

inspired.

45TH ANNIVERSARY

Cheers

45 years
of inspiration
& creativity

DESIGN
FOUR • FOUR • SIX

CELEBRATING

45 years

10 MARKETING MUSTS

The path to success starts here.

BRAND STAND

How to build a strong and vibrant brand.

INSPIRED SPACES

Create a trendsetting space that wows.



Here's to Sweet Success.

For over 45 years, Design 446 has been delivering beautiful brand experiences across a wide variety of media. Our tastes may have changed but our passionate approach is still the same. From billboards to e-marketing, brochure design to web design, we create campaigns with impact and purpose.

Visit us at design446.com or call 732.292.2400



*Achieving
45
years
in business
requires a
dedicated team
of employees,
a loyal following
of great clients
and the ability
to adapt as the
world around
us evolves.*

We love the Design 446 story. Defined through years, transition and impact, there are some common threads to our narrative. Back in 1974, Design 446 was a small, family-owned and operated marketing company that relied on a close-knit group of suppliers to deliver a quality product. Business was often conducted in or around the kitchen with hot coffee brewing. Our reputation was built delivering exceptional graphic design work to the building industry.

Flash forward 45 years and Design 446 has held on to its founding principles of providing outstanding customer service, compelling creative and innovative technology to satisfied clients. But surviving 45 years doesn't define our story. What makes Design 446 so remarkable is that for 45 years we have evolved in an ever-changing world. When you look at the many faces behind Design 446, 12 employees have worked here for more than 15 years, 4 more than 20 years and 1 over 30 years. Our list of accounts reveals a similar pattern. In fact, we have worked with one of our valued clients nearly our entire existence, watching them grow from a local New Jersey family-owned business to one of the largest publicly traded home builders in the nation.

As you can see, achieving 45 years in business is a total group effort that requires a dedicated team of employees, a loyal following of great clients and the ability to adapt as the world around us evolves. There is also another part of Design 446's story that is worth telling.

At the very core of our company is the belief that in order to move forward, you must give back. That's why we sit on various nonprofit boards. By teaming up with local nonprofits, we have the power to strengthen our community and make a positive impact. Our strategy is simple - be creative and passionate in every way to allow our clients and partners to connect to the world around them. That's what inspires growth... and that's what inspires everyone at Design 446.

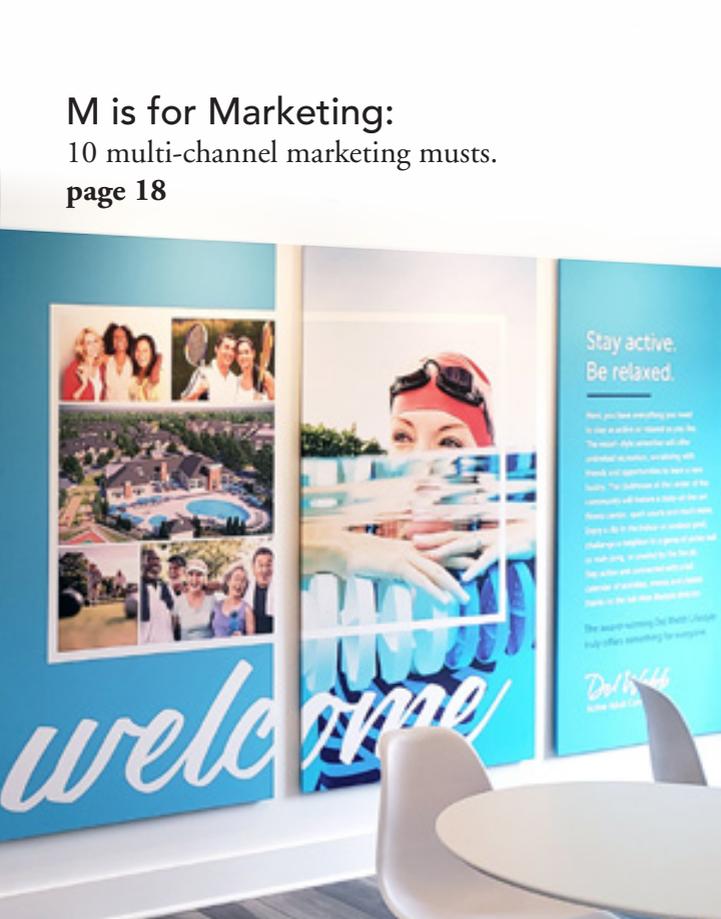
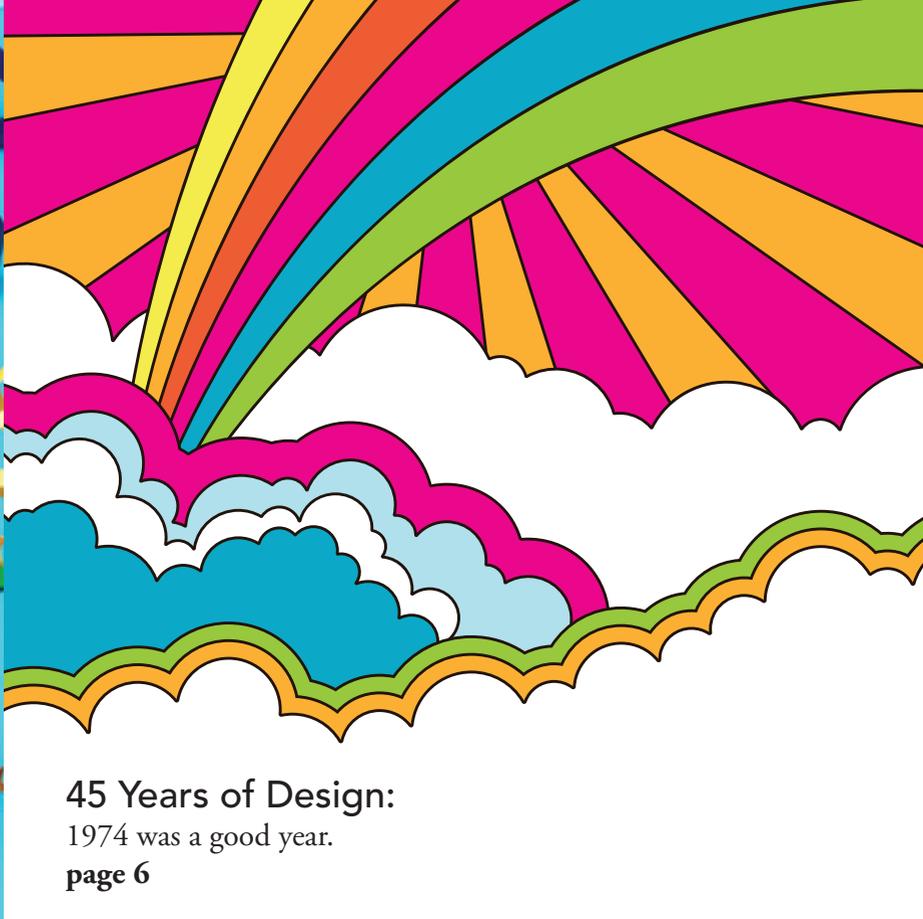
So today, as we proudly celebrate our 45th anniversary, we are excited to tell our story.

