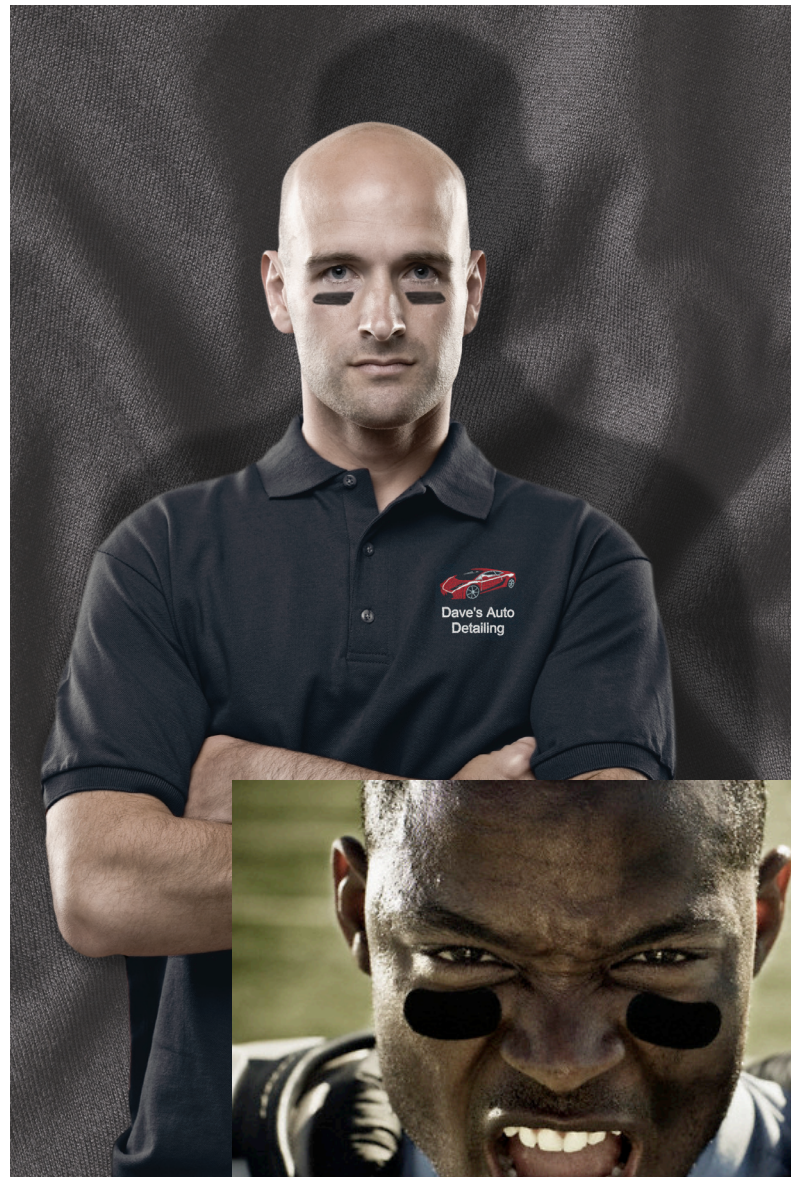


CONCEPT



100% Quality. 100% Confidence. 100% Vistaprint

From the day you launched your business, you've given it 110%. Your time. Your money. Your heart and soul. Whatever the opposition, you've come to play. And you've played to win.

And there's never been a time when you needed to play harder. The economy is tough. And so is the competition.

Fortunately, with personalized embroidered products from Vistaprint, you can enjoy an entirely new level of confidence - One that instantly makes your business feel bigger and lets your customers know you're not only here to play but here to stay.

Plus with a guaranteed lowest price, no set up fees, no stitching charges, no minimum orders, and a 100% satisfaction guarantee, you'll quickly see why, if you're in it to win it, there's only one embroidery solution that delivers 100% quality and 100% confidence. The only embroidery solution that's 100% Vistaprint.



MESSAGING HIERARCHY

EMERGING	ACTIVE
Emerging marketers are not experienced with ordering embroidery, may not even know what it is and, if they are aware, think it as something out of their league.	Active marketers are experienced with ordering embroidery, know the pain points of set up fees and minimums and so will be excited about Vistaprint's no hidden fee, low price guarantee.
Primary Messaging	Primary Messaging
<ul style="list-style-type: none">• Price• Content• No Minimums• Quality• Ease of Use	<ul style="list-style-type: none">• Price (no set-up fees support this)• Quality• Logos Supported• No Minimums• Matching
Secondary Messaging	Secondary Messaging
<ul style="list-style-type: none">• Matching• No set-up fees	<ul style="list-style-type: none">• Shipping speeds• # of SKUs

