

DISPELLING 3 MYTHS ABOUT THE IMPORTANCE *of Greeting Cards*

01

TEXTING AND SOCIAL MEDIA HAVE CAUSED A DECLINE IN PAPER GREETING CARDS



While email, texts and social media companies from Facebook to Snapchat have made it easier than ever to send instant greetings, more people — especially younger people — are sending real greeting cards. Many are also embracing newer tech driven greeting card platforms like Culture Greetings that allow people to send personalized cards with a click of a button.

02

GREETING CARDS ARE VERY EXPENSIVE



Greeting card prices can vary from 50 cents to \$10 – with a price point for every consumer. The vast majority are between \$2 and \$4. Culture Greetings' cards start at \$3.99 and this price includes postage.

03

RECIPIENTS JUST THROW THE GREETING CARDS IN THE TRASH. IT'S A WASTE OF MONEY



According to The Greeting Card Association, some paper cards are saved long after they're received. Their ability to engage three or four senses (touch, smell, feel and sight) makes them powerful as memory aids and emotional triggers. Many report shedding tears over a wonderful message handwritten in a card from a loved one. When is the last time you cried reading an email?