Agencies Turn Holiday Cards Into Role-Playing Games, Jam, and Escape Hatches

Holiday cards have long been an agency tradition—but as inboxes overflow and year-end burnout peaks, the best ones now do more than wish clients well: they entertain, relieve stress, and invite participation.

This year, ADWEEK is unwrapping seven standout agency holiday cards in the form of a creative advent calendar that showcases how agencies are marking the season, from analog jam-making and puppet-powered nostalgia to AI-driven fantasy quests and perfectly timed excuses to leave awkward family gatherings.

Consider this your creative countdown to year’s end.

7. Kettle, “The Legend of Kettle”

Leading our countdown, Kettle’s holiday card is a full-blown fantasy role-playing game powered by teamwork, imagination, and a little AI magic.

Recommended videos
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