

THE TWENTY-FIFTH HOUR COMPANY

# 25 newsletter

WINTER 2021

# Design Trends

THE TOP 10 TRENDS OF  
2022 MAKING A MARK  
ON GRAPHIC DESIGN



EMPLOYEE SPOTLIGHT  
ON GREGG WOOD

30 DAYS OF  
SOCIAL MEDIA CONTENT

BEST SKI RESORTS  
IN THE U.S.A.

IN EVERY ISSUE

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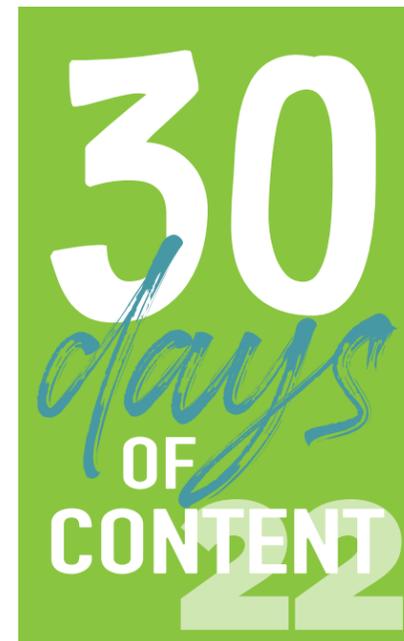
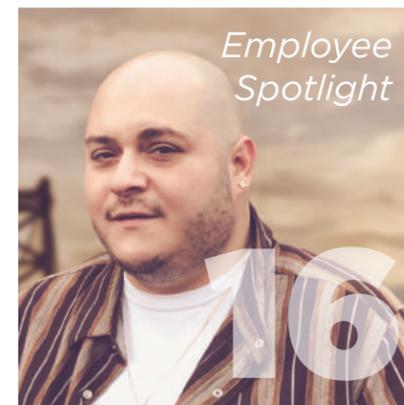
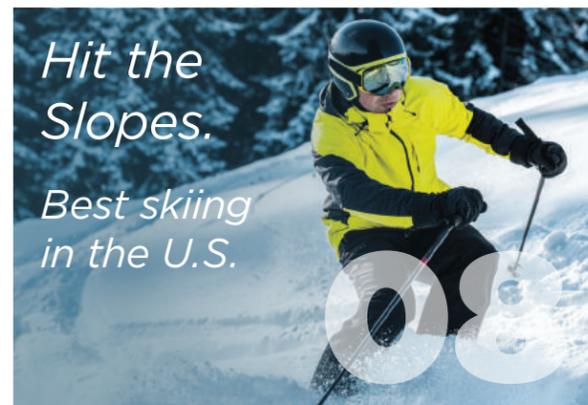
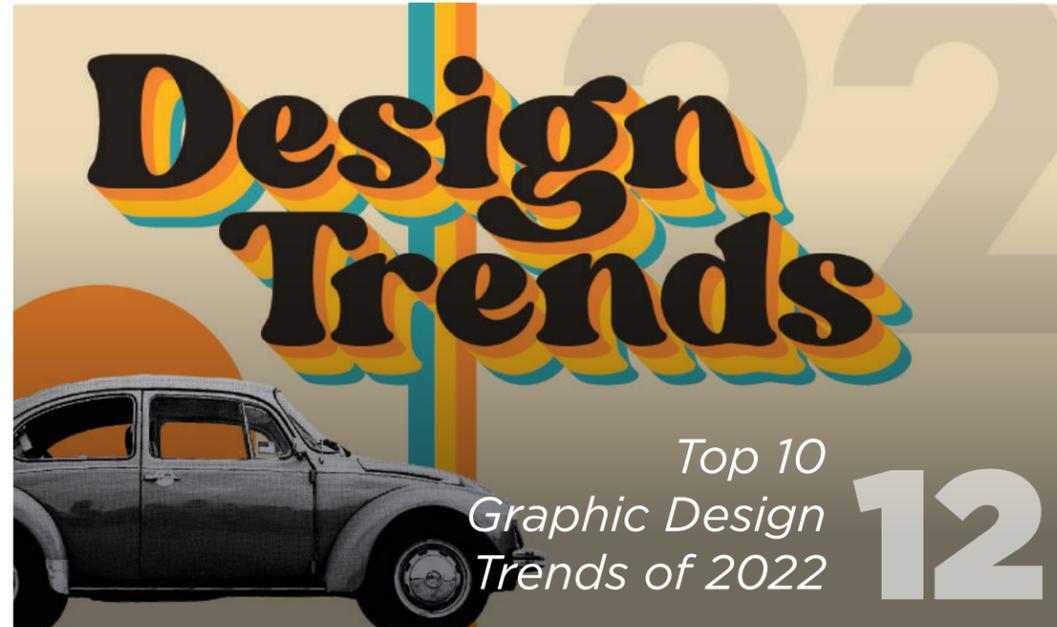
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# From the PRESIDENT

