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# Under *the* Sun

N E W S L E T T E R

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# CURIOSITY-BUILT THOUGHT LEADERSHIP

A recent article in *Forbes* dubbed “curiosity” as a trend in leadership that has been a hot topic for at least a year and shows no signs of stopping. Companies are moving away from focusing on the status quo as a continued approach for future success, and instead are encouraging creativity and innovation. The backbone of fostering inventiveness is encouraging leaders and teams to question everything.

It takes curiosity to question what works and why. Being open to making discoveries about what you already thought you knew about your business, your customers, your product, or anything else that brings or has brought success in the past ultimately feeds your desire to know more. And when you know more, you can do more.

Thought leadership is a contemporary trend in business

development, but in order to bring new ideas to the forefront, people need to *have* new ideas. Encouraging creative thinking through curiosity has the potential to bring leaders to entirely new ideas, but it's not easy. Fostering curiosity doesn't come naturally for companies that are married to the tried-and-true idea that future success is always an outcome based on past success.

Companies that are willing to move out of their normal way of thinking and open themselves up to fostering curiosity have the opportunity to see growth beyond their competition. They also put themselves out front as thought leaders, building bigger, stronger businesses because they will have the necessary tools to face anything the future brings.

# THE EXPOSURE ADVANTAGE

One of the most significant differences between print and digital marketing is that print has a physical life of its own. People can read a printed piece at their leisure, and can focus on your message for a measurable amount of time.



Digital marketing is often the exact opposite. It's forced upon your audience as they scroll through something else they want to be focused on. Very little attention is spent on the majority of digital marketing efforts. Why? Because digital marketing is an interruption.

***Print has focus. People intentionally pick it up to read it and consider its message.***

Print also has a shelf life. Print pieces are passed on to multiple people who all focus their attention on your message.

Each of the many people who come in contact with your print piece spends up to 10 times longer viewing your message than they would a digital ad, even if they're not thinking of making a purchase anytime soon.

Customers will keep print items for later use or as resources for future purchases. They will pass print pieces to people they think will be interested in your message. No matter what type of print piece you create, the exposure to multiple people has the potential to be unlimited.



"Don't blow out another's candle, for it won't make yours shine brighter."

— *Jaachynma N.E. Agu*

"What would you do if you were not afraid?"

— *Sheryl Sandberg*

"Rejection is an opportunity for your selection."

— *Bernard Branson*

"The best way to predict your future is to create it."

— *Peter F. Drucker*

"There's no luck in business. There's only drive, determination, and more drive."

— *Sophie Kinsella*

"To become successful, one must put themselves in the paths of giants!"

— *Lillian Cauldwell*

"To escape fear, you have to go through it, not around."

— *Richie Norton*

"If you are deliberately trying to create a future that feels safe, you will willfully ignore the future that is likely."

— *Seth Godin*

"If you're waiting until you feel talented enough to make it, you'll never make it."

— *Criss Jami*

# CIO TECH TIP

## TAB SWITCHING

### Did You Know?

- » Snakes are true carnivores because they eat nothing but other animals.
- » The cotton-candy machine was invented by a dentist.
- » The longest cells in the human body are the motor neurons. They can be up to 4.5 feet long and run from the lower spinal cord to the big toe.
- » The first coast-to-coast telephone line was established in 1914.
- » It takes approximately 12 hours for food to digest entirely.
- » The hottest planet in the solar system is Venus, with an estimated surface temperature of 864° F.
- » If you could throw a snowball fast enough, it would vaporize when it hit a brick wall.
- » The seeds of an Indian lotus tree remain viable for 300 to 400 years.
- » When glass breaks, the cracks move at speeds of up to 3,000 miles per hour.
- » Cars were first made with ignition keys in 1949.
- » Hawaii is moving toward Japan four inches every year.

**With many applications going to the “Tabbed” look, it can get cumbersome to switch between the different tabs in the application if you have a lot of them running. Did you know you can switch between the different tabs without moving your hands off the keyboard to the mouse or trackpad?**

- If you hold the Ctrl Button and press the Tab button you can move to the next tab that is opened.
- If you want to move backwards you can Hold Shift and Ctrl and press the Tab button.
- If you use this with other shortcut keys such as Alt+Tab to switch between open applications, it can increase your productivity and ease of use greatly.

A special thanks to our CIO, Chris Hinch, for providing this tech tip.





# FOCUSED POWER

Never underestimate the big message that is possible with a small item like a postcard.

When you mix full color with a great call to action, you have the perfect combination for a cost-effective means to get your message out.

Postcards are incredibly flexible. They are great for direct-mail campaigns, thank-you notes, announcements, special events, and so much more.

Big or small, single or panel fold, postcards deliver a wide range of benefits for any marketing campaign.

No matter how you distribute a postcard, they catch the attention of your target audience and get your message in their hands efficiently, on any budget.