And we thank all of you - our clients, friends, family and industry partners - for being the most important part of it.

Cheers to the next chapter!

Tom Villane, Publisher
tvillane@design446.com

Ann Marie Baker, Editor
abaker@design446.com



M is for Marketing:
10 multi-channel marketing musts.
page 18

#BetterTogether:
Nonprofit partnerships.
page 26

45 Years of Design:
1974 was a good year.
page 6

insight.

in-depth.

inspired.

PUBLISHER
Thomas Villane

EDITOR-IN-CHIEF
Ann Marie Baker

CREATIVE TEAM
Sue Kohler
Jessica Pitta
Kristin Mason
Brian Stern
Anthony Warn
Alex Ryan
Victoria Garrett
Alexander Fox

CONTRIBUTING WRITERS
Laura Anne Crossan
Brianna Veltre
Emily Pollio



design446.com

DESIGN
FOUR•FOUR•SIX



6 COVER STORY
CHEERS! To 45 years
Taking it way back to 1974.

16 Social Media Explained
Need to know social platforms.

industry.

involved.

8 **Enjoy the Ride**
The path to successful branding.

14 **Content Marketing and Beyond**
How to build brand trust.

26 **#BetterTogether**
The importance of nonprofit partnerships.

11 **We're Glad You're Here**
Join us for a "walking tour" of Design 446.

28 **We Are Design 446**
Meet the team that makes the magic happen.

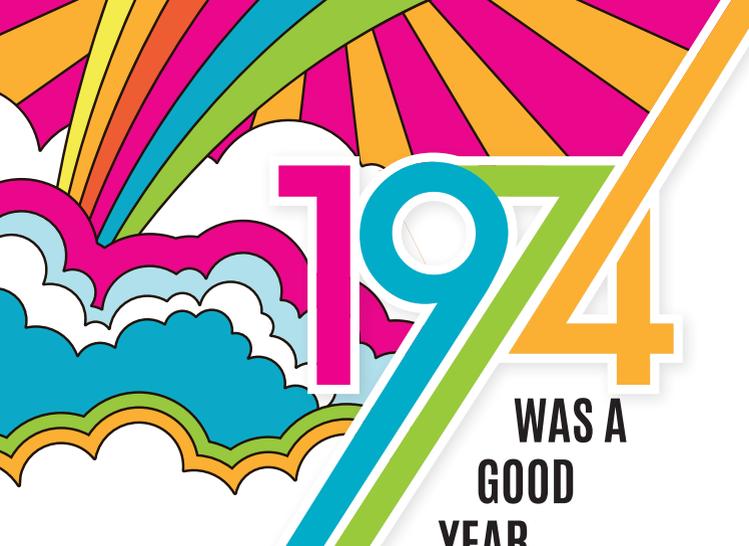
30 **The Way We Were**
446 through the years.

12 **Inspired Spaces**
Interior design trends that wow.

innovate.

18 **Multi-channel Marketing Musts**
Success starts here.

24 **Zoe the Chatbot**
The next wave of customer service is here.



WAS A
GOOD
YEAR

A DOZEN EGGS ¹⁸⁰⁹ | A GALLON OF GAS
.45 CENTS | **.35 CENTS**

A POSTAGE STAMP WAS .10 CENTS

THE AVERAGE HOME PRICE WAS **\$9,942**



PEOPLE MAGAZINE
LAUNCHED ITS FIRST ISSUE

FIRST PRODUCT TO HAVE A BAR CODE

was a packet of
WRIGLEY'S GUM



**MIAMI DOLPHINS TOOK HOME THE
SUPERBOWL VIII CHAMPIONSHIP TITLE**



POPULAR FILMS INCLUDED:
THE EXORCIST
THE GREAT GATSBY
THE GODFATHER PART II &
MURDER ON THE ORIENT EXPRESS

**BEACH BOYS, CARPENTERS, GRATEFUL DEAD,
VAN MORRISON, DOLLY PARTON, QUEEN,
PAUL MCCARTNEY AND STEVIE WONDER**
BROUGHT MUSIC TO OUR EARS

AND LAST, BUT MOST IMPORTANTLY,
DESIGN 446 WAS BORN

45 YEARS OF DESIGN

Let's start from the beginning...

