



Creating Effective Collateral Materials

ATU Workshop

Cottonwood

May 13, 2008

Tucson

May 15, 2008



Creating Effective Collateral Materials

Welcome!

What are collateral materials?

They are the collection of media used as part of an organization's marketing strategy.



Examples of Collateral Materials:

Sales brochures

Rack cards

Visitor's guides

Business cards

Posters and signs

Web Content

But isn't it just advertising?

No

- It is used later in the sales cycle – after the consumer has made contact with the organization.
- Collateral supports and enhances the brand of the product.

Today's Goals:

- Understand today's best practices in creating collateral materials.
- Learn strategies to lower costs and to increase the effectiveness of your collateral pieces.
- Understand how sustainability concerns factor into today's print production environment.
- Learn through real world examples in creating a new family of collateral pieces.

Who will we be learning this from?

Juliette Reynolds



Content Director at Miles Media, the largest tourism publishing company in North America. She has worked in publishing for 17 years, 6 with Miles Media; with AOT on the OSVG and web content since 2006.

Who will we be learning this from?

Teresa Propeck



Marketing director at the Verde Canyon Railroad for 8 years. She has worked in Tourism for over 18 years with organizations such as Grand Canyon Railways and AMFAC resorts, and is an active participant in all Northern Arizona marketing councils and committees.

Who will we be learning this from?

Alan McAbee



prismagraphic
Print Smart

Prisma's General Manager, Alan has 28 years in the printing business, holding positions from Pressman to Executive Management. Under his leadership, Prisma Graphics has been an industry leader in implementing many sustainable initiatives in use today.

Agenda

- Best Practices for Collateral Materials – Juliette Reynolds
- Verde Canyon Railroad – Teresa Propeck
- Sustainability Considerations in Printing – Alan McAbee
- Roundtable and Q&A

Best Practices in Creating Effective Collateral Materials

Juliette Reynolds



The Role of Print in an Integrated Marketing Approach for DMOs

- WOW factor
- Planning
- Lure

Creating Effective Collateral Materials

Sell & Plan - Do

REPORTS Wonderful West Virginia
Wonderful West Virginia REPORTS

SPRING

by Melissa Hutcheon

Make a SPLASH

Melting winter snow creates optimum rafting conditions on the Cheat, Tygart, Potomac, Shenandoah and New rivers. Or hit the rocks for some climbing. Celebrating its sixth year in May 2008, the New River Bendover continues to draw hikers from around the world to the New River Gorge area (no reservation is required this year).

A sunny day in Greenbrier County



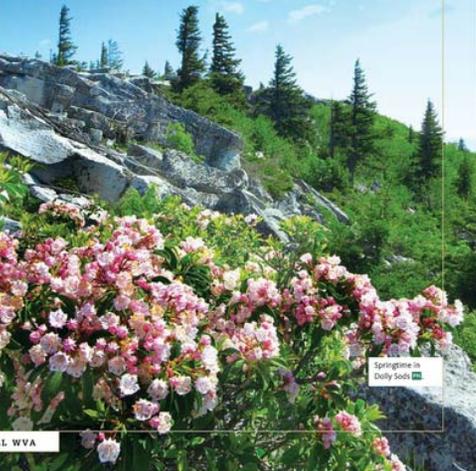

A Season in BLOOM

Spring is synonymous with nature in West Virginia. Fields of colorful wildflowers, the emergence of wildlife and the return of warmer weather beckon visitors outdoors.

Undoubtedly the symbol of this time of year for many is the abundance of wildflower shows in the Appalachian woodlands. For one of the state's most outstanding displays and variety, travel south to Chief Logan State Park, where acres of Virginia bluebells, cowslips, spring beauties and wild violets, among others, are best admired while hiking the park's 18 miles of trails. Bring a guidebook to assist in identification, or take part in the Annual Sue Browning Spring Wildflower Hike, held in April.

For the adventurous gourmand, head to Richwood for the annual Ramp Festival. A ramp (a wild leek that tastes like a strong onion) has a bit of a cult following in West Virginia. You can try different recipes cooked by its fans at this and many other spring festivals around the state. For less-pungent food exploration, Berkeley Springs hosts an annual festival of state-grown food and wine.

In higher elevations, temperatures are still cool with the possibility of snow, so plan accordingly. Spring is also a good time for the budget traveler, as many accommodations offer mid-week specials this time of year.



Springtime in Dolly Sods

SUMMER

by Melissa Hutcheon

Get OUTSIDE

Part of the excitement of summer is evenings spent outdoors while enjoying theater or music. Check out Grandview's Cliffside Amphitheatre or shows like the Civil War story "Honey in the Rock." Music festivals are plenty.

"Honey in the Rock" Civil War drama



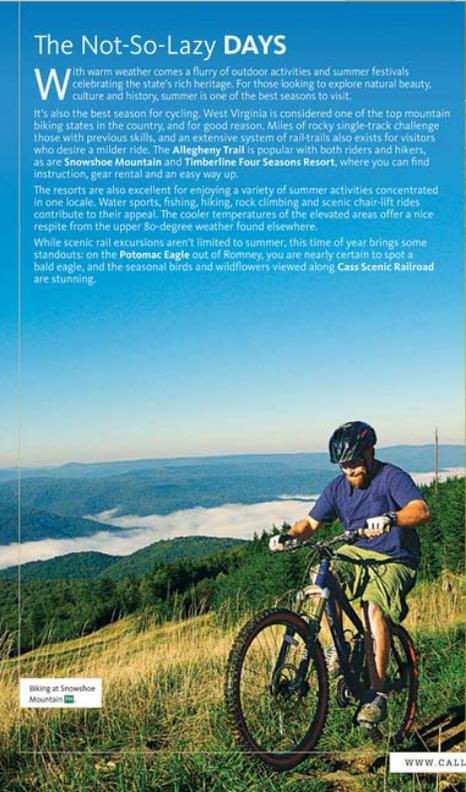

The Not-So-Lazy DAYS

With warm weather comes a flurry of outdoor activities and summer festivals celebrating the state's rich heritage. For those looking to explore natural beauty, culture and history, summer is one of the best seasons to visit.

