

ideal Perspectives

VOLUME 30 | ISSUE 2 | Fall 2019

Using color to enhance your direct mail strategy

The change of seasons often makes us think of fall colors. This got us to thinking of how using the right colors can increase the response rates of your direct mail projects.

Why is direct mail color so important? It is a powerful communication tool because color evokes feelings within us and ignites emotion.

In direct mail, we want to use the right set of colors to drive response. It does not matter if you are sending a letter in an envelope, a postcard or a self-mailer; all direct mail pieces are affected by color choices. Color is what people notice first without even realizing it. So how can you use colors to increase your direct mail response rates?

Direct Mail Color and Feelings

RED: When you choose to use this color, you are conveying messages that are exciting, passionate, dangerous, energetic, or action-oriented.

BLUE: This color invokes feelings of harmony, peace, stability, calm, and trust.

GREEN: This is nature's color, so it gives off feelings such as growth, generosity, fertility, and health.

YELLOW: The sunshine color conveys happiness, positivity, optimism, and fun.

PINK: This color represents feelings of femininity, playfulness, immaturity, and unconditional love.

ORANGE: This interesting color gives people the feelings of creativity, adventure, success, balance, and enthusiasm.

WHITE: You may think of white as a non-color, but it triggers emotions such as innocence, goodness, humility, and cleanliness.

PURPLE: This royal color makes us feel power, nobility, luxury, spirituality, and wisdom.

BLACK: This color gives the feelings of mystery, power, sophistication, and elegance.

Brown: This color feels like comfort, security, and being down-to-earth.

GRAY: This less commonly used color represents neutrality and balance.

There are a few things to note in selecting colors for direct mail campaigns. First, colors can be perceived differently, and some people are color blind. Second, the meanings listed above may vary from person-to-person, based on their own experiences. However, the vast majority of people see the meanings listed above when they look at the colors. Also, keep in mind that these meanings are based on studies in the United States. If you send mail to other countries, you should check to see what the colors mean to them.

Do your current mail pieces convey the feelings you intended? Brighter colors are more energetic and can invoke a quicker response. Make sure you are

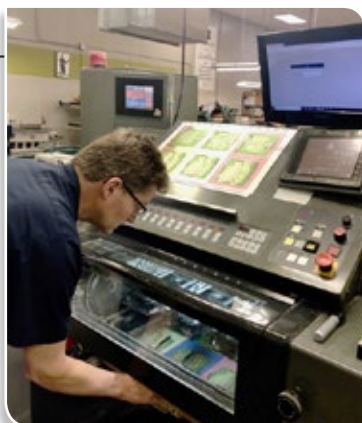
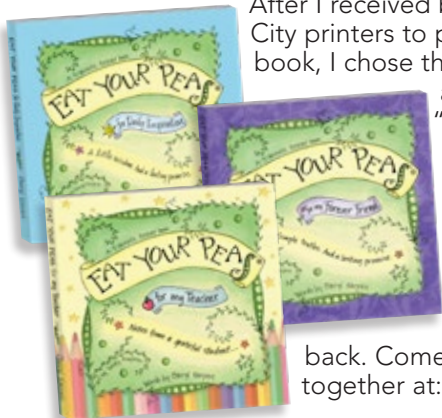
incorporating white space in your design to give the reader a less-crowded look and a less-anxious feel. When using contrasting colors, make sure they complement each other.

As with any direct mail, designs can change, so test your colors. Split your list in half and send half of your list one prominent color, while sending the other half another color. See which one gets a better response. Did you know that 93% of buyers focus on the visual appearance of your direct mail pieces and they base a big chunk of their decisions on it? So choosing the right color and the right offer will really drive response. Are you ready to get started?

This post was originally published by Target Marketing. To read more of their content, subscribe to their newsletter, Today @ Target Marketing.

Homegrown in the USA with **PEAS and LOVE** One customer's kudos...

