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The Allegra Nonprofit Challenge

WIN \$1,000 in Marketing and Graphic Communications Services!



Tell us the story of your favorite nonprofit, and they could win **\$1,000** in marketing and graphic communications services. If you represent a nonprofit or are a friend to one:

- Go to our Facebook national brand page www.facebook.com/allegrampm and click the "Like" button.
- Enter the Allegra Nonprofit Challenge or vote for your favorite.



THE CONTEST ENDS: MARCH 18, 2011.
ENTER OR VOTE TODAY!
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CAN WE HELP YOU WITH YOUR UPCOMING PROJECT OR CAMPAIGN? CALL ON US FOR:

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- PROMOTIONAL PRODUCTS
- MARKETING PLAN DEVELOPMENT
- SIGNS, POSTERS AND BANNERS
- TRADE SHOW GRAPHICS
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The Allegra Advantage

ISSUE 1

Time for a Remix? 2011 MAY SIGNAL CHANGE FOR YOUR MARKETING PLAN

It's true: companies and nonprofit organizations of all sizes will carry some of the past few years' "baggage" for some time to come. But, a new year can infuse a sense of optimism and open us up mentally to fresh ideas and new approaches for tackling our business challenges.

How long has it been since you took a look at the strategies you're employing to reach new customers? Or, gain additional revenue from your current ones? (See page 3 for a great case study about an incentive-based referral program.)

There's no better time than now for you to take a closer look at which marketing communications channels have underperformed for you in the past. And, to consider a new mix that offers greater simplicity, less oversight and measurable results. (Drill down to see how graphic design can impact a campaign outcome on page 2.)

At Allegra, we think it's important to support our local economy by investing in the health and well-being of the area's businesses. After all, preserving the local character and prosperity of our community makes this a better place for all of us to do business.

When you're ready for a fresh set of eyes to take a look at your business goals and offer proven ways for you to reach them, we hope you'll think of us.

12 Keys to Unlock the Power of Direct Mail

Direct mail is one of the most powerful marketing strategies because it is one of the most measurable. Having been tested for decades, solid standards have emerged. Knowing these key principles can take a good mailing to great:

- Put your address, phone and website** on every component of your direct mail package in case any piece gets separated from the response card.
- If you re-mail to the same list** within a few weeks of the original mailing, you can expect the second mailing to respond at half the rate of the first.
- Direct mail in an envelope** will typically out-pull a self mailer.
- Personalization** almost always pays for itself.
- A trial offer** averages a high acceptance rate.
- A letter that opens with a benefit** and comes right to the point will drive the best response.
- Don't end a letter page with a period.** Add "Over, please" to the lower right hand corner.
- The most effective signature on a letter** is by a real person, in blue ink.
- The most powerful words** in direct mail copy are: free, you, your, new, bonus, satisfaction guaranteed, order now and success.

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LET'S TALK TYPE

Graphic designers have a language all their own. Here are a few terms you'll want to know:

Orphan – An orphan occurs when the first line of a new paragraph starts at the bottom of a page and should be avoided.

Widow – A widow occurs when the last line of a paragraph from the previous page flows onto the top of the next page – also a no-no.

Kerning – Adjusting the space between individual letters to enhance readability. In body copy, this is usually done to reduce the space but can be used in headings to increase the space between “problem pairs” of letters like an uppercase “A” next to a lowercase “v.”



Arm – In font terminology, the arm of a letter is a short stroke that is free at one or both ends.

Blackletter – Very early elaborate typeface, based on the handwritten manuscript style. Commonly seen on awards certificates and formal or legal documents.

Source: *The Design Glossary on Designtalkboard.com*

Direct Mail

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10. If the copy is compelling and succinctly written, long copy persuades better than short copy.

11. January is the best-responding month for consumer direct marketing offers.

12. Late summer/early fall are good times for large dollar business-to-business offers.

When you're ready to launch your next direct mail campaign, trust the pros at Allegra. We make it easy, worry-free and cost-effective.



When your font fails to connect

With the well-publicized logo disasters of the 2012 London Olympics and, most recently, the Gap, there are lessons to learn about what not to do – particularly when it comes to fonts. With thousands of fonts at your fingertips, lesson number one is to proceed with caution.

Brainy Best Practices

The scientific team at the neuromarketing company NeuroFocus reviewed the Gap logo against what they call “neurological best practices.” Here are a couple of ways the revised Gap logo misses the mark:



- **High/Low Contrast**

The original white “GAP” logo provides high contrast against the dark blue background. The white letters “pop.” Neurological research has shown that the brain likes “pop-outs.”



Registered trademark of Gap, Inc.

- **Too Sharp**

The brain dislikes and tends to avoid sharp edges. With the new Gap logo, the box image cuts into the letter “P,” so the brain doesn’t “see” that letter.

Perhaps an even better example is the 2012 London Olympics logo. Here, the logo – entirely created by a font spelling out “2012” – is nothing but sharp edges. It, too, has sparked a strong negative reaction.



Registered trademark of the International Olympic Committee

Interesting Fonts Can Work

Whether you're creating identity materials, a brochure, direct mailer or newsletter, the font will play a role in how it engages readers.

In the case of the original Gap logo, the font was interesting enough that it appealed to the brain and could be easily recalled from the clutter of other corporate logos. But, you can take it too far. Although the Olympic logo font is interesting and creative, it is so different that the year is unrecognizable.

As both logo missteps have shown, even world-class organizations make mistakes. And, it's doubly true of smaller businesses. Let the graphic design experts at Allegra help you get it right.

Marketing Case

Conservation Organization Incentivizes Referrals to Gain Members

Client Overview: A nonprofit organization uniting thousands of people to protect the state's natural resources, primarily to preserve hunting and fishing habitats and the rights of sportsmen and sportswomen.

Members/Target Markets: Current members are divided into two distinct groups: 11,000 individual members and 28,000 people who have a membership through an affiliated hunting/conservation club.

Goal: The organization's goal is to increase the number of club and individual memberships by adding 5,000 new members.

Strategy: An incentive-based referral program will be designed using multiple channels to reach both individual and club members. The incentive for both members and their referrals is a “thank you” gift of apparel, chosen because logo wear and message/theme apparel are generally attractive to people who enjoy the outdoors.

Key Tactic:

Referral Websites – The hub of the membership campaign is a mini website integrated into the organization's home page. Here, members will register for the referral program, enabling them to make referrals through email, social media and printed referral pages. Links to the referral site will be placed in appropriate areas throughout the website as well.

Supporting Tactics:

- **Email** – Messages will be sent to all addresses in the organization's database encouraging members to register on the referral site and make referrals.
- **Print Ads** – A print ad campaign will be placed in four consecutive issues of the organization's magazine.
- **Newsletter Articles** – The referral program will be mentioned in the organization's bi-weekly e-newsletters, using highlighted content and a link to the referral site.
- **Postcards** – The organization will send postcards to the 10,000 members who have not provided email addresses.
- **Magazine Subscription Web Page** – A postcard with the apparel offer will be sent to organization members who joined through a local club, encouraging them to subscribe to the organization's magazine. This magazine subscription landing page will also be linked to the referral sites.

Measurement: The number of new members achieved through referrals from each source will be regularly tracked. At the midpoint of the campaign, if the number of new members gained through referrals is not meeting projections, the tactics will be adjusted accordingly.

Contact the pros at Allegra when you're ready to add members or customers through proven marketing programs.

