



**TOM'S WORD**



What do you think of when you hear the word "gratitude"?

On page 4 Mary Murphy, one of our leaders at McClung Companies, shares with you the benefits of gratitude. I encourage you to take a few minutes to read her thoughts.

When I asked Mary to write an article for our newsletter, she surprised me with a subject we value around here quite a bit. In fact, you see its characteristics in our Mission Statement as we commit to honor and recognize those responsible for our success.

At McClung Companies we have been blessed. We certainly want to be grateful when there's great success, but also be thankful for what we've learned through the hard times. There's great wisdom in those experiences.

As Mary reminds us, real satisfaction comes with a life full of gratitude.

Your Success is Important,

Tom Trevillian  
 Chairman of the Board



Check out Mary Murphy's article on the **7 benefits of gratitude** on the last page of this newsletter!

# What is your visual brand?

When you see a cow on a sign with the misspelled "Chikin," you think of Chick-fil-A. When you see the Golden Arches, you think of McDonald's. Top brands have key written marketing strategies, but they have visual strategies too. Just one glance and the entire brand—its core messages and key products—rush into the consumer's mind. How can you create your own powerful visual brand?

## Use the Power of Images

Stock imagery works in a pinch, but it looks like, well, stock imagery. Hire a professional photographer who can make your company shine. Use pictures of your storefront or corporate offices, employees, and products in use. Build a visual identity based on real people, places, and things.

Also consider tapping the enthusiasm and relationship with customers. Bistro restaurant Birroteca has built a visual identity based on images of its menu posted by actual customers on Instagram. The visual brand is hip, upscale, and engaged with the local community.

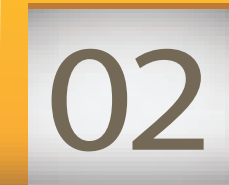
Do you have a spokesperson or mascot? How well and how consistently is it used in your print and on-line materials? If you don't have one, would you benefit from creating one?

## Identify Your Brand Colors

Identify your brand colors and use them to trigger visual memory.

For Tide, it's Tide Orange. For Coke, it's the Coca-Cola Red. Not only are these brand colors used for products and logos, but they infuse all of these companies' marketing, both digital and print.

Even if you don't have an official brand color, identify colors that are consistent with your company message and image. Be purposeful about using them consistently throughout your materials. Color is a consistent presence that, in itself, triggers visual memory.



## Tell Your Story

What's your brand story? How can images of your products tell it? For example, Harley-Davidson isn't selling motorcycles. It is selling freedom. Visuals of the open road are as important as the motorcycle itself. Lexus isn't selling cars. It is selling prestige. That's why its advertising shows cars driven by men in expensive suits or by women dripping with luxury.

What feelings do your print materials need to evoke? Are your products designed to give people financial freedom, make them better moms, or boost their social standing? If so, what images will reinforce those messages?



# What Do Millennials Really Want?

With Millennials representing the highest percentage of the American population, marketers need to know how to reach them effectively. Whether it's through direct mail, email, or social and mobile media, Millennials want to be reached on their own terms.

Millennials are defined as consumers between 18 and 34 years old. They number 83.1 million, more than the Boomer generation, and represent more than one quarter of Americans. They also represent a coveted \$200 billion in annual spending.

Millennials are not only more deeply tied into digital media than previous generations, but they are more fickle as consumers. They are extremely price conscious and have little brand loyalty.

As shoppers always looking for the best deal, Millennials love loyalty programs. On behalf of Excentus, Ipsos eNation polled 1,000+ U.S. consumers to compare Millennial loyalty program preferences with those of their Generation X and Baby Boomer counterparts ("The Road to Rewards: What Drives Millennial Loyalty?"). Researchers found that Millennials are more likely to earn rewards from retail stores, oil/gas credit cards, travel programs, and professional or industry associations.

## In terms of their preferred program types, Millennials rank them in this order:

- Retail/brand coupons (26%)
- Fuel savings rewards (25%)
- Instant discounts at the cash register (23%)

## To reach Millennials, marketers need to use a mix of channels.

These consumers are very tech-savvy, but they respond to direct mail, too. In fact, according to data compiled by Direct Marketing News, 90% of Millennials see direct mail as reliable and 57% have made purchases based on direct mail offers. But they love their mobile devices. One-third prefer to check their rewards status on a mobile app—twice that of Gen Xers (16%) and more than five times the rate of Baby Boomers (6%).

Because of their price-sensitivity, Millennials are more easily swayed than other generations. Excentus found that they will change where they eat, where they shop, and where they dine just to save \$.50 to \$1.00 per gallon on gas through a rewards program.

Millennials represent tremendous buying power, and treated right, they'll reward brands for catering to them.

## How to keep Millennials loyal?

### 1 Offer a loyalty program.

"Getting a deal" is critical to Millennials. It is even better when the deal is unique to them.

### 2 Have a mobile app for your program.

If this is how Millennials want to interact, then give them what they want.

### 3 Keep them up to date on the deals they earn.

Use a mix of channels—direct mail, email, and mobile.

### 4 Be social.

Millennials are deeply tied into their social networks, and referrals and input from friends is critical to their decision-making.

### 5 Keep in frequent contact.

Relationships are critical to Millennials, and regular contact is important to them. But give them a choice in frequency, too. Note their channel preferences and honor them.





Chip Bell, Mary Murphy, Marcus O'Malley, Sheila Southall and Adam Monk.

