

🌟 Evolving PHOTOCARDS! 🌟

February 2023

thoughtful. 

Evolving the photocard opportunity...

They're undeniably popular...STILL...after over 20 years of online sales!

BUT!

We're seeing customers' tastes change in terms of what they favour in photocard designs.

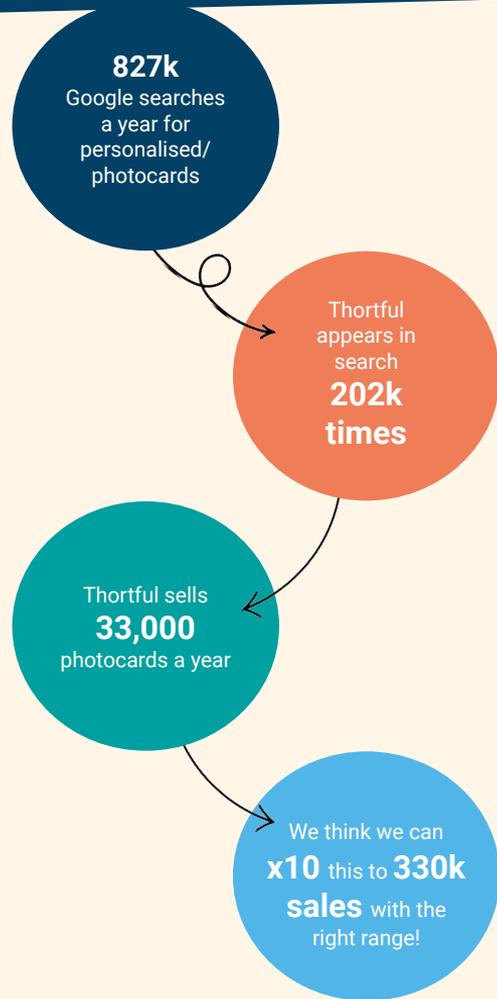
With only 1% of thortful's catalogue in photocards, we think there is a great opportunity for thortful creators to steal a march on competitors and improve their royalties on their photocard ranges.

Last October, we improved our photocard customer journeys (they were a bit clunky we'll admit!) and have seen a card conversion go up x5 fold and we have increased photocard sales by over 300%!!! So our opportunity now, is to blow out the range and make it the best quality it can be.

So read on to find out which card categories are most suitable for photocards and how designs are evolving!

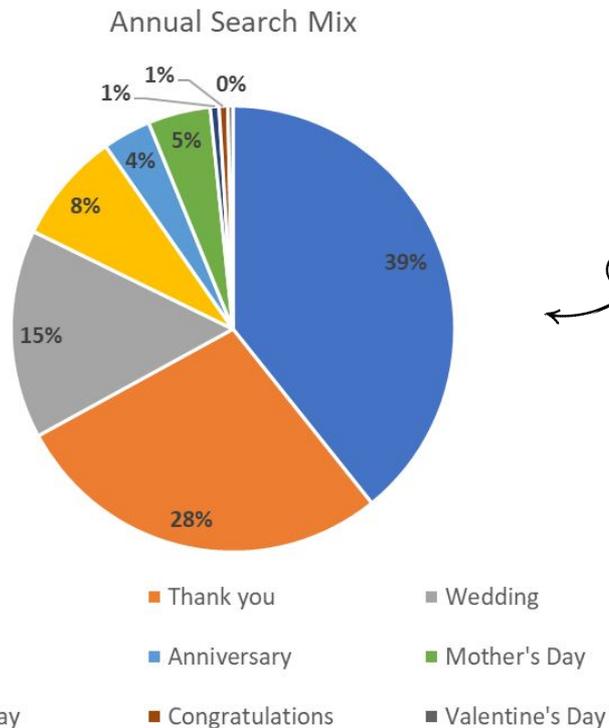
Thanks for reading,

Team thortful x



Most shopped thortful categories vs. Google trends...

With only 1% of thortful's catalogue against photocards, we need **more content** to satisfy search demand!



Thortful's most popular photocards are birthdays (71% of sales), Christmas (18%) and anniversary (11%) from our photocard range BUT...

On Google, we can see that Christmas, Thank You and Wedding (invites & thank yous) are the most searched for categories.

We are under-represented in those areas currently.

