



get
cute
with
cut-outs



p2

a step by step guide to making your marketing more eye-catching

Branding
your
business

p9

how to maximise the potential of your business image



also in this issue...

Slash Your Mailing Costs

p6

Before & After Marketing Makeover

p16

It's All Gone Tree-Shaped

p18

get cute with cut-outs



...get
yourself
noticed!

Were you one of those kids that loved origami? Well it's time to dust off your origami black belt and get cutting and engage in some creative paper engineering.

Bespoke cut-out shapes are normally an expensive addition to your marketing campaign. Not any more. With printing.com's revolutionary techniques, you'll pay a **fraction** of the usual costs and make your marketing stand out from the clutter.

Clutter is evil

You've only got a few seconds to grab attention. There's no substitute for a relevant, well-written headline, but you can increase your odds by making your mailer an interesting shape.

People notice difference. Selling sports goods? Make your mailer the shape of a football.

Coffee Shop? How about a flyer in the shape of a coffee cup?





Make it clear and say it loud

The most important thing to decide is what's your message? What are you trying to tell your recipient? Why are you contacting them? Say it out loud. Right now. (If you're reading this on the bus, sorry if people are looking at you funny). OK. Can't think of what you want to say? See "Branding Your Business" on page 9.

Assuming you've managed to say something, did you waffle? Let's try again. This time, try to compress your "pitch" into five seconds. If you can't verbalise it in five seconds, you'll struggle to keep your reader's attention. Keep working on this until you're happy with the reason for creating the marketing item. If you're completely stuck, give your local printing.com store a call – they can really help with this part.

Make it!

The possibilities are limitless.
What could you make?

Door hangers	Brochures
Packaging	Love hearts
Point-of-sale	Menus
Folio wallets	Price lists
Receipt holders	Voucher sheets
Shaped mailers	Tent cards

Make it visual and make it sell

You've got the message. It's short. It's punchy. It leaves no-one in any doubt as to what you're trying to tell them. Great. Now think creatively.

How can you add impact to this message with a shape? Are you trying to make people wealthier? Make your mailer the shape of an upwards arrow. Estate Agent? How about a house-shaped flyer? Dentist? Wow. When did you last see a tooth-shaped flyer?

It's a material world

What finish will your item have? Does it need to be written on? Should it feel heavy? Shiny or matt? There are lots of materials to choose from – see the box on the next page for some ideas.

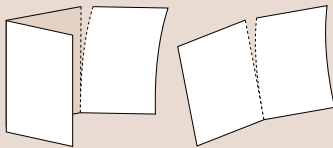
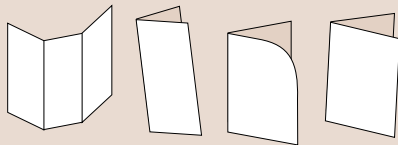
continued on page 4...

Cut it out (or not)

Our giant “cookie-cutter” die-cutting machine not only makes beautiful shapes, it can also create other useful things:

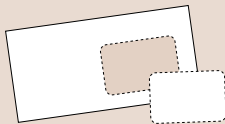
Creases

▼ Add these to make your item easy to fold. Turn a flat sheet into a menu or an elegant brochure.



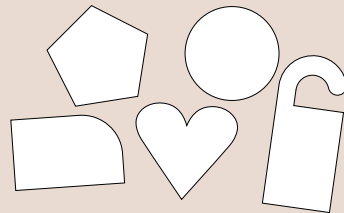
Pop-outs

▶ Add pop-outs to create a removable shape – maybe a discount card?



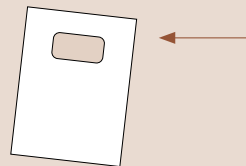
Shapes

▼ Cut-out any simple shape you like – use your imagination.



Perforations

▶ Add tear-off perforations to create reply cards and vouchers.



← A pushed out window makes a perfect report cover.

Choose your materials

Lots of different paper stocks can be cut-out. Choose from...

THINNEST



THICKEST



It's simple!

Every shape is made just for you. As you can imagine, complex shapes can be very costly – that's why we keep it simple! If your item is smaller than A4, your cut-out shape can have up to ten anchor points (anywhere the shape changes direction). A4 or larger and you can allow up to fifteen points.

Talk to your designer for more details.



