

A hand is holding a square Polaroid photograph against a dark background. The photograph has a light blue border and contains the text "4 SECRETS TO MORE POWERFUL CREATIVE" in white, bold, sans-serif font. The background behind the hand is blurred, showing what appears to be a window or doorway.

**4 SECRETS
TO MORE
POWERFUL
CREATIVE**

September 14, 2020

J.SCHMID

BRENT NIEMUTH, President



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**WE'RE ALL TRYING TO SELL
SOMETHING TO SOMEONE.**

THE PROBLEM:

**WE'RE NOT SELLING TO A
"DEMOGRAPHIC" OR A "TARGET"
AUDIENCE OR "CONSUMERS."**

A person with long brown hair, wearing glasses, a brown scarf, and a black leather jacket, is shown from the back, looking out over a body of water under a soft, hazy sky. The text "WE'RE TRYING TO CONNECT WITH HER." is overlaid in white, bold, sans-serif font across the middle of the image.

WE'RE TRYING TO CONNECT WITH HER.

**WHAT IF WE BETTER UNDERSTOOD
WHAT HUMANS REACT TO?**

**A SMART STRATEGY, A GREAT MAILING LIST
AND A STELLAR OFFER DON'T MEAN ANYTHING
IF YOUR **CREATIVE EXECUTION** IS WEAK.**

NEUROSCIENCE:

**WHAT ARE THE IMPLICATIONS FOR
YOUR MARKETING EFFORTS?**

4

**SECRETS TO MORE
POWERFUL CREATIVE**

1

SIMPLE IS ALWAYS BETTER

SIMPLE IS ALWAYS BETTER


- Humans have a short attention span (8 secs)
- Don't overwhelm. Be brief.
- Consider the context of how your piece will be viewed
- The brain craves ease and order

Sale Postcard

**SHARPEN YOUR
ONLINE ELBOWS**

WITH UP TO
50% OFF
IN OUR SALE

TEMPERS ARE SURE TO FRAY



Boden

STARTS SUNDAY 23RD JUNE
AT BODEN.COM

HANDBAGS AT DAWN

UP TO
50% OFF
SALE

PLUS FREE SHIPPING
OVER \$49



Boden *MiniBoden*

TERMS & CONDITIONS: Prices as marked on selected items. Sale ends at 11:59pm PST on 7th July 2015. Free shipping on orders over \$49 applies only to orders where the total spend (after discount) is greater than \$49. Free shipping applies to standard shipping. This offer is not for resale or publication and cannot be applied to orders retrospectively. This offer is only valid on personal orders and cannot be used in conjunction with any other JP Boden Services Inc. offer. Full conditions of sale are available online at boden.com. JP Boden Services Inc, 180 Armstrong Road, Pittston, PA, 18442-0028. To opt out of our postal mailings, please contact Johnnie@bodenUSA.com with your name and address, or call 1 866 206 9106.

Stay in touch:

www.ckiblog.com Boden Clothing Boden @bodenclothing Boden US 580922

**PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE
PAID
JP BODEN**

JP Boden Services Inc,
180 Armstrong Road,
Pittston, PA 18442-0028



Triggered postcard for
web abandoners

A promotional postcard for MiniBoden featuring a beach scene with three women and a large colorful umbrella. The text 'MiniBoden' is written in a white script font at the top, followed by 'Follow the sunshine (styles)' in a white sans-serif font. At the bottom, a teal banner contains the text '\$15 OFF PLUS FREE SHIPPING OVER \$49 | BODEN.COM'.

MiniBoden

Follow the
sunshine (styles)

\$15 OFF PLUS FREE SHIPPING OVER \$49 | BODEN.COM

Parcel Insert
Bounceback for new season



Boden
Zesty new
styles to try

BODEN.COM

Pick from our new season and enjoy a refreshing

20% OFF
your next purchase

PLUS FREE SHIPPING
OVER \$49*

Choose your main squeeze(s) carefully, this offer only works once
Valid until 30th April 2020

2

PACK IT WITH PERSONALITY

PACK IT WITH PERSONALITY

- People view brands just like they view other people
- Does your brand come across as HUMAN? Warm? Likeable?
- Is your copy fun to read? What is your brand's tone-of-voice?
- Do your images have attitude?

Catalog Cover



Sale Postcard



Voucher Mailer (Lapsed Buyers)



© 2019 Boden. Site valid for
Printers: PA, WA, AZ, MD, VA

VOUCHER CODE
XXXXXXXXXXXX

plus free shipping
on orders over \$49

**Ready to
shine?**
\$15
voucher

How to
Spend it:
Shop in-store or online
with your voucher
for Apple, eGift Card, Visa
Gift Card, or eGift Card
at Boden.com