Growing up on a farm taught me a lot about planting strong roots in your own community. After I received bids from three Twin City printers to print my first gift book, I chose the printer who made a unique promise: "I promise to ALWAYS treat you like family." With more than 1 million Eat Your Peas Gift Books sold, we've never looked back. Why? Because our St. Paul-based printer, Ideal Printers, has our back. Come and see the beauty and heart we have created together at: www.gentlyspoken.com



Pressman **Ray Johansen** has been printing Eat Your Peas covers since 1998.

~**Cheryl Karpen**, client of Ideal since 1996

Ideal holds multiple festivities benefiting its annual **United Way Campaign**



Ideal's United Way Events:

- Breakfast Burrito Brunch
- Snack & Sandwich Cart
- Pineapple-Chipotle Burger Lunch
- Taco Thursday
- Bean Bag Toss
- Ghost White Elephant Gift Exchange
- Department Gift Basket Auction
- Chili Cookoff
- Costume Contest





...Just a bit of "color vision deficiency"

[One Printer's Perspective]

Once upon a time, many years ago, there was a little boy. He was just your average boy with average intelligence, average physical appearance and average personality. If there was anything unusual about him it was the fact that he would see a gray barn and think it was pink, or he was pretty sure that green grass was actually orange, and he was puzzled that a box of Crayolas had about a dozen shades of blue.

In fact, this young lad had all the symptoms of being color blind, which he definitely was. This actually had very little impact on his life, other than to raise an eyebrow or two when he might call a pair of socks the same color when one was actually maroon and the other a dark green. So other than occasionally prompting a laugh or two from friends or family, improperly identifying a color correctly was never a serious problem.

This young boy was actually me.

The need for a part-time job after school and Saturdays led me to the small town newspaper, where in addition to janitorial duties, I was introduced to typesetting and a little bit of presswork. Matching colors never became an issue. Like the Model T Ford days, the only color of ink used by a small town newspaper was black.

Before graduating from high school I had a little career planning counseling session with our principal. Financially, college seemed a little out of reach. He asked if I enjoyed my work at the paper. I said I did, so he suggested I become a printer, which led to spending over

50 years in this industry. More by chance than by design, those years I worked at the trade were as a typesetter. No one actually had to tell me that I would not make a good color press operator.

About the only time my inability to see colors correctly became an issue was when I was accompanying a client at a press check, and his or her first question might have been, "How does that look to you?" One can only get away with, "It looks good to me; what do you think?" just so often.

I am somewhat surprised how seldom the fact that I have this condition, which is technically defined as having a "color vision deficiency," has ever become an issue in my life. For the most part, people don't appreciate or care that whatever they are looking at may actually appear a little different to many of us.

If ever asked by a young person trying to find their way in life, I would suggest that they just follow their dreams, and if they discover along the way that they have a "color vision deficiency," they shouldn't give it too much thought. It seems to be one of those things we can just work around should it ever become an issue. Actually, maybe we are the normal ones and everyone else is messed up.

Go Vikings!!! Don't you just love their bright blue uniforms?!

Thanks for your time.

Howard Siewert

Wellness moment:

Color me healthy...

Here are a few ways to incorporate color into your daily lives that will actually improve your health. (*Thanks for the tips, Dr. Oz!*)

RED at MEALTIMES: If you are dieting and trying to consume less food at mealtimes, use red plates. As we eat and more of the plate is exposed, researchers have found that our mind associates the red with stopping, therefore making you less likely to eat everything on your plate.

GREEN during EXERCISE: It is no surprise that people prefer to exercise outdoors, instead of the gym, on a nice

day. Why? Those who work out in the green outdoors may boost the mental health of their workout by 50 percent. They feel more energetic than others who exercised while surrounded by other hues. Without realizing it, our bodies respond better to exercise when we see the color green.

BLUE in the OFFICE: Blue is associated with openness and serenity. Increase creativity by incorporating more blues into your workspace. Researchers at the University of British Columbia's business school discovered that people using blue backgrounds on their computers came up with more creative, imaginative ideas.



Rhoda's 80th birthday VOLUNTEER & CELEBRATE event is a smash!



A rather large outdoors party was held in the Ideal parking lot on the evening of Rhoda's birthday, July

2. Over 100 family members, friends, neighbors and people she worked and associated with during her 25 plus years and more at Ideal were in attendance. It was a birthday of some significance as it marked her 80th year on this earth.

