

CONTENTS

Acknowledgments **x**
Introduction **xvi**

Chapter 1

Much More than Just a Website

How Online Games, Cartoons, Apps, Infographics, and More Can Boost Your Business

1. The Color of Money: A Small Bank Makes a Large Impression with a Colorful Campaign **5**
2. A Website Showcases a Sense of Touch: Strong Navigation and Ease of Use for an Online Showroom **7**
3. Augmenting the Reality of Mobile Advertising: Sharing Brand Information Visually over Mobile Devices Through Apps **9**
4. Celebrating Creativity with a Killer Smile: Creating a Viral Marketing Effect with an Online Game **11**
5. Putting the “Self” in Self-Portrait: Finding the Right Photo to Express a Personal Brand **13**
6. Luxury Property Shown in Many Different Lights: Focusing on Stunning Imagery to Sell Luxury **15**
7. How Many Ways Can You Destroy Your Printer? Going Viral with a YouTube Video Contest That Plays upon Customer Frustrations **17**
8. Making a Legal Case for Insider Jokes: Using Cartoons to Market to Your Target Audience **19**
9. Changing the Script on Scriptwriting: Organizing a Virtual Community Around an Event to Maximize Participation **21**
10. When Is a Cup of Tea More Than Just Another Cup? Stunning Photography on a Website Differentiates a Product **23**
11. Just the Facts, Ma’am: Creating an Interactive Online Quiz Attracts a Target Audience with a Deeper Level of Engagement **25**
12. Getting a Leg Up on the Competition: Gaining Media Visibility for an Arcane Industry Online, Through Puns and Fun on Your Website **27**
13. Building an Appealing Design: Presenting Your Process in Your Website Showcases a Competitive Advantage for an Architectural Firm **29**
14. A Visual Marketing Firm Uses Optical Illusions to See Things Differently: Showing Prospects What You Are Capable of in Multimedia **31**

15. Breaking Through the Gray Noise: Using a Flash-Based Presentation to Generate Leads While Also Serving as a Leave-Behind Piece **33**
16. Delivering a Unique Marketing Campaign: Combining Staged Marketing Events with Video and Social Media **35**
17. Finding Your Identity: Standing Out from the Crowd with a Website That Lets Your Personality Show Through **37**
18. A Renaissance for Today: Creating a Forward-Looking Logo That Reflects the Past **39**
19. Good Service Is Earned: Making a Brand Statement and Creating Viral Content Through Infographics **41**
20. Design to Put Your Best Foot Forward: Using Sharp, Detailed Close-Up Photography to Demonstrate Business Capabilities on the Web **43**
21. Spicing Up the Ornament Market: Using Bright and Unique Online Ads to Build a Brand **45**
22. A Reflection of Style: Incorporating Your Business Style into Your Logo **47**
23. The Right Way to Start a Charity Today: Using Facebook and Blogs to Build a Community Around a Good Cause **49**
24. Education Can Be Creative: Formatting the Standard “10 Tips” Article to Convey Professionalism and Authority **51**
25. Dressing Down for Success: Appealing to Consumers with a Personal Video Demystifies a Confusing Subject and Builds Trust **53**
26. A Legal Holiday: Using Electronic Greeting Cards to Position a Law Firm as Friendly **55**
27. A Picture Speaks a Thousand Words: Creating a Visual Interpretation of What You Do in an Industry Known for Facts and Figures **57**
28. Walking the Talk: Making a Website That Reflects the Principles Fundamental to Your Business **59**
29. Traversing from Print to Mobile: Creating a Mobile App Version of Print for Customers with a Foot in the Mobile World **61**
30. Promoting Logos with a Guess-That-Logo Contest: Tying in a Contest with E-Mail Marketing to Increase Client Engagement **63**
31. Marketing to Parents: Tailoring a Website’s Look to Reinforce Your Target Niche **65**
32. Leading by Example: Using Stock Images in a Downloadable Tips Sheet to Demonstrate That Marketing Can Be Easy and Inexpensive **67**
33. Blogger Outreach in the Cloud: Using a Visually Inspired Word Cloud to Start a Conversation with a Blogger **69**
34. An Illustrator Draws Up Timely Reminders for Prospects: Using Remarkable E-Mail Marketing to Keep Your Pipeline Full **71**
35. Bringing the Topic of Skin Care to a Head: Messaging to Teens with a Clean Peppy Web Design **73**
36. It’s Not All Business All the Time: Adding a Personalized Blog Header Brings Human Interest to a Business Website **75**

