

American Greetings

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History of American Greetings

American Greetings has a long history of creating meaningful and memorable cards and gifts. The company was founded in 1913 by John D. Rockefeller and has since become a leading provider of greeting cards and gifts in the United States.



Types of Products

American Greetings offers a wide variety of products, including greeting cards, e-cards, and gifts. The company's products are designed to be meaningful and memorable, reflecting the company's commitment to creating meaningful and memorable cards and gifts.



Promotions & Advertising

- Facebook
- Twitter
- Google Plus
- Daily Deals Blog
- American Greetings Card and Gift Store

Customer Knowledge

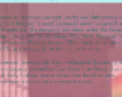
- Target Audience: Middle-aged and older Americans, primarily women, who are looking for meaningful and memorable cards and gifts.
- Key Demographics: Age, gender, income, and education level.
- Key Needs: Meaningful and memorable cards and gifts that reflect the company's commitment to creating meaningful and memorable cards and gifts.

Philosophy of Company

American Greetings is committed to creating meaningful and memorable cards and gifts that reflect the company's commitment to creating meaningful and memorable cards and gifts.

AMERICAN GREETINGS

Marketing Strategy



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History of American Greetings

For a century, Americans have celebrated special occasions with cards. From the first simple paper cards to the modern, colorful, and often personalized cards, the tradition of sending greetings has remained a popular way to connect with loved ones.



Types of Products



American Greetings' main product line includes Christmas Cards, Valentine's Cards, Birthday Cards, and Paper Greetings. The company also offers a variety of other products, including party favors, gift tags, and more.



Promotions & Advertising

- Internet
- Facebook
- Twitter
- Google Plus
- City Search
- American Greetings Cards are sold in bookstores, gift shops, Target, etc.

Subsidiary Knowledge

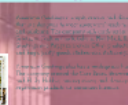
- Types of Cards: Birthdays, Christmas, Valentine's, etc.
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Philosophy of Company

American Greetings' philosophy is to create cards that are meaningful, beautiful, and easy to use. The company believes that a card can make a difference in someone's day.



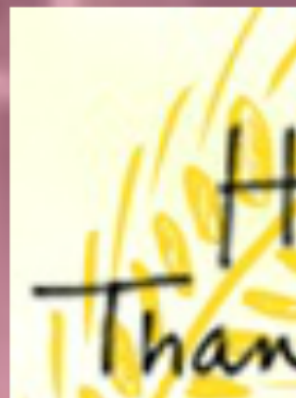
Marketing Strategy



History of American Greetings

For more than 100 years, American Greetings Corporation has been a manufacturer and retailer of innovative social expression products that assist consumers in enhancing their relationships.

While today, the company helps millions of people worldwide stay connected and celebrate life's special occasions, it all started with \$50 and the dreams of one determined young man.





Wishing You
a
Happy Thanksgiving