..... **MANDATORIES**

GLOBAL	EMAIL/PRINT	BANNERS
<ul style="list-style-type: none">• Lead with low price and product name• Follow with audience specific benefits• Include cross-out pricing• All pieces should have a strong CTA• Zoom in on content to show quality and personalization• Use top selling content recommended by content strategy	<ul style="list-style-type: none">• Messaging should tie into the concept of competition• Pre-header should always be about the offer• Call out NEW!• Offer and product name should be above the fold• Include a minimum of 2 CTAs• 1st CTA is about price and should be above the fold• 2nd CTA is “see more designs” or “create yours now”• Use product tiles (no people) to showcase other embroidered products• Ensure testimonials speak to value/benefits and are integrated into the layout	<ul style="list-style-type: none">• Tie into the concept visually• Messaging should be direct• Call out NEW!, product name and price• Include features and benefits• Show breadth of content via animation if allowed• Strong, visible call to action

GRAPHICAL ELEMENTS

1. **Backgrounds:** Use dark gray fabric when possible keeping in mind file size restrictions
2. **Color palette:** Black, Dark Blue, Bright Blue, Gray, White and Yellow
3. **Low Price Guarantee:** All CAPS, Embroider and angle upward. Lead with low price guarantee for Actives or lowest price ever for emerging.
4. **Headlines:** All CAPS, Embroider and angle upward. Include product name and speak to the concept of competition. Call out NEW! whenever possible.
5. **People:** Should look confident and always have face paint. Have people break the space to create interest.
6. **Clothing:** Needs to match our color offering and showcase top selling content. Content should be shown actual size.
7. **Shadows:** Should be larger than the person and have a gaussian blur with 40% opacity. Do not cut off the top of the head.
8. **Hero Content:** Zoom and crop hero content to show stitch detail and personalization. Show shirt fabric.
9. **Bursts:** Draw attention to bursts by having them break the space. Use No set up fees for Active marketers and No minimums for Emerging.
10. **Buttons:** Include 2 CTA buttons in all emails. The first should be above the fold and speak to price.
11. **100%:** Use this treatment highlight benefits of embroidery when applicable.
12. **Breadth of Content:** Use this treatment to showcase breadth. Use content recommended by content strategy. Swap out a piece of content and add "You Design Here" for audiences that will be able to upload.
13. **Testimonials:** Use these large quotation marks to call attention to testimonial.
14. **Care Label:** Use when space does not permit for benefit driven copy
15. **Product tiles:** Show other embroidered products whenever possible. Always include cross-out price. Sale price should be in yellow and each product should have its own CTA.
16. **Rectangular boxes:** Use to create separation. When used over fabric set them to black with a 40% opacity or white with a 15% opacity. Otherwise use solid black or solid gray.



All graphical elements can be found at:

[\\PUBLIC\\CREATIVE_RESOURCES\\Campaigns_Style_Guide\\Embroidery_2010\\StyleGuide\\Approved-Graphical-Elements](#)

SAMPLE EXECUTIONS

ACTIVE MARKETERS

Active marketers are experienced with ordering embroidery, know the pain points of set up fees and minimums and so will be excited about Vistaprint's no hidden fee, low price guarantee.

WITH OUR **LOW PRICE GUARANTEE**
NEW! EMBROIDERED POLOS
SAY YOU'RE IN IT TO WIN IT

ONE JUST ~~\$19.99~~
\$14.99
AND NO
SETUP FEES

"I've never found a better price on custom polos as nice as the ones from Vistaprint."

Save 25% today

- No setup fees
- No minimums
- No stitch fees

100% QUALITY. 100% CONFIDENT.

Stand taller than the competition with high quality polos, hats and hoodies that you can personalize with text & over 300 designs.

SEE MORE DESIGNS

Embroidered Hoodies
1 Only \$XX.XX
Now \$X.XX
Create Yours Now

Embroidered Hats
1 Only \$XX.XX
Now \$X.XX
Create Yours Now

Embroidered Ladies' Polos
1 Only \$XX.XX
Now \$X.XX
Create Yours Now

Annotations:

- Calls out low price guarantee
- Headline speaks to concept and calls out product name & NEW
- "No setup fee" call out speaks to active marketers experience with how embroidery is purchased and what competitors charge for
- Testimonial speaks to Vistaprint revolutionizing what people have to pay for quality embroidery
- CTA is about price
- Active's primary messaging points highlight how Vistaprint's offering is different from competitors
- Highlights quality and benefit of wearing embroidery
- Shows breadth of content and second CTA drives consumers to site
- Displays other embroidered products each with their own CTA

Active Primary Messaging

- Price (no set-up fees support this)
- Quality
- Logos Supported
- No Minimums
- Matching

EMERGING MARKETERS

Emerging marketers are not experienced with ordering embroidery, may not even know what it is and, if they are aware, think it as something out of their league.

