

## Australia Post launches Spread the Merry this Christmas campaign

14-11-2019

Australia Post has launched its Christmas campaign, “Spread the Merry”, with the message that giving is better than receiving. The campaign reminds people that being generous doesn’t have to be expensive, and in fact, a small gesture can often mean a lot. The ad launching the campaign focuses on Alfie and Mr Grieves who are neighbours - but when the elderly Mr Grieves seems unwilling to join in the street’s Christmas decorations, young Alfie takes it upon himself to spread some of his own Christmas spirit.

Australia Post Executive General Manager Community & Consumer Nicole Sheffield said the campaign encouraged people to think outside of their immediate circle and show people that you care.

“Christmas is a time to connect and reconnect, and a card or little gift can make somebody’s day. We know that small gestures like this can mean a lot, especially to those who are lonely, battling or left out at Christmas time,” Ms Sheffield said.

The launch comes on the back of new research, released today and commissioned by Australia Post, that shows the nation is still very much sharing the Aussie cheer through cards.

However, just over one in ten had neither given nor received a Christmas card over the last five years.

“Our research found whether it’s sent in the mail or given in person, more than a third of recipients feel happy and delighted to get a card. That’s good news for those doing the giving, who want the person receiving the Christmas card to feel appreciated, valued and special,” she said.

While, overall, Aussies are giving and receiving fewer Christmas cards, the research found the younger generation are bucking the trend.

In fact, a proportion of 18 to 24 years olds are giving more Christmas cards than they used to and they prefer using physical cards rather than e-Cards. A third of this age group believes physical cards are more meaningful, significantly higher than all other age groups.

The other big givers of personalised cards are families with pre-school or school-aged children, with 33% opting to give personalised physical cards that might feature something like a family photo and 34% a homemade physical card.

These figures reflect a wider attitude identified around the importance of personal touch.

95% believe a physical card – mailed or given in person – is more special to receive  
94% think a physical card is more personal and shows that the giver cares  
84% believe a handwritten message is important  
Just 8% of the Christmas cards gifted by Australians were personalised e-Cards  
Overall, physical cards are given in person or

sent in the mail equally but skew significantly by age group, with almost 80% of those over 60 years of age most likely to send their Christmas cards in the mail, while 71% of those under 40 are most likely to give their cards in person.

“Ultimately this research reinforces the joy that comes from giving and receiving a Christmas card. And if we all add just one more person to our list, this will be the best Christmas yet!” said Ms Sheffield.

Source: [Australia Post](#)

