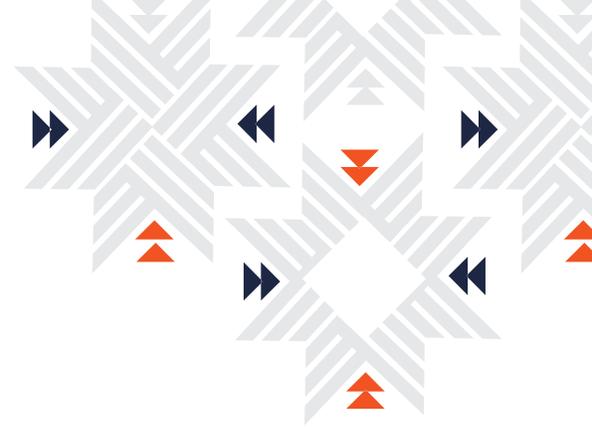




# 'Tis the Season for Tech

Holiday Card Ordering & Automation



## Objective

The holiday season always poses unique challenges for businesses. It is a time for thankfulness and appreciation, but often also coincides with the busiest months of the year! This was the exact case for one of our valued clients. Creating a year-end piece to show their appreciation to all of their customers was a high priority for them, however they did not have the time to devote to an organized process.

## Strategy & Execution

With a huge focus on print and streamlining processes, The Sourcing Group was able to develop the perfect solution. Through their network of resources, TSG was able to establish a workflow and technology platform that simplified every step of the holiday card process. Starting with design and development, the client was able to choose from a wide array of holiday designs and print options to ensure their brand and messaging was conveyed exactly the way they wanted.

Although not used in this specific scenario, The Sourcing Group has a full creative department that specializes in being an extension of your brand. They are loaded up on holiday cheer and are always willing and able to create perfect, custom designs if some of the stock options just don't fit!

After the concept was nailed down, the client was able to upload a list of their entire client base into the platform and The Sourcing Group took it from there! Variable data printing was incorporated in the printing process to personalize each card to its recipient. Using expertise in direct mail, TSG was able to smoothly transition the whole project from concept to production to shipping.

## Results

The results were very well-received! This automated process has helped this client and their holiday card ordering every year since 2014. As much as The Sourcing Group loves to simplify for their clients, they love it even more when they return for their next project!