

### Agency

Crispin Porter + Bogusky,  
Stockholm

### Client

Swedish Post

### Product

Postal service

### Title

Magical Christmas Cards

### Industry

Media & Advertising

### Country

Sweden

### Background

Swedish Post noticed that young Swedes seemed to share their lives on Facebook. Meanwhile, mail looked as if it was only for old folks.

The task was to try to show that mail could be a social media platform like any other and that sharing Christmas cards was nicer than just texting friends.

### Idea

100 cards were created and sent to influencers online. Their blog posts and banner ads drove traffic to a website where people could see how all their Facebook updates and comments in the previous year could be brought together and transformed into a design for a unique Christmas card. Users could select the messages shared with a particular friend online and turn them into a physical and personal Christmas card. They could write a personal greeting on the back of the card and have Swedish Post deliver it.



## Results

The campaign only had an 18-day lifespan, but in that short period, the 100 cards mailed out to influencers helped drive 65,000 Swedes to the site. Over 5,000 cards were created and delivered. Visitors spent an average of 3 minutes and 40 seconds engaged with the brand.

## Insights

Why fight technology as many print-based organizations have wanted to do at some time or another? Embrace it like the Swedish Post did and try to innovate in order to be interesting and relevant to your target audience.

Digital natives (both my kids) love receiving mail. I've seen this with my own eyes. They just need to be shown how cool it can be. And that means working out how and when mail and digital can overlap – like at Christmas.

## CREATIVE TEAM

**Creative Director**

Björn Höglund

**Art Director**

Mattias Berg

**Copywriter**

Tobias Grönberg

## OTHER

**Account Directors**

Johan Kruse

Johan Brink

**Content Manager**

Jenny Folkesson

**User Experience**

Pontus Wärnestäl

**Motion Designer**

Erik Sterner

**Technical Director**

Per Rundgren