Chapter 2

Images Are Everywhere in the Physical World Signs, Banners, Giveaways, Packaging, and Experiential Marketing That Inspire and Persuade

37. A Packaging Design That Really Helps the Consumer: Avoiding Lingo and Using Customers' Own Words to Stand Out **81**
38. A Local Brewery Makes the Case for Better Beer Branding: Using Images from Your Business and Local Area to Brand Your Product **83**
39. A New Spin on Making a Hit Record: Bringing Direct Mail Campaigns to the Next Level with a Mailer That Invites Recipients to Get "Hands-On" **85**
40. Making the Most of Your 15 Minutes of Fame: Using Posters and On-Site Displays Together with QR Codes and Social Media to Reach 24- to 45-Year-Olds **87**
41. Handing Your Brand Over to Your Customers: Getting Customers Deeply Engaged with Your Brand to Create Fanatical Loyalty **89**
42. Free Stuff for Dogs and the People Who Dig Them: Using Beautifully Designed Packaging for Free Product Samples "Sells" a Premium Product **91**
43. High-Tech Digital Communications from a 1970s Chevy Van: Marketing by Creating an "Experience" That Includes a Digital Billboard, Social Media, and an On-Site Presence **93**
44. Designing Wine on the Inside . . . and Outside: Stimulating the Senses with High-End Packaging for a High-End Product **95**
45. A Campaign That Really Knocks Your Socks Off: Appealing to Customers' Comfort Evokes Emotion and Differentiates a Commodity Business **97**
46. New Beverage Design Creates Buzz: Simplicity in Packaging Emphasizes Purity in Ingredients for the Health-Conscious Market **99**
47. Sustaining Good Design: Creating an Intentionally Retro Look Emphasizes Underlying Values **101**
48. Hand-Drawn Promo Excites Young Brits Who Love to Draw: Giving Away a High-Quality Gift Increases Sales by Luring People into the Store **103**
49. Sweet! Creating an Interactive Puzzle to Increase Booth Traffic at a Conference **105**
50. Jump-Starting a New Package Design: Creating Quality Packaging Can Lead to Getting Carried by More Retailers **107**
51. Rewarding Good Taste: Growing Your Customer Base Through a Clever Twenty-First Century Loyalty Program **109**
52. A New Product Popping Up: Differentiating a Product in a Crowded Field Through Unique, Uncluttered Packaging **111**
53. Too Big to Ignore and Too Personal to Discard: Using "Lumpy Mail" to Get Your Foot in the Door of the C Suite **113**
54. Showcasing Talented Women: Creating a Calendar with Distinctive Photography for Yearlong Marketing **115**
55. Get Your Clients Talking about You: Custom Designing Promotional Giveaways Makes a Big Splash **117**
56. Breaking the Cutesy Barrier: Creating an Urban Chic Niche in an Existing Market with Displays and Packaging **119**
57. Waking Up Your Brand with a Little Pillow Talk: Creating a Follow-Up Campaign That Makes Prospects Laugh . . . and Buy **121**
58. Food Trucks, Today's Eatery Trend: Creating Cravings by Using Typography on a Truck Wrap **123**

Chapter 3

Power to the Print Item!