OCTOBER 7, 1974

With nothing more in common than the first three digits of their Manalapan phone numbers (446), William Miller and Frank Rod, Sr. set off on a partnership of marketing and creativity with the vision of providing outstanding design, timely production and unmatched customer service. And, just like that, Design 446 was launched. The agency was a small, family-owned and operated company that relied on a close-knit group of suppliers to deliver a quality product, within a budget and always on time.

1974

1983

Design 446 moved its offices to Millstone - a perfect location to reach New York, Philadelphia, and the Jersey Shore.



1986

Ann Marie Baker (then Ann Marie Russo) starts her career as a graphic designer at the agency. Receiving an art education with private lessons at a young age and later voted "most artistic" in high school, Ann Marie graduated Summa Cum Laude with a Fine Arts degree from The College of New Jersey. She later becomes the Vice President of Design 446.

1995



Tom Villane joins Design 446 as a Partner. A graduate of Ohio Wesleyan University, Tom is known for chasing his passion for great design and building powerful brand experiences that resonate with consumers and propel growth. Shortly thereafter, Tom becomes President of Design 446.

1999

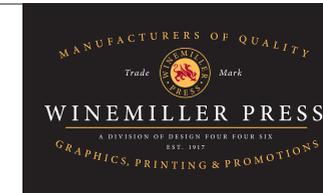
Design 446 celebrates its 25th Anniversary.

Design 446 moves to the quaint beach town of Manasquan. Gaining square footage with room to grow and ideally located near major highways, the move effectively draws in clients and employees locally and from around the tri-state.

2002

2007

Design 446 acquires Winemiller Press, once again expanding its square footage and printing capabilities.



2008

Design 446 acquires Iimagemaker Associates, now officially having the capabilities of a full-service agency, offering existing and new clients the opportunity to place media both traditionally and electronically.

2019

Design 446 celebrates its 45th Anniversary.



Through the years, Tom and Ann Marie have guided Design 446 from a five-person design studio into a full-service industry powerhouse. They have effectively led creative teams through growth and innovation. Their winning combination of business experience and marketing/design skills have strategically transformed Design 446 into the award-winning, results-driven agency that it is today.

And although so much has changed over the last 45 years, like the prices of everyday goods and services, as well as the way we transmit information, some things remain the same. The Design 446 culture is one of them.
We are creative. We are experienced.
We are innovative. We are professional.
We are fun. But most of all, we are a family.
And we are so glad you are a part of it.

ENJOY THE RIDE



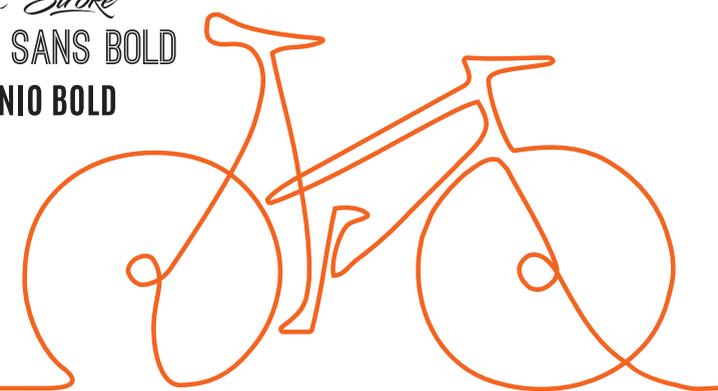
BRAND AWARENESS

The Path To Successful Branding

What people think matters. And that's why we brand everything. As industry experts in brand and identity development, Design 446 knows that you and your product are more than just a logo. An effective brand strategy will help deliver on your brand messages and give you the edge in a competitive marketplace.



Infinite Stroke
OSTRICH SANS BOLD
ANTONIO BOLD



But what exactly is your brand?

Your brand is your promise. It is what differentiates you from other products on the market, or, in even simpler terms, it is what your prospects think of when they hear your company [brand] name. It is an experience that only your product can create. And the path to spreading brand awareness begins with what we call “brand discovery.” This is where we sit down with our clients to learn more about them, their competition and their prospective customers. Once we define the brand and strategy, we bring it to life – starting with a logo.

Logos are the cornerstone of your company's branding and is something that should be used everywhere (and we do mean EVERYWHERE!) in your marketing efforts. Your logo and branding should be a reflection of who your target market is. Male or female? Singles or families? Age range? Ethnicity? Where do they live? What do they do for a living? What is their income level? What other aspects of their lives matter to you? This is important when creating a branding campaign that is not only impactful, but successful.

*Your brand
is the
single most
important
investment
you can
make
in your
business.*

- STEVE FORBES

Once your logo is established, the next step is to create a coordinating color palette, imagery and creative brand attributes that will be incorporated into your website, social media presence, advertising and other promotional materials that will eventually become the voice of your brand to the world.

An excellent example of this is when Renaissance Properties partnered with the Design 446 team to develop creative marketing concepts and branding for their new luxury rental community, The Hub, located in Metuchen, NJ.