It's also the best season for cycling. West Virginia is considered one of the top mountain biking states in the country, and for good reason. Miles of rocky single-track challenge those with previous skills, and an extensive system of rail-trails also exists for visitors who desire a milder ride. The Allegheny Trail is popular with both riders and hikers, as are Snowshoe Mountain and Timberline Four Seasons Resort, where you can find instruction, gear rental and an easy way up.

The resorts are also excellent for enjoying a variety of summer activities concentrated in one locale. Water sports, fishing, hiking, rock climbing and scenic chair-lift rides contribute to their appeal. The cooler temperatures of the elevated areas offer a nice respite from the upper 80-degree weather found elsewhere.

While scenic rail excursions aren't limited to summer, this time of year brings some standouts: on the Potomac Eagle out of Romney, you are nearly certain to spot a bald eagle, and the seasonal birds and wildflowers viewed along Cass Scenic Railroad are stunning.



Biking at Snowshoe Mountain

16 1-800-CALL WVA
WWW.CALLWVA.COM 17

Sell & Plan – Don't

GUIDED ADVENTURES.
Lewis and Clark had a guide when they journeyed through Idaho and you'll get more from your trip if you do, too. There are over 400 licensed outfitters in Idaho offering trips from whitewater rafting to mountain climbing, nature treks to hunting expeditions. Every outfitter in Idaho must be licensed with the State Outfitters & Guides Licensing Board. Each must meet rigid standards of

IDAHO STATS:

- LAND AREA: 83,557 SQUARE MILES
- HIGHEST ELEVATION: 12,662 FT., MT BORAH
- LOWEST ELEVATION: 738 FT., LEWISTON
- WATER MASS: 823 SQUARE MILES
- RIVER MILES: 3100 MILES

performance and comply with all state and federal regulations. They must also be certified in first aid and have an intimate knowledge of the area in which they operate. You can expect Idaho's outfitters to be friendly, helpful and knowledgeable. The Idaho Outfitters and Guides Association (IOGA) is a non-profit organization representing a majority of the state's 400 licensed outfitters and guides.

Middle Fork Outfitters Association is another organization of professional guides. Contact either association for more information.

- Idaho Outfitters and Guides Association: 1-800-49-IDAHO www.ioiga.org
- Middle Fork Outfitters Association: www.idahomiddlefork.com

SPLASH DOWN IN IDAHO.
Idaho has more whitewater than any other state outside of Alaska. It has several of the last free-flowing rivers and the largest

OUTDOOR Adventures

contiguous wilderness areas in the lower 48. Without question, the lure of the great outdoors is what makes Idaho irresistible.

PLANNING TIPS.
Take the time to find an outfitter or guide that best matches your interest and needs. Here are some helpful hints to remember:

1. All trips are different, so identify the level of adventure you want, based on the experience and physical capabilities of everyone in your party. Adventures range from easy-going afternoon jaunts to thrill-seeking multi-day excursions.
2. Determine the length of trip you prefer and how much you want to spend.
3. Idaho is a big state. Narrow down the location of your

trip. There are contrasts in climate, terrain and scenery statewide, allowing for uniquely different trips.

4. Decide how much individual customization you require. Some trips focus on a specific hobby or other personal interest. Also, identify any special dietary, access or other personal needs you may have.

You can choose from customized hunts for elk, deer, bear, cougar or bighorn sheep, or take your family down the world famous River of No Return, Middle Fork or

Idaho's trip of legend.

Roughin' it has never been more comfortable!

Main Salmon rivers, or even relive western heritage in style at a guest ranch. Idaho's outfitters and guides are among the best in the business. Some are real characters, but all are professional, polite and focused upon making your trip of a lifetime. Check out the information provided in this travel guide and come explore Idaho.

In Idaho, you can answer the call of the wild.

After you go for west trip and

126

Idaho Outdoor Adventures

IDAHO ADVENTURES IN LIVING

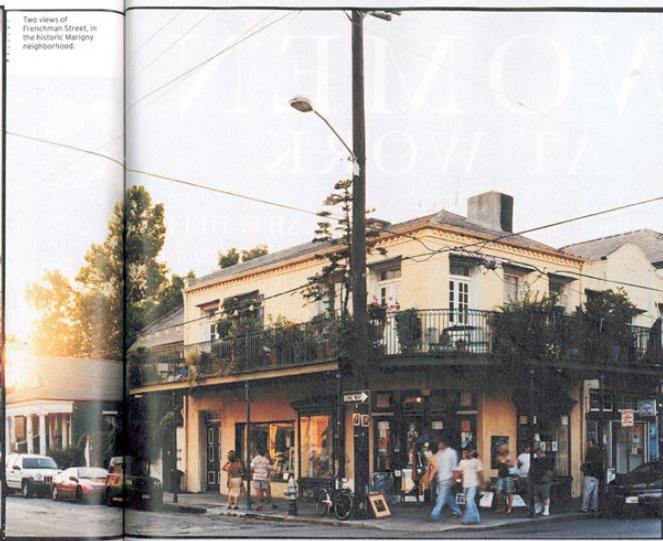
Hells Canyon, Snake River

Creating Effective Collateral Materials

Sell & Plan - Do



Two views of Frenchman Street, in the historic Marigny neighborhood.