Think outside the rectangle

How big will your item be? You could go as small as a business card or as big as a poster. Decide what you want your finished size to be, then look in the printing.com buying guide. You'll find lots of different sizes – simply choose the material you'd like, then check out the fixed prices. Find the size of rectangle that fits your design (maybe A5 or A3) and Bob's your auntie.

Don't ruin it with amateur design

Now all that's left is to come up with a creative design and some mouth-watering copy. Try this yourself, or get your local printing.com team involved early on. They can help with the whole process and work to your budget. [idea](#)



Free Cut-out!

Use this voucher to get a FREE cut-out shape, perforation or crease on any double-sided **Showcards, Power Marketing Cards** or **Promo Cards**. Just pay the usual price for non cut-out cards.

XXPR-2007-2112-CUT?



Valid at participating printing.com stores. Artwork must be approved by 6pm, 21/12/07.

slash your mailing costs



**are
you
spending
too
much
on
postage?**

If you send your leaflets, mailers or brochures by post, then you'll probably find that this is the single biggest cost in your campaign. There's big savings to be made here, with a little bit of thought and a little bit of planning.

1. Ditch the bag

Think about sending your catalogue without an envelope or poly wrapped bag. OK, so Royal Mail will tell you they won't be liable for damaging things like this, but weigh up the risk of a few mailers going astray with the massive savings. Not only will you save on envelopes, poly bags and the fulfilment costs involved in stuffing, but because you're using less packaging, the environment benefits too. Consider whether you can condense your message onto a "self-mailer" like a Postcard. These have instant impact – even people who screen their mail over a bin are forced to read your message.



2. Get into bed with a friend

Easiest way to cut your postage costs in half? Do it with a friend. Find a non-competing partner and mail your items together. Own a restaurant? Mail a coupon for the local deli. Are you a vet? Team up with the pet shop down the road. Try to find a partner whose services are also relevant to your target audience.

3. Go shopping for postage

Royal Mail used to be your only choice for postage. Since deregulation, loads of new entrants are in the market – all claiming big savings. Try TNT Post or Business Post.

4. Do it yourself and pay more

The cheapest way to do a mailing is to do it all yourself? You may be wrong. Mailing houses get big Royal Mail Mailsort discounts by posting your mailers with others. If you're mailing a few thousand items, you may get them labelled and posted for less than the price of a stamp. Get a quote... you've nothing to lose.

5. Size isn't everything

Royal Mail's Pricing in Proportion rules mean you get penalised if your mailer is bigger than C5 (240x165mm). Stick to this size and you'll qualify for the lowest postage rate. Go a centimetre bigger and add 60% to your second class postage costs. It probably pays to stick to C5, but this doesn't mean you're creativity is limited. Try One Piece Mailers from printing.com – they fold down to C5 size, but have as much surface area as a double-sided A3 brochure.

6. Get a designer involved early

Talk to a designer early on and tell them your plans for mailing. If they know what you're doing from the start, you're more likely to get a mailer that works – and one that's kinder to your budget. [idea](http://idea.com).



the olive tree

the olive tree



a taste of the mediterranean

the olive tree

a taste of the mediterranean

OLIVIERO TOSCANI
O TOSCANI
Brescia
16 TOWER STREET
YORK YO1 9SA
TEL: 01904 624433
FAX: 01904 673790
www.theolivetreeyork.co.uk

www.theolivetreeyork.co.uk

16 TOWER STREET YORK YO1 9SA TEL: 01904 624433
FAX: 01904 673790



Branding your business

By **Fiona Humberstone**

how to maximise the potential of your business image

About the author



Fiona joined printing.com as a fast-track trainee in 2000, rising to Regional Director by 2003. Post maternity leave,

Fiona bought the printing.com territory franchise for Guildford and East Surrey. Over the past two years Fiona's business has fast gained a reputation for producing high quality, marketing-led design and environmentally friendly print. Although Fiona is more motivated by results than awards, her team have picked up a number of design awards along the way.

"How do I make sure that my company literature is sending out the message I want it to?" Whether you like it or not, every business has a brand – from Nat West to Natalie's Nails. Think of your brand as your business's personality.

A strong brand differentiates your products and services from your competitors. It engages with your customers and your target market and creates an emotional connection.

continued on page 10...

