

PR with a Dash of Fun!



Ready for another dose of wit and entertainment in your inbox? Welcome to the Mika Mondo Newsletter - your monthly PR compass with a lively twist!

This month's subject:
The Holiday Spin: Spicing Up Your PR Game with Seasonal Cheer

Ah, the holiday season! A time of twinkling lights, steaming mugs of hot cocoa, and... PR campaigns? Yep, you read that right! This

December, we're unwrapping the idea of blending PR efforts with a dollop of holiday magic. Get ready to jingle all the way through our latest edition!

In this cozy issue, we delve into how the holiday season can offer unique PR opportunities that are both charming and effective. Snuggle up and let's talk shop!



The Reindeer Effect: A Retail Wonderland

The holiday shopping season can be a battlefield, but one retail brand decided to tackle it head-on—with humor and reindeer antlers! During the busiest shopping week, their employees donned antlers and went live on social media, sharing shopping "survival" tips, showcasing gift ideas, and even singing a carol or two.

The campaign was a hit!

Customers engaged actively online, and foot traffic increased, all while painting the brand as fun, approachable, and distinctly human.

Spice Up Your Service: The Pumpkin Spice IT Team

In the tech world, how do you make something as dreary as IT service holiday-themed? One SaaS company found the answer in pumpkin spice. They ran a campaign offering "Pumpkin Spice Customer Service" and used humor to advertise faster ticket resolution times and "extra whipped cream" on their service delivery.

Talk about making tech support scrumptious! Users tweeted their interactions with the Pumpkin Spice Team, creating a viral loop that didn't just resolve issues but also celebrated the holiday spirit.





Eco-Friendly Jingles: When Sustainability Sings

One brand, aiming to align their image with sustainability, ran a Christmas campaign named "Green-mas." They published DIY guides on making recycled Christmas decorations, "upcycled" gift ideas, and even an eco-friendly carol playlist. The public response? Let's just say this brand's tree wasn't the only thing getting lit this holiday season. They successfully combined social responsibility with holiday spirit, all while engaging with an audience hungry for sustainable solutions.



In Conclusion

Tis the season to be creative, my friends! These stories are a testament to the fun and engagement that can be sparked by aligning your PR campaigns with the holiday spirit. When done right, it's like the perfect holiday party—warm, inviting, and leaving people talking well into the New Year.

****Jolly Resource Links:****

- [Trello](<https://trello.com/>): Plan your holiday campaigns down to the tiniest bauble with this versatile project management tool.

- [Grammarly](<https://www.grammarly.com/>): Don't let typos turn your ho-ho-hos into oh-no-nos. Grammarly helps keep your messaging crisp and clear.

- [Brevo](<https://www.brevo.com/>): This all-in-one marketing platform helps you execute email campaigns that are as dazzling as a holiday light show.

****Until next time, stay jolly!****

Team of Fun & Jollygans at Mika Mondo

P.S. We're all ears for your festive PR stories or ingenious holiday campaigns. Because let's face it, nothing's better than sharing a holiday miracle—or at least a clever holiday marketing strategy!

Wanna talk? Just book here

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