



# 2022 Holiday Greeting Campaign

for your consideration in category 104c

Integrated Marketing

CREATIVE SERVICES  
FOR TECHNOLOGY MARKETERS





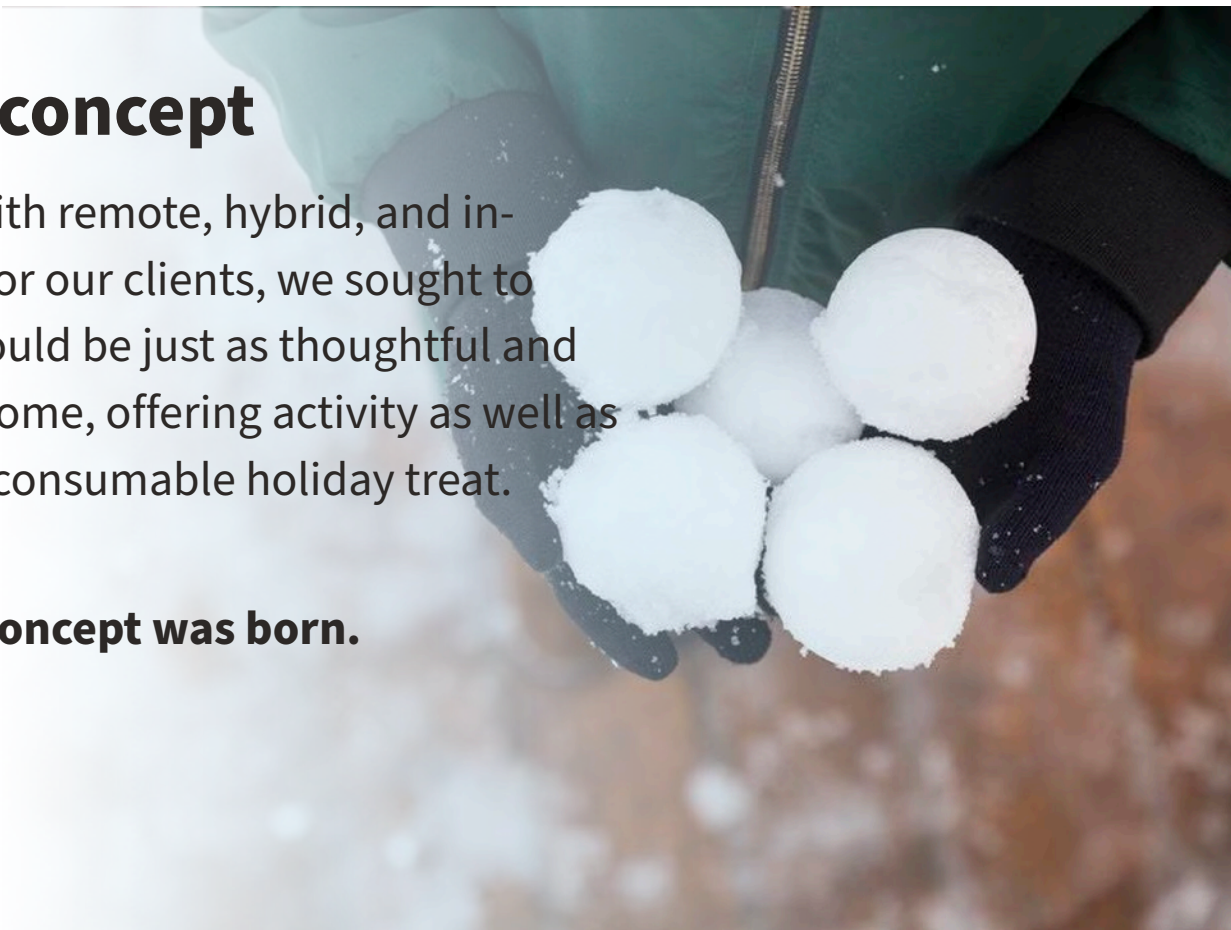
## The objective

Each year, we select our top 100 clients to receive a physical gift for the holidays. Another wider set of clients are included in an email greeting. For our wider audience, we publish social posts. In 2022, we set out to coordinate and integrate these efforts, with fun, heart, and lead-generation from our New Hampshire home to the world.

# The solution and concept

In our new reality of work, with remote, hybrid, and in-person employees working for our clients, we sought to craft a gift package which would be just as thoughtful and engaging in the office or at home, offering activity as well as the time-tested success of a consumable holiday treat.

**Thus, the Snowball Fight concept was born.**





## **Holiday gift kit**

What's a snowball fight without a warm beverage when the battle is over?