The first step was to define the audience and then create individualized logos that would embody The Hub's urban vibe (a reflection of their target market). With luxury 1- and 2-bedroom apartments, a host of onsite amenities and its premier location in the center of Metuchen's downtown retail district, it was important to distinguish each facet of this community while maintaining a unified brand. After the foundation was in place, it was time to spread the word by creating a market strategy and reinforce it with marketing collateral and effective advertising that helped catch the eye of prospective residents. Thoughtful colors, idyllic imagery and metropolitan overtones came together to embody The Hub experience on paper and online.

Once the community started to come to life, the amenity space and leasing office became the place where prospects experienced a sense of what life would be like at The Hub. Reinforcing the community's well-developed brand, this space is where the community's personality began to shine.

Exterior signage completed the program, ensuring that eager residents were directed where they needed to go. When renters in the Middlesex County area seek location, style and recreation, this is where they'll find it. From their first visit to the leasing office to the moment they set foot in their new home, Design 446 was proud to create a cohesive brand for The Hub.

Leasing up, selling a community or launching a product is not an easy feat, but developing a unique image and branding package (and staying true to it) is the path that will lead you to success.

A TOUCH OF STYLE.



At Design 446 we make spaces comfortable and stunning. From color selections and fabrics to light fixtures and accent pieces, our experienced Interior Designers can help create the space you need to achieve your dream environment. Visit us at design446.com or call **732.292.2400**.



DESIGN
FOUR • FOUR • SIX



INTERIOR DESIGN | MODEL MERCHANDISING | SPACE PLANNING

IF WALLS

Take a “walking tour” through our Design 446 offices.



COULD TALK

This is where we meet to collaborate, define, research, create, develop, test, deliver, analyze and sometimes eat pizza (just saying).

They'd say, wow!

With four adjoining office suites, housing seven different departments, Design 446 offers unlimited services under one roof. Take a quick “tour” through our office to see how our in-house capabilities can benefit you.

CREATIVE SUITE

Be bold or italic – never in between. **Our specialties include:** Brand development; logo design; website development; interactive touch screen displays; email campaigns; web advertising; video production; illustrations; brochures; sales displays; print collateral; ad design, and direct mail. Whew!

INTERIOR DESIGN

Inspired spaces start with inspired design. Welcome to the Interior Design Department. We have Certified Interior Designers on staff who can assist with your: Sales/leasing center concept and design; color selections and finish schedules; furniture selection and procurement; selection/design centers; building finishes, and model homes.

PRINT PRODUCTION

When it comes to first impressions, we lead the pack. We're here for ALL your printing needs, such as: On-site digital and traditional printing; short run and long run printing; variable data integration; foil stamping; die cutting; finishing and binding; collating and fulfillment; hand assembly; inventory and warehousing, and online ordering.

ACCOUNT MANAGEMENT

Need to chat? Our Account Managers (AKA, Relationship Builders) will take great care of you. They can assist with: Market research, media strategy and analysis; campaign design, implementation and management; print and online media placement; radio and television commercials, billboard and transit. The list goes on!

DISPLAY & SIGNAGE

Size matters! Offering custom solutions for all your signage and display needs: Entry monuments; custom signage packages; custom interior ADA signage packages, way-finding systems; vinyl graphics, wall murals, displays and banners; vehicle graphics; directional signs; cast metal and cutout letters, and impact logos.

SOCIAL MEDIA & COPYWRITING

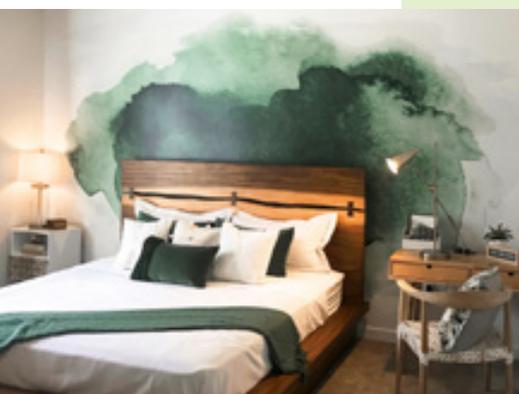
It's not what you say, it's how you say it. So, we make sure to always say it best. Copywriting; public relations campaigns, social media implementation and management, and internet and social media marketing.

INSTALLATION & DELIVERY

Whether it's across the street or across the country, we install and deliver on time EVERY time.

INSPIRED SPACES

*We don't design for brands.
We design for people interacting with brands.*



To succeed in today's competitive real estate market, you must communicate your offerings in a clear and exciting way. To attract new renters or homebuyers, provide them with an authentic brand experience. This starts with model home merchandising.

Leave absolutely nothing to chance, and special care must be taken to achieve an exhilarating sense of arrival in your showcase home. As spaces continue to evolve, so does design. **Here are a few trends to consider so that your space wows all those who enter.**



» In recent years, feminine décor has dominated the market. New industry reports show that clean, modern looks that are inspired by men's fashion are making a comeback.

"Think mansion, not man cave," said Amanda Lauren, Contributor at Forbes. "For example, when people typically think of the most beautiful masculine-inspired interiors, they think of tailored lines on the furniture, rich deep colors, and a mix of natural materials like leather, linen and wood."

