

PRESS RELEASE

The ultimate typology of postcard writers: From suggestive sayings to cards forgotten in suitcases

Berlin, July 25th 2018 - Everyone lights up when they receive a postcard: During the holiday season, holiday greetings from all over the world are coming back in the mailboxes. The motifs and the texts of the postcards are just as diverse as the people who write them. MyPostcard, the Postcard App with the world's most extensive range of postcards, introduces six types of postcard writers that everyone in the circle of acquaintances will recognize.

The Planner

How to recognise him: Selecting the right postcard is already real science to him: He buys the postcards on the first day of the holiday and selects for each an individual card. He leaves nothing to chance and of course, has noted all addresses in advance in the cell phone. Although he has not experienced anything on the spot, he still writes the postcards on the second day, so they will arrive before he gets back. If everyone does not thank you for the card, he is first concerned that the card has not come and then insulted because his effort is not appreciated.

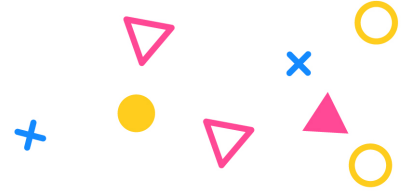
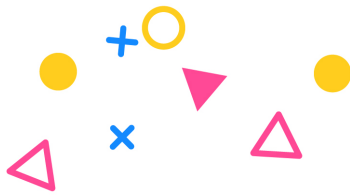
This is how he writes: Writing at the pool or on the beach is not his thing - the postcards could get dirty. He prefers to retire to the hotel room or the balcony and think about the lyrics in peace. You will not find basic phrases on his card, because he thinks well about what he writes and uses every inch of the postcard.

He sends postcards to these people: He has a fixed list of people who get mail from him on every holiday. In addition to the family, those friends and acquaintances who always think of holiday mail are also qualified. For him, it would be unthinkable to forget someone from whom he also got a card.

He sends the following motifs: He especially likes to send photo collages from the resort. It is important to him that all known sights are displayed on it.

He says this a lot: "What, you have not written your cards yet?"





The Show-Off

How to recognize him: He values quantity over quality. He only sends cards for one reason – to show off all the great experiences he had.

This is how he writes: He lies on the beach with a cocktail in his hand and lets the sun shine on his stomach as he writes his holiday greetings. He's very generous with superlatives - everything is "gigantic", "the viewpoint unique" or there was "the best breakfast in the world".

He sends cards to these persons: He makes a big turn around and not only sends the cards to friends and family but also to work colleagues and the boss. Everyone should finally know what extraordinary holiday he spends. Even if the hotel was a total failure or had not seen anything of the country because of a sunstroke, he would never admit it and rave about the fantastic holiday and the many exciting excursions. Do not be naughty is his motto.

He sends these motifs: Dreamlike sunsets or spectacular pictures are his favorite - it should look like a dream holiday and make everyone jealous.

He says this a lot: "At home, everyone is already waiting for my postcards."

The Scatterbrain

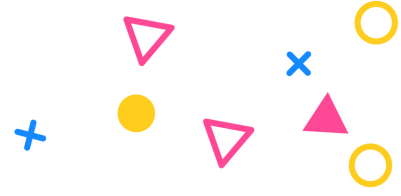
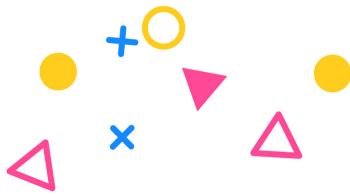
How to recognise him: The holiday is always over too quickly - he never manages to get postcards in time, let alone write them. He only thinks of addresses when he needs them and tries to remember the most important ones. So it can happen that the house number is missing and the postcard does not arrive or arrives very late.

He writes like this: He buys tickets in the souvenir shop at the airport and then writes them quickly before boarding. As a rule, his texts are not long. He only writes the essentials and is very proud of having written a card at all. However, it may be that he forgets the cards in a rush in his pocket and is only in the mailbox at home. When things go south, he hands over the cards personally.

