

This concept was developed as a unique variation on the e-card. Once customers had made their online gift purchase they had the option to send an e-tag to gift recipients if desired.

Create Anticipation with an E-Tag:

Anticipation is a wonderful thing. It multiplies the pleasure of receiving a gift by creating a delicious period of excitement and eagerness whilst waiting to find out what the gift is.

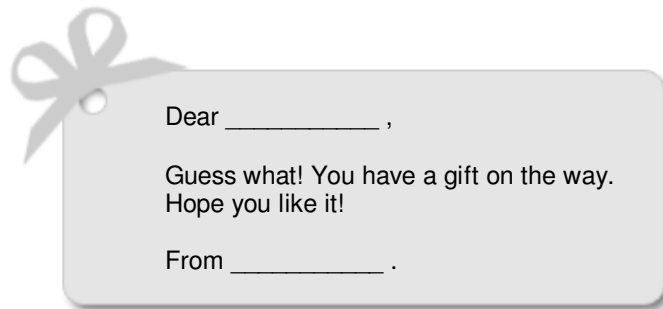
If you're sending someone a gift from our site, why not increase their pleasure and tantalise them with an e-tag teaser.

They'll know there's a gift on the way, and their anticipation will build.

What fun!

Simply add a short message to the gift tag below (or use ours), fill in the recipients email address (double check to make sure it's right), and click 'send e-tag'.

Then sit back and chuckle at the effect you'll create. Happy gift giving!



Recipient's email address:

[Send e-tag](#)