

YEAR IN REVIEW

## Agencies Flex Their Creativity With 2024 Holiday Cards

*ADWEEK shares a sampling of the cleverest holiday greetings this year*



Agencies got creative with their annual holiday cards this year. Curiosity, Ammunition, Neverland, Iris



**By Kyle O'Brien**

2 HOURS AGO



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The holidays is a time to give, whether that's a gift to a loved one or to a charitable effort.

For agencies, in addition to being a nice gesture, a holiday card is another canvas to show off their wildest creative ideas to clients and the world. Many take their holiday ho ho hos to the next level.

ADWEEK has rounded up the most creative holiday cards we've received from agencies this year, which go beyond standard cardboard greetings with holiday cookbooks, original music, interactive games, and more.

If last year's batch of holiday cards was **all about AI**, this year's put the idea at the heart.

Enjoy this year's roundup of the best agency holiday greetings.

## Ammunition, AI-Powered Holiday Album



Out of Office, In the Spirit album Ammunition

AI did make its way into a few holiday cards this year. Digital agency Ammunition is one. The agency is rewriting the holiday playbook with its first-ever album. Powered by Jammunation Records, “**Out of Office, In the Spirit**” blends raw creativity and AI magic to transform holiday classics into ad-world anthems on an album that came together in less than two weeks.