It's the Holly-Daze! Time for traditions, family, and good food. The autumn leaf colors have peaked and are on the downside and you may feel like you're ready to start hunkering down for winter. Whether it's snow in New England or the Midwest or freezing 50-degree temps in Cali, alas, winter can bring on the blues. The good thing is, if you're a marketer, you blew past winter a few months ago and your mind is already thinking about your summer and fall ad campaigns. It's a bizarre timeline we lead, isn't it? Trying to be present and intentional in the season at hand, while at work you're months ahead. So, when it starts to get cold just internalize that summer ad campaign and feel the warmth not only of the sunshine, but of moving your prospective students and customers to action.

From all of us at 25th Hour, we wish you a wonderful holiday season filled with love and laughter. We urge you to take time to reflect on all you accomplished this year. You're a marketer - you accomplished a lot! We look forward to seeing you back here in 2022 and somewhere on the virtual or in-person conference circuit.

Happy Holly-Daze!

A handwritten signature in black ink that reads "Jen".

Jennifer Aries, President



# SHOW & Tele-gram

Check out the life of your 25th Hour friends outside of the office.



## WHAT'S NEW?

Really exciting things are happening behind the scenes here at 25th Hour Communications

**eklips is here!** Our newest venture gives clients access to great campaign assets with ease. The soft launch received tons of inquiries and we're excited to officially launch the full product in early 2022.

**Once again, the team at 25th Hour is winning Awards!** Our team took home 3 Davey Awards and 3 Education Digital Marketing Awards. #Goteam!

**25th Hour now has a voiceover team.** With the amount of video production and radio spots we do for clients, it was time. We have great talent waiting to create something awesome for your next campaign.

Her new name is Crystal Keynote! **Our amazing Vice President, Crystal Berry, was the keynote speaker at the Digital Marketing Educators Conference.** Cue the parent tears. We are so proud. Our baby is all grown up.

**Our team is taking initiative with some early New Years Resolutions.** We will keep you updated on who sticks to it! Check out *New Year New Me* on page 22.

**Our client list is expanding into universities.** We are specialists in what we do. Community colleges might have been our start, but we can help all! We are excited to show this new client base what we can do for them.

We have a new team member! **Please welcome Dewey Price, Senior Director of Public Relations and Marketing.** Dewey knows community colleges and has hit the ground running. Reach out to him to say Hi! Dewey@25comm.com

**Web services is growing!** Our department is expanding fast because of all the great work we are putting out. Some new case studies will be shared with you soon.

**25th Hour is getting a make-over!** Our website is getting a full overhaul. It's exciting, engaging and really awesome. Look for the official launch of our new site early 2022.

We have come full circle." **A new 25th Hour client just happens to be the alma mater of one of our team members.** We are excited to do some awesome campaign and design work for them!

**As colleges continue to make sense of COVID-19 restrictions on campus,** our team has been doing a wonderful job of helping clients keep students and staff informed with the latest news. Good job team!

NETFLIX

# WE'RE OBSESSED

There are few things that really make it feel like the holidays. One of those is a good holiday movie. These are the favorite movies of the 25th Hour team. If you haven't seen them all, consider this a challenge!



# SHOCK & AWWWW

Here are a few things we have seen recently that have either left us shocked or made us say "awwwww."

- Opposing Views** (Texas flag icon): A Texas school admin told teachers that book collections about the Holocaust should also include books that have "opposing" perspectives.
- Revolutionary Loss** (Colin Powell icon): Colin Powell, 84, the first Black Secretary of State dies due to COVID-19 complications.
- Shipping Nightmare** (Cargo ship icon): A backlog of cargo ships in the Pacific Ocean is halting deliveries of product in every industry possible.
- Saying Goodbye** (Meghan McCain icon): Conservative host Meghan McCain said a toxic work environment and bullying led her to resign as a host on *The View*.
- Full Recovery** (Deer icon): 2 years after devastating wildfires in Australia, many destroyed areas have made a full recovery.
- Kinetic Electric** (Wind turbine icon): A designer has created a kinetic sculpture that can serve as a wind turbine to power American homes.
- That's Trippy** (Mushrooms icon): Johns Hopkins gets first federal grant for psychedelic treatments research. Their plan is to use psychedelic mushrooms to treat tobacco addiction.
- Endemic!** (COVID-19 vaccine icon): Studies show that COVID-19 infection rates keep dropping and we are well on our way to an endemic.

