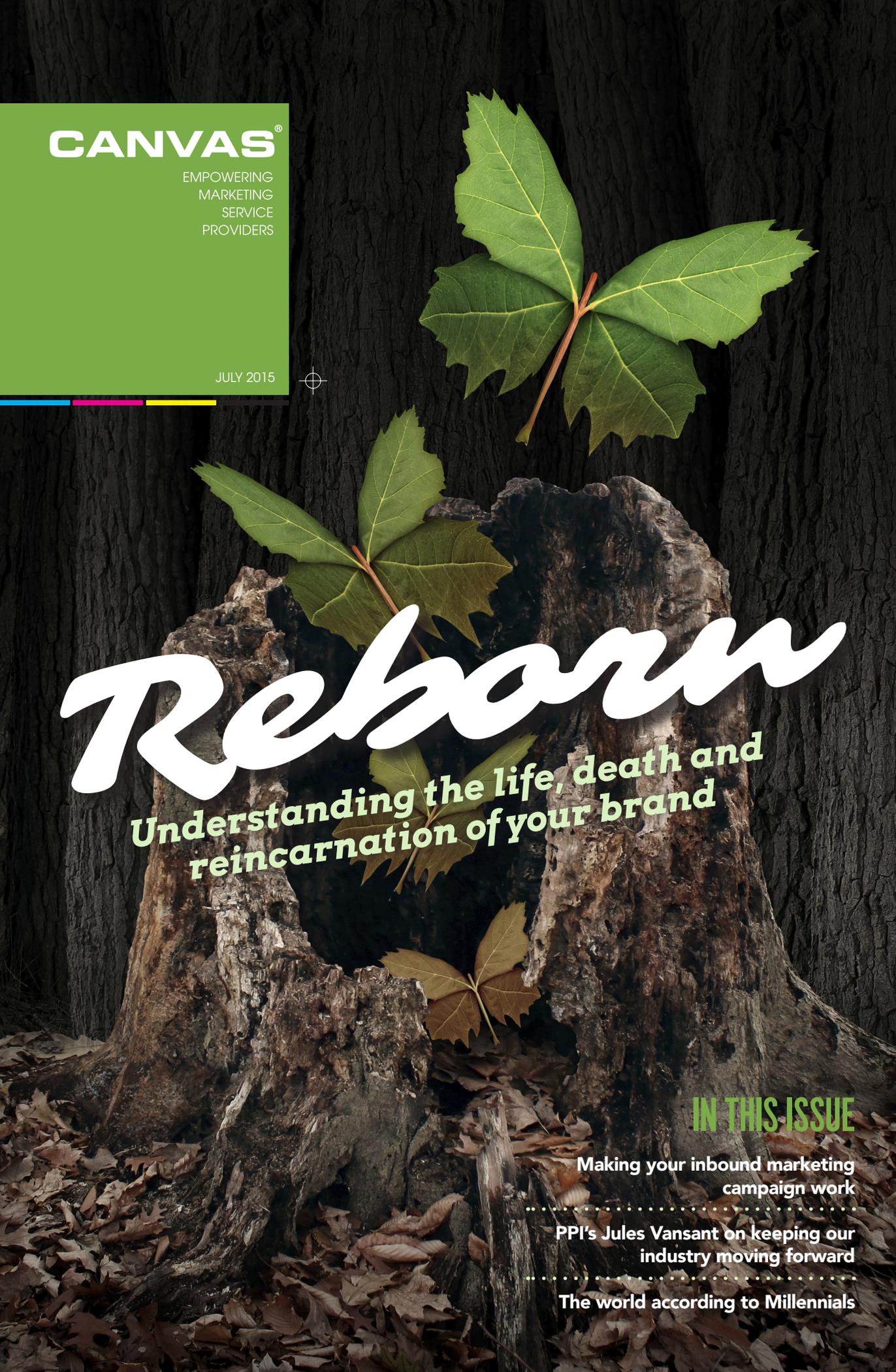


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PROVIDERS

JULY 2015



Reborn

Understanding the life, death and
reincarnation of your brand

IN THIS ISSUE

Making your inbound marketing
campaign work

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PPI's Jules Vansant on keeping our
industry moving forward

.....
The world according to Millennials

Color	
Brilliant White	Navajo Smooth, Brilliant White
Crystal White	Smooth, 80C
True White 96	Smooth, 80C
100% PC White	Smooth, 80C
100% PC Cool White	Smooth, 80C
100% PC Cream White	Smooth, 80C
Finish	
Navajo Smooth	Brilliant White, 80C
Smooth	Crystal White, 80C
Vellum	Crystal White, 80C

