



FINE ARTS ENGRAVING
A Merrill Communications Company

The Press Sheet

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GIVE YOUR WORK THE SHOWCASE IT DESERVES

Engraved business cards, letterhead and note cards make a powerful statement about your company. But are you overlooking the opportunity to reinforce that image with presentation folders and report covers? Picture this:

It's Monday morning, and you are going to call on an important client. The client hands out pieces of documentation for later review. You put all that paperwork into your company's **engraved folder** for safekeeping. Your client notices this, and appreciates that you place a high value on his business. The engraved crest of your company symbolizes the care and discretion with which you will handle these confidential materials.

After a few weeks, your team has created a plan for your client. Long hours, hard work and unwavering commitment have

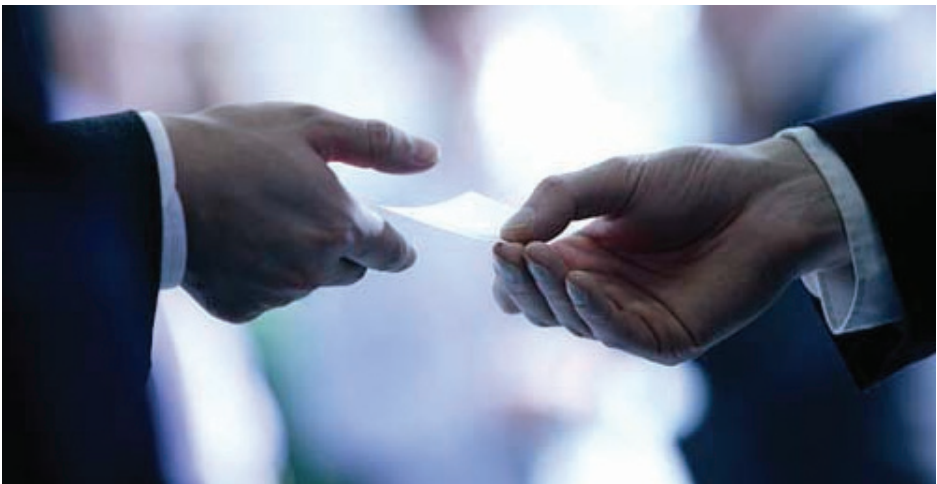


come together in a plan you are proud to present. In the meeting, you hand your client the report.

Your logo is engraved on the **report cover** and back. Your client once again notices your dedication to detail and subconsciously forms a powerful impression of you and the firm you represent.

Let your commitment to quality shine through in every detail. Fine Arts Engraving can completely position your brand as one of distinction.

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The Power of One Little Card

By Bruce Allen

I have a box of assorted business cards in my desk that I flip through every few months looking for a person I'm sure I've met. I meet many people, dozens each week at various business functions, and, sadly, within days after an event, I've often forgotten some of the faces that go with the cards I've collected.

Even if I make notes on the cards, there is only so much information my brain can store. Now these people, whose faces I've forgotten, are represented solely by a small piece of paper. Their entire "brand" is communicated on a 2-by-3-inch rectangle.

In the marketing field, we approach "brand" as a holistic creation made up of thousands of touch points that we want our audience to experience. But in reality, most of our audience will meet our brand only one touch at a time. It is the little details, like a business card, that will represent your entire branding message.

Think of your firm's brand as a real person. This person walks and talks in a particular way, dresses in a particular style, has specific skills and is your ambassador to the world. At my firm, we've created a semi-imaginary individual designed to represent our brand. He's called "Pappy," named after one of our co-founders, who was much beloved by his clients and employees. When we created the current iteration of our brand, all of the little pieces were styled to represent him. Then, in every detail we created – business cards, brochures, press releases, white papers, advertisements, etc. – we held up the pieces to see if they fit. Would Pappy hand out this business card? Would these words come from his mouth? If all that someone saw was a letter on a piece of letterhead, would they catch the essence of Pappy, of our whole firm?

We've all heard someone say, "That doesn't look like you." In branding, one printed piece that doesn't look like you, that doesn't accurately reflect your firm's image, can drag down your entire brand.