# YOU NEED THIS

We might be ad geniuses, but sometimes ads get us to pull out our wallets, too. Check out the IFFEI Matching Family Footed Pajamas. We had to have it and so do you.

IFFEI Matching Family Footed Pajama are a wintertime must-have for our friends in cold weather climates. Perfect for a lazy weekend just laying around the house or matching when you open the presents from Santa on Christmas morning, these pajamas are warm, comfortable, and best of all - adorbs.

From toddler sizes to XXL, the entire family is covered.

**\$21.99 - \$39.99**  
[www.amazon.com](http://www.amazon.com)



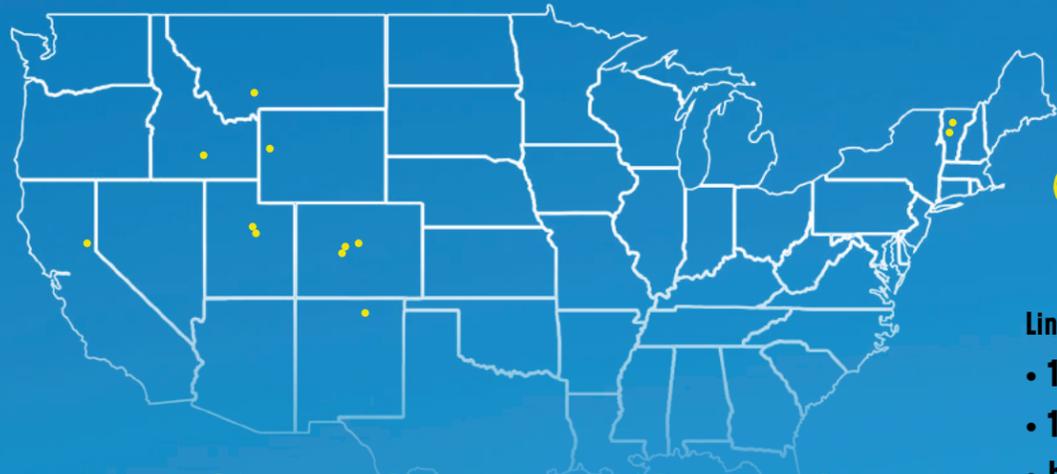


# HIT THE

# Top 12

By: Gregg Wood

**C**old weather is fast approaching. When the winds kick up and the snow is falling, most people want to stay inside near a warm fire cuddling under a blanket. However, if you are the type of person that likes to get sporty in the chilly temps, then skiing is probably one of your favorite pastimes. Exotic skiing locations in Europe and South America may be unattainable for many, but lucky for you there are some amazing ski resorts right here in the United States. Take a look at these top 12 resorts that are a must-visit for ski lovers. Skiing, lodging, hotels and more are some of the features you can find at these locations on both coasts.



