

the **Millennial MIND**  
thinks **Hallmark**

913 millennials (ages 18-34) participated in a survey asking for them to write 5 words that they thought they associated with the Hallmark brand. 834 of them wrote these as their top 5.



**536** people said "cards"  
Participants also mentioned birthday cards, anniversary cards and greeting cards



**130** people said "creative"  
Participants also mentioned artsy, crayola and unique



**226** people said "holiday"  
Participants also mentioned gifts, celebrations and decorations



**121** people said "family"  
Participants also mentioned grandparents, loving and mom

**120** people said "Christmas"  
Participants also mentioned ornaments, trees and wrapping paper

