

CANVAS®

EMPOWERING
MARKETING
SERVICE
PROVIDERS

MARCH 2015

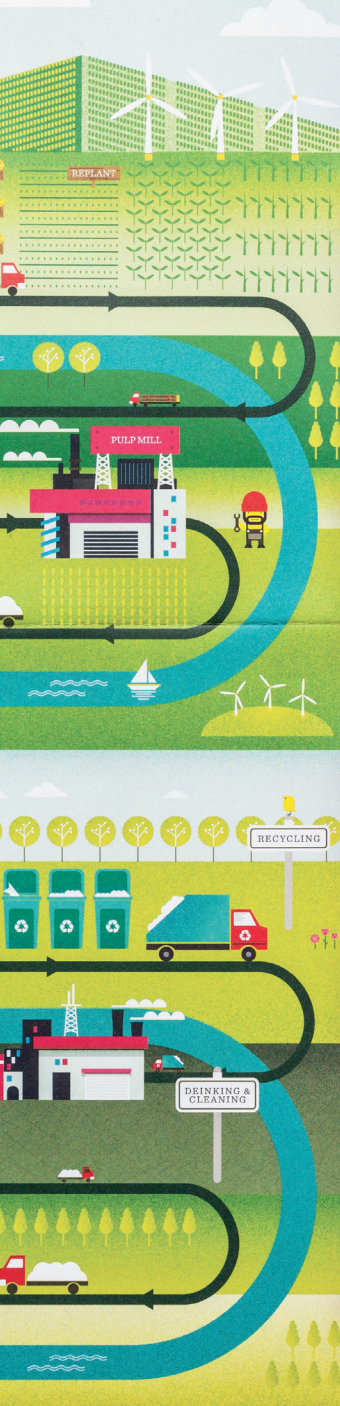


DO YOU
HAVE THE
**RIGHT
TOUCH?**

How you can truly gauge
marketing campaign performance

IN THIS ISSUE

- | | | |
|--|--|--------------------------------------|
| Top small business marketing strategies revealed | Sean O'Neal on the new breed of audience platforms | See how consumers are reading emails |
|--|--|--------------------------------------|



Bright White Smooth, 80T Via	D	Kraft Vellum, 70T Via	D
White Vellum, 70T Carnival	D	Sunflower Vellum, 80T Via	D
Radiant White Vellum, 80T Via	D	Yellow Vellum, 70T Carnival	D
Cool White Vellum, 80T Via	D	Safety Yellow Vellum, 80C Via	D
100% PC Cool White Smooth, 70T Via	D	Warm Red Vellum, 80C Via	D
Warm White Smooth, 80T Via	D	Rhodamine Vellum, 70T Via	D
Cream White Smooth, 80T Via	D	Scarlet Vellum, 80C Via	D
Soft White Vellum, 80T Carnival	D	Red Vellum, 80C Carnival	D
Natural Smooth, 80T Via	D	Best Linen, 80C Carnival	D
Ivory Vellum, 70T Carnival	D	Pine Vellum, 80C Via	D
Ivory Smooth, 80T Via	D	Leaf Green Vellum, 80C Via	D
Light Gray Smooth, 70T Via	D	Tartan Green Vellum, 100C Carnival	D
Light Pink Smooth, 70T Via	D	Forest Green Vellum, 60C Carnival	D
Light Green Smooth, 70T Via	D	Blue Vellum, 80C Carnival	D
Willow Smooth, 70T Via	D	Cyan Vellum, 80C Via	D
Light Blue Smooth, 70T Via	D	Ming Blue Vellum, 100C Carnival	D
Blue White Satin, 80T Via	D	Deep Blue Vellum, 80C Carnival	D
Bright White Fiber Smooth, 70T Via	D	Persian Blue Vellum, 60C Carnival	D
Light Blue Fiber Smooth, 70T Via	D	Black Vellum, 80C Via	D
Flax Smooth, 70T Via	D	New Black Vellum, 80C Carnival	D
Parchment Smooth, 70T Via	D		

Cordwain 90C, White Carnival	20W Smooth, Bright White
Felt 80C, Bright White Via	24W / 70T Smooth, Bright White
Groove 80C, White Carnival	80T Smooth, Bright White
Hopsack 90C, White Carnival	100T Smooth, Bright White
Laid 80C, Bright White Via	65C Satin, Bright White
Linen 80C, Bright White Via	770TC Linen, Stellar White
Premium Linen 80C, White Carnival	80C Smooth, Bright White
Satin 80C, Bright White Via	90C Hopsack, White
Smooth 80C, Bright White Via	100C Smooth, Bright White
Vellum 80C, Bright White Via	110C Smooth, Bright White
25% Cotton Light Cockle 26W, Bright White Via	1200TC Smooth, Pure
25% Cotton Cockle 36W, Bright White Via	1300TC Satin, Radiant
25% Cotton Smooth 26W, Bright White Via	1600TC Groove, White



mohawk

WHAT WILL YOU MAKE TODAY?

Introducing the new Mohawk Carnival + Via Swatchbook. Showcasing a variety of colors and textures it gives you all the tools you will need to make something beautiful. Get yours today at:

www.mohawkconnects.com/swatchbooks

CANVAS®

MARCH

VOLUME 9 • ISSUE 3 • DIGITAL EDITION • MARCH 2015

INSIDE

02

**ALL ABOUT
THE RETRO**
Editor's Note

12

THE RIGHT TOUCH
How you can
truly gauge marketing
campaign performance

20

Q&A: SEAN O'NEAL
Branding and social
media expert

BOILERPLATE



Retro's back, baby. For some brands, catalogs are the single most effective driver of online and in-store sales.

Michael J. Pallerino, Editor
 @mpallerino

ALL ABOUT THE RETRO

The tickets went faster than anybody expected, so fast that you could almost hear the throng of fans jamming the Ticketmaster site during the presale event and screaming in disgust (TMI).

But Def Leppard fans can get that way. And before you throw out that, "The 1980s called and they want their hair bands back" line, don't tell me you don't backslide into the "what-was-good-yesterday-can-still-be-good-today" thinking every now and then. We're all about retro today. (By the way, you should totally check out Deff Leppard's summer Hysteria Tour.)

Retro's back, baby. And guess what – this time it's returning in the form of that old tried-and-true marketing mainstay – the retail catalog. We almost gave up on it, didn't we? That bazillion page guide to everything and anything in the store and online is a retailer's best friend again. It appears as if our old friend is relevant again.

