



**Yes, this really is the  
latest edition of  
*The Complete Spectrum!*  
Take a look inside.**



*"The gala invitation—and all of its parts—are wonderful. The partners in the fundraising group were delighted. Thank you for an excellent job!"*

– D.H., director

### *What's* Inside

- **Improving Responses to Your Tuition Support Organization's Appeals**
- **Can Augmented Reality Gain the Interaction You Desire?**
- **Branding with a Picture Permit Imprint Indicia**

September / October 2013

## The "Giving Season"

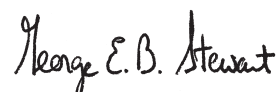
We are on the cusp of the "Giving Season." Thoughts are turning to gifts to fund the good works of many philanthropic organizations as well as directing some of your state tax obligation to Tuition Support Organizations.

Effectively getting "the message" out is one of the topics of this newsletter. While the newsletter itself is designed to remind you of many of the pieces of mail you are likely to receive during the upcoming months, our "message" is to remind you of the greater value you receive working with the experts at Spectrum Printing Company.

## We Appreciate You

Ever see a company you do business with offer a great deal to attract new business and think "Well, what about me? Don't I, your loyal customer, deserve the same good deal you are offering someone who has never done business with you?"

Attracting new business is critical for the growth and vitality of any company. But, existing customers are the real lifeblood. That is why you will find our special offers made to attract new clients will also apply to our great existing clients, too. We very much appreciate our loyal clients and feel they deserve to be treated like it.



## Marketing Strategies

### Can Augmented Reality (AR) Gain the Interaction You Desire?

You may know about virtual reality, a computer-simulated environment that can replicate your physical presence in the real or imagined worlds. For example, in virtual reality gaming, the Wii video game console propels us into a boxing ring and our body's movements translate into jabs and upper-cuts against an opponent on your TV screen.

Yet, do you understand what augmented reality can do for you and your business in today's high-tech digital world?

#### *What exactly is AR?*

AR is simply superimposed graphics, audio, or other sensory enhancements in a real-world environment (on your cell phone or computer perhaps) in real time. Software applications are developed in order for it all to work. Combine a techie developer with a creative mastermind and "Voila!" - an interactive print to digital masterpiece.

AR campaigns are great for retail, consumer packaged goods, and automotive industries. If you're browsing around a store and see a "knock-out" pair of shoes, imagine being able to see all the colors they might come in right on your smartphone. Or, head onto a Mercedes showroom and see special offers "floating above" the photo you just took of the car of your choice.

## *Why would companies or organizations use AR?*

**Integrative Print & Video Marketing.** The simplest way AR can be used is through an app called “Aurasma.” For example, when hovering your smart phone over a piece of mail such as a postcard, it will display a video version of the promotional material directly onto your screen. The printed piece becomes “alive.” Visit [www.aurasma.com](http://www.aurasma.com) for live demos and campaign examples.

**Interactive Print.** Retail businesses who print catalogs or special offers on mailers and use the “Layar” app would allow consumers to hold their smart phone over the printed visual and it will trigger the option to learn more about the item and/or to purchase it live on the spot. Visit [www.layar.com](http://www.layar.com) for examples.

**Digital Watermarks.** Small businesses can begin to use this technique beyond the more traditional Quick Response code (QR code) by using an app called “Digimarc.” You may have seen it in Costco’s *Connection* magazine for its members. The “C” icon published on certain pages of the magazine triggers videos with further information about the page or item scanned by using the Costco app on your mobile device. The next issue of *The Complete Spectrum* will feature more ways to use this as a QR code alternative.

## *How are businesses using augmented reality?*

**General Mill’s Lucky Charms** – A virtual treasure hunt if you will. They launched an AR app campaign for a virtual game where users must find eight charms for a chance to win prizes along the way, including the grand prize of a real pot of gold worth \$10,000. The way the app works is that users must find and capture different charms. Users must hold up their mobile device in whatever room they are in to see the charms and catch them. This campaign increased their Facebook following by more than 10,000 within five days. Watch a video launching their AR game here: [www.chaseforthecharms.com](http://www.chaseforthecharms.com)

**Yelp** – With three quick shakes of your smartphone after you open up Yelp’s app, you’ll find the nearest restaurants pop-up on your screen to include their name, star rating, and whether or not they’re open or closed at that moment. Rotate your phone and more will appear, a convenient 360-degree compass of choices based on your phone’s GPS settings right at your fingertips – Sorry Yellowbook, our fingers don’t need to do the walking anymore. AR does it for us! Download Yelp’s app here: [www.yelp.com/yelpmobile](http://www.yelp.com/yelpmobile)

**Ikea** – Uses AR by showing views of rooms and 3D furniture renderings to help consumers conveniently picture what their new furniture will look like in their home or office. Watch this video to show you exactly how they’re using AR: [bit.ly/15Rti1V](http://bit.ly/15Rti1V)

With AR, the possibilities are endless. It’s just a matter of creative brainstorming and working together with your print and marketing teams to piece together an engaging experience for your target audience that they’ll be sharing with others – the perfect marketing plan gone viral!

