

TOM'S WORD



We hope you, your organization and family are doing well.

Like the upcoming season, we have change within our company. Larry Miles and I have been friends

for over 15 years. In 2010, after many requests, he joined our family at McClung Companies. He has served all of us well for the past five years but now it is time for Larry to accept a new challenge.

Larry is starting his own consulting business. He will stay connected to McClung by serving on our board which will allow him to help our clients and our business. If you need him he will be available to serve you and your organization personally. We will miss the day-to-day contact with Larry, but wish him well in his new endeavors.

The McClung Companies appreciates all you do to make us prosperous. As an employee-owned company, we have a strong commitment to our people. Our goal is to develop our people to their fullest potential. We are excited for Larry because more of his value will be realized as he serves more people.

Thank you for making our business stronger by working with us.

Tom Trevillian
Chairman of the Board

PS: Please contact us if you have any questions about this or if there is anything else we can help you with.

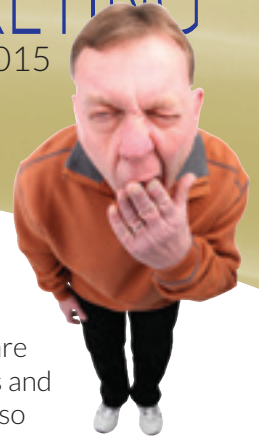
Keep the conversation interesting

Have you ever gotten stuck on a train, an airplane, or a long car ride with someone who is incredibly talkative but also incredibly boring? You might be unable to think anything but, "Are we there yet?" You don't want this to be the way your customers think about you!

Print marketing doesn't have to be dull. When developing copy for communications such as post-cards, mailers, and customer newsletters, think beyond the product promotion. Mix up the writing style to capture interest and create en-

gagement. Sure, you are trying to sell products and services, but you're also trying to deepen customer relationships and reinforce brand image.

So break out of the mold when it comes to content. Mix humor, education, shock value, social conscience, and unique content into your print marketing and watch your customer engagement soar.



5 styles of marketing content you can use in your promotional mix:

TRULY UNIQUE

Create content that is truly unique—content readers won't get anywhere else. Angry Orchard, an adult beverage company, did this when it added QR Codes to its packaging that takes customers to an animated Talking Tree app. There they can select a tree (complete with eyes, nose, and mouth), be asked a question, and after typing in the answers, the tree will speak it back to them in hilarious accents. Each tree represents a different product line, and as customers access the app over and over again, it reinforces brand awareness and exposes them to different products they might not have been made aware of previously.



HUMOR

In addition to breaking up the "same old, same old," humor increases retention. It's why brand marketers use it so often. Alka-Seltzer wins smiles with its print ad of a man, bleary-eyed and hair a mess, trying to wash dishes with a kitten instead of a cloth, with the tagline, "Hangover is dangerous." So does Bose with its ad for its noise-reducing headphones, showing a man jamming to tunes as he pulls the oars on a rowboat, blissfully unaware that he's about to back himself over Niagara Falls.

Copywriter's Humor:
What did 0 say to 8?
"Nice belt."

SOCIAL CONSCIENCE

Most consumers want to think of themselves as good neighbors. Content that reflects brand marketers as environmentally sensitive, good global citizens, and concerned about social issues creates positive brand image and brand association.

EDUCATIONAL

This is straight talk on products and services that most marketers are familiar with. This includes case studies, customer testimonials, and tips and tricks.

SHOCK VALUE

Shock value can grab attention and increase retention, as well, but it has to be handled carefully. One milk company has gotten some attention for printing the back of its delivery trucks with, "In case of accident, bring cookies. Lots and lots of cookies." Not only does shock value capture attention, it's a great way to get people talking about you.

THE BEST

NEW FEATURES IN ADOBE CC 2015

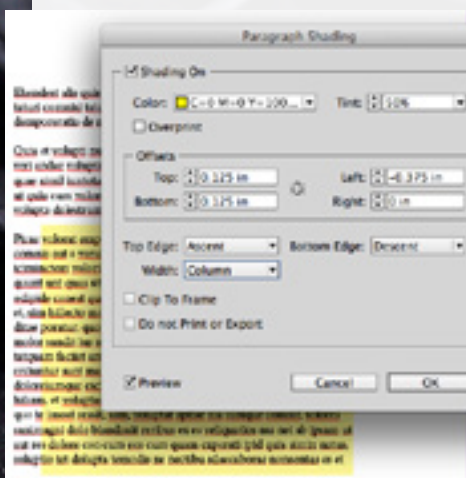
InDesign

Place graphics into tables. You could always place text in tables. Now you can add images! You can use the “Place” command or drag and drop from your desktop.

