

**QUOTE:**

Brian Franks, Founder // ECD, Where Eagles Dare:

The 80s and 90s throwback trend is showing up everywhere and we always thought the VHS fire tapes were kind of amazing, so we put our own spin on it making it an elaborate and cozy joke. We're also really into patterned socks (sometimes we will all coordinate our sock game for client meetings or pitches). While brainstorming the perfect gift for our clients this holiday, custom socks made total sense. To make this a full fledged throwback cozy experience, we also included goodies like holiday pez, a bottle of Zima, a fire scented air freshener and bonfire scented candle.

This year the team has really gone all out. I am especially fascinated at the level of detail and commitment the team put into the VHS in all its glory. Everyone contributed to the content, putting their own spin on the elements. We even had one team member (I won't mention any names) put on a full spandex suit with an eagle mask and pose for a photo shoot for the back cover of our VHS sleeve.

Zam, our Creative Director and Music Supervisor, put together an amazing playlist that we've all been listening to nonstop. It's a refreshing break from all the typical holiday muzak. It rocks.

As a team, we look at our holiday card as a chance to have fun, laugh a lot and put a smile on our clients' faces. We hope this year's card experience makes everyone's holiday just a little bit brighter.