He sends cards to these persons: For more than five cards, time is usually not enough. Therefore, he only writes to the people who explicitly wanted a card - often these are the parents, the grandma or the best friends. He sends these motifs: He does not care about the motive; the main thing is to know where he was.

He says this a lot: "Where can I quickly get a stamp, and where is the next mailbox?"





The Classic

How to recognize him: For him it is merely a holiday to write cards. However, he does not want to spend too much time on that. Therefore, he buys the same card for everyone and then converts the text-only minimally.

He writes like this: He tries hard with the cards but prefers to write them all at once, so that he can devote himself to enjoying the holiday afterwards. He usually takes the cards to the pool or the beach and shuffles them in the middle of the vacation. His cards are very similar from year to year as he does not vary much. Usually, it's about the hotel, the excursions and the food.

He sends cards to these people: He does not overdo it with card writing, sends the holiday greetings only to the closest friends and family members.

He sends these motifs: He is a fan of classic postcards - when in Rome, the Vatican and the Colosseum must be displayed. Of course, if he is in Paris, the Eiffel Tower cannot be missing. He does not believe in exaggerated cheesy or fancy cards, that's too much of a style.

He says this a lot: "I always write to the same people."

The Digital

How to recognise him: Without a smartphone on vacation is unthinkable for him. He also posts, tweets and chats under the palm trees and wants to stay up to date, far away from home, in the digital world. He is constantly looking for Wi-Fi and would not go anywhere, where there is none.

He writes like this: He makes photo collages on his mobile phone with his holiday pictures and sends them via an app as a real printed postcard.

He sends cards to these people: While he would like to post his holiday pictures only on social media, he knows that some of his family members and friends are still happy about proper postcards.

He sends the following motifs: Whether he is lying on the beach or sightseeing in the city on the way, as soon as he has taken great pictures, he sends them as a postcard.

He says this a lot: "The picture has gotten the most likes, that will be my postcard today."





Der Joker

How to recognise him: It gives him great joy to send his friends, family members or work colleagues as bizarre or unusual postcards as possible. He looks forward to the holidays before, to surpass the cards from last year to originality.

He writes like this: Since the front of the card is most important to him, he writes very little text on the card. Either just a holiday greeting à la "Everything super here" or a saying that refers to the picture, such as "I bought this Borat swimsuit here in Mallorca".

He sends cards to these people: Knowing that not everyone understands his humour, he sends these cards only to people who understand the fun. However, those who have missed it with him should not be surprised to receive a salacious postcard from him.

He sends the following motifs: Enthusiastically, he searches in the souvenir shops for cards with locals in costumes, cartoons or cartoon characters. Depending on the mood and the addressee, his goal is that the person either laughs or is ashamed to take this card out of the mailbox.

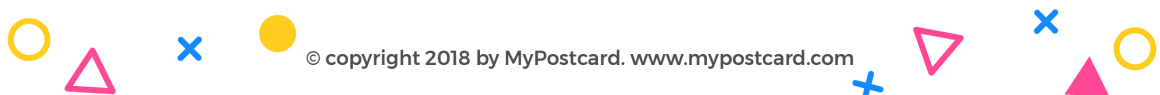
He says this a lot: "I would like to see his face when he pulls this postcard out of the mailbox!"

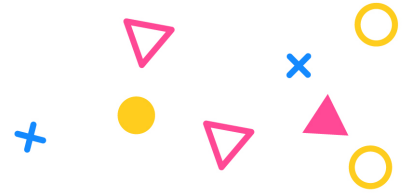
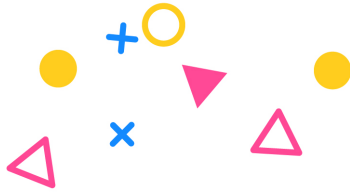
About MyPostcard

The postcard of tomorrow: MyPostcard allows you to send your personal photos as a real, printed postcard anywhere in the world – taking care of the worldwide shipping, printing, and posting. The app is available in ten languages and provides the world's largest design selection with over 10,000 designs. Oliver Kray, a designer and Serial-Entrepreneur, is CEO and Founder of MyPostcard, headquartered in Berlin with a New York office and 25 employees.

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