For some brands, catalogs are the single most effective driver of online and in-store sales. That's why American Girl increased the number of catalogs it is sending out, spending more on catalogs last year than in any over the last decade.

And that's why JCPenney shocked the retail world by resurrecting its catalog from the dead, stating in 2009 that it no longer served a need (See, "It's Baaaack!," page 6). Guess what? After years of decline, the number of catalogs mailed in the United States rose to 11.9 billion in 2013, according to the Direct Marketing Association. While that figure is about 60 percent of what it was at its peak in 2007, analysts say the recent 1 percent increase is the stuff of renaissance. (Do I need to bring up Def Leppard again?)

While Big Data continues to challenge the measurement of everything, retailers such as J.C. Penney, Anthropologie and Patagonia are discovering what many marketers already know – the touchy feely nature of print drives sales.

And there's your feel-good story for 2015. That, along with the Def Leppard, Billy Joel, Billy Idol, Bob Seger, Fleetwood Mac, Rush and a host of other nostalgic shows coming to a venue near you. We should never close the door on the past – it always finds a way to come back.

ALSO INSIDE

BOILERPLATE

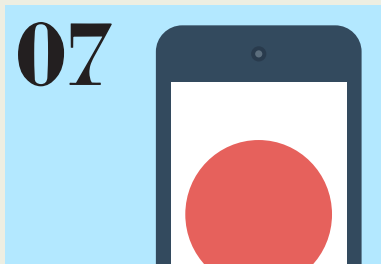


Breaking Free

Best of Notes

STAT PACK

06 Insights
Marketing strategies



Phone me up

Survey says mobile dominating email openings

BEHIND THE CURTAIN

17 Personnel Moves,
Mergers &
Acquisitions

18 Awards &
Recognition

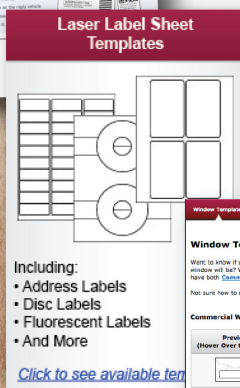
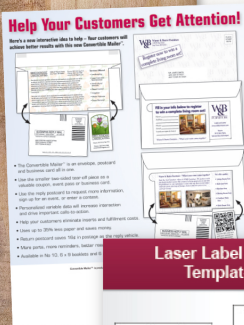
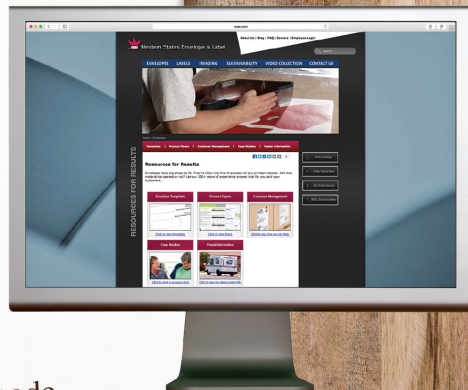
The Right Tools Make All the Difference...

Like a carpenter needs wood and nails, you need the right tools and support to build your business.

From **one-on-one support**, downloadable flyers, envelope and label templates, free product catalogs and apps, Western States Envelope & Label has everything you need to help your success really take shape.

All of these tools are available at your fingertips. To learn more, scan the QR code below, visit us at www.wsel.com or call 800-558-0514.

For **FREE WSEL Support Tools**:
Scan the QR code or type in this link
<http://www.wsel.com/business-tools/c>



Window Templates | Catalogs/Booklet Templates | Book Inserts/Folding Templates

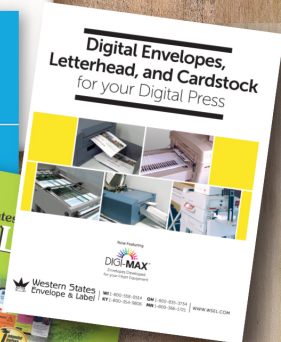
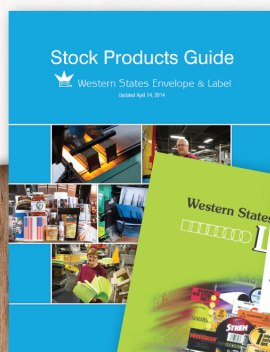
Window Templates

Want to know if your address will fit in a window? Looking to make a design, but not sure where the window will fit? We're here to help. Take a look at all of our available window templates below. We have both **Commercial Window Templates** and **Booklet/Catalog Templates** available.

Not sure how to measure a window? See a quick diagram [here](#).

Commercial Window Templates

Preview (Hover Over to Enlarge)	Description	Download PDF
	#6-1/4" A" Commercial Window	Download PDF
	#6-3/4" A" Commercial Window	Download PDF
	#7" A" Commercial Window	Download PDF
	#7-1/2" A" Commercial Window	Download PDF



Western States Envelope & Label

1-800-558-0514 • Order online @ www.wsel.com • cservice@wsel.com



I recently was reminded of the power our peers have over us. Jim Rohn's assertion is true – we are the average of the five people we hang out with the most. Whether you're working the fields, playing sports or conducting business, you are the average of the company you keep.

Consider the story of Roger Bannister, the first man to run a sub 4-minute mile. For years, most thought the feat was impossible. Scientists concluded that the human body simply could not run that far in that span of time. But Bannister broke the barrier, running the distance in 3:59.4.

As part of his training, Bannister relentlessly visualized the achievement in order to create a sense of certainty in his mind and body, and shut out the general consensus from his thought process. Only he could create that certainty in himself without seeing any proof that it could be done. Once he succeeded, the rest of the world saw that it was possible, and his nine-year record eventually was broken.

When every
part of you
believes in
something and
you work
feverishly to
accomplish it,
amazing things
happen.

When every part of you believes in something and you work feverishly to accomplish it, amazing things happen. But you must be careful, because the crowd is strong and it can pull you in close. It has a propensity to not let go.

When I talk to our team here at Conduit Inc., I talk about standing out and not conforming to the way things are. Just because nobody else has done something doesn't mean you can't. Just because someone close to you says you can't doesn't mean it's true.

Be careful of those you hang out with the most. They have an enormous amount of influence on you and don't necessarily want to see you stray from the group. Be aware that if you want to achieve something remarkable, you will have to let go of certain beliefs, ideas and even friends.

Mediocrity lives within the crowd. Amazing lives within you.



