

'Atmosphere Key To Halloween Ecards': Katies Cards

Katie Davies, the animator behind Katies Cards, has talked about the key factors in creating effective Halloween ecards, as people begin making plans for their Halloween celebrations.

Online PR News – 27-July-2010 Katie Davies, the animator behind Katies Cards, has talked about the key factors in creating effective [Halloween ecards](#), as people begin making plans for their Halloween celebrations.

“When I come up with new ideas for Halloween ecards, I always try and keep in mind that the atmosphere is central to making a spooky greetings card. Of course the ecards I create feature all the classic icons and characters you would expect; pumpkins, witches, ghouls and black cats. But ultimately, atmosphere is key to Halloween Ecards – something that great music and high quality backgrounds help contribute towards.”

Katie Davies has been working on fully animated ecards since 2007 when the company started trading. The company’s products are particularly popular among those who wish to send greetings without the carbon emissions associated with traditional cards; no paper, printing or transportation is required with ecards.

Using a subscription model, customers can access the entire library of ecards, which span themes such as Christmas, birthdays, Thanksgiving and many others. A personal message can be added to the end of the ecard, and as many can be sent as desired.

Katie Davies enlists the talents of background artist Barry Sexton and musician Ben Davis in order to bring the ecards to life. Specialist software Flash is utilised to create the greetings – the leading brand of software in the field. The company is based in the UK but sells subscriptions to customers around the globe.

Media Information

Katies Cards

katie@katiescards.com

<http://www.katiescards.com/>

PO Box 420

Teddington

Middx

TW11 9UX

United Kingdom