

# Production for Designers

Session 12 – Monday, November 30, 2020

**If you did not receive an email from me this morning regarding your term project, then I did not receive your term project. Please call me at 917.597.1891 or email your final term project before the end of this, tonight's session.**



# Graded assignment Three

Answer the questions listed I would prefer if you do not research the answers, but provide answers based on your current understanding of the questions.

Email your  
answers to me  
no later than  
6:30 pm today.

What do the  
initials PDF  
actually mean?

Email your  
answers to me  
no later than  
6:30 pm today.

What is a PDF?

Email your  
answers to me  
no later than  
6:30 pm today.

What are PDF's  
used for?

Email your  
answers to me  
no later than  
6:30 pm today.

How many types  
of PDF's are in use  
today?

Email your  
answers to me  
no later than  
6:30 pm today.

Is a PDF the final,  
the last stage in  
production?



## Questions:

**What do the initials PDF actually mean?**

**What is a PDF?**

**What are PDF's used for?**

**How many types of PDF's are in use today?**

**Is a PDF the final, the last stage in production?**

## Answers:

### Portable Document Format

**PDF** stands for "portable document format". Essentially, the format is **used** when **you need** to save files that cannot be modified but still **need** to be easily shared and printed. Today almost everyone has a version of Adobe Reader or other program on their computer that can read a **PDF** file.

**PDF** stands for the Portable **Document Format**, used to display **documents** in an electronic form independent of the software, hardware or operating system they are viewed on.

Open Acrobat and choose "Tools" > "**Create PDF**". Select the file type you want to **create** a **PDF** from: single file, multiple files, scan, or other option. Click "**Create**" or "Next" depending on the file type. Follow the prompts to convert to **PDF** and save to your desired location.

Searchable PDF

Image Only PDF

True PDF

Answers:

Sources:

<https://pdf.abbyy.com/learning-center/pdf-types/>

<https://www.marconet.com/blog/bid/326753/8-types-of-pdf-standards-each-serves-a-unique-purpose>

<https://acrobat.adobe.com/us/en/acrobat/about-adobe-pdf.html>

<https://www.pdftron.com/blog/pdfa-format/what-are-the-different-types-of-pdf/>



# Live Demo

Robert Antonik

## Sources:

<https://www.gwg.org/>

<https://printing.litmos.com/course/1103994/module/3449676?LPId=0>

<https://page2media.brio.viddler.com/groups/6594/media/05-11-overview-of-pdf-and-pdfx>

Discussion  
Questions & Answers?

Break Time 10 minutes.

**Ink-Jet Printing**

**Personalized Marketing**

**Workflow – Job Tickets**

**Tonight's topics.**



# Ink-Jet Printing

What is Ink Jet  
Printing?

When the term printing is mentioned, one often thinks in terms of letterpress, screen printing, gravure, and offset lithography just to name a few. Rarely do we hear the name ink jet printing. The reason may be that this nonconventional printing process has not yet arrived in the form of a printing press. However, it may be fast approaching. Ink jet printing may make it possible to include all the necessary elements of a printed page such as halftones, fonts, etc., in some digitized form in computer memory thereby eliminating the step of platemaking. The massaged data could then be placed directly onto paper whenever needed while possessing the capability of instantaneous change. The extent to which ink jet printing systems are currently competing with conventional printing systems is exemplified by showing the use of some systems for printing and encoding applications. systems is exemplified by showing the use of some systems for printing and encoding applications.

## What is Ink Jet Printing?

<https://www.youtube.com/watch?reload=9&v=O7NJsOhoLYI>

**What is Ink Jet  
Printing?**

<https://page2media.brio.viddler.com/groups/6625/media/09-26-piezo-inkjet-animation>

## What is Ink Jet Printing?

<https://page2media.brio.viddler.com/groups/6625/media/09-31-digital-inkjet-press>

## What is Ink Jet Printing?



# INKJET WORKFLOW

HOW TO MAKE YOUR WORK FLOW... EFFICIENTLY

**Canon** | **think.**  
CANON SOLUTIONS AMERICA





THE DESIGNER'S GUIDE TO INKJET

BY ELIZABETH GOODING & MARY SCHILLING

**Canon** | think.

# Personalized Marketing

Tonight's topics.



# Personalized Marketing

<https://instapage.com/blog/personalized-marketing>

What is  
Personalized  
Marketing?.



Have dinner in **Seattle** tonight.  
Enjoy brunch in **Paris** in the morning.



# Personalized Marketing



125 West 55th Street 2nd Floor New York, NY 10019

Air France launches daily, nonstop flights from Seattle to Paris. **Europe has never been closer.**



You're just one step away from Europe. Starting June 11th, Air France initiates the world's first daily, nonstop service between Seattle and Paris.

All you have to do is step aboard at 4:55 PM and we'll have you landing in Paris for a scheduled 11:40 AM arrival. But the convenience doesn't stop there. You'll be arriving at Air France's Paris-Charles de Gaulle hub. That provides you with same-day connections to the great cities of Western and Eastern Europe. And with the inauguration of our Seattle gateway, now is a good time to join Flying Blue, our frequent flyer program. To show you how our newest nonstop route makes Europe a closer destination, we've created a website with your name on it.

Just click to **[MoniqueMayo.AFSeattle.com](http://MoniqueMayo.AFSeattle.com)** to get all the details and learn about all the in-flight perks on Air France's newest nonstop route.

**AIR FRANCE KLM**

Personalized  
Marketing



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## ALBANY LAW SCHOOL

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**LOCATION:** The only law school in the powerful capital of New York State.

**FOCUS:** A private, independent law school with a singular focus—law.

**EXPERIENCE:** The oldest law school in New York, and the oldest independent law school in North America.

**RESULTS:** Employment rate is 94 percent, above the national average for 30 years.

**FACULTY:** 14:1 student: faculty ratio. A supportive, collegial campus setting. Students enjoy unequalled access to their professors.

**EXCELLENCE:** Outstanding national reputations in government law, intellectual property, public interest law, international law, health law, clinical programs and more.

518-445-2369 | [admissions@albanylaw.edu](mailto:admissions@albanylaw.edu) | [www.albanylaw.edu](http://www.albanylaw.edu)

Albany Law School  
Office of Admissions  
80 New Scotland Avenue  
Albany, N.Y. 12208-3494

(\$prospectFirstName) (\$prospectLastName)  
(\$prospectCompany)  
(\$Address1)  
(\$Address2)  
(\$City), (\$State) (\$Zip)  
(\$prospectCountry)

# Personalized Marketing.



We know what  
you're thinking,  
**Craig...**

“Why keep making  
the leading truck  
routing software  
better?”

We've got over  
33 billion reasons.



