

Case Study

Award-Winning Design in Consumer Engagement

In an increasingly saturated marketplace, innovative design is no longer a luxury — it is a necessity. RPE Origin designed a sweepstakes campaign and a newsletter redesign that captured consumer interest with new interactive designs and strategies.

20 YEARS RPE ORIGIN

RPE Origin helped CareCredit boost engagement and highlight underused benefits through two digital initiatives:

1

A sweepstakes email campaign designed to inspire curiosity and interaction.

2

A complete redesign of CareCredit's Well U newsletter, transforming it from a standard content push into a branded, award-winning experience.

The Challenge:

With inboxes more crowded than ever, RPE Origin faced **two** pressing goals:

- Drive **deeper engagement** with the CareCredit card by spotlighting versatile use cases (e.g., dental, vision, cosmetic, veterinary).
- **Reinvigorate** the Well U **newsletter**, which had become static and underperforming in terms of open rates, readability, and click-through behavior.

Both digital products needed to stand out, feel personal, and build trust — while remaining compliant and scalable across CareCredit's broad customer base.

Solution #1: The Sweepstakes Email with Interactive Invitation

To spark curiosity and encourage card use exploration, CareCredit launched a limited-time sweepstakes — and the delivery method made all the difference.

[View online](#)

CareCredit
a Synchrony solution

Account Ending in: 0000
[My Account](#) | [Find a Location](#)



**Smiles Davis,
Your Chance to Win Begins!**

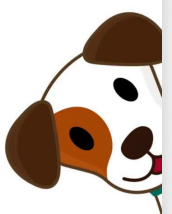
Click to open invite



**Register now to find other
fun ways to earn entries!**

It's quick, simple, and hey - may win you \$5,000 or more

[Register Now](#)



Sweepstakes Email Interactive Invitation



1



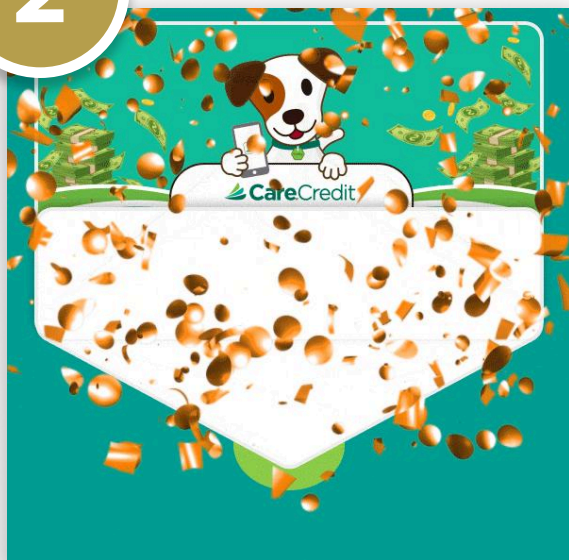
What Made It Unique:

- 1. Interactive "Envelope" Experience:** Instead of a flat email, recipients received a message that simulated the experience of opening a personal invitation. Using front-end coding, the email created an engaging "click-to-reveal" animation.
- 2. Layered Content Delivery:** Once opened, the sweepstakes message unfolded visually, with dynamic reveals of the grand prize, entry steps, and CTA.
- 3. Responsive & Accessible:** The experience worked seamlessly across devices and screen readers, ensuring a consistent user journey for every subscriber.

[See it in action here.](#)



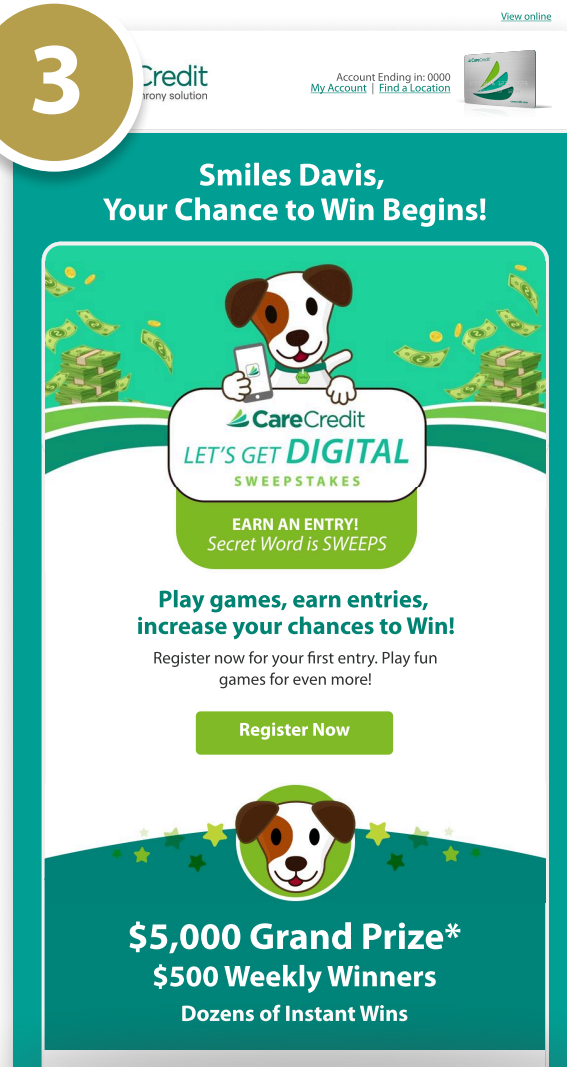
2



Behind the Scenes:

- The creative team **ideated** the "digital envelope" concept to mimic real-life **anticipation**.
- Developers created **lightweight animations** that loaded quickly yet felt rich.
- Compliance and QA teams ensured sweepstakes **disclosures** were integrated smoothly into the visual design without disrupting the user flow.