Is your businesses brand well planned, effectively executed and well designed? Has it just 'emerged' over time and is lacking in pzazz? Is it out-dated? Or do you just not know where to begin?

Your brand is about more than just your logo. It's about how you dress, how you and your team answer the phone. It's about your products, your office, your car or van and how you communicate to the outside world.

I hope that this article should, at the very least, give you confidence in the effectiveness of your brand. It'll take you on a journey of discovery and force you to think about the image that you want to start projecting. Then all you need to do is get out there and make it happen!

We'll start by identifying your core business values. I'll give you some tools to evaluate your current logo and marketing literature, and we'll finish with my top tips to improving your branding.

Let's take Karen Skidmore of CanDoCanBe as an example. Karen, amongst other things, is a coach. She coaches women to be successful. But what she actually does is empower them to grow their businesses; she gives them strategies to organise and take control of their lives, and she gives them confidence. Can you see how that is more powerful than simply telling people she's a coach? How would you communicate the benefits of what you do?

Think about...

What you do...
...what you really do
(ie, what are the benefits of your product or service to your clients?)

Who your target market is (it's ok to have a few, but define them as precisely as possible).

Why they buy from you.

Who your competitors are.



Why you are so much better than your competition.

The image you want to portray of your organisation.





Any time we take a brief from a client we'll ask the questions on the left because it helps us to understand what you're trying to achieve. So whenever you're working with someone creative, or preparing some marketing yourself, if you can articulate these points you'll find that the creative output is much more aligned with your image. You'll also find that you can evaluate your work against this 'brief', to make sure that your work is sending out the right messages. And that's what we're going to do next.

Your brand personality

Let's start with your brand personality. On the next page you'll find a short quiz full of questions. The answers will really help you think about your business. What you're trying to do is identify the image and key benefits of your business.

continued on page 12...

Brand Personality Quiz

Your business name?

Strapline? (e.g. Fast Full Colour Print)

What do you do?

Who are your main competitors..?

...and why are you so much more brilliant than them?

Who are your customers – your market?





Fill this in to really help you think about your brand



What impression would you like your clients to have of your business?



**What are the benefits of what you do?
(Why do your clients buy from you?)**

If you had to summarise your organisation's image in 3 words, what would they be?

1

2

3

Fonts

Your choice of typeface says things about who you are, whether you want it to or not.

Classic relaxed

Traditional

Retro **STRONG**

Boring minimalist

Technical Contemporary

Dated *Flowery*

Modern **Friendly**

FRESH Default

Cosmopolitan

Organic **Robust**

HUMOROUS

CORPORATE

Luxurious **Urban**

FUNKY **Vintage**

Obscure

POWERFUL artistic

PRESTIGIOUS Cool

Speedy Playful

Messy *Historical*

Evaluating what you have today

Design can be a very personal, very subjective thing. My feeling is that often there is no wrong or right in design, but sometimes fonts or colours are inappropriate or send out the wrong signals.

Focus on the brand messages, rather than its effectiveness as a piece of marketing. So look at the fonts, the layouts, the colours, the images used, the text – the ‘tone of voice’ it’s written in and what it says.

Give your notes to a friend or business partner. Do they get that same sense from what they see? If not, can they explain why not?

What do the fonts and colours say to you?

Does what you’re saying on the literature tie in with what you wrote earlier? If not, how can you bridge that gap?

Is your image consistent? If you put two pieces of literature together, can you see that they come from the same organisation?



Some simple things that you can do to improve your branding

Evaluate everything you do against your brand personality. Create a set of brand guidelines, however simple, and give them to anyone who has anything to do with your organisation (graphic and web designers, printers, copywriters, marketers). Good graphic designers can help you to create this, as can marketing companies.

When briefing anyone, make sure you have communicated the look and feel you're going for. You don't need to tell them how you want it to be laid out, just the image you want to portray.

Keep control of your brand! If you're happy that your brand is where you want it to be, make sure everything supports that design, and if it's moved too far from there; make sure you tell your designer.

Keep a consistent look across everything you do – website, emails, letters, printed marketing literature, even your offices and car.

If you have staff, get them involved in the process of creating your brand personality.

Look at what your competitors are doing – what do they do that you like? Be honest.

Talk to a friendly design and print company about how they could improve your branding (printing.com in Guildford are very good!) [idea](#).

