

Create an email based on the following brief.

Brand

Name: Streamly

Industry: Digital subscription service

Brand personality: Direct, modern, user-first

Brand values: Ease, relevance, trust

Brand promise: Always something valuable, without friction

Brand palette (hex)

Primary: #d13467

Neutral: #000000

Tone and style

Desired tone: Confident, clear, reassuring

Style: Product-led digital brands known for clarity and simplicity, dark background

What to avoid: Over-explaining, hype

Email type

Welcome

Audience

Primary audience: New subscribers

Relationship to brand: Just signed up

Awareness level: Curious, evaluating value

Key pain points: Decision fatigue, wasted time

Context

Trigger event: Subscription activation

Timing: Immediately after signup

User state: Exploring whether the service is worth it

Objective

Primary goal: Encourage first meaningful interaction

Secondary goal: Establish trust in ongoing value

Value proposition

Core value to communicate: Immediate, relevant value with minimal effort

Supporting points: Personalization, ease of use

Call to action

Desired user action: Start their first session

Constraints

Length guidance: Short to medium
Required inclusions: Clear next step
Explicit exclusions: No pop culture references