**Personalized  
Marketing.**



We know what  
you're thinking,  
**Kate...**

“Why keep making  
the leading truck  
routing software  
better?”

We've got over  
33 billion reasons.



Personalized  
Marketing.

ALK TECHNOLOGIES 1000 HERRONTOWN RD. PRINCETON, NJ 08540

Road congestion is costing the truck industry over \$33 billion\* a year.

## What's it costing you, Kate?

Whatever it's costing you, help is on the way.

Introducing **PC\*MILER 25**. Now with historic and real-time traffic data, fully integrated at no additional cost. It's data that'll make your whole operation more accurate and efficient.



For starters, **PC\*MILER 25** delivers better rating, HOS compliance, driver data, and on-the-fly route adjustments. You can also count on advanced geofencing, truck-specific navigation and more accurate transit, start and end times.

All these improvements will create more realistic service expectations — which will lead to happier customers.

**Better time management tools. Lowered costs. Happier customers. Looks like PC\*MILER is pulling away from the competition. Again.**

Purchase to **PC\*MILER 25** and receive Free Traffic based features – a \$500\*\* value!

**Visit [KateSell.PCMILER25LowersCosts.com](http://KateSell.PCMILER25LowersCosts.com)**



### PC\*MILER 25

Driving Transportation Technology for Over 25 Years

\* Texas Transportation Institute (TTI) 2010 Urban Mobility Report

\*\*Value varies based on usage

# Personalized Marketing.

(\$prospectFirstName) (\$prospectLastName)  
(\$prospectCompany)  
(\$Address1)  
(\$Address2)  
(\$City), (\$State) (\$Zip) (\$prospectCountry)



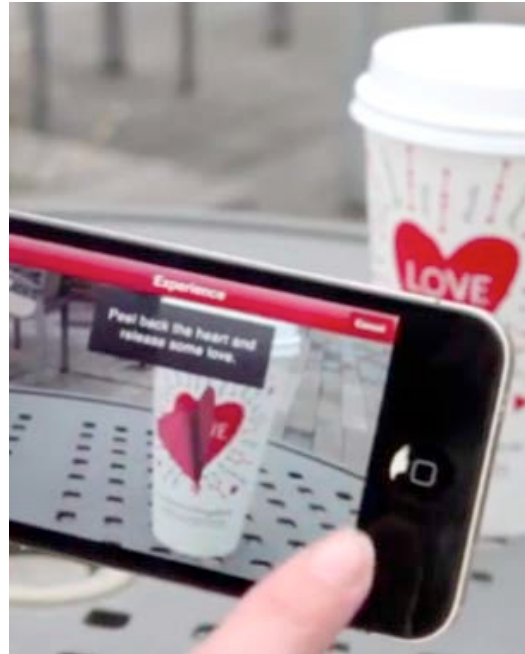
# Augmented Reality in Labels & Packaging

Hewlett-Packard, Graphic Solutions Business Trends





Brand marketers are bringing a spin to their packaging with a hidden level of graphics that can be viewed through a smartphone's camera.



Starbucks Cup Magic app for Valentine's Day incorporates the latest in augmented reality technology to offer an animated visual experience.



Brand marketers are bringing a spin to their packaging with a hidden level of graphics that can be viewed through a smartphone's camera.



During the NASCAR season, Budweiser offered an exclusive behind the scenes content. Simply by pointing your phone's camera at any Budweiser logo.



Brand marketers are bringing a spin to their packaging with a hidden level of graphics that can be viewed through a smartphone's camera.



Kraft is using augmented reality technology, which allows users to take part in a digital game when a Cadbury chocolate bar is viewed through a smartphone camera.



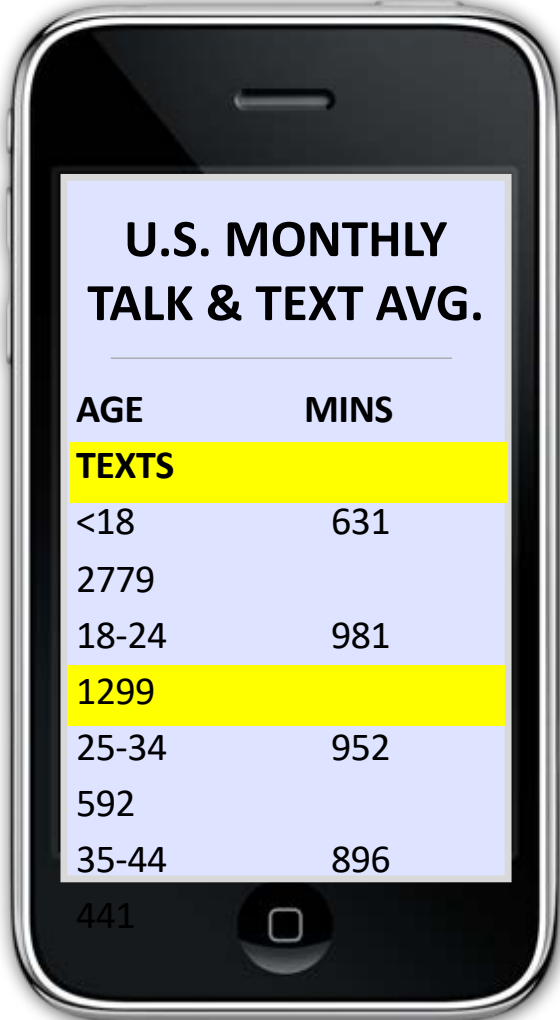
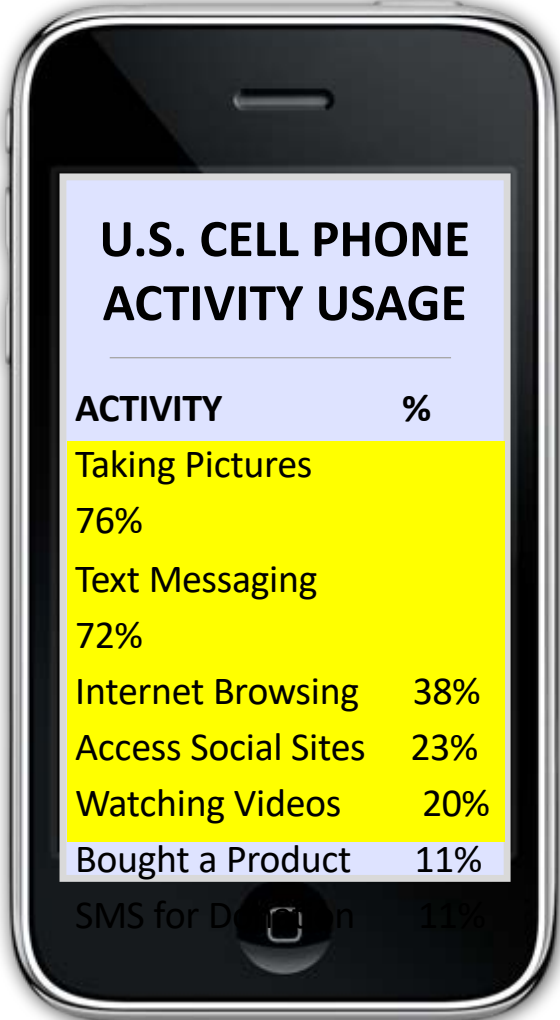
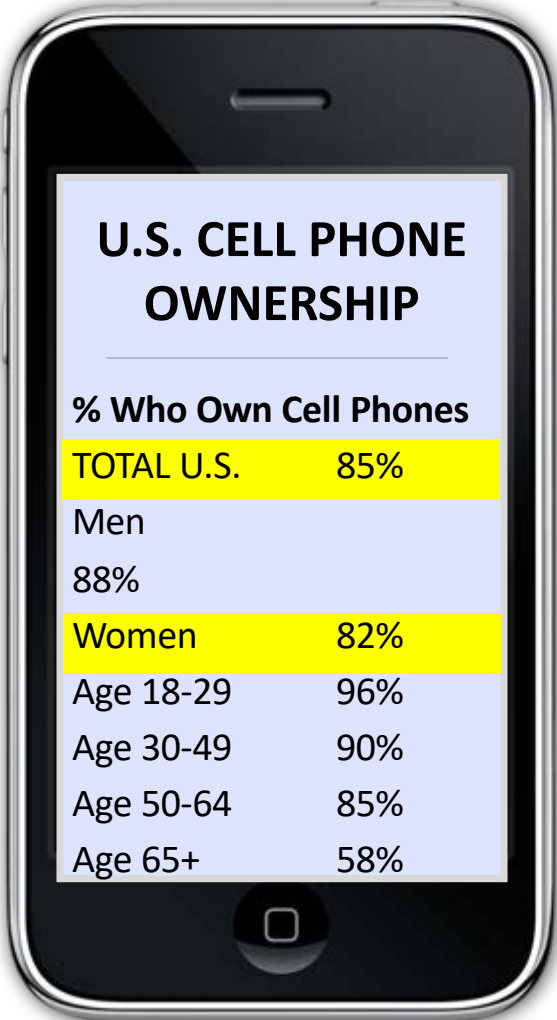