dropped to 3.7 million last year (from a record 10.1 million in 2004), this year's Jazz Fest drew its largest crowds in 30 years, and Mardi Gras attendance was up to 800,000 (from a record of 1 million). New Orleans casinos are booming (that's more depressing than encouraging, but there you go); the massive Harrah's downsizing is its best year ever. Meanwhile, developers are remaking the city: the hulking, sixties-era Arade Center is being transformed by developer Brown into a hotel and cultural center that will Johnson & Wales cooking school. Pritzker Prize-honored Mayne has been enlisted to design a national park as the centerpiece of a new, 20-acre performance district.

THE MOST DRAMATIC CHANGES, however, are set to happen along the river—which is certainly due for them. For a town that once drew its entire livelihood from the Mississippi, New Orleans has an oddly allied relationship with its waterfront: the city basically spent its first two centuries forging connections with the river, then much of the last one blocking it off. Safety concerns were one reason, but there was more to it than that. For the average citizen not employed at the port, the river ceased to have much value except as a breezy thing to jog along—and in most places you can't even do that. Whole stretches of it are hidden behind concrete barriers, dilapidated wharves, power

(Continued on page 276)

GUIDE TO NEW ORLEANS *(Continued on page 276)*



WHEN TO GO
The city is most pleasant between November and April, with high temperatures in the 60's and 70's. In 2008, Mardi Gras falls on February 5, Jazz Fest from April 25 to May 4.

WHERE TO STAY
Many New Orleans hotels, including the Ritz-Carlton, offer volunteerism packages for those who wish to help directly with the city's recovery. Check hotel Web sites or call for details.

International House
This boutique hotel sits between the French Quarter and the Warehouse District has a chic lobby bar and stunning penthouse, 201 Camp St.; 504/553-9550; ihotel.com; doubles from \$189.

Ritz-Carlton New Orleans
The city's top hotel straddles the Quarter and the Central Business District, 501 Canal St.; 800/248-3332 or 504/524-6330; ritzcarlton.com; doubles from \$409.



VOLUNTEER OPPORTUNITIES

New Orleans still needs our help. Log on to travelandtourism.com to find organizations making a difference, and see how you can get involved.

Message

- Branding
- Tourism Product

Your message is the intersection of your brand and the tourism product you have to offer.

Audience

- Industry
- In Market
- Destination

Budget

- Know your bottom line before you begin
- Consider
 - Printing costs, including paper
 - Production
 - Quantity
 - Shelf Life
 - Distribution

Product Concept

- Concept
- Dummy
- Layout and Design – multiple points of entry

Which Package?

- Brochure
- Map Product
- Guidebook
- Magazine Format / Visitor's Guide
- Online – e-news or Web site

Creating Effective Collateral Materials

Map



Creating Effective Collateral Materials

Map Side

:Guide to Area Beaches

Use this map to find your way around St. Petersburg/Clearwater's award-winning beaches, including beach access and amenities, points of interest, parks, major roads and parking information.

LEGEND & SYMBOL KEY

- Beach Access
- Beach Amenities
- Beach Parking
- Beachfront Restaurants
- Beachfront Retail
- Beachfront Services
- Beachfront Shopping
- Beachfront Tents
- Beachfront Vendors
- Beachfront Water
- Beachfront Windbreak
- Beachfront Yacht Club
- Beachfront Zoning
- Beachfront Other

LOCATOR MAP

Honeymoon Island State Park

The island got its name from a contest for nicknames in 1935. It's a beautiful island with a variety of recreational activities. The island is a beautiful island with a variety of recreational activities. The island is a beautiful island with a variety of recreational activities.

Caladesi Island

Simply lovely and one of the prettiest islands in the world. Caladesi Island is a beautiful island with a variety of recreational activities. The island is a beautiful island with a variety of recreational activities.

Clearwater Beach

Clearwater Beach is a beautiful beach with a variety of recreational activities. The beach is a beautiful beach with a variety of recreational activities.

AREA CHAMBERS OF COMMERCE

BEACH COMMUNITY CHAMBERS OF COMMERCE

- Clearwater Beach Chamber of Commerce
- Clearwater Beach Chamber of Commerce
- Clearwater Beach Chamber of Commerce
- Clearwater Beach Chamber of Commerce

WATER TEMPERATURES/SUNSET INFO

	Winter	Spring	Summer	Fall
High 70°/21°	High 80°/27°	High 90°/28°	High 87°/28°	
Low 50°/13°	Low 60°/18°	Low 70°/21°	Low 70°/21°	
Sea Day 77°/23°	Sea Day 83°/28°	Sea Day 89°/28°	Sea Day 83°/28°	

Creating Effective Collateral Materials

:Welcome to St. Pete • Clearwater

There is much more to our award-winning beaches than the sun, sand and surf. Use this guide as an introduction to the flora and fauna you may encounter on your visit to St. Petersburg/Clearwater area beaches.



