

CHRISTMAS & INNOVATION

who would've thought...

Discover the "12 Innovations of Christmas"

Part of what makes Christmas such a beloved holiday are the traditions and customs which we associate with it. While many of these traditions might seem ubiquitous with Christmas, you might be surprised to discover that many of them are actually the result of incremental innovations - often driven by commercial motivation - which have accumulated over hundreds of years to form Christmas as we know it today...

Read on for some Christmas innovation inspiration!



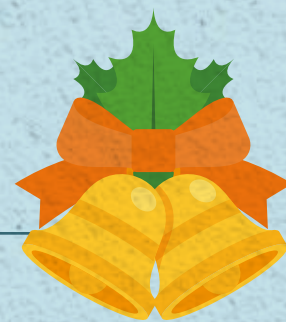
1 THE COCA COLA COMPANY gave rise to the current depiction of Santa Claus, providing him with his trademark red suit in 1931.

2 THE CHRISTMAS WINDOW displays - popular in New York City - were first developed by Macy's in 1883 due to a surplus of glass.



MORE THAN 11 MILLION copies of the Elf on the Shelf toy-and-book set were sold since its launch in 2005.

3 CHRISTMAS TREE LIGHTS as we know them today were popularized by 15-year-old Albert Sadacca, who started selling "pre-strung" multicolored lights in response to a tragic fire caused by lit candles in 1917. Sadacca's business, the OMA Electric Company, went on to become the world's largest Christmas lighting company.



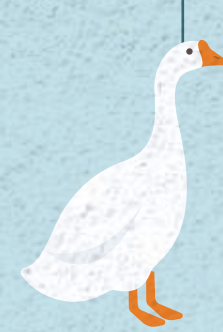
4 'JINGLE BELLS', written by James Pierpont in 1857, was originally written for Thanksgiving, and entitled 'One Horse Open Sleigh'. It was adapted for Christmas in the 1860s.

5 CANDY CANES were invented in 1670 to keep bored children occupied during lengthy nativity services.



6 RUDOLPH the Red-Nosed Reindeer was created in 1939 by a copywriter at Montgomery Ward in order to sell the company's new Christmas coloring book.

7 HIDING A PICKLE-SHAPED ORNAMENT in your Christmas tree was invented as a marketing spin by American decoration importers in the 1890s.



8 THE 1ST ARTIFICIAL CHRISTMAS TREE, created in the 19th century, used goose feathers and was seen as a way to combat deforestation.

9 THE CHRISTMAS CRACKER was invented in 1847 by British sweet maker Tom Smith, who based his design on his sweet wrappers.



10 THE CHRISTMAS CARD was invented by Sir Henry Cole in 1843 to encourage people to use the British postal service. Today, around 2 billion Christmas cards are sent annually in the USA alone.

11 CHRISTMAS PUDDINGS are thought to have been created during Roman times, where they were cooked in skins and made from barley mash.



So, while you might not have connected Christmas with business innovation in the past, it has certainly contributed towards the vision of Christmas that we know and love today. On that note, we would like to wish you and your loved ones a very...

Merry Christmas and an **Innovative New Year!**