

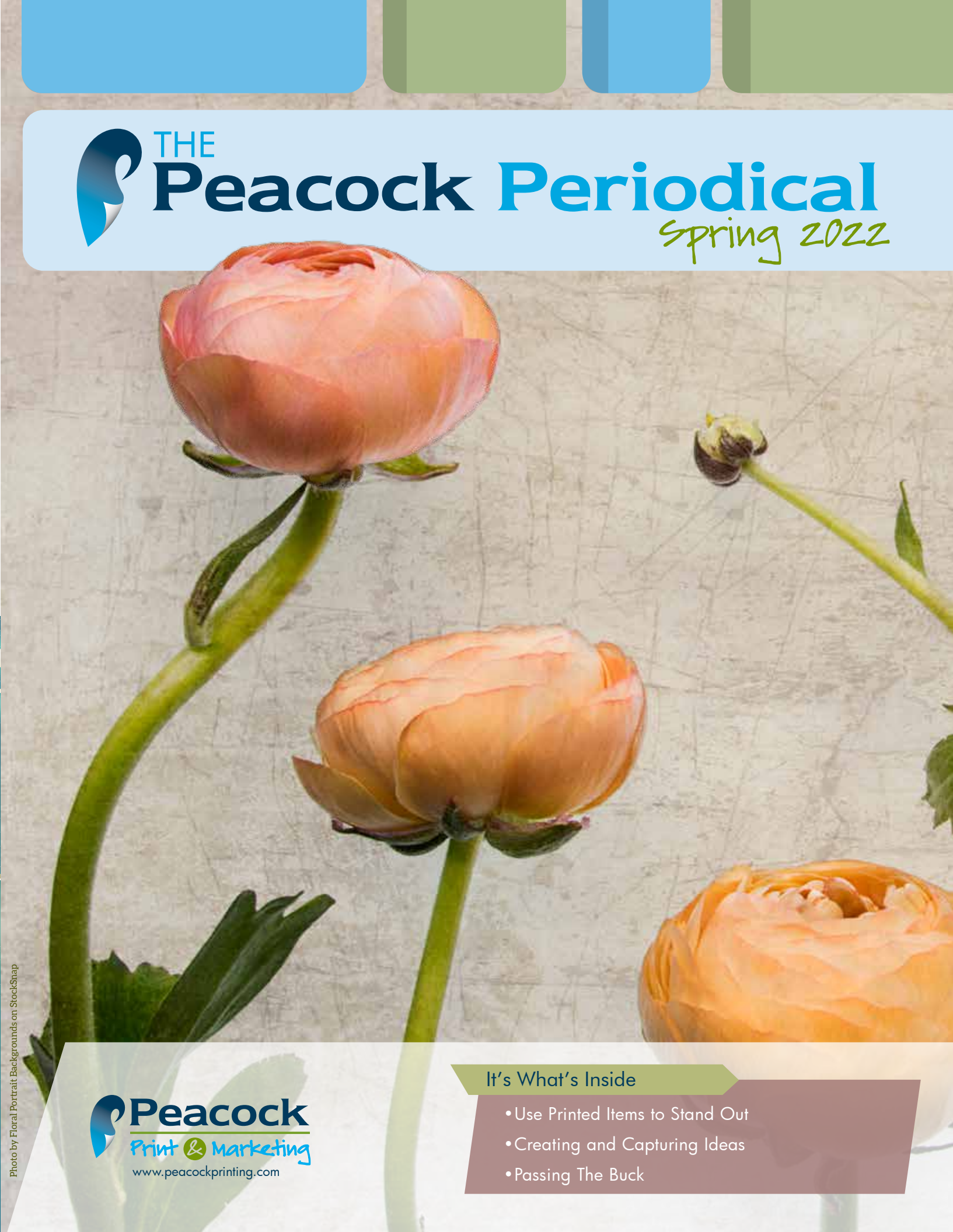


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THE Peacock Periodical

Spring 2022



Celebrating
45
years

Then

Now

Peacock Printing was established February 1st 1977. A lot has changed over the years. Reminiscence with us by taking a walk through history at <https://www.peacockprinting.com/companyinfo/index.html>

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It's What's Inside

- Use Printed Items to Stand Out
- Creating and Capturing Ideas
- Passing The Buck

How to Use Printed Items in a Digital World to Stand Out

Thank goodness for technology in the time of a pandemic. It helped keep us together, even when we were miles apart. While technology is undoubtedly a tried and true marketing tool, there's something to be said for thinking differently and standing out from the crowd. In this case, we're talking about printed items that can help you stand out in an increasingly digital world! Check out these examples of when you can put your best foot forward with printed items to help the world remember what you're all about.

For Virtual Conferences

Just because a conference or event switched to virtual doesn't mean you can't offer some of the same perks of an in-person conference. Think of the items you would have offered for participants in-person, and consider mailing them as a surprise to the homes of the conference or event participants. They'll love to receive the sweet surprise!