Rhoda and Howard Siewert acquired a little print shop on Bryant and Broadway in north Minneapolis back in 1979, which coincidentally means Rhoda was then just half as old as she is today. From the get-go, Rhoda handled all things financial, keeping us in the black, or at least close enough to get us through to the next month. She, of course, handled many other duties and can be credited for establishing many of the positive HR activities that we currently participate in. Today Rhoda takes responsibility for keeping the flowers in front looking great. Several years ago we were awarded a Blooming St. Paul Award.



Today, though basically retired, Rhoda is heavily involved in the HealthEast Hospice program and serves needy individuals a couple of times a week.

Being a very caring, generous person, Rhoda asked if we might find a charitable activity in which to participate in honor of her birthday. Two neighborhood organizations we have supported, Merrick Community Services and the Neighborhood House, suggested a Food Shelf project, but instead of purchasing and packaging food items, we would provide laundry soap pods. Everyone got on board and soon we had a long table full of guests counting and bagging pods. It was a smooth operation. With the addition of a few grilled brats and a beer



(or was it the other way around?), all seemed to enjoy the evening.

Today the fruits of our efforts can be found on the shelves of both Merrick and Neighborhood House at all of their food shelf locations.

All who participated enjoyed their involvement in this project and for several it was their first exposure to a modern printing company. We are always eager to show our company in operation, both to people who have a specific interest in the graphic arts, as well as to those who just might have a passing interest in what their friends or neighbors do for a living.

Ideal has had the privilege to work with or have supported the efforts of several charitable non-profit organizations in St. Paul. We have a particular interest in serving those organizations that serve the needs of people living in St. Paul's East Side.



MERRICK COMMUNITY SERVICES



651-771-9339 | www.merrickscs.org

Merrick's mission is to improve the lives of the residents of the East Side of St. Paul by empowering individuals, strengthening families, and promoting their independence.

Merrick has been serving the needs of the people of the East Side of St. Paul since 1908. Merrick offers a variety of services listed under the following headings:

- Employment Services
- Family Services
- Food Shelves
- Senior Services
- Youth Services

They serve the needs of more than 30,000 people.

In addition to our contributions to the Merrick Food Shelves, Ideal's employees participate in toy collection and distribution activities during the holiday season, as well as conducting their own bicycle collection and distribution project.

Ideal has also been involved in several printing projects for Merrick.

NEIGHBORHOOD HOUSE



651-789-2500 | www.neighborhood.org

Neighborhood House offers services in the areas of basic needs and lifelong learning. They have been serving the needs of St. Paul residents for over 100 years.

They have six family centers to help people with food support and housing. Their lifelong learning programming takes place at their West Side location in the Paul and Sheila Wellstone Center for Community Building. All of their programs and services are offered free of charge to their participants.

Neighborhood House offers programs under the following titles:

- Parent and Early Childhood Education
- Youth Leadership
- College Access and College Readiness Academy
- Adult Education
- Food Support

They serve the needs of more than 15,000 people.

Ideal regularly prints several projects for Neighborhood House.

FROM THE IDEAL ARCHIVES

*Captions provided from a
previous employee contest.
(Circa 1980s)



"Now what's wrong with the Miller?!"



"If the employees are treated this well, imagine the service
our customers get!"



"Has anyone seen my desk?"



"I hope Ray doesn't mind frosting
on his film!"



"Oh dear, you've got ring
around the collar!"



"Hurry up... I have leg cramps!"



"It's drying time again." 🎵



"No more loans on Friday, Eric."



"I'm hiding from Lisa ... her car broke down again."



"The Three Stooges"



"Rats! I thought for sure Peggy would let me drive Scarlet!"

Trees.

Arguably our most sustainable and renewable resource!

How many times have you been told to think twice before printing a document on your laser printer? Does it make you feel guilty because you worry about paper usage being environmentally unsustainable? It may surprise you to learn that trees are actually an extraordinarily sustainable resource, and will continue to be far into the future. Harvesting trees to produce paper just means more trees will continue to be planted, plus they are extremely beneficial to the climate and the creatures who use them for shelter.

