



FEBRUARY NEWSLETTER 2012

2012 YOUR YEAR OF OPPORTUNITY

DESIGN - Make your marketing work harder!

There ain't no substitute for experience.

Chances are you know what you like in terms of design. That's a good starting point! Using an experienced professional to handle your design makes a huge difference. Our senior designer Kevin Longley knows the formulae to make your communications more effective and he's happy to help!



TARGETING - Fish where the fish are!

A well targeted campaign is an efficient campaign.

Cleaning up your database can make a huge difference not only in reducing print and postage costs, it means getting to customers you would have otherwise lost. Badly managed databases can reduce campaign effectiveness by up to 50%.

BRANDING - Make it work for you!

Keep it uniform across all media and across all stores. Poor branding uniformity reduces brand recognition. Advice keeps your files on our server and makes sure all designs are always to spec. Branding your products with stickers is a cheap, non intrusive way of keeping your brand with your products as they leave the store.



CLIENT RETENTION - Reward loyalty!

Like any relationship the simple rule is - you get back what you put in. In other words, give something back occasionally; have staff look for opportunities to create the "Feel good factor". Even the simple sausage sizzle works providing your sausage is free - charging for it will have the reverse effect.

THE EXPERIENCE - Feel the love!

Make it easy.

Remember your customers are time strapped. Clear signage (external and internal) helps visitors find what they need quickly and easily. Good store layout and friendly knowledgeable staff are the final ingredient.



GREG'S SUCCESS FORMULAE = Growth in 2012!

- ✓ Experienced design (No you don't know better!)
- ✓ Efficient print & distribution (Sort it out!)
- ✓ A clean up to date brand & data base (Uniformity!)
- ✓ A good dose of client appreciation (Freebies!)
- ✓ Clear signage, store layout & knowledgeable staff (Time savers!)



HELPFUL PRODUCTS

INSTORE PULL UP BANNERS

2000x850mm

Only **\$395**

*With Banner Stand.
Printed 4 cols, 1 side*

OUTDOOR FOOTPATH SIGNS

760mm x 600mm

Only **\$395**

*With Base.
Printed 4 cols, 2 sides*

MARKETING FLYERS

DL Size

1000 Only **\$175**

2000 Only **\$250**

3000 Only **\$325**

A5 Size

1000 Only **\$199**

2000 Only **\$340**

3000 Only **\$470**

*Printed 4 cols,
2 sides on 130gsm gloss*

STICKERS

Bcard Size

500 Only **\$120**

1000 Only **\$150**

A6 Size

500 Only **\$285**

1000 Only **\$326**

*Printed 4 cols,
1 side on crack - back
glossy stickers*