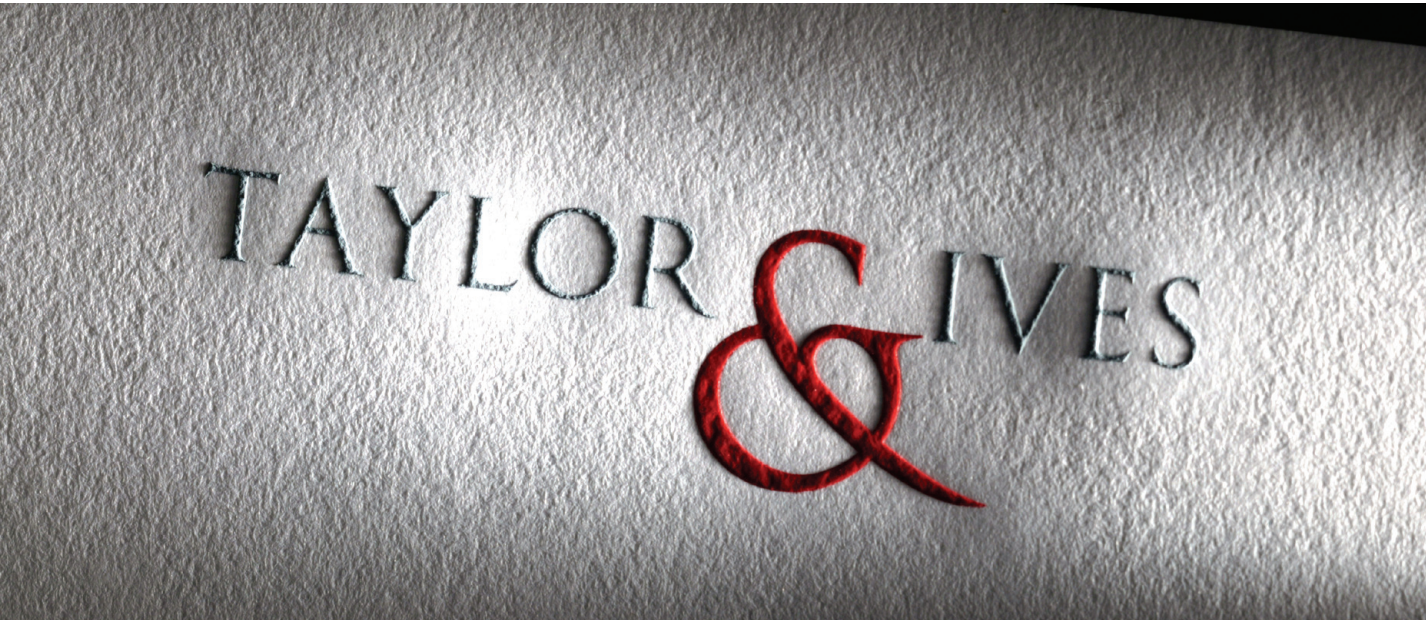
All the little pieces, every detail in your marketing and branding program, have to stand alone to represent your firm. Make sure that if someone has only one little, white card to remember you by, that that one little card says all the right things.

"In branding, one printed piece that doesn't look like you, that doesn't accurately reflect your firm's image, can drag down your entire brand."

Bruce Allen, Chief Marketing Officer for Rutan & Tucker, a leading Southern California law firm.

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Rebranding is smart business strategy

What is a brand? It's an image, in consumers' minds, about a company and what it represents. It's intangible but extremely powerful. It's a perception that a company works hard to achieve and maintain.

So why would anyone rebrand? Why would anyone want to give up that solid perception and start from scratch? There are several good reasons. Let's rebrand our perception of rebranding.

A brand is essentially a business strategy. And rebranding can refocus that strategy, creating a perception about your business that is more sharply in line with your goals and better positioned to capture a bigger share of the market.

Rebrandings typically take place after a name and logo change following a corporate merger, acquisition or the introduction of a new product or service offering. Rebranding creates energy and an opportunity to influence how the public perceives your



company. It instills curiosity about what is now different or new. That inherent curiosity allows you to build a new platform in the minds of consumers and also grab the attention of potential customers.

Let's take a look at one organization that has rewritten the rules on rebranding. This Chicago-based marketing communications firm with a global reputation does something unheard of in the business world. Every five years, it rebrands and redesigns its logo. Is this insane? Hardly. It's smart strategy.

Most consumers and investors become aware of a company's strategic shift annually, when the company releases its annual report. But in reality, most companies change their strategies on a continuous basis throughout the year. Change is a healthy response to a business environment in constant flux.

This marketing communications firm has taken this internal reality and presented it externally. By rebranding itself periodically, it encourages the world to take a new look at its image

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and capabilities. This strategy has paid off in continued growth and increased market share. Don't overlook the power of rebranding when you're looking to resize the market in your favor.

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Branding: A Recipe for Success

When it comes to branding, all the little things add up. If you're in business, you're probably doing more branding than you realize. Every time you leave a customer with a smile, that's branding. Every time you cold-call a potential client, that's branding. Every time you send out a marketing piece, that's branding.

A brand is your perceived image in the marketplace. This image reminds consumers of who you are every time your business, or a phrase associated with it, is mentioned. Over the years, your brand has become one of your company's most valuable assets, powering your success and facilitating your growth.

Nurturing your valuable brand requires combining the right ingredients to create a recipe for success. Take a pint of great marketing, add a cup of excellent salesmanship and finish with a quart of superior customer service. What do you have? A unique and valuable brand. Put this recipe in motion and watch it stimulate your company's future sales.



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