McGraphics

McClung Companies   An Employee-Owned Company

SUMMER 2023 NEWSLETTER

If you are looking to produce vibrant colors and hit those colors every time, McClung Companies is a great choice. We are a G7 color certified commercial printer and adhere to stringent guidelines and regularly calibrate our equipment to maintain that status. This includes annual renewals to make sure that quality is maintained. G7 certification will provide you with a consistent color, which is an important piece of shaping your brand. McClung delivers consistent color from the first order to the most recent order, which helps build brand loyalty and repeat business!

Equally important is that our team at McClung is dedicated to helping each and every client large or small. By understanding color, paper, texture and finish, we are able to work with our clients to produce unique, eye-catching pieces. McClung is your partner for printing, mailing, promotional items and offer product fulfillment and logistics.

Reach out to your account representative. We look forward to partnering with you on your next project!

Kind Regards,

Linda Thomas
Account Manager

Brand Building

Build a strong company image with cross-channel branding

Having consistent cross-channel branding is crucial to creating a strong and memorable company image. It helps your company stay top of mind with your target audience, establishes trust, and builds credibility. But how do you ensure brand consistency when channels like direct mail, email, and wide-format graphics have such different requirements? Here are a few ideas.

1. Develop a brand style guide
A brand style guide outlines your company's branding guidelines, including colors, fonts, and logos. This guide serves as a reference for anyone designing or printing your marketing materials, ensuring consistency regardless of which channel you use.

2. Adjust details for each channel
While it's important to maintain brand consistency across all channels, it's also important to consider the unique requirements of each. For example, the resolution used for images in wide-format banners must be adjusted for viewing distance. Because print and digital channels use different color spaces (CMYK, RGB, respectively), use Pantone swatchbooks to create common color targets.

3. Use templates
When customers see your marketing materials, whether banners, packaging, or direct mail, these materials should generally have the same look and feel. This makes it easier for your audience to recognize your brand. Use templates to create consistency and ensure that key brand elements such as colors, logos, and fonts, are locked in.

4. Choose the right file formats
Each channel has file formats best suited to that channel. For high-resolution graphics in print materials, PSD or TIFF is generally preferred. For online graphics, use JPG or PNG. For banners and signage, use vector images for text and simple graphics since they will not pixelate when enlarged.

5. Test and refine
Test your brand elements across all channels and refine them as necessary. Images that might look perfect on brochures could look splotchy on a 20-foot banner and need to be adjusted. You may also find that the subtle color variations in your logo might not translate well when printed in two-color for promotional products.

Maintaining consistent branding across both print and digital channels takes a little planning up front, but it's achievable. Before starting your next multichannel campaign, work with us to develop a plan that will keep your brand image sharp, consistent, and memorable. We can also help you develop a brand style guide for your organization, institution or business.
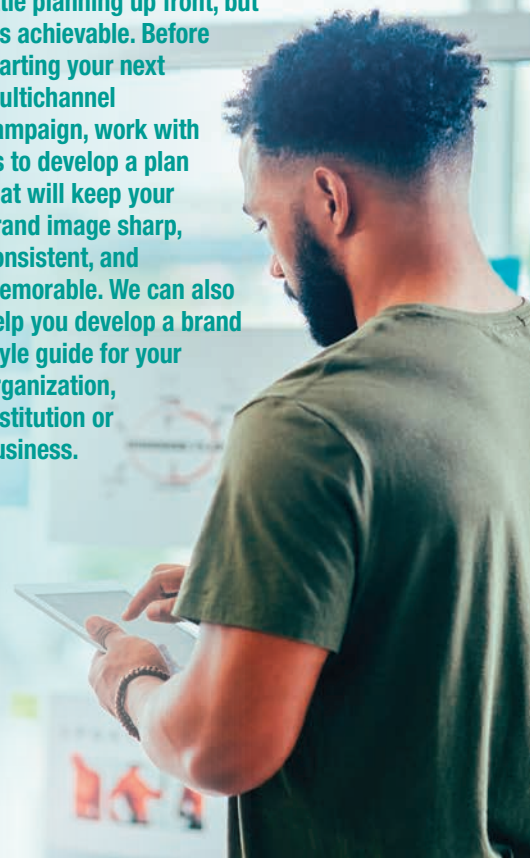
Taking the PLUNGE!

Motivate your audience to act by tapping into FOMO marketing

> FOMO, or the fear of missing out, is a powerful sales motivator. Whether it's used in a headline of a direct mail piece or the subject line of an email, FOMO motivates shoppers to action.