## 3 ways you can use AR

- **Non-profit** – In your next annual appeal packet, consider an additional way for donors to send funds your way by offering the option to scan your brochure with their mobile device, hear and see your solicitation request, have the ability for the donor to submit their donation right then and there, and include an interactive video saying, “Thank you.”
- **Health care** – Perhaps as a new provider in the neighborhood, you’d mail out personalized postcards in specific zip code areas and when prospective patients scan your logo, you’re able to introduce yourself with an interactive video offering them a special introductory price for trying you out for the first time.
- **Home service** – Tweaking General Mill’s Lucky Charms virtual treasure hunt just a bit, as a pool service provider, for example, you’d develop a summer water games campaign and have pool owners on a virtual search for fun, pool party items on their screen, collecting points to earn free pool services.



## Inside Prepress & Production

### Variable Data Printing Tech Tips

The better organized and detailed your data is, the easier it will be to improve the response to your mail piece through the magic of personalization and pertinent content. When preparing your data to send to Spectrum for variable data printing, it's probably easiest to send it as an Excel file. In such a file, each line is considered a "record" and each column is a "field." So each record can have a large number of fields containing data specific to that record. When sending an Excel file with multiple sheets, please specify which sheet is to be used. Better yet, send only the sheet to be used and not the whole workbook. Alternatively to Excel, a delimited file, whether comma separated (.csv) or tab separated (.txt), will also work well.

Data fields should be broken down. For example, rather than a field "Full Name," have "Salutation," "First Name," "Middle Initial," "Last Name," and "Last Name Suffix." With the address, use a separate field for "City," "State," and "Zip Code." Keep the Golden Rule of databases in mind, "It's always easier and more flexible to combine data elements rather than to break them apart."

Also, make sure you're submitting the mailing address, not the physical address – which may differ.

If your project has variable graphics, have a field in your data file that will designate which graphic should be used with that record. This can be as simple as putting a letter (A, B, C) in the field and letting us know that records marked with "A" get picture "snowfall.jpg," "B" gets picture "rain.tif," and so on.

For graphic variables, we can use .tiff, .jpg, .eps, and .pdf. Please remember to have these files prepared in CMYK and High Resolution (300 dpi at size).

If your project will be using variable text messages, supply them as text files. And like the graphic files, have a field in the data file indicating which text message you want to use with each record.



### Totally Awesome 80's Expo Experience

We had a super rad time at this year's annual Tucson Association of Realtors® Expo at the TCC! Our 80's theme was "Simply Irresistible" featuring the "Palmer Girls" and Robert Palmer himself (aka our team member, Ken). With printed samples galore, pouty red wax candy lips, and taking Pepsi back to 1989, it was plenty of fun making new friends, dude!

### Production Notes

Each issue of *The Complete Spectrum* is a unique production designed to illustrate various printing terms, techniques and attributes.

Strategically replicating an annual appeals packet, this edition is complete with a brochure, a #9 courtesy reply envelope, and a #10 envelope carrying our own "Picture Permit Imprint Indicia," newly-approved by the USPS. Both envelopes are printed to further convey messages and themes.

Concept: Heather Strong BremPELL

Graphic Design: Julie Gard

Mailing List Processing: Spectrum Mailing Dept.

*The Complete Spectrum* is a bi-monthly publication of Spectrum Printing Company. To update your subscription or tell us what you'd like to see in our next newsletter, please let us know: [Welcome@SpectrumPrintingCompany.com](mailto:Welcome@SpectrumPrintingCompany.com) or (520) 571-1114, 4651 S. Butterfield Dr. Tucson, AZ 85714.

<http://bit.ly/1aeVLEV>



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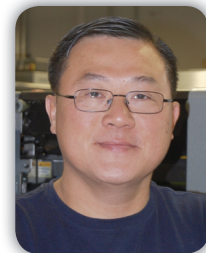


### First Impressions

#### Meet Our New Spectrum Team Member

**Thai Tran** (Press Operator)

With years of work experience in virtually every area of a print shop—prepress, press room, and bindery—Thai is a great member of the Spectrum production team. Don't let his listening (and occasionally dancing) to his vast music collection (over 900 albums on his MP3 player) fool you, he is focused on producing high quality materials at all times.



### October 16 Seminar for Local Non-Profits, Schools, & Development Officers

Autumn is here at its best, and we invite you to be our guest! Our next free Spectrum Signature Seminar is "Fall Harvest:

Reaping the Benefits of Increased Fundraising ROI." Our special guest speaker will discuss proven ways to increase your fundraising returns while you round up your appetite for personalized annual appeals and some good 'ole fashioned pumpkin bread. Samples, case studies, food, prizes, and networking. Space is limited. Contact us to be sure you receive an invite: (520) 571-1114 / [Welcome@SpectrumPrintingCompany.com](mailto:Welcome@SpectrumPrintingCompany.com).

