

BASECAMP × MARLO

Email looks for Kid to Kid and Uptown

Two looks for each brand, side by side, for review.

Where we landed with your creative team

Kid to Kid, Look A (recommended)

Clean and simple: a consistent header with the local store, one strong photo, a short message and a simple grid. It holds up as sends go up.

Uptown, Look A

The same clean structure as Kid to Kid, so the two brands read as one family of emails.

Built for more sends

Image-led, with little copy to write each time. Every key word is live text, so the email reads with pictures off and in dark mode.

Kid to Kid, Look B

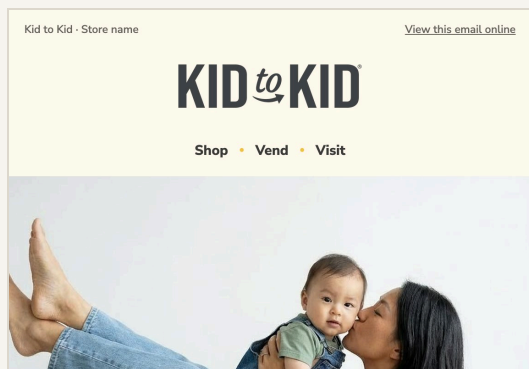
The same message, dressed in gingham and tape. Its tape and pattern can come into Look A for lighter moments.

Uptown, Look B

A two-tone take for a younger feel, cream and olive, with no paper texture. Colors follow Uptown's new palette, so the pick can wait for it.

Next

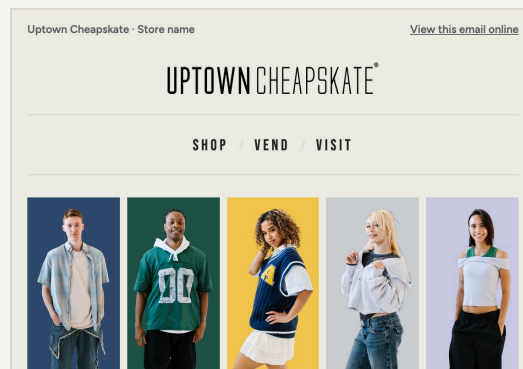
We build the welcome journey in the chosen look, then the November pilot in a few stores.



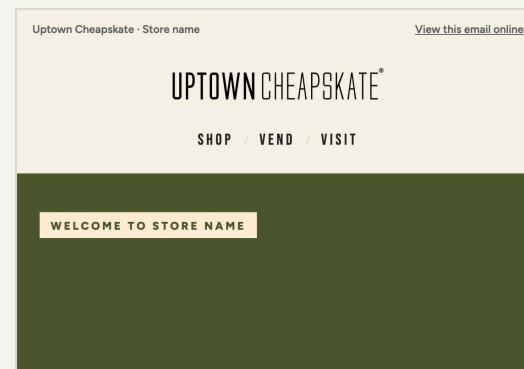
Kid to Kid · A



Kid to Kid · B



Uptown · A



Uptown · B

Each look is shown on its welcome email and its national moment. Other brands' emails follow at the end.

Kid to Kid · Store name

View this email online

KIDtoKID®

Shop · Vend · Visit



WELCOME TO KID TO KID

kids outgrow things fast.
we help you keep up.

We're a resale store for kids' clothes, shoes, toys and gear.

Plan your first visit

two ways we help



WHEN YOU SHOP

the next size up,
for less

Gently used clothes, shoes, toys and gear, checked by our team and priced at a fraction of retail. New things hit the racks every day.

See what's in store →



WHEN YOU VEND

bring in what they've outgrown

We look everything over the same day and make you an offer. Take cash, or take store credit and get more.

How vending works →

what you'll find

Everything kids need, gently used and ready for the next kid.



clothes



shoes



toys



baby gear

your store

Store name

Street address

City, State ZIP

Phone number

Get directions

HOURS

Monday to Saturday

Hours

Sunday

Hours

KIDtoKID®

Instagram · Facebook · TikTok

You're getting this email because you signed up at Store name.

Unsubscribe · Email preferences

Store name · Street address, City, State ZIP

Kid to Kid · Store name

View this email online

KIDtoKID®

Shop · Vend · Visit

hello from kid to kid.

We're a resale store for kids' clothes, shoes, toys and gear.

Plan your first visit

two ways we help



SHOP

the next size up,
for less

Gently used, checked by our team and priced at a fraction of retail.

See what's in store →



VEND

bring in what they've outgrown

Get an offer the same day. Take cash, or store credit that's worth more.

How vending works →

what you'll find



clothes



shoes



toys



baby gear

how vending works

1

Bring in clean, gently used clothes, shoes, toys and gear, in a bag or a bin.

2

Our team looks each item over and makes you an offer while you shop.

3

Your call: cash, or the bigger store credit.

KIDtoKID®

your store

Store name

Street address

City, State ZIP

Phone number

Get directions

HOURS

Monday to Saturday

Hours

Sunday

Hours

KIDtoKID®

Instagram · Facebook · TikTok

You're getting this email because you signed up at Store name.

Unsubscribe · Email preferences

Store name · Street address, City, State ZIP

Kid to Kid

National moment: Toy Drop

A · Clean and simple (recommended)

Kid to Kid · Store name

View this email online

KIDtoKID®

Shop · Vend · Visit

TOY DROP

SATURDAY, NOV 7 · 10AM

Hi [First name] · You have 18 points



THIS SATURDAY AT 10AM

find their next favorite.

A fresh wall of toys lands Saturday: ride-ons, baby toys, pretend play and more, gently used and priced well below new.

See what's dropping

WHEN

Saturday, Nov 7

DOORS

10am

WHERE

Store name

what's dropping

New-to-you toys, ready for the next kid.

ride-ons

baby toys

pretend play

and more

your store

Store name

Street address

City, State ZIP

Phone number

Get directions

HOURS

Monday to Saturday

Sunday

Hours

Hours

KIDtoKID®

Instagram · Facebook · TikTok

You're getting this email because you signed up at Store name.

Unsubscribe · Email preferences

Store name · Street address, City, State ZIP

B · Gingham and tape

Kid to Kid · Store name

View this email online

KIDtoKID®

Shop · Vend · Visit

SATURDAY, NOV 7

the toy drop lands Saturday.



A fresh wall of toys at 10am: ride-ons, baby toys and pretend play, gently used and priced well below new.