Warmest regards,

Mark Potter, Publisher

@markricepotter

CONTRIBUTORS



Bonnie Crater, CEO
Full Circle CRM

@BonnieCrater



Sean O'Neal, President
Adaptly

@SeanONYC

GET IN TOUCH WITH US

@THECANVASMAG

@CANVASMAGAZINE

THECANVASMAGAZINE

WWW.THECANVASMAG.COM

THE CANVAS TEAM

MANAGING EDITOR

michael j. pallerino

CREATIVE DIRECTOR

brandon clark

SALES/MARKETING

mark potter

EDITORIAL BOARD

lisa arsenault

McArdle Solutions

gina danner

NextPage

tom moe

Daily Printing

dean petrulakis

Rider Dickerson

david bennett

Bennett Graphics

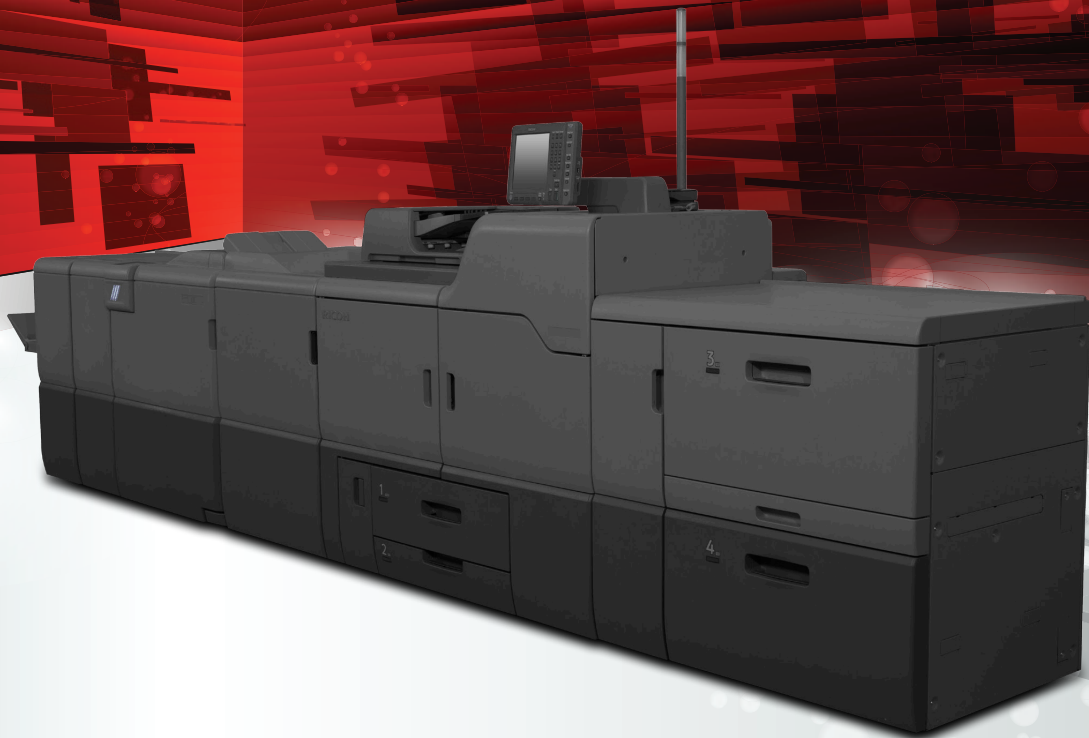
PUBLISHED BY CONDUIT, INC.

CANVAS, Volume 9, Issue 1.

Published bi-monthly, copyright 2015 CANVAS, All rights reserved, 2180 Satellite Blvd., Suite 400, Duluth, GA 30097. Please note: The acceptance of advertising or products mentioned by contributing authors does not constitute endorsement by the publisher. Publisher cannot accept responsibility for the correctness of an opinion expressed by contributing authors.

Say hello to
a new level of
opportunity.

RICOH
imagine. change.



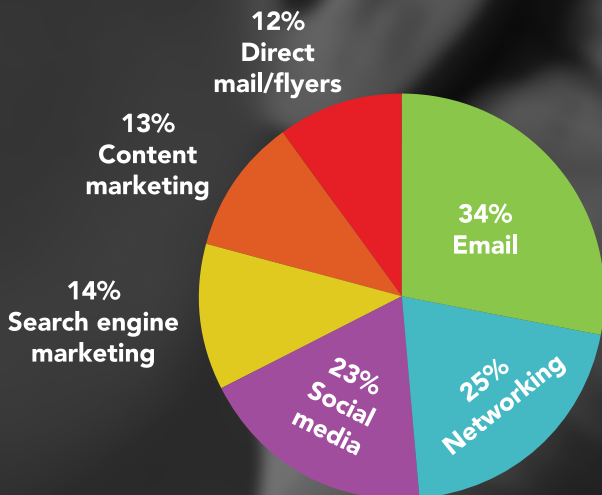
The new RICOH Pro C7110X helps you take advantage of lucrative new revenue streams you never thought possible. Our new system offers users a fifth color station for clear or white applications at an unmatched price point. Paired with our new textured media technology and printing at 90ppm, the RICOH Pro C7110X breaks down the barriers to the applications – and business opportunities – that are crucial in the increasingly competitive print landscape.

STAT PACK

PSSST! HAVE YOU HEARD?

Top small business marketing strategies revealed

When it's all said and done, can anything really beat good, old-fashioned word-of-mouth marketing for today's small businesses? According to the Infusionsoft's "2015 Small Business Market Research Sales & Marketing Report," 62 percent say they get more play through customers spreading the word than anything else. Interestingly, TV/radio ads are the least effective marketing strategy, coming in at just 2 percent. Other popular strategies include:



IT'S BAAAACK!!

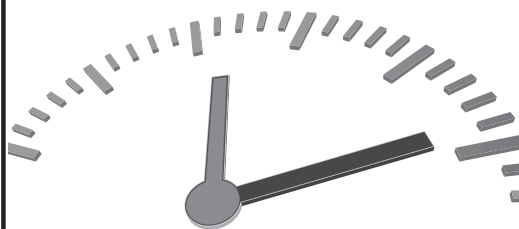
J.C. Penney resurrecting its print catalog

Five years after halting its print catalog to focus on the web, J.C. Penney is bringing it back. The department-store retailer stopped mailing its "Big Book" catalog in 2009, phasing out its distribution of 70 smaller catalogs a year later. The decision is substantiated with data citing that many of its online sales were driven by what its customers saw in print. The new 120-page book, which will present items from the company's home department, will be sent to select customers beginning in March. It will be the first catalog J.C. Penney's has mailed since 2010.