Posters, Brochures, Postcards, and Logos

Still Pack a Punch in the Internet Age

59. Get Me a Doctor, STAT: Using a Witty or Humorous T-Shirt to Interject Fun into How People Perceive Your Business **125**
60. Thinking Outside the Box: Using College Lingo on an Unconventional Item to Attract Cult Status and Build Business on a College Campus **127**
61. An A Cappella Visual Promotion for Musicians: Attracting Your Target Market with a Banner Containing Images and No Words **129**
62. Getting a Bright Start in Branding: Using Three-Dimensional Displays Integrated with a Sales Presentation **131**
63. Lunch Bags That Educate, Entertain, and Inspire: Maintaining a Strong Emotional Connection with Your Target Market Even as Your Brand Grows and Evolves **133**
64. Making Friends Globally: Using Free Samples to Promote a Book and a Socially Responsible Business **135**
65. Much Ado about Nothing: A Campaign with Clever Props and Giveaways Transforms a Hard-to-Appreciate Concept into Something Real and Tangible **137**
66. Who Is Keith Beith? Capitalizing on a Unique Name and Interjecting Friendliness to Differentiate a Business **143**
67. Face-to-Face Illustrations: Establishing an Identity That Allows Your Team Members to Express Themselves **145**
68. Business Cards Get Social: Creating Business Cards That Mimic Social Media Icons Opens New Market **147**
69. Changing Perceptions One School at a Time: Using a Marketing Pamphlet to Update an Organization's Image **149**
70. Meeting Artists in Their Natural Habitat: Creating a Series of Posters Conveys the Range and Variety of a Large Event **151**
71. The Omaha Cow and Snowboarding: Using an Iconic Symbol Updated with Current Culture to Create an Au Courant Logo **153**
72. Translating a Global Brand into Local Currency: Making an Existing Brand Design Resonate in a Different Country **155**
73. Getting to the Point in Acupuncture: Combining Professional Design with Do-It-Yourself Execution Keeps Expenses in Line **157**
74. An Image Consultant Makes a Great First Impression: Differentiating a Personal Brand by Conveying Your Personality **159**
75. A Recipe for Success in Publishing: Using Beautiful, Evocative Images Reinforces the Essence of a Publication **161**
76. The Art of Making House Calls: Using Simple Logo Imagery That Marries Traditional Values with a Modern Business **163**
77. An Unorthodox Community Campaign Promotes Kindness: Using a Powerful Name to Drive Action **165**
78. A Communications Firm Stands Out: Using Unconventional Visuals Instead of Cookie-Cutter B2B Design Gets Attention **167**
79. Is Your Name Defining You . . . Negatively? Renaming a Business Leads to More Sales **169**

80. A Condo Development Has Historical Charm: Incorporating Heritage into Marketing Visuals to Emphasize an Offering's Key Selling Points **171**
81. HR with a Personal Touch: Using a Descriptive Name and a Caricature for a Consulting Business Sets You Apart **173**
82. All That Jazz, Funk, Blues, Pop, and Hip-Hop: Making Modifications in Your Imagery Can Appeal to a Younger Audience **175**
83. Communicate Issues Boldly: Using Bold Graphics to Drive Home the Importance of Messages **177**
84. Eat or Be Eaten: Appealing to Local Tastes and Cultural Understanding in a Local Marketing Campaign **179**
85. Clothing for the Cosmopolitan Outdoorsy Type: Expressing the Importance of Form and Function for a Brand in Print **181**
86. Capturing the Legacy: Creating a Commemorative Book with High-Quality Graphics Conveys an Organization's Values **183**
87. All for One and One for All: Repurposing Marketing Collateral on a Very Low Budget **185**
88. Evoking Mood Through Design: Using Custom Invitations to Make Your Business Entertainment Last Beyond the Event **187**
89. High-End Rewards: Offering Upscale Coupons Grows Loyalty, Prevents Cancellations, and Sells Add-Ons **189**
90. It's a Family Affair: Making Your Business Story Come to Life with a Beautifully Designed Print Piece **191**
91. An Industrial Business Bucks the Trend: Expressing Quality Through Color and Design Becomes a Competitive Advantage **193**
92. Sharpen Your Sights: Using Clever Advertising That Makes Viewers Stop and Think about Their Needs **195**
93. A Program for All Seasons: Creating an Overarching Marketing Theme for the Entire Year **197**
94. The Express Lane for Sales: A Visual Pitch Book Captures the Sales Process and Trains an Ever-Growing Sales Team **199**
95. Three-Dimensional Business Cards: Expressing Your Creativity on Your Business Card **201**
96. What's a Symchych? Accentuating a Hard-to-Pronounce Name Can Be a Winner **203**
97. Technology Can Be Sexy: Poking Fun at Your Industry's Stereotypes Makes It Easier for Customers to Relate **205**
98. Making Saving Look Good: Delivering Vouchers and Coupons That People Want to Save **207**
99. Good Design Flows from Product to Marketing: Creating Postcards That Are "Saveable" to Keep the Sales Pipeline Full **209**
- Credits **211**
- Index **223**