# CASE STUDY BOOKLET

*HOW TO COMBINE PRINT + PROMOTION*

JOURNALBOOKS

WHEN THE **MESSAGE** MATTERS

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JOURNALBOOKS

WHEN THE **MESSAGE** MATTERS

## BENEFITS TO DISTRIBUTORS

Journals are one of the only mediums in the promotional products industry that offer the ability to add print and to tell the end users' stories.

### When the Message Matters...

We help you promote their brand and speak to their audience. Consider adding one or more of the following:

- Letter from the Company President
- Agendas and Location Maps
- Speaker Bios
- Branding Messages and Imagery
- New Product Launch
- Calendar of Events
- Coupons and Special Offers

### *The opportunities are endless!*

Brochures, marketing materials, and catalogs will be discarded. Every trade show floor and event trash can demonstrates this. Marketing dollars wasted!

You never see a notebook in a trash can or on the floor. The message follows the consumer and stays top of mind.

## PRINT + PROMOTION

The end user is going to have printed info at the event. Why not combine **PRINT + PROMOTION**? Often, printed items and promotions are 2 different budgets. Combining them will increase distributor opportunities and decrease excess waste at an event.

**$5 Print Budget**
**+**
**$5 Promo Budget**
**=**
**Better Opportunity!**

There are also vendor dollars available for promotion — tap into that additional spending power!

Your contact may not be aware that you can provide this service unless you expose them to the possibility. They typically do not go to their "promo person" for "print."

Companies spend thousands on print advertising in magazines that often go unnoticed. Take some of that budget and add this message to a journal for guaranteed viewing.

## HOW DO WE DO IT?

We have a team of creative specialists available at the pre-sell stage to help you position print opportunities. These projects don't typically come your way — and your clients don't know to ask for what they don't know we can do. Right?

With every presentation, add a virtual of a journal that includes print. Plant the seed, over and over. If it doesn't work at first, keep offering the concept up. When the opportunity for messaging appears, they will come back to you, their expert promotional products distributor!

The team at JournalBooks is available to guide you to a solution for any project. It takes time, but the results are well worth the effort!

Contact us at sales@journalbooks.com for virtuals, pricing, and creative ideas.

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# EVERY BRAND HAS A UNIQUE MESSAGE.

**We know how important a company's story is. It's who they are, where they've been. It's what makes them unique.**

Our custom journals and planners are the ultimate tool for delving into a company's story. JournalBooks makes most of our products to order. When discussing a project, we've found the info covered below is a solid starting point to get to the product that best suits your needs and brand.

### QUANTITY

*How many do you need?*

We want to show clients a product that is available for their quantity. And we want to make sure that we have inventory in stock. Sometimes products are available at LTMs, but check with our Sales Team for availability.

### BUDGET

*How much will it cost?*

The budget per book is the quickest way for us to eliminate books not suited for a project.

Don't have a specific cost? We can suggest items at various price ranges to get you started.

### HOW

*How will they be used?*

Knowing how the journals or planners will be used, and/or who is the target audience, will help us zero in on the best functionality for your promotion.

### STYLE

*What will they look like?*

If a client already has an idea or examples of books they love, share them with us so we can help you find a similar product.

Need help picking a style or design? That's okay! JB's Creative Sales Team can offer guidance and create virtuals for your project.

### DATE

*When are they needed?*

Let us know if there are critical event dates. This may help in choosing the right product for a specific turn time. Don't forget to add in freight time, especially for international shipments and high quantities (1000+ pcs.).



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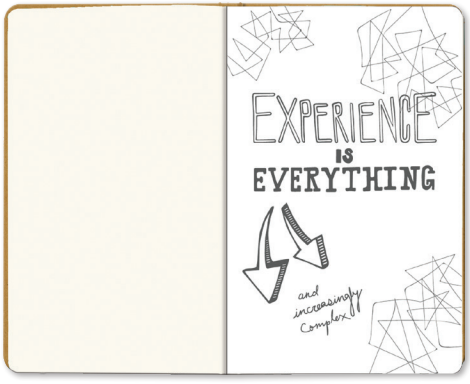
# case study: PROMOTIONAL JOURNAL



**DESIGNED** for a staffing agency, this CaseBound journal was created as a writing tool for the client's ideas and experiences, and the promotion became a valuable asset towards creating award-winning digital and staffing solutions. The insert pages included inspirational quotes about unleashing talent and flexing one's brain power. Ruled filler pages follow behind the inserts for writing during presentations and meetings.

