



The Advertisers Printing Company, Inc.

SELF PROMOTION

CREATIVE DIRECTION



There were numerous reasons why clients enjoy working with Advertisers Printing. Clients stated that the environment at Advertisers Printing is outstanding and they lead the way on challenging companies to do more and to be better. Advertisers Printing knows how to work with particular people like designers and make a profit. Advertisers IS the GO TO if *“I need to bring a client in the room and the project run smoothly”*. The main reason they love Advertisers Printing is that Advertisers Printing doesn't do the cheesy car sales man act towards them. They see Advertisers as a partner not a vendor and value their opinion. During the interviews the clients stated that they have complete trust in the Advertisers Printing team, that they value their thoughts, feedback, experience, and knowledge. Advertisers Printing is always coming up with solutions to their problems. The clients felt that the products they receive are excellent and the clients are proud to have and use Advertiser Printing.

THEY SAID IT

On a scale of 1 to 5 customer service is a 5, Advertisers Printing is great, they always come up with great ideas to fix problems, which is valued and appreciated. The clients would like to learn more about what Advertisers Printing can do for their company to help make their print projects more powerful.

THEY SAID IT

**AUDIENCE
USE OF MEDIUM
CREATIVE
PERSONALIZED
RELEVANT
COMPELLING OFFER
CALL TO ACTION**
7 KEY ELEMENTS

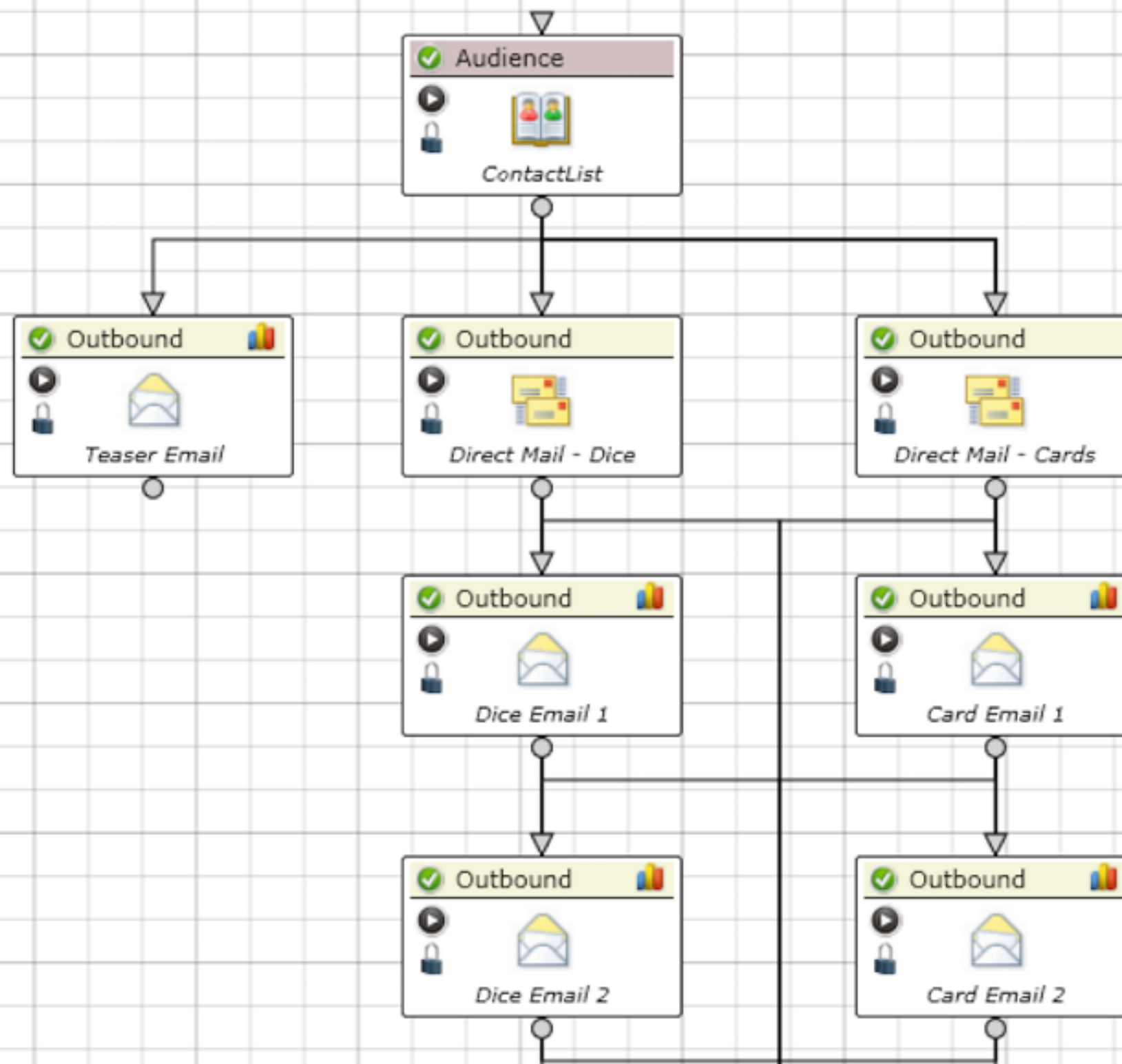


Ignite/Shine the light/Send to the Site
Attract/Interact/React



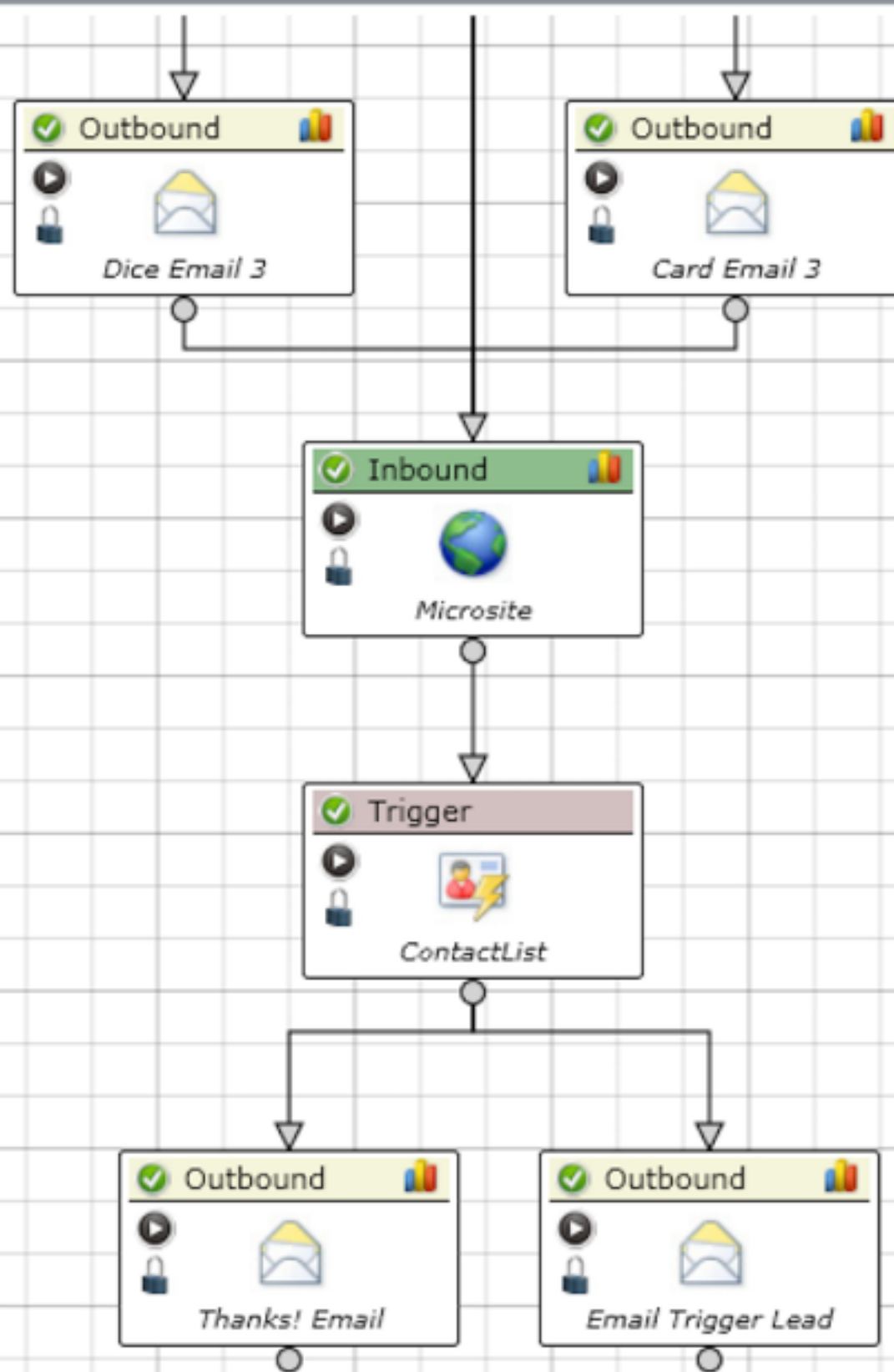
THE TARGETS EXPERIENCE-TOUCHPOINT

INSPIRATION



BEHIND THE SCENES

STUDIO WORKFLOW



BEHIND THE SCENES

STUDIO WORKFLOW

**STOP GAMBLING. START
CONNECTING. SEE THE RESULTS**

THE MESSAGE OVER THE NEXT 6 MONTHS

6 Segments of Focus

Manufacturing-Customers

Education-Students/Donors

Agencies-Results for Customers

Financial-Customers

Medical-Patients/Donors

Cultural Institutions-Members



Topics/Services/Behind the Content

Print. Print. Print.

