

# How a singing telegram company sprang back to life since Lockdown

How social distancing and lockdown have effected singing telegrams



**London, Jun 7, 2020 (Issuewire.com)** - The UK's biggest singing telegram company looked dead in the water when the country went into lockdown. While it appeared OK to sing outside of a property, as we'd seen people singing outside buildings on TV news shows, the problem was that the nonessential travel ban made it impossible to actually get there. The company began getting more requests than ever, all asking for socially distanced singagrams 2 meters from a front door.

The company had to turn every one of them down, often the people requesting the service did not really understand why. It was a very frustrating time for the company. They knew they had to change if they were going to survive and they decided to offer their service on Zoom, Skype, and Whatsapp. There was initial resistance from those who were requesting socially distanced telegrams. Then about 2 weeks later, it started. Everyone was surprised at the impact of these video singing telegrams. Perhaps because people were thinking about video calls on a mobile phone. In fact, most video call singing telegrams are done in full screen on a laptop or desktop computer, sometimes they are done on very large screen smart TVs. This means that the person being surprised experiences it like a TV show much more than a video call. Another thing that people don't think about is that they can bring anyone else from anywhere in the world into the call as well. The company has hosted remote hen parties, zoom birthday parties and when you watch one of the videos you can see why they call them zoom parties. A Zoom party can bring a family together when Covid19 had separated them.

Stevie Wonder Gram is the most popular performer because you can have him sing Happy Birthday to ya, I just called to say I love you, Isn't he or she lovely or one of the songs from his extensive song list. Also popular is the award-winning Wandering Minstrel who writes hilarious songs from the funny stories that you tell him about the person. So that the song is all about them. They also have SGT Pepper Beatle Gram, Tina Turner Gram, Beyonce Gram, Diana Ross Gram, and Aretha Franklin Gram.

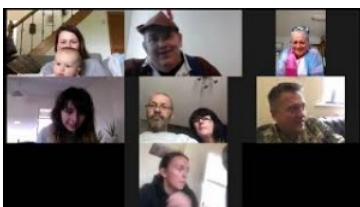
Now, under the government's new rules, these performers are able to travel in their own cars to sing socially distanced singagrams 2 meters from a front door but the zoom singing telegrams are staying. The company's owner Mike Collins says "the market for zoom singing telegrams is worldwide not just the performer's local area, and they are a fraction of the price, so we'll definitely be keeping them. But we have also found that the reactions on the person's face is exactly the same on Zoom and Skype as it is in person.

You can see the minstrel in action here

<https://www.youtube.com/watch?v=lymTzR6cq2M>

You can see Stevie Wonder Gram here

<https://www.youtube.com/watch?v=jOjSpNrI14s>





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