base book: **AMB-58FC**

additions: ***Use Print Budgets to Help Clients Reach Their Goals!***

4 Double-Sided Full-Color Inserts Collated Throughout Journal

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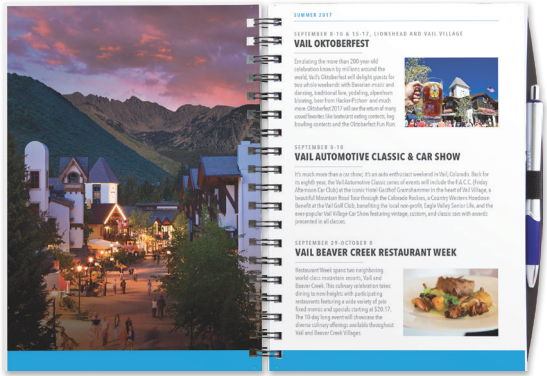
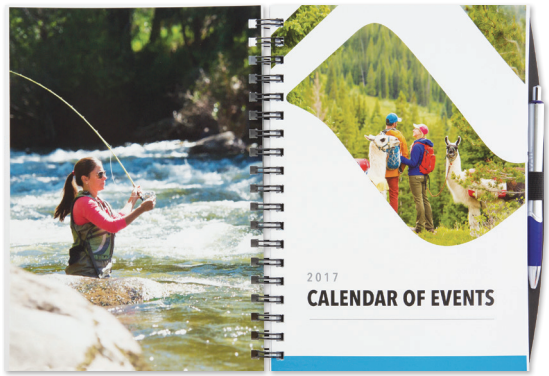
# *case study:* EVENTS CALENDAR




**CREATED** for a city's Visitors Bureau, this notebook was the perfect solution for combining a published calendar of events with a functional notebook. Each page features beautiful full-color pictures about events throughout the summer. The information will remain at the customers' fingertips, reminding them of upcoming events, dates, and locations. A PenPort back cover and pen were added for the convenience of on-the-go note taking.

*base book:* **NB-100CV** *(Includes PenPort & Pen)*

*additions:*

***Offset Cost & Increase Value with Vendor Participation!***

2-Color Screen Print
9 Double-Sided Full-Color Inserts Pen Imprint



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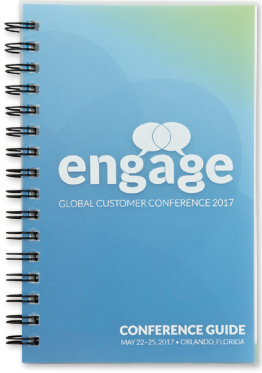
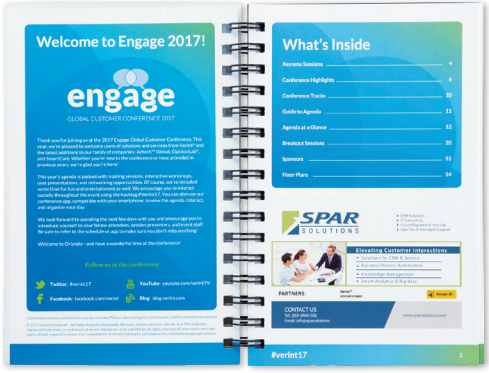
# *case study:* CONFERENCE TOOL



**A GLOBAL** organization wanted to design a custom journal for its upcoming conference. With the need for heavily detailed agendas and speaker info, they needed a functional journal with the ability to print a large quantity of information. Full-color inserts contained all the essential information, such as agendas and floor plans. And by adding sponsor information, they were able to put contributions toward the cost of the book. The filler pages were printed in the company's PMS color, and a PenPort and imprinted pen added to the overall design and functionality of the journal.

*base book:* SP-850C

*additions:*

***All Reference Materials in One Place Creates Added Function and Value!***

1-Color Screen Print
Custom Common Filler Pages
26 Double-Sided Full-Color Inserts
PenPort Back, Pen, and Pen Imprint

