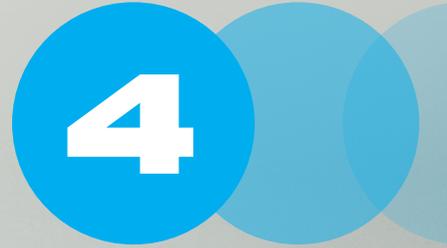


HOT OFF THE PRESS



THE OFFICIAL KESSLER CREATIVE NEWSLETTER

THIS MONTH'S FEATURE:
Project Spotlight:
East Coast Women's Pro Golf Tour





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Kessler Culture

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A MESSAGE FROM THE PRESIDENT

AN INSIDE SCOOP

by Dina Kessler

Hello,

Welcome to our latest edition of Hot Off the Press! We look forward to sharing our most recent marketing insights, projects, and company events with you in our newsletters and we couldn't be more excited to present you with volume 9.

As you look through this month's issue, you'll see one of our recent projects for the East Coast Women's Pro Golf Tour, as well as insight and tips on why color matters, how to make your next mailer stand out, and postcard inspiration from our experts. We'll also show you a look behind-the-scenes of the culture the Kessler team has cultivated. Enjoy!

COLOR PSYCHOLOGY IN MARKETING

Color psychology focuses on how colors influence consumers when considering specific brands, products, and services for purchase.

Color has always been a big piece of the pie for decision-makers as 85% of consumers say they made a product purchase due to color alone¹. Adding to that, 90% of consumers make impulse buys because of color presentation².

Color psychology should play a major role when creating marketing materials, rebranding a current business, and establishing a new business in any industry. Consider that in a recent study, consumers said color increases brand recognition by 80%³.



¹ Inverve Marketing

² HelpScout

³ University of Loyola



TAKE A GLANCE AT WHAT EMOTIONS EACH COLOR EVOKES IN PEOPLE

RED

This color tends to bring out powerful emotions such as excitement, energy, and passion. It is also a color to alert someone of a deadline or limited opportunity.

ORANGE

When you use orange in your design, you evoke feelings of adventure, creativeness, and enthusiasm.

BLUE

The use of blue draws people to the thoughts of calm, stable, and trustworthy.

PURPLE

Royalty, luxury, knowledge, and imagination are expressed when using purple in your design.

PINK

Femininity, youthfulness, and childhood are associated with pink, representing hope, innocence, and optimism best.

GREEN

Green brings out feelings of growth, health, friendship, and relaxation.

YELLOW

Positivity, happiness, warmth, and cheerfulness are all feelings of this color.

BROWN

Brown often brings out emotions of security, dependability, and simplicity.

BLACK

Black is a neutral color with high versatility that pairs well with any other color. It represents sophistication, power, authority, and elegance.

GRAY

This is the true neutral color on the scale. Gray invokes feelings of balance, solidarity, and neutrality.

PROJECT SPOTLIGHT: EAST COAST WOMEN'S PRO GOLF TOUR

At Kessler Creative, we are proud to be a partner of the East Coast Women's Pro Golf Tour. Since the tour began, we've worked on several unique projects that showcase the Tour in the form of signs, banners, flyers, brochures, boxes, and more.



Here's a glimpse at one of our most recent projects we printed and put together for the Tour.



A LOOK BACK

We wrapped this trailer for the Tour before the season to help spread awareness while on the road and to act as a mobile HQ during events!



We created these custom boxes to facilitate the exposure of Tour materials to fans and players. To go along with the boxes, we made posters, booklets, tickets, and brochures that contain information about events during the upcoming season. Each item works to lift players, events, and the mission behind the Tour into the spotlight.

WAYS TO MAKE YOUR DIRECT MAIL STAND OUT

Direct mail is advantageous in today's digitally saturated world where consumers see on average 4,000-10,000 digital ads per day¹.

PERSONALIZE YOUR MAILER

Variable data printing is a form of printing that allows marketers to create personalized messages for specific individuals. Simply adding a first name can go a long way towards making a meaningful impression. Adding a name to your direct mail piece can increase response rates by 135%².

INCLUDE A SPECIAL OFFER

Another way to make your marketing mail stand out is by including a special offer. With an enticing offer, your mailer will instantly gain value in the eyes of the recipient. They will have more reason to respond, which generates higher response rates and more leads.

INTEGRATE DIGITAL CONTENT

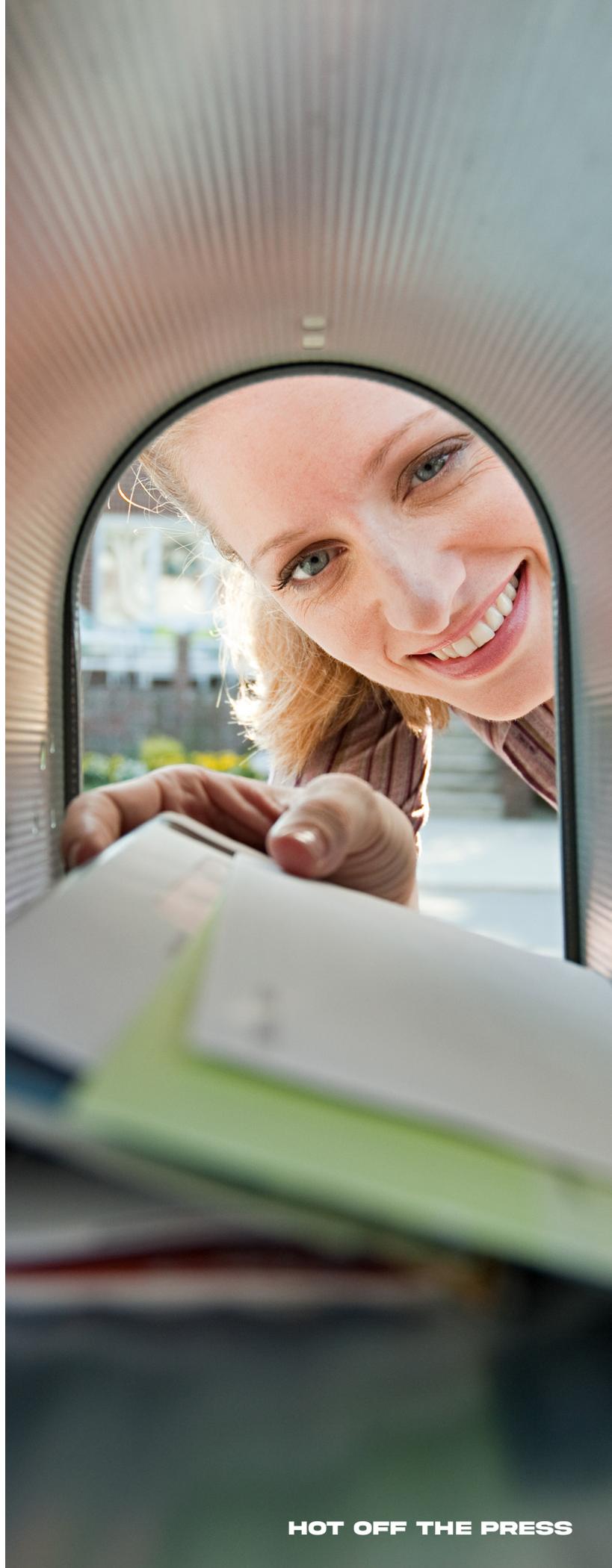
Today's world is digitally driven. People surf the internet, browse social media, and watch digital content each day. Including a unique landing page, short video, or a link to your social media using a QR code allows you to track ROI from your direct mail campaign and gives recipients a chance to access your digital content, effectively doubling your impressions and engagement.

USE AN INTERACTIVE, CREATIVE DESIGN.

With creative designs such as cut-outs, 3D pop-ups, foldouts, scratch-offs, special finishes, and a well-placed call to action, your campaign engagement level will undoubtedly increase as recipients interact with the mailer to take in the underlying message.

¹ Forbes Magazine

² Fundera



INSPIRATION FROM THE EXPERTS: POSTCARD DESIGN THAT WORKS FOR YOU!

Postcards can become an asset to your business with the right concept, design, and message that appeals to your customers. They are targeted, personal, tangible, easy to read, cost-effective, and trackable which will work to boost your next marketing campaign significantly.

Make your business stand out in an impressive way by using postcard marketing with Kessler Creative. We have a wide array of experience designing and implementing creative postcards for clients across all industries.

**71% OF ALL CONSUMERS
ARE EXCITED TO DISCOVER WHAT
THE MAIL BRINGS EVERY DAY. (USPS)**



EMPLOYEE SPOTLIGHT

Kat Jones is our Senior Account Manager here at Kessler Creative. She joined Kessler Creative after spending 10 years in the service industry, which has led her to become exceptional at building and maintaining strong relationships with our clientele over the years! Since 2016, she has picked up on the ins-and-outs of maintaining relationships with an intricate group of clients. Kat manages some of our biggest accounts, including the Jacksonville Jaguars. She is accountable, committed, and diligent in what she does every day, leading her to receive rave reviews and company awards for her efforts. She works closely with her clients, ensuring a proper marketing strategy is in place, monitoring all aspects of specific jobs, and provides customer service that exceeds expectation. Account managers are long-term connections for clients, and Kat has proven to provide that and more.



12276 San Jose Blvd, Ste 111
Jacksonville, FL 32223

PRSR STD
U.S. POSTAGE
PAID
MAILED FROM
ZIP CODE 32216
PERMIT NO 584

1 * 1

[Company Name]
[Name]
[Address line]
[City], [ST] [Zipcode]



KESSLER CULTURE

QUARTERLY MEETING

For our second quarter company meeting, we catered BBQ into our facility and had everyone dress up in their most patriotic gear to celebrate July 4th. The team enjoyed the all-you-can eat buffet and the festivities that included a costume contest, a musical dance, and awards that were given out to our most dedicated team members. Everyone had a blast and can't wait to see what's in store for the next quarterly meeting!



T-SHIRT FRIDAY'S

Every Friday, the Kessler family comes together and wears themed t-shirts. We love when Friday comes around and the whole team can pull out their wackiest shirt to wear. We couldn't be happier to be a part of a fun group like we have at Kessler Creative.