## Big Sky MONTANA

Lincoln Peak & Mount Ellen  
• 111 Ski Runs  
• 16 Lifts  
• bigskyresort.com

## Palisades Tahoe

### CALIFORNIA

Palisades Tahoe  
• 177+ Ski Runs  
• 30 Lifts  
• palisadestahoe.com

## Jackson Hole Breckenridge

### WYOMING

Rendezvous & Apres Vous Mountains

- 133 Ski Runs
- 13 Lifts
- jacksonhole.com

### COLORADO

Breckenridge Mountain

- 187 Ski Runs
- 34 Lifts
- breckenridge.com

## Sun Valley

### IDAHO

Bald Mountain  
• 121 Ski Runs  
• 12 Lifts  
• sunvalley.com

## Taos Valley

### NEW MEXICO

Lincoln Peak & Mount Ellen  
• 110 Ski Runs  
• 14 Lifts  
• skitaos.com

## Park City

### UTAH

Park City Mountain  
• 324 Ski Runs  
• 41 Lifts  
• parkcitymountain.com

## Telluride

### COLORADO

San Juan Mountains

- 148 Ski Runs
- 19 Lifts
- tellurideski resort.com

## Aspen

### COLORADO

Aspen Mountain

- 76 Ski Runs
- 8 Lifts
- aspensnowmass.com

## Stowe

### VERMONT

Mount Mansfield  
• 116 Ski Runs  
• 12 Lifts  
• stowe.com

## Snowbird

### UTAH

Little Cottonwood Canyon  
• 143 Ski Runs  
• 11 Lifts  
• snowbird.com

## Sugarbush

### VERMONT

Lincoln Peak & Mount Ellen  
• 111 Ski Runs  
• 16 Lifts  
• sugarbush.com

12

11

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# Design Trends

## THE TOP 10 TRENDS OF 2022 MAKING A MARK ON GRAPHIC DESIGN

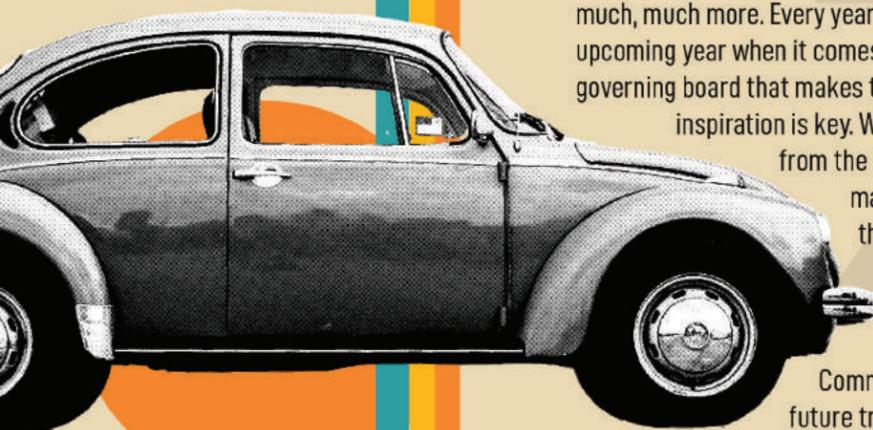
BY GREGG WOOD

Graphic design encompasses branding, package design, ad campaigns and much, much more. Every year, artists decide what the public will see in the upcoming year when it comes to graphic design. Is there a graphic design governing board that makes these decisions? Not exactly. In the world of art, inspiration is key. When multiple artists start pulling their inspiration from the same places, a trend is born. Every year, artists, marketers and brands try to be revolutionaries in their design, while also keeping with the times so they always stay relevant to the public.

Each year the design team at 25th Hour Communications researches to find out what the future trends will be in graphic design. We have compiled our top 10 favorites here. These trends are what we think you will see a lot of next year, and also what we will be using in our own designs to keep our clients on trend in 2022.

### 1. Serif Fonts

After a few years of simple sans-serif fonts and custom typefaces being on trend, expect to see classic serif fonts make a comeback in 2022. Serif fonts evoke a sense of classic nostalgia; they date all the way back to the 15th century and are one of the oldest font styles still in use. Many serif fonts, such as Bodoni and Garamond, were named after the designers who created them, and they are easily recognizable by the general public. Expect to see serif fonts on landing pages, social media ads and print design next year.



### 4.

### Inclusivity

Brands and designers alike are making more of an effort to include a wide variety of people in marketing and design. Gone are the days of white and blonde being the most common models in stock photography. Variations in race, age, gender, body type and LGBTQ+ individuals are popping up in ad campaigns and marketing visuals. With our country being a melting-pot of people, it's shocking it took this long to see such a change take place.



### 3.

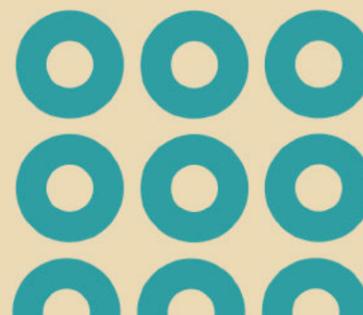
### Data and Quote Visualizations

Brands always want to let the consumer know why they are better than the competition. This used to be done with simple statements and taglines. Nowadays, the public wants more and more info from the brands they trust or the brands they want to try. Expect to see companies using exciting data graphics depicting just how much better they are. Charts, graphs and even quotes from satisfied customers will be a staple on websites and in social media posts coming up in 2022. The data is there and brands are going to share it.

### 2.

### Retro Style

Retro and retro-futurism is a design trend that we saw begin in 2021 and it will continue in 2022. From art deco of the 1930's, to psychedelia of the 1970's and neons of the 1990's, we can expect to see many brands utilizing these styles in packaging, ads, and even logo updates. The good thing about pulling inspiration from retro styles is that there are literally hundreds of years of graphic design history to mimic with a modern twist.



5.

## Colorful Minimalism

When thinking "minimalism," most people imagine black and white graphics - but that is no longer the case. In 2022, we will see minimalism taking new form with color. Muted palettes, monochromatic color schemes and simple font pairings are making their mark on graphic design. Color and creativity have become advantages of many famous brands, which have dismissing unnecessary elements and giving due consideration to visual effects.

6.