Cross Media –  
Direct Mail & Mobile

Hewlett-Packard, Graphic Solutions Business



# Who's using mobile and how?



① Pew Research Center's Internet & American Life Project. August 9 - September 13, 2010 Tracking Survey  
 ② Pew Research Center's Internet & American Life Project. May 30, 2010  
 ③ Nielsen March 2010

# Mobile Use Behavior – 6 Groups

## SUPER-CONNECTEDS

- 57% own smartphones / 24% own text-enabled mobile phones
- 53% are male
- 7% make purchases via their device
- 21% research via their device
- Demand a quality experience on their mobile device

## ENTERTAINERS

- 48% own smartphones / 23% own text-enabled mobile phones
- 41% are under the age of 30
- 54% are male
- 7% make purchases via their device
- 19% research via their device
- 15% play games, listen to music or watch videos weekly on phone

## CONNECTORS

- 51% own smartphones / 18% own text-enabled mobile phones
- 63% are male
- 6% shop via their device
- 14% research via their device
- Use their device for work at least 25% of the time

## COMMUNICATORS

- 7% own smartphones / 27% own text-enabled mobile phones
- 57% are female
- 94% use text messaging
- Receptive to text alerts, coupons and contests

## TALKERS

- 2% own smartphones / 5% own text-enabled mobile phones
- 48% are male
- 52% are female
- Majority are over 50 years of age
- Occasional text messaging

## INACTIVES

- 11% of the adult population that does not own a mobile phone
- 63% are over the age of 50
- Most likely to have low incomes

# Why pair traditional Direct Mail with Mobile

- Multi-channel shoppers make purchases 12% more frequently than those shopping via a single channel.
- Multi-channel shoppers spend more per year by an average of 32%.
- 78% of shoppers use two or more channels while 30% use at least three to research and purchase goods and services.
- 43% of shoppers research online or with their mobile device; while a robust 78% researched products and services via print catalogs.



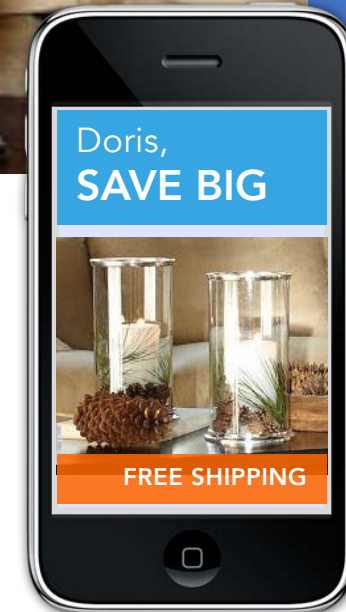
# Why pair traditional Direct Mail with Mobile

- Mobile technologies, such as SMS texting and QR codes,
  - not only allow consumers to immediately access coupons, landing pages,
    - product information or other data directly from their mobile devices,
      - they also enable marketers to collect data on consumer activity
      - and track the effectiveness of marketing elements in real time.

# Mobile technologies that engage . .

## Quick Response (QR) Codes

- Can easily be integrated with printed materials.
- Allow consumers to immediately access coupons, landing pages, product information or other data directly from their mobile devices.
- Enable the ability to collect valuable lead data and generate ROI metrics in real time.



# Static vs. Dynamic Quick Response (QR) Codes

## Static Quick Response (QR) Codes

- As the name suggests, static QR codes link to fixed, constant, and invariable content that cannot be changed.
- Examples: (Direct to)
  - A telephone number or Vcard data
  - A text based message that would generally open up in an application other than a web browser.
- Further editing or updating of a static QR code is not possible unless an entirely new QR code is generated and distributed in its place.