:BIRDING PARADISE



Great Blue Heron
Known for its sometimes cranky demeanor, the great blue heron is a common sight along the waterways of Pinellas County. These impressive birds can reach heights of 54 inches and have a wingspan of more than six feet.



Osprey
This fish hawk is frequently seen nesting on channel markers and other structures along local waterways. With a wingspan of 54 inches, the osprey is a magnificent aerial hunter, a thrill to watch in action regardless of time or place.



Laughing Gull
Hearing "HA HA HA" can only mean one thing: The laughing gull is nearby. Named after its characteristic call, this gull loves to feed on deposits of horseshoe crab eggs and is usually found around fishing boats or crowded beaches, awaiting a free meal.



Snowy Egret
This small white heron is often confused with other members of the same family. Just remember: the snowy egret has a black bill and yellow feet. Its cousin, the great egret, has a yellow bill and black feet.



Brown Pelican
Unlike its cousin the white pelican, the brown pelican feeds on schooling fish by making spectacular dives from high altitudes. The brown pelicans, once dwindling in numbers, has made a strong comeback thanks to strict conservation efforts.



Royal Tern
If you look up, you may spot this orange-billed bird hovering over the water, ready to plunge-dive after prey such as crustaceans and fish. The royal tern prefers the coastline and can be spotted year-round.



Wilson's Plover
You'll see this small bird running short distances along the beach, scanning the sand for moving prey. The plover stamps its feet alternately, stirring worms, mollusks, small crabs and insects to rise above the sand to be lassoed on.



Roseate Spoonbill
Often spotted in small groups near shallow marshes, lagoons and mangrove-bordered saltwater flats, this bird has a unique feeding strategy. It swings its head side to side, sweeping its long, spatulate bill through the water as it feeds on small crustaceans.

:NEARSHORE ECOSYSTEM



:SEA TURTLE HAVEN

Strolling along St. Petersburg/Clearwater beaches from May to August, you're likely to spot loggerhead sea turtle nests dotting the shore and among the sand dunes. Loggerheads are one of five species of endangered sea turtles that nest on Florida beaches, and in a typical year, more than 150 loggerheads nest here. Female loggerheads come ashore at night, dig a hole in the sand with their flippers and lay about

75 to 150 eggs each. About 60 days later, the tiny hatchlings dig their way out of the sand and instinctively head toward the moonlight and the Gulf of Mexico. The hatchlings must make it past natural enemies such as birds, crabs, fish and sharks, but humans are also a threat. Sea turtles are known to stop midway through nesting if disturbed. Hatchlings can also become disoriented by artificial lights and

head in the wrong direction toward houses and roads instead of the ocean. Many county parks, such as Fort De Soto, are closed at night to protect nesting turtles. Beach residents and visitors are required to keep their outdoor lights off during the nesting season to avoid confusing the hatchlings. If you do happen to discover a nesting loggerhead, remember to keep your distance and try not to disturb these peaceful reptiles.



Content

- Assets
 - Copy
 - Photos
 - Fact Checking / Rights

Content Types

- Articles
- Short Features
- Lists
- Maps
- Photos
- Listings and Grids
- Ads

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Content Examples

(Insider) T+L Guide

SLEEP

For an affordable alternative to the luxury palaces off Potsdamer Platz, check into one of Berlin's new boutique hotels, such as the **Dorint Sofitel am Gendarmenmarkt** (50–52 Charlottenstrasse; 49-30/203-730; www.dorint.com; doubles from \$375), whose central location, stark but elegant rooms, and excellent restaurant make up for its charmless exterior. A more intimate option, the dainty and provincially decorated 32-room **Hotel Hackescher Markt** (8 Grosse Präsidentenstrasse; 49-30/280-630; www.hack-hotels.com; doubles from \$210), is situated in a quiet courtyard near the city's Museumsinsel, on Museum Island; the 22-room **Hotel Richmers Hofgarten** (83 Yorckstrasse; 49-30/7809-8800; www.hotel-richmers-hofgarten.de; doubles from \$160), a handsome 19th-century building near Kreuzberg's galleries, has spacious white interiors with cheerful red accents, and an ivy-lined garden.

GERMANY



East Meets West Clockwise from top: The Museumsinsel, with Berlin Cathedral at a holiday Ferris wheel, and a view of the iconic TV tower on Alexanderplatz; Vau's lobster borscht with foie gras crostini; Uwe Popahl, the chef at Restaurant Maxwell, a suite at the Dorint.

EAT

Even though it has earned a Michelin star for its nouvelle German cuisine, **Vau** (34–35 Jägerstrasse; 49-30/202-9730; www.vau-berlin.com; dinner for two \$210), like most Berlin restaurants, has a relaxed and unpretentious vibe. Pair the decadent borscht with lobster with one of the more



than 250 Teutonic wines from the cellar. Set in a nearby neo-Gothic brewery, **Restaurant Maxwell** (22 Bergestrasse; 49-30/280-7121; www.restaurant-maxwell.com; dinner for two \$90) serves seasonal dishes, such as pork knuckle breast with cabbage, trumpet mushroom, and onion casserole, to a lively crowd of locals. At **Lutter & Wegner** (36 Charlottenstrasse; 49-30/202-9540; www.lutter-wegner.com; dinner for two \$79), succumb to traditional favorites like Wiener schnitzel (fuel for Berlin's notoriously rollicking night life) before heading off to the swanky **Victoria Bar** (102 Potsdamer Strasse; 49-30/2575-9977; www.victoriabar.com; drinks for two \$24), where expert mixologists deftly pour cocktail classics. Try the brandy Alexander. »