Photocard Range Priorities:

1. Thank you [Upload Now!]
2. Wedding [Upload Now!]
3. Birthday [Upload Now!]
4. Christmas [Aug-Sept '23]

The evolution of photocard...



Innovative at the time but now a tiring concept - we've all had one or several haven't we???

[Value sector]



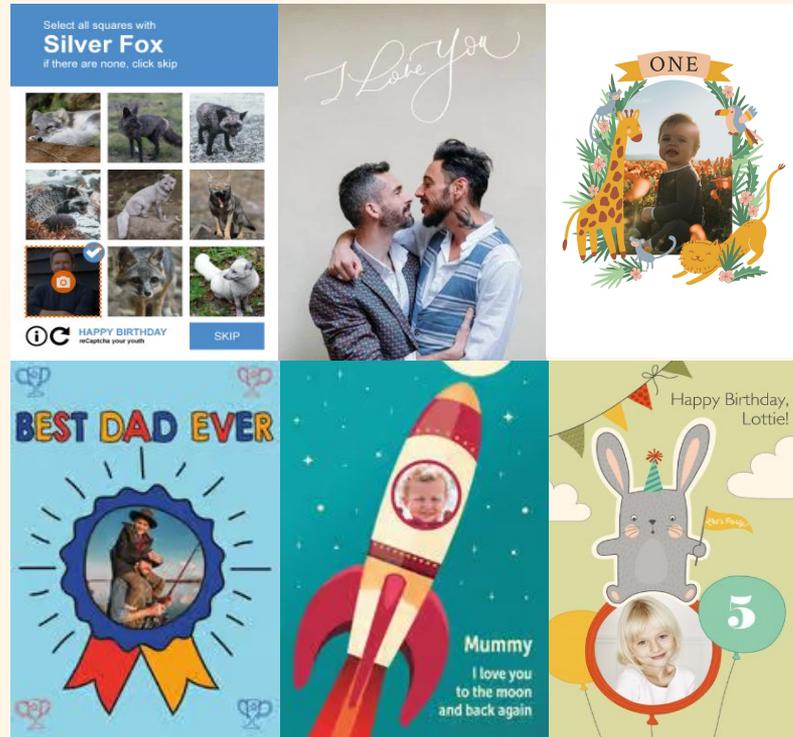
Detail-heavy - design elements fighting with the photo.

The core purpose for a photo card is the photo!!!

[Value sector]

THEN

In the next few slides, we'll break down the latest best selling trends in photocard that appeal to the thortful premium shopper with hints and tips on how to develop your range.

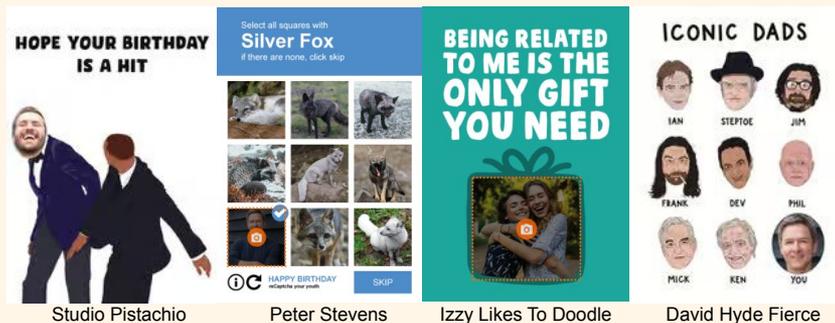


NOW

What's selling...

Wonderful wit...

If you know them well enough to 'get away with it', a gentle poke via a photocard can be just right. What works well is either fitting into topical/trending moments, reflecting on how photos are used elsewhere, e.g. internet security/reviews or social media, OR celebrating the very unique relationship between the card giver and receiver. Think Best of British tongue in cheek!



Best for...

Occasions: Birthdays, Anniversaries, Valentine's, Mother's & Father's Day, New Job

Sentiments: funny to cheeky

Stay Classy...

BIG OPPORTUNITY ALERT!!!

Not everyone wants 'in your face' or 'laugh out loud' so let the photo do the heavy lifting - a well chosen photo with a simple, heartfelt caption is a sure-fire winner for the understated. A premium frame or graphic flourish can help add to the quality feel but less is generally more here. Neutral and subtle colours and soft hand drawn fonts work well. Something to keep in a memory box!



