

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.

The human and AI collaboration touched every aspect of our holiday self-promotion—from the lyrics of our songs to the music and vocals themselves. But the piece that brought the whole idea together was the LP's album cover: a visual celebrating a healthy creative partnership, created by one of our Art Directors working in tandem with an image generation platform.

Wanting to elevate the cliché but quickly recognizable Sistine Chapel imagery associated with AI, our art director challenged the image generator to give the scene a holiday twist. Knowing a physical album was part of the goal, they made sure a vintage color palette was a priority as well. With some trial and error, as well as finishing adjustments in Photoshop, the visual toast to our human/AI collaboration was born.

The holiday cover art, along with all the other elements, showed how we could deliver big thinking without the big budget. Our Grammy-worthy album, Here We Come A-WassAIling, landed in inboxes and on physical desks just before the holidays. The digital elements achieved a

***60%* open rate | *22%* click-through rate**





"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** ←