See what's dropping

WHEN

Saturday, Nov 7

DOORS

10am

WHERE

Store name

Add to calendar

Plan your visit

what's dropping

ride-ons

baby toys

pretend play

and more

Trade up. Bring in the toys they've outgrown and put the store credit toward the drop.

How vending works →

KIDtoKID®

your store

Store name

Street address

City, State ZIP

Phone number

Get directions

HOURS

Monday to Saturday

Sunday

Hours

Hours

KIDtoKID®

Instagram · Facebook · TikTok

You're getting this email because you signed up at Store name.

Unsubscribe · Email preferences

Store name · Street address, City, State ZIP

Uptown Cheapskate · Store name

View this email online

UPTOWNCHEAPSKATE®

SHOP / VEND / VISIT











new here?

GOOD BRANDS.
A FRACTION OF RETAIL.

We're a resale store for the styles you actually wear. Shop what's new, and bring in the pieces you're done with for cash or store credit.

PLAN YOUR VISIT

TWO WAYS IN

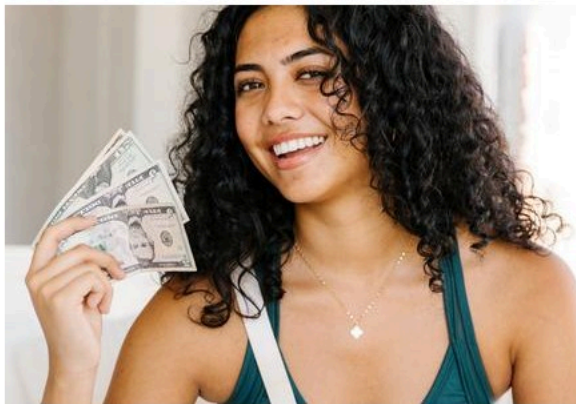


SHOP

FIND IT FOR LESS

Denim, sneakers, jackets and bags from brands you know, sorted and ready to try on. The racks change every day.

WHAT'S IN STORE →



VEND

CLEAN OUT, CASH IN

Bring in what you're done wearing. We make an offer on the spot, and you choose cash or store credit.

HOW VENDING WORKS →

HOW VENDING WORKS

1

Bring in clean, current styles: clothes, shoes and accessories, folded in a bag or a bin.

2

Our team looks everything over while you browse the racks. No appointment needed.

3

Take cash, or choose store credit and get more.

ALWAYS ON OUR LIST



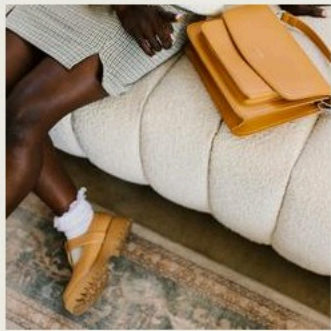
Denim



Sneakers



Jackets



Bags

YOUR STORE

Store name

Street address

City, State ZIP

Phone number

GET DIRECTIONS

HOURS

Monday to Saturday

Sunday

Hours

Hours

UPTOWNCHEAPSKATE®

Instagram · Facebook · TikTok

You're getting this email because you signed up at Store name.

Unsubscribe · Email preferences

Store name · Street address, City, State ZIP

B · Two-tone, for a younger feel

Uptown Cheapskate · Store name

View this email online

UPTOWNCHEAPSKATE®

SHOP / VEND / VISIT

WELCOME TO STORE NAME

YOUR NEW
FAVORITE CLOSET IS
RIGHT HERE.

Good brands at a fraction of retail, and cash or store credit for the pieces you're done with.

PLAN YOUR VISIT



We're a resale store for the styles you actually wear. No judgment, no dust, no overwhelming racks. Just good finds.



SHOP

FIND IT FOR LESS

Denim, sneakers, jackets and bags from brands you know, sorted and ready to try on.

WHAT'S IN STORE →



VEND

CLEAN OUT, CASH IN

Bring in what you're done wearing. We make an offer on the spot, cash or store credit.

HOW VENDING WORKS →

HOW VENDING WORKS

1

Bring in clean, current styles: clothes, shoes and accessories, folded in a bag or a bin.

2

Our team looks everything over while you browse the racks. No appointment needed.

3

Take cash, or choose store credit and get more.

ALWAYS ON OUR LIST



Denim



Sneakers



Jackets



Bags

YOUR STORE

Store name

Street address

City, State ZIP

Phone number

GET DIRECTIONS

HOURS

Monday to Saturday

Sunday

Hours

Hours

UPTOWNCHEAPSKATE®

Instagram · Facebook · TikTok

You're getting this email because you signed up at Store name.

Unsubscribe · Email preferences

Store name · Street address, City, State ZIP

Store details, dates and offers are samples.

Uptown

National moment: Gift of Thrift

A • One family with Kid to Kid

Uptown Cheapskate • Store name

[View this email online](#)

UPTOWNCHEAPSKATE®

SHOP / VEND / VISIT

THE GIFT OF THRIFT

IN STORE ALL SEASON



give the gift of thrift

GOOD BRANDS MAKE GOOD GIFTS.

Find something they'll love on the racks. Good brands, a fraction of retail.

PLAN YOUR VISIT

GIFT IDEAS

Fresh on the racks this week.



JACKETS

Puffers, leather and denim, from brands you know.



BOOTS

Western, knee-high and ankle, all priced to move.



BAGS

Totes, crossbody and clutches for every budget.



KNITS

Cozy sweaters for every name on your list.

AT THE COUNTER

THE EASY GIFT.

Ask for an Uptown gift card at checkout, and pair it with a find from the racks.

FIND YOUR STORE →

YOUR STORE

Store name

Street address

City, State ZIP

Phone number

GET DIRECTIONS

HOURS

Monday to Saturday

Sunday

Hours

Hours

UPTOWNCHEAPSKATE®

[Instagram](#) • [Facebook](#) • [TikTok](#)

You're getting this email because you signed up at Store name.

[Unsubscribe](#) • [Email preferences](#)

Store name • Street address, City, State ZIP

B • Two-tone, for a younger feel

Uptown Cheapskate • Store name

[View this email online](#)

UPTOWNCHEAPSKATE®

SHOP / VEND / VISIT

THE GIFT OF THRIFT

GOOD BRANDS MAKE GOOD GIFTS.

Find something they'll love on the racks, or pick up an Uptown gift card at the counter.

PLAN YOUR VISIT



Good brands at a fraction of retail, for everyone on your list.