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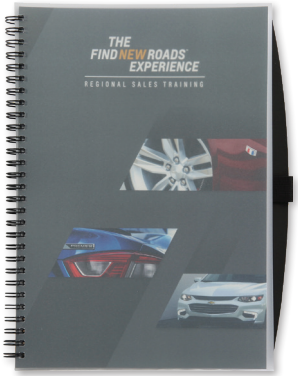
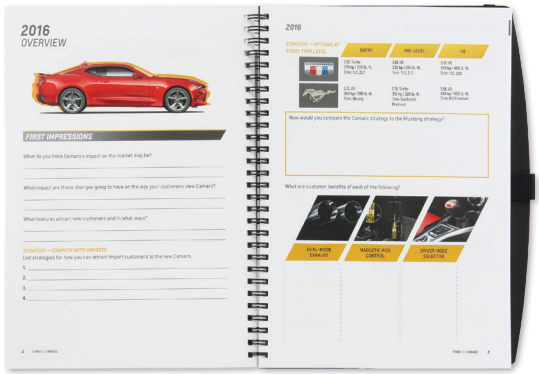
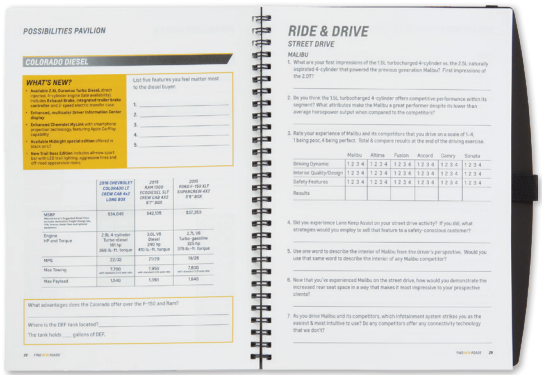
# *case study:* TRAINING NOTEBOOK




**DESIGNED** for a regional sales meeting, this notebook was created for employee training. By providing page full of valuable information, this promotion became a long-lasting tool for future reference. The full-color inserts included info about safety, demos, technologies, and more. Ruled filler pages have been placed behind the inserts for taking notes during the training meeting. And for convenience, a PenPort back cover has been added to hold a pen.

*base book:* NB-150C

*additions:*

***All Reference Materials in One Place Creates Added Function and Value!***

20 Double-Sided Full-Color Inserts
PenPort Back Cover



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# *case study:* EMPLOYEE PROGRAM

**A LARGE** corporation wanted to create a journal specifically for an internal program for its employees. They chose a turnkey item that included a GraphicWrap, for added value. A case-bound journal with matte black hard cover and a pop of color along the edge of the filler, inside covers, and elastic privacy closure was a perfect selection. The logo was done in full-color using the ColorDirect imprint method. To complete the gift packaging, a Full-Color GraphicWrap was added for that finishing touch.

*base book:* CP-58GW

*additions:* ***PERFECTLY PACKAGED with a Color GraphicWrap!***

Full-Color ColorDirect

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# *case study:* CONVENTION GIFT

**AN EVANGELICAL** organization was in need of a gift for an upcoming convention. They needed a lot of printed information included but still needed to keep the budget to a minimum. They decided to sell advertising space to contributors to help pay for the journal. With an ultra-hyde vinyl, stitched cover, the PedovaPocket had a high perceived value. Several informational full-color inserts were added in front and included an agenda, speaker info, location maps, advertisements, and more. And with 80 sheets of ruled filler, a pen loop, and an expandable paper pocket, this journal served as an outstanding tool for the meetings.

*base book:* PED-58FC

*additions:*

***Tap Into Your Print Budget - Combine All Printed Info in One Piece!***

8 Double-Sided Full-Color Inserts



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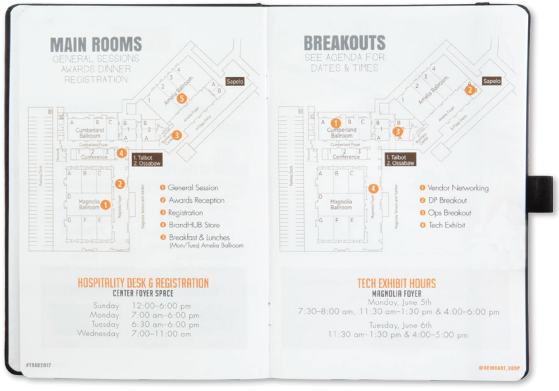
# case study: EXHIBITION GIVEAWAY




**A FOOD** service company chose a journal as a gift for its exhibition participants. They also wanted to include thanks to their sponsors and suppliers. The Nova journal features a smooth hard cover, perfect for their oversized blind deboss imprint. The full-color inserts in the front of the journal included agendas, registration info, location maps, and exhibition hours, as well as lists of the sponsors.

base book: NB-58FC

additions:

***Offset Cost & Increase Value with Vendor Participation!***

Oversized Deboss Imprint with Bleed
8 Double-Sided Full-Color Inserts
Business Card Holder

