

Deck the halls with vinyl reindeer



By [Paul Williams](#)

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So it's silly season again and I suddenly realised that there are few, if any, Christmas carols which those in the advertising industry can relate to. Agencies are usually sweating out piles of retail offerings and staring at huge deadlines at this time of year, hardly the warm, joyful scenes that we hear of in Jingle Bells and O Holy Night.

So, to all of you involved in this stressful yet wonderful industry and truly wanting to celebrate the joy of Christmas, I present an agency Christmas carol.

Please feel free to break out in song in the middle of the corridors and hug your traffic manager as they pass your desk.



Deck the walls with vinyl reindeer,
Fa la lalala, lalalala.
De-signers groan out of fear
Fa la lalala, la lalala.

It's the time for Christmas specials,
Fa la la, la lala, la lala.
Low-price deals and infomercials.
Fa la lalala, la lalala.

Suits cry out for client sign-off,
Fa la lalala, lalalala.
One more change and we'll all... er... go home,
Fa la lalala, la lalala.

Printers let their prices hurt,
Fa la la, la lala, la lala.
For 'tis the season to print inserts,
Fa la lalala, la lalala.

All of this done for your pleasure,
Fa la lalala, la lalala.
Isn't your agency a treasure?
Fa la lalala, la lalala.

So we wish you Merry Christmas,
Fa la lalala, la lalala.
and a New Year without malice,
Fa la lalala, la lalala.

PS If you have any other versions of Christmas Carols that you believe we agency types could relate to (taking care not to be offensive), please feel free to post them as comments below.

ABOUT PAUL WILLIAMS

Paul Williams is the business unit director at human.kind (www.humankindadvertising.co.za, Biz press office), the advertising and brand development experts. Paul (and his team) is also an avid campaigner for social and environmental betterment.

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