



HAVE YOUR SAY

Here at Kwik Kopy we pride ourselves on listening to what our clients and prospects want and need. The time has come when we would really love to hear what you think about our newsletter.

Please help us improve our service by taking this quick online survey. And to thank you we will enter you into a free prize draw to win a \$500 Rebel Sports Voucher to gear yourself up for the rest of the year. Entries close 15/9/11.

To have your say go to
www.kwikkopy.com.au/survey



The Executive PA Magazine Awards Recognising and Rewarding Achievement



EXECUTIVE PA
 MAGAZINE
 2011 AWARDS

Kwik Kopy is proud to support the Executive PA Awards as the Best Organised Event Sponsor for 2011. We think Executive PAs are an essential ingredient in any office team, and the awards provide the opportunity to reward them for their hard work, expertise and dedication.

If you would like to nominate yourself, a colleague, your boss or even your whole company, visit www.kwikkopy.com.au/execpa

All nominations need to be in before 29/08/11..

Send us your recipes

Everyone has a little bit of master chef in them and now you can share it with the Kwik Kopy community. For a chance to see your name and your dish in the next issue of Contact Newsletter, send us your favourite recipe by 15/9/11.

To submit a dish, e-mail your recipe to marketing@kwikkopy.com.au, along with your name, address and a brief note why you love it or how you came up with it.

If your recipe is featured you will receive a copy of Masterchef winner Adam Liaw's book, 'Two Asian Kitchens: Recipes from Australia's Masterchef'.

Promotions that pack a punch



Getting an effective marketing message out that doesn't blow a hole in the budget can be difficult. Kwik Kopy understands your business needs, so we've come up with a range of promotional solutions. And when you need something really special, let our designers create whatever you need for that specific purpose, event or gift. From corporate gifts, personalised calendars and branded bags, to mouse mats and magnets, Kwik Kopy can help your business stay top of mind.

"We needed some fresh concepts developed for a conference we were handling. Kwik Kopy was able to offer us the marketing solutions we wanted, from designing ideas for the approach to recommending stocks for printing. They coordinated the whole process and delivered it on time and within budget."

Marlene Glenister,
 Director, Conference Creators

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Corporate Design
 & Print Solutions

PRINTED MATERIAL THAT POPS!

SURVEY **PRINT TIPS** **PRINT SPEAK**



Corporate Design
 & Print Solutions

6 WAYS TO MAKE YOUR PRINTED MATERIAL POP

THE FIRST DIRECT MARKETING CAMPAIGN CONSISTED OF A MESSAGE IN A BOTTLE CAST OUT TO SEA. BY TODAY'S STANDARDS, IT WOULD RATE PRETTY WELL BASED ON KWIK KOPY'S 6 SUREFIRE TIPS BELOW. WITH ONE SLIGHT DRAWBACK: THE METHOD OF DISTRIBUTION LET IT DOWN AS AN ONGOING STRATEGY (TIDAL SEAS ARE NOT AT ALL CONDUCIVE TO ACCURATE MARKET SEGMENTATION), BUT THAT HASN'T STOPPED ITS CORE STRENGTHS BEING EMULATED FOR CENTURIES SINCE.

There are of course more than six components to a successful print marketing campaign, but based on Kwik Kopy's years working in the industry, there are some essential elements every success story has in common. They are:

LAYOUT CLARITY

With only seconds to engage interest, layout is crucial. Keep your message to one unique selling proposition and focus every visual element back to it. If you bury it in a pile of copy, irrelevant photos or oversized logos, you've scored a one-way ticket to the bin.

COLOUR

Colour is the first thing to register in a viewer's mind, and therefore must be considered a vital part of the 'language' of any campaign. While words and pictures tell the story, colour dictates whether the reader wants to go there in the first place.

The infinite possibilities of colour is a language the Kwik Kopy team is fluent

in, so start the conversation to make sure your printed material pops.

EFFECTIVE USE OF TYPOGRAPHY

The way the written word is delivered is crucial. Choice of font, size, colour and case set the tone to your message – whatever the content – and calls the reader to action.