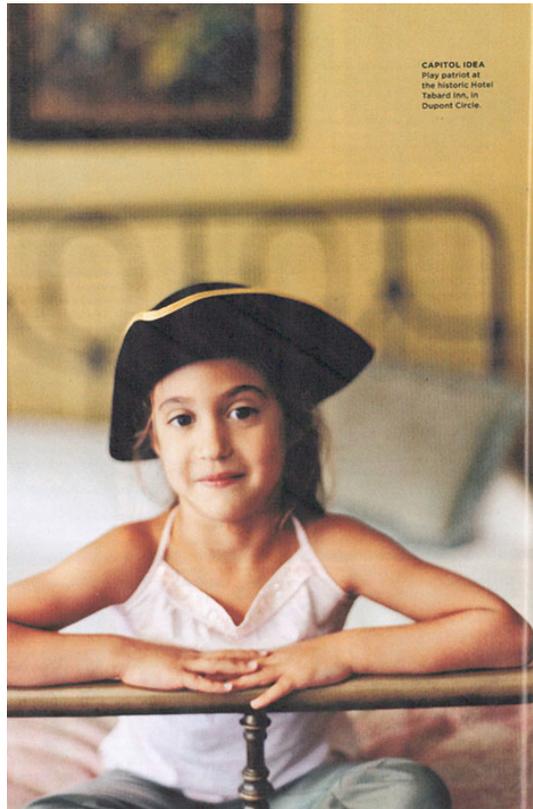
Berlin's Culture Club



Two neighborhoods once split by the wall—the fashionably gentrified Mitte and the gritty, bohemian Kreuzberg—are brimming with creative energy, a thriving arts scene, and stylish hotels. *By CLAIRE DOWNEY. Photographed by WHITNEY LAWSON*

Creating Effective Collateral Materials

Content Examples



HOW TO DO D.C.

Visiting Washington, D.C., can feel like the school trip from hell: no matter who you are, no matter what you're interested in, you're stuck with the same obligatory sights. We say, Table that notion! The city is more varied than guidebooks let on, and a whole lot more fun—especially if, like most residents, you have a clear-cut agenda. We've taken the liberty of dividing families into four special interest groups—**political animals, diplomats and spies, history geeks, and artists and aesthetes**—and mapped out a weekend's worth of activities for each. You can even eat and sleep staying true to character. So skip the forced march, the civics-teacher gulag. Take your cue from your family's temperament, then take on the town—your way.

BY DAVID PLOTZ PHOTOGRAPHED BY BUFF STRICKLAND

Information

- Who, What, When, Why, Where
- Readability
- Pickupability

Example

Special for T+L Family Readers
EVERGREEN LODGE AT YOSEMITE
 Yosemite National Park, Mather, Calif.
 800/935-6343; evergreenlodge.com; ask
 for the Ultimate Yosemite Family Getaway.
WHAT'S INCLUDED A two-bedroom cabin;
 daily breakfast and lunch for four; a guided
 bike trip or a snowshoe walk to the giant
 sequoias; a geocaching treasure hunt.
COST \$650 for two weekday nights, \$690
 for weekends (March 4-April 12).

Family Values

1. SAN DIEGO
Manchester Grand Hyatt
 800/233-1234;
 manchestergrand.hyatt.com; ask for the Grand
 Escape package.
WHAT'S INCLUDED
 A double at this bay-
 front resort; a \$50 food
 credit; and a sailing trip,
 an hour on two Yamaha
 WaveRunners, or two
 50-minute massages.
COST \$395 per night.
SAVINGS Up to 30
 percent.

2. FLORIDA KEYS
Offshore Sailing School
 800/221-4326; offshore-
 sailing.com; ask for the
 Family Sail Away package.
WHAT'S INCLUDED
 A double at the Hawk's
 Cay Resort on Duck Key;
 a five-day U.S. Sailing-
 certification course on
 a Colgate 26 sailboat.
COST \$1,130 per person
 (based on a family of
 four) for a five-night stay.
SAVINGS 20 percent.

3. CHICAGO
Sheraton Chicago
 Northwest
 847/394-2000; sheraton.
 com/chicagonorthwest;
 ask for the Coco's
 Adventure package.
WHAT'S INCLUDED
 A double at this hotel
 in Arlington Heights, 20
 miles northwest of the
 Loop; four passes to the
 hotel's new water park.
COST From \$259 a night.
SAVINGS More than
 35 percent.

4. JEKYLL ISLAND, GA.
Jekyll Island Club Hotel
 800/535-9547; jekyll-
 club.com; ask for the
 Family Beach package.
WHAT'S INCLUDED
 A double at the Victorian
 landmark; breakfast for
 kids; beach toys; croquet.
COST \$199 per night.
SAVINGS 61 percent.

5. BONAIRE
Kontiki Beachclub
 011-599/717-5369;
 kontikibonaire.com; use
 code KBR-WD06/07.
WHAT'S INCLUDED
 A week in a two-bedroom
 apartment on this Dutch
 Caribbean island; car
 rental; use of windsurfing
 gear; three days of
 diving air for two people.
COST \$1,414 for two
 adults and two kids
 for seven nights.
SAVINGS 28 percent.