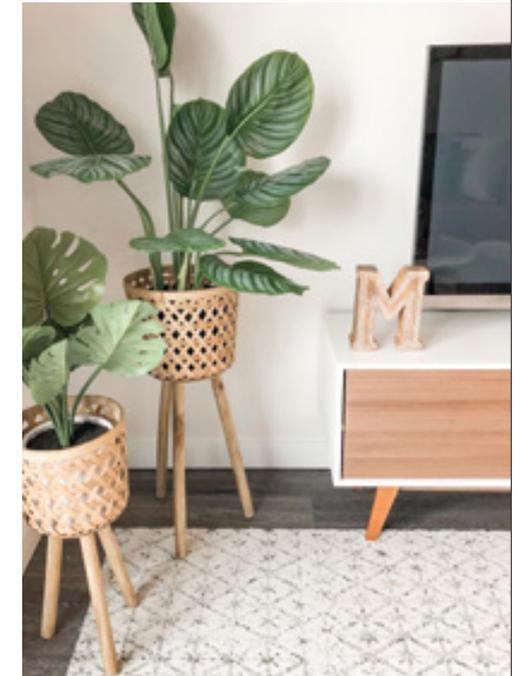
To create a complete look, Lauren suggests choosing deeper, neutral paint colors such as deep grey or tobacco red. "Clean-lined, more industrial accessories will quickly round out a more masculine design," she added.

» Another popular trend is maximalism - the polar opposite to minimalism.

We're talking bigger, brighter, busier. Goodbye white walls and quiet color palettes. "Think precious photographs, prized collections, and eclectic furniture that you may have acquired over time, often in a rainbow of colors, textures and styles," said Deidre Sullivan of The Spruce. "Rather than displaying one or two of these aspects, this style takes and utilizes all of them."

» An easy way to add panache to a space is through the written word.

In a recent Refinery29 article, Matthias Vriens-McGrath, formerly the worldwide creative director for Giorgio Armani and senior art director for the Gucci Group, said, "Books are the personality of the space and speak to the person living in the home. A home without any books is very sterile. They can be anywhere, on any surface, and they bring soul to a room. Also, a well-placed book that speaks to a personal interest or memory is the perfect conversation starter."



» Need more depth? The artful layering of patterns and textures is the answer.

"I love blending all different kinds of vintage textiles with new textiles," Matthias added. "You can combine things that will make any space look rich - think an old castle somewhere in England or France that has layers of generations."

» Oh, and don't be timid when it comes to paint colors. This is the easiest way to add ambiance to any room.

Every room should also feature an exclamation piece that will seize the attention of all those who pass through.

As we continue to leap forward into the future, take note of these new design trends. Think outside the box and create a trendsetting new space that is sure to attract today's style savvy prospects.

Afterall, the only way to attract someone to your next project is to show them what it would be like to live in it.

CONTENT MARKETING AND BEYOND

How to build trust

As consumers, we've learned how to easily ignore traditional advertising. Potential buyers close out of pop-ups, ignore banner ads, and skip over commercials. But what if your prospective clients not only paid attention to your marketing, but sought it out?

The easiest way to reach your clients is to provide them with the information they're looking for. This seemingly obvious, but often overlooked, approach is the foundation of content marketing, a strategy that places importance on providing potential customers with relevant, fresh and useful content.

Content marketing isn't about giving the hard sell, it's about building trust. By providing clients with your know-how, you establish yourself as an authority in the industry – one that they'll hopefully turn to with their purchasing power when the time comes to make a buy.

HERE'S HOW IT WORKS: Let's say you're opening a new gym in a town that already has quite a few contenders. By publishing a quality blog with great weekly workouts, posting a daily exercise video on Facebook, or tweeting out meal-planning guides for area restaurants, you attract the attention of the local health-conscious population. By providing them with the information they seek, you directly benefit them, making your brand memorable and trustworthy – and the first one they'll seek out when the time comes to sign up for a gym membership.

WE'RE NOT JUST THEORIZING. CHECK OUT THESE RECENT STATS FROM ZOOMINFO.COM

- » **78%** of consumers will only engage offers if they have been personalized to their previous engagements with a brand.
- **75%** of consumers are more likely to buy from a retailer that recognizes them by name, recommends options based on past purchases, or knows their purchase history.
- **81%** of consumers want brands to get to know them and understand when to approach them and when not to.
- **63%** of respondents are highly annoyed by the way brands continue to rely on the old-fashioned strategy of blasting generic ad messages repeatedly.
- **87%** of consumers surveyed say that personally relevant branded content positively influences how they feel about a brand.



At Design 446, we continue to work with our clients to build their voices in the community by creating content that will engage and enlighten their target demographics.

The beauty of content marketing is its flexibility. No matter what service or product you offer, you have knowledge and information that your client base wants to hear about. Whether you're a homebuilder, nonprofit or financial advisor, yoga studio or restaurant, lend your expertise to potential clients via great content and they're sure to reward you with their patronage.

SOCIAL MEDIA TRENDS



they like me!

they followed me! 😊

wait...

they unfollowed me 😞

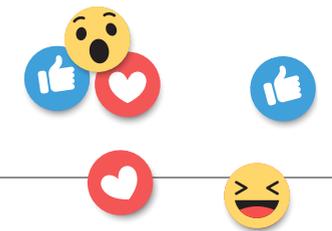
do they like me?

what social media is today

Social networks are all about creating experiences for your followers. Make sure your content creates an experience that leaves a lasting impression

because, let's face it, once it's on the Internet it stays there forever, so at least make it worth the stay.

THE MILLION-DOLLAR QUESTION. So what social platform should my business use? It is important to diversify your social media presence. There are a few social platforms that are worth adding to your business strategy, but first you must understand these platforms so you can harness all their power for your benefit.



NEED TO KNOW SOCIAL PLATFORMS

FACEBOOK

No matter your industry, Facebook, the OG of social media, is for you. Facebook allows you to build long-term relationships with fans, is an efficient channel of communication through content, can drive traffic to your website, centralizes your audience, targets potential customers at a low advertising cost and allows people to see your products or service without having to actually visit your premises. With the page insights Facebook provides, you are able to gather robust analytics on your page viewers so you can get a better sense of the demographic you are reaching.