AT THE **LOWEST PRICE EVER OUR**
NEW! EMBROIDERED POLOS
SAY YOU'RE IN IT TO WIN IT

ONE JUST ~~\$19.99~~
\$14.99
AND NO
MINIMUMS

"I couldn't afford embroidered shirts for my crew – until now. Thanks, Vistaprint."

Save 25% today

- No minimums
- Hundreds of designs
- Order in minutes

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Create Yours Now

Embroidered Hats
1 Only \$XX.XX
Now \$X.XX
Create Yours Now

Embroidered Ladies' Polos
1 Only \$XX.XX
Now \$X.XX
Create Yours Now

Annotations:

- Calls out that Vistaprint offers lowest price on embroidery ever.
- Headline speaks to concept and calls out product name & NEW
- "No minimums" speaks to a fear of emerging marketers that embroidery is out of their league
- Testimonial speaks to how Vistaprint makes embroidery accessible to all
- CTA is about price
- Emerging's primary messaging focuses on calming first-time embroidery fears.
- Highlights quality and benefit of wearing embroidery
- Shows breadth of content and second CTA drives consumers to site
- Displays other embroidered products each with their own CTA

Emerging Primary Messaging

- Price
- Content
- No Minimums
- Quality
- Ease of Use

ACTIVE MARKETER FLOW

WITH OUR **LOW PRICE GUARANTEE**
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AND NO
SETUP FEES

“I've never found a better price on custom polos as nice as the ones from Vistaprint.”

Alex's B

Save 25% today

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Now \$X.XX
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Embroidered Ladies' Polos
1 Only \$XX.XX
Now \$X.XX
[Create Yours Now](#)

NOTE: See More Designs CTA will land in the gallery. Product CTA buttons will land on individual product pages

Vistaprint Make an impression.

Home | Specials | Select a Country | En Español | Order Status | ? Help | Log In | My Account | Cart

EMBROIDERED POLOS
SAY YOU'RE SERIOUS.

AND THEY'RE BACKED BY A **LOW PRICE GUARANTEE. SERIOUSLY.**
1 Men's Pique Polo Only ~~\$X.XX~~ **\$X.XX**

Get This Price Now

Details and Pricing

Check out our competition-crushing prices*:

	Vistaprint	Lands' End Business Outfitters	Corporate Casuals	4imprint	Queensboro
Price for 1 heavy-weight, 100% cotton white pique polo	\$14.99	\$19.50	\$14.20	\$20.25	\$12.95
Personalization of your name or monogram	FREE	+\$	+\$	++	+
Access to high-quality artwork and over 400 designs	FREE	NO	+\$	NO	++
Setup of your selected design	FREE	++	+\$	++	++
Minimum quantity required	1	1	1	6	4

Source: Google | December 2010

Embroidered Ladies' Polos
1 Only ~~\$X.XX~~ **\$X.XX**

Embroidered Hats
1 Only ~~\$X.XX~~ **\$X.XX**

Embroidered Hoodies
1 Only ~~\$X.XX~~ **\$X.XX**

WE STAND BEHIND OUR EMBROIDERED APPAREL.

*Lands' End Business Outfitters pricing based on per item stitch and monogram fees. Corporate Casuals based on per item stitch fees. 4imprint based on tape charges for orders under 24 pieces. Queensboro setup fee based on 2nd and subsequent orders; artwork and personalization fees based on custom design fee.

NO SETUP FEES | **100% QUALITY**
NO MINIMUM | **100% VISTAPRINT**
NO STITCH FEES

NOTE: Individual CTA buttons will lead to the individual product pages

EMERGING MARKETER FLOW



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EMBROIDERED POLOS
SAY YOU'RE SERIOUS.

AND THEY'RE BACKED BY A LOW PRICE GUARANTEE. SERIOUSLY.
1 Men's Polo Only ~~\$X.XX~~ **\$X.XX**

Get This Price Now

[Details and Pricing](#)

1. Choose a design (over 400)
2. Customize it (fonts, colors, etc.)
3. Pick a size (s-xxl) and quantity (no minimums)

Create Yours Now

NO MINIMUM ORDER!

Embroidered Ladies' Polos
1 Only ~~\$X.XX~~ **\$X.XX**
[Get This Price Now](#)
[Details and Pricing](#)

Embroidered Hats
1 Only ~~\$X.XX~~ **\$X.XX**
[Get This Price Now](#)
[Details and Pricing](#)

Embroidered Hoodies
1 Only ~~\$X.XX~~ **\$X.XX**
[Get This Price Now](#)
[Details and Pricing](#)

WE STAND BEHIND OUR EMBROIDERED APPAREL.

NO SETUP FEES
NO MINIMUM
NO STITCH FEES

100% QUALITY
100% VISTAPRINT

NOTE: Individual CTA buttons will lead to the individual product pages