## Geometric Shapes

Geometric shapes are the basis for graphic design. Simple shapes can represent so much. A triangle and 3 circles can be arranged to make a slice of pepperoni pizza. A large circle and 2 lines can easily make a clock. In 2022, we will continue to see geometric shapes being a staple in design. These shapes can be regular and clean, or be mixed with psychedelic elements, trippy design and mid-century style. From complex designs to simple accompaniments, geometric shapes can be used in a wide variety of ways to enhance visual communications.

7.

## Natural Inspirations

Also tying into colorful minimalism and retro style is the use of nature in graphic design - and we don't mean just using leaves like on this page. Muted earthtone color palettes and natural textures are proving to be an inspiration to designers. Perhaps it is because we're eager to get back outside after the pandemic kept us in the house for so long. Consumers will see natural elements making a more pronounced appearance in 2022 design collateral.

10.

## Branded Memes

This trend may be specifically for use in social media, however it will be all over your timeline in 2022. We have all seen hundreds of variations of the meme of a guy holding his girlfriend's hand but looking back at another girl. With nearly every human having a camera right in their pocket, it's never been easier to get funny photos to create custom memes. Brands and content creators will be making their own memes hoping to hit the funny bone of consumers and get them to hit the "like" and "share" buttons.

9.

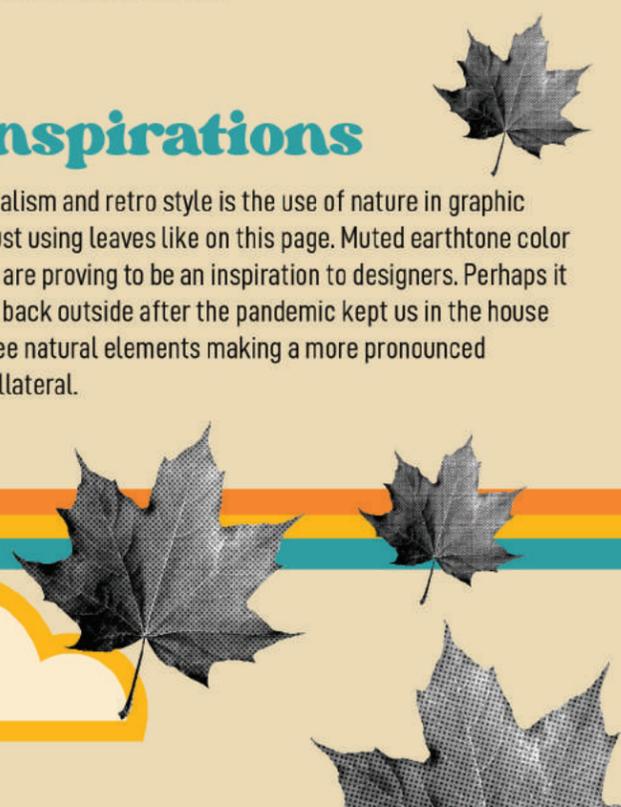
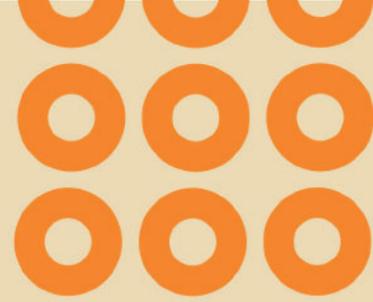
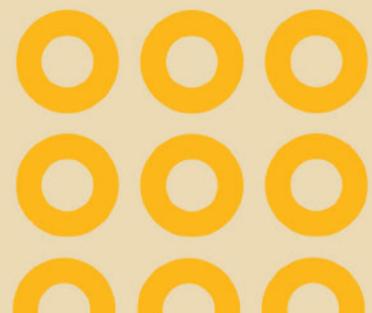
## Illustrated Artwork

If you have ever seen the amazing TV series Mad Men, then you know at one time ad campaigns would utilize truly talented artists to illustrate products, people and even logos. In 2022, expect to see brands utilizing less photography and more illustrated art on their packaging and campaigns. Custom illustration can convey a feeling of place and mood that isn't possible with other types of graphic design. One pro to using custom illustration is that no other brand will have access to the designs created for your brand by the artist you commissioned to create them.

8.

## Psychedelic Design

Psychedelic design is retro, but it is getting its own category because of how different it is from other retro design styles. Inspired by hallucinogens and the free love movement of the 60's and 70's, psychedelic art is back. New design tools in the modern era make creating psychedelic art pieces very different from how they were created in the past; however, the art style still includes bright colors, stylized typography and optical vibrations that truly define an art form unlike any other. Expect to see all different types of brands taking part in the psychedelic trend.



