

American Greetings Innovation

Storytelling 101

**Innovation Leader – NYC Field Study
June 2015**

Internally – who are we?

The New Product Concepts is a cross-functional group of experts who have been strategically assembled to bring innovative wishes to the greeting card aisle. We could talk about the pipeline of innovation, the consumer need for cards with new features & benefits, retailer differentiation, and a thousand other things. In the end though, this isn't who we are.

We're **storytellers**. We're a team. A mix of business minds and creative souls. Poets and mathematicians. Techies and artists. Marketers and musicians. We believe in words like surprise, delight, compelling, authentic, and fun. And yet, we love words like process, research, core consumer, and target market. We have our methods and our stage gates and our benchmarks but, in the end, we're just a group of people trying to create and inspire smiles, laughter, and love.

Sometimes we succeed. Sometimes we fail. We cheer the wins and learn from the losses. We're an evolution looking to create revolutions and we can't wait to see what happens next.

Every New Product = Marketing Story

Nothing says, “I love Christmas,” like festive music, twinkling lights, and a good old fashioned holiday sweater. Well, nothing but a card collection that combines all three! Introducing SPARKLE KNITS, an innovative new take on Christmas cards featuring warm, light-hearted copy and mini-fleece sweaters decorated with layers of ornamental accents. With just a tug on the hanger, a favorite Christmas song plays and the sweaters light up and twinkle in harmony with the music.



Add some fun – and fur! – to any gift with WARM FUZZIES! Each of these stylin’ new gift bags is a friendly combination of googly eyes and long, brightly-colored fur. Available in a variety of shapes, sizes, and a rainbow of colors, these buzz-worthy bags are ready to party!

Retail Merchandising



Internal Marketing Town Square Shadow Boxes



Internal Marketing

ImAGine & Holiday Sweater Parties



my profile | feedback

Find advanced

[Resources](#)
[Depts & Locations](#)
[Forms](#)
[Comms Req](#)
[People](#)
[FAQ](#)
[Admin](#)

December 11, 2013

New Sparkle Knits card line pays tribute to Christmas sweaters; Do your part by wearing your fave festive sweater on Tues., Dec. 17!

Sweater Cat's not the only one rocking nifty knitted goods this holiday season.

What was once the gift of choice for eccentric aunts everywhere and the fodder for ridicule has become a trendy fashion must-have. To pay tribute to this holiday icon, we've created the new card line called Sparkle Knits. The cards, adorned with decorated sweaters and featuring songs and lights, are hitting the card aisles to dazzle consumers and support the time-honored tradition of the Christmas sweater.

"The holiday season is renowned for celebrating with food, family and a cozy Christmas sweater," said **Carol Miller**, vice president, New Product Concepts. "Sparkle Knits offers consumers a unique and fun holiday card option that showcases the same warmth and details featured on these popular Christmas sweaters."

Join the Holiday Sweater party next Tuesday, Dec. 17

Let's make Tuesday, Dec. 17 extra festive) by rocking our best beautiful or ugly holiday sweaters! Associates world-wide are encouraged to wear their sweaters on Tuesday, Dec. 17. To share the joy, take a pic and send it to imAGine@amgreetings.com and we'll include it in the annual holiday image gallery.

Let's make Sweater Cat proud!



September 3, 2014

Gift giving reaches a new level of awesomeness with award-winning Warm Fuzzies™ gift bags

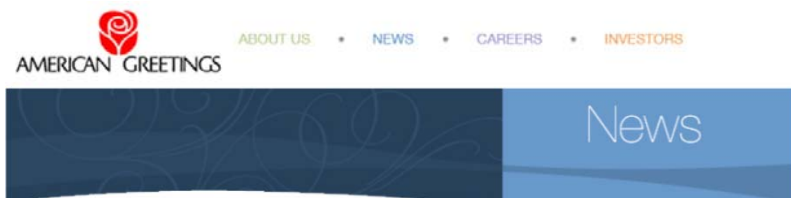
Add some fun – and fur! – to any gift with Warm Fuzzies. Each of these stylin' new gift bags is a festive combination of googley eyes and long, brightly-colored faux fur that come in a variety of shapes, sizes and a rainbow of colors.

We are thrilled to share that even before arriving in stores, Warm Fuzzies won first place in the "General Merchandise" category of the Product Showcase at last month's National Association of Chain Drug Stores Total Store Expo. With more than 160 total products participating in the Product Showcase, the items were evaluated by esteemed retail attendees at this top-tier industry trade show.

Beginning in mid-September, Warm Fuzzies will be available for a limited time at your favorite retailer. Don't forget to use the [#wrappedinawesome](#) hashtag to share your Warm Fuzzies pictures, videos and messages on social platforms!