“ Having a great culture addresses so many of the core things you need to succeed at running a hyper-growth company. The culture is meant for everyone including the customers, but most important are the employees and the internal energy.

- Bobby Harris, CEO of BlueGrace Logistics, on the importance of creating a environment for your brand to grow

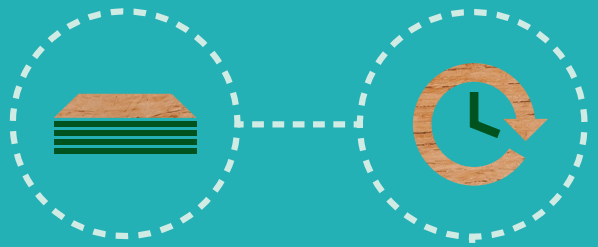


2 HOURS AND 57 MINUTES

That's how much time Americans spend scanning through their mobile devices every day, as compared to 2 hours and 48 minutes watching TV, according to a recent report by mobile analytics and advertising firm Flurry. That 9 minute difference is making all the difference in how marketers continue to embrace the smartphone revolution.



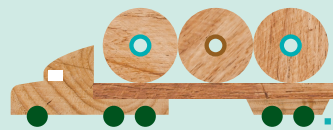
Facebook. Twitter. LinkedIn. Snapchat. While there's no disputing their place in how you communicate with your customers, don't forget about email. According to a report by the Pew Research Center, 60 percent of U.S. workers say e-mail is "very important" to their professional lives, making it the most-used medium for electronic communication at work. Only 4 percent classify Facebook, LinkedIn or Twitter the same way. Is that good news to employers that feel the internet is a deterrent at work? Interestingly, 92 percent of workers surveyed said the web has not hurt their productivity, the study found.



**THE CONNECT EFFECT:
WITH THE RIGHT PAPER,
AT THE RIGHT TIME, AT THE
RIGHT PRICE, THERE'S NO
LIMIT TO WHAT YOU CAN DO.**



CONNECT
COMMODITY OFFSET FROM RESOLUTE



Introducing Connect, a commodity uncoated offset paper from Resolute Forest Products. Available in rolls, Connect is an uncoated freesheet paper made with 100% kraft pulp. With quick delivery from our Calhoun, TN mill, you get the support your business needs – at a price your bottom line will like. That's the Connect Effect.

Contact your Resolute sales representative to find out if you qualify for our special introductory pricing. For more information, email us at quotedesk@resolutefp.com or call us at 877-298-8917.

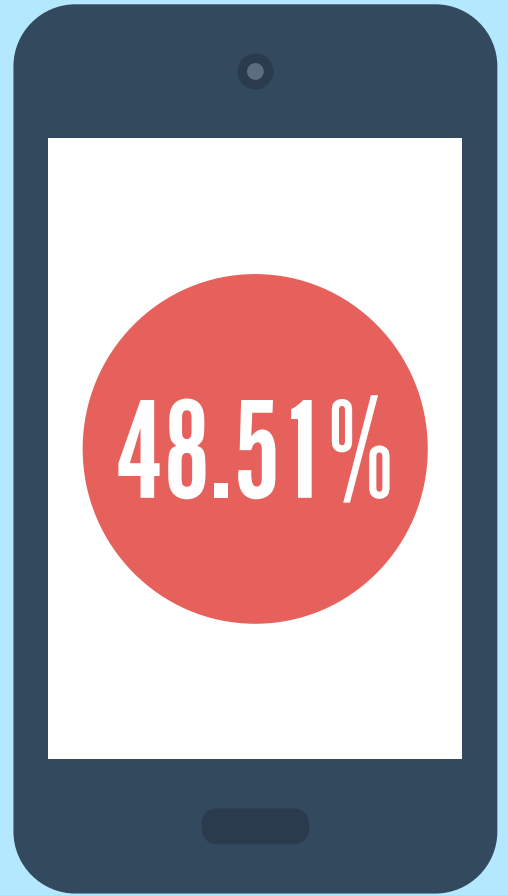
resolutefp.com/connect



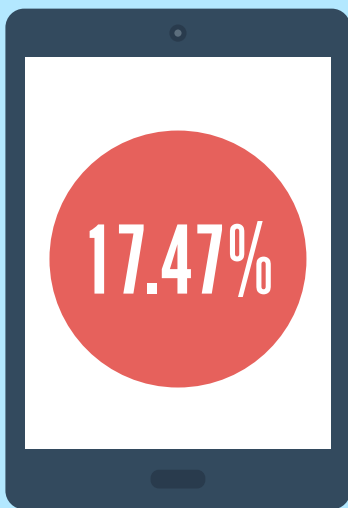
PHONE ME UP

Survey says mobile
dominating email openings

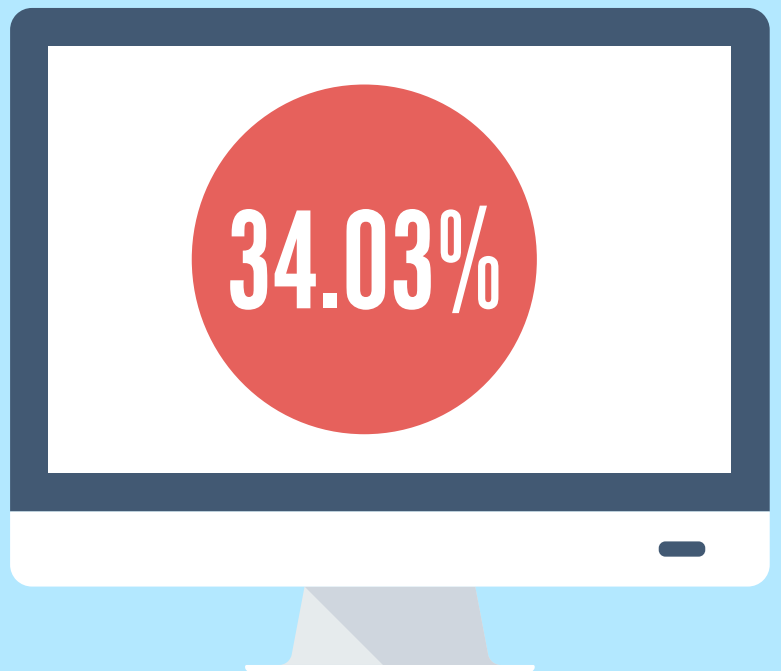
Today's consumers are making it clear about how they want to access information today. According to Movable Ink's recent "Consumer Device Preferences Report," smartphones are the device of choice when it comes to activities such as reading emails. Smartphone email opens are consistent throughout the day, while PCs mostly are used in the morning and tablets in the evening hours, the study found. Here's a look at email openings by device:



SMARTPHONE



TABLET



DESKTOP



CANON SOLUTIONS AMERICA



CANON SEE IMPOSSIBLE



PRINT AND PAPER WIDTH
UP TO 21.25 INCHES

LETTER IMPRESSIONS
UP TO 1,818
PER MINUTE

SPECIAL INKS
MICR, SPOT COLORS,
SECURITY INKS

PRINT QUALITY
1,200 DPI
RESOLUTION

GROWTH PATH
MONOCHROME
TO FULL-COLOR



Océ ColorStream 3000 Series

SMART COMMUNICATION IN COLOR. FLEXIBILITY COMBINED WITH INKJET PRODUCTIVITY.