INSTAGRAM

A collage of eye-catching visuals is what Instagram is all about. Over 60 percent of the world's top brands and influencers are actively using Instagram to advertise and to promote their products. Instagram helps you to target a large audience and this can happen with one single post, a few hashtags and a visual that grabs attention. A picture is worth a thousand words, so telling your story through visuals rather than words helps people understand your brand from a different perspective.

TWITTER

If you want your business to have a voice, Twitter can make your business thrive. On this platform, your voice can be heard by tweeting out information, communicating on a personal level with followers, jumping into threads related to topics you have interest in and providing value to your business with your own voice.

YOUTUBE

Often overlooked, YouTube has incredible opportunity. This is a platform people go to intentionally watch videos. Unlike Facebook and Instagram, YouTube is a place where users spend time without the notorious on-going newsfeed scroll. Over a billion monthly active users currently are logged into YouTube with a 75 percent increase of users since 2017, according to Social Media Examiner.

SOCIAL MEDIA EXPLAINED

FACEBOOK: We are Design 446 and we LIKE coffee, please SHARE!

PINTEREST: Design 446's coffee board is super pin-worthy with all those recipes and quotes

INSTAGRAM: Check out Design 446's new post with that vintage filtered coffee! #ad

YOUTUBE: Here we are, Design 446, drinking coffee in the kitchen

TWITTER: We are Design 446, and we love coffee because #goals

LINKEDIN: Design 446 was just endorsed as a skilled coffee drinker

SOCIAL MEDIA is always changing, but even with all of the ongoing updates, the advertising potential is huge. If your business doesn't have a social presence yet we have a tip for you... GET SOCIAL.

STATS DON'T LIE. There are over two billion Facebook users in the world. That means that one in every three people over the age of 13 is on Facebook. To narrow this down even further – in approximately 30 days,

Social Media Examiner says the average Facebook user clicks on 11 social advertisements.

THE RUNNER UP. Instagram, a platform owned by Facebook, Inc., is the second most engaged network in the world with over one billion monthly active users. Seventy-three percent of marketers are using Instagram to promote their businesses currently, according to Oberlo. That's a seven percent increase from last year.

LINKEDIN

This platform provides unlimited potential to connect with power elite groups of professionals. Expanding your network and finding clients/customers interested in your business are just a few marketing advantages of what this platform can do. By sharing information on the launch of your new business, newsworthy articles and helpful information, LinkedIn helps you reach an entirely different audience of professionals that you might not be able to reach on other social networks.

So, Why Should YOU Get Social?

People go online numerous times a day to see what's happening in the world around them. Knowing this, and knowing that over half of the world's population is using social media, why not utilize this to your business's advantage?

You can **buy** attention.

You can **beg** for attention from the media.

You can **bug** people one at a time to get attention.

Or you can **earn** attention by creating something interesting and valuable and then publishing it online for free.

- DAVID MEERMAN SCOTT

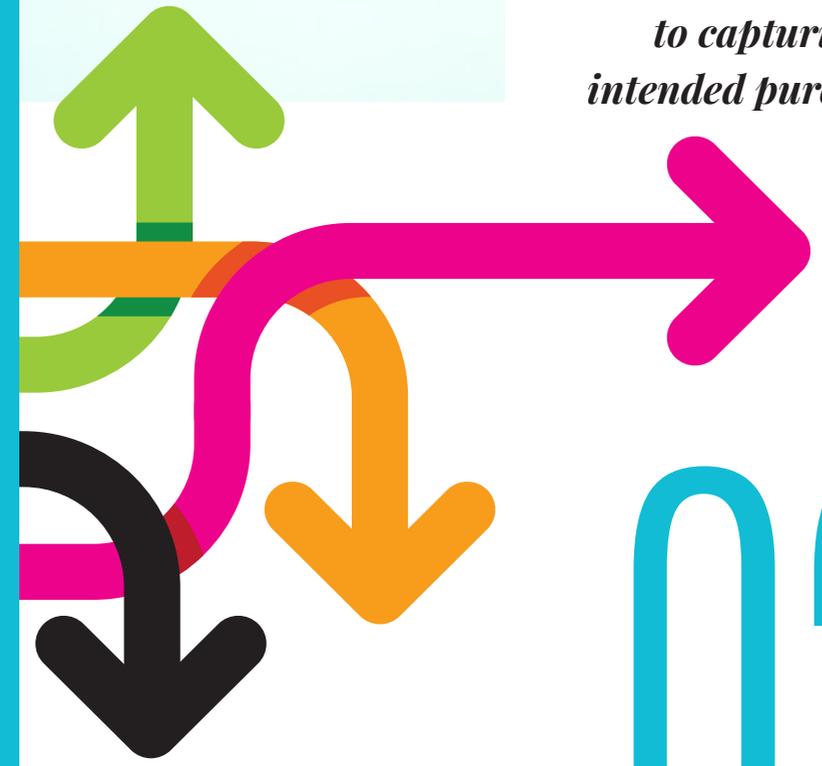
10

MULTI-CHANNEL MUSTS

FOR MARKETING SUCCESS

The first step on the path to success is getting your product or service in front of the eyes of your customers.

To do that, you must be where your customers are – and trust us, they are everywhere! There is no one “magic bullet” that will turn your business into a household name. Instead, there are multiple pathways or channels that you need to present your product or service to the world!



CUSTOMER SERVICE

Training your team to provide exceptional service is the key to capturing an intended purchase.

Even when your product is the very best on the market, there's still one factor that could make or break you – customer service.