# INSIDE THE MIND OF GREGG WOOD

CAREFUL... ITS A MESS IN THERE

People are often surprised to find out that Gregg is in the creative field, but he isn't sure why, exactly. He assumes it is because he doesn't fit the typical mold of hipster-millennial designer. That isn't a size joke. Gregg is self-admittedly a big guy with a big personality. The Philadelphia native comes from an Italian family. He likes gold, fancy cars, and has an eclectic taste in music, but his first love has always been art. So in between trying new recipes and playing with his dog at the park, you will find Gregg painting, doodling, designing or crafting - all while wearing cool shades and a gold chain.



## INSIDE THE MIND OF GREGG WOOD

### What made you get into the field of graphic design?

I have always had a love for art. My mom has told me stories about driving in the car with me as a child and I was able to identify stores by their logo before I could even read. As I grew older I needed to figure out how to make a career in art, and graphic designer just seemed like a natural fit. The whole “starving artist” thing isn’t a cute look for me. Every company needs a graphic designer - so job security is there. Also, it’s nice to think about my art being appreciated while I’m alive.

### What do you want to see change in the field of graphic design?

Sometimes I wish that brands would take more risks with their design. Let artists be creative and push boundaries. Companies are so worried about staying on trend instead of being trend setters. Why look like everyone else when you need to stand out?

### What do you like most about working at 25th Hour?

Our team is unlike any other I have ever worked with. I can honestly say we all get along. There are no corporate politics, career climbing backstabbers, or other dramatics you see in other offices. 25th Hour leaders truly care about their employees and clients. As some of the best in the biz, our award-winning team works with one goal in mind - to exceed expectations of our

clients while being a leader in our industry. We truly are the best team ever.

### Where do you draw inspiration from?

There are so many places. I like all types of art. I have studied graphic design from the art deco movement of the 1930’s to the neon geometrics of the 1990’s. I love the Art Nouveau advertising illustrations of Alphonse Mucha and the psychedelic posters of Victor Moscoso. Street artists like Banksy and Keith Haring are inspirational as well. I could never pin it down to one art-movement or artist. There are so many places I draw inspiration from. As artists, we have to study the greats to keep design moving forward in a new and exciting direction.

### What is your favorite media to work with?

The computer makes me money. I wouldn’t have a career without this technology. However, because I spend so much time on the computer, when I have time to create art of my own I love working with acrylic paint, resin, or even cut paper and pencils.

### How do you spend your weekends?

Work has been so busy that I haven’t had a weekend where I wasn’t putting in at least a few work hours in a long time. When I am free I love a trip to the beach. It’s half the reason I moved from Philly to Florida. I also like trying a new restaurant, cooking and doing something crafty.

“As some of the best of the biz, our award winning team works with one goal in mind - to exceed expectation for our clients while being a leader in our industry.”

# 20 RAPID FIRE QUESTIONS

What is the coolest artwork you have ever seen?

*Seeing Michelangelo’s “David” and “Sistine Chapel” in person is an amazing experience.*

Favorite type of weather?

*Sunshine for beach days.*

Favorite holiday food?

*Mom’s Italian stuffing.*

Biggest irrational fear?

*Flying. I know it’s safe but I hate doing it.*

Do you make your bed every morning?

*Hahaha def not.*

Biggest life regret?

*Smoking. Hardest habit to quit in life. I hate it.*

What’s on a Gregg hoagie?

*Genoa salami, cappicola, provolone, mayo, lettuce onion and long hot peppers. But a good roll is the most important part!*

Last show you binged?

*Jersey Shore. Don’t judge.*

What was the last text you sent, and to who?

*“Why do you always assume I’m gonna put you on blast?” - My friend Jennie*

Go-to karaoke song?

*“Bust a Move” Young MC*

Coke or Pepsi products?

*Definitely Coke*

Are you superstitious?

*I’m Italian. Of course I am.*

Greatest gift you ever got?

*Life*

If you weren’t in design what would be your career?

*Something with travel.*

What grinds your gears? When you ask 2 questions in an email or text and the response only answers one.

Go to snack?  
*Popcorn*

Favorite Holiday tradition?  
*Opening presents one at a time in a circle with family.*

Best advice you ever got?  
*“Don’t worry about other people. Do the right thing and always cover your a\*\*.” -My mom*

What is your biggest flaw?  
*I worry too much.*

What do you miss most about being a kid?  
*Playtime and naps.*



*Jennifer*

**My 2022 Resolution:**

Try to donate to a different charity each month.

**In 2022 I'm looking forward to:**

Summer and days on the lake with my great big family!