## Leadership development team created

McClung Companies is proud to announce the formation of a leadership development team. The team will study executive leadership and be mentored in areas like decision-making, finance, human resources, ethics, strategic planning and administration. The individuals on the team represent the different aspects of the company: Chip Bell (sales), Sheila Southall (print production), Mary Murphy (sales), Marcus O'Malley (web development) and Adam Monk (technology).

"For employee-owned companies, leadership carries great opportunity to increase employee participation up and down the ranks," commented McClung Chairman Tom Trevillian. "This additional knowledge will ensure our ability to serve customers and employees into the future."

Bell has worked 20 years at McClung and lives in Waynesboro. Southall has worked 16 years at McClung and lives in Waynesboro. Murphy has worked five years at McClung and lives in Harrisonburg. O'Malley has worked three years at McClung and lives in Fairfax. Monk has worked one year at McClung and lives in Churchville.

## Employee awards

Employee awards were presented at McClung's annual meeting on February 1, 2016.

**Richard Hummel**, Pressroom Coordinator, won the highly coveted Edmond McCutcheon Award. The honor is presented annually to the McClung Employee of the Year to memorialize the loyalty and dedication of its namesake to the company.

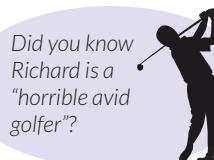


Richard Hummel

"Richard was a great asset to us this past year," commented Dave Perkins, Vice President/General Manager. "He took on additional responsibilities with tracking paper inventory and took the lead in setting up our first web press. I appreciate his flexibility as well as his mechanical ability to troubleshoot and repair equipment."

Hummel has worked 17 years at McClung and lives in Staunton.

**Craig Bennett** was chosen Employee of the Quarter. He is an estimator, quality coordinator and leads the company's safety program.



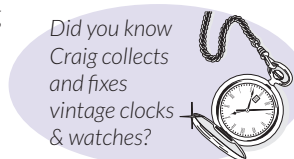
Did you know Richard is a "horrible avid golfer"?

"Craig has voluntarily stepped up and taken on additional responsibilities over the last few months," commented Chip Bell, Sales & Office Coordinator. "His efforts are highly appreciated as we honor him with this quarterly recognition. Craig brings to McClung a wealth of knowledge of the printing industry and displays what it takes to be a team player."



Craig Bennett

Bennett has worked 10 years at McClung and 33 years in the industry. He lives in Waynesboro with his family.



Did you know Craig collects and fixes vintage clocks & watches?

## Roy speaks at Virginia Chamber of Commerce seminar



William Roy, web accounts manager for McClung's web development division Immerge Technologies, gave a presentation in March to the Virginia Association of Chamber of Commerce Executives. Individuals in attendance are the key staff for the chambers across Virginia.

William spoke on marketing and branding with the goal of helping chambers explain what a chamber really does and offers its community. He spoke about the importance of starting with "why" rather than "what." Then, he provided quick tips to engage customers on social media followed by marketing do's and don'ts.

**If you're interested in hearing this presentation adapted to all industries, Roy will be giving this presentation as a webinar on April 14, 2016 at 1:30 pm. Sign up at [immerge.eventbrite.com](http://immerge.eventbrite.com). Seats are limited.**

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# Gratitude...can it make us happier and healthier?



Mary Murphy  
Account Manager

Science has proven 7 benefits to showing gratitude that can motivate you all year.

**1 Gratitude opens the door to more relationships.** So whether you thank a stranger for holding the door or you send a quick thank-you note to that co-worker who helped you with a project, acknowledging other people's contributions can lead to new opportunities.

**2 Gratitude improves physical health.** Grateful people experience fewer aches and pains and they report feeling healthier than other people, according to a 2012 study published in *Personality and Individual Differences*.

**3 Gratitude improves psychological health.** Robert A. Emmons, Ph.D., a leading gratitude researcher, has conducted multiple studies on the link between gratitude and well-being.

**4 Gratitude enhances empathy and reduces aggression.** Grateful people experienced more sensitivity and empathy toward other people and a decreased desire to seek revenge.

**5 Grateful people sleep better.** Spend just 15 minutes jotting down a few grateful sentiments before bed, and you may sleep better and longer.

**6 Gratitude improves self-esteem.** Grateful people are able to appreciate other people's accomplishments.

**7 Gratitude increases mental strength.** Recognizing all you have to be thankful for — even during the worst times of your life — fosters resilience.

We all have the ability and opportunity to cultivate gratitude. Simply take a few moments to focus on all that you have — rather than complain about all the things you think you deserve. **Developing an "attitude of gratitude" is one of the simplest ways to improve your satisfaction with life.**

**Share with us why you're grateful. We can publish your thoughts of gratitude as a follow up in our next newsletter.**

Email us at [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com)!



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## McQUIZ Hello!

### What is your favorite Girl Scout cookie?

Email answers to [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com) by April 30. Be sure to include your name and phone number. One name will be chosen from all entries and will receive a cool gift certificate!

**Congratulations to Lynda McMillen at Sunnyside for winning last issue's McQuiz contest. She got a \$25 gift card! Her favorite Star Wars movie was the very first one: "A New Hope." Based on all quiz entries, McGraphics readers like "Return of the Jedi" and "The Force Awakens" the best.**



## Tidbits

**GRAMMAR UPDATE:** Did you know that it's now OK to leave out the hyphen in **website, email** and **Walmart**? (*Washington Post* style manual)

**TREES:** Did you know you can easily create trees in Photoshop? Go to Filter>Render>Tree. You can choose the species, leaves, branches, etc.

