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Under *the* Sun

N E W S L E T T E R



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LLC is Now a Part of Sun



MARKETING TO MILLENNIALS VS. GENERATION Z

When it comes to marketing to today's young consumers, brands are trying desperately to figure out what resonates.

Millennials and Generation Z are both extremely digitally savvy, so they're often lumped into the same category.

However, while both millennials and Generation Z are digital natives, they do not consume the same sorts of content. Note that millennials are between the ages of 19 to 35, whereas Generation Z is between the ages of 11 and 18. To effectively market to millennials and Generation Z, it's important to understand their differences.

Generation Z Prefers Influencer Marketing

According to a report by Google, 70% of teen YouTube subscribers see their favorite YouTube influencers as more relatable than traditional celebrities. For Gen Z, influencers are role models, movement leaders, even educators. It's very common for Gen Zers to turn to YouTube when they want to learn something. If you're looking to target Generation Z consumers, you need to understand which influencers are maintaining their attention. Chances are, they're not the same influencers whose audiences are made up of millennials.

Generation Z Doesn't Shop Online Nearly As Much As Millennials

According to a survey of over 1,400 consumers, 74% of millennials make purchases online, meaning they make an average of one online purchase per month.. Only 49% of Generation Z makes a purchase online per month. Part of the reason for this, of course, is that Gen Z consumers are much younger, and their online shopping is usually chaperoned by their parents.

Generation Z Uses More Digital Platforms

The average attention span of Gen Z is 8 seconds. Generation Z doesn't just have a shorter attention span; they also juggle more screens. On average, millennials bounce between 3 screens at a time while Generation Z juggles an average of 5.

Generation Z Doesn't Want Anything That Isn't Real

Authenticity has become a focal point in the marketing. Millennial consumers were the first generation to make known their preference for authentic content. They don't want to see digitally altered models or fake celebrity news stories. Generation Z wants to feel like they're part of something.

Generation Z Doesn't Want A Loyalty Program — They Want To Be Independent.

Generation Z isn't interested in pledging their allegiance to any brand. Only 30% of Generation Z consumers see loyalty programs as a positive thing, and they much prefer being able to engage with brands on their own terms.

Article sourced/adapted from: <https://www.forbes.com/sites/deeppatel/2017/11/27/5-differences-between-marketing-to-millennials-vs-gen-z/#1eff02a62c9f>

HEADSPACE FOR READING

Picking up a piece of paper requires a different mind-set than surfing through content online. The reader is expecting to read for comprehension and understanding because they're already willing to spend time digging into the material.



Using print makes you the object of captivation for your reader. Even if it's a small item like a business card or postcard, when your customer picks it up, they're physically engaging with your message.

Print brings longevity to your message as well. There is a longer shelf life to many print items as they get pinned to corkboards or set on shelves for later. They often flow through multiple hands as they get passed along from person to person.

With print pieces, you have the ability to tell multiple stories in a single flyer. The longer attention span required when reading a pamphlet or booklet means you can reach different interests and needs all with the same piece. There is extreme value in multi-purpose print assets.

We can help you engage your customers by creating the kinds of long-lasting, attention-grabbing, and influential print pieces that add value to your business.



"Even if you are on the right track, you'll get run over if you just sit there."

— Will Rogers

"Leadership is a potent combination of strategy and character. But if you must be without one, be without the strategy."

—Norman Schwarzkopf

"You are not your resume; you are your work."

—Seth Godin

"One finds limits by pushing them."

—Herbert Simon

"If you see a bandwagon, it's too late."

—James Goldsmith

"The trick is in what one emphasizes. We either make ourselves miserable, or we make ourselves strong. The amount of work is the same."

—Carlos Castaneda

"Far and away the best prize that life offers is the chance to work hard at work worth doing."

—Theodore Roosevelt

"You must either modify your dreams or magnify your skills."

—Jim Rohn

"We generate fears while we sit. We overcome them by action. Fear is nature's way of warning us to get busy."

—Dr. Henry Link



Communication Print & Media **Delivered**

Did You Know?

- » There is a 51 percent chance that a flipped coin will land on the side that was facing up when it was flipped.
- » A librocubicularist is someone who reads in bed.
- » Sunglasses make people look more attractive because they give the illusion of a chiseled bone structure on top of a soft-featured face.
- » While children of identical twins are legally first cousins, genetically they are actually half-siblings.
- » In 2008, Microsoft offered to buy Yahoo for \$44.6 billion. Yahoo rejected the offer. In 2016, the company was sold for just \$4.8 billion.
- » The Pentagon has no marble because it was built during WWII, and Italy, the source of marble, was an enemy country.
- » In January 2013, the Zimbabwean government bank balance was down to the equivalent of \$217 USD.
- » If you Google "askew," the screen's content will tilt slightly to the right.
- » A flower worn over the left ear in Hawaii signifies that a woman is no longer single.

CIO TECH TIP

MOBILE VIRUSES & MALWARE

The number of variants of malicious software aimed at mobile devices has risen from about 40,000 to 190,000 in less than a year.

With everything a fingertip away, smart phones and tablets are especially easy targets. New technology also means new entry ways for viruses and malware. Using fake apps, app stores, and wireless networks, hackers can all too easily steal personal information.

How can you protect yourself?

To help eliminate this, just don't install any app delivered via pop-up, spam, or phishing link. If an app seems interesting, don't install at that time, search it out and find a reputable place to install...providing you find it's legitimate.

In cases where a website is using scripts to display advertising content you can disable Java Script in your browser, however doing so could disable some components of websites you normally visit.