According to an American Express Survey, more than half of consumers have scrapped a planned purchase because of bad service. The survey also found that a poor service experience is shared with an average of 15 people, versus a good experience that is shared with just 11 people.



01

Training your team to provide exceptional service is the key to capturing an intended purchase. Your customers want to feel like their time is being valued. Go the extra mile to make their experience enjoyable and the results will show.

Approximately seven out of 10 consumers say they will spend more money to do business with a company that delivers great service. How much more? Well, millennials are willing to spend 21 percent more on their purchase in exchange for a better service experience.

ONSITE EVENTS

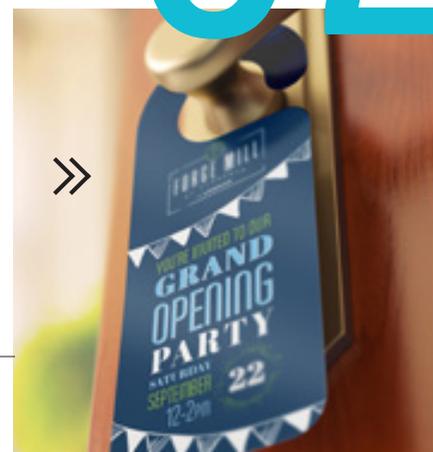
It's harder than ever to make a true connection with your prospects and earn their trust. Onsite visits are the perfect opportunity to do just that. In-person interactions are invaluable when it comes to building a relationship with prospective customers.

People are constantly deciding between one brand and another. Differentiate yourself from competitors with onsite visits or events that allow your brand personality to shine. Then, prospects will associate a feeling with your brand, whereas most other brands are just seen as emails in their inbox.

Whether your onsite opportunity is inspired by the season, like a Fall Festival, or an Open House tied to an offer, any reason to get your prospects in front of you is a good one. Show off your product, educate your prospects on what sets you apart, build that relationship then sit back and watch the magic happen!

Onsite visits or events that allow your brand personality to shine.

02



03

OPT-IN EMAIL

Email is effective and there are statistics to prove it. Marketing research institute, MarketingSherpa, reports **86 percent** of customers enjoy receiving promotional emails at least once a month while **61 percent** enjoy receiving promotional emails weekly. Once a customer shows interest in your business by signing up for your email list, it's your responsibility to keep your business on the top of their mind by staying in contact.

Opt-in email is a very targeted form of marketing that allows you to tailor your message to an audience that has already asked you to make contact. Business Insider calls opt-in email subscribers a "super-responsive, action-oriented set of subscribers who are most likely to buy from you, sooner or later."



VIDEO

04

Your website is 50 times more likely to appear on the first page of search results if it includes video.

We're all familiar with the adage, "a picture is worth a thousand words." According to Forrester Research, one minute of video is worth 1.8 million words! Video is engaging, eye-catching and highly influential. That's why video content must be an integral part of the marketing strategy. As a matter of fact, one-third of all the time people spend online is dedicated to watching videos.

Your website is 50 times more likely to appear on the first page of search results if it includes video. People also stay two minutes longer on your site if you have video content. Just remember to keep it short and sweet. Videos under 90 seconds see a successful average retention rate of 53 percent.



05

1.47 billion

Worldwide, 1.47 billion people log in to Facebook daily.

53 minutes

The average Instagram user will spend 53 minutes using the app today.

9 billion

By the end of this week there will be over 9 billion content impressions on LinkedIn.

SOCIAL MEDIA

If you do not utilize social channels to distribute content and maintain a relationship with your consumers, then consider your business irrelevant in today's global market. While developing your social strategy, there are a few key elements to consider.



BRAND VOICE: Create a dialogue with your audience using a clear and consistent voice. Your posts should vary on different channels – don't just copy and paste the same thing from Facebook to Instagram. Utilize each platform's unique features individually.

CONTENT: Create a variety of content from community-based to industry-specific to customer-related.

VISUALS: Select high-quality stock or original imagery/videos to send your message.

ADVERTISING: Amplify your marketing campaign through social ads. Create a targeted audience, analyze your results and refresh your campaigns based on what you find.

Consider carousel, lead generation or video ads on Facebook for mobile optimization, a lower cost-per-click (CPC) rate and direct access to interested individuals.

SHARING: Encourage followers and employees to share original content on their personal pages/profiles to increase awareness and followers.

MOBILE

People spend over five hours a day on their smartphones. Mobile advertising is now one of the most important marketing platforms to invest in. Easy access to information with a swift movement of the finger make consumers more likely to spend their time researching brands, weighing their options and making decisions on a mobile device.

FACEBOOK AND YOUTUBE ARE THE TWO MOST USED APPS ON MOBILE!

f USE FACEBOOK TO:

- Define your brand
- Start a conversation with prospects

▶ USE YOUTUBE TO:

- Tell your message through video content

📷 USE INSTAGRAM TO:

- Create an ongoing relationship
- Get prospects to engage

G USE GOOGLE TO:

- Target prospects with Google Search Ads and Display Ads

06

Research shows that

80%
of Instagram users voluntarily connect with a brand

07 SEARCH ENGINE OPTIMIZATION

» *“No website can stand without a strong backbone. And that backbone is technical SEO.”*
- NEIL PATEL

Search Engine Optimization (SEO) is the process of getting organic traffic by utilizing a Google My Business account, keywords, link building, title tags, and many other strategies.

