



Printer's Ink

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DESIGN • PRINT • MAIL

Love Languages

VALENTINE'S DAY TRADITIONS AROUND THE WORLD

On February 14, millions of Americans will be showing some love with boxes of chocolates, mushy cards and bouquets of flowers. But “love” is not necessarily spelled the same in every country. In other places, Valentine’s Day traditions are completely different.

Take a look.

JAPAN. Sorry, ladies. Only women give gifts on Valentine’s Day, and it’s normally in the form of chocolate to both family and friends. Giri-choko is an inexpensive type of chocolate they give to male bosses and coworkers as a sign of respect, not romantic intention. They get payback a month later on March 14 (known as White Day) when the men return the favor.

THAILAND. Want to get hitched? Join the mass underwater wedding ceremony held on Kradan Island. Couples come from all over to take part in the underwater ceremony on the 14th. Throughout the rest of Thailand, however, Valentine’s Day is typically just celebrated by the country’s teenagers.

BRAZIL. Brazilians don’t love it up on February 14—their day is June 12, when they celebrate Dia dos Namorados in honor of Saint Anthony, patron saint of matchmaking and marriage. Single women write the names of their crushes on pieces of paper, fold them up, then open one on the big day to determine who they should marry.

UNITED KINGDOM. In the UK, sweethearts celebrate much the same way as Americans do, but the children have a unique tradition of singing songs with the hopes of receiving candy and fruit in return.

IRAN. Muslim culture doesn’t embrace Cupid, but Valentine’s Day is gaining popularity with the younger, more westernized crowd. Increasingly, stores are decorating windows with stuffed animals, heart-shaped chocolates and red balloons.

FINLAND AND ESTONIA. Valentine’s Day is less about romantic love in these places and more about friendship. People exchange cards and gifts with the greeting, “Happy Friends Day,” but it’s not a popular day to get engaged or tie the knot.

Inside this Issue:

- Partners In Printing, message from Dave Baker
- What Marketers Can Learn from Super Bowl Ads
- Must-Have Apps for Every Working Professional
- 5 Facts About Super Bowl 50

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Partners in Printing

Going Big This Year



From the desk of Dave Baker

Here we are, cruising through a new year. As I write this I am wondering if the newness of another new year has worn off yet. For me it was gone almost as soon as it started. It was easy to feel intimidated. By the second week into January, I was already feeling bad about not achieving the resolutions that I hadn't even made. You know, the ones that you should have set but couldn't think of until you read someone else's list and then thought...that would have been a good idea.

But I digress. If you are feeling a bit over it already, don't worry. You are not alone. If business wasn't what you would have liked it to be last year, think about what might help for this year. It's not too late and it's not a resolution. It's just a chance to re-direct some energy this year to help it get where it needs to go. If that sounds good to you, then keep reading.

This year we all need to GO BIG! Commit to doing everything as well as we can do it to make sure that we are promoting ourselves and our organizations to the highest level possible. What does that mean exactly? It means that we have to be able to reach out to our current customers and keep in touch. Develop a mailing list and make sure that it is up to date with the correct names and addresses of our customer base.

Thomas Smith wrote a piece in 1885 called "Successful Advertising." He stated that the average consumer has to see an advertisement or engage with a product 20 times before they buy it. That is a lot of interaction. It almost has to become a routine part of that person's life before they decide to purchase.

If that is the case then there has to be a lot of contact from you to a new customer and at least half that amount of contact between you and your current customers to keep them coming back.

We can help with that process by sending out postcards, letters, brochures and packets to your client base. The best thing to do is end the mailing with a call to action that urges the customer to send back a card, click on a QR code, or point their browser at a web page to get more information and hopefully engage with you in business or giving. The call to action is the only way that you can measure the success of your mailing. We feel that it is a waste to send out a mailing without asking for some sort of response from the recipient.

Ask us what we can do to help make this process more affordable by achieving postage discounts that will save you hundreds, if not thousands, of dollars on the cost to mail.

Let's GO BIG this year and keep reaching to achieve our goals for business even if we are not sure we made the right resolutions.

Dave



Ben Holden Says...

"XXXX"

Traditionally, February has been recognized as the Month of Love. Love naturally leads to kisses, and "XXX's" down through the years have always represented kisses. There probably isn't anyone who, at one time or another hasn't closed a letter or a note with the phrase "Love and XXX's" or just plain "XXX."

This custom goes back to the early Christian era when a cross mark or "X" conveyed the force of a sworn oath. The cross was a religious symbol, and not only did it refer to the cross of Calvary, but it was also the first letter of the Greek word for Christ - Xristos.