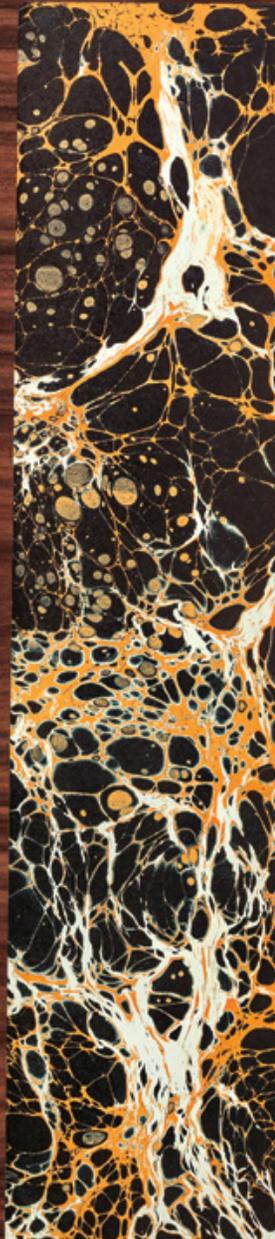
100T	Smooth, Crystal White
60C	Navajo Smooth, Brilliant White
65C	Smooth, Crystal White
80C	Smooth, Crystal White
90C	Navajo Smooth, Brilliant White
1000FC	Smooth, Crystal White
1100TC	Smooth, 100% PC White
1200FC	Navajo Smooth, Brilliant White
1300TC	Smooth, Crystal White
1600FC	Navajo Smooth, Brilliant White
1800TC	Navajo Smooth, Brilliant White





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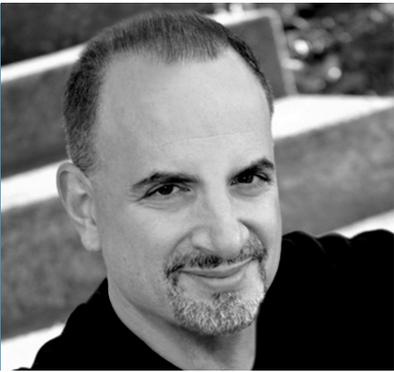
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Understanding the life, death,
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Q&A: JULES VANSANT
Visual communications
veteran and industry leader



IT IS WHAT IT IS

"You must remain focused on your journey to greatness."
 – Les Brown, motivational speaker and author

The journey to greatness, or even the right path, can truly be achieved if you just focus on where you want to be.



Michael J. Pallerino, Editor
 @mpallerino

Focus. If you really sit down and think about it, learning to focus is a simple, yet highly effective strategy.

Too bad many of us lose focus when it's the cornerstone to nearly everything we do – and that means all of us.

Dare I say it is all about finding your mantra. My intention wasn't to go all pseudo Buddha on you, but there is great wisdom in that line of thinking. Sometimes, we get too caught up in trying to go above and beyond what we think is right, when all we have to do is simplify the process.

You can see where the word "focus" starts to slide into this conversation. The journey to greatness, or even the right path, can truly be achieved if you just focus on where you want to be.

Steve Jobs once said, "People think focus means saying 'yes' to the thing you've got to focus on. But that's not what it means at all. It means saying 'no' to the

hundred other good ideas that there are. You have to pick carefully. I am as proud of the things we haven't done as the things we have done."

As per Jobs and his approach to branding, there's a lot of wisdom in that statement. In our cover story, "Reborn," Steve Silk, a former Adweek "Marketer of the Year" winner and CEO of the storied Smith Brothers Cough Drops brand, discusses the four ways to find out if your brand is in danger of losing focus. Silk emphasizes the need to lead by example and to play to the passion of your consumers – concentrate on being a leader, not a gimmick.

I hope you are having a wonderful summer and as you sit by the pool and think about your business, hopefully you will give CANVAS a read. We hope you will use it to help you focus on what will make you remarkably successful going forward.

ALSO INSIDE

BOILERPLATE



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 Millennials & grammar



Where content is king
 Telling a good story is a great place to start

BEHIND THE CURTAIN

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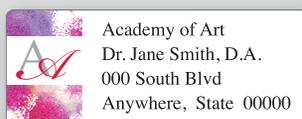
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Brene Brown is a renowned author and speaker who has studied many aspects of psychology. She has done a wonderful job presenting her ideas on vulnerability around the world. As I listened to her speak, I couldn't help but think about the role salespeople play in the modern economy.

Historically, we have encouraged our sales teams to demonstrate empathy with their clients. We want them to understand the needs of those they serve. But empathy is not an antiseptic notion you simply can insert into a selling process. It is something that's generated deep inside ourselves.

Brown believes true empathy leads to full connection, while sympathy drives disconnection. For example, when something goes wrong for someone in your life, a sympathetic response demonstrating how badly you feel actually polarizes your peer. He is not looking for someone to give him a "silver lining." In fact, he probably doesn't want anything from you.

We all have something in our lives that weighs us down. The last thing we want is for someone to tell us they feel sorry for us or that we should be thankful for what we have.