Since SEO is organic, it is a tedious development process – it takes 2-6 months to show real results. It involves a lot of patience, but once you get to the point where your SEO starts to show results, it's well worth it. Fifty-seven percent of marketers say that SEO generates more leads than other marketing initiatives, so having an SEO strategy developed into your marketing plan is important.

If you do not utilize SEO, you are missing out on a world of opportunity to be seen across the web. Everyone wants to be on page 1 of Google and with some SEO work you are well on your way to moving up.

09 ONLINE PRESENCE

What is the first thing we're prone to do when we get a recommendation about a business or we see an advertisement that piques our interest?

We do some research of our own, online! Having an informative and comprehensive website should be at the very top of the list when it comes to establishing an online presence. Your website should be clean, easy to navigate and up-to-date with current web standards. You can also expect prospects to check out your Facebook and other relevant social media during this research and learning stage. Regularly maintaining these pages is more important than the one-time act of creating them. An unattended page may signal to visitors that you are an unresponsive or inactive business.

To further strengthen your online presence, you could create a blog and share original content that is relevant to your business, increasing viewership and engagement on your website.



RETAIL LOCATION

08

Everything in the marketing mix should come full circle in your retail location. Utilize impactful displays to underline your brand values and highlight your product. By getting your customer in the door, you've already won half the battle – now it's time to create an experience and get them to cross the finish line.

Reinforce everything your customers already know about your brand, and translate it into a physical atmosphere. This environment should be something like a personification of your website – consistent color schemes, style and tone.

This is your biggest opportunity to interact with and educate customers about your product and why it's the best. Displays, brochures, and knowledgeable and engaging staff should effectively lay out all the key benefits of your product, giving your customers the final push toward making a purchase.



No matter how deep into the digital age we are, print is a long-standing medium trusted by millions across the nation.

One great benefit to print marketing is its longevity. Publications and catalogs stick around our homes and offices far longer than any digital ad can.



Tactfully placing your print ads in the right places can increase your company's credibility. For example, when a reader sees your ad in a reputable publication which they know and trust, they're more likely to consider you as a reliable business.

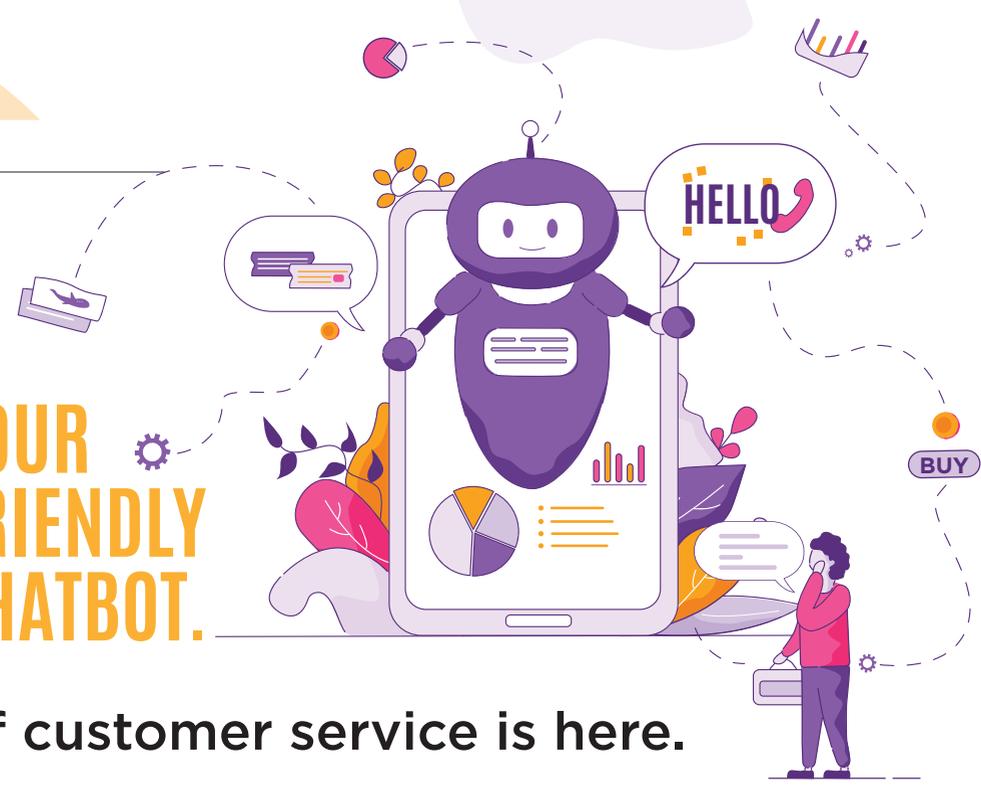
The tangible form of print can never be replaced by digital. Sending a direct mail piece, advertising on specialty items and distributing brochures can make a memorable impact on your customers. It's something they can touch, hold and even stick on their fridge.

So, print is not dead! Both print and digital advertising should be used in tandem to raise brand awareness and give your audience a call-to-action.

PRINT

10

MEET ZOE, YOUR FRIENDLY CHATBOT.



The next wave of customer service is here.

With new trends emerging every day, customer service as we know it is changing. At Design 446, our success begins and ends with keeping our customers satisfied and engaged. Without amazing customer service, our business (and yours) will hit the proverbial iceberg. In order to keep afloat during changing times, we must take advantage of the latest tools and technology in order to keep that 5/5 customer service rating.

So where is customer service headed? You guessed it. Artificial intelligence, virtual assistants and chatbots. Customers expect everything to be personalized across multiple touch points and it starts with that very first interaction with your brand.

With self-service on the rise, tools like artificial intelligence-based chatbots will replace old fashioned queries. Chatbