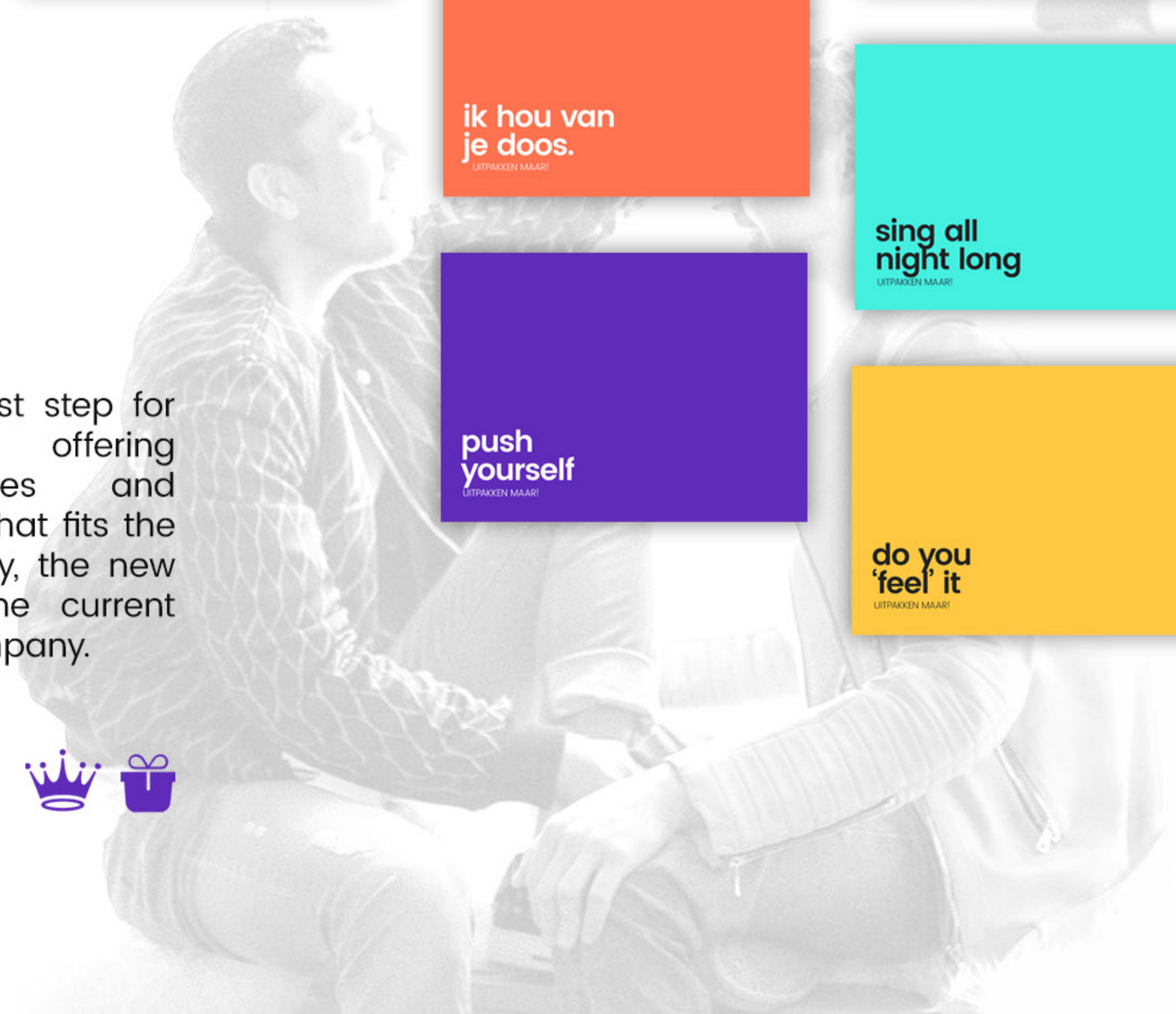


Connecting a younger target audience to Hallmark Cards

# Suprise Night

Suprise Night is part of a new product proposal developed for Hallmark Cards. Suprise Night is a monthly subscription to a box including all the elements for a surprising date. The concept is targeted at couples who have been together for more than one year and who are in need of new, original date nights.

Suprise Night is a first step for Hallmark towards offering valuable experiences and activities. A direction that fits the vision of the company, the new target group and the current capabilities of the company.



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**Connecting a younger target audience to Hallmark Cards**  
 21-02-2019  
 Strategic Product Design

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