

Hot off the Press

THE OFFICIAL NEWSLETTER OF KESSLER CREATIVE



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THE PRESIDENT

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PROJECT SPOTLIGHT

An Inside Look

by Dina Kessler

Hello, business community! We are proud to present you with our latest issue of *Hot off the Press*!

As you look through this month's issue, you will learn about our most recent project with The Jacksonville Jaguars, as well as plenty of tips and tricks for lifting the ROI on your next marketing campaign. We also share a behind-the-scenes look at what the Kessler team has been up to! Enjoy!

PROJECT SPOTLIGHT: JACKSONVILLE JAGUARS SCRATCH PACKS



Here at Kessler Creative, we are proud partners of the Jacksonville Jaguars. Over the last few years, we've created several unique projects that have simply WOWED fans. (And quite frankly, they still wow US!)

These Scratch Packs were created to incentivize early renewal for 2022 season tickets. Each box was specially curated to include autographed items, a letter from Head Coach Doug Pederson, exclusive season ticket member merchandise, all-expenses-paid trips to NFL events, and more!

A LOOK BACK

Check out some of the incredible projects we've worked on over the last few years!



IP TARGETING: THE INTERNET'S DIRECT MAIL



WHAT IS IP TARGETING?

IP targeting is a high-tech, smart digital marketing tool for delivering virtual content. It works by using IP addresses, which are found across every wi-fi network, to differentiate and filter for a more accurate desired target demographic. Targeting IP addresses allows for hyper-focused delivery of online ads that have the same targeting ability as direct mail.

Using a mailing list, Kessler Creative can deploy these digital ads to specific IP addresses along with a strategically timed direct mail piece further enhancing and personalizing your message. IP targeting helps eliminate wasted impressions!

HOW IS IT USED?

So, what does IP targeting look like in a real-world scenario? A simple example would be if someone wanted to advertise their newly opened gym in the city of Jacksonville, Florida to specific areas of the city. That business owner would not want to target everyone in Jacksonville as this would waste substantial marketing dollars. Instead, the business owner could use IP targeting, in addition to direct mail, to market digital ads to specific households within driving range and to those that are likely fitness junkies.

HOW IP TARGETING LIFTS ROI ON DIRECT MAIL

What if we told you that using IP targeting in association with direct mail could lift conversions by as much as 200% compared to using direct mail alone? Well, it's true, and here's how this one-two marketing punch achieves such a feat.

Direct mail is just one piece, and while this method of marketing has always shown to be effective, it only reaches the consumer once until additional mailers are sent. With IP Targeting, the end consumer will see your message two, three, or four times prior to and after the initial mailer is sent. This reinforces your brand message in the minds of consumers. IP targeting and direct mail are the prized dynamic duo in the world of direct marketing!

BRANDING 101: CREATING YOUR COMPANY IMAGE



Branding is about more than just recognizability. It's about the impact that you have on a customer and the message you're communicating to them.

IDENTIFY WHAT MAKES YOU DIFFERENT

The first step of building a brand identity is identifying a trait that sets you apart from your competition. So study your competition. How do they define their brands? And just as importantly, how don't they define their brands?

BE CONSISTENT

If your brand strategy is different on different channels, people won't be able to decode what your brand is all about. Brand awareness requires consistent messaging. That means your website, Instagram, Facebook, Twitter, email, and more.

KNOW YOUR AUDIENCE

If you don't know who your audience is, you cannot know how to build brand awareness that turns the right heads. Define your target audience before you create your brand.

BE AUTHENTIC. ALWAYS.

Adapting to your own customers is good - but authenticity gets recognized. Align your creative branding ideas with your values, with your own persona, with who you really want to be.

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MORE TIPS & TRICKS!**



@KESSLERCREATIVE

ELEVATE YOUR PRINT MARKETING WITH PERSONALIZATION

VARIABLE DATA PRINTING

- Uses data you have collected through your CRM database to customize each print piece to a specific consumer.
- Offers, promotions, images, and layout can be personalized to individual consumers which helps to cut out waste and unnecessary marketing materials.
- The flexibility of variable data printing makes it an efficient and economical choice.
- This method of personalization has shown the ability to grow response rates 3-10 times higher than static direct mail according to NextPage.



QR CODES

- Gives any print piece the added feature of quickly linking consumers to your company webpage, social media, or specific landing page by simply scanning the code on their mobile phone or device.
- The ability of QR codes today is near limitless and works well with engaging consumers.
- Track leads created from a QR code, so you know what campaigns consumers are engaging with.

TRY IT OUT!