# HIKING



*Madison*

**My 2022 Resolution:**

Keeping up my healthy lifestyle I started earlier this year. I want to be able to run 3 miles without stopping!

**In 2022 I'm looking forward to:**

Traveling!

*Maggie*

**My 2022 Resolution:**

Prioritize stretching before working out, read at least one book each month, and check in with family and friends more often.

**In 2022 I'm looking forward to:**

The possibility of moving!

*Crystal*

**My 2022 Resolution:**

To take my kids on more day trips around our beautiful state!

**In 2022 I'm looking forward to:**

I am looking forward to doing more things that change the world! It needs it. :)

*Jeff*

**My 2022 Resolution:**

Book 40 weddings + get published.

**In 2022 I'm looking forward to:**

HOPEFULLY life is getting back to normal, as well as my colleagues and I continuing to succeed in changing the face of advertising!

*Trish*

**My 2022 Resolution:**

Finish our home remodel.

**In 2022 I'm looking forward to:**

Extended family vacation to Maui.

*Shelly*

**My 2022 Resolution:**

To focus on happiness! I really want to live a happier/ healthier lifestyle. If mama's happy - everyone's happy!

**In 2022 I'm looking forward to:**

My oldest graduates from highschool!

# COOK MORE



*Gregg*

**My 2022 Resolution:**

Continue to advance my design skills and my career. Staying on an upward trajectory in mind, body and soul.

**In 2022 I'm looking forward to:**

Traveling again. Curse you quarantine!

# New YEAR New ME



As we prepare to begin 2022, it's the time when the world starts thinking about what their resolutions will be. 2021 was an improvement compared to 2020, but many of us are eager to see what 2022 has in store. The team at 25th Hour has shared what we are most looking forward to next year, and what habits we hope to start or stop. Maybe they will inspire you.

*Malissa*

**My 2022 Resolution:**

Travel somewhere new at least once a quarter.

**In 2022 I'm looking forward to:**

Getting back to normal. Whatever that might be.

*Lauren*

**My 2022 Resolution:**

Perfect my yoga headstand!

**In 2022 I'm looking forward to:**

No more COVID? (fingers crossed).

*Camille*

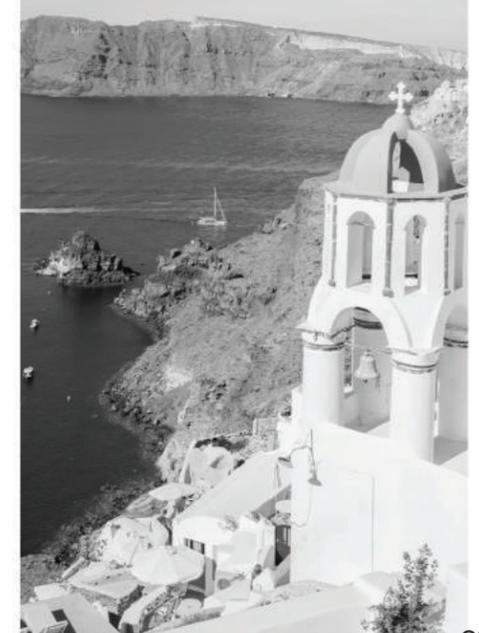
**My 2022 Resolution:**

Cook one new thing each week.

**In 2022 I'm looking forward to:**

I'm looking forward to spending more time with the new friends I made in 2021.

# TRAVEL



*Grant*

**My 2022 Resolution:**

Try to read a book a month.

**In 2022 I'm looking forward to:**

Well, now that I live in New Orleans; it's definitely Mardi Gras.

*Dewey*

**My 2022 Resolution:**

Start playing my guitar again.

**In 2022 I'm looking forward to:**

More adventures with the fam!

*Candi*

**My 2022 Resolution:**

Creating more time for hikes.

**In 2022 I'm looking forward to:**

Great vistas!

# 30 *days* OF CONTENT IDEAS FOR YOUR SOCIAL MEDIA

BY: GREGG WOOD & MADISON PIZZATO

STRUGGLING TO COME UP WITH DAILY SOCIAL MEDIA POSTS? BEING ACTIVE ON SOCIAL MEDIA PLATFORMS IS CRUCIAL IN MAXIMIZING BRAND AWARENESS, BUT CONSISTENTLY POSTING RELEVANT AND VALUABLE CONTENT EVERY DAY IS NOT ALWAYS PRACTICAL WITH OUR BUSY SCHEDULES. THE NEXT TIME YOU FIND YOURSELF NEEDING A HAND WITH SOCIAL CONTENT, TAKE A LOOK AT OUR 30-DAY SOCIAL MEDIA PLAN. THIS EASY GUIDE WILL HELP YOU FIND BALANCE BETWEEN YOUR CRUCIAL INFORMATIVE POSTS AND FUN CONTENT TO KEEP FANS ENGAGED!