Personalization/Prepress

Digital/Offset

Finishing

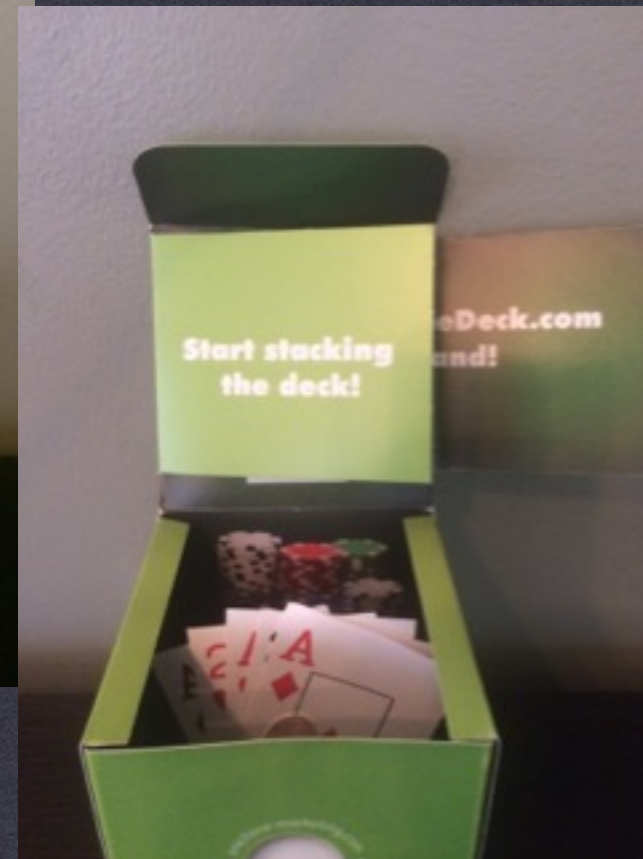
Mailing & Fulfillment

Brand Management-DSF

Cross Media-Integrated Marketing

Sustainability





PROJECT

CREATIVE 1

INCREASE YOUR MARKETING ODDS-DICE BOX

DATE

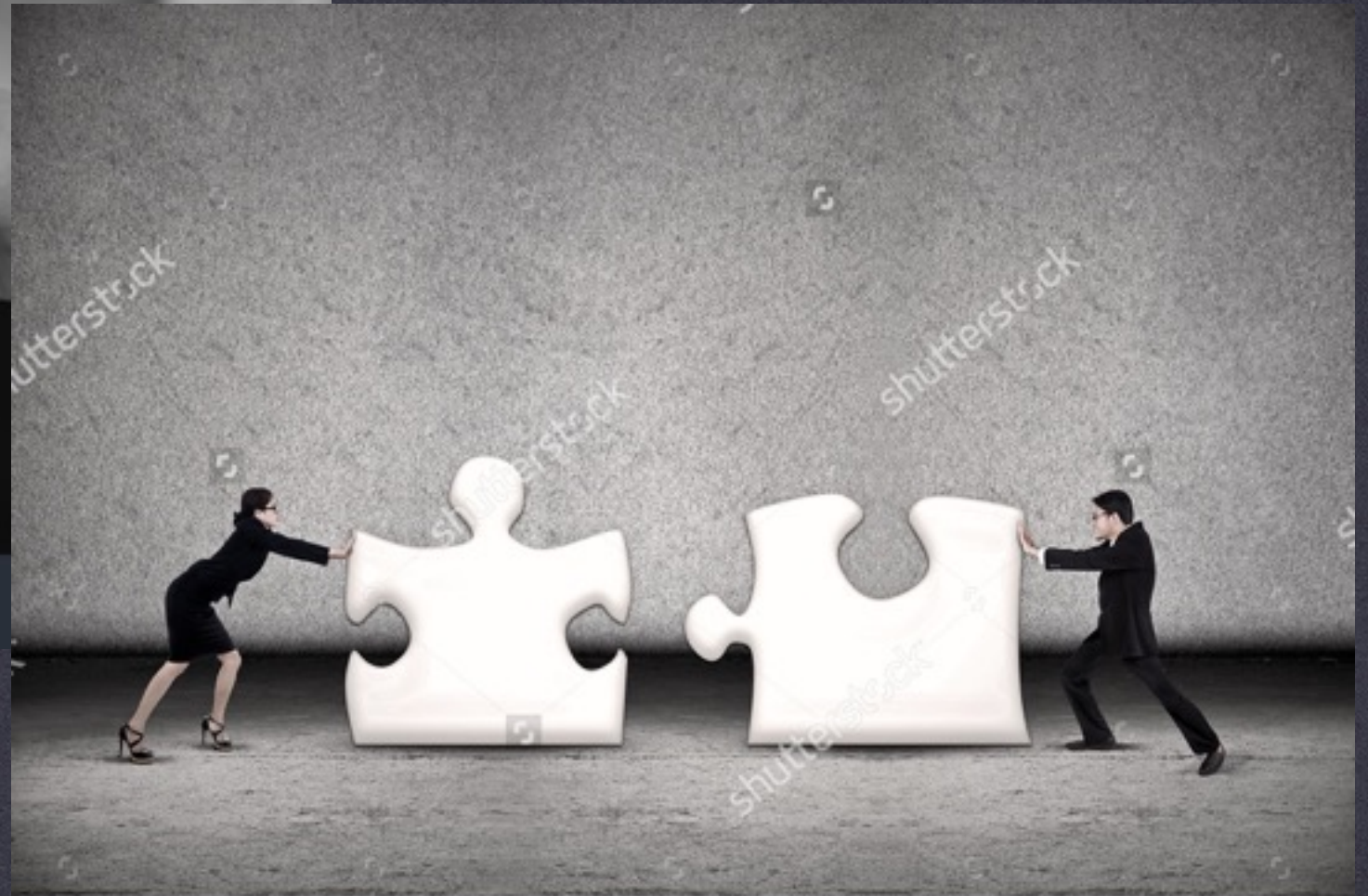
COMING FEBRUARY

CLIENT

THE ADVERTISERS PRINTING COMPANY



shutterstock



shutterstock

IMAGE ID: 120167320
www.shutterstock.com

PROJECT

CREATIVE 2

CONNECT-THE MISSING PIECE

DATE

COMING APRIL

CLIENT

THE ADVERTISERS PRINTING COMPANY



PRINT OR MARKETING HAVE YOU PUZZLED

INSPIRATION



PROJECT

CREATIVE 3

VISIBLE-SEE THE RESULTS/DECODER CAMPAIGN

DATE

COMING JUNE

CLIENT

THE ADVERTISERS PRINTING COMPANY



I CAN SEE RESULTS

INSPIRATION

Manufacturer Content

T1-Teaser



FILE MESSAGE ADOBE PDF

Ignore Delete Reply Reply All Forward Quick Steps Move Assign Policy Categorize Follow Up Translate Zoom

