



# 2020 UL Holiday Campaign

Holiday campaign concepts · IR 6 · October 12, 2020



Concept 1:

# Safety

Global safety has seen challenges that few could have imagined. During the holiday season, we want everyone to celebrate joyfully — and safely. From the lights we use for decorating to the toys we give as gifts, this concept highlights UL's commitment to safety so that families can relax and celebrate soundly.



Execution 1:

# A season of safety

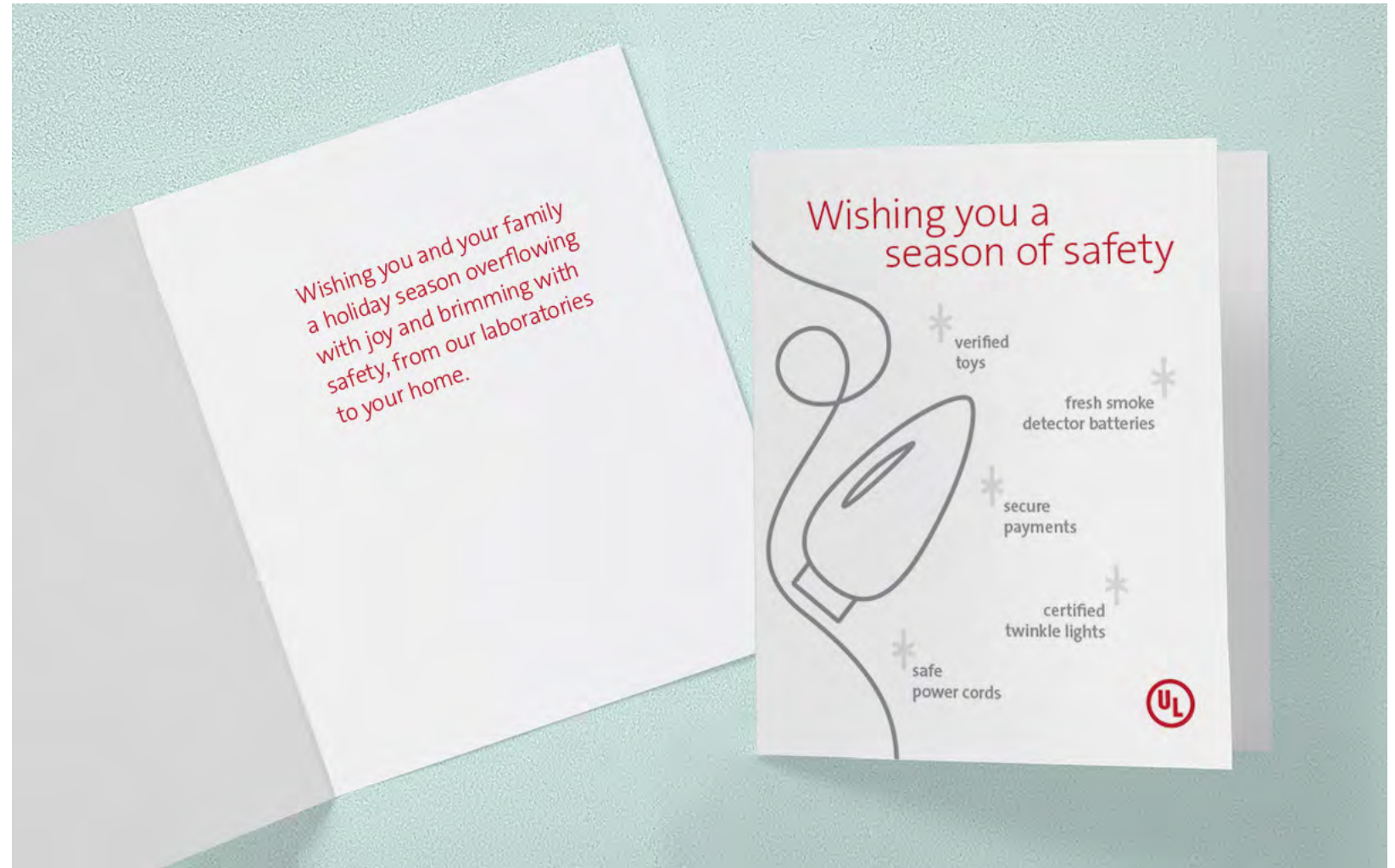
UL helps individuals enjoy life's precious moments by keeping them safe in ways they may not realize. This concept highlights the work we do behind the scenes to help make this time of year safer.