Produce a wide range of applications such as transaction, TransPromo, direct mail, books, and manuals with the Océ ColorStream® 3000 series high-volume inkjet printing system. Combining the award-winning inkjet technology of Océ DigiDot® with the flexibility of the market-leading Océ VarioStream® systems, the Océ ColorStream 3000 series delivers both stunning print quality and incredible versatility.

**TO LEARN MORE ABOUT THE VERSATILITY OF THIS HIGH-VOLUME
INKJET PRINTER, VIEW THE OCÉ COLORSTREAM 3000 PRESS DEMO:
PPS.CSA.CANON.COM/OCECOLORSTREAM3000**

877-623-4969 CSA.CANON.COM

Canon is a registered trademark of Canon Inc. the United States and elsewhere. "Océ" is a trademark or registered trademark of Océ-Technologies B.V. in the United States and elsewhere. Océ ColorStream, Océ VarioStream, and Océ DigiDot are registered trademarks of Océ-Technologies B.V. in the United States and elsewhere. All other referenced product names and marks are trademarks of their respective owners and are hereby acknowledged. The absence of product or service mark names and logos anywhere in the text does not constitute a waiver of any trademark or other intellectual property rights pertaining to that name, mark, or logo.

© 2015 Canon Solutions America, Inc. All rights reserved.

DO YOU HAVE THE RIGHT TOUCH?

How you can truly gauge
marketing campaign performance

By Bonnie Crater

Improving marketing decision-making today requires improving the accuracy of metrics used to discover how successfully any given campaign has an impact on the pipeline and revenue. The B2B marketing and sales funnel includes a multitude of “touches” – webinars, white papers, tradeshow participation, online product demos, and more.



But many of today's marketers are committed to using a single touch approach for measuring marketing campaign impact. Some more advanced marketers are turning to a multi-touch even spread model to do the same thing. But are single-touch or multi-touch even spread models a truly adequate means of measuring performance in the many-faceted, multi-directional world of e-commerce?

Let's examine the pros and cons of both single and multi-touch even spread models, and reveal another option for campaign measurement that excels in this complex environment.

Single-touch

The single-touch attribution method is indeed simple, in that it is based solely on acknowledging the first or last touch of a campaign when determining revenue credit and calculating ROI. Single attribution is the default in most CRM systems and marketing automation tools, but that doesn't necessarily mean it is the most effective at giving you all of the information you need. First or last touch models completely discount every other campaign that touched an opportunity and may have in fact influenced the creation of that opportunity.

All campaigns within an opportunity can be linked to revenue, and those campaigns that played a larger role in creating that opportunity can be identified and repeated to drive more revenue going forward.

Multi-touch even spread

Another attribution model becoming more popular among marketers is the multi-touch even spread model. With this model, every touch is captured, but each campaign gets equal revenue credit for an opportunity.

Should a white paper download that a prospect didn't read get the same revenue credit as a webinar that a prospect attended? Doesn't sound right, does it? The multi-touch even spread method provides more insight than single-touch models because, at a minimum, every campaign that played a role in creating the opportunity will get some credit, even if all campaigns get equal revenue credit. But this approach still does not provide a rich enough picture of campaign impact for truly informed decision-making.

Out of touch

All in all, analysis of the first and last touches is important and, depending on your unique business processes, one or the other may carry greater weight. But it's crucial to understand that using a single-touch attribution model that gives all the revenue credit to one of these touches and completely discounts every other campaign touch is inaccurate. By the same token, using a multi-touch even spread model doesn't paint the whole picture either.

Going the way of weighted attribution

To truly capture how campaigns have an impact on revenue, marketers must move toward more accurate approaches to measurement using weighted campaign influence. Rather than giving all the revenue credit to one campaign or spreading it evenly among every campaign, weighted campaign influence enables marketers to analyze their business practices and set weights for campaign touches based on different criteria.



build a BETTER BUSINESS IN FOUR DAYS

Find the tools,
technology, connections
and opportunities your
business needs.

Michael Hage had always been eager to own his own business. And — despite his lack of industry knowledge — when he discovered a sign company for sale, he knew he'd found the right fit. But how could he get the business up and running quickly, without any background? Soon after acquiring All Signs Inc. in Gulfport, Miss., Michael took the previous owner's advice and headed to ISA Sign Expo 2004 — that's right, 10 years ago.

"It was intimidating not knowing anything about the industry," he said.

But ISA Sign Expo quickly changed that. There, he took **educational courses** to understand basic techniques, and also looked for solutions on the trade show floor. "My biggest challenge at the time was creating an appropriate business model, but through attending sessions at ISA Sign Expo, I was able to gain valuable insight."

He also attended the show to learn about adding in-house digital printing to his business. Michael already knew he wanted to expand his business by adding digital printing capabilities. The ISA Sign Expo show floor allowed him the opportunity to explore virtually every make and model of **digital printer** available at the time. And while he didn't purchase at the show, the connections he made with a vendor led to the delivery of a digital printer a few months later.

Pricing and digital printing weren't the only things he took away from ISA Sign Expo. Michael was also exposed to a **wealth of opportunities** he wasn't even aware of. Thanks to products he discovered at the show, he was able to quickly add laser engraving to his company's list of in-house capabilities.

"We're all about trying new things and getting the best product to the customer. ISA Sign Expo is where we get that knowledge."

Now, a decade in, with **business thriving**, Michael continues to look to ISA Sign Expo to solve his most pressing business problems. "Gulfport, Miss., is a competitive market," he says. "Knowledge is what sets my business apart."

The contacts Michael made that first year translated nearly instantly to tangible **growth and success** for his business. "And it just snowballed from there," he said.