Mon 12/7/2015 5:09 PM

Bob Barker
RE: Bill, it's time to load the dice!

To: Bill Barta

 **It's time to Load the Dice!** 


The Advertisers Printing Company, Inc.

Bill,

As a valued partner of Advertisers Printing you will be receiving something in the mail in the next couple of weeks. There will be a link to get valuable information. Keep an eye out for it.

Hint: Sometimes found hanging from rear view mirrors

Thank You
Bob Barker

 The Advertisers Printing Company, Inc.

T2-Direct Mail

Load the Dice/Cash in your Chips



T2-Direct Mail

**firstName,
Are you gambling
with important projects?**



LOAD THE DICE CAMPAIGN

T3-Email(Personalization)

Get Personal with Players

Stop gambling with direct marketing and increase your response rates utilizing personalization in print materials.

Customer

As a valued partner of Advertisers Printing Company, we want to show you how you can get personal and relevant with <variablecompany> customers. Click your personalized url to learn how to get started.

www.<variable>load the dice.com

Non-customer

At Advertisers Printing we are more than just a printer, we help our clients increase their odds with their printed materials. Let us show you how you can get personal and relevant with <variablecompany> customers. Click your personalized url to learn how to get started.

www.<variable>loadthedice.com

T4-Email(Digital/Offset)

Odds are in your favor

Jackpot! Print on-demand with less cost

<Variable>, increase your odds with digital printing, implement print on demand and create marketing collateral that is high quality, can be versioned in less time and with overall cost.

www.<variable>loadthedice.com

T5-Email(Finishing/Coating)

Finish a Winner

<Variable>, load the dice and roll with confidence knowing the finishing touches and coating on your print will always set your products above the rest.
www.<variable>loadthedice.com

T6-Direct Mail(Winning Hand)(SGP)

When the dealing is done

Playing Card Direct Mail Piece with Loaded Dice to
direct them to purl

www.<variable>playyourhand.com

T7-Email(Digital Storefront/Brand Management)

Market like a Pit Boss

Manage your brand like a Pit Boss

<Variable>, At Advertisers Printing we know how important it is to keep your eye on all the players. Play your hand to win.

Enhance brand consistency using an online digital storefront to manage your marketing materials to customers and dealers.

www.<variable>playyourhand.com

T8-Email(Mailing/Fulfillment)

Kenny Rogers said it best

Know when to hold them

<Variable>, Up the ante by utilizing your data and successfully mail marketing materials to customers and prospects. Want to get materials to your customers and wish you had a better hand? Don't worry we can help with that. Click here to find out how.

www.<variable>playyourhand.com

T9-Email(Cross-Media Marketing)

Marketings Royal Flush

Play your best hand

<Variable>, Stack the deck with cross-media marketing. Increase product awareness to attract new clients while staying connected to current customers. Let us show you how.

www.<variable>playyourhand.com

ALL CONTENT WILL BE VERSIONED FOR CLIENT/PROSPECT AS WELL AS RESPONDERS/NON-RESPONDERS

RESPONDERS WILL RECEIVE ALL TOUCH POINTS BUT BE REDIRECTED TO A NEW EXPERIENCE OF ONE PAGE WITH NEW ARTICLE OR CASE STUDY FOR EACH TOPIC AND NEW WAYS TO REDEEM OFFERS/CHIPS

NON-RESPONDERS WILL CONTINUE TO RECEIVE TOUCH POINTS TO DRIVE THEM TO ENGAGE AND