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# case study: NOVELTY NOTEPAD

project 1

project 2

**AN ECLECTIC** brewery wanted to provide their hand-drawn artwork to customers in the form of a small jotter with a few coloring pages in the front. The small BrightNotes, with a flexible natural cover, was the ideal choice to fit the image of the craft beer industry. These jotters had such a positive reception from their customers, they decided to do a second order with full-color illustrations of their brews with their recommended food pairings.

base book: PBN-650

additions:

***Use Print Budgets to Extend the Reach of the Brand to the Public!***

6 Double-Sided Inserts
project 1: Black & White
project 2: Full-Color



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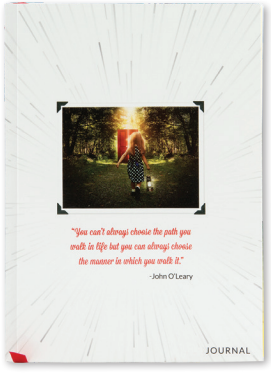
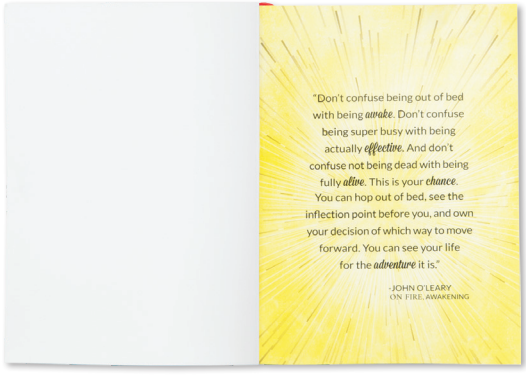
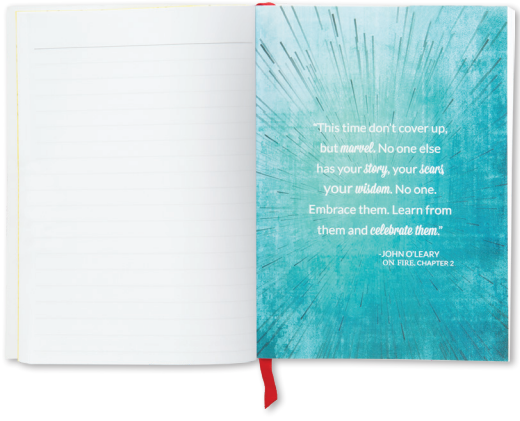
# *case study:* COMPANION JOURNAL




**AN INSPIRATIONAL** speaker was looking for a companion journal to go with his newly published book. He chose a Full-Color PerfectBook to showcase his messages of hope and guidance. The flexible, colorful cover exhibited an enriching photo with a quote from the book. Custom filler and full-color tip-in pages placed throughout included influential quotes and created a useful journal for growth and memoirs.

*base book:* PNP-7FC

*additions:*

***Expanded Messaging Opportunity!***

5 Double-Sided Full-Color Inserts
Custom Common Filler
Satin Ribbon Bookmark

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# *case study:* ACTIVITY BOOK

**A BIOTECH** company purchased a CreativeSpark journal as a gift for their "Take Our Daughters & Sons to Work Day." The inside filler pages were customized with a science-themed design to spark imaginations. A flexible, wraparound, paper cover, printed in full-color, gave the journal a fun and colorful design. The black and white custom designed filler featured activities such as coloring pages, recipes, and puzzles. Children were able to learn about their parents' jobs and draw or write about their experiences within.

*base book:* PCS-830

*additions:*

***Make a Lasting Impression Through Learning!***

5 Double-Sided Full-Color Inserts
Custom Common Filler
Satin Ribbon Bookmark



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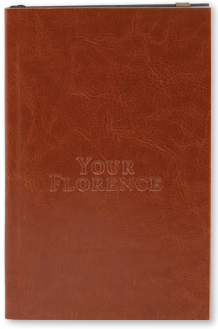
# *case study:* TRAVEL JOURNAL



**CUSTOM** designed for a motorcycle tour of Florence, this small jotter was created to not only guide travelers, but to become a special keepsake souvenir. Instead of providing separate maps and travel details, multiple inserts were added to the jotter for value and convenience. Inserts included itineraries, location information, and even a fold-out map. The filler paper was designed as a custom travel diary and a satin ribbon bookmark was included to mark their place while on the road.

*base book:* **PJP-6LMM**

*additions:*

***Tap Into Your Print Budget - Combine All Printed Info in One Piece!***

12 Double-Sided Full-Color Inserts
*(One with Fold-Out Map),*
Custom Common Filler
Satin Ribbon Bookmark

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