

## PRESS RELEASE

30 July 2012  
For Immediate Release



### The postcard fights back

**As holiday postcards seem to be dying out in favour of texts, tweets and status updates, a UK startup company has launched a new service to bring them back up to date. Cards In The Post makes sending a real postcard as easy as updating Facebook, but that little bit more special.**

**On the brink of its extinction, the postcard has been upgraded.**

In June 2012, Mintel reported that the traditional postcard is disappearing in favour of status updates on social networks like Facebook and Twitter. Just 3% of Britons sent a postcard home last year, compared to nearly 30% of us who update our Facebook on a daily basis. With Clinton Cards going into administration in May this year too, we have to wonder: are the days of sending and receiving real cards nearly over?

And yet those predicting the demise of the postcard may be too hasty. There is something more personal and meaningful about receiving a card in the post. Holding a card in our hands is a more engaging experience than watching yet another tweet whizz by on our screens.

Richard Neville, who built the Cards In The Post website with a friend, commented: *"The problem with postcards is writing them, not receiving them. The old-fashioned way is too much effort and too little reward for the sender. Who wants to make yet another trip to the shop, pick a card and queue for stamps, when your mobile phone is already in the palm of your hand?"*

Cards In The Post ([www.cardsinthepost.com](http://www.cardsinthepost.com)) upgrades the experience of creating a postcard, making it as quick and easy as sending a status update. Uniquely, it works with the services already in wide use, like Facebook, Instagram and Google. There is no need to buy in bulk, install an app or create an account. Just choose a picture, write a message and an address, then pay a pound or two to have it printed and posted First Class and sent to a friend, a loved one, or colleagues back home.

Since Cards In The Post integrates the best social services on the web, anyone using the service will hold in their hands the largest range of postcards in the world, with personal photos right at the top of the pile. So when you're on the beach this year, reaching for your mobile, you can now send a postcard as easily as sending a status update or an email – knowing that a real card will be far nicer to receive. We wondered if it was gone for good, but now the postcard has been given a new lease of life.



Cards In The Post is an Electric Animal invention, 2012.

Cards In The Post was launched in June 2012 by Electric Animal Ltd, a two-man technology company based at Google Campus, the new tech incubator opened by Chancellor George Osborne in Old Street's 'Silicon Roundabout'.

***[www.cardsinthepost.com](http://www.cardsinthepost.com)***

- Ends -

## Press Contact

**Pavla Kopecna | [pavla@ladburypr.com](mailto:pavla@ladburypr.com) | 0208 969 3934 | 07702 805 887**

**Press info: <http://www.cardsinthepost.com/media>**

## Notes to Editors

### Postcard facts & statistics

- Just 3% of Britons today send a postcard on holiday compared to over 30% 40 years ago. (Source: Mintel, June 2012)
- Mintel's Alexandra Richmond said recently: "Younger Britons may never have experienced the joy of receiving a postcard in the age of social media and many others may have forgotten the sensory experience a writing set gives the sender." (Source: Mintel, June 2012)
- Royal Mail reports overall mail volumes are down 28% in the last 6 years, attributed in part to the increase in online communication (Source: Royal Mail)
- High street card retailer Clinton Cards brought in the administrators in May 2012 (though parts were subsequently bought by Ohio-based American Greetings Corp). (Source: BBC)
- The UK greetings card industry is worth £1.5 billion/year (more than tea and coffee put together). (Source: Greeting Card Association UK)
- The current market leader in the online greeting card sector is moonpig.com, who send over 21,000 cards per day. (Source: interview with Moonpig.com CEO Nick Jenkins)
- 16.5m Britons update their Facebook daily. (Source: Facebook)

## Electric Animal Ltd

Electric Animal is a technology start-up privately owned and managed by Adam Knowles and Richard Neville who have collaborated on technology projects for a number of years. Richard's background is strategic and creative direction, consulting on projects for Honda and Canon; his last job was Chief Strategy Officer at a major ad agency group in London called EDC. Adam's skills are as a programmer, a Digital Producer and Tech Architect and he met Richard while at EDC as a Project Director. They are both experienced technologists and marketers.

The company was formed in December 2011 and is based at Google Campus, London, UK. For further info email [richard@electricanimal.co.uk](mailto:richard@electricanimal.co.uk)



Cards In The Post is an Electric Animal invention, 2012.

## Google Campus

Campus provides seven floors of flexible work spaces near Old Street ('Silicon Roundabout'), providing high speed internet and relevant support including mentoring programmes, speaker series, product launches and networking events. It was opened in March 2012 by Chancellor George Osborne who said Campus was part of a wider effort to "create the next generation of British technologies". For more information please visit [www.campuslondon.com](http://www.campuslondon.com).