3



Solution #2: The Award-Winning Well U Newsletter Redesign

As CareCredit's flagship wellness newsletter, Well U plays a critical role in customer education and relationship-building. However, the original format was too text-heavy and visually outdated.



Design Objectives:

- Modernize the Layout: Adopt a modular, scannable structure that aligned with current email UX best practices.
- Reinforce the Brand: Incorporate CareCredit's brand colors, tone, and friendly voice throughout the design and content.
- Improve Engagement Metrics: Increase open rates, click-through rates, and content consumption.



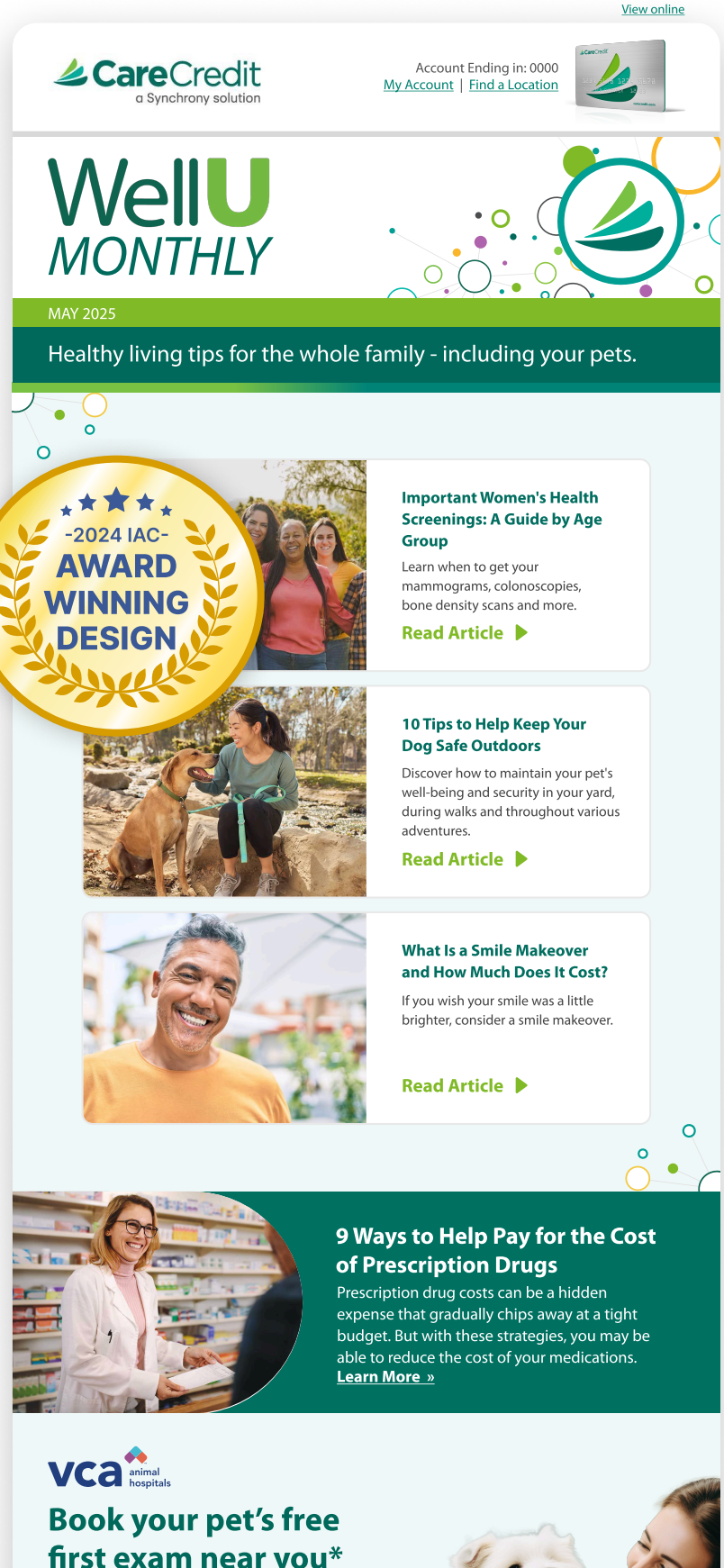
Key Enhancements:

- Digestible Sections: Articles were restructured into card-style layouts, making it easy for readers to pick and choose topics.
- Visual Hierarchy: Typography, color-blocking, and iconography helped guide the reader's eye and improve readability.



Collaboration and Execution:

- The newsletter redesign involved cross-team brainstorming sessions between writers, designers, and marketing strategists.
- The final version not only exceeded benchmarks — it won creative and industry recognition for its blend of utility and beauty.



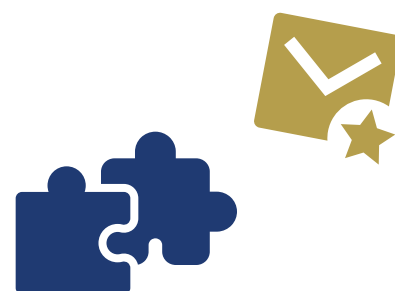
About RPE Origin



We are the industry's only vendor-agnostic, email-centric agency serving enterprise companies throughout their digital journey. We aim to be an **indispensable partner** for enterprise and agency clients who rely on email for success.

Whether you need help choosing a new ESP, enhancing automated B2C or B2B customer journeys, or connecting data points across your tech stack, we help you move from simple to sophisticated to **drive more revenue** through email marketing.

Our team **lives email** every day, and that includes both email marketing and maximizing the connective tissue across all digital channels. With our **customized approach** and **flexible services**, we can do everything from one piece of the puzzle to the entire picture.



Need help with your email design?

Contact our team to get the conversation started.