Colours

Use complementary colours to create a specific mood or feel.



Cool



Feminine



Vibrant



Warm



Natural



Hot



Fresh



Modern



Corporate



Organic



Relaxed



Strong

Each issue we'll be looking at how effective use of design and colour can turn ugly duckling marketing into a beautiful swan. ▼

Neu Image
✂️ Hairdressing
Est. 1983

Home visits available by appointment

Creative Cutting & Styling

Ladies Colour Specialists

OPEN MON-SAT

Hair Extensions

Bridal Hair

NEW!!! Hair Extensions & Weaves!

Tel 0161 897 3462

57 Church Street, Manchester Tel 0161 897 3462 Ask for Beverley

Dated logo looks like it's still the 1980s.

Neu Image
✂️ Hairdressing
Est. 1983

Price List

Styles		
Restyle and Blow	£16.00	
Cut & Blow Short	£15.00	
Cut & Blow Long	£16.00	
Cut & Set	£13.00	
Wet Cut	£10.00	
Dry Cut	£9.00	
Blow Short	£9.00	
Blow Long	£9.50	
Fresh Flat	£8.00	
Colours		
Full Highlights		£27.50
Roots		£24.00
Highlight/Lolight		£27.00
Semi-Permanents		£22.00
Perms		
Adelwave	£26.00	
Curlylocks	£28.00	
Tailored Curl	£30.00	
Soft & Lasting	£33.00	
Dukcia	£35.00	
Acid Perms	£37.00	
Volume	£24.50	
Extensions & Weaves		
Synthetic Extensions	from	£15.00
Full Weaves	from	£20.00
Real Hair Extensions	from	£40.00

NEW!!! Hair Extensions & Weaves!

Tel 0161 897 3462 to book

57 Church Street, Manchester Tel 0161 897 3462 Ask for Beverley

Therapies & Therapies home visits available strictly by appointment: call Chantelle Mole 07154 015 874

Bad fonts! Too many fonts with clashing styles make for poor design. Brush Script? Oh please!

Too many messages fighting for attention confuse the reader.

Boring black and white printing doesn't grab attention.



after

Photography sells. We added a big royalty free stock photograph and cut out all the clutter.

The vibrant **full colour printing** really adds a punch the original just can't compete with.

A simple colour scheme using **complementary colours** creates a contemporary look



We **refreshed the logo** giving it a more modern feel.

Be our next marketing makeover... Does your marketing need a lift? We'll redesign a mailer, leaflet, brochure or piece of stationery free in each issue. To enter email makeover@printing.com





it's
all
gone
tree
-shaped
at
printing.com

printing.com franchisees from all around the country have been donning their wellies to help celebrity ecologist David Bellamy plant the first of a planned 25,000 trees as part of one of the UK's largest carbon offset campaigns. printing.com has committed to plant a tree for every eight orders it receives.

Last year printing.com customers helped the company fund the planting of 10,000 trees. This year the aim is to pass the 25,000 barrier.




Use the Tree Appeal logo on all your printing to show your support

Professor David Bellamy, who is lending his support to the campaign, believes the project will have long-lasting benefits: "Congratulations to printing.com for extending their pledge to plant 25,000 trees.

Through doing so, printing.com demonstrates a real commitment to healing our environment which can be a benefit to us, not just now, but for years to come".

"For many years all of our paper has been sourced from sustainable forests," says Operations Director, Peter Gunning. "But this represents one more way that we can reduce our carbon footprint and that of our clients.

Any clients supporting the campaign are also entitled to display the David Bellamy's Tree Appeal logo to show that their printing is environmentally sound." 

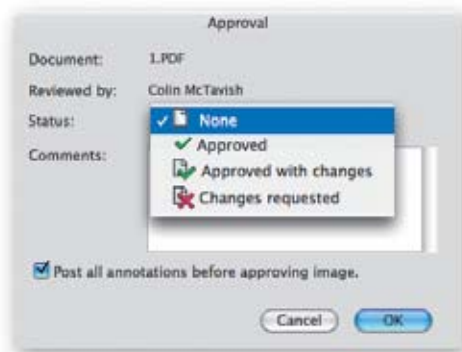


Supporting **Tree Appeal**
with **David Bellamy**
www.printing.com/treeappeal

You can check printing.com's tree planting progress at www.printing.com/trees

work smarter proof smarter

approve
your
artwork
online



RealTimeProof™

According to *Printing News*, printed proofs will be all but gone in ten years. The growing trend is for online proofing over the internet. That's good news for the environment as every printed proof not only consumes paper but also needs to be transported, burning diesel as it goes. It's even better news for customers of printing.com as they can now benefit from fast and easy online artwork approval.

