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Moonpig and the growth of personalised greetings cards by [Valerie Haberman](#)

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Moonpig is a name synonymous with personalised greetings cards - a status that has been earned in the 12 years since 2000, when the brand's website was launched. Its success has been largely down to the development and implementation of a unique product, but Moonpig's story starts with the tapping into of a distinctly British quirk.

The visual joke - think the cheeky seaside postcards of the 1920s and 30s - has tickled the nation's funny bone for decades. Indeed, the jokey and witty postcards sold in their millions; their popularity transcending different generations. The demand for cheeky, occasionally innuendo-laden, greetings has always existed. What Moonpig has done is tap into this demand and essentially redefine the greetings card for the 21st century.

Central to Moonpig's success has been the creation of fresh content and its site's excellent usability which has allowed the novelty factor to thrive. In short, satisfied customers - of whom there are millions - keep coming back for more.

Personalised cards come in all shapes and sizes, with the designers from some of the UK's leading publishers being included. The likes of Carte Blanche Greetings, Paperlink, The Great British Card Company and Disney are featured, as are a number of smaller publishers and designers.

As you'd expect from a leading brand - one that 65 per cent of the UK's adults are aware of - there are cards for all occasions and tastes. Customers can browse - and crucially, customise - a series of birthday cards, congratulations cards and thank you cards, while every event, from Easter to Eid and Halloween to Holy Communion, is catered for. And thanks to Moonpig's partnerships with brands such as Disney and Nickelodeon, customers are able to incorporate some of the cartoon world's best-known characters into their products.

What Moonpig has done is remove the need to visit a greetings card shop. Now, customers can select and personalise their preferred card from the comfort of their own home. It's proved a winning formula, but Moonpig's forward-thinking strategy doesn't stop there.

The brand has recognised that customers often want a one-stop shop when it comes to greetings. Other products, like flowers and gifts, are also in demand - after all, these optional extras can really complement the personalised message behind a card. By giving people the option to buy flowers online, Moonpig hasn't just fostered a happy customer base, but a huge number of delighted recipients.

Customers can choose from beautifully-prepared flower bouquets; personalised mugs, t-shirts and wall art and framed cards. It's a business model that has proved successful in the UK, and on the back of this Moonpig has launched forays into the US and Australian markets.

Having grown into the world's largest online personalised greetings card site, the future looks a bright one for Moonpig, with the brand having stuck to its mantra of being in the business of making people smile - and what a business to be in. The appetite for the visual gag, it has transpired, is stronger than ever.

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a [Valerie Haberman](#) is the Online Manager at a [Moonpig](#). A US native, she is utilising her expertise and background in internet marketing, SEO and PPC to spearhead the online a [greeting card](#) company's foray into the burgeoning American market, while also having a crucial say in Moonpig.com's regularly-updated content.

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