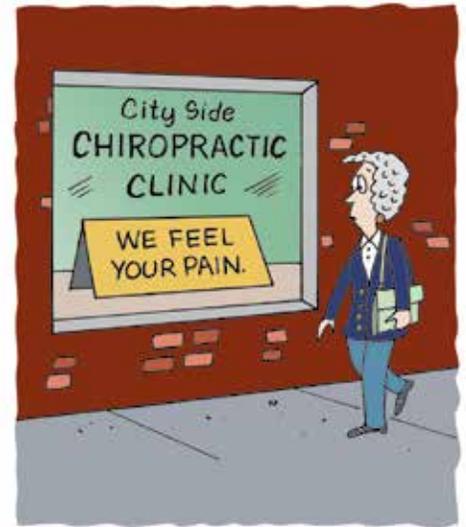


The holidays are here!

ORDER CUSTOM DIE-CUT HOLIDAY CARDS TODAY



Contact your Sun sales representative or email holidaycards@sunsolutionsusa.com



Is the Customer Always Right?

Taken literally, this phrase can breed chaos in your customer-service department. Trying to balance great service and reasonable return and refund rates can be a tricky high-wire act. But perhaps taking the phrase at face value is where we go wrong.

A better way of looking at it is the customer always has a legitimate complaint, need, or issue. It is our job to ensure that the customer is heard and that they have an amenable resolution.

People are reasonable, and when they feel understood, they are happy. The resulting return, repair, or exchange of things and services don't buy a customer's loyalty. Feeling valued gains their trust and repeat business.



Well Past Work Hours

Workplace wellness is not confined to the location where you earn your paycheck or the hours that you spend making a living. We need to remember that our mental, physical, and spiritual health can be fed, nurtured, or completely neglected outside of paid hours.

Physical Activity

Studies have shown that people who get enough exercise have better mental cognition, adapt to stress better, and are simply happier. Not into hardcore exercise? Taking a 30-minute walk every other day still has more

health benefits than being sedentary.

Mental Activity

Dealing with stressful situations at work or home can take a toll, making you less effective at your job and other important things like parenting. Try a repetitive activity like knitting, gardening, painting, or any activity that includes a constant motion.

Spiritual Activity

Whether you are part of a religious congregation or part of a group of like-minded individuals, being part of a community is important. Without other people who support and challenge you, it would be difficult to connect with customers or co-workers. Connecting with others gives us empathy and that, in turn, helps us figure out our own needs and the needs of others.



Merry Christmas from your team at Sun Solutions

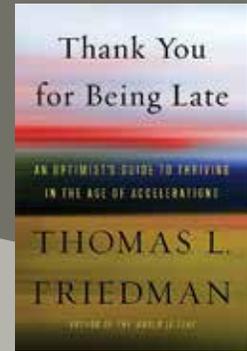
GRAND FORMAT SOLUTION

"ELECTRIC ART" UTILITY BOX WRAPS

The newest public art project in Spartanburg seeks to give the county's seven colleges more of a presence downtown. Electric Art, an effort by Hub-Bub and the College Town consortium, features colorful vinyl coverings on nine utility boxes across the city. Each of the county's seven colleges and College Town are featured on boxes, and the work of Roderice Cardell, also known as the Maddd Artist, is in front of the Spartanburg County Headquarters Library. -



Books in **Review**



Thank You for Being Late: An Optimist's Guide to Thriving in the Age of Accelerations

by Thomas L. Friedman

In his latest book, Pulitzer Prize-winning columnist Thomas L. Friedman asks the question "How did we get here?" He then explains the forces that have collided in today's world, the possible origins of those forces, and the effect they're having.

Specifically, he looks at the acceleration of three major areas: Moore's law (technology), the Market (globalization), and Mother Nature (climate change and biodiversity loss). They are all accelerating at an extreme rate and affecting the workplace, politics, geopolitics, ethics, and community.

The book is part appreciation of the moments in history when everything began moving and changing so fast, and part prescription for how to understand it and adjust.

If you're a fan of Friedman, you'll recognize him fully in this work. If you're new to him, get ready for a charming, insightful, and surprising look at where we are.

ADVENTURE INSTALLATIONS, LLC IS NOW A PART OF SUN!

We are so excited to announce AdVenture Installations, LLC is now a part of the Sun Solutions team!

Andrew Reiningger has been involved in all areas of the grand format vinyl installation industry. With over 15 years of experience, Andrew has installed various vinyl substrates for a wide variety of commercial applications. From installations covering an exterior wall of a grand hotel during Super Bowl week to applying vinyl at NASA's Orbit Café. Vehicle wraps including autos, trucks and tractor trailers have become one his specialties and yes, even a train car can be wrapped!

Sun Solutions is also proud to have Shawn Bunnells join us. Shawn has worked with Andrew for the past 4 years as an installation specialist and has been involved with the most demanding and rewarding commercial installations.

We are excited to expand our installation expertise as we welcome Andrew and Shawn to the team!



DECEMBER Birthdays

Betty Chavis	12/01	Donna Woodard	12/15	Kathi Cook	12/22
Brenda Lytle	12/05	Zach Brewington	12/16	Raymond Keyes	12/29
Melissa Butler	12/07	Ronald Tanner	12/18	Angie Chovan	12/31
Jami Lytle	12/10	Bryor Hooker	12/19	Janice Canzater	12/31
Lisa Corley	12/15	Eddie Strickland	12/19		

DECEMBER Anniversaries

Nate Brown 3 years

*Please note that anniversaries are recognized beginning at 3 years, followed by 5 years and then onward in increments of 5.

SUN SOLUTIONS IS PROUD TO BE A



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