The power of FOMO impacts nearly everyone from young to old, rich to poor, sports enthusiast to musician. No matter who we are, we all have the fear of missing out on something. Indeed, according to TrustPulse, FOMO inspires 60% of people to make purchases, most of them within 24 hours.[1]

There are several types of FOMO:

- **Fear of missing out on a deal.**
- **Fear of missing out on an experience.**
- **Fear of missing out on a community.**
- **Fear of missing out on a product.**
- **Fear of missing out on an opportunity.**

The key is discovering which type of FOMO will best motivate your audience. For example, a rock musician might be motivated to purchase a new electric guitar if you offer a limited time offer on special pricing. "Don't miss out! 15% off all electric guitars TODAY ONLY!" But that musician might be motivated to buy two guitars if each came with a backstage pass to the Guns N' Roses 2023 tour instead.

Once you determine what FOMO motivates your audience, start testing to see which wording is most effective. Is it "Hurry! Supplies are limited!"? "Only 100 spots available!"? "Offer good for 24 hours only!"?

Create an offer you think is most effective, then take a portion of your list and change the wording or offer slightly and see whether it makes a difference. Each time you run a campaign, test different elements of your messaging one at a time to determine which offers and wording are most effective for *your* audience.

FOMO is a powerful sales motivator, and it provides endless opportunities to test and refine what works best for you. But don't wait. Ask yourself: "Every day that I wait to get started, how many customer dollars are being spent with someone else?"

1. TrustPulse Marketing Blog (https://trustpulse.com/fomo-statistics

Discover Print Beyond The Page – Using Print Sensory

Go beyond the page to create print materials with creative, unique, and visually striking outcomes to help capture attention, engage the senses, and create memorable experiences for your customers.

Consider using print sensory methods and incorporate elements that engage multiple senses, such as touch, sight, smell, and sound, into printed materials. Sensory print methods stimulate the senses and evoke emotional responses, making the printed materials more memorable and impactful.

Here are some innovative ways to leverage print media, incorporating technology, interactivity, and multisensory elements.

Textured Printing: Add texture to printed materials by using specialty papers or soft touch, gloss, and dull coatings. These tactile elements enhance the sensory experience and creates a unique feel when touched. Textured printing can be particularly effective for luxury packaging, business cards, or promotional materials.

Die-Cutting and Pop-Ups: Create three-dimensional effects using die-cutting techniques to create pop-ups, cut-out shapes, or interactive elements in printed materials. This adds a playful and interactive dimension to the design, making it visually appealing and engaging.

Interactive QR Codes or AR: Incorporate QR codes or augmented reality (AR) elements into printed materials. This allows users to scan the codes with their smartphones or tablets to access additional interactive content, such as videos, animations, or games.
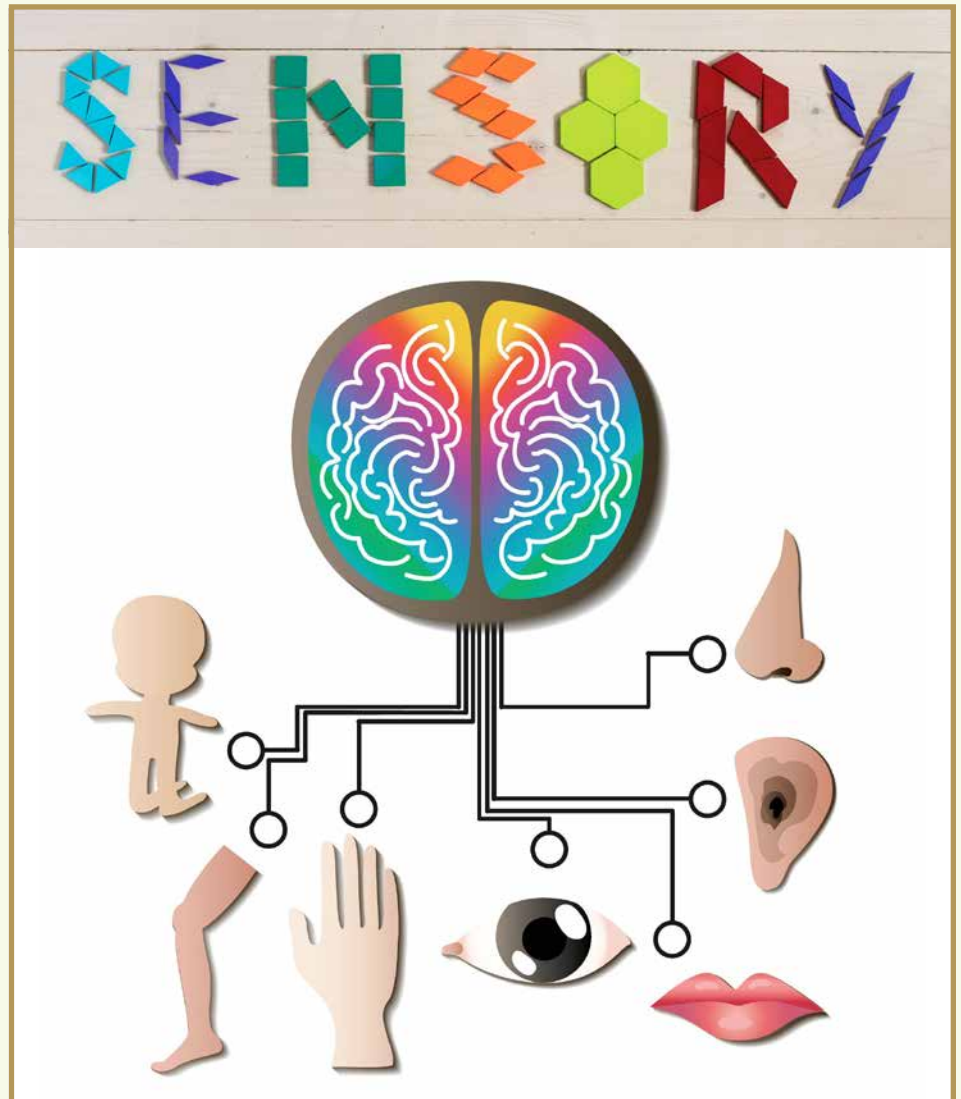
This creates a seamless integration between print and digital media.

