HERE WE COME A-WASS AI LING



Everyone's talking about AI. Clients are asking about it. Agencies are debating it. Trade pubs won't stop writing about it. Somewhere in all that noise, the real question got a little lost: what can you actually do with it?

So when the holidays arrived, we decided not to add to the chatter, but to show its true potential by creating a festive holiday parody album celebrating the ad life we all know and love.

Big thinking has always been in our wheelhouse. But as a small, independent agency, the hurdle was often the price tag. AI changed that equation. With a clear point of view and strong prompts, small shops now have the tools to deliver work that once required some serious outsourcing. The humans didn't leave the room—we just got a much bigger toolkit.

Inspired by classic holiday tunes, our copywriters drafted detailed prompts and initial verses to guide generative AI. Together—human and machine—we created 12 fun tracks spanning genres and agency-life themes. Since only one member of our account team can truly carry a tune, AI helped produce the music and vocals as well. Through trial and error, countless iterations, and prompt refinements, we refined the lyrics and arrangements until the songs felt Grammy-worthy. A final Art Director/AI collaboration brought the album art to life, and Here We Come A-Wass*AI*ling was born.

We launched it with an animated email driving to a SoundCloud page where listeners could enjoy the full album. But a purely digital drop didn't feel right. So we pressed vinyl and mailed surprise copies to select clients and agency friends, arriving just days after the email.

The blend of human craft and AI capability earned a

60% open rate | 22% click-through rate

and when the physical album arrived, recipients were left spinning *(in a good way)*.





"I wanted to tell you my marketing mind is blown. Your holiday card with the AI was so impressive and creative. The timing was perfect. Email first followed by delivery today. I was so impressed by how planned and coordinated it was. I already forwarded the email to my whole team yesterday and told them this is how it's done and then today, I texted them a photo of what arrived."

"Got your holiday card and loved it! Thanks so much for including me. It was very clever and one of my favorites! Please tell the team how much I enjoyed it."









You can listen to the tracks yourself **here** ←