

Holiday Cards: Decoded! Lightning Research Reveals Marketing Clichés That Dazzle (or Duds)

A recent lightning-fast market research project delved into the festive greetings sent by agencies to their clients in tech, insurance, and beyond. We unraveled a treasure trove of cliched copy, heartwarming wishes, and eyebrow-raising metaphors.

Why should you care? Because these seemingly innocent cards offer a goldmine of insights into how agencies think, position themselves, and (perhaps most importantly) connect with their clients.

Here's a taste of what we found:

- Tech titans trumpet "innovation" and "growth," dreaming of data streams and boundless bandwidth.
- Cybersecurity sleuths keep it locked down with "unwavering vigilance," protecting joy like digital Fort Knoxes.
- Cleantech champions craft "green innovations" and build a "brighter future, one byte at a time."
- Luxury lords bask in the "sparkle of success" and invite clients to "indulge in the finest." (Because who needs another fruitcake, right?)

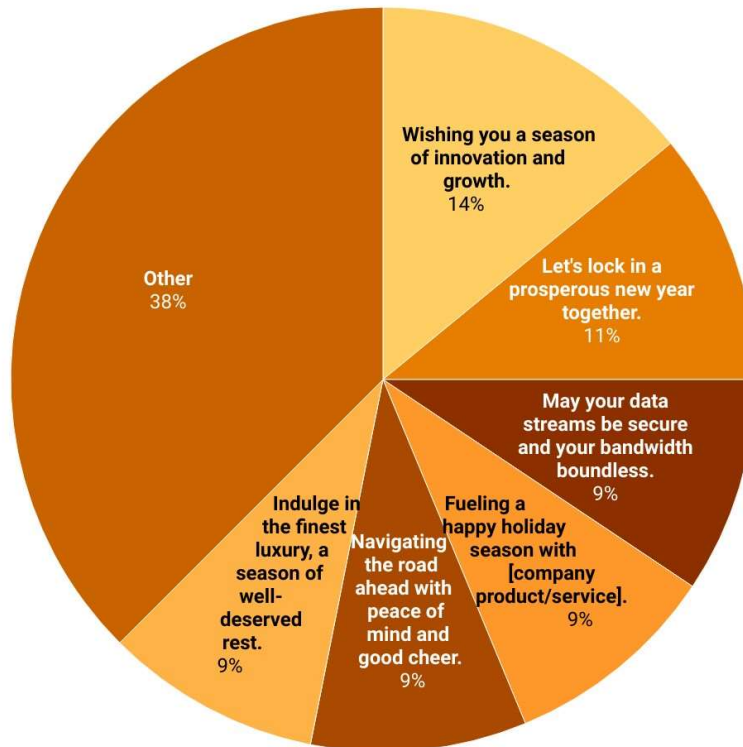
So, what does it all mean? Understanding these agency communication quirks can help you:

- Decode their true intentions. What are they *really* saying between the holiday cheer?
- Spot potential partners. Whose values and personality align with your brand?
- Craft your own killer messaging. Ditch the cliches and stand out from the Santa sack.

Happy holidays, and remember, even the jolliest cards hold valuable secrets. Unwrap them with us!

[Top cliches in marketing agency holiday cards]

- Wishing you a season of innovation and growth.
- Let's lock in a prosperous new year together.
- May your data streams be secure and your bandwidth boundless.
- Fueling a happy holiday season with [company product/service].
- Navigating the road ahead with peace of mind and good cheer.
- Indulge in the finest luxury, a season of well-deserved rest.
- Other



Created with Datawrapper

About the research

Concept and prompts: Merry Ann

Outputs: research and copy generated by Bard, data visualization by Datawrapper

Cost: just postage (all tools freemium)

Scope: creative concept 1.5 hrs, research 1.8 hrs, execution 2.5 hrs

Work with me: merryannmoore@gmail.com, www.merryannmoore.com