GYATA TABIRI

Inspired. Precise. Purposeful.

CASE STUDY: MY LITTLE PONY EMAIL CAMPAIGN

This campaign called for an email that felt recognizably My Little Pony while keeping the message and action clear for the adult reading it. My contribution combined visual design and HTML email development.

The task

The brand offered plenty of visual material. The challenge was deciding what to emphasize so character imagery, the offer, and the next step supported each other.

My contribution

I worked on hierarchy, imagery, layout, and the coded email. The build needed to carry the design through the practical constraints of email, with attention to readable content and the primary action.

What the project shows

A representative coded version is linked below. It provides a concrete example of the design and implementation. Open-rate and click-through results are not presented here.

See the build

Open the representative coded email.

> *Gyata brought a balance of creativity and precision to the My Little Pony campaign. The final email felt magical, on-brand, and parent-friendly.*
>
> — Randall Metz, Marketing Manager, Hasbro (My Little Pony Campaign)

What I could contribute to your team

Design and email implementation in the same conversation

I can connect the visual hierarchy with the coded message, considering imagery, readable content, and the primary action together. The linked build gives a hiring team something concrete to review alongside the design contribution.

Have a similar assignment?

Tell me what your team needs to make or improve. Discuss a role or project.

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