# Static vs. Dynamic Quick Response (QR) Codes

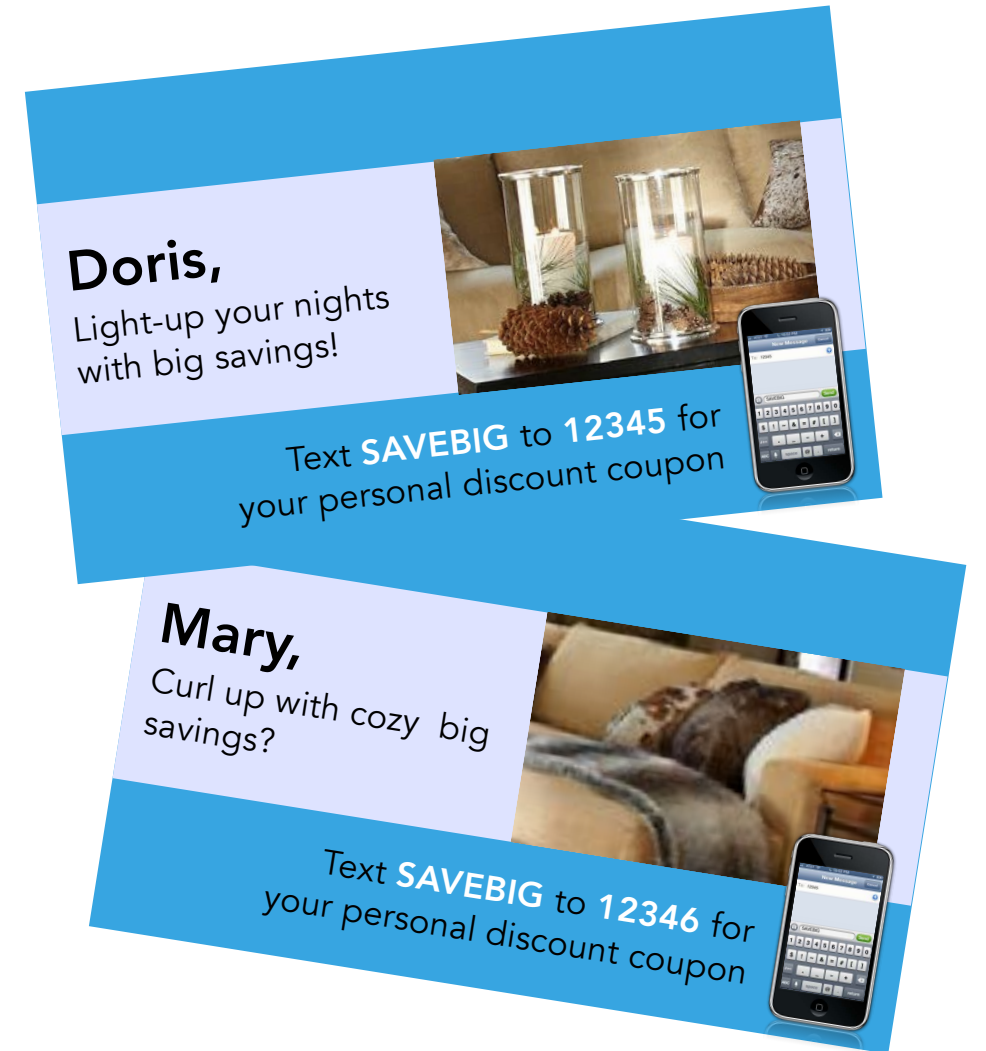
## Dynamic Quick Response (QR) Codes

- Is achieved by automating the process of creating QR Codes, and then connecting to a marketing database that includes PURLs for each member of a campaign.
- Sophisticated marketing operations are particularly intrigued by the opportunity to use personalized QR codes to capture e-mail addresses or phone numbers of delivery of text messages.

# Mobile technologies that engage . .

## SMS Text and Short Codes

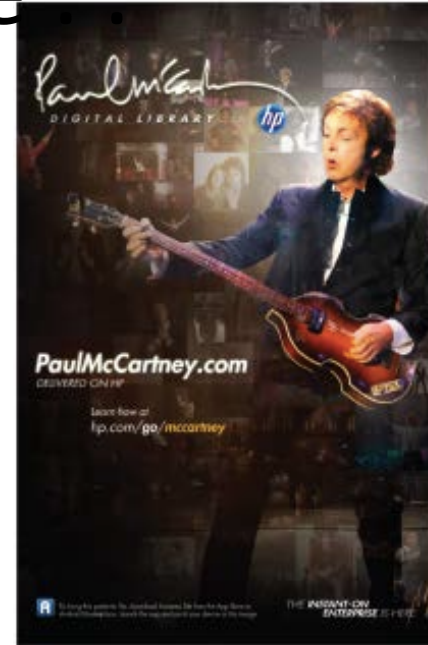
- Use SMS texting to initiate a survey, provide feedback, access a mobile-friendly web page or a link to a video, receive promotional offers, or redeem customer loyalty rewards.
- Campaigns may even provide consumers with a coupon presented on their mobile phone which can be scanned during checkout at physical locations.
- Benefit through real-time response metrics in addition to capturing mobile phone numbers and other information to enhance consumer data sets.



# Mobile technologies that engage

## Augmented Reality

- Augmented Reality is innovative (for the time being)
- Appropriation potential – The idea of giving an interactive and individualized content contingent on the user is more interesting than a video or pictures.
- Virality potential & **Social interaction** – A marketing action using Augmented Reality generally permit to make people speak about your brand.



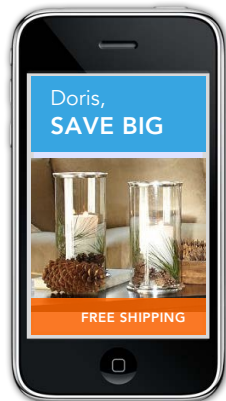
# Include more ways for consumers to respond

- By including more ways for consumers to communicate with a brand, marketers can increase the likelihood of response.
- Consider including these channels on direct mail and print pieces:
  - Traditional communication channels like phone, mailing address, email and website
  - Links to social media platforms such as Twitter, Facebook, LinkedIn, and YouTube
  - Mobile SMS text and/or QR codes
  - Personalized URLs

# Enhance Printed Collateral with Digital Elements



- Direct mail and print pieces no longer need be static.
- Using QR codes, and AR triggers, marketers have the ability to incorporate digital elements with printed marketing materials to make them truly interactive.



QR Code

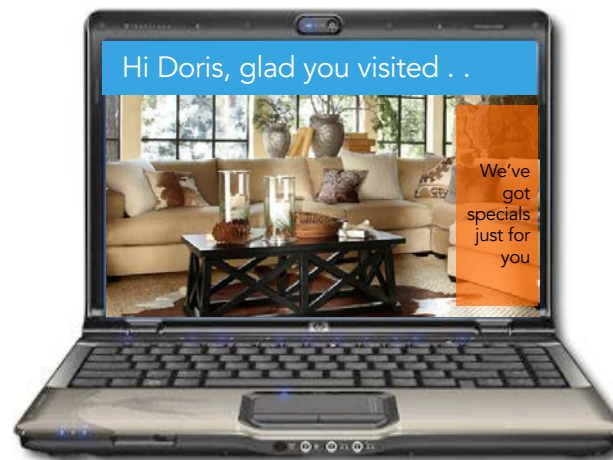


SMS Text



Social Links

Offer traditional contact info (Phone#)



Personalized Landing Page



# Direct Mail

Hewlett-Packard, Graphic Solutions Business

Lets create . . .



