



SCHOOLS

LOVE Local

Peacock
Print & Marketing
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Spring Garden Hawks



Making education fun and interactive is at the heart of learning. Our local school PTO groups fund so many events that are impactful for students. At Spring Garden Elementary the PTO hosts the Back 2 School Bash, Santa's Cottage, field trips throughout the year as well as the much anticipated End of the Year Field Trip. They fund learning in the classroom by purchasing STEM materials and educational items. What a difference our Parent Teacher Organizations make for our students.

The pictures above feature students wearing new Hawks Spirit Wear, printed at Peacock Print & Marketing. Contact us (242-3157) today if you're be interested in our online spirit wear fundraising stores to help support your PTO or other organization.



We Appreciate Our PTO

PEACOCK PRINT & MARKETING PRESENTS

INK LINK

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It's All Good

Valentine's Day Indulgences That Are Healthy for You

Some things that you might consider to be guilty pleasures are actually good for your physical and mental health, at least in moderation. If you're planning to indulge this Valentine's Day, here are the best things to enjoy.

CHOCOLATE. Research shows that even small amounts of dark chocolate rich in cocoa flavonoids can help lower blood pressure, improve blood flow and even lower LDL (bad) cholesterol. Choose varieties made with at least 70% cocoa.

STRAWBERRIES. Whether you dip them in chocolate or eat them with champagne, you can't go wrong with this super food. They're packed full of nutrients and antioxidants, help fight cancer, contain anti-aging properties and can ease arthritis pain.

KISSING. When you lean in for a kiss and feel your heart race, that's because it is—it's beating faster. This releases adrenaline and other neurotransmitters in the blood, increasing your metabolism (and burning extra calories). Kissing can also provide a boost to your immune system.

RED WINE. Yes, wine contains alcohol and a fair amount of calories, but it also carries a list of accolades. It's considered heart-healthy because it contains resveratrol, which is found in grapes and purported to be an anti-aging elixir that may help reduce blood clots, bad cholesterol and formation of malignant tumors.

FALLING IN LOVE. If you can't remember your last oil change, but you can easily name your sweetie's best friend in kindergarten, you're not alone. Scientists at the University of Pavia in Italy found that falling in love raises levels of a hormone that improves memory. This hormone boosts your brainpower and helps you become more focused and detail-oriented.



IT'S WHAT'S INSIDE

- Singing the Winter Blues
- What Marketers Can Learn from Super Bowl Ads
- Rub It In: Five Ways to Care for Your Skin This Winter

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WORDS TO LIVE BY

"Happiness can be found, even in the darkest of times, if one only remembers to turn on the light."

—J.K. Rowling, Harry Potter and the Prisoner of Azkaban



Singing the Winter Blues

It's February, and the north wind is still blowing. Are you ready to fly south?

Even though spring is around the corner, winter still prevails, and cold temps and shortened daylight can take their toll. It's particularly tough for those who suffer from Seasonal Affective Disorder or SAD. During this month, they may experience symptoms like irritability, decreased energy, anxiety, fatigue and weight changes.

The specific cause of seasonal affective disorder remains unknown, but it's likely that these factors come into play:

>> **Your biological clock.** The reduced level of sunlight in fall and winter may disrupt your body's internal clock, which lets you know when you should sleep or be awake.

>> **Melatonin levels.** The change in season can disrupt the balance of melatonin, which plays a role in sleep patterns and mood.

>> **Serotonin levels.** A drop in serotonin, a brain chemical that affects mood, may play a role. Reduced sunlight can cause a drop in serotonin, which can lead to depression.

If you've felt a little blue lately, try this:

- **Get some sun.** Exposure to sunlight can be a powerful pick-me-up. If you can go out for a walk when the sun is out, bundle up and get outside.
- **Move your body.** Increasing your exercise in the winter can stimulate endorphins, which will lift both your mood and your energy. If your climate or job makes it difficult to be active outside, find ways to work out at home or in the gym.
- **Eat for energy.** Be sure to combine lean protein and complex carbohydrates in your meals. Limit your consumption of alcohol, sugar and high-fat foods.
- **Talk to someone.** If you are experiencing significant seasonal depression, you may benefit from consulting with a professional who specializes in treating mood disorders.

