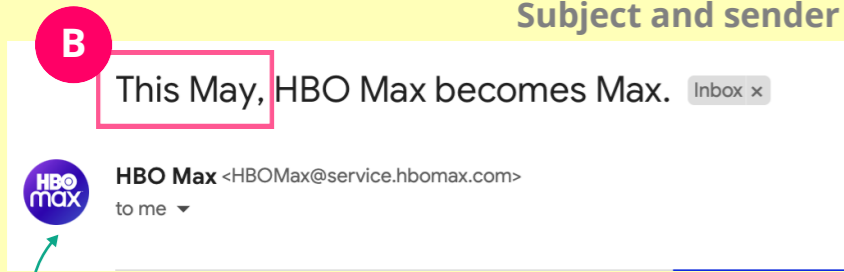
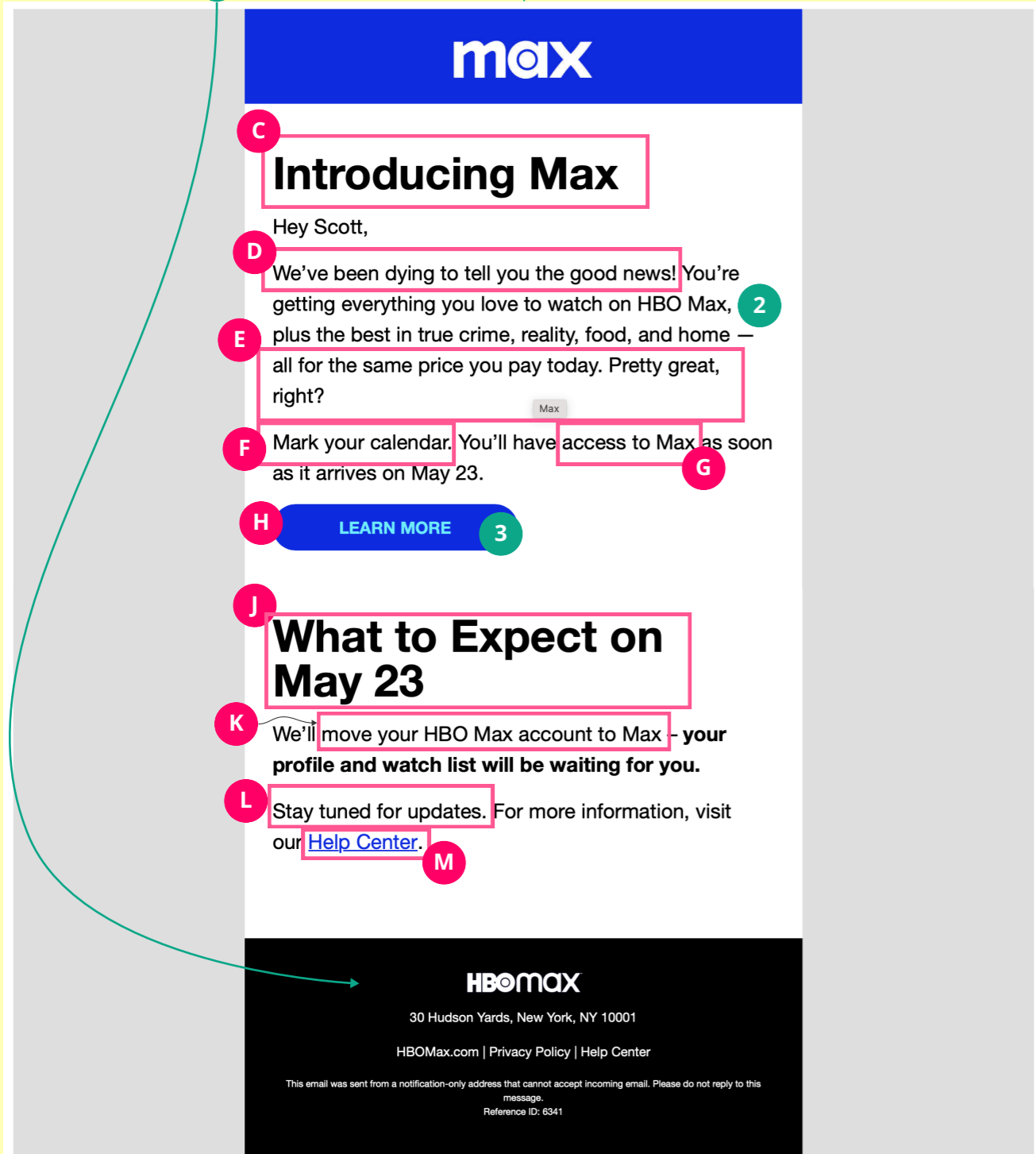