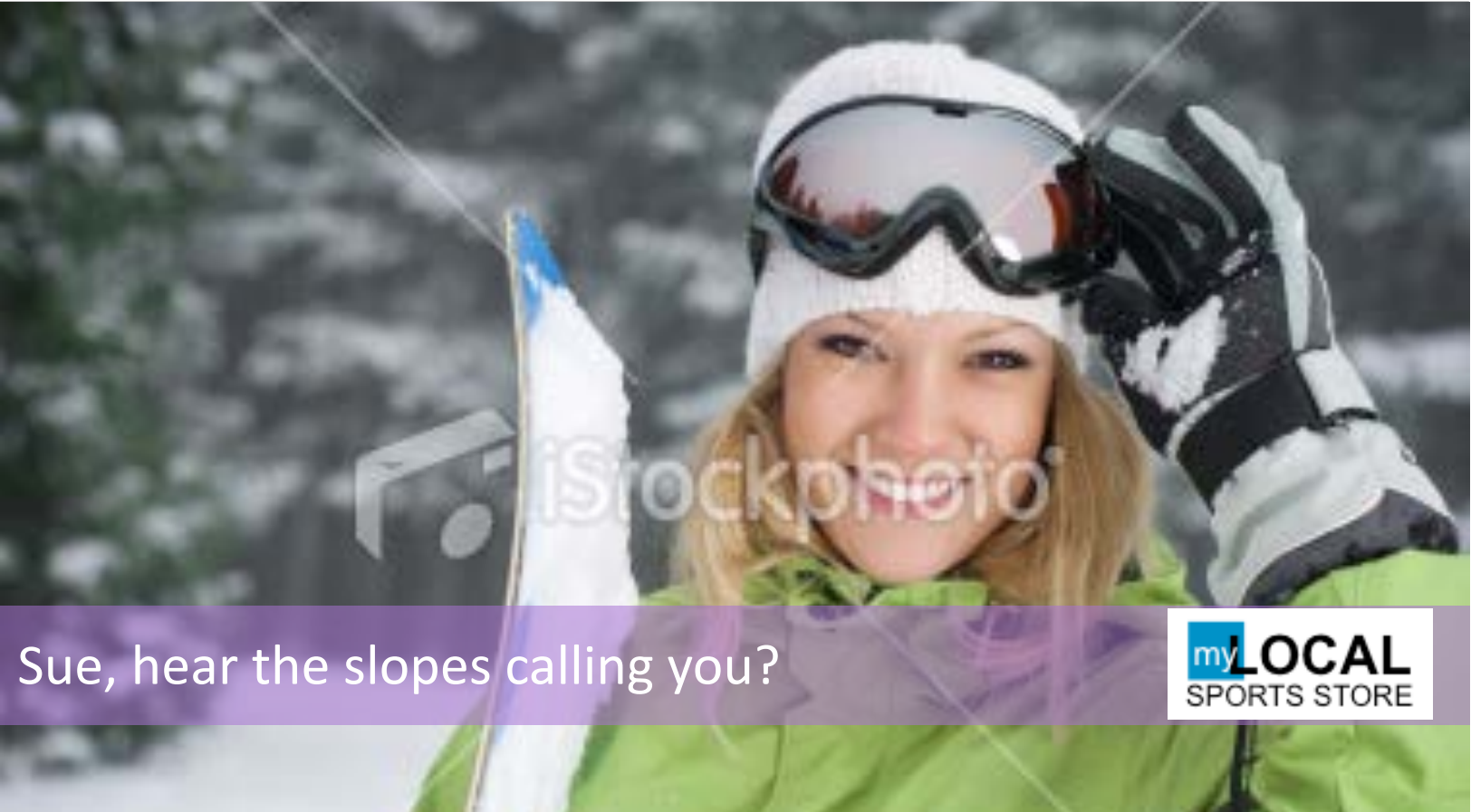
Lets create . . .



Jane, hear the slopes calling you?



Lets create . . .



Lets create . . .



Sue, is it time to take a hike?



Lets create . . .



Joe, is it time to hit the trail.



Lets create . . .



# Lets create . . .



Cara, ready for a match?

my **LOCAL**  
SPORTS STORE



# Lets create . . .



Lets create . . .



# Power of variable content . . .

1

## Grand Opening

### Join us for our ribbon cutting.

The store carries bikes and bike accessories, running shoes and equipment, swimming gear and supplies. It's designed to meet the needs of the multi-sport community as well as cyclists and runners. There's also a full-service bike parts and services shop and an Endless Pool on site.

**myLOCAL** SPORTS STORE **COUPON**

1 **FREE** Pair of wickable sports socks with a purchase of tennis shoes!



Bring this coupon in to the store, or show us coupon on your phone for free pair of wicking fitness socks with shoe purchase.



### Store Hours:

Monday-Friday 11 am – 5 pm,  
Saturday 10am-4pm  
Sunday Closed

123 Main Street  
Anytown, NY 11735  
555-234-9876



## CELEBRATE WITH US



Follow ups on facebook or twitter for Giveaways and Coupons



Bob, check out the latest ski gear by using your smartphone.



Prsrtd  
U.S. Postage  
**PAID**  
Rochester NY  
Permit 357

Bob Smith  
123 Main Street  
Anytown, NY 12345

1 Test your offers.





# Power of variable content . . .

## Grand Opening

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**myLOCAL** SPORTS STORE **COUPON**

Spend \$100 at Store and receive a

# \$25

Gift Card for future purchase at the Store

Terms and conditions and terms and conditions terms and conditions terms and conditions terms and conditions terms and conditions terms and conditions terms and conditions terms and conditions terms and conditions terms and conditions.

**Store Hours:**

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Sunday Closed

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555-234-9876

**myLOCAL**  
SPORTS STORE

**CELEBRATE WITH US**

Follow ups on facebook or twitter for Giveaways and Coupons

Bob, check out the latest ski gear by using your smartphone.

**myLOCAL** SPORTS STORE

Prsrft Std  
U.S. Postage  
**PAID**  
Rochester NY  
Permit 357

Bob Smith  
123 Main Street  
Anytown, NY 12345

- ① Test your offers.
- ② Promote your social sites.
- ③ Drive traffic to your . . . .
  - website
  - youtube video
  - purl/gurl
- ④ Highlight items of interest in store based on past purchases.
- ⑤ Tie your design themes and colors.