Every New Product = Press Release



American Greetings Pays Tribute to the Christmas Sweater with Sparkle Knits(TM) New collection features cards dressed in the season's most celebrated accessory

CLEVELAND, Dec. 4, 2013 -- The Christmas sweater has become a well-known symbol of the holiday season--just think of all the "themed" parties with these sweaters on full display! For those who love to show off their holiday cheer, the Christmas sweater really is the life of the party! This year, American Greetings Corporation is honoring the Christmas sweater tradition by introducing Sparkle Knits(TM), a new line of holiday cards adorned in decorated sweaters that feature songs and lights.

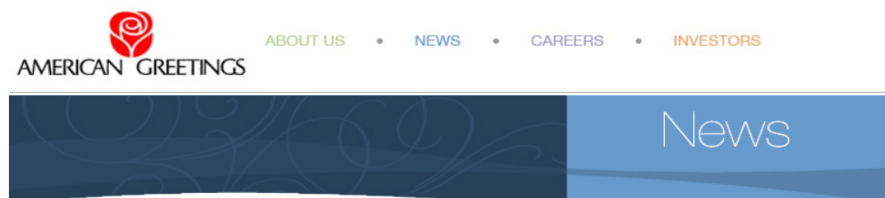
Nothing says, "I love Christmas," like festive music, twinkling lights, and a good old fashioned holiday sweater. Well, nothing but a card collection that combines all three! Introducing Sparkle Knits, an innovative new take on Christmas cards featuring warm, light-hearted copy and mini-fleece sweaters decorated with layers of ornamental accents. With just a tug on the hanger, a favorite Christmas song plays and the sweaters light up and twinkle in harmony with the music. Sparkle Knits are available in three designs--a reindeer, teddy bear and tree.

"The holiday season is renowned for celebrating with food, family and a cozy Christmas sweater," said Carol Miller, vice president, corporate innovation at American Greetings. "Sparkle Knits offers consumers a unique and fun holiday card option that showcases the same warmth and details featured on these popular Christmas sweaters."

Consumers can find Sparkle Knits(TM), in addition to a great selection of fresh and inspiring cards from American Greetings, at participating drug chains, grocery stores and mass retailers nationwide, as well as in American Greetings and Carlton Cards retail stores. For more information on American Greetings, please visit www.corporate.americangreetings.com. You can also follow American Greetings on Twitter, Facebook, YouTube and Pinterest.

About American Greetings Corporation

For more than 100 years, American Greetings Corporation has been a creator and manufacturer of innovative social expression products that assist consumers in enhancing their relationships to create happiness, laughter and love. The Company's major greeting card lines are American Greetings, Carlton Cards, Gibson, Recycled Paper Greetings and Papyrus, and other paper product offerings include DesignWare party goods and American Greetings and Plus Mark gift-wrap and boxed cards. American Greetings also has one of the largest collections of greetings on the Web, including greeting cards available at Cardstore.com and electronic greeting cards available at AmericanGreetings.com. In addition to its product lines, American Greetings also creates and licenses popular character brands through the



Add Fun to Any Gift with New Award-Winning Warm Fuzzies(TM) Gift Bags from American Greetings Googley Eyes and Brightly-Colored Faux Fur Take Gift Giving to a New Level of Awesomeness

Cleveland, OH (September 9, 2014) -- Every pile of birthday gifts waiting to be opened, collection of Christmas packages under the tree and table of presents at any party has that one gift everyone notices because of its exceptional appearance. There is a sense of pride when that gift is from you because you've brought the coolest-looking gift. At the next celebration, make your gift the standout with new Warm Fuzzies(TM) gift bags from American Greetings to take gift-giving to a new level of awesomeness.

Add some fun -- and fur! -- to any gift with Warm Fuzzies. Each of these stylin' new gift bags is a festive combination of googley eyes and long, brightly-colored faux fur that come in a variety of shapes, sizes and a rainbow of colors. These premium, sewn fabric bags help recapture the magic of gift giving with a presentation that is part of the gift itself. Beginning in mid-September, Warm Fuzzies will be available at select retail locations.

"We are thrilled to introduce these buzz-worthy bags because they're ready to party!" said Carol Miller, vice president of corporate innovation at American Greetings. "Warm Fuzzies are the perfect way to make any gift more memorable -- and keep the party going each time it's used. Not only does American Greetings provide greeting card innovations that help consumers celebrate the important people and events in their lives, but this fresh and fun gift packaging ensures your gift will be the hit of the party."

Warm Fuzzies won first place in the "General Merchandise" category of the Product Showcase at last month's National Association of Chain Drug Stores Total Store Expo. With more than 160 total products participating in the Product Showcase, the items were evaluated by esteemed retail attendees at this top-tier industry trade show.



Customer Sample Kits



Customer Relationship Forum



Customer Tradeshows



Direct to Retailer Marketing

