

THE MOST POWERFUL MESSAGING DEVICE

How American Greetings got the world's savviest tech-heads excited about one of the oldest communication concepts.

For more than 110 years, American Greetings had been creating meaningful connections between people. It wanted to reintroduce its age-old messaging device to the tech world at the industry's biggest annual technology event – the Consumer Electronics Show in Las Vegas.

In targeted social media, in taxis and at the Las Vegas airport, ads announced the launch of "a device like no other."

The company marketed its product as featuring 360-degree interactivity, unlimited memory and vivid display, with no charge needed. They called it the thinnest, most powerful messaging device ever. When event attendees went to the American Greetings pavilion, they discovered that this amazing new device was actually one of the oldest communication tools – the greeting card.

This clever concept not only reminded digital natives that physical media is still relevant, it also created buzz. It encouraged visitors to talk, gain and share more insights about the power of the handwritten word.

The campaign led to more than 2,000 tech-savvy visitors mailing 2,403 cards to 48 countries. Additionally, it generated 316 million earned traditional and social impressions, over 280 earned traditional and social media placements, 2,793 visitors over four days and 350 video recordings at the event's media creation station. Perhaps it was already written in the cards.



COMPANY: American Greetings | PRODUCT: Greeting cards | COUNTRY: U.S. | AGENCY: MullenLowe | TEAM: Managing Partner, Chief Creative Officer: Mark Wenneker
Executive Creative Directors: Tim Vaccarino, Dave Weist | Creative Directors: Blake Winfree, Andrea Mileskiewicz | VP, Associate Creative Directors: Brian Leech, Allison Rude
Senior Art Director: Jessica Grantham | SVP, Exec. Directors of Integrated Production: Lisa Setten, Liza Near | Project Manager: Gillie Bruce | SVP, Group Account Director:
Rebekah Pagis | VP, Account Director: Jessica Zdenek | Account Supervisor: Ashley Hopkins | Account Executive: Clark Chamberlin | Assist. Account Executive: Hannah Duhaime
PR SVP, Account Director: Jaclyn Ruelle | Group Strategy Director: Ellie Gogan-Tilstone | Strategist: Julia Cohen | SVP, Group Media Director: Drew Watson | VP, Associate Media
Director: Erica Patrick | Media Supervisor: Aleena Akmal | Media Planner: Jenna Papanian