**Concept 1: A season of safety**

## Printed card

After an unconventional year, we send good tidings for a safe and joyous season — plus a few reminders of how UL Standards help keep it that way.



**Concept 1: A season of safety**

# Printed card print effects

Elegant printing in UL red and silver foil on premium white cardstock.



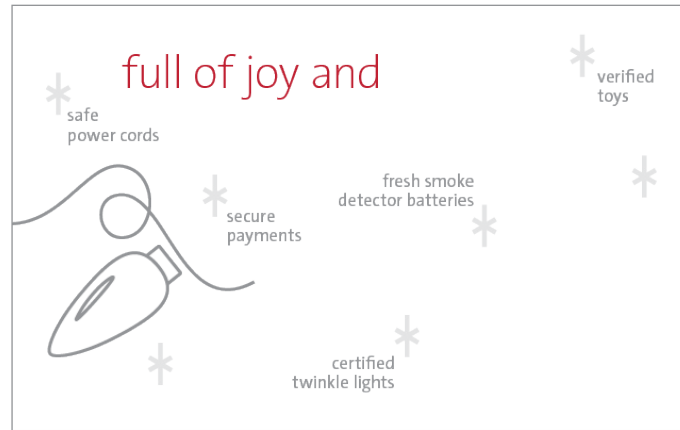
**Concept 1: A season of safety**

# Animated email banner

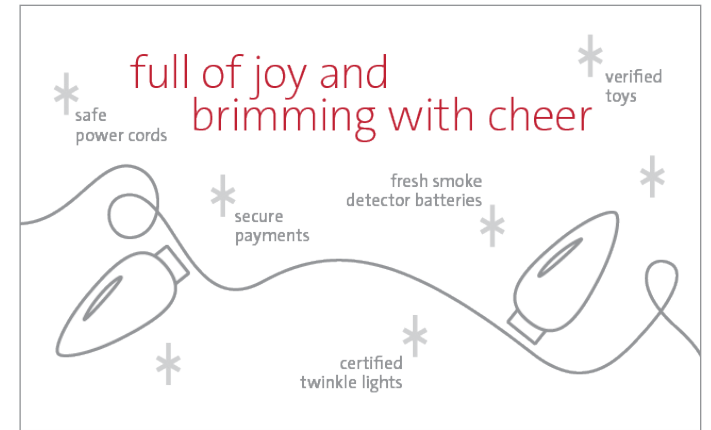
Wishing you a season of safety  
full of joy and brimming with cheer



Opening frame shows twinkling safety stars from the printed card.



Large illustration animates out.



Small stars and their labels sparkle in and out. Illustration animates back in to complete the loop.





## Concept 1: A season of safety

# Email mock-up

### SUBJECT LINE:

❄️ Wishing you a season of safety ❄️

👨👩👧👦 Find out how UL helps your family celebrate the holidays

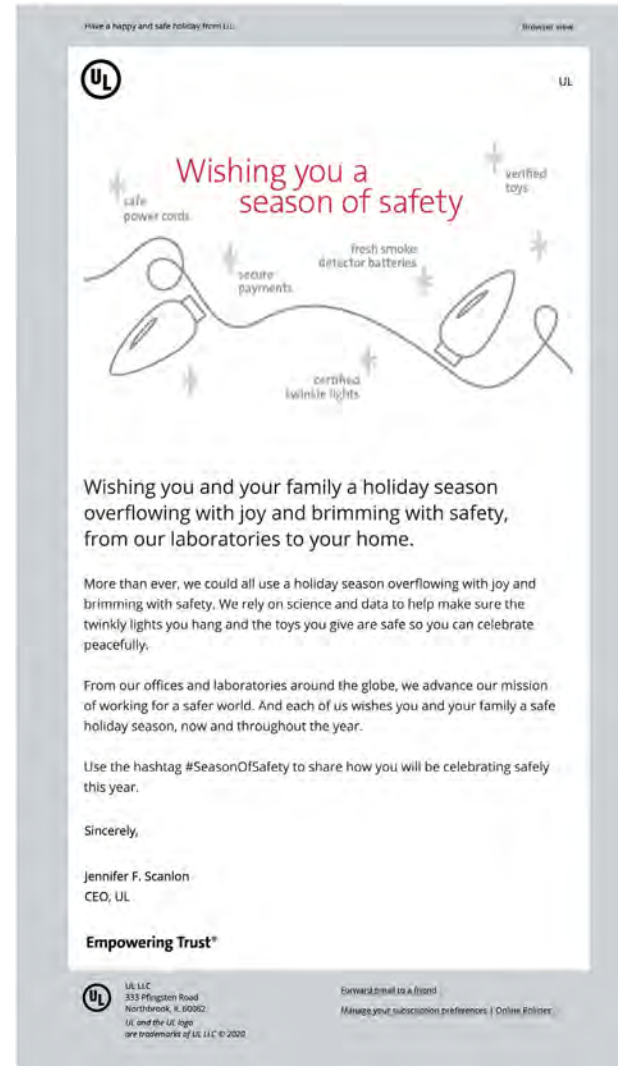
### BODY COPY:

Wishing you and your family a holiday season overflowing with joy and brimming with safety, from our laboratories to your home.

More than ever, we could all use a holiday season overflowing with joy and brimming with safety. We rely on science and data to help make sure the twinkly lights you hang and the toys you give are safe so you can celebrate peacefully.

From our offices and laboratories around the globe, we advance our mission of working for a safer world. And each of us wishes you and your family a safe holiday season, now and throughout the year.

Use the hashtag [#SeasonOfSafety](#) to share how you will be celebrating safely this year.



Due to limitations with email clients, the animation will default to a single screen if need be.



**Concept 1: A season of safety**

# Video

This video reminds our customers of UL's mission to work for a safer world, even during the holidays.

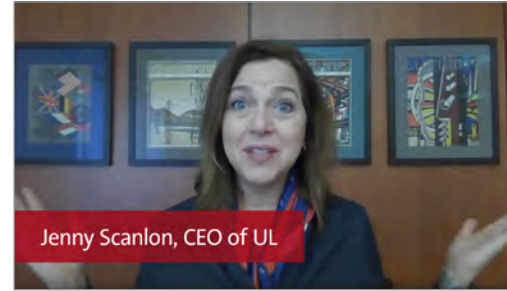
## Script

**JENNY:** After an unconventional year, we could all use a joyful and safe holiday season.

At our offices and laboratories around the globe, we work hard to make the world a safer place.

From holiday light safety to mobile payment security and safer toys for our little ones, we strive to offer you peace of mind during this special time of year.

What's behind it all is our desire to welcome in a new year full of hope and promise while staying safe — together.



Jenny addresses the key points of her 2020 holiday message.



Other UL leaders add their voices to the holiday message.



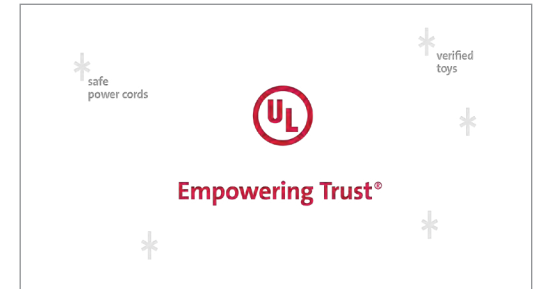
Quick cuts of stock and UL B-roll covering the broad diversity of our work.



Illustrated light draws in. Stars labeled with highlights of holiday season safety twinkle in.



UL's take on "season's greetings," surrounded by twinkling safety stars.



Our usual end card — with the addition of twinkling safety stars around the edges.





## Concept 1: A season of safety

### Social post

Are your holiday lights twinkling safely? UL is here to help keep you safe and secure this holiday season. Use the hashtag [#SeasonOfSafety](#) to share how you are celebrating safely.

**ALT:** Are your secure payments actually secure? UL is here to help keep your wallet and identity safe this holiday season. Use the hashtag [#SeasonOfSafety](#) to share how you are celebrating safely.

**ALT:** Give your little ones the gift of toy safety this year. UL is here to help keep you safe and secure this holiday season. Use the hashtag [#SeasonOfSafety](#) to share how you are celebrating safely.





Thank you

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