It's no surprise he hasn't missed a show yet. ■

COME TO **PLAY.** **INTERNATIONAL SIGN EXPO 2015** COME TO **WIN.**

Education & Networking: April 8–11 • Trade Show: April 9–11 • Mandalay Bay Convention Center • Las Vegas, Nevada

SIGNEXPO.ORG/CANVAS



You might weigh a campaign based on the titles of those who interact with it (i.e., a response from a CMO would have a higher weight than a response from a marketing intern), different campaign types (webinars versus events versus emails, etc.), or on the timing of the response to the campaign (first touch, last touch, etc.).

When configuring weighted campaign influence models to gain richer insight into performance, it often is helpful initially to configure a first or last touch model and a multi-touch even spread model to use as a baseline for measurement. Then, one or two weighted models can be created and revenue can be attributed to campaigns according to their unique criteria.

This reveals a very accurate, side-by-side comparison of the first two methods, and shows how much more valuable insight is gained using a weighted campaign influence model. All campaigns within an opportunity can be linked to revenue, and those campaigns that played a larger role in creating that opportunity can be identified and repeated to drive more revenue going forward.

What weights to use when

When setting up your weighted influence models, one of the most important things to consider is how to set up your weighting to work with your unique business processes and sales cycle.

Weighting the first touch more heavily may be important for young companies with small marketing databases, where driving new leads into the sales funnel is essential for gaining new business. It may also make sense to weigh the first touch campaign more heavily, since with a

shorter sales cycle the first touch is often critical to the buying process.

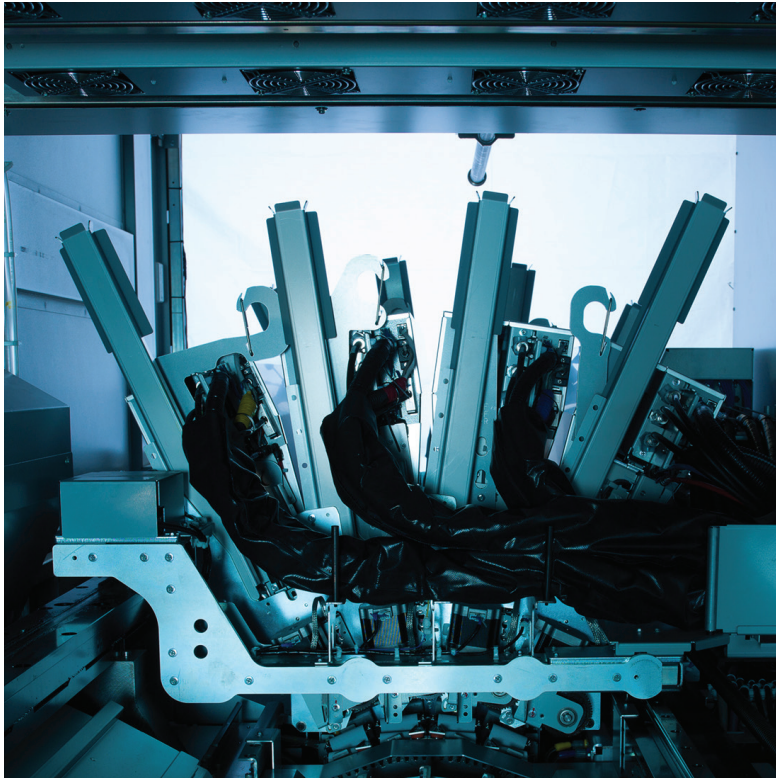
In another instance, a company with a long sales cycle might weigh the last touch campaign more heavily, as this could indicate sales readiness (i.e., the marketing lead now is ready to be converted to a sales lead). Last touch also is considered a “top of mind” campaign; since it is the most recent touch, the subject matter was more important in terms of converting a marketing lead into a sales opportunity.

An additional piece of data to uncover is related to which campaigns most strongly drive the engagement of the sales team. This “tipping point campaign” causes an MQL (Marketing Qualified Lead) to break a score threshold in a solution like Salesforce, driving the marketing team to pass the lead to sales to secure engagement. Assigning a heavier weight to a tipping point campaign makes a lot of sense because it progresses that lead to the next stage in the marketing and sales funnel.

Each business has its own processes, needs and goals. That’s why it is important to use the correct touch model, at the correct time, to truly gain actionable visibility into every campaign that touches opportunities, and to understand precisely how those campaigns influence other factors within the business.

With good information gleaned from the right model, marketers can plan better than ever before, and optimize their marketing mix to drive more revenue in the years ahead. ■

Bonnie Crater is CEO of Full Circle CRM, which provides marketers full response lifecycle management solutions. Prior to joining Full Circle CRM, Crater held various executive roles at Compaq, Genesys, Netscape, Network Computer Inc., Oracle, salesforce.com, Stratify and VoiceObjects and Realization.



Ready to Deliver Brand on Demand

When we asked offset printers in 2007 to describe the perfect short run press solution, they didn't mince words. The print quality needs to be as good as offset litho. Use standard coated and uncoated stocks, and load-up and off-load of sheets shouldn't require an owners manual to figure out. The prints should be smooth, without any pile-height issues, and look and feel like an offset sheet. Prints need to be durable too, especially when using finishing equipment. And please...no more click charges.

Fujifilm's **J Press 720S** technology delivers these benefits and J Press installations have produced millions of brand on demand impressions where it counts most - in the field. So why wait on the promises of new technology, when proven Fujifilm innovation can help you dominate the high-quality, short-run market today.

Seeing is believing. Visit fujifilminkjet.com today.



The J Press 720S provides offset quality inkjet printing for short run work that will pass the eye test of even the most discerning brand manager. Fujifilm proprietary technologies, combined with the presses' superb registration accuracy, provide extraordinary fine text and line detail, stunning vibrant colors, and superb skin tones, resulting in a smooth high quality finish with the durability and finishing characteristics of an offset print.

FUJIFILM
Value from Innovation

Visit fujifilminkjet.com to:

INFO

Get a Print Sample

DEMO

Set up a Demo

WEB

View Videos

Personnel Moves

Classic Graphics has hired Carl W. Hance III as a sales representative for its Raleigh division. Part of his responsibility will be new business development.

Electronics For Imaging Inc. (EFI) has named David Reeder its CFO and Marc Olin its COO. Reeder most recently was VP, Finance of Cisco's System's Enterprise Networking Division, while Olin served as EFI's interim CFO and GM for its Productivity Software Business. The company has begun a search to fill that position.