Best for...

Occasions: Birthdays incl. milestones, Anniversaries, Valentines, Christmas, Thank You - especially new baby & wedding.

Sentiments: heartfelt, romantic, gentle humour

What's selling...

BIG
OPPORTUNITY
ALERT!!!

Modern Milestone ...

Newsflash!!!! We have less than 40 photocards in Milestones! This is a travesty given the high demand!!! So, we need to crack this market between us. What works less well is too many bells/whistles and design features that over-shadow the photo. Heavy keylines & too much treatment, e.g. vignettes, overlays, make designs feel cheap SO, keep it low key sophisticated!

Single Minded...

The days of lots of photos per card seems to be turning customers off. Perhaps it's the effort on ensuring the right image quality, perhaps it's our attention spans in creating the bloomin' things, but customers seem to be favouring a single shot - whether it's really plainly framed or a bit more elaborate - call out the occasion & even the recipient for best conversion.



Optimalprint



Coffee & Paper Co



Lisa Marie Designs



Dottie Mottie

Best for...

Occasions: Birthdays - especially Milestones, Anniversaries. You can get creative here too - think pets and baby bumps!

Sentiments: funny to cheeky, pretty to cute.



Quinton Cards



A Ray of Sunshine



Angela Chick



Love Lila

Best for...

Occasions: Birthdays incl. milestones, Anniversaries, Valentines, Christmas, Thank You - especially new baby & wedding.

Sentiments: heartfelt, romantic, gentle humour

What's selling...

Kids...

Whilst you might think it's tricky to do kids photocards without access to licenses like Marvel or Peppa Pig, there's still plenty to go at for kids in the birthday space - especially milestone birthdays.

Call out their **age** creatively - they're obsessed with it!!!



Theme it! Make them their **own character** based on their obsession.



Create **high impact frames** folding in modern design & colours.



What's selling...

Thank You

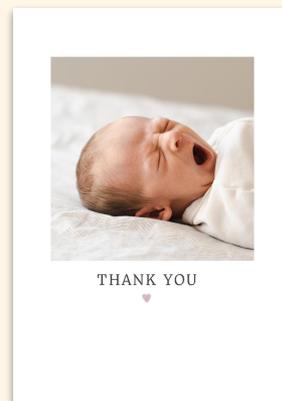
Consider designing cards for the following...

SENTIMENTS

- Funny
- Classic
- Heartfelt

OCCASIONS

- Thank you for coming to my party (kids)
- Thank you birthday (kids) (adult)
- Christmas (from the kids, from the grandkids)
- Wedding
- New baby



2,000
monthly searches
for Thank You
Photo Cards!

Design tips...

Less is generally more. Too much treatment be it graphics, frames or font “busyness” can pull back the quality of the design and overwhelm the photo. Choose treatments selectively.

Be specific. Call out the occasion and consider whether calling out the recipient will work too.

Amp up modern. Design styles on photocard cards can age fairly quickly. Go with the zeitgeist and reassess every 6 months - times change!

Chunk it down. To avoid creator-block, take a look at the [2023 Creator calendar](#) and prioritise card development. You've got **Father's Day & birthdays** waiting for you (at time of writing!) and **thank you, wedding & anniversaries** are perennial and really underserved in the catalogue.

Practicalities...

- Portrait mode & png only please
- Image no smaller than 1772 x 2506px and no larger than 3544 x 5012px
- Max file size 25mb
- Only thortful's stock images to be used
- At least 1 and no more than 4 transparent areas
- 100% transparent areas for your photo placements
- No gradient pixels on the edge of the transparent areas
- No transparent areas that are less than 200px by 200px
- Don't overlap or rotate transparent areas
- When cropping, leave space at edges to allow for bleed - this gets cut off when printed so won't affect your design

We hope you've found this useful and your raring to get going. To upload photocard cards, we use a different process to regular cards - follow [this link](#) to release them into the wild. To help us get through moderation quickly, could you please tag your latest photo cards: **Photo2023** so we can prioritise them for you. Good luck!

Team thortful x

Oh, and just a note, photo cards take us a little bit longer to moderate as there's a few more things to check - but we'll get to it, we promise!