⑤

# Personal Campaign



**Grand Opening**  
Join us for our ribbon cutting.

The store carries bikes and bike accessories, running shoes and equipment, swimming gear and supplies. It's designed to meet the needs of the multi-sport community as well as cyclists and runners. There's also a full-service bike parts and services shop and an Endless Pool on site.

**CELEBRATE WITH US**  
Follow us on facebook or twitter for Giveaways and Coupons.  
Bob, check out the latest ski gear by using your smartphone.

**COUPON**  
Spend \$100 at Store and receive a  
**\$25**  
Gift Card for future purchase at the Store

**Store Hours:**  
Monday-Friday 11 am - 6 pm  
Saturday 10am-4pm  
Sunday Closed

123 Main Street  
Anytown, NY 11735  
555-234-9876

Bob Smith  
123 Main Street  
Anytown, NY 12345

myLOCAL SPORTS STORE

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**CELEBRATE WITH US**  
Follow us on facebook or twitter for Giveaways and Coupons.  
Bob, check out the latest ski gear by using your smartphone.

**COUPON**  
Spend \$100 at Store and receive a  
**\$20**  
Gift Card for future purchase at the Store

**Store Hours:**  
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**CELEBRATE WITH US**  
Follow us on facebook or twitter for Giveaways and Coupons.  
Tanya, check out the latest running gear by using your smartphone.

**COUPON**  
**FREE** Pair of wickable sports socks with a purchase of tennis shoes!

**Store Hours:**  
Monday-Friday 11 am - 6 pm  
Saturday 10am-4pm  
Sunday Closed

123 Main Street  
Anytown, NY 11735  
555-234-9876

Tanya Jones  
567 Main Street  
Anytown, NY 12345

myLOCAL SPORTS STORE

# How VDP programming works

	A	B	C	D	E	G	H	I	J	K	N	O	P
1	First Name	Last Name	Title	Company	Address Line 1	City	St	Zip	Count	Phone Num	Email	Layer	Sport Type
2	Mario	Gambuzza	EVP Sale	291 Digital	227 East 45 Str	New York	NY	10017	USA	212-697-24	mgambuzz	11	Skiing
3	Brian	Healy	Sales	ABC	86 Washington	Brooklyn	NY	11205	USA	646-220-15	cbhealy1@	9	Hiking
4	Carlos	Agudelo		Accurate Plas	30 Colfax Ave.	Clifton	NJ	07014	USA	973-591-01	appca@op	10	Running
5	Victor	Balbuena	Student	Acom Commu	561 Grand Aver	Brooklyn	NY	11238	USA	718-789-22	rhill3@nycc	12	Tennis
6	LaToya JN	Baptiste	Student	Acom Commu	561 Grand Aver	Brooklyn	NY	11238	USA	718-789-22	rhill3@nycc	8	Golf
7	Malaysia	Bennett	Student	Acom Commu	561 Grand Aver	Brooklyn	NY	11238	USA	718-789-22	rhill3@nycc	11	Skiing
8	Rovan	Hill	Academic	Acom Commu	561 Grand Aver	Brooklyn,	NY	11238	USA	718-789-22	rhill3@nycc	11	Skiing
9	Latoya	Jn Baptiste	Student	Acom Commu	561 Grand Aver	Brooklyn	NY	11238	USA	718-789-22	rhill3@nycc	9	Hiking
10	Yanirette	Romero	Student	Acom Commu	561 Grand Aver	Brooklyn,	NY	11238	USA	718-789-22	rhill3@nycc	10	Running
11	Akeem	Weaver	Student	Acom Commu	561 Grand Aver	Brooklyn	NY	11238	USA	718-789-22	rhill3@nycc	12	Tennis
12	Joe	Benincasa	NP	Actor's Fund c	729 Seventh Av	New York	NY	10019	USA	212-000-00	jbenica@ac	11	Skiing
13	Denis	Jones	Guest	Actor's Fund c	729 7th Ave	New York	NY	10019	USA	212-221-73	00@00.com	8	Golf
14	Barbara	Davis	Guest	Actor's Fund c	729 7th Ave.	New York	NY	10019	USA	212-221-73	00@00.com	9	Hiking
15	Peter	Wade	President	Ad Pro Servic	479 Greenbush	Blauvelt	NY	10913	USA	845 359 83	adprosvc@	10	Running
16	Jamie	Caporaso	Graphic L	Adamik Capo	30 Popple Bridg	Griswold	CT	06351	USA	860-376-53	jcaporaso@	8	Golf
17	David	Elovich	Vice Pres	Addressing S	88 Long Hill St	East Hartfor	CT	06108	USA	860-290-66	delovich@e	11	Skiing
18	Al	Zowada	Business	ADIENT, a Co	155 Route 46 W	Wayne	NJ	07470	USA	973-837-73	azpro@opt	12	Tennis
19	Mervin	Fong	President	Admagination	83 Dahlgren Pla	Brooklyn	NY	11228	USA	718-921-00	mervfong@	11	Skiing
20	Noha	Edell	Business	Adobe	Business Dev. M	New York	NY	10008	USA	111-111-11	nedell@ad	8	Golf
21	Harry	Miller	Sr. Busin	Adobe	7 New England	Burlington	MA	01803	USA	781-221-36	hmiller@ad	9	Hiking
22	Robin	Tobin	n/a	Adobe	7 New England	Burlington	MA	1803	USA	781-221-36	rtobin@adr	10	Running

- ① Column P is what sport the customer identified as their area of interest.
- ② Column O represents the Layer on the Art file that has the identified promotion for the sport identified.
- ③ The sport type code triggers which promotion the customer receives.



# The Challenge.

## The Brief.



- Good Sports Outdoor Outfitters is a family owned specialty retail store operating in San Antonio, Texas for over 25 years. During 2010, Good Sports expanded its business by opening an outlet store and was developing plans for an online shopping website. To be successful in the expansion and to build its business, Good Sports needed a direct marketing campaign that would:
  - Increase sales
  - Attract new customers
  - Build relationships with existing customers
  - Grow their customer database for future marketing
  - Build awareness through consistent branding and messaging

# The Concept. The Creative.



- Direct mail with variable image and name personalization to attract new customers and engage existing ones
- Email to continue the connection with customers and prospects
- Ad placement in the regional SA Current publication
- Align branding/messages/offers all media
- Use QR codes as an interactive marketing tool.
  - Foster customer engagement
  - Gain valuable marketing data, such as email address, for future marketing
  - Provide measurable tracing

# Summer Campaign

**New Outlet Store Is Now Open!**  
Look for our Grand Opening Postcard coming soon with special offers for you.  
We're not reinventing the wheel; we're just offering better clothing at reduced prices and more time to take advantage of it all. Your favorite brands from previous seasons 20-60% off and NEW items we've been eager to offer. Hope you're having a great summer and we look forward to seeing you soon.