*"You'll need to learn the nuts and bolts of our business."*

## All in the Delivery

When the online retailer Birchbox first came on to the beauty scene, they made an impact with their simple packaging that featured a surprise inside.

Customers would open a high-quality brown fiberboard box to reveal a stylishly colored inside lining with sample products packaged in matching colorful tissue paper. The box attracted new customers just as much as the products inside.

Taking the initiative to consider delivery mechanisms beyond the mundane can make a helpful impact for your brand. Innovative packing is one consideration, but if your sales are for services, not retail items, adding in some "extras" can make just as large an impact as great packaging. Remember, when you spend more for quality presentation or promotional extras, you are bound to make a great impression.

# GRAND FORMAT SOLUTION

Our Grand Format team fabricated many exciting pieces for an Allied Air event located at the Columbia Metropolitan Convention Center.



10' tall male agent cutouts fabricated on 1/2" Ultraboard and lined with LED lights



10' tall female agent and bad guy cutouts fabricated on 3/16" Ultraboard



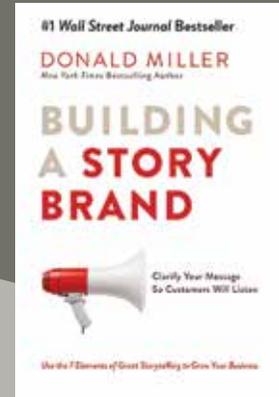
Movie trailer standup fabricated on layered Ultraboard



Foamcore "Top Secret" folder prop and polystyrene "secret agent" pass



## Books in Review



### *Building a Story Brand: Clarify Your Message so Customers Will Listen*

by Donald Miller

*Building a Story Brand* turns the tables on how a business should think about their story: spend less time on the literal “this is our story” and more on how the customer is transformed by their brand.

“People Want Your Brand to Participate in Their Transformation” is the title of Chapter 11 of Donald Miller’s latest book. The unique framing of each chapter reads like a transformation story, and Miller guides readers through a journey of connection that has a major theme: simplify.

Miller’s book breaks down the creation of a brand story into digestible chunks that are easily duplicated for any business looking to find a way through the clutter of marketing dos and don’ts. His approachable style makes this book a very useful learning tool, the next must-read manual for marketing professionals and entrepreneurs looking to build a sustaining and successful brand.

Donald Miller is the creator of the successful podcast “Building a Story Brand.”

# CREATIVELY OUT OF THE OFFICE

In 2016, *Dallas Morning News* book editor Michael Merschel made *The New York Times* for his creative out-of-office messages. He has been featured in a number of articles, radio broadcasts, and even television interviews to explain how and why he started writing such humorous “Sorry-I’m-not-here” replies.

Merschel’s auto-reply that started his fame is as follows:

“If you’re annoyed with me for leaving the office, I want you to imagine a middle-aged man who fell in love with a beautiful baby girl almost 18 years ago, and now he’s driving her to a gigantic college in a distant city filled with all kinds of people who do the things people do at college ... and he has to leave her there. And drive home alone. In the dark. In a minivan. Alone.”

There are lots of guides for how to write a professional out-of-the-office message, but the lesson from Michael Merschel’s email fame is that we can all benefit from showing our human side once in a while. You might not be an eloquent writer, but adding some personality to your auto-reply could earn some positive attention.

Just don’t forget to add the emails and phone numbers of the people who can help while you are out.





# MARKETING WITH COLOR

Colors play a fairly substantial role in purchases and branding. In a study called *Impact of Color in Marketing*, researchers found that up to 90% of snap judgments made about products can be based on color alone (depending on the product).

Results from studies such as *The Interactive Effects of Colors* show that the relationship between brands and color hinges on the perceived appropriateness of the color being used for the particular brand (in other words, does the color "fit" what is being sold).

The study *Exciting Red and Competent Blue* also confirms that purchasing intent is greatly affected by colors due to the impact they have on how a brand is perceived. This means that colors influence how consumers view the "personality" of the brand in question.

Additional studies have revealed that our brains prefer recognizable brands, which makes color incredibly important when creating a brand identity. It has even

been suggested in Color Research & Application that it is of paramount importance for new brands to specifically target logo colors that ensure differentiation from entrenched competitors.

Certain colors do broadly align with specific traits (e.g., brown with ruggedness, purple with sophistication, and red with excitement). But nearly every academic study on colors and branding will tell you that it's far more important for your brand's colors to support the personality you want to portray instead of trying to align with stereotypical color associations.

The article was sourced from [www.entrepreneur.com](http://www.entrepreneur.com)

## MARCH Birthdays

Earnest Hawkins	3/01	Teri Jackson	3/14	Gary Hair	3/25
Cat Johnson	3/01	Patrick Laffoday	3/15	Wendy Cook	3/26
Larry Conard	3/06	Leslie Gifford	3/25	Gail Downey	3/27

## MARCH Anniversaries

Linda Scott	3 years	James Bryant	10 years
Johnnie Burns	3 years	Gail Hollis	10 years
Janice Canzater	5 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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