6. BERMUDA
Pink Beach Club
 800/555-6161; pinkbeach.
 com; ask for the Spring
 Family package.
WHAT'S INCLUDED
 Two connecting
 oceanfront suites with
 terraces; daily English
 breakfast; afternoon tea,
 and five-course dinner.
COST \$3,375 for five
 nights, or \$4,275 for
 seven nights, for two
 adults and two kids.
SAVINGS More than
 30 percent.

7. THE AZORES
Terra Nostra Garden Hotel
 800/762-9995; azores-
 express.com; ask for the
 Azores Spring package.
WHAT'S INCLUDED
 Round-trip charter airfare
 from Boston to São
 Miguel; an island off
 the coast of Portugal;
 a week at the hotel,
 which has peacocks
 and a geothermal pool.
COST \$659 per person
 for six nights.
SAVINGS 40 percent.

8. KILLARNEY, IRELAND
Killarney Plaza Hotel & Spa
 800/221-0924;
 sceptretours.com;
 ask for the Discovery
 Island Southwest
 All-inclusive package.
WHAT'S INCLUDED
 A double; all meals; golf;
 a trip to Blarney Castle.
COST \$709 per person
 for four nights in March,
 \$1,009 per person for four
 nights in April and May.
SAVINGS More than 50
 percent. —Jason Cochran

FIRSTHAND TRIP TIPS These popular traveler review sites all have bargain sections.

IgoUgo.com	10Best.com	WeJustGotBack.com
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For more spring deals,
 see [tiffamily.com](#).

SPRING 2007 **T+L FAMILY** 51

Integration

- Form follows function
- Let each piece do its part

Creating Effective Collateral Materials

Integration

OFF THE BOOK @METROPOLISMAG.COM

/URBAN JOURNAL

Tom Dixon Gets Down to Business

"So many people are slaves to companies and end up competing against themselves. It's like being a rock star and putting out albums for multiple labels at the same time." — Tom Dixon, the eco-conscious British designer with a penchant for product installations

/PODCAST

cast Our podcast section makes finding stimulating conversations about design only a click away!

/EDUCATION/CE

Earn continuing education credits by reading articles on LEED-accredited interiors that sustain both our environment and our communities.

/EVENTS/UPCOMING

METROPOLIS SITE SPECIFIC TOUR @ BOSTON SOCIETY OF ARCHITECTS
This event features the traveling debut of *Site Specific: The Legacy of Regional Modernism*, a short film about the climate- and place-sensitive architectural experiments of the Sarasota School. Boston Society of Architects, Boston. July 31, 6-8 p.m.

/EVENTS/COMPETITIONS

PDO:TYPE-ARCHITECTURAL IDEAS COMPETITION
This competition questions the podium/tower typology prevalent in Vancouver's downtown area. Participants should challenge the logic of the present architectural type and propose variations that will create new potentials for living in and experiencing the city.
Deadline: August 15

COLUMBUS RE-WIRED INTERNATIONAL TRANSIT DESIGN COMPETITION
AIA Columbus seeks a wide array of creative urban-design and architecture proposals that will initiate a dialogue about the current and future state of public transportation in Columbus, Ohio. Submissions should address how multiple transportation modes can work together to provide a complete network that connects citizens with their community.
Deadline: August 31

Illustration: Keith Houghton; photos: Getty Images; Tom Dixon

Creating Effective Collateral Materials

Integration

See the season's new neutrals. [Shop now.](#)
 If you are having trouble viewing this email, [click here.](#)
 Please add westelm@news.westelm.com to your address book to ensure our emails reach your inbox.

west elm

shop | catalog quickshop | stores | sale

3 NEW ROOMS 3 NEW WAYS



ZEN ROOM ▶
Click to see simple new shapes in polished new finishes
zen side table \$179



MODERN ROOM ▶
Click to see modern form of charcoal and chocolate
wire base table lamp \$179

Lustrous finishes, a subdued palette and tactile textures in low-key hues define the season's new neutrals in these 3 new rooms.

POTTERY BARN

SHOP | SALE | GIFTS | REGISTRY | STORE LOCATOR

grounded in **STYLE**

Lay the groundwork for an inspiring summer space with stylish flooring in bold patterns and vibrant colors.
[SHOP RUGS >](#)



Do you have difficulty viewing our HTML email? [CLICK HERE TO VIEW OUR HTML EMAIL.](#)

Crate&Barrel

GIFT CARDS | GIFT REGISTRY | CATALOGUE | STORES | OUTLET

What's New | Furniture | Dinnerware | Fishware | Drinkware | Kitchen | Bed and Bath | Accessories | Rugs

our eco-friendly **bamboo** is more than a cutting board.

Discover the natural beauty of bamboo in exclusive designs for offices, dining, breakfast, bath, storage...and kitchen (before cutting boards are just the beginning).

Cutting Collection, \$9.99-\$29.99



Bamboo Bath Accessories, \$19.99-\$24.99





Space-Saving Bamboo Desk Workspaces, \$199-\$249
Two bookcases and one desk shown here.

QUALITY
Our softest wool rugs are hand tufted with precise placement of every yarn to create graceful and clean-edged constructions.

[SHOP RUGS >](#)

STYLE
Our exclusive designs are one to be fresh, modern and vibrant. Every color palette is hand-chosen to work beautifully with all of our collections.