Subject and sender



Email contents



Key Recommendations



Use the authority and recognition of the existing HBO Max brand to introduce, elevate, and strengthen the new Max brand. (See 1)



Use specifics to generate excitement for the launch, like names of newly available programming, or famous actors from new programming,



Anticipate and answer reader questions. Other than the date there's very little in the way of specifics here, and we may well end up creating more questions than we answer. A longer, more detailed message answering, for instance, the top five anticipated questions might help reduce support inquiries.



Articulate a clear call-to-action (what we want the user to do, and why) and reflect that action with the user prompt on the primary button. For instance, "See what's changing" or "Explore new content"

Content Design Considerations

A

Good to create curiosity with the preview text. Could potentially increase curiosity by mentioning a specific benefit, e.g. "Your favorites + new shows for you"

E

Overall this first paragraph does not say clearly what is actually happening. We may want to use bulleted lists or other scannable content, combined with more straightforward writing, to say exactly what it happening to reduce questions and confusion. For instance:

J

It looks like all-caps on buttons is our existing HBO Max house style; the transition to Max is an opportunity to change this for improved usability. (All caps is harder to read and can cause issues with screen-reader software.)

B

The emphasis on the month, and later again the date, could falsely give the impression that some action or deadline is looming. Is it important to be specific or could "Soon" do for the subject line?

"When Max goes live, you'll get:

K

We should either not mention this or be much more specific. It invites a number of questions. What does "move" mean in this context? Will the user need to go to a new website? Will they need to sign back into their apps? When can I add new Max programming to my watch list? And so on.

C

On first impression this could read as a person's name. "Introducing Max", "Introducing Jim", "Introducing Kenji." We may well want to introduce Max, but perhaps not as the first headline in the message.

F

This is a marketing cliché, and also could create the false impression that the user will need to do something on May 23. If they do, we should tell them what it is or link to specific instructions.

L

"Stay tuned" feels cliché and antiquated for a online streaming-first brand. Also, are there more updates planned? If there are, let's say specifically what they are. If not, we can drop this.

D

The first word being "We" doesn't create a user-centered impression. Why does the reader care about our emotional state?

G

The ambiguity here could create a sense of concern. Access how? Access where? (The recommendations in point E above could remedy this.)

M

More information about what? What questions are we anticipating? How could we make it clear to the user what, if any, the difference is between the content they'll find at the LEARN MORE link and at the Help Center link?

Absent any connection to a larger theme, "dying to tell you" reads like a cliché marketing phrase.

H

It looks like all-caps on buttons is our existing HBO Max house style; the transition to Max is an opportunity to change this for improved usability. (All caps is harder to read and can cause issues with screen-reader software.)

Is this necessarily good news?

Design and Branding Considerations

1

We've got a bit of a brand muddle here. The sender name, email address, and footer information are from the HBO Max brand. The visual header logo, and the button color, seems to be jumping over to the new Max branding.

2

There's an opportunity here to tell our story with a visual or graphic that could make it even easier to understand what is happening without reading. For instance a collage showing an image of familiar HBO Max titles, a plus sign (+), and actual or hinted at new shows from Max. We could even hint at the brand transition with HBO Max purple at left and Max blue at right, or similar.

Messages are harder to understand when the voice / speaker isn't clear. We might consider clearly positioning this as an update from HBO Max — with whom the user already has a relationship — and use our authority to actually introduce the Max brand and preview what to expect, rather than mixing the two.

3

In addition to the all-caps mentioned in H, I'm curious about the color contrast here. Seems low?