**VALUABLE COUPON**  
SPEND \$100 AT THE DEZAVALA OR OUTLET STORE AND RECEIVE A  
**\$25**  
Gift Card for future purchase at the Outlet Store  
Total discount per item not to exceed 50% off original price. Applies to in-stock items only. Excludes suits, coats and umbrellas. See store for details. \$25.00 limit coupon at time of purchase. Valid until September 30, 2010.

**GOOD SPORTS OUTLET STORE**  
Offering Personalized Service Since 1962  
210-694-0861 • [www.goodsports.com](http://www.goodsports.com)  
Thank you for your continued support!

**NEW Outlet Store Hours:**  
Wednesday-Friday 11am-5pm,  
Saturday 10am-4pm  
5039 Beckwith Blvd., #102  
San Antonio, TX 78249

**GOOD SPORTS NEWS**  
**SALES TAX HOLIDAY WEEKEND**  
AUGUST 20 - 22, 2010  
**SHOP ONLINE**  
[www.goodsports.com/shop](http://www.goodsports.com/shop)  
Look for our Grand Opening Postcard coming soon with special offers for you.

- A 6" x 11" postcard, announcing the opening of the outlet store

**New Outlet Store**  
**NOW OPEN**  
Bigger Store - More Deals - New Selection

**GOOD SPORTS**  
OUTDOOR OUTFITTERS  
OF LOGGERS OLD & NEW  
GOOD SPORTS

# Fall Campaign

GET ALL YOUR GEAR AT GOOD SPORTS!

**Rock 'n' Roll Marathon**  
Sunday, November 14, 2010

SHOP AT GOOD SPORTS NOW!  
VISIT OUR EXPO BOOTH – Fri, Nov 12<sup>th</sup> & Sat, Nov 13<sup>th</sup>  
Professional Shoe Fittings • Personalized Service  
Great Selection  
Running Shoes, Socks, Sun Glasses, Watches and more!

**SPECIAL OFFERS**  
**Free Running Socks** with purchase of Running Shoes!  
Bring this coupon in or show us the coupon on your phone\* for a free pair of Thorlo Experia® Merino Wool/Silk fitness socks with shoe purchase.  
**plus, Free Gift** when you visit our booth at the Rock 'n' Roll Marathon Expo  
(Booths 127 129 226 228)

\*Use your smart phone to scan this code and we will email you a digital coupon and Expo floor map. Show us the coupon on your phone to receive **FREE** gifts.  
Free gifts available while supplies last. Offer expires 11/17/10.

GOOD SPORTS OUTDOOR OUTFITTERS  
Mon-Thurs 10am-7pm  
Fri-Sat 10am-6pm, Sun 12pm-5pm  
127 in the U

COMING  
WARSCHN

GOOD SPORTS OUTDOOR OUTFITTERS  
FOR ALL YOUR RUNNING GEAR  
Rock 'n' Roll Marathon is November 14th!

Campaign focused on a fall marathon & winter sports.

John,  
We look forward to seeing you soon!  
Your coupon has been emailed or you can save this page and show it to us on your phone.

Come see us at the Expo!  
Go To Expo Floor Map  
Thank you for your continued support! And best of luck to all the runners, have great marathon!

**SPECIAL OFFERS**  
**Free Running Socks** with purchase of Running Shoes!  
**plus, Free Gift** when you visit our booth at the Rock 'n' Roll Marathon Expo  
(Booths 127 129 226 228)

Show us this coupon on your phone to receive **FREE** gifts.  
Free gifts available while supplies last. Offer expires 11/17/10.

GET YOUR COUPON & EXPO FLOOR MAP  
PLEASE PROVIDE EMAIL ADDRESS BELOW:

Complete the information below to receive, via email, your coupon.  
Info will not be sold.

First Name

Last Name

Email

**Submit Info**

QR code led to campaign specific mobile landing page

# Winter Campaign

A 6" x 11" postcard, image personalization and relevant graphics based on gender. A custom branded QR code on these cards provided mobile access for recipients to watch a ski video on their smart phones.



**AVALANCHE SALE GOING ON NOW**  
**20-40% OFF**

**GOOD SPORTS NEWS**  
Purgatory at Durango Mountain Resort  
**LIFT TICKETS \$60**  
Save \$15 off the window price.  
Purchase them now at Good Sports.

Check out this cool video using your smart phone. 

**Outlet Store Hours:**  
Wednesday-Friday 11am-5pm,  
Saturday 10am-4pm  
5039 Beckwith Blvd., #102  
San Antonio, TX 78249

Follow us on  and   
Online Store Coming Soon.

**SPECIAL OFFER**  
GOOD SPORTS OUTDOOR OUTFITTERS  
RECEIVE AN ADDITIONAL **25% OFF**  
The most expensive item with the purchase of 3 or more items. \$20 or more per item.\*

The Sale You've Been Waiting For!  
Top Quality Brands, For Less.  
**20% Off all UGG Classic Style Boots**

**GOOD SPORTS OUTDOOR OUTFITTERS**  
Mon-Thurs 10am-8pm  
Fri-Sat 10am-7pm  
Sun 12pm-5pm  
12730 IH-10 West #300 @  
DeZavala in the University  
Square Shopping Center  
San Antonio, TX 78230

\*Total discount per item not to exceed 50% off original price. Applies to in-stock items only (excludes Sauntes, Osprey, GoPro and Surefire). MUST have coupon at time of purchase. Not applicable at Outlet Store. One coupon per customer. Valid until March 31, 2011.

Offering Personalized Service Since 1982  
210-694-0881 • www.goodsports.com  
Thank you for your continued support!

Presort Std U.S. Postage PAID Permit No. 945 San Antonio, TX



# Newsweekly Ad & Email

- **Newsweekly Ad**
- Places weekly in ads in regional free publications to create awareness.
  
- **Email**
- Throughout the campaign emails to Good Sports' customer database reflected the same images and messages that were used in the direct mail and magazine ads. These emails helped build awareness of the store and maintained a connection with customers.

**GOOD SPORTS  
OUTLET STORE**

## Grand Opening Week August 18-21

August 21, 2010

- **FREE HOT DOGS**
- **FREE BEER/SODAS/WATER**
- **GIFT WITH PURCHASE**

**20-60%  
OFF**

**THE PREMIER OUTDOOR OUTFITTERS.**

**210.694.0881**  
**12730 IH-10 West @ DeZavala**  
**(in the University Square Shopping Center)**  
Mon - Th 10am - 7pm  
Fri & Sat 10am - 6pm  
Sun Noon - 5pm

Smartphone users, use a QR Reader App to receive a **25% OFF ONE ITEM COUPON.** Excludes Vibram Five Fingers.