SPECIAL FINISHES

- **UV Coating:** creating a shiny coating that makes the print piece stick out in the mail, drawing eyes to important points.
- **Foiling:** applying a thin, reflective film of foil to promote a specific area of the print piece.
- **Embossing:** lifts the design off the face of the paper which creates a unique and engaging feel for print pieces.
- **Debossing:** works in opposite fashion as embossing. This finish depresses design and text into printed pieces for a unique finish.
- **Laminating:** applies a clear lamination that helps to protect a print piece while appearing more professional. There are options beyond a simple lamination process that reflect light differently for a more unique experience.





Turn your vehicle into a moving billboard! 91% of people notice ads on the sides of trucks and recall them days later, according to the American Trucking Association.

INSPIRATION FROM THE EXPERTS

Custom signage designed to make your business stand out!



Wall wraps can instantly bring your interior design to life! There's no better way to tell a story in a large space.

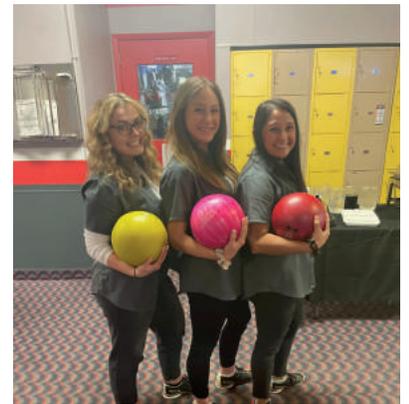


Stand out in a big way at your next event! We have a wide variety of materials to meet your specific needs.

KESSLER CULTURE

QUARTERLY MEETING

We had a fabulous time at our Quarterly Meeting! The team took a trip to the bowling alley where we challenged each other to a company-wide bowling tournament. We also recognized employees who have gone above and beyond to serve our clients! We're already looking forward to getting together next quarter!



ST. PATRICK'S DAY

We celebrated March birthdays and St. Patrick's Day with delicious birthday cake and a company-wide costume contest! How LUCKY are we to have such an incredible team to celebrate with!



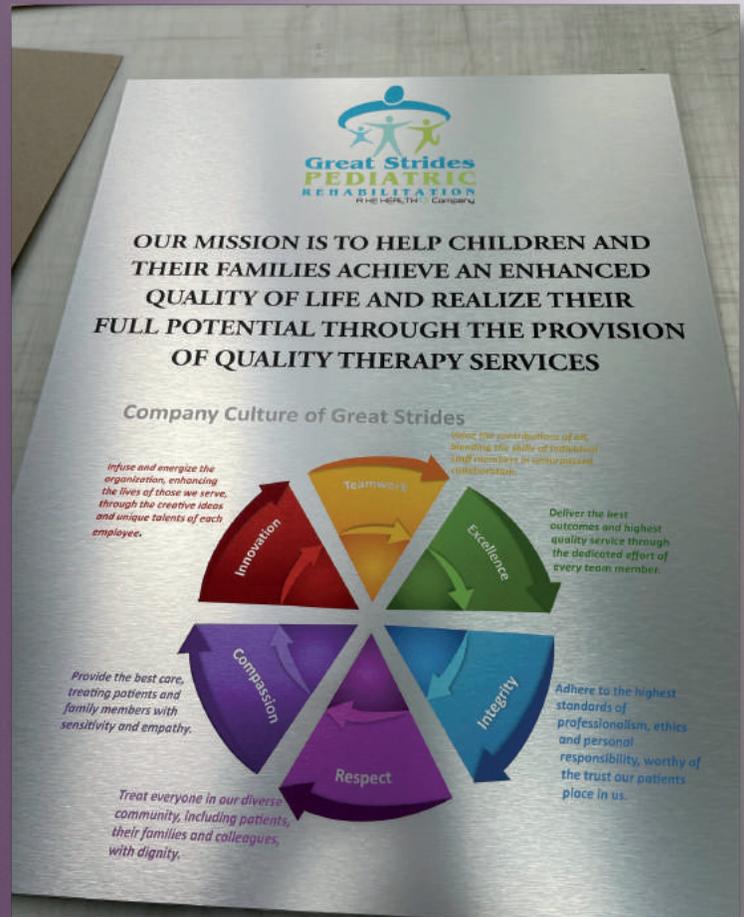
[Firstname] [Lastname]
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[City], [ST] [Zipcode]



Kessler Creative was tasked with creating this incredible die bond sign for Great Strides Rehabilitation, right here in Jacksonville, Florida!

The signage highlighted their mission statement, as well as the values that they hold close to their hearts.

Great Strides Rehabilitation is dedicated to improving the quality of life for children with special needs. We are incredibly grateful for the opportunity to partner up with them on this new addition to their facility!



Kessler Creative is a full-service direct marketing agency that has been trusted by businesses across the US since 2007. During that time, we've helped hundreds of businesses both large and small achieve their goals through effective direct marketing.

Hot off the Press

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