

Campaign Brief PR

As the world careers towards a silicon Event Horizon, technological bandwagons are being jumped on and off faster than you can say iPad Optimization. So for Arnold Furnace's Christmas card this year they went back to basics with a big idea. A giant card (see what we did th'... oh never mind) was hand delivered to clients' offices and when opened it produced a cheeky musical message, sung to the tune of Good King Wenceslas.

A fun Christmas card it may be but CB thinks it's also a pretty creative way to knock clients' conservatism.

[Click here for lyrics](#) -

To the tune of Good King Wenceslas

Oh good clients let us shout
About how much we love thee
Every year we get work out
And you pay us our fee.
Greatly do we toil and sweat
Though feedback can be cruel
We're just trying to bloody get
Our kids through private sch-ool.

But we care about your brand
Like it was our own child
Even when ideas are canned
And you buy something mild
'Make the logo bigger and
can you change the picture,
headline strapline all that shit
otherwise we lo-ove it'.

Ok so that's a little whinge
We need it every now and then.
Otherwise we'd come unhinged
Why can't this be like Mad Men?
Smoking fags and scotch at ten
Then how about an office shag?
Today's all writing eDMs
And where's the fucking job bag

Who said that what no not me
Lord knows we love our work too
Self absorbed ad men are we
Or so it must seem to you
But of course that isn't it
Ok yes maybe some-times
Now how do we end this shit
With something great that rh-ymes?
[Repeat tune of last two lines]
Of course you know we do love you
So here's to more great ti-imes.