Xerox has appointed Jeff Jacobson its COO of Xerox Technology, and Andrew Copley as president of its Xerox Graphic Communications Operations. Jacobson will focus on continuing to broaden and strengthen Xerox's hardware and software portfolio, driving supply chain efficiencies and delivering first-class results in the Technology Global Shared Services and Graphic Communications Operations groups. Copley will assume leadership of the worldwide strategy, operations, product development, marketing, sales and support for go-to-market and graphic communications customers. He will concentrate efforts on enhancing Xerox's cut-sheet and ink-jet portfolios, further enabling customers' digital transition through software and services, as well as simplifying and optimizing overall global graphic communications operations.

Around the industry

OEC Graphics, a vertically integrated pre-media company and globally recognized expert in flexography, has opened its sixth manufacturing location in Spartanburg, S.C. OEC Graphics – Carolinas features in-house prepress, color separations, color management and technical support. Along with OEC Graphics – Atlanta, OEC is able to deliver a complete pre-media service model to the mid-Atlantic and Southeast.

Mergers & Acquisitions

Quad/Graphics Inc. will acquire **Courier Corp.**, an innovator in book manufacturing, publishing and content management, in a transaction valued at approximately \$260 million, including approximately \$25 million in net debt and capital leases (as of Dec. 31, 2014). Upon closing of the transaction, James F. Conway III will join Quad/Graphics as president of the Book Division.

R.R. Donnelley & Sons Co. will purchase substantially all of the North American operations of **Esselte**, a privately owned developer and manufacturer of nationally branded and private label office and stationery products. The purchase price includes a combination of cash and up to 1 million shares of RR Donnelley common stock, resulting in a total transaction value of \$96.5 million. The completion of the transaction is subject to customary closing conditions, including regulatory approval.

Coated papers manufacturer **Verso Paper Corp.** will acquire **NewPage Holdings Inc.**, a leading producer of printing and specialty papers in a transaction valued at \$1.4 billion. Upon closing, the combined company will have sales of approximately \$4.5 billion and 11 manufacturing facilities located in six states. The transaction, which unanimously was approved by both companies' boards of directors, is subject to regulatory approvals.

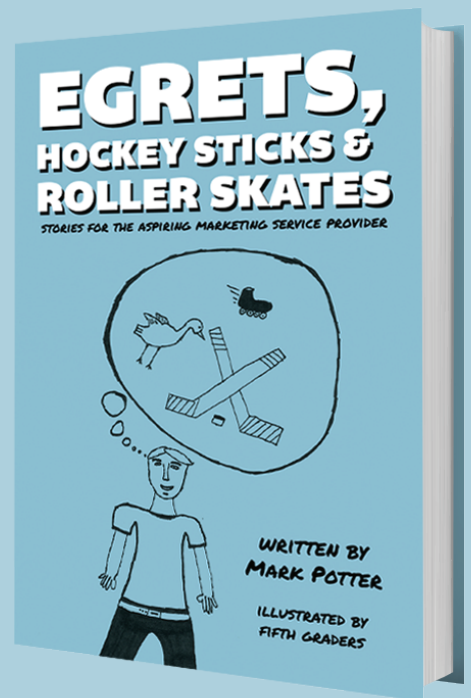
Electronics For Imaging Inc. (EFI) has acquired shipping software developer **SmartLinc Inc.** The Milwaukee-based company makes software that optimizes the shipping process by allowing users to select the best carrier for its shipments. The software also allows for automated integration with other software systems. SmartLinc employees, including former SmartLinc co-owners Greg Billingham and Scott Kwiatkowski, have joined EFI.

Easily
digestible
stories that will
inspire
your sales team

**PAY IT
FORWARD**

All profits go to the Electronic Document
Scholarship Foundation

Are your sales meetings going stale? Spice them up with the candidly insightful "Egrets, Hockey Sticks, and Roller Skates" by Mark Potter. This book is dedicated to inspiring a new mindset for the marketing services industry. You will be inspired, but you will also be giving back to the print industry. All proceeds go directly to the Electronic Document Scholarship Foundation which helps support eager student leaders that are looking to make this industry even brighter.



Single copies
for

\$15

**Purchase 10 or more for a
20% discount**

www.egretsbook.com

Awards & Recognition

Unisource Worldwide Inc. has earned ENERGY STAR certification for its 225,000-square-foot warehouse and sales center in Gresham, Ore., a suburb of Portland. The ENERGY STAR designation is only given to buildings scoring in the top 25 percent of similar facilities nationwide for energy efficiency, based on the U.S. Environmental Protection Agency's (EPA) energy performance rating system.

YOUR NEWS HERE >>>>

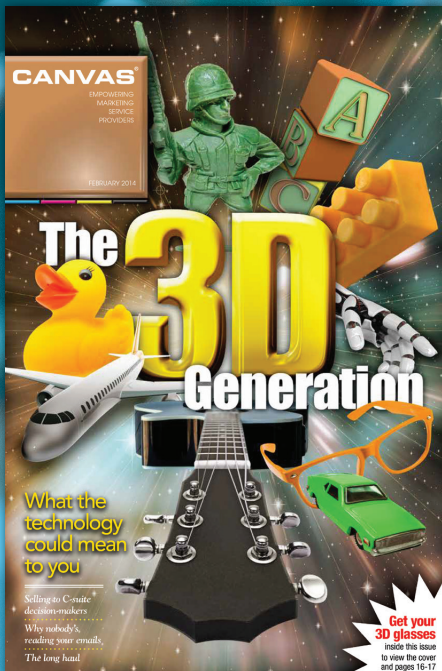
People news. New products. Trends shaping the way our industry does business. If you have a news item, CANVAS wants to hear about it. All you have to do is email us the information and a photograph, and we'll do the rest.

Send your information to
michael@thecanvasmag.com.

STAY IN TOUCH...

Our CANVAS community is more robust than ever.

Don't miss an issue



Update your
information today!
www.thecanvasmag.com

MSP

THE FIRST AND ONLY RESOURCE GUIDE APP
FOR THE MARKETING SERVICES INDUSTRY

WHO IS IT FOR?