[goodsports.com](http://goodsports.com)

**GOOD SPORTS OUTLET**  
**5039 BECKWITH #102**  
**SAN ANTONIO, TX 78249**  
Wed-Fri 11am-5pm  
Sat 10am-4pm

# Campaign Components

## Results

- Redemptions of personalized direct mail coupons and seasonal promotions resulted in new sales of **\$61,364**



# Campaign Components

## Results

- QR codes placed in magazines ads extended the reach of Good Sports' brand and messaging
  - 335 unique hits on campaign landing page
  - 202 individuals provided their email address to receive a QR code coupon promotion. These addressees were used to build a data list for weekly email marketing messages
  - 62% of the responders were new clients
  - 37 QR code coupon responders made purchases at the store totaling over \$4,800
  - Good Sports' goal of attracting new customers was to go beyond the client who makes one coupon purchase and attract long-term clients with a high lifetime value. 10% of the new clients have made repeat purchases.



# Lessons Learned

- Coordinate your message across all channels.  
Good Sports used consistent images, copy and offers in all their promotions for an optimal user experience and increased brand recognition.
- Engage your customers with QR codes.  
QR codes and similar 2D barcodes offer customers an instant way to get more information about your product, interact with your company and receive special offers. They also provide a way for marketers to track and measure the success of their direct marketing campaigns. Good Sports was also pleased with the innovator image that QR code use projected.
- Use image personalization to gain attention.  
The unique image personalization of the direct mail pieces helped Good Sports stand out amongst the mailbox clutter of its customers. The image personalization also increased the longevity of the direct mail pieces as customers held onto them.

**Workflow**

**Tonight's topics.**

# What is JDF?

**JDF** is an XML-based **file** format standard for information exchange in the graphic arts environment. In the context of Adobe Creative Suite, **JDF** is a job ticketing, or job intent, **file** format designed to bridge the communication gap and automate processes between creative professionals and print providers.

The purpose of an electronic **job ticket** is to convey information relative to the production of a **print job**. Simple, yet complex, these virtual managers may offer a few surprises—but they won't replace the paper trail, just yet.

<https://www.piworld.com/article/taking-job-ticket-digital-18321/all/>

# What is JDF?

## 1. **EFI**

... Products: EFI Fiery 9R2 FJDF 1.2 for **JDF** 1.3 Integrated Digital Printing ICS (2012) EFI Pace 23 for **JDF** 1.3 Integrated Digital Printing ICS (2011) EFI Pace 23 for **JDF** 1.3 ...

## 2. **Kodak**

... Products: Prinergy Connect 5.0 for **JDF** 1.3 MIS to Prepress ICS (2008) Prinergy Connect 5.0 for **JDF** 1.3 LayCrlmp ICS (2008) Prinergy Connect 5.0 for **JDF** 1.2 LayCrlmp ...

## 3. **Heidelberg**

... Products: Prinect Prepress Manager 4.5 for **JDF** 1.3 MIS to Prepress ICS (2009) Prinect Pressroom Manager 4.5 for **JDF** 1.3 MIS to Conventional Printing ICS (2009) Prinect Media Direction ...

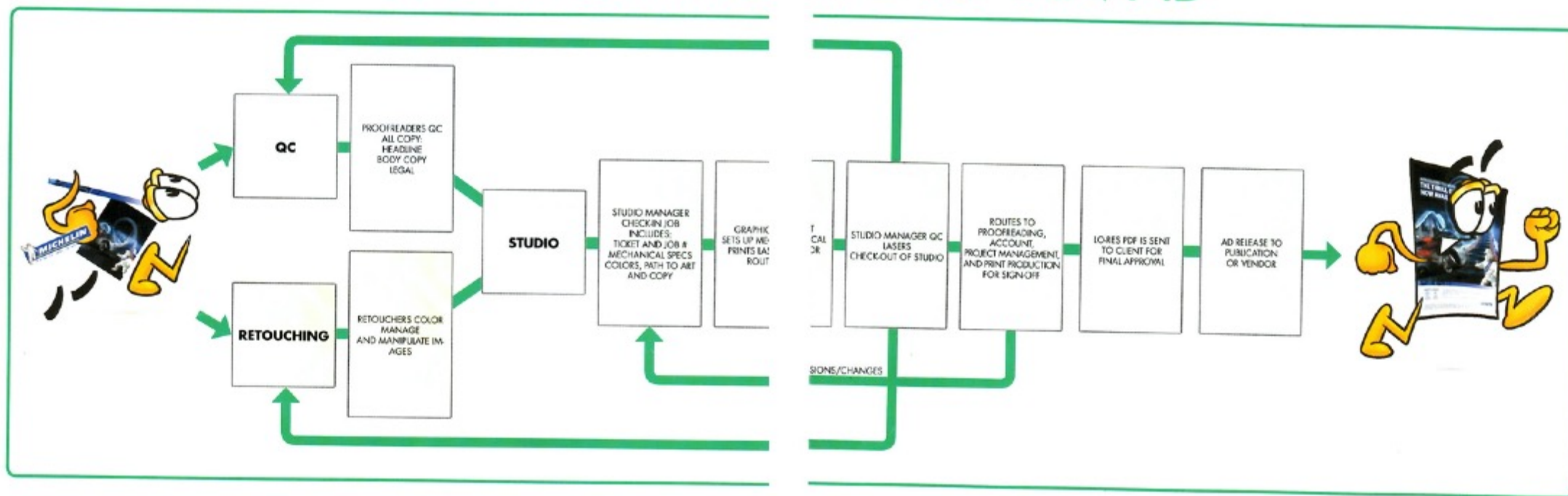
## 4. **Agfa**

... Products: Apogee Prepress 8.0 for **JDF** 1.3 Integrated Digital Printing ICS (2012) Apogee Prepress 7.1 for **JDF** 1.4 MIS to Prepress ICS (2012) Apogee Prepress 5.0 for **JDF** 1.3 MIS ...

## 5. **DiMS! organizing print**

... DiMS!® organizing print DiMS.NET! Version 7 for **JDF** 1.3 MIS to Prepress ICS (2009) DiMS!® organizing print DiMS.NET! Version 7 for **JDF** 1.3 MIS to Conventional Printing ICS (2009) DiMS!® organizing ...

# A DAY IN THE LIFE OF AN AD



ART BUYING

FINANCE

CREATIVE DEPT.

ACCOUNT

PROJECT MANAGEMENT

PRINT PRODUCTION

# Summary

Next Session

Sessions Review

Prepare for the Final Exam

The Final Exam 12/14/2020

# Print Production for Designers

Prof. Thaddeus B. Kubis

[tkubis@citytech.cuny.edu](mailto:tkubis@citytech.cuny.edu)

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