- Branded, themed tape
- Kitted contents with greeting postcard on top
- Festive red crinkle fill



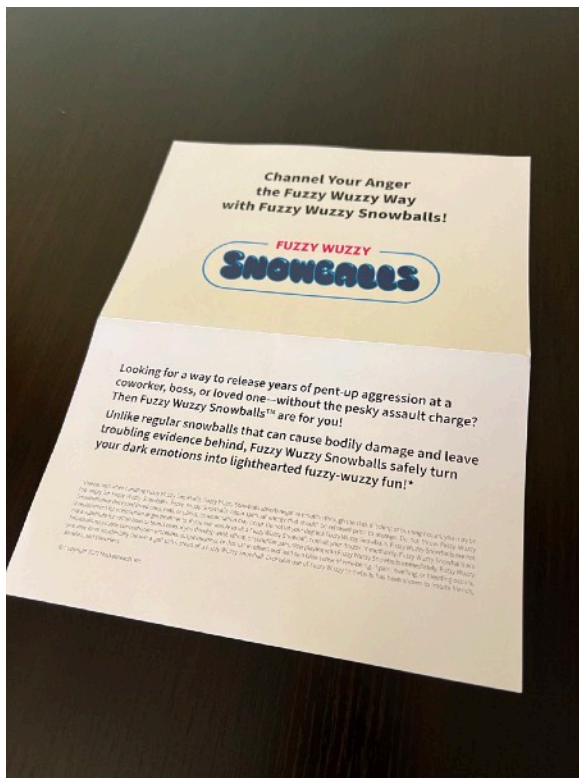
- Greeting card reviewing concept, contents, and our donation in the client's name to Toys for Tots.





## Tastes of New England

- Massachusetts-sourced marshmallow toppers
- Vermont-sourced hot chocolate mix
- New Hampshire-sourced coffee



- Indoor snowball kit
- Witty faux product info with disclaimer as a send-up of the famed SNL “Happy Fun Ball” skit
- Practice target





**Complete kit**



## **Coordinated social media**

Any follower could join in the fun of the Snowball Fight theme, expanding the scope of our lead-gen using our campaign copy and animations to attract engagement.



MarketReach, Inc.

December 14, 2022 · 🌐

To bring a little of our hometown winter charm to our clients and friends this holiday season, we're starting a good old New England snowball fight. Join in today, and toss a digital snowball at a friend or colleague! (And, as always, we bid you warm wishes for the season!)



SNOWBALL.MREACH.COM

**Join the digital snowball fight!**

To ring in the holidays with our clients, we here at MarketReach have started a good old-fashione...

MarketReach, Inc.

2,200 followers

1 min · 🌐

To bring a little of our hometown winter charm to our clients and friends this holiday season, we're starting a good old New England snowball fight. Join in today, and toss a digital snowball at a friend or colleague! (And, as always, we bid you warm wishes!) <https://bit.ly/3WjCChD>



Join the digital snowball fight!

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marketreach To bring a little of our hometown winter charm to our clients and friends this holiday season, we're starting a good old New England snowball fight. Join in today, and toss a digital snowball at a friend or colleague! (And, as always, we bid you warm wishes!) #linkinbio

December 14, 2022

**MarketReach, Inc.**  
@marketreach

We're sending you our hometown winter charm this holiday season in the form of... a snowball fight! Join in today, and toss a digital snowball at a friend or colleague! (And, as always, we bid you warm wishes!)  
[bit.ly/3Pv2ogq](https://bit.ly/3Pv2ogq)




**MarketReach, Inc.**  
2,006 followers  
9mo · 🌐

We're sending you our hometown winter charm this holiday season in the form of... a snowball fight! Join in today, and toss a digital snowball at a friend or colleague! (And, as always, we bid you warm wishes!) <https://bit.ly/3Pvvt7U>

**This holiday season, we're starting a good old New England snowball fight.**

**marketreach**



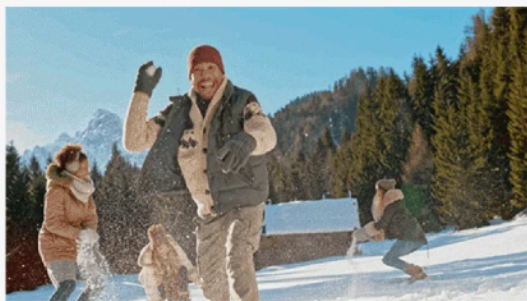
**marketreach** We're sending you our hometown winter charm this holiday season in the form of... a snowball fight! Join in today, and toss a digital snowball at a friend or colleague! (And, as always, we bid you warm wishes!)  
#linkinbio

December 20, 2022



## **Gamified lead-generation**

Gathering new contacts through their friends and colleagues' submissions on our landing page, featuring familiar snowball animation from our social media posts.



## This holiday season, we're starting a good old New England snowball fight.

Just imagine the wet mittens, red cheeks, and cold snow down your back as you run through deep drifts in heavy boots, ducking to avoid a well-aimed toss. Imagine rushing inside to leave your wet winter clothes by the door, sit by the fire, and sip a hot drink.

We hope you'll enjoy plenty of holiday time with family and friends.

Warm wishes for the season,  
Norma Oakes and your friends at MarketReach



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### Let's rumble. Toss that snowball!

Fill out the form below and we'll send your digital icy orb flying at the inbox of your chosen rival. They can then choose to return the favor or pass along the playful holiday sentiment.

We'll only use your and your peer's personal information to administer your accounts and to conduct this holiday activity. We will not subscribe either of you to any long-term communications. Contact will be limited to individual follow-up outreach.

I have read and understand the above terms.\*

For more information on our privacy practices, and how we are committed to protecting and respecting your privacy, please review our [Privacy Policy](#).

By clicking submit below, you consent to allow MarketReach, Inc. to store and process the personal information submitted above to provide the content requested.

Submit

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- Email blast and landing page (destination from both email and social)



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