MARKETING SERVICE PROVIDERS

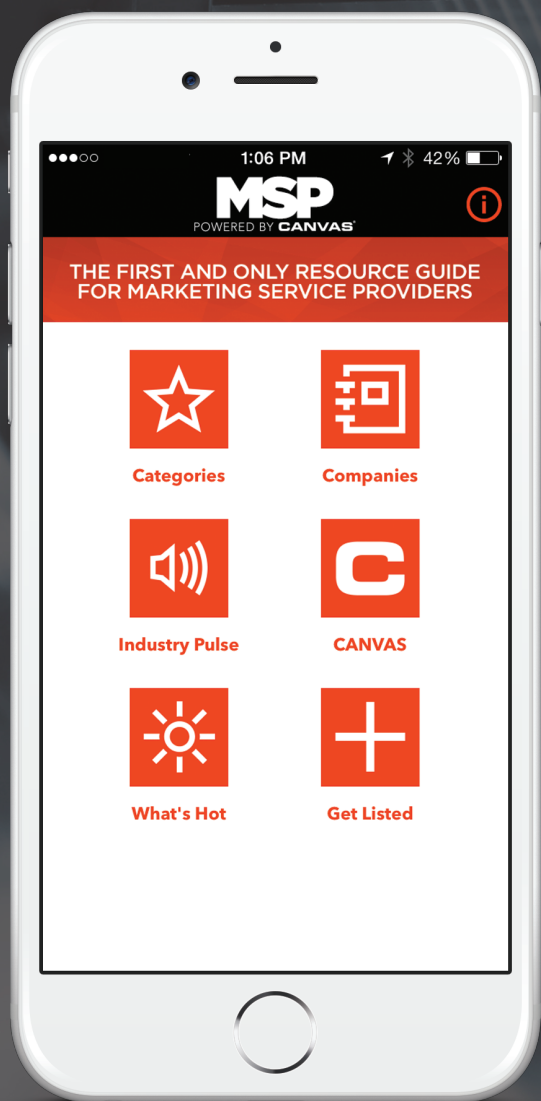
- Extensive product information
- Information on the most relevant companies and brands in the industry
- Contact information of regional & local reps
- Keeps you tapped in to the pulse of the industry through CANVAS

Download the app now

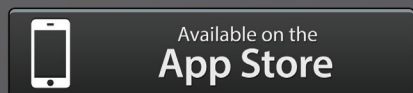
SUPPLIERS

- Expose your products to our community
- Directly introduce your sales staff
- Invite people to know more about your company and brand
- Magnify the value of collateral material
- Expand your reach through sharing capabilities within the app

Contact us today to
join the community



APP NOW AVAILABLE ON:



CONDUIT, INC.
CHANNELING CONTENT AND CONNECTIONS

On point with...

SEAN O'NEAL

When he looks out over the ever-evolving marketing landscape, Sean O'Neal sees a world of opportunities. O'Neal, president of the media buying technology company Adaptly, believes that emerging developments in digital marketing could lead to some interesting opportunities for marketers, media companies and technology developers. The biggest trends center on the movement toward autonomy, or away from external reliance and commonality, especially in video and mobile media. Here he shares some of what he sees defining the marketplace today.



> Branding & social
media expert
Sean O'Neal

Discuss the new breed of audience platforms.

We're going to see non-standard publishers become the standard. The era of commodity media – where brands could only get scale by advertising across websites that conformed to standardized formats – is coming to an end. There is a new breed of “autonomous” marketing platforms that is creating unique experiences where both brands and consumers have an opportunity to invent, create and connect.

Platforms like Facebook, Amazon, Twitter and Kik are technology independent, non-conforming and personal. These platforms will become increasingly necessary for marketers and, as technology solves the challenges that a lack of standardization in native advertising creates, they will move from being specialized to becoming the standard form of on-line marketing.

How much more can we expect to see from the world of mobile apps?

According to a recent Gallup study about the most common forms of non-personal communication, U.S.

adults under 50 say they use text messaging more frequently than any other non-personal communication method, including phone calls, and sending or receiving emails.

With mobile messaging becoming the predominant communication vehicle, brands are finding inventive new ways of integrating themselves to reach these massive audiences. And although these are early days of testing and optimizing advertising experiences, platforms such as Kik and Snapchat will become meaningful players in the media business and will start to command both creative mindshare as well as share-of-wallet.

There is a new breed of “autonomous” marketing platforms that is creating unique experiences where both brands and consumers have an opportunity to invent, create and connect.

How does traditional media like print fit into this new marketing landscape?

While the rumors of the print medium's demise have been exaggerated, traditional publishers certainly face some headwinds. Some specialty magazines are great for reaching hobbyists. The wonderful benefit of discovery that comes from perusing a magazine or newspaper, and the ability for brands to connect with consumers during that discovery process, are now being shared on autonomous marketing platforms.

Pinterest, for example, allows consumers to follow their curiosity for a topic along a visual journey, much deeper into that topic than one would ever expect to go. And the act of “pinning” on Pinterest is the digital equivalent of tearing out a magazine article or advertisement – and then sharing with millions of other like-minded individuals. And, when we look at how brands like Bloomingdale's have invested in Instagram, we seem to be looking at nothing less than the future of catalog marketing. ■

What are you great at?

or your [^]team

KNOW.



GROW.



SHOW.



your strengths!

The Harrison Assessments™ Greatest Strengths Report helps you **KNOW** what you're really great at. The report describes your greatest strengths after you've completed a 20-minute online self-assessment. Identify an individual or a team's strengths. Analyze expectations and **GROW** confidence. **SHOW** how you or your employees stand out from the crowd.

mygreateststrengths.com

Why you should expect more from your paper and your paper company.

In these challenging times, you need more than just the highest quality paper competitively priced. You need a paper company that genuinely understands what you're facing everyday and is constantly working to help you succeed now and in the future. That's Sappi.



The Standard
Sappi is committed to promoting the viability and relevancy of print. One of the ways we bring this commitment to life is with *The Standard*, our series on how to use print to create unique and compelling campaigns.



Growing the Future
Sappi continues to make capital investments to ensure our paper mills are state-of-the-art and globally competitive. We've invested over \$37 million in our paper machines this year alone.



Print &
Sappi's *Print &* explains the influential role of print in this rapidly evolving environment and provides helpful tips on how to succeed in a world of the ever changing "next big thing."



eQ
Providing videos, white papers, *eQ Blog*, *eQ Tool*, and product benefits statements all to help you lead the conversation when it comes to paper and sustainability.



Printers of the Year
Celebrating how your hard work is an art form and rewarding this work with much needed financial resources to strengthen your marketing and branding initiatives.



Digital Design Center
Personalizing your marketing collateral to help you sell your unique digital printing capabilities.



Ideas that Matter
Since its inception in 1999, 500 nonprofit projects have been funded with \$12 million worldwide to causes that enhance our lives, our communities and our planet. This strategic initiative powerfully illustrates how print can promote social good.



Off Register
It's no surprise that printers love Sully. He gets to say everything you guys are thinking. He gets "it"... because we get it.