*See you in the Pumpkin Patch!*



## A Fresh Perspective

### Marketing Ideas You Can Use Now

#### Branding with a Picture Permit Imprint Indicia (PPII)

True, Spectrum Printing is the first in Tucson to have a PPII approved by the USPS. And you should be next!



This is the “picture perfect” opportunity to improve the brand awareness of your business or organization and increase the effectiveness of your direct mail marketing campaigns.

Direct Marketing News reports that the USPS is seeing interest from larger industries including financial, insurance, and retail as well as non-profits. However, all industries are encouraged to be more commercially creative with their bulk mailings and take advantage of branding their permit stamps.

#### Benefits

- Boost your mailing visibility, value, & open rate.
- Raise your brand awareness.
- Enhance your mailing by making use of prime “real estate” in indicia area.
- Promote your products & services.

#### Requirements

- Logos, brand images, or trademarks.
- Color images only.
- Full-Service Intelligent Mail® barcode.
- Nominal per piece fee in addition to postage.
- Application, design approval, & sampling in advance.

For all the USPS details you'll need to know, visit: [www.usps.com/business/picture-permit.htm](http://www.usps.com/business/picture-permit.htm). Then contact your Spectrum rep for all the assistance you will need to develop your own Picture Permit Imprint Indicia.

## Lee Knows Mail

Dear Lee,  
I'm wondering if you can tell me exactly what is going on with the processing Post Office in Tucson. I've heard that they were closing and all mail will be shipped to Phoenix. When is this going to happen? Will I need a permit number for Phoenix? ~Danielle W.



#### Dear Danielle,

Most of the Tucson mail is already being trucked to Phoenix daily for processing and has been for about a year now. However, the mail processing machines in Tucson (which are all located at the Cherrybell location) have not been dismantled and are still operating on a smaller scale. All Priority Mail and Express Mail is processed in Tucson, and most everything else is trucked to Phoenix.

You don't need a permit number for Phoenix, since your mail is still entered into the mail stream here in Tucson—your mail is accepted and postage is paid.

It may take an extra day for your mail destined for Tucson addresses to arrive, since that mail has to first go to Phoenix and then come back to Tucson. Also, your First Class Retail mail will have a Phoenix postmark (Tucson postmarks may be requested, but are not available for bulk mail).

The 4.3-cent postage discount that we currently enjoy on presorted mail going to zip codes beginning with 856/857 (called the “SCF discount”) may eventually be discontinued. The Tucson Bulk Mail Unit confirms that the USPS is required to give their employees advance notice of any changes.

~Lee Oliverio, Your Mailing Specialist

#### FREE Starbucks Gift Card!

Submit your next postage and mailing question (in 50 words or less) to Lee. If your question is selected, you'll receive a FREE Starbucks gift card and get your answer printed in the next issue of *The Complete Spectrum*.



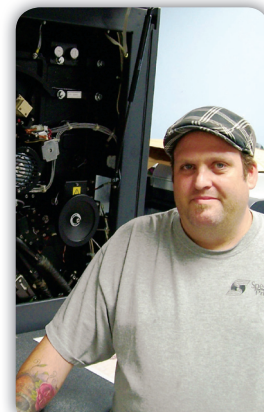
<http://bit.ly/1b4sn7b>

## Behind the Scenes

Prepress • Printing • Bindery • Mailing

“The unique aspect about running two HP Indigo Presses, is that it allows our clients to get their products fast, efficiently, and with the best quality usually with personalized and variable data. My favorite technique is the application of white ink – clients can get creative designing their products to make them stand out above the rest. I take pride in the work I produce whether for our clients or for Spectrum's own marketing.”

~Jason Behrends, Digital Press Operator



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## Next Issue

- Winning Marketing Strategies for Allied Health Care
- Case Study: Specialty Dentist Grows Referrals Through Personalized Campaign
- Digital Watermarks: An Alternative to QR Codes

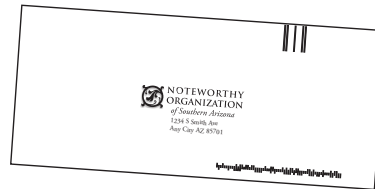


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Make your Call to Action clear with courtesy reply envelopes, which make it easier for your target audience to respond to you! These are enclosed in mailings requiring the recipient to respond quickly before a deadline by sending in their donations, surveys, etc.

\*Envelopes must be printed as part of an overall Appeals Packet (outgoing envelopes, appeal letters, and forms with customized information fields, and brochures). Limit one offer per client. Offer good for new and existing clients. Order must be made by November 31, 2013. Special Offer cannot be combined with any other offers or discounts.