GIFT IDEAS



JACKETS



BOOTS



BAGS



KNITS



YOUR STORE

Store name

Street address

City, State ZIP

Phone number

GET DIRECTIONS

HOURS

Monday to Saturday

Sunday

Hours

Hours

UPTOWNCHEAPSKATE®

[Instagram](#) • [Facebook](#) • [TikTok](#)

You're getting this email because you signed up at Store name.

[Unsubscribe](#) • [Email preferences](#)

Store name • Street address, City, State ZIP

APPENDIX

What other brands send

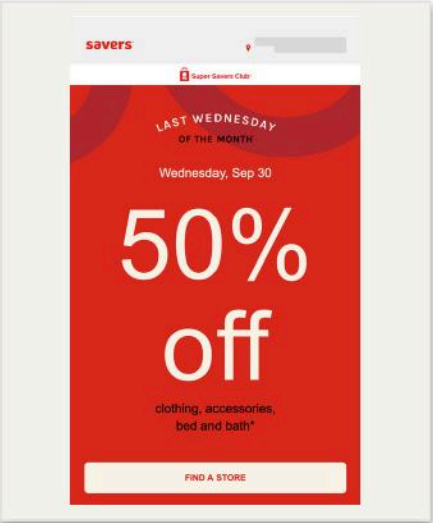
Kids, resale and fashion brands, from our research inboxes.

Five territories the category plays in.

Kids, resale and fashion brands in our research inboxes, grouped by how they show up.

The big number

The discount is the hero: huge, in bold color, up top.

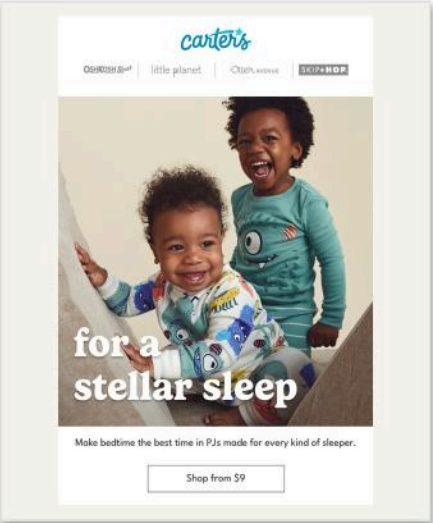


Savers, Carter's, Old Navy, Kohl's, Vineyard Vines

Value is real for resale; say it warmly, without the siren.

Bright kid joy

Bright color, real kids laughing, and type that plays.

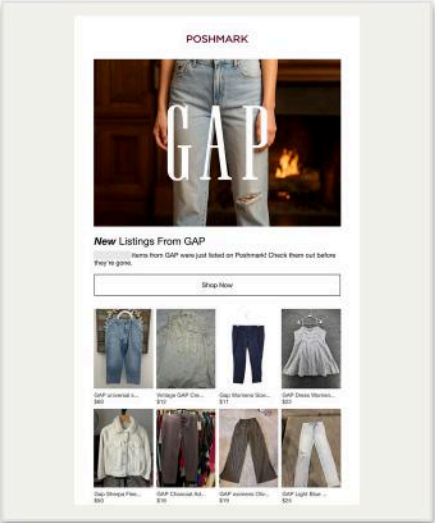


Primary, Carter's, The Children's Place, Old Navy

Kid to Kid keeps the joy in the photo, not the decoration.

The fresh find

Just in, never full price, gone soon: the find is the hook.

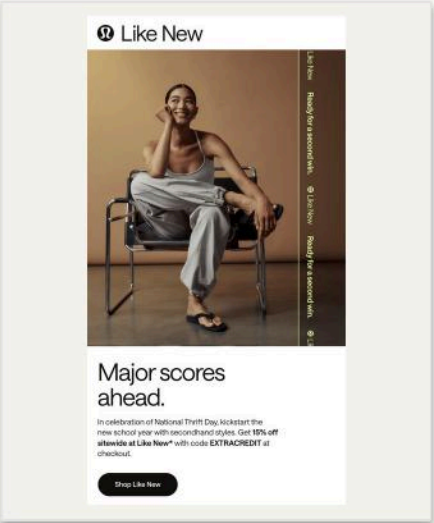


Poshmark, HomeGoods, T.J. Maxx, eBay

Resale is the original treasure hunt; lead with what's new.

Pre-loved, proudly

Secondhand framed as smart, stylish and good for the planet.

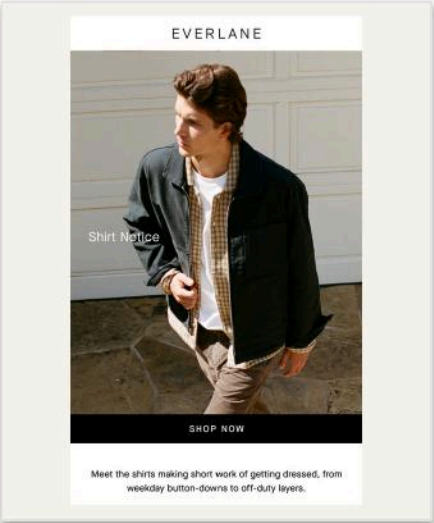


lululemon Like New, Savers, eBay, Poshmark

Your home turf, now borrowed by big brands; say it first.

Quiet editorial

One big photo, few words, lots of white space.



Everlane, lululemon, Club Monaco, Banana Republic

Uptown can borrow the calm to stand with fashion brands.

Kids brands lead with price, and most send a lot.

What one subscriber received from four kids brands, in our research inboxes this year.

Brand	Emails a week	Subject lines	What they push
The Children's Place	about 26	27 of its last 30 lead with price	Pushes its own money: "\$40 Bonus Bucks"
Carter's	about 9	21 of its last 30 lead with price	50% off by default, Christmas in September
Old Navy	about 6	28 of its last 30 lead with price	Pushes its own money: "Super Cash"
Primary	1 every 2 weeks	9 of its last 13 lead with price	Sitewide sales, then quiet



Children's Place · Sept



Carter's · Sept



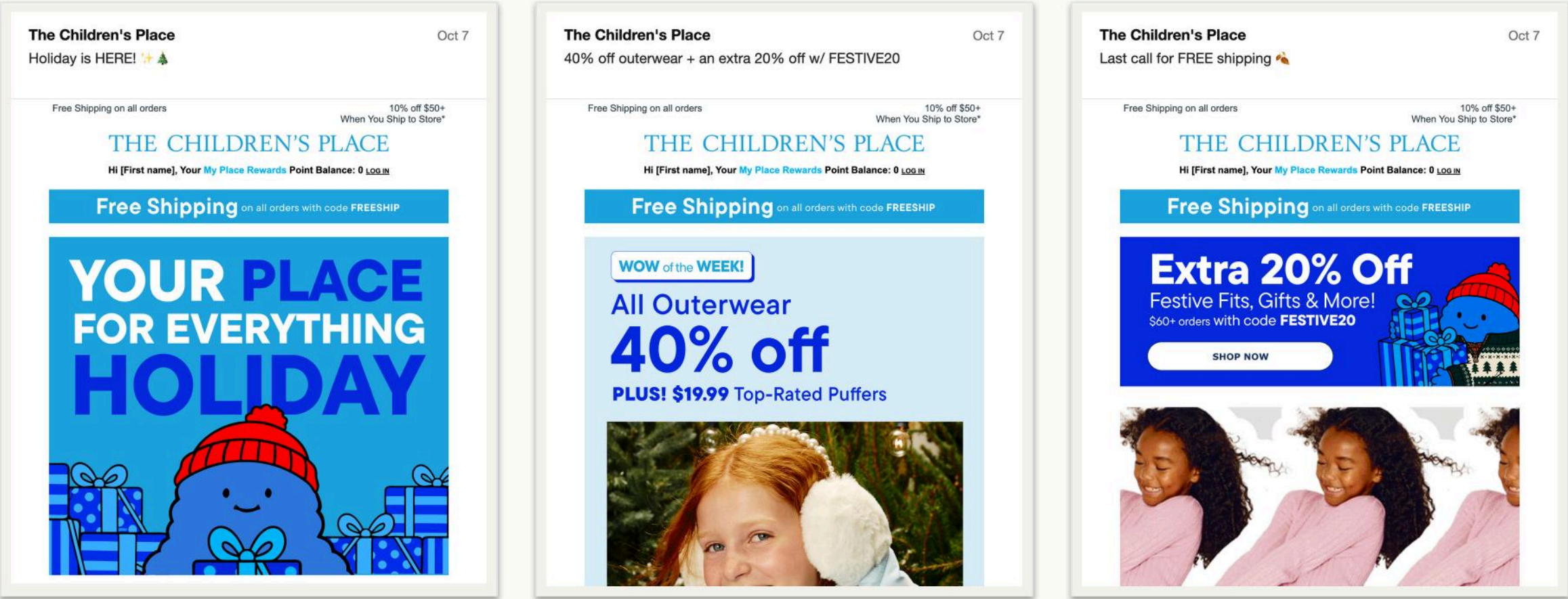
Primary · June

Where Kid to Kid stands apart: fewer sends that lead with the find and the family, not the siren.

Our research inboxes to Sept 28: emails a week over 18 weeks (Primary 27); the latest 30 subject lines each (Primary 13). Price-led: a percent, a dollar amount, sale, deal or save.

The Children’s Place sends four emails a day.

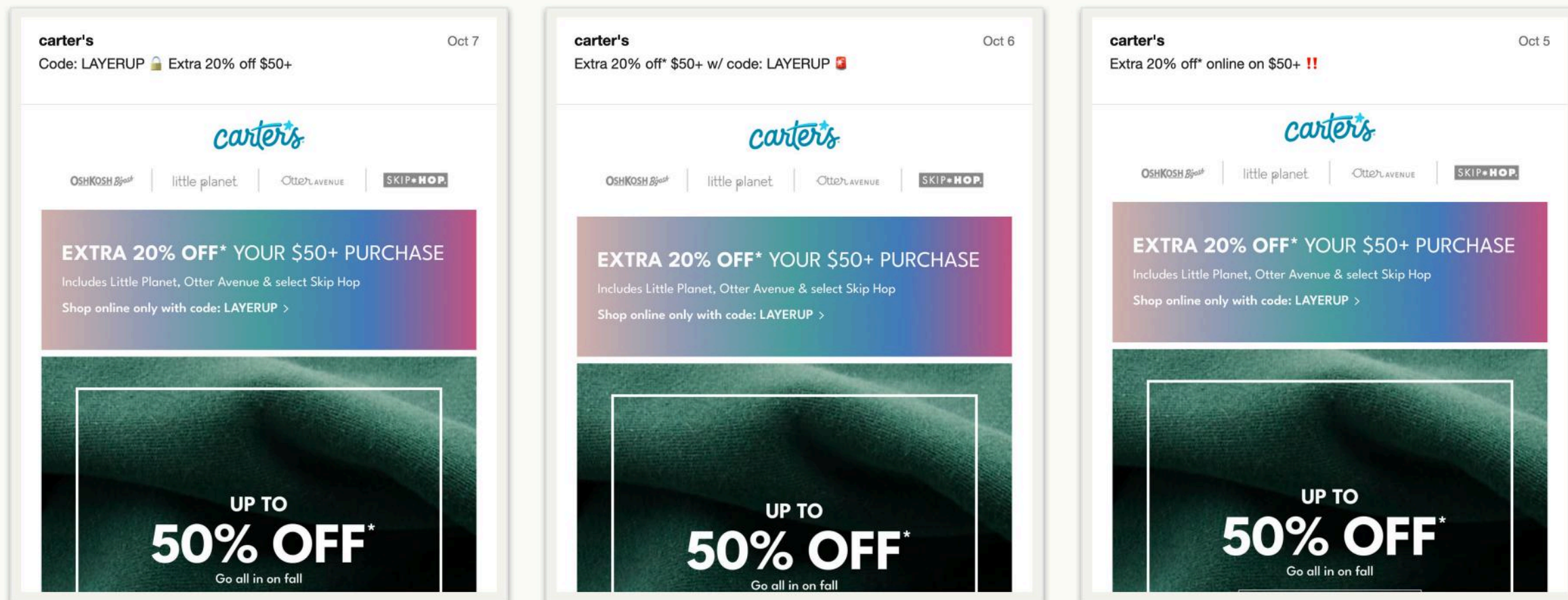
Our test inbox got four a day from Sept 29 to Oct 6, then these three on Oct 7: 35 in nine days.



From our research inboxes: the top of each email, under its inbox line. Our test name is hidden.

Carter's sent the same offer three days in a row.

Nine of its ten emails from Sept 29 to Oct 7 put a price in the subject line.



From our research inboxes: the top of each email, under its inbox line. Our test name is hidden.

Old Navy puts its own money, Super Cash, at the top.

Seven of its eight emails from Sept 29 to Oct 4 name Super Cash in the subject line.

Old Navy Super Cash

Expiration Alert ⚠️ Spend your SUPER CASH before it's gone

Oct 4

🛒 And, FREE SHIPPING for Encore Members on orders \$50+ View in [web browser](#).

OLD NAVY

NEW FOR YOU / WOMEN / MATERNITY / MEN / GIRLS / BOYS / TODDLER / BABY

Tier: CORE Member

Hi!
ENCORE PERK: 5 points per \$1 spent at our family of brands, plus free shipping every day on orders of \$50+*

In-Store & Online, Ends 10/4
Encore Member Perk

Bonus!

SUPER CASH

spend more, save more

\$20 OFF \$50+

\$40 OFF \$100+

Old Navy Super Cash

All sleepwear* is 50% off (yes, the good stuff) + your Super Cash expires soon!

Oct 4

🛒 And, FREE SHIPPING for Encore Members on orders \$50+ View in [web browser](#).

OLD NAVY

NEW FOR YOU / WOMEN / MATERNITY / MEN / GIRLS / BOYS / TODDLER / BABY

Tier: CORE Member

Hi!
ENCORE PERK: 5 points per \$1 spent at our family of brands, plus free shipping every day on orders of \$50+*

In-Store & Online, Ends 10/4
Encore Member Perk

Bonus!

SUPER CASH

spend more, save more

\$20 OFF \$50+

\$40 OFF \$100+

Old Navy Super Cash

Softest cart ever: Super Cash + 50% off all sleepwear*

Oct 3

🛒 And, FREE SHIPPING for Encore Members on orders \$50+ View in [web browser](#).

OLD NAVY

NEW FOR YOU / WOMEN / MATERNITY / MEN / GIRLS / BOYS / TODDLER / BABY

Tier: CORE Member

Hi!
ENCORE PERK: 5 points per \$1 spent at our family of brands, plus free shipping every day on orders of \$50+*

In-Store & Online, Ends 10/4
Encore Member Perk

Bonus!

SUPER CASH

spend more, save more

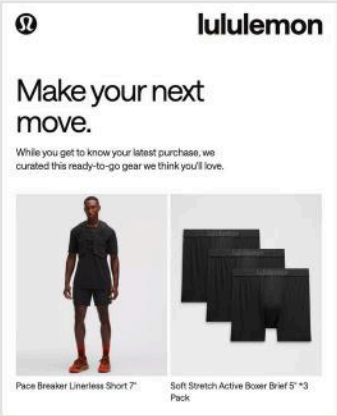
\$20 OFF \$50+

\$40 OFF \$100+

From our research inboxes: the top of each email, under its inbox line. Our test name is hidden.

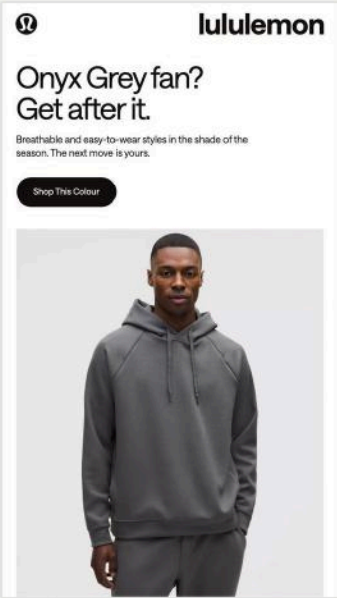
Lululemon and Uniqlo already send each kind of email.

Each one is a design move we borrowed: one message, live type, and a version for each member.



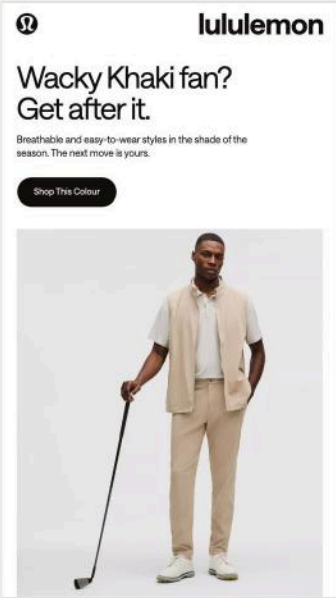
Journey

Picks to match their last order, in a grid.



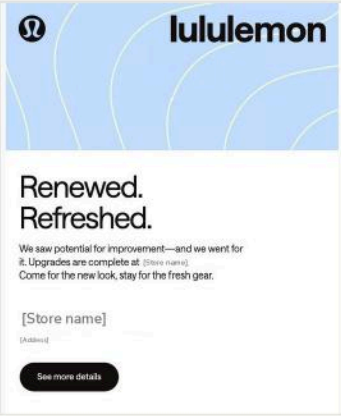
Member version

“Onyx Grey fan?” Likely for members who shop that color.



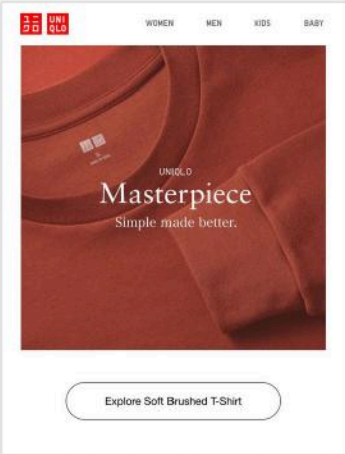
Member version

“Wacky Khaki fan?” The same email, another color.



Local moment

One store’s reopening, in the national look.



Brand story

One product, told as a story, with one button.

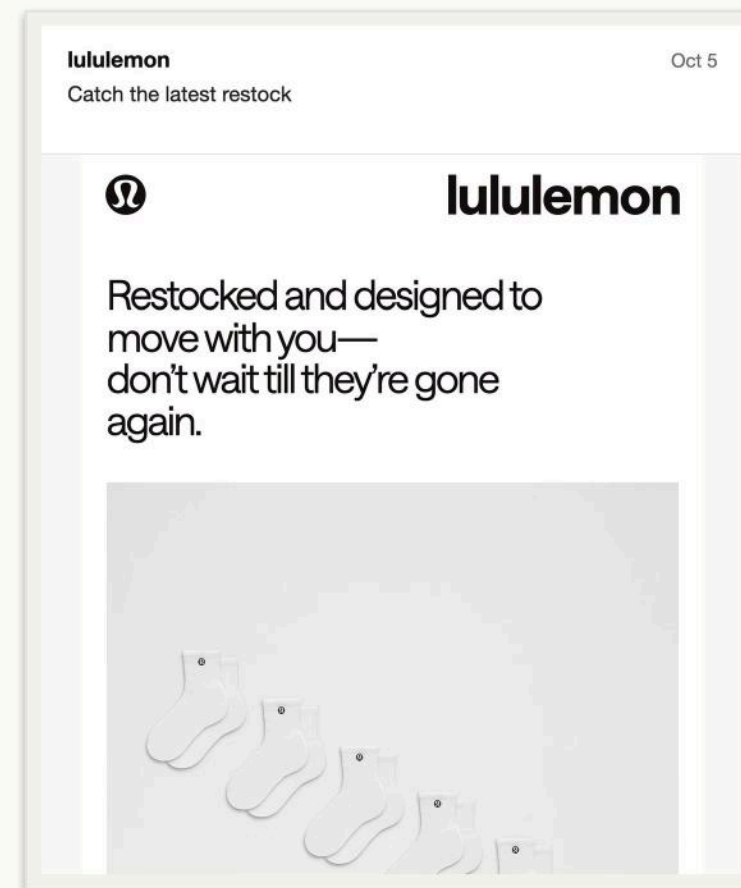
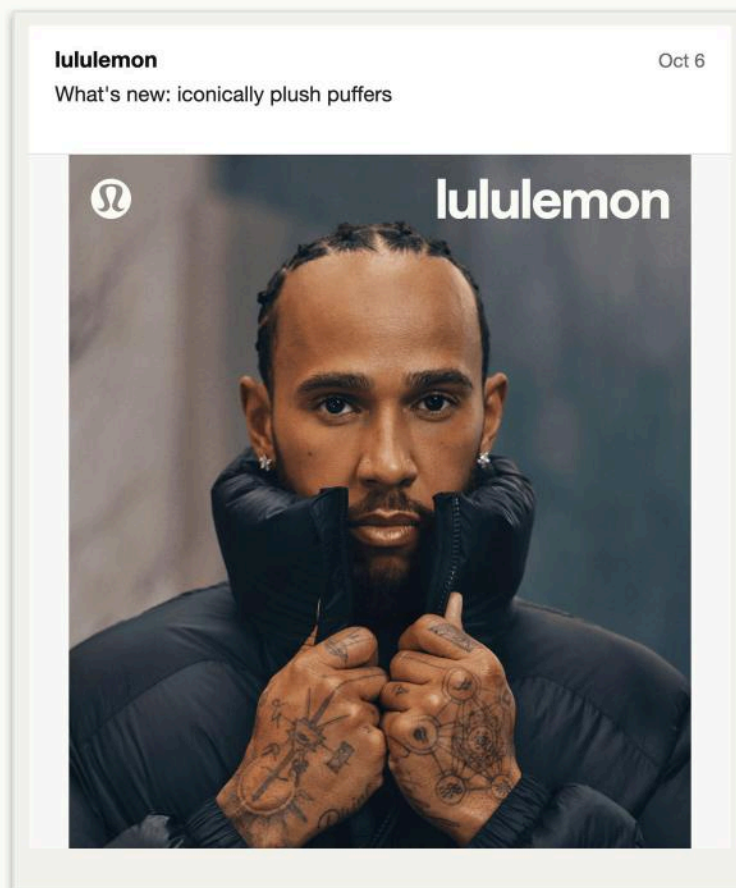
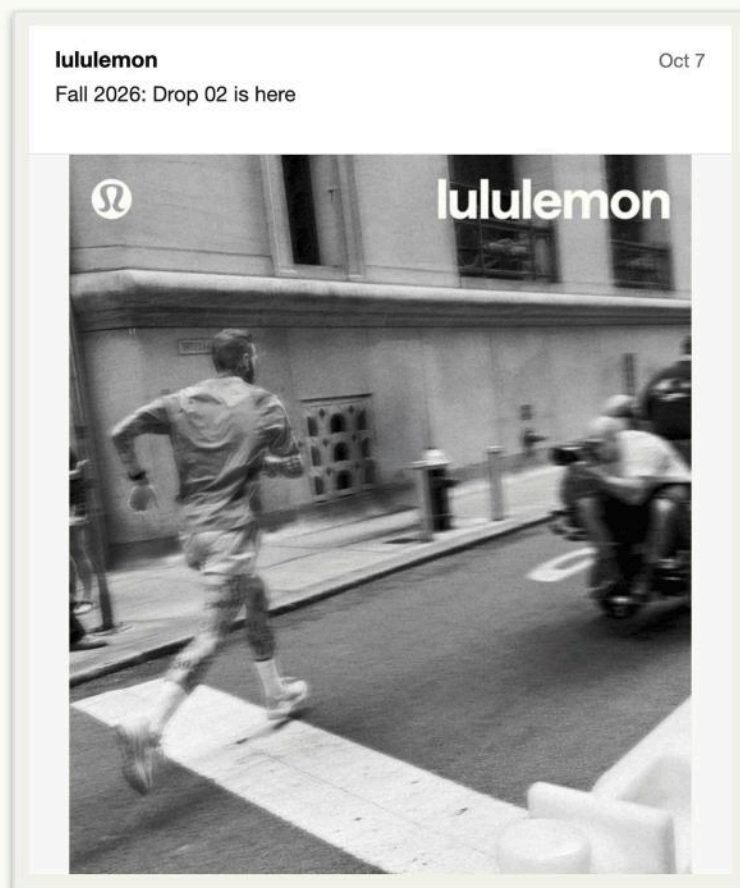


Last chance

Big type over the photo: last day to save.

Lululemon leads with people and product, not price.

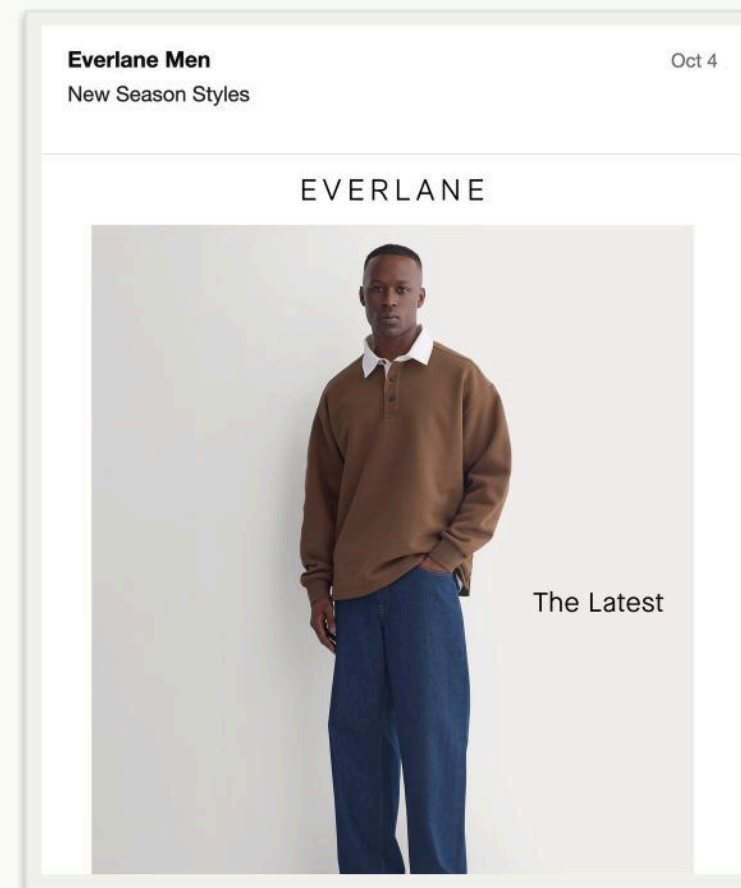
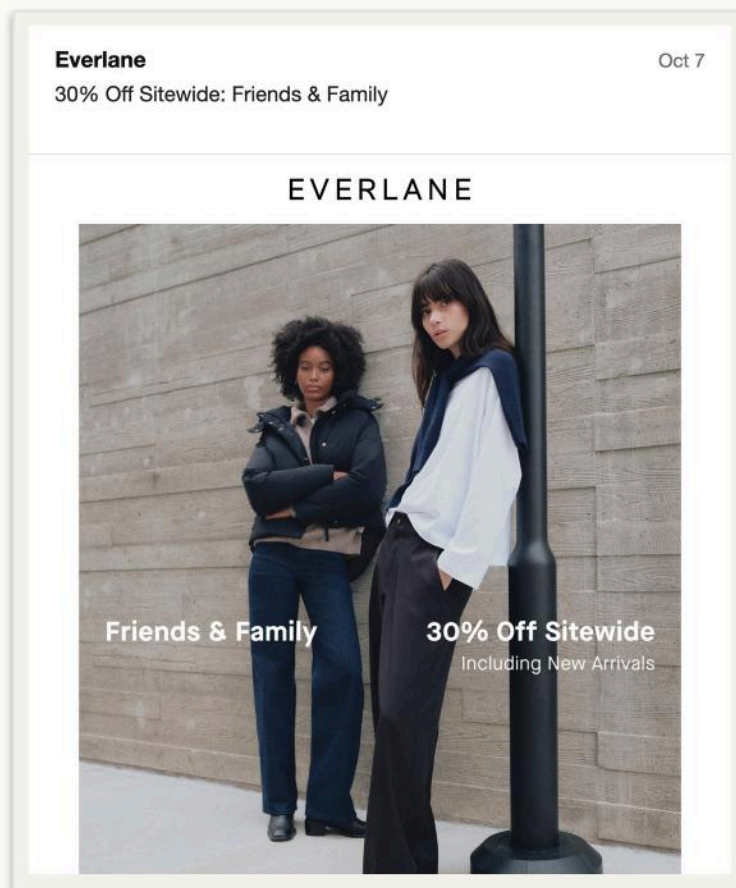
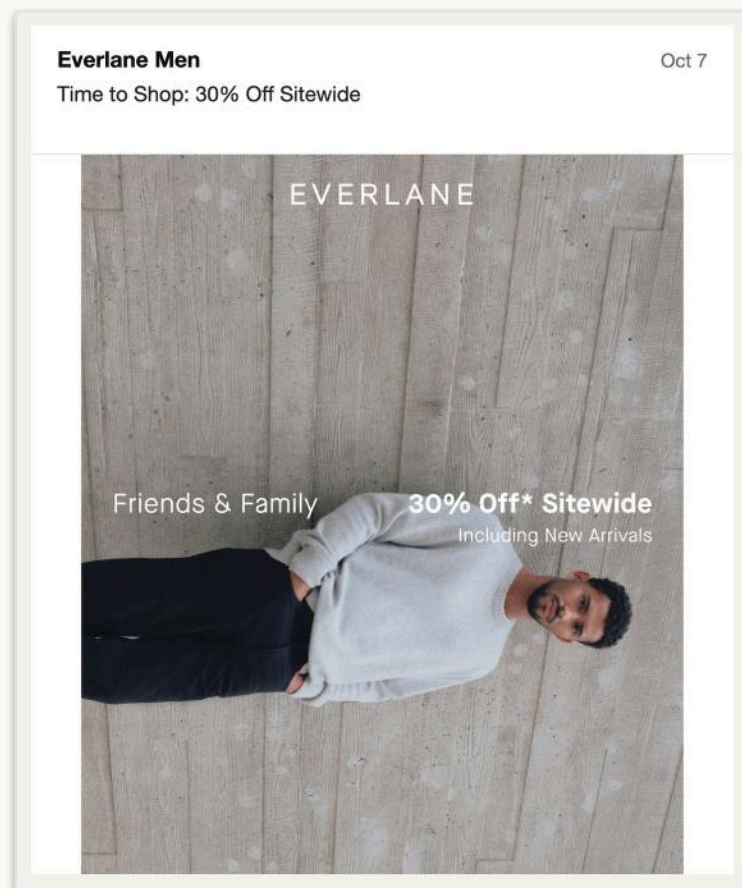
None of its seven emails from Sept 29 to Oct 7 puts a price in the subject line.



From our research inboxes: the top of each email, under its inbox line. Our test name is hidden.

Everlane runs 30% off and still looks calm.

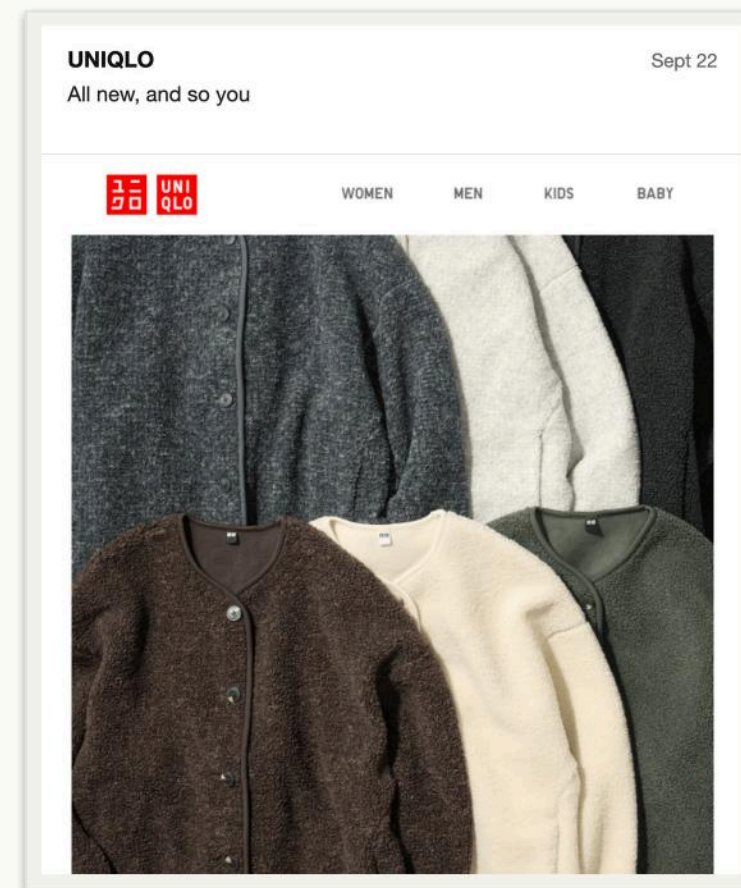
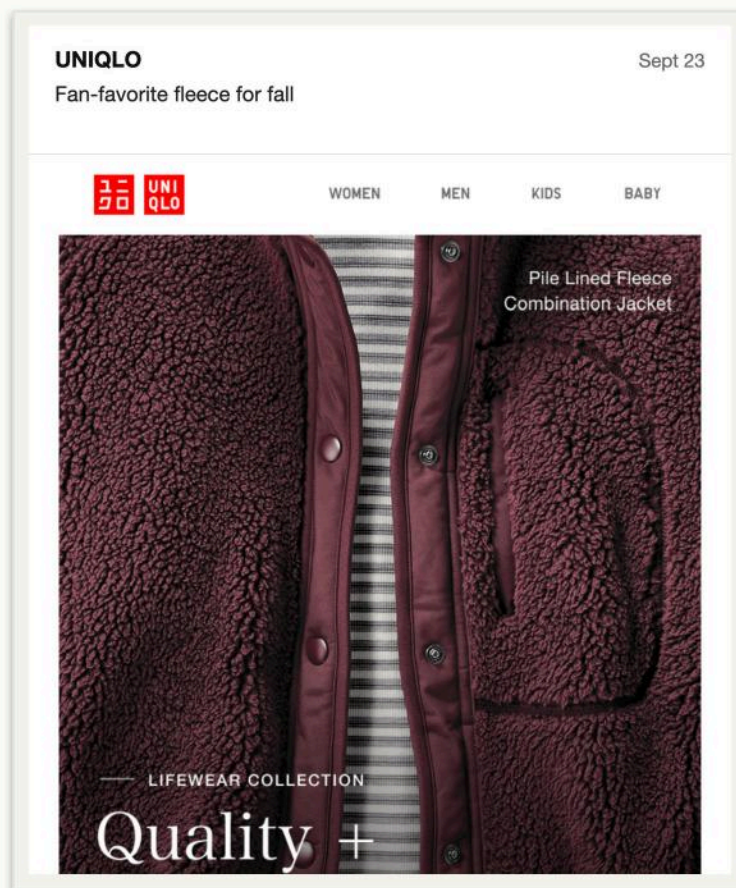
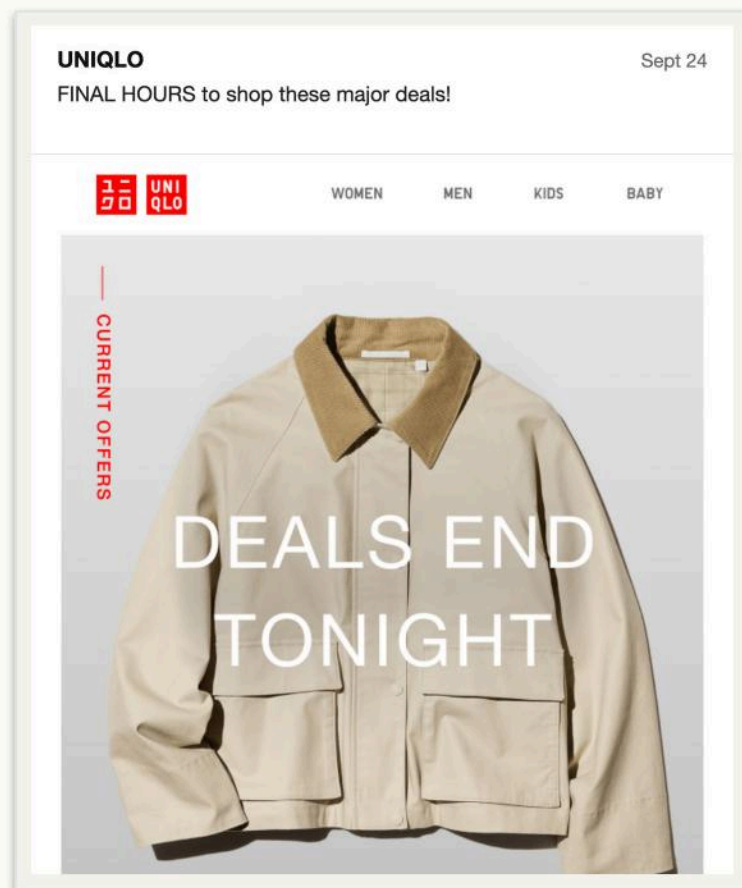
Its sale emails look like its new-styles emails: one big photo, a few small words.



From our research inboxes: the top of each email, under its inbox line. Our test name is hidden.

Uniqlo's sale emails look as calm as its new arrivals.

One big photo with few or no words on it, for a last-day sale or for new fleece.



From our research inboxes: the top of each email, under its inbox line. Our test name is hidden.