *Customer’s primary security’s postcode – used to populate the relevant Residex Suburb Report url for the “Download now” button in the “Weekly Residex Email” and “Loan Anniversary Email”* | Use for PII data only |
| Residex Email State\* | TokenField12 | *Customer’s primary security’s state – used to populate the relevant Residex State Report url for the “Download now” button in the “Quarterly Residex Email”. It is also used to populate the relevant state in the subject headline of that email.* | Use for PII data only |
|  | TokenField13 |  | Use for PII data only |
|  | TokenField14 |  | Use for PII data only |
|  | TokenField15 |  | Use for PII data only |

***\*NOTE:*** Where mentioned, the Token Fields have been pre-defined for CMP campaigns and must always remain the same for data sent to n3Hub. For AdHoc campaigns, Variable and Token Fields can be used to supply new content. **Please change the brief above to match what is being supplied in the data files for a campaign.**