Add shading to paragraphs. Now it’s easy to add shading to paragraphs without manual workarounds.



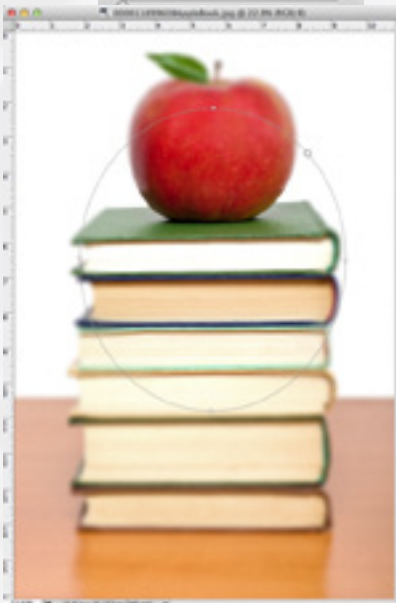
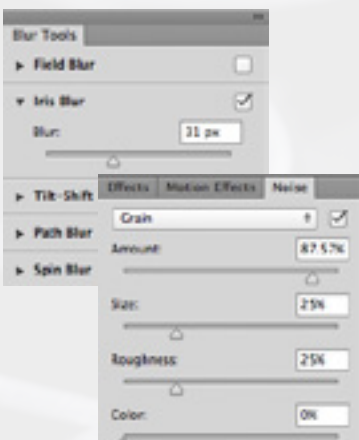
Place your cursor in the paragraph(s) you want shaded and click the “Shading” box in the right side of the Control Panel. You can choose the color in the dropdown menu below that.



You can get more options by option-clicking on the shading icon. As you can see in the screen shot above, you can adjust the tint, offsets and where the edges start. You can also choose whether shading prints or exports. Highlights adjust automatically as you edit the text, even if it flows across columns!

Photoshop

More realistic blurs with additive noise. You can add monochromatic or color noise to your Blur Gallery effects to better match your original image — and to reduce banding when viewing and printing.



Better panoramas with Content-Aware Fill. Check one box to have Content-Aware Fill automatically fill in the transparent edges of your stitched panoramas.

Illustrator

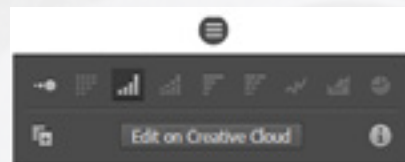
Creative Cloud Charts. With this beta feature you can create custom graphs, charts and infographics using a simple, intuitive interface. Part of your design is done in Illustrator and part on the web. Charts can easily be customized by replacing standard chart elements with Illustrator artwork to create unique visualizations of your data.

1. Use the Charts tool to create a column chart in Illustrator.



2. (For Scale by Value charts) In Illustrator:

- Replace the chart element used
- Edit individual chart elements



3. In the Chart object context menu, click Edit on Creative Cloud. A new browser tab or window is opened.

4. In the browser interface:

- Modify the appearance of the chart
- Import or add data, or edit data

DO YOU KNOW...

The building McClung started in?

The employee who worked the most years at McClung?

Why McClung's server kept crashing?

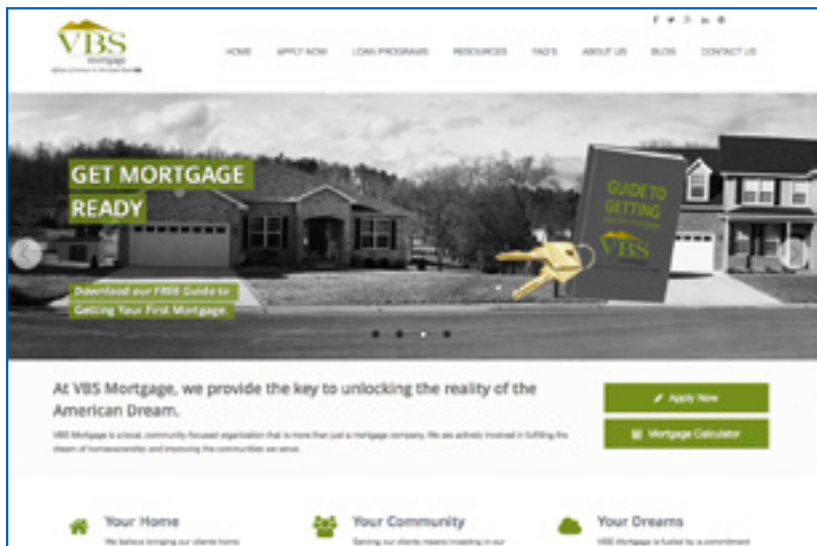
Why the neighbors complained about McClung's rats?