In the days when few people could write, an "X" was a legally valid mark, and was as acceptable as a written signature. To emphasize their complete sincerity when using an "X" as their signature, some people often kissed the mark. This was a custom patterned after the kissing of a Bible when an oath was sworn upon it.

It was this practice of kissing the "X" that led to its becoming a symbol of a kiss.

MUST-HAVE APPS FOR EVERY WORKING PROFESSIONAL

Still trying to get organized for 2016? There may be an app for that—several, in fact. Here are a few you may find especially handy for on-the-job tasks and responsibilities.

FOR TELECOMMUTERS

Have you ever needed to scan and send a document? With **CamScanner**, you can simply use your iPhone. Just download the app, take a photo of the document, and the app enhances it to turn it into a readable scanned document. You can then save it or email it as a PDF.

FOR BUSINESS TRAVELERS

Expensify describes itself as “expense reports that don’t suck.” This app provides easy scanning of receipts and categorizing of trips with a clean and intuitive UI. And for downtime while on a business trip, **Localeur** helps you experience a city like a local. Similar to Foursquare and Yelp, this app uses crowd-sourced suggestions by residents to serve as a virtual tour guide.

FOR NETWORKERS

Rapportive is a web app (plug-in) versus a phone app but it may be one of the most useful apps you’ve discovered. If you have a Gmail account, download this plugin and you’ll be able to see who you are emailing—their photo, social media handles, LinkedIn profile, everything. Essentially, you’ll be able to put a face to a name which is especially helpful if you’re in a client-facing role.

WHAT MARKETERS CAN LEARN FROM SUPER BOWL ADS

The Super Bowl has become as known for its creative commercials as much as for its football, and for good reason. The brands that spend well over \$100,000 per second of advertising typically pull out all the stops to make their valuable marketing dollars count.

While the Super Bowl ad season is dominated by consumer brands, both Business to Business (B2B) and Business to Consumer (B2C) marketers can take away some valuable lessons to apply to their own marketing efforts. Here are five.

1 You don't need to blow your budget to make an impact. A few years ago, Newcastle Brown Ale created a successful and clever YouTube video campaign that went viral without spending millions. In fact, the lack of ad spending is what helped the campaign succeed. The right message targeted at the right audience can be as effective, if not more so, than a costly ad.

2 Tug at the heartstrings. Businesses are run by people with feelings, so whether you’re marketing B2B or B2C, emotional connection is a must. In fact, according to a CEB report, B2B customers are more emotionally attached to their B2B vendors than consumers are to their brands. Emotional branding is the best way to particularly capture the hearts and minds of Millennials.

3 See the big picture. Digital is no longer just an option in your marketing plan. Try to tie every offline campaign back to a larger strategy that includes a digital component and some online activation. Consumers now expect to find an online or mobile channel associated with any campaign they see offline.

4 Get mobilized. Mobile is the fastest growing market sector for advertisers. The majority of your audience will be on their smartphones at any given time. Make sure any call-to-action is mobile friendly by including easy-to-access hashtags and URLs.

5 Keep the conversation going. Don’t just put your message out there and walk away. Actively listen to conversations about your brand in social media and respond in a timely manner. Learn to engage in real-time conversations, especially around big events like the Super Bowl, with relevant content and a strong call to action.



SOMETHING TO THINK ABOUT

In the U.S., the two most popular smartphone apps are Facebook and Facebook Messenger. Google apps dominate the rest of the top ten, according to comScore.

FIVE FACTS ABOUT SUPER BOWL 50

— 1 —

This is the only year the NFL is abandoning the Roman numeral (L) in favor of the Arabic number 50.

— 2 —

It’s dubbed the Golden Super Bowl because it’s located in The Golden State (California) and it’s the bowl’s 50th anniversary.

— 3 —

A 30-second commercial costs \$5,000,000, a record high price.

— 4 —

To prevent fraud, Super Bowl tickets are made using holograms, custom laser cutouts, thermochromic ink and a specially made gloss varnish.

— 5 —

Over a million people are expected to visit the Bay Area during Super Bowl weekend.



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AT THE END OF THE DAY, YOU DESERVE A PRINTER WHO HAS YOUR BACK

PROOF POSITIVE

For the first time ever, Pantone has chosen two shades—Rose Quartz (light pink) and Serenity (light blue) as the 2016 PANTONE Color of the Year. Why?



“Rose Quartz and Serenity demonstrate an inherent balance between a warmer embracing rose tone and the cooler tranquil blue, reflecting connection and wellness as well as a soothing sense of order and peace.”

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