



News & Noise

HOLIDAY EDITION

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WEINCONN ANIMATES YANKEES HOLIDAY CARD.

Nobody has greater web presence than MLB (Major League Baseball). Any fan who follows a team all season long knows this. But what you may not know is, this is the year green teams decided to dump traditional holiday cards and go digital, viral, and knit baseball fans a little tighter in the offseason via video greeting cards. “The Dodgers, Nationals, and Diamondbacks have done their thing; The Yankees, theirs,” notes Mary Connor, agency CEO, “we tried to create a ‘holiday classic’ and our client, CMO Debbie Tymon, sought a view of the holiday tree that has been on the pitcher’s mound up until this year, when the field was changed to a gridiron for the Pinstripe Bowl.”



Season’s Greetings from the New York Yankees



Happy Holidays from Our Home to Yours.

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yankees.com

yankeesbeisbol.com

“Happy Holidays from Our Home to Yours.”

Click above to view the animated video being sent to various Yankees departments and fans.

Animator John Morena and Tom Connor storyboarded a “night before Christmas” motif and the card was customized for 32 different Yankees departments to send out. “It’s 10 megabytes, big-screen video, and it is indicative of what boundaries can be pushed in web-video, if it’s produced properly,” adds Tom Connor, “we started work on this beginning of November, though like all animation, more time would allow for greater dazzle. It’s a great year-one treatment!”