**POST AN INSPIRATIONAL QUOTE**

**SHOW THEM A SNEAK PEAK!**

WHAT YOU GOT BREWING?

**POST A BRANDED MEME**

**PROMOTE SOMETHING NEW**

**GIVE ALL YOUR FOLLOWERS A THANK U**

**CELEBRATE AN OBSCURE HOLIDAY**

FIND ONE AT [HOLIDAYSCALENDAR.COM/CATEGORIES/WEIRD/](http://HOLIDAYSCALENDAR.COM/CATEGORIES/WEIRD/)

**GET TO KNOW US! POST SOME HISTORY**

**ANSWER AN FAQ**

**SHARE AN EMPLOYEE**

**SHARE YOUR MORNING ROUTINE**



**WHAT MAKES U UNIQUE?**

**CROSS-PROMOTE YOUR OTHER SOCIAL MEDIA**



**SHARE A THROW-BACK!**

**PROMOTE A COMMUNITY EVENT**

**SHARE A PRODUCT**

**LOOK OUT THE WINDOW**

**CONTEST OR GIVEAWAY**

**SHARE YOUR COMPANY VALUES**

**SHOW OFF YOUR WORK SPACE**



**PICK A FOLLOWER TO GIVE A SHOUTOUT**

**INTRODUCE YOURSELF TO NEW FOLLOWERS**

**ASK YOUR FANS WHAT DO U NEED FROM US?**

**SHARE AN INTERESTING ARTICLE RELATED TO YOUR INDUSTRY**

**WHAT ARE U READING**

**SHARE A GREAT ACCOMPLISHMENT**

## ADVERTISING FLASHBACK

Advertising has been around for hundreds of years, taking on hundreds of different forms. These ads have been around for generations but changed drastically. *Coca-Cola Santa Ads from 1934 and 2015.*

Some want to be beautiful. Some want to be intelligent. But everybody wants to be buoyant. And tingling buoyancy is what steals over you when you pause at a soda fountain for an ice-cold Coca-Cola—a sense of refreshment...more get-up-and-go. An ice-cold Coca-Cola itself can explain it better. Have one, and like Old Santa, be buoyant.



**The pause that keeps you going — with tingling buoyancy**

Drink **Coca-Cola** Delicious and Refreshing 5¢

You can be sure it is pure and wholesome. Coca-Cola is a pure drink of natural products, with no artificial flavor or coloring. Complying with pure food laws all over the world.

Good Housekeeping Bureau

Make someone happy



**Coca-Cola**

# CRYPT-O-GRAPPLE CLUE: F=L

DFVQQCA KQ CYV QVJQXM TYKEY VMHJHVQ CYV

TYXFV TXAFA KM J EXMQUKAJEN XB FXRV.”

- YJEKFCXM TAKHYC EJDKV

## SPOT THE DIFFERENCE

Spot the 5 differences in these two photos.



A scene from *A Charlie Brown Christmas*

# PLAINMTRS WORDEDFR WXSEARCH AXPFOQIDS

- |           |          |          |
|-----------|----------|----------|
| snow      | presents | dreidel  |
| christmas | santa    | hanukkah |
| winter    | tree     | garland  |
| new year  | ornament | skiing   |

C S O D A Z B X G T O I B Q I  
H U D R L E Y W J A Q C L F G  
Y A P R N O L T S X R D W K K  
P R N T E A B U N F B L U E M  
N R E U N I M U O G H M A M M  
E Q E L K B D E W M U Y H N P  
W I T S O K A E N J B V Z L D  
Y D J R E J A T L T M S E H R  
E S C K J N C H R I S T M A S  
A A N Q X Z T T G E O B R T T  
R N H M Z E Q S J M E T M N U  
Q T S K I I N G T E V Z X X I  
U A Y O Q D D U D D O M Y W C  
C K M F W I N T E R M L G N B  
U Z X Y X E E H E Q F Q K E T

- Spot The Difference Answer:
1. Color changed on Tree Ornaments
  2. Charlie's Eyes are Now Closed
  3. Spots Removed from Sally's Shirt
  4. Violet's Socks Removed
  5. Peppermint Patty's shoelaces Removed

“Blessed is the season which engages the whole world in a conspiracy of love.” — Hamilton Wright Mabie

Cryptograpple Answer:

# Retarget with the **SMART Mailer**



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