Holographic Printing: Utilize holographic foils or special printing techniques to create eye-catching holographic effects on printed materials. This method can be used to highlight specific design elements, logos, or brand visuals, adding a sense of depth and movement to the print.

Scented Printing: Infuse printed materials with custom scents to create a multisensory experience. This can be particularly effective for marketing campaigns

related to fragrances, food, or beverages. Scent can be applied to promotional materials, packaging, or product inserts to evoke specific scents associated with the brand or product.

These unconventional and sensory methods of commercial print can enhance the impact of printed materials, create unique brand experiences, and leave a lasting impression on customers. When applied thoughtfully and aligned with the brand message, they can effectively engage the senses and capture attention in a crowded marketplace.

Petefish was awarded employee of the first quarter

Scott Petefish, Bindery Technician, was recently chosen Employee of the Quarter at McClung Companies. Established in 1992, the award is based on recommendations from fellow workers and recognizes McClung employees who display extraordinary dedication to their jobs.

"Scott has been a wonderful addition to our team," noted John Britt, Bindery Coordinator. "The bindery group is very proud he is recognized for this award due to his diligence and hard work."

Scott Petefish

Petefish has worked two years at McClung and lives in Rockingham.

When and where to use spot colors

Most printed materials are produced using blends of four colors: cyan, magenta, yellow, and black (CMYK). This is called "four-color process," and is the default printing method for commercial print. Whether digital or offset, four-color process produces the dazzling array of colors we have come to associate with print on paper. But there are times when you need something beyond what CMYK can produce. This is where spot colors shine.

Spot colors are created using premixed ink, usually based on the Pantone Matching System (PMS). These colors are tightly controlled and standardized, with each assigned a number that designers and printers can use to easily identify the same color every time.

1. Identical every time. Spot colors are often used for logos, branding, and other elements that need to be exactly the same no matter where or when they are printed.

2. Outside the CMYK color gamut. The CMYK gamut is vast, but there are times when you want a color outside what CMYK can produce. Spot colors (say, an exact deep, luxurious shade of lipstick) can hit colors that CMYK cannot.

3. Extremely vibrant. Although CMYK can produce a spectacular array of colors, there are some especially vibrant colors (such as neons) that can be produced only using spot colors.

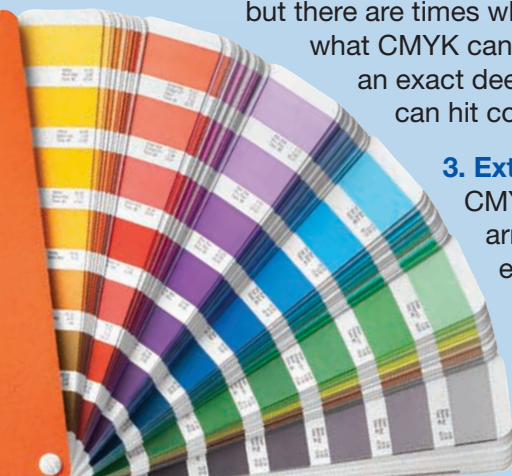**Discover Print Beyond The Page.**

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Design ▪ Print ▪ Mail ▪ Promo

Paper from sustainably-managed forests

M c Q U I Z

Dear friend,

Who invented the first popsicle and in what year?

Email answers to mcmarket@mcclungco.com by August 31. Be sure to include your name and phone number. One name will be chosen from all entries and will receive a cool gift card!

Congratulations to Megan Birckhead at Teledyne Lecroy, Inc. for winning last issue's McQuiz contest. She received a $25 gift card. Canada has the most coastline in the world.

4. Consistent across offset and digital. Offset and digital presses use different methods to put ink on paper. Although a great press operator can create a high level of consistency between them, if you have colors that must always be a dead-on match, spot colors are the way to go.

5. Less than four-color process. Because CMYK uses color builds, it requires all four colors in every project. If you have a project that requires only one or two colors, such as a newsletter, it can be less expensive to print using only the spot colors you need.