Kodak have been leading the online proofing way for many years, with their revolutionary Realtimeproof software. Realtimeproof users can approve artwork and annotate changes on Macs or PCs over the internet. printing.com liked the software so much they integrated it with my.printing.com – their website which makes it easy for customers to manage their orders and track their progress.

If you want to help the environment and benefit from approving your artwork online, let your local printing.com team know you'd like to use Realtimeproof. It's free and it's easy to use. [idea](http://idea.printing.com).



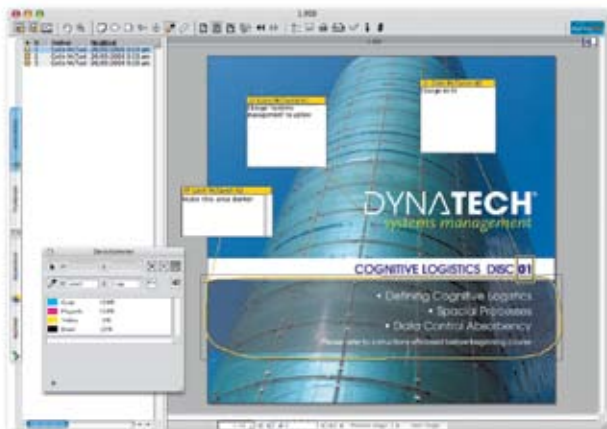
Use **my.printing.com** to manage your current orders and view your order history. ▼



my.printing.com lets you keep track of your current orders in progress. Watch them move through each stage from design to despatch, as it happens. my.printing.com also makes it easy to approve your artwork. Activate your online account today – visit <http://my.printing.com/activate>



Then use Kodak's **RealTimeProof** software to approve your artwork and annotate any changes required. ▼



Get started

visit <http://my.printing.com/activate> to get going, or call your local printing.com store


recycle now

Recycle! Recycle! Recycle!

Each person in the UK uses over 200kg of paper each year according to the Confederation of Paper Industries.

66% of this is collected for recycling.

About one fifth of the contents of household dustbins consist of paper and card, of which nearly half is newspapers and magazines. This is equivalent to over 4kg of waste paper and card per household in the UK each week.

Do your bit to encourage others to recycle. Include one of these nifty logos on your marketing. They're available to download from www.recyclenowpartners.co.uk 



Recycle your magazine and seven days later it could come back as your newspaper.



The possibilities are endless.

www.recyclenow.com



what's hot?

printing.com have some unusual ways of promoting yourself.

Find your nearest printing.com store at **www.printing.com** or call **0800 19 555 90**.

Check out the website for full details, turnarounds and specifications.



CD Jewel Case Inserts

Making your own CD or DVD? Front jewel case inserts start at **£134 for 250 (€222)** and rear tray inserts **£174 for 250 (€286)**.

Scratch Cards

No one can resist a good scratch!

Engage your customers with a scratch card promotion. **5,000 from £419 (€678)**.



CD Jackets

A novel way of holding a CD or DVD, with a simple tab and slot – no glue or plastic cases needed. **250 from £262 (€427)**.

Fridge Magnets

Great for menus and price lists – just like having a mini billboard in your customer's kitchen. **250 from £164 (€270)**.





in the next issue...

Make An Exhibition Of Yourself

'D' is for 'Design'

Low Cost Marketing Masterclass

Before & After – Marketing Makeover

Make sure you get your copy of the next issue – visit

www.printing.com/ideasub

LOGON TO>
WWW.PRINTING.COM
TO FIND YOUR NEAREST OUTLET
OR CALL US **FREE ON**
0800 19 555 90



No part of this publication may be reproduced without prior written consent from the publisher. © printing.com plc 2007.



This is an example of a 24 Page A5 Booklet printed on 100gsm recycled uncoated paper.



FAST FULL COLOUR PRINT

XIM/PRG/CRH/07-07/R1.1 Design: Chris Heath