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## FW: Remembering 1958 and 1969

1 message

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**Misty Williams** <mwilliams@seekpublishing.com>  
To: mistybama81@gmail.com <mistybama81@gmail.com>

Mon, Feb 10, 2020 at 12:16 PM

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**From:** Misty Williams  
**Sent:** Friday, February 15, 2019 2:55 PM  
**To:** [sandra.cochran@crackerbarrel.com](mailto:sandra.cochran@crackerbarrel.com)  
**Subject:** Remembering 1958 and 1969

Sandra,

I hope you received the package that included the 1958 and 1969 *KardLets* and enjoyed looking back in time. Our tangible versions of **#ThrowbackThursday** and **#FlashbackFriday** would be a perfect fit in your physical store, online store, or both. We have ***sold over 30 million KardLets*** and would love to partner with Cracker Barrel because we feel you are the leaders in Nostalgia Marketing but in an impressively subtle way. According to Forbes, aligning marketing strategies with emotion has already proven to be successful, but tapping into fond memories can be an invaluable tactic, especially for engaging millennials.

Picture this: a hipster and his girlfriend from Nashville stop in to eat at the Cullman Cracker Barrel, because they have a penchant for the Uncle Herschel breakfast, on their way to a craft beer festival in Birmingham, AL. They walk through the front doors and are greeted by the smiling face of Michelle, the gift shop manager, and the smell of coffee brewing and the wall of Yankee Candles that cause you to spend 30 minutes smelling each and every one. They are seated and there's no need to look at the menu because they came here for the Uncle Herschel and the Uncle Herschel they shall have. There's a 2003 book of some sort, wrapped in a plastic covering, that is sitting next to the peg board game. Atticus picks it up because he's been trying to limit the time he spends on his cell phone. He flips through the pages and is immediately taken back in time- reliving some really good memories of life before he could record everything with his phone, Instagram, or Facebook. He notices that "When I'm Gone" by 3 Doors Down was a top song in 2003 and this tugs at his heartstrings. That song was instrumental in helping get him through his brother's deployment and he hasn't listened to it in a while. He immediately downloads the song on Spotify and texts a picture of the page to this brother with a short message of "I'm so glad you're home." He flips through the rest of the book and laughs about the popular movies and the cost of living-man, those times were good. His breakfast arrives and he enjoys every bit of it. He walks up to smiling Michelle and asks her where he can find the "2003 books that were on the table." She shows him the display and he is surprised to find that there are multiple years that mean something to him. He grabs a 1981, 1999, 2003, and 1983 for his baby brother. He drives an hour to the beer festival and on the way his girlfriend reads through the *KardLets* he purchased and they both laugh. He is four years older than her so it is fun to tease "the old man." Even though we live in a world that is constantly changing, our memories are never left in the past. Wouldn't you like to be a part of making this fictional story a reality for the Atticus' of the world?

We would love to partner with Cracker Barrel and introduce your customers to our tangible versions of a memory road. I look forward to hearing from you soon!

Warm regards,



**Misty Williams**

t: 800.826.4929 x119

f: 800.859.5238



If this were *Seinfeld*, I'd be Elaine.