[SHOP RUGS >](#)

Visit potterybarn.com to watch a video about the process of how our rugs are designed, woven and finished. ▶

New Crate and Barrel Everyday
Our new Crate and Barrel Everyday catalogue is in stores now. Shop new bed linens for bedrooms, living room, office and bath and bath. [Shop new items now >](#)

100% clean organics
Introducing the pure, clean indulgence of organic towels for the bath. Woven of Oeko-Tex certified 100% organic cotton with eyes certified eco-friendly by EcoLogo.

Creating Effective Collateral Materials

Integration

St. Petersburg Clearwater

Search Find Hotels & Attractions

Local Angle the inside scoop | Beaches find yours | Experiences culture, nature & food | Events & area festivals | Neighborhoods & what's in them | Get Here & maps | Videos & Google Earth

Offbeat Outdoors

You know St. Pete/Clearwater has great beaches, but did you know you can get off the beaten path to explore areas formerly inhabited by Tocobago Indians, ride a bike through charming towns on the Pinellas Trail or kayak in waters shared with dolphins? [More](#)

Photo: Sunken Gardens

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Adapting to New Media Environment

- Stay relevant
- Consumer-focused – opportunity to out-inform
- Social media – ways to join the conversation
– rankings, digital footprint

Verde Canyon Railroad

Teresa Propeck



Creating Effective Collateral Materials



Ideas and Objectives

- Idea
 - The need for a substance filled piece
- Objective
 - To tell the whole story
 - To set us apart from other products

Budget

- Return on Investment
- Audience
 - Based on the fact that this piece targets tour operators and wholesalers the return comes easily

Project Plan

- Original Audience
 - Planners / Wholesalers
- Secondary Audience
 - Piece expanded to consumer market as a result of positive reaction to the calendar

Incorporating Our Brand

- Highlighting what sets us apart:
 - Style
 - Character
 - Adventure
- Uniqueness of our product
 - Logo
 - Borders
 - Accents

Process

- Written Content
- Photo Options
- Important information – directions to our attraction are on everything
- Accents
- Editing

