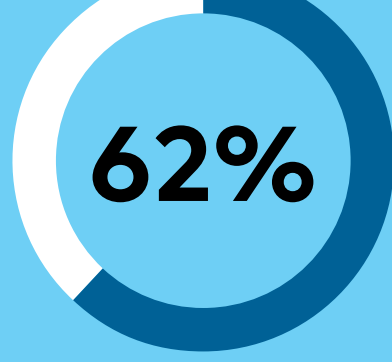
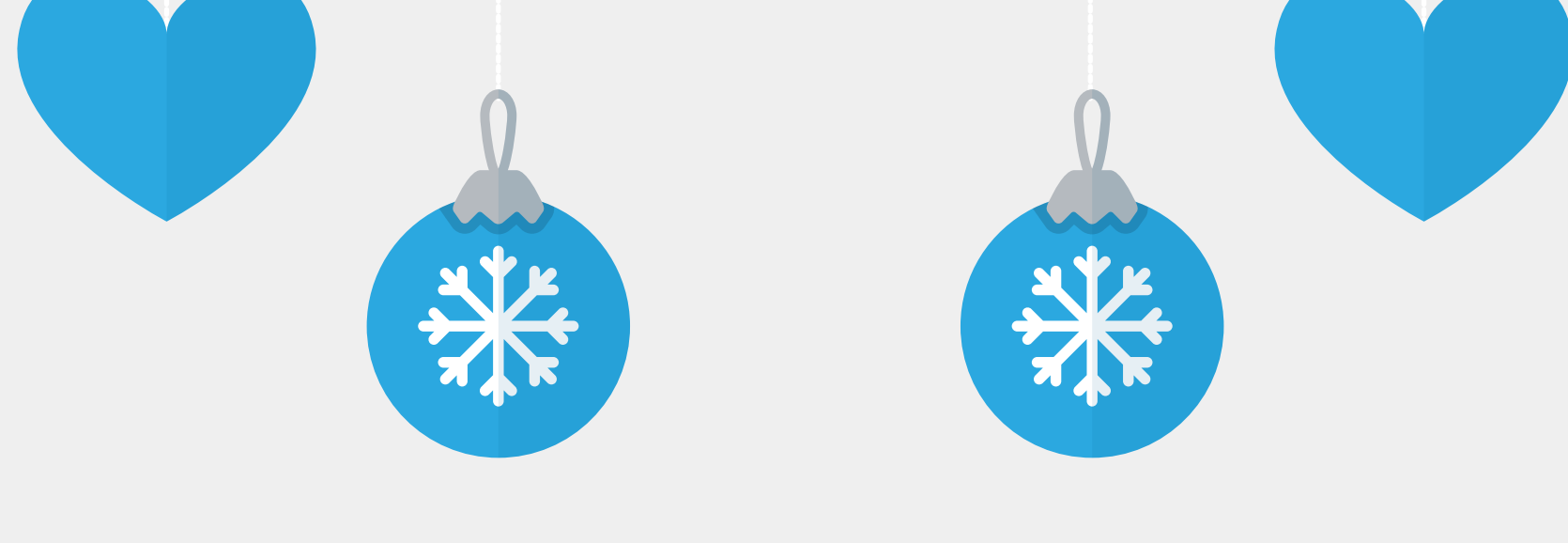


Heartfelt Holidays

A new poll of 2,000 Americans found...

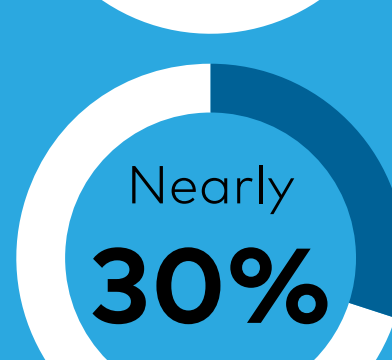


of Americans prefer to receive a

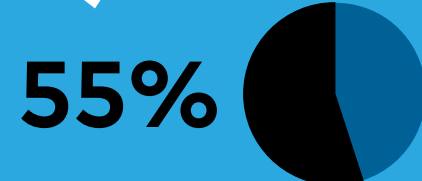
HEARTFELT, PERSONALIZED GIFT over a **GENERIC, STORE-BOUGHT GIFT**



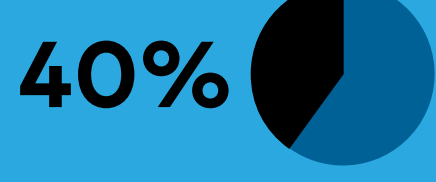
say they prefer a **GIFT CARD**



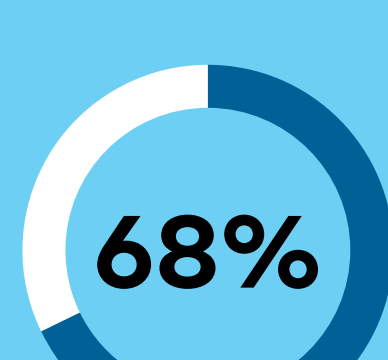
say they prefer a **PERSONALIZED GIFT** over a \$100 store-bought item



also said they keep personalized gifts **MUCH LONGER** than generic, store-bought ones

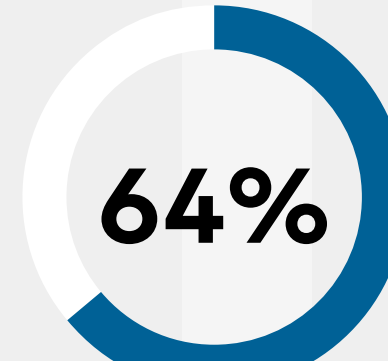


say they would **KEEP IT FOREVER**



are **HAPPIER** giving someone a more

HEARTFELT, PERSONALIZED GIFT



of Americans wish they received **MORE PERSONALIZED GIFTS**



1 IN 5



say they plan to give more personalized gifts **THIS YEAR** compared to previous years

TOP 5 BEST HEARTFELT GIFTS TO RECEIVE

1 PHOTO GIFTS

2 HANDWRITTEN NOTE

3 PHOTOBOOK

4 CUSTOM MUG/CUP

5 CUSTOM PILLOW OR BLANKET