Check out McClung's brand-new serialized history on our website at www.mcclungco.com/company/history. We'll be adding more chapters throughout the fall, so check back often. There'll be lots of photos, too!



Above: Tom is ready for a luau. **Top right:** JoAnne and Garland have fun with Lady Luck. **Right:** Tearing down Dirty Sams.

SPOTLIGHT: Client website redesign



During the site redesign, Immerge Technologies (McClung's website development division) improved VBS's Google Page Speed score from 44 on the desktop to a 100 out of a 100-point scale! The mobile version also received a 100 out of 100, giving their clients a great experience whether on a desktop, tablet, or phone while also improving search rank.

The Immerge team demonstrates a rare combination of creativity and professional skill in the work they produce, making the end result a superior website.

— Rian Chandler-Dovis, Marketing Director for VBS Mortgage

Contact sales@immergetech.com for two free tips for speeding up your site.



McClung installs first web press

Earlier this year McClung installed its first web press, a narrow-format Didde four-unit press. This press is suited for long-run jobs on uncoated stock.

"Adding the press to our offerings has allowed us to increase our efficiency and offer more choices to our customers with work that is compatible with this equipment," commented Dave Perkins, VP/General Manager.

One of the main differences between this press and McClung's other presses is that the paper comes in rolls instead of sheets. The printed roll stock is sheeted (cut into sheets) as the last process on this press. The sheeter has a fixed 25" cutoff.

Roll stock is more cost efficient than sheet stock. Web presses as a rule have higher run speeds than sheet-fed equipment and lend themselves to large quantity print orders.

To see if your project is a fit for this equipment, contact Tom Trevillian at (540) 941-7720 or tomt@mcclungco.com.

Emerson earns employee of quarter

Steve Emerson, digital imager, was recently chosen Employee of the Quarter at McClung Companies.

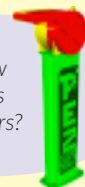


Steve Emerson

"Steve's can-do attitude is crucial in today's work environment," noted Sheila Southall, Pre-Press & Print Innovation Coordinator. "His willingness and flexibility to migrate between departments has proven to be a key component in his overall success."

Emerson has worked two years at McClung and lives in Weyers Cave.

Did you know Steve collects Pez dispensers?



For every customer who bothers to complain, **26** other customers remain silent.



Tom Trevillian

I was reading an article recently and started thinking about my own customers ... some of which are reading this article. I am confident I know my customers and they “seem” happy, but are they really?

Customer feedback is gold, but how do you go about getting it? Are they really going to be honest if you ask them directly? Any business with customers is in the “people” business and losing one of those “people” can be very costly. I started to ask myself some questions about my own customers:

■ **Am I answering all of my customer’s questions effectively?**

(According to consumers, customer service agents failed to answer their questions 50% of the time.)

■ **How am I treating my customers — good enough to prevent them from going somewhere else?**

■ **How is our internal customer service?**

(80% of companies say they have “superior” customer service — 8% of the people think those same companies have “superior” customer service.)

■ **Will my new customers come back?**

(91% of unhappy customers will not do business with you again.)

■ **When there is a problem, is it being handled correctly?**

(When a problem is resolved in the customer’s favor, they will do business with you again, 70% of the time.)

These are just a few questions and some statistics that relate to customer service. How do you measure up to your customers?



“Tell me somethin’ good ... or bad”

Dear friend,

I would like to challenge you to share a McClung customer service experience, whether good or bad. Submit it to us at mcmarket@mcclungco.com.

Everyone who responds by October 31 will be entered into a drawing for a **\$50 Visa gift card**. Let the confessions begin!!!

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Offset & Digital Printing ▪ Graphic Design ▪ Fulfillment Systems
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McGraphics Publisher: Tom Trevillian ▪ Editor: Paul Groff ▪ Photos: Rick Bukoskey



InDesign CC2015

Oct 23, 1– 4:30 pm

2015 Security & SEO Ranking Factors

Oct 30, 10 – 11:30 am

Photoshop CC2015

Oct 30, 1– 4:30pm

Register today! Seats fill up quickly.

GoTo.McClungTraining.info



Congratulations to Beth Alltop of Cadence for winning last issue’s McQuiz! The Web was publicly announced (via a posting to the Usenet newsgroup alt.hypertext) on August 6, 1991.