Printing and Distribution Plan

- Printing quantities and reprints
- Shelf life

Creating Effective Collateral Materials

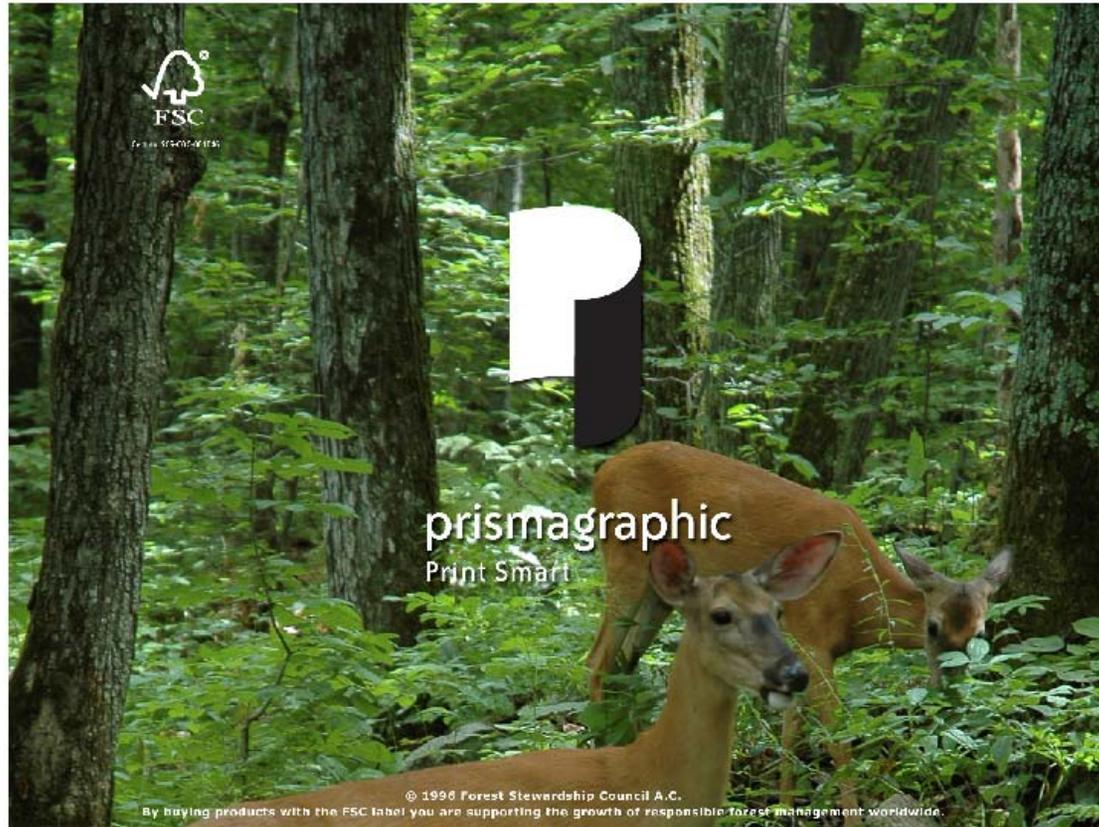


Sustainability Considerations in the Printing Industry

Alan McAbee



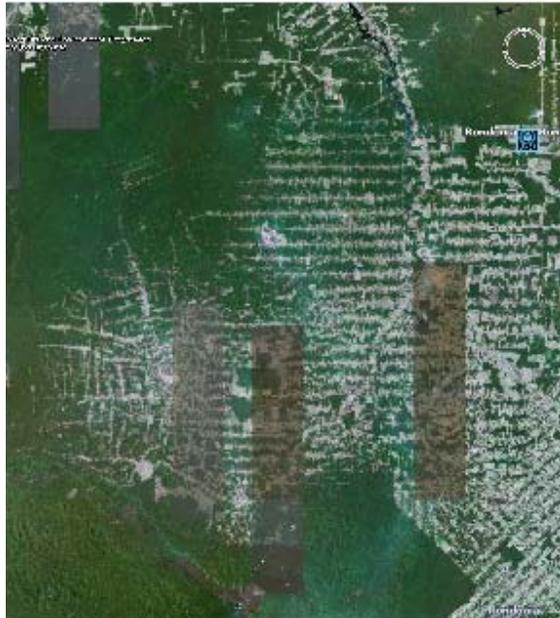
Creating Effective Collateral Materials



Creating Effective Collateral Materials

Illegal Logging in Brazil

Present Day

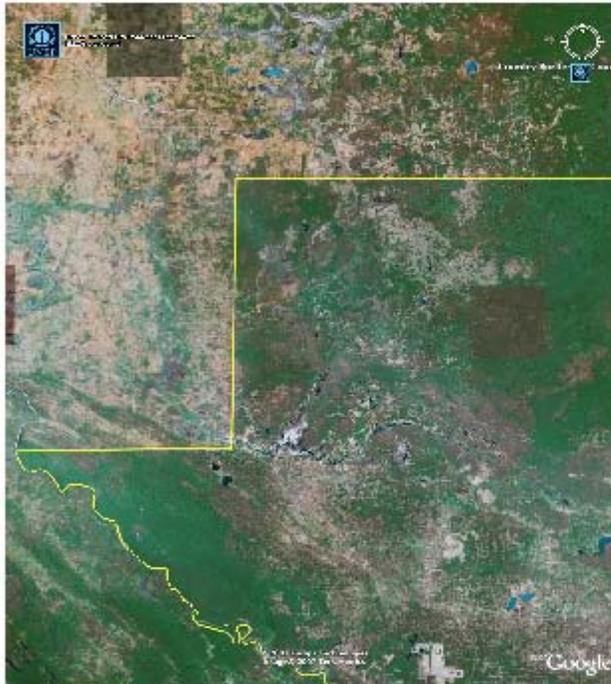


1975

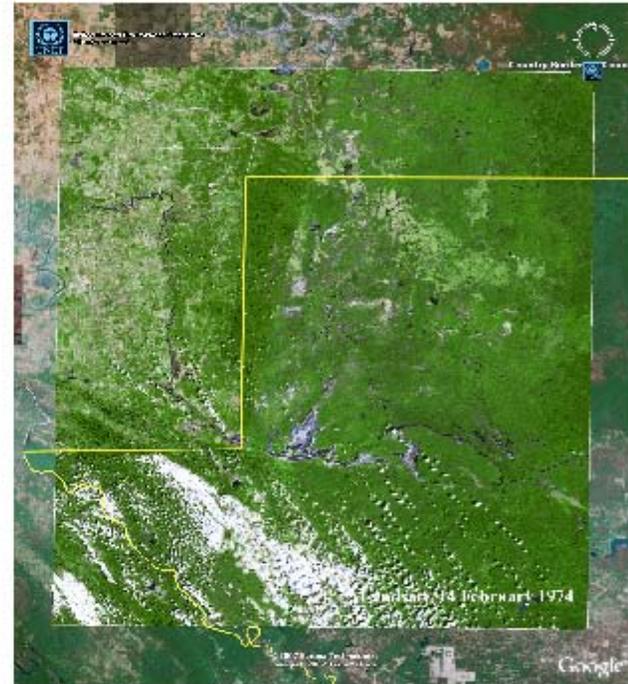


Logging and Legislation in Central America

Mexico & Guatemala
Present



Mexico & Guatemala
1974



Why Prisma Chose FSC

- Establishes a chain of authority
- Promotes sustainability
- Enforces ethical practices
- Encompasses more than paper
- Global initiative



The FSC Chain of Custody

- Forest or Fiber Source
- Logging Company
- Paper Manufacturer
- Paper Distributor
- Print Manufacturer
- Print Buyer
- End Consumer



FSC Logos Explained

- 100% FSC Certified
- FSC Mixed Sources
 - Well Managed Sources
 - Controlled Sources
 - Recycled Wood or Fiber
- FSC Certified 100% Recycled



Prisma's Sustainability Program

- FSC Certified Papers
- EPA VOC Disposal / Monitoring Program
- Company wide recycling program
- Vegetable and soy based inks
- High Efficiency HVAC and Up-Duct units
- Maricopa County TRPS program
- Night time computer policy
- Low wattage halogen bulbs



Creating Effective Collateral Materials

Many Options for Global Responsibility



Creating Effective Collateral Materials



+



prismagraphic
Print Smart

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By buying products with the FSC label you are supporting the growth of responsible forest management worldwide.

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- Juliette Reynolds – Miles Media
juliette.reynolds@milesmedia.com
- Alan McAbee – Prisma Graphics
AlanM@PrismaGraphic.com
- Teresa Propeck – Verde Canyon Railroad
tpropeck@cox.net
- Robin Jackalone – Arizona Office of Tourism
rjackalone@azot.gov
- Toni Cress-Kooi – Arizona Office of Tourism
tkooi@azot.gov

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