

HAPPY THANKSGIVING FROM 6P!



A resource newsletter built for busy business leaders by an agency that works with pretty awesome ones.

For many of us, this Thanksgiving is exceptional.

It's a long-awaited day reuniting friends and family, a season of reflection on the past year, and a moment of anticipation for the future. At 6P, we look forward to a solid end to 2021, thankful for our fantastic team and the awesome clients we serve.

After the turkey is devoured and the family settles into post-dinner bliss, we have a cornucopia of Thanksgiving-inspired marketing insights and brand stories for dessert.

Happy Turkey Day!



Let's talk turkey

For over 30 years, the Butterball Turkey Talk-Line fielded 100,000 turkey-related questions each holiday season—settling family feuds and discouraging unique thawing methods along the way.

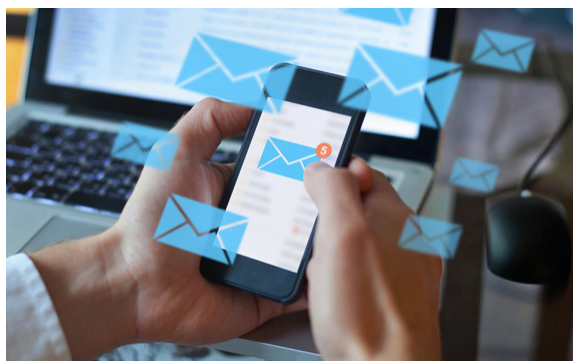
[Read more](#)



Fighting fixed perceptions

How season-durable is your product or service? Stove Top Stuffing sought to defeat its seasonal perception, encouraging year-long consumption through an unexpected campaign.

[Read more](#)



A case of the Mondays

What to do when a holiday Monday approaches, like Canadian Thanksgiving, and you have an e-news blast ready in the hopper? Discover the warmest window of delivery for your audience.

[Read more](#)



Maximize your B2C Q4

A well-designed holiday marketing strategy can help boost B2C sales, retain customers by strengthening relationships, and expand your local prospect network.

[Read more](#)

Q4 SALES FUNNEL COOLING OFF LIKE THE WEATHER?
Launch a digital marketing campaign to heat your leads up. [LEARN MORE](#)

What caught our interest this month

[Who is winning the streaming platform wars?](#)

[How virtual reality is changing manufacturing](#)

[AdWorld: the world's largest online advertising event Oct.27-29](#)

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