We all have something in our lives that weighs us down. It could be major life issues, relationship problems or business concerns. Regardless of the troubles, it's fair to assume we all have "stuff" – things that we think about all the time. The last thing we want is for someone to tell us they feel sorry for us or that we should be thankful for what we have.

Those kind of "sympathetic" gestures make us feel worse. But when someone sits down next and says something like, "That sucks man. I really don't know what to say," they're demonstrating empathy – a deeper level of connection. In other words, people don't want sympathy. Heck, we really don't want anything from anybody when things are tough. But clearly, a little understanding and acknowledgment is a step in the right direction. Your clients demand a deeper connection, too. They want to know you have a real idea of the angst they are going through. They will respond to people who allow themselves to be vulnerable enough to demonstrate true empathy.

We feel like we're continuing to demonstrate how much we care about this great industry and how much we want to support you in your quest for prosperity.

Warmest regards,

Mark Potter, Publisher

@MarkRicePotter



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Smith Brothers
Cough Drops**

@SmithBrosCo



**Jules VanSant
Executive Director
PPI Association
(Pacific Printing
Industries Association)**

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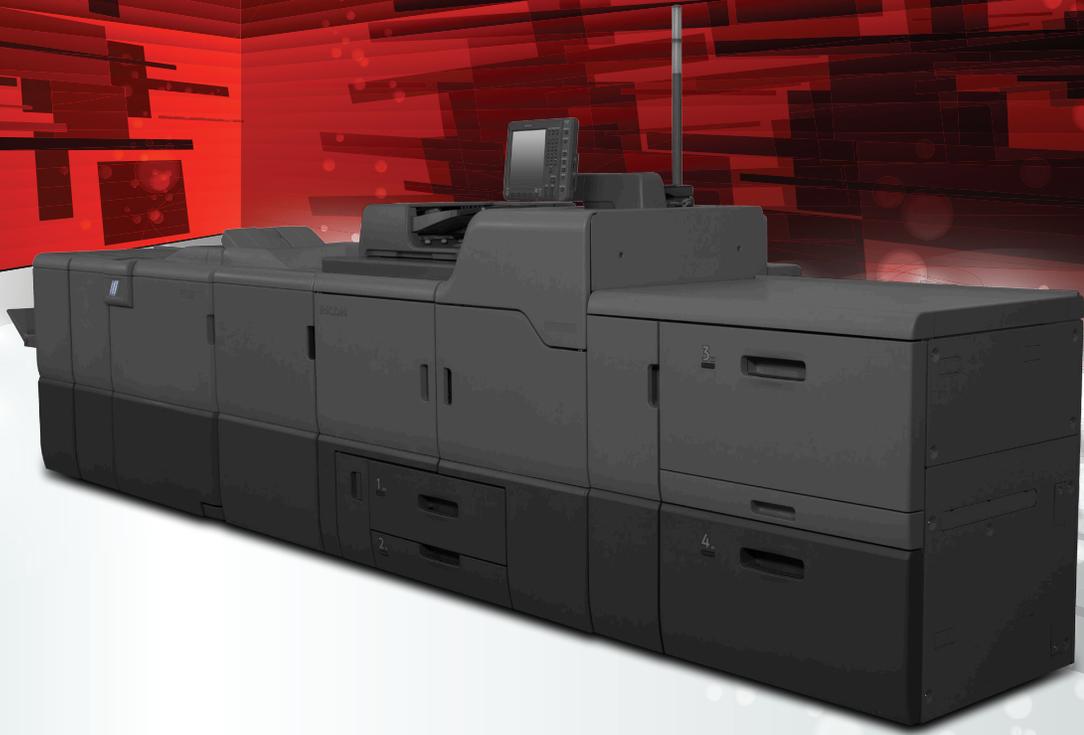
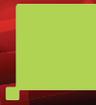
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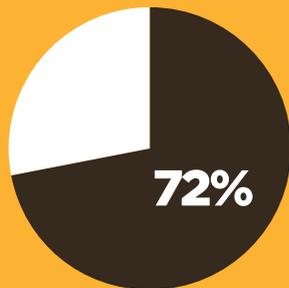
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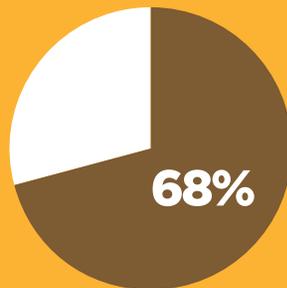
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THE WORLD ACCORDING TO MILLENNIALS

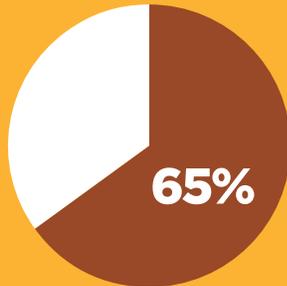
If you want to reach today's Millennials, you have to know where they are hanging out. According to a study by Media Insight Project, 82 percent of Millennials get their news from online sources. Here are the other ways they keep up with the world around them:



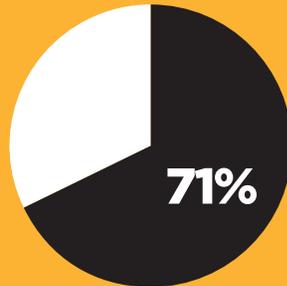
Check and send emails



Keep up with what friends are doing



Research topics of interest/pursuing hobbies



Stream music/TV/movies

“Marketing has completely transformed. The marketer now needs to be in charge of everything a company does. They need to be the first step. Make things worth talking about.”

- Bestselling author Seth Godin on the future of marketing

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The percent of marketers currently using creative services from Email Service Providers (ESPs), with another 23 percent expected to do so over the next 12 months, according to The Relevancy Group's "2015 ESP Buyer's Guide." The increased use in creative services is due in part to the responsive design and mobile marketing formats that marketers must increasingly use, the report found.

IS GRAMMAR KILLING THE CONTENT MARKETING STAR?

If your content is riddled with typos and grammatical errors, why would anybody read any further? That's the question a study by Acrolinx posed, finding that nearly seven in 10 brands do not implement proper grammar in their content marketing campaigns. Assessments were made by examining content against best practices for standard grammar convention, and then calculating how many errors it contained on average per 1,000 words. While the study didn't name any names when it comes to content marketing scores, it showed that the retail and telecom industries posted the highest marks, with 73.2 and 66.2 impact scores, respectively.



72%
Check and send emails

71%
Keep up with what friends are doing

68%
Stream music/TV/movies

65%
Research topics of interest/pursuing hobbies

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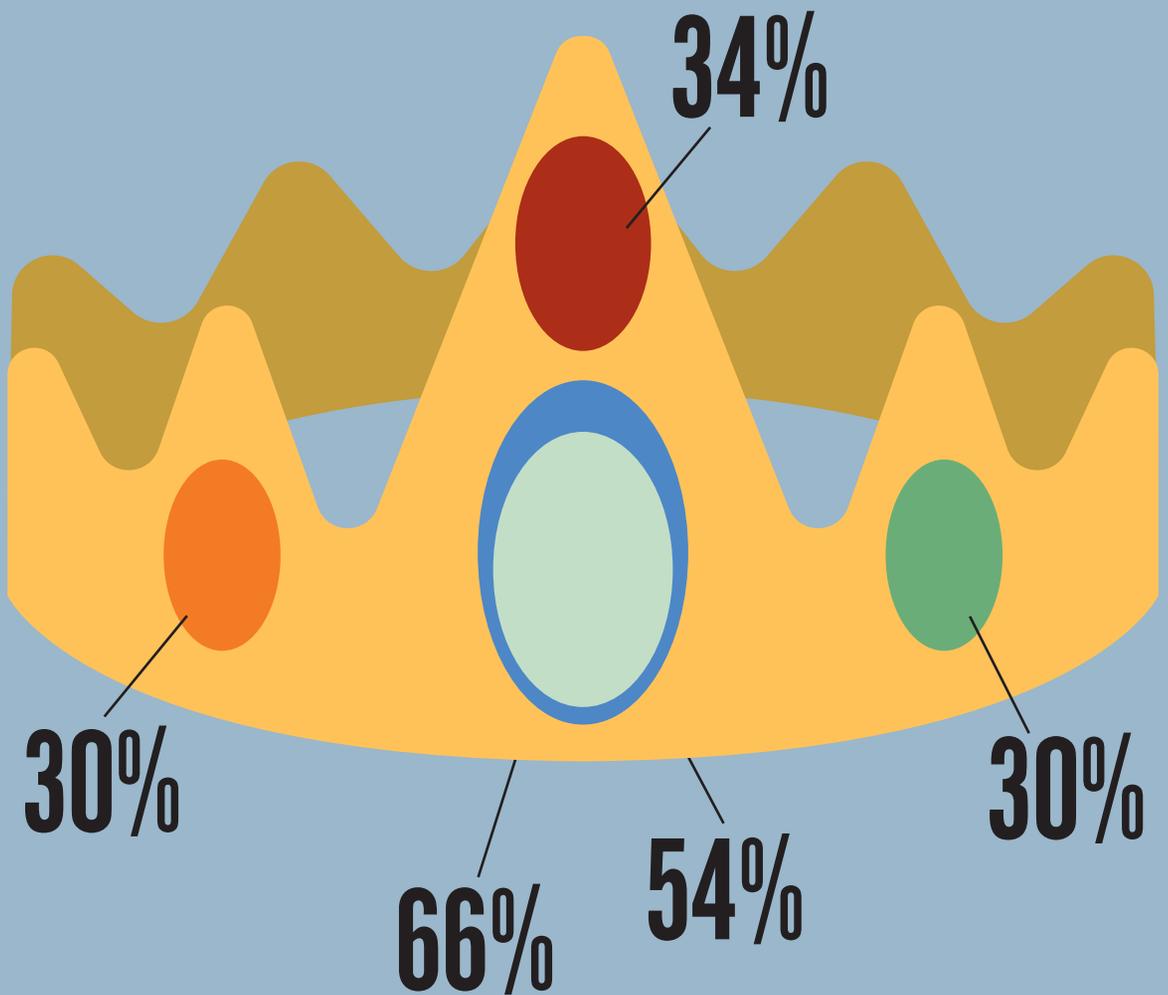
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WHERE CONTENT IS KING

What's the best way to make your inbound marketing campaign work? If you're like most marketers today, you know that telling a good story is a great place to start. According to the "Inbound Marketing B2B" survey by NetProspex and Ascend2, the best way to get results is content. Here's a look at what's driving their strategies:



- CONTENT CREATION
- BLOGGING
- SEARCH ENGINE OPTIMIZATION
- WEBSITE DESIGN OPTIMIZATION
- SOCIAL MEDIA/SOCIAL NETWORKING

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President of The Fenway Group

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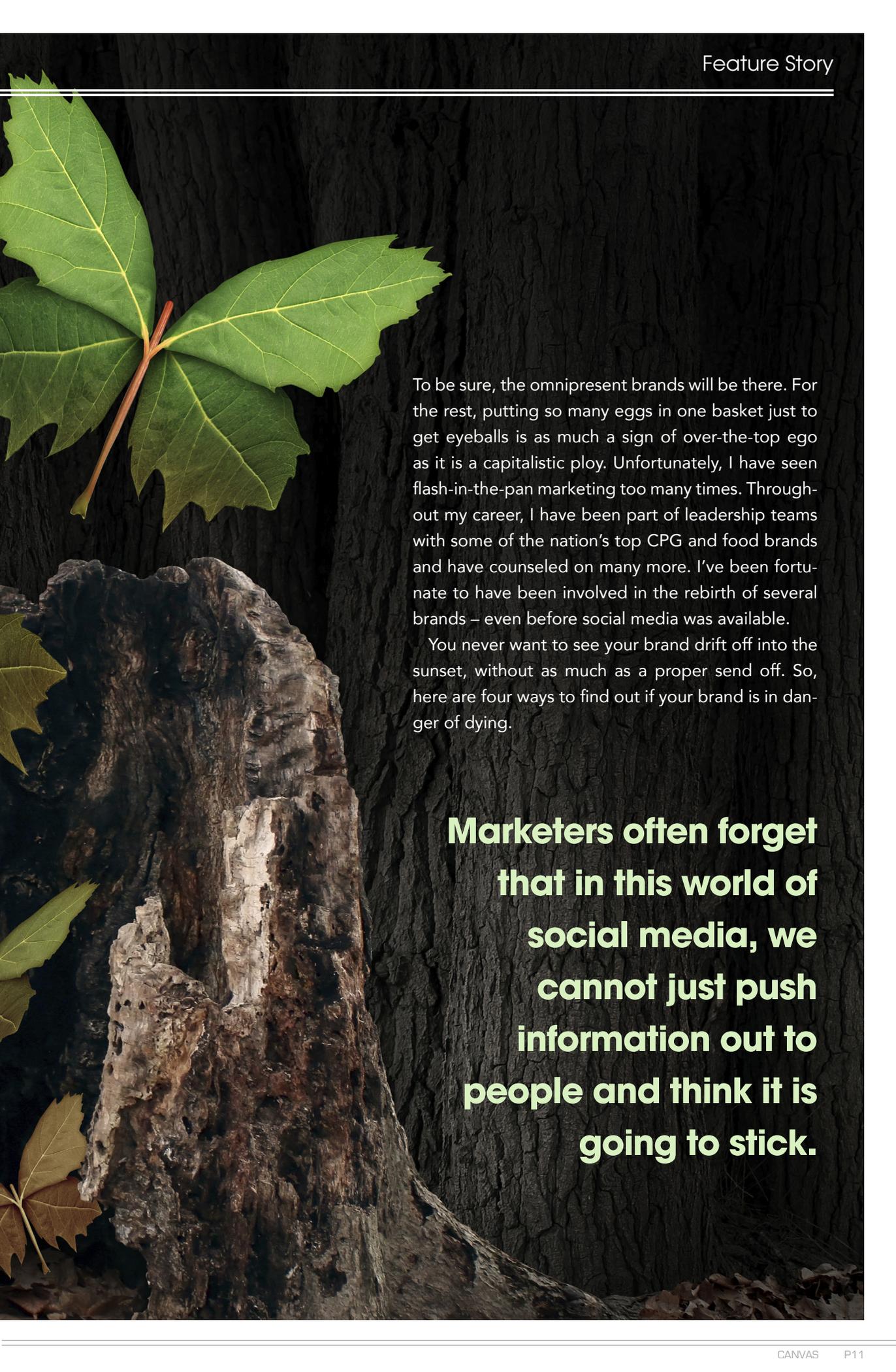
ENABLING
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Reborn

Understanding the life, death and reincarnation of your brand

By Steve Silk

Talking animals. Hidden camera stunts. It's a wonder how brands that drop \$4.5 million on 30-second Super Bowl ads plan to succeed over the next five years. I often wonder how many people really can relate to these kind of stunts the next day.