In the Mailbox

In a world of full inboxes, stand out in the mailbox. Printed direct mailers can leave a lasting impact because they aren't done as often. Sure, it'll cost you postage to reach your audience, but the return on your investment could be worth it. One study showed that the average office worker receives 121 emails a day. Can you imagine 121 pieces of mail in your mailbox? The numbers are significantly less. While you should continue to utilize email marketing, consider adding direct mail to reach your audience in a new and exciting way.

“...the average office worker receives 121 emails a day. Can you imagine 121 pieces of mail in your mailbox?”

Branded Swag

Think of products with lasting power. For example, offer them a branded coffee mug that they'll use every morning to start their day. Maybe it's a piece of clothing that's so comfortable your audience will wear it wherever they go. Stationary, pens and paper are all examples of tried and true products that make a great gift to your partners and potential customers.

Think Outside the Box

These are just a few of the ideas you can use to get the printed party started! Don't be afraid to step outside of your comfort zone and think of a creative and innovative way to brand products to reach your customers. For example, maybe you want to run a summer campaign about beating the heat, so you send a branded soft cooler. Think about the message you want to send and what useful printed products you can send.

The possibilities are endless when it comes to printed products to help drive forward your marketing efforts. Your audience will be excited to get a freebie or a message in a different way than the normal emails piling up in their inboxes. Get out there and get printing!

Hot/Cold Gel Pack
\$1.45 ea.
(plus setup)



Flower Highlighter
\$1.45 ea.
(plus setup)

DESIGN CORNER

THE HEART LOGO

Follow your heart. Have a heart. Bless your heart. In all these sentiments, one probably imagines that familiar symbol rounded at the shoulders and pointed at the end.

It wasn't always that way.

In the western world, for nearly 1,500 years, the physical heart was considered to be shaped more like a pinecone.

That was thanks to second-century Greek physician Galen, who evidently never looked



at a real one. Since Galen believed it, so did everyone else, according to Marilyn Yalom, Clayman Institute scholar.

In the Scrovegni Chapel in Padua, the theological virtue of charity is depicted in work dated to 1305 as a woman holding a pear-shaped heart to God.

By 1340, that heart shape changed. In a French manuscript of that year, the symbolic heart was depicted in the modern form we recognize today.



The stylized heart became the standard. It has been used ubiquitously in items as diverse as Martin Luther's personal seal in the late 1400s to Milton Glazer's famous 1976 logo: I (Heart) NY.

Photo by Chris Scott on Unsplash

Creating and Capturing Ideas



Business and personal challenges often demand new ideas, those often fleeting solutions that streak through dreams, only to be forgotten in seconds.

One thing that distinguishes creative people from others, according to Psychology Today, is that the creative ones have learned ways to pay attention to and preserve some of the new ideas that occur to them. They have capturing skills.

Scientist Otto Loewi struggled long with a problem in cell biology. One night, a new approach occurred to him in his sleep. He grabbed a pen and wrote it down in the dark. But the next morning he couldn't read it. Fortunately the great solution came to him again during sleep. Taking no chances, he went straight to his lab. He won the Nobel Prize for the work he began that night.

People who want to capture their ideas develop methods of doing it. Artists have sketchpads. Writers carry notebooks. Restaurant napkins are famous media for brilliant brainstorming.

Salvador Dali got ideas for paintings from his early sleep state. For new inspiration he devised the "slumber with a key" method. He put a plate upside down on the floor

next to his chair. Then he would relax back in the chair extending his arms over the sides. In his fingers he lightly balanced a heavy key or spoon. When he drifted off to sleep, the spoon fell onto the plate and the sound would wake him. He would then sketch the images he was seeing.

Steve Jobs always conducted his most serious discussions and brainstorming sessions while walking.

In fact, research from Stanford University says that walking increases the flow of ideas by 60 percent over sitting.

Anyone can learn to capture new ideas and nudge creativity to new levels. So can you, so develop your own technique, and you will soon discover that you are more creative than you think.

Passing The Buck

Back in the days of the old and wild west, poker became a popular saloon game. It also became a problem because poker players thought little of trying to cheat their tablemates.

The dealer had the greatest opportunity because he could manipulate the cards, engage in the infamous "dealing off the bottom of the deck" move, or skillfully peek at the cards he dealt other players.

To avoid fights over whose turn it was to deal, they passed an object to the next dealer. Usually it was a knife.

It became known as the buck, short for buck horn, which most knife handles were made of.

Over time, the meaning of the phrase "passing the buck" changed. Instead of legitimately moving a responsibility to the right person to handle, it became known as a way to pass off a job or responsibility to someone else. That person was stuck with it whether or not he had the time or skill required.



President Harry Truman's famous statement that "the buck stops here" was viewed (and still quoted) as a way to state that, as President, he took responsibility for whatever was happening in the country.

