

'TIS THE SEASON TO BE JULKORT

Swedish Post leveraged print as a social platform by incorporating personalized digital messages to create unforgettable Christmas cards (julkort) for young people to mail to friends.

Young people seem to share their lives exclusively on social media, leaving mail to their parents and grandparents. Swedish Post wanted to prove that wrong by demonstrating mail could act like a social media platform too, and that sending Christmas cards can be a very magical way of connecting digital content in a physical format.

First, they created 100 Christmas cards, and sent them to influencers online. Intrigued by what they saw, these digital natives wrote blog posts and created banner ads that drove traffic to the campaign website. That's where people could select Facebook messages shared over the previous year with a particular friend and turn them into a personal Christmas card. Plus, they could add a personal greeting before Swedish Post delivered the card right to their friend's door.

This festive campaign lasted for 18 days and, in that short period, influencers drove 65,000 Swedes to the site to create over 5,000 cards.

Marketing innovation that connects can come from the humblest of places. The campaign truly brought the strengths of physical and digital connection together. Younger generations are viewing the analog world with fresh eyes. It's not about physical vs. digital. This idea blurred the lines by empowering young people to amplify their social interactions in a truly intimate and unmissable form – the Christmas card. In a post-digital world, marketing needs to bring digital and physical together for more engaging and effective campaigns that put the consumer at the centre. Varma lyckönskningar!

Magical X-mas Cards - our Facebook '09 on paper

Problem

What can the Swedish Post do about young people only sharing their lives on Facebook these days? How can we prove the strength of a traditional post card?

Solution

Let people create and send Christmas cards, using modern technique! Let all the hours you've spent sharing your life on Facebook come to use, now as a real Christmas card - containing design made of the texts from you and your selected recipient. Write a greeting on the flip-side, and the app automatically collects address info from the White pages. An entire year of individual Facebook conversations, printed on the finest paper. Delivered to your friends' doorsteps, tempting them to send out their own greetings.

Personal. Easy to use. Hard to beat.



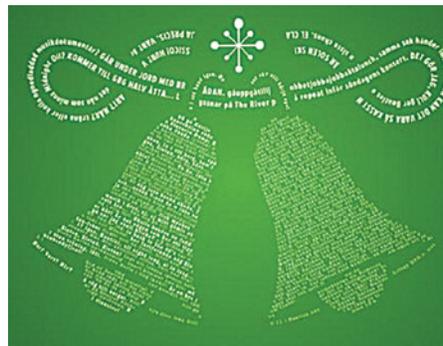
1. When you've picked the Facebook friend you want to give a Christmas card, all your conversations from the past year are gathered.
2. The conversations are used to create typographical art, forming beautiful Christmas motifs. Select the motif you like best.



3. Add up to ten friends, write a greeting on the flip-side while the addresses are collected from the online White-pages.



4. The cards are printed over night on premium glossy paper, and then delivered by the mailman.



CLIENT: Swedish Post PRODUCT: Postal Service COUNTRY: Sweden AGENCY: Crispin Porter + Bogusky, Stockholm AGENCY TEAM: Creative Director – Björn Höglund, Art Director – Mattias Berg, Copywriter – Tobias Grönberg, Account Directors – Johan Kruse + Johan Brink, Content Manager – Jenny Folkesson, User Experience – Pontus Wärnestål, Motion Designer – Erik Sterner, Technical Director – Per Rundgren.

