

# 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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