Trees are composed of roughly 50 percent carbon (based upon their dry wood mass). (Living trees may be up to two-thirds water, which is about 15-18% carbon, 9-10% hydrogen and 65-75% oxygen by mass.) As they grow, they continue to store carbon. A single 40-year old tree can store approximately one ton of carbon dioxide. By storing that carbon, forests help regulate the global climate, absorbing nearly 40 percent of the fossil-fuel emissions we humans produce.

Pulp production increases the need for growing more trees. The U.S. entered the pulp market around the 1930s. In the century between 1900 and 2000, average house sizes increased exponentially from around 1000 to more than 2000 square feet today. In response to these demands from a multitude of different industries, the stock of trees we have planted tripled.

And this trend is not just within the U.S. Indeed, tree harvesting has become a global economy. Since 1900, more than 900 million hectares

(1 hectare = 2.471 acres) of forests have been transformed to land designated for crops and grazing pastures. Because of these shifts in usage, nearly 500 billion tons of carbon dioxide has increased in the atmosphere. On the surface, this sounds alarming, but despite having a billion fewer hectares of forested land than 120 years ago, we have fewer tons of carbon dioxide entering the atmosphere than ever.

This forestry increase could be explained by climate change, which has improved growing conditions for trees. But as much as a third could be the result of market forces, driven by demand for wood products. Subsequently, hundreds of millions of hectares of trees have been planted.

Forests in far-flung countries such as Uruguay, Spain and Sweden take some of the pressure off of local forest assets. Parts of the eastern part of the U.S. have actually become a true timber ecosystem, complete with a private forest reserve managed for personal recreation and other uses.

The word "sustainability" conjures up an imagined problem in people's minds, because everyone thinks they need to consume less. Unfortunately, as our population continues to increase, we likely will continue to consume larger amounts of resources. Therefore, we need to find other ways to have a smaller impact on our environment.

Because of the many ways paper is used in our society, it is beneficial to our population to continue to consume trees in many various ways. In turn, more trees than ever will be planted and we will continue to reap their numerous benefits.

Welcome, Jeff Krumrie!

Ideal's newest account representative

We welcome **Jeff Krumrie** to our account executive team. He has ink in his blood as his parents owned a printing company, Jerry's Impressions, in West St. Paul for over 20 years. Jeff was not planning to continue in printing once he graduated from college but he was drawn back in. Jeff has over 25 years of sales experience in the printing industry and has now chosen to represent Ideal Printers because we are large enough to handle the work for his clients, but small enough to give each of them the attention they deserve. He is looking forward to allowing his clients to experience the ease of working with Ideal, along with the confidence they will get their quality printing delivered on time. He lives in Cottage Grove with his wife and two daughters.

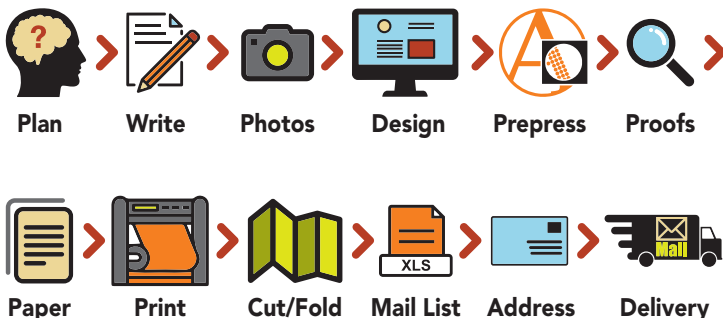




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Following the route of a simple **Newsletter**

Ever wonder what steps are taken to assemble even the simplest newsletter? Do you wonder why it may take longer than anticipated? Here we have illustrated the sequence of events that generally takes place from your concept to their door step.



We are Ideal.

We will work harder

than anyone to make

you look good.

Ideal Perspectives is printed on a 5-color Komori conventional press on 100# McCoy Silk Text with matte aqueous coating.

Read past *Ideal Perspectives* on the web.
Log on to: www.idealprint.com