To be sure, the omnipresent brands will be there. For the rest, putting so many eggs in one basket just to get eyeballs is as much a sign of over-the-top ego as it is a capitalistic ploy. Unfortunately, I have seen flash-in-the-pan marketing too many times. Throughout my career, I have been part of leadership teams with some of the nation's top CPG and food brands and have counseled on many more. I've been fortunate to have been involved in the rebirth of several brands – even before social media was available.

You never want to see your brand drift off into the sunset, without as much as a proper send off. So, here are four ways to find out if your brand is in danger of dying.

Marketers often forget that in this world of social media, we cannot just push information out to people and think it is going to stick.

No. 1 - There is a lack of ongoing relevance

Brands that don't connect with the real needs of consumers are nothing more than shelf takers. Retailers won't be as active to support a brand if they see others in a category take on more activity and innovation. It was not enough for me to see the revenues around Jell-O Gelatin – gelatin can sit in pantries or the refrigerator forever.

We had to find out how mothers were using it and understand if there were ways to grow the usage. When we conceptualized the Rainbow Cake for Jell-O, we became relevant and fun, and, as a result, stimulated more frequency of usage. It was a recipe tried by one-third of the households in America.

No. 2 - There is insufficient spending on the brand

The lack of relevance often is followed by declining sales, de-authorizations and, ultimately, red pens. When brand managers see their marketing budgets cut, there is a real inflection point on the horizon. Can I be more creative with the funds that I have or do we have to acknowledge that we are whispering to the consumer, not shouting?

No. 3 - The inability to innovate and differentiate

I oversaw efforts for Lea & Perrins Worcestershire Sauce, a popular cooking ingredient, early in my career. The category was stagnant, bottles sat unused in pantries and the brand needed a boost. It wasn't until a fateful conversation with a well-known chef who said, "Why is your sauce used on red meat only? It is too dark in color, too strong in flavor for chicken and fish... why not White Wine Worcestershire?"

We were so focused on the everyday needs of the product that we lost sight of how to ex-

tend usage to the growing proteins. By involving experts and consumers in understanding the essence of our brand – creative cooking – we were able to innovate. Thank goodness for that conversation, as that was the start of Lea & Perrins White Wine Worcestershire Sauce, which worked synergistically with core brand growth initiatives.

No. 4 - Consumers don't engage with the brand

Marketers often forget that in this world of social media, we cannot just push information out to people and think it is going to stick. Companies – not just marketers – must do a better job of listening to their customers to find out what really speaks to them.

If a product is not delivered in a way that the customer wants or if the message is not received where and when a customer is expecting it, all we are doing is putting the pedal down to communicate, when we should be braking every now and again.

The Smith Brothers Way

On the more positive side, we should think about how brands breathe and what gives them life. The Smith Brothers Co. (the company I currently lead) is a great example of having a brand that was all but left for dead until new ownership saw ways to bring it back. Here's how we did it.

We created relevant, compelling differentiation

At Smith Brothers, we brought a wealth of newness to a cough drop category that sorely needed it with new flavors (Warm Apple Pie, for example), new uses (daytime and nighttime) and a drop with 10 times the amount of honey as the market leader.

Brands that don't connect with the real needs of consumers are nothing more than shelf takers.



We then set out to become the first brand to live with its consumers from a state of wellness with immunity support through treatment of cold and flu symptoms all the way to recovery products. Our R&D team carries a lot of weight as we explore new dosage forms and new disease states to address. Our intellectual assets have piqued the interest of retail buyers across the nation. We are destined to change the marketplace for cough and cold products.

We became the leader of the band, not a groupie

As a result of our success, Smith Brothers has become the fastest growing cough and cold brand in the nation. Retail buyers are asking us first, "What else can you do and can you give us right of first refusal?" When brands hear stuff like this, they want to continue to trail blaze, not just follow.

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Accentuate consumer and trade passions

You're selling your brand short if you don't listen to all members of your supply chain. Smith Brothers has grown in large part because we have listened to what retailers, pharmacists and buyers are hearing from their customers. They want medicines and supplements that are easy to take, with pleasing flavors, while also making the brand and all of its products easy to shop for. In a consolidated and more sophisticated buying marketplace, those buyers know what their consumers are thinking.

Mesh competitively viable investment spending with brilliant creative efforts

Smith Brothers started an effort in 2013 to #BringBackTheBeards. The initiative, which targeted consumers and retailers, has been wildly successful, using professional hockey players' beards that are grown for the Stanley Cup run, and leveraging the power of teams in selected markets and their top players as catalysts to get people thinking about us.

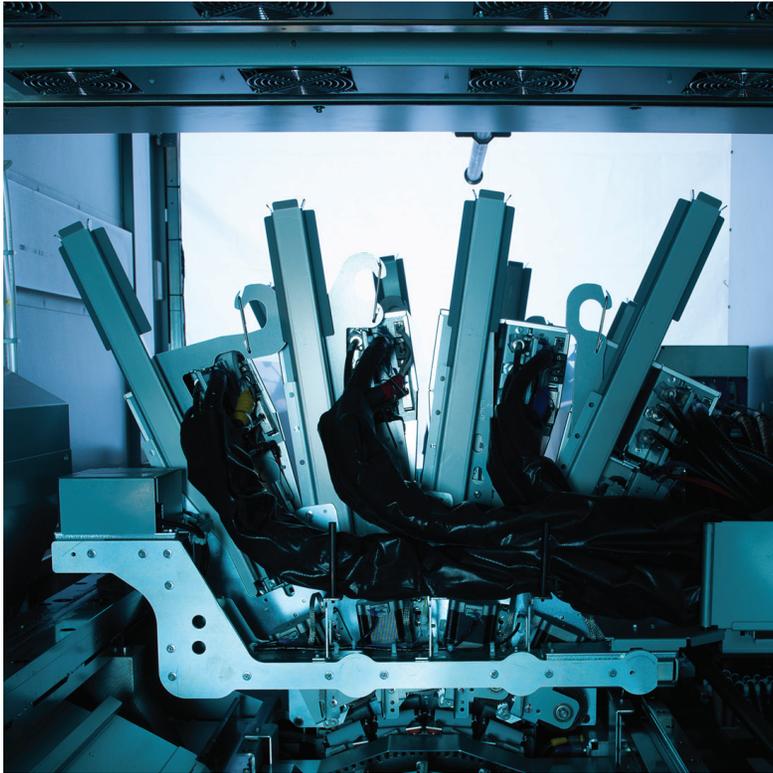
You never want to see your brand drift off into the sunset, without as much as a proper send off.

We invested in non-traditional ways that flanked our competition. We held consumer events, which sparked retailer interest, drew large crowds and brought the media back to the brand. Our new national advertising brings the brand back to life by introducing a fictional "descendent" of the Smith Brothers, who has the same passion and ingenuity as his ancestors did – as well as a great beard.

We are bringing the brothers back to life in a way that makes them "human" in the 21st century. These guys are more than 170 years old – they are the youngest looking old people the branding world has ever seen.



A former winner of Adweek's "Marketer of the Year," Steve Silk is leading the renaissance behind Smith Brothers Cough Drops. As CEO, Silk is leading the charge for all management functions of the organization, including cultivating a seasoned leadership team, developing a vision for quantum growth, and overseeing facility operations for branded and private label products.



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Awards & Recognition



Vision Graphics Inc/Eagle:xm has won a prestigious "BMA Gold Key Award" in the literature category for its "Perfecting the Art of Impact" corporate brochure. The four page plus cover self-promo brochure was created to show the art of impact that Vision Graphics/Eagle:xm's new H-UV offset press has when it comes to printing distinct UV and ink techniques on both coated and uncoated stocks. The Gold Key Awards are recognized as Colorado's most prestigious competition dedicated solely to business-to-business marketing communications. This year's program received nearly 200 submissions from some of the state's top B2B businesses and agencies. Vision/Eagle has won a gold award for the last two consecutive years.

During the recent Printing Industry Midwest (PIM) annual "Star of Excellence Awards" banquet, several companies walked away with honors. The "2015 Graphic Arts Industry Leader of the Year" was awarded to **Michael Nahan**, president of Nahan, St. Cloud, Minn. Nahan was chosen for his commitment and industry contributions. In addition, **Carol Aberle**, The Midstates Group, Aberdeen, S.D., and **Patty Becker**, Nahan, received the "2015 Customer Service Representative of the Year Awards," while **Tracy Primus** of Nahan received the "2015 Production Professional of the Year Award." "The People's Choice Award" was presented to **Ideal Printers** for its printed piece in the Folders and Binders Category, titled "1801 California." The "Star of Excellence Best of Show" award for a printed piece went to the **Carlson Print Group**, Eden Prairie, Minn. The winning entry, "Minnesota Wild Box," was entered in the Finishing Techniques Category.

RR DONNELLEY

R. R. Donnelley & Sons Company has ranked 47th on the "2015 InformationWeek Elite 100" list. The list, one of the industry's most prestigious rankings, honors the most innovative organizations applying information technology in creative and unconventional ways to deliver extraordinary business value. Among the R. R. Donnelley technology innovations considered in the evaluation were printed electronics, radio frequency identification tags, mobile barcodes, augmented reality and high-speed digital color personalized printing. The printer has more than 700 patents in its portfolio.



Canon Solutions America Inc., a wholly owned subsidiary of **Canon U.S.A. Inc.**, was awarded first honorable mention for "Application of the Year" by Xplor International for its "Designer's Guide to Inkjet." Canon Solutions America was acknowledged for its comprehensive resource created for agency and in-house designers that provides guiding principles, best practices and real-world recommendations related to the world of designing for inkjet.

Mergers & Acquisitions

Vision Integrated Graphics Group, a leading full-service marketing solutions provider with locations in the Chicago area, has acquired **Tobe Direct**, one of the nation's leading direct marketing companies with production facilities in Bolingbrook, Ill. Under the agreement, Vision Integrated will retain Tobe's 50,000 square-foot facility and all of its employees. The newly combined company will leverage a broad production platform and deliver an extensive array of integrated services. Following the acquisition, Vision Integrated Graphics will have four locations in the Chicagoland area, 267 employees and generate approximately \$70 million in annual revenue.

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Around the industry

Mark Bohan, Ph.D., the VP of technology and research for the Printing Industries of America (PIA), has been added to the board of directors of the Advisory Board of International Cooperation for the Integration of Processes in Prepress, Press and Postpress Organization (CIP4). Bohan will serve as membership officer. CIP4 is a not-for-profit standards association whose mission is to foster the adoption of process automation in the printing industry. In addition to his board duties, Bohan will serve on the Advisory Board (AB) and Technical Steering Committee (TSC).

For the eighth time, **Heidelberg USA** has hosted the annual SkillsUSA Georgia Competition in Advertising and Design and Graphic Communications at its North American Print and Packaging Technology Center (NAPPTC) in Kennesaw, Ga.. Heidelberg partnered with the **Printing and Imaging Association of Georgia (PIAG)** (PIAG) to sponsor the event, which featured competitions in advertising design, graphic communications and screen printing. As part of the competition, representatives from **Ricoh Americas Corp.** conducted training and assessment using a Heidelberg Linoprint C901 digital press. The first place winners and their advisors advanced to the national SkillsUSA competition in Louisville, Ky., held June 22-26, thanks to scholarships from PIAG's Education Foundation. During the national competition, Heidelberg donated three Printmaster QM 46 presses.

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On point with...

JULES VANSANT

Being a forward thinker on strategies for sustainability in today's business landscape can really make a difference. This is what drives Jules VanSant. As the executive director of the PPI Association (Pacific Printing Industries Association), she's constantly looking for new and better ways to help the people and companies that depend on her insights. Her high profile presence on national task forces, committees and industry networking initiatives has helped position her as an industry leader in the visual communications industry. Here she talks about the importance of embracing the changes sweeping through the printing industry.



> Visual communications
veteran and industry leader
Jules VanSant

What must happen to keep our industry moving forward?

Cultures within printing shops must switch from long runs to profitable runs, and that means training, equipment investments and/or partnerships with complimentary production houses to deliver customer solutions. Salespeople need different compensation packages with different incentives. Plant personnel need to be accountable and respected, while respecting the new production staff, handling data, digital platforms, mailing and complimentary operations. There has to be a mutual appreciation and understanding of how all technologies integrate and create results – a centric culture will help take a company in the right direction.

How will today's pressrooms continue to evolve?

Education, communication, respect, cooperation and profits to continue to invest in new equipment when needed. More importantly, they must utilize the equipment they currently have at the

maximum capacity/profitability. Job engineering, estimating and workflow are key to continuous improvement in the shop.

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Why should printers continue to accept change?

Because if they don't, they will only thrive for as long as the market will bear. New business and growth is often achieved by taking business away from others. If you're staying old school, production times are often longer, equipment failures more frequent and color management more difficult.

So, if you don't change, what happens?

All of these things will make you vulnerable and less attractive to newer buyers. And, if not attractive for future mergers, acquisitions or strategic partnerships, ultimately, you will be limited in future opportunities as needs change. Owning your own equipment is great, especially if it's up to speed with market expectations. If it is not, the long-term writing is on the wall. Without business to feed new investments, profits to purchase new investments, and personnel to engage, administer, sell and operate new technologies, there isn't much of a future.

How important is the next generation of printers?

Attracting solid, reliable, new talent means staying up on everything. We have a greying workforce. The strong young talent will find businesses where there is clear opportunity for growth and expansion. To not implement new technologies and change is very limiting. ■



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