Expires: 02* May 2019

BODEN.COM

Boden
PUT
SUNSHINE
ON A
HANGER

\$15 OFF
plus free
shipping
and returns
over \$49

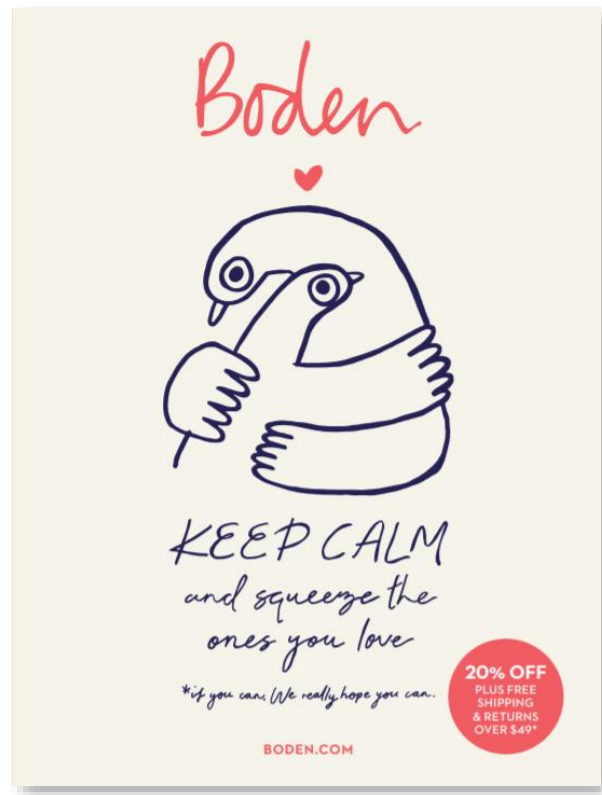
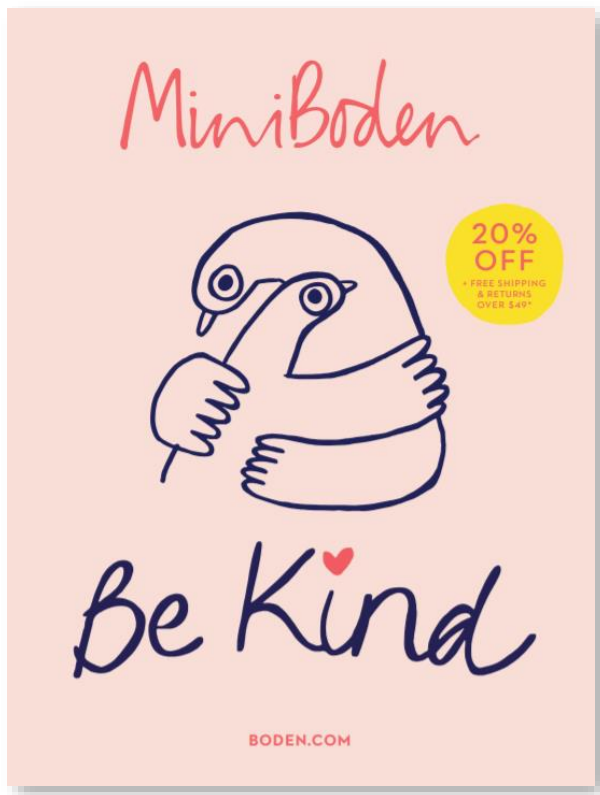
TCs: The \$15 gift voucher is valid until 02/05/19. Standard. Excludes on final sale. Free
standard shipping. In-store use only. \$45. Check your voucher just or use one for each. No cash
value. Valid for use on all items. Not valid for sale of gift cards. Not valid for sale of gift cards.
When you add items to your cart, you will see the amount and make it for shipping. This is the
percentage of the total amount of the order. The amount of the order will be the total amount.
Amounting to: Printers, PA, WA, AZ, MD, VA

Triggered Postcard (Web Abandoners)



MiniBoden
Made you look twice

\$15 OFF PLUS FREE SHIPPING OVER \$49 **BODEN.COM**



3

CREATE DESIRE

CREATE DESIRE

- Make people WANT what you're selling
- 95% of our buying decisions are driven by emotion
- Let your customers see themselves using your product (Mirror Neurons)
- Use storytelling techniques (establish place, define problem/enemy)

Catalog Cover



Triggered Postcard (Web abandoners)



4

USE THE POWER OF TOUCH

THE POWER OF TOUCH

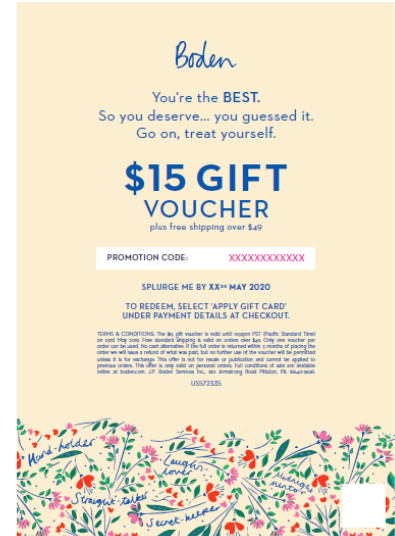
- Print is considered more impactful than digital because it's tactile
- Use an interesting format (size, shape) to stand out
- Make it interactive (folds, dies-cuts, tear-backs) to increase time spent
- Consider interesting paper choice / coatings / weight

Stickers inserted
into catalog





Mother's Day card in matching printed envelope



Activity Book in parcels

Need the answers?
SAY REVELIO (OR LOOK BELOW)

1. Hedwig
2. Three
3. Hogwarts Express
4. A dog
5. Make objects fly

26

Minibalen | Harry Potter

Activity booklet
WANDS (AND PENCILS) READY

Colour in the Hogwarts shield



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Test your knowledge


Connect the dots

Count the windows on the Knight Bus

Find the Golden Snitch

Did you know?
In Harry Potter they use quills to write (think part pencil, part feather)

POWERED BY THE MAGIC



4 SECRETS TO MORE POWERFUL CREATIVE

- 1) Simple is always better
- 2) Pack it with personality
- 3) Create desire
- 4) Use the power of touch

THANK YOU!



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