Play 15 – Employee Drive Adoption email – subject line: Welcome to {{ProgramName}} at {{CompanyName}}

<!doctype html>

<html>

<head>

<meta charset="UTF-8">

<meta http-equiv="pragma" content="no-cache">

<meta http-equiv="expires" content="-1">

<title>Welcome to &#123;&#123; ProgramName &#125;&#125; at &#123;&#123; CompanyName &#125;&#125;</title>

</head>

<body>

<table border="0" cellspacing="0" cellpadding="0" style="margin-top: 0px; margin-right: 0px; margin-bottom: 0; margin-left: 0px;" width="100%">

<tr>

<td style="text-align: center;"><table border="0" cellspacing="0" cellpadding="0" width="600" style="margin-top: 0; margin-right: auto; margin-bottom: 0; margin-left: auto; font-family: Arial, Helvetica, Sans-Serif; color: #231F20; font-size: 12px; line-height: 17px; text-align: left; background-color: #FFFFFF;">

 <tr>

 <td>

 <img src="https://secure.eawardcenter.com/u/play15/emails/images/PLAY\_15\_EMAIL.jpg" width="600" height="376" alt="Play 3 Banner" align="center" border="0" style="margin: 0; padding-top: 0px; padding-right: 0; padding-bottom: px; padding-left: 0px;" />

 </td>

 </tr>

 <tr>

 <td style="padding-top: 25px; padding-right: 60px; padding-bottom: 15px; padding-left: 30px;">

 <p style="font-size: 16px; line-height: 20px; text-align:left"><strong>Welcome to</strong> &#123;&#123; ProgramName &#125;&#125. Haven’t heard of it?<br>

 We invite you to join the fun! </p>

 <p style="font-size: 12px; line-height: 18px; text-align:left">In a nutshell, &#123;&#123; ProgramName &#125;&#125 is where &#123;&#123; CompanyName &#125;&#125 employees go to recognize each other’s great work, from everyday efforts to extraordinary results. All great work deserves an applause, and we want YOU to be a part of it. </p>

 <p style="font-size: 12px; line-height: 15px; text-align:left"><strong>Visit &#123;&#123; ProgramName &#125;&#125 to:</strong>

 <ul>

 <li><strong>Send an eCard:</strong> FREE, animated and fun—there are options for every occasion</li>

 <li>&#123;&#123; <strong>Nominate for awards:</strong> Recognize outstanding work at several different levels &#125;&#125</li>

 <li>&#123;&#123; <strong>Cheer for a career:</strong> Add your congrats to a teammate celebrating a milestone anniversary &#125;&#125</li>

 </ul>

 {{ You can also give and receive recognition on your mobile device by downloading the Great Work app and pairing {{ ProgramName }} with your tablet or phone. }} </p>

 <p>Remember, recognition is a great way to build new relationships, strengthen connections, inspire talent and reinforce what matters.

 </p>

 <p style="font-size: 12px; line-height: 15px; text-align:left">So, what are you waiting for? Make someone’s day today!

 </p>

 </td>

 </tr>

 <tr>

 <td style="font-size: 10px;padding-top: 0px; padding-right: 30px; padding-bottom: 15px; padding-left: 30px;">

 <p>Questions? Contact us at <a href="mailto:gpfeedback@octanner.com" style="color: #000000; text-decoration: none;">gpfeedback@octanner.com</a></p>

 </td>

 </tr>

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 <tr>

 <td style="background-color: #000000; text-align:center; letter-spacing: 1px;">

 <p style="color: #ffffff; font-size:11px">Appreciate today with &#123;&#123; ProgramName &#125;&#125;</p>

 </td>

 </tr>

 </table>

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</body>

</html>