WHAT MARKETERS CAN LEARN FROM SUPER BOWL ADS

The Super Bowl has become as known for its creative commercials as much as for its football, and for good reason. The brands that spend well over \$100,000 per second of advertising typically pull out all the stops to make their valuable marketing dollars count.

While the Super Bowl ad season is dominated by consumer brands, both B2B and B2C marketers can take away some valuable lessons to apply to their own marketing efforts. Here are five.

1 You don't need to blow your budget to make an impact. A few years ago, Newcastle Brown Ale created a successful and clever YouTube video campaign that went viral without spending millions. In fact, the lack of ad spending is what helped the campaign succeed. The right message targeted at the right audience can be as effective, if not more so, than a costly ad.

2 Tug at the heartstrings. Businesses are run by people with feelings, so whether you're marketing B2B or B2C, emotional connection is a must. In fact, according to a CEB report, B2B customers are more emotionally attached to their B2B vendors than consumers are to their brands. Emotional branding is the best way to particularly capture the hearts and minds of millennials.

3 See the big picture. Digital is no longer just an option in your marketing plan. Try to tie every offline campaign back to a larger strategy that includes a digital component and some online activation. Consumers now expect to find an online or mobile channel associated with any campaign they see offline.

4 Get mobilized. Mobile is the fastest-growing market sector for advertisers. The majority of your audience will be on their smartphones at any given time. Make sure any call to action is mobile friendly by including easy-to-access hashtags and URLs.

5 Keep the conversation going. Don't just put your message out there and walk away. Actively listen to conversations about your brand in social media and respond in a timely manner. Learn to engage in real-time conversations, especially around big events like the Super Bowl, with relevant content and strong CTAs.

TOP FIVE 2019 SUPER BOWL AD SPENDERS

— 1 —
Coca-Cola
(\$15 million)

— 2 —
Tide
(\$15 million)

— 3 —
Amazon Alexa
(\$15 million)

— 4 —
TurboTax
(\$12.5 million)

— 5 —
Verizon Salute
(\$12.5 million)

— Numerator

PROOF POSITIVE

February is a great month for small business marketing. The holiday craze that spills over into the first of the year has finally dissipated and it's a perfect time to craft new marketing messages to your customers who are back in the buying cycle. Consider hitting them with the start of a multi-channel campaign that includes direct mail.

Rub It In

Five Ways to Care for Your Skin This Winter

Freezing temperatures, biting winds and dry air can suck the moisture right out of your skin. Make sure you replenish it. Here are five ways to protect your skin this winter.

MOISTURIZE MORE.

This might sound like a no-brainer, but many people don't change their skin care routine from one season to the next. You may have found a moisturizer that works great in spring or summer, but it may not suffice during the winter months. Look for one that's oil-based rather than water-based. When it comes to your face, choose your oils carefully. Try avocado, mineral, primrose or almond oil—they won't clog your pores.

SLATHER ON THE SUNSCREEN.

Sunscreen isn't just for summer. Winter sun combined with snow glare can still damage your skin. Try applying a broad-spectrum sunscreen to your face and your hands (if they're exposed) about 30 minutes before going outside.

PROTECT YOUR HANDS.

The skin on your hands is thinner than on most parts of the body and has fewer oil glands. That means it's harder to keep your hands moist, especially in cold weather. Always wear gloves when you go outside, and carry a hand cream throughout the day.

HOOK UP THE HUMIDIFIER.

Central heating systems blast hot, dry air throughout our homes and offices. Humidifiers will help replace the moisture in the air, which helps prevent your skin from drying out. Place several small humidifiers throughout your home to disperse the moisture more evenly.



LIMIT HOT BATHS.

Soaking in a hot bath feels great after frolicking out in the cold. But the intense heat of a hot shower or bath actually breaks down the lipid barriers in the skin, which can lead to a loss of moisture. A warm bath with oatmeal or baking soda can help relieve skin that is dry or itchy. Also, be sure to reapply moisturizer after every bath or shower.

SOMETHING TO THINK ABOUT

New skin cells are created in the deepest layer of skin and take about four weeks to rise to the surface. This process of old skin cells being replaced by newer skin might occur more than 1,000 times over the average American's lifespan.