At first glance, tone is set by type rather than the words themselves. For example, the use of capitals can turn an innocuous observation into a tyrannical demand.

EMOTIVE IMAGERY

To graphically represent your message, there are several options. Typography itself – as we have detailed above – is one option, where the words become the graphics. This requires strong copy and a solid call to action. Illustrations are another option – be they cartoons, drawings or other.



Photography remains the most popular imagery used in direct marketing for many reasons. It gives a personal "face" to the campaign, and allows people to engage in the scenario. As such, the photograph used must relate to the target market, and allow them to see themselves within the scenario.

ORIGINALITY

Would Lady Gaga be famous if she wore jeans and a T-shirt on stage? Most likely not. It is a good analogy to consider, because your printed material is the equivalent of putting your brand on stage. As such, it needs a distinct personality that is bold, confident and memorable.

Something as simple as the size and shape of your material can make an impact from the moment the mail is collected. And for those prepared to go one step further, Kwik Kopy is leading the way with new, cost-effective die-cut processes that

can make your material any shape you want. If you really want to hammer a message home, why not shape the card as a hammer?

PERSONALISATION

With the rise in communications technology, people have come to expect a personalised approach more than ever. Unaddressed mail has a place but like the original message in a bottle, it may miss its mark.

If you want a direct response, then take the extra effort to personalise as much as you can. Give a personality to your brand, because dialogue doesn't occur if one party doesn't know whom they are talking to.



PICTURE YOURSELF IN PRINT

CREATE YOUR OWN POP ART INSPIRED DESK CALENDAR AND PICTURE YOURSELF IN PRINT. JUST FOLLOW THE STEPS BELOW TO CREATE YOUR OWN CALENDAR.



- 1 Visit our website at art.kwikkopy.com.au
- 2 Upload a favourite snapshot and create your very own pop art inspired design.
- 3 We'll deliver your personalised pop art calendar.

+ WIN 1 OF 5 KWIK KOPY BUSINESS BOOSTER PACKS:

Spend \$500 (ex gst) or more to win a Kwik Kopy Business Boost pack containing: A \$1000 design and print voucher, a Canon G12 camera, a 1 hour design and print consultation, a year's subscription to Marketing magazine and a tailored email marketing campaign to your database.

To enter, visit www.art.kwikkopy.com.au/prize before 11/11/11.

Terms & conditions apply. Please visit our website for more details.

CHOOSING SPECIAL FINISHES

To make your communication really stand out, try adding some of these special finishing techniques.



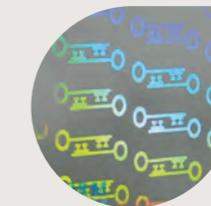
METALLIC INK
Fine particles of metal mixed with ink provide a lustrous metallic sheen.



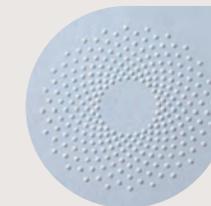
FOILING
A step-up from metallic inks, foiling stamps a thin layer of pure metal onto paper or card for a dazzling, highly-reflective finish.



RAISED TYPE
Also known as thermography: a powder is applied to a freshly printed page and then heated to produce glossy, raised lettering.



HOLOGRAM
These special patterned foils are a popular anti-counterfeiting technique.



EMBOSSING
A metal stamp creates a three-dimensional raised image on the page.



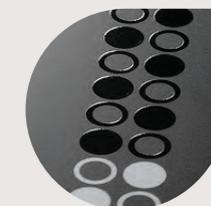
DIE CUTTING
A special knife – similar to an oversized 'cookie-cutter' – is used to cut the page in a custom shape.



FLOCKING
An adhesive area is coated with dust-like fibres to give a raised, velvet-like feel.



DRILLING
For binding documents in a ring binder or drilling holes for swing tags.



SPOT UV VARNISH
Clear varnish is printed over the top of other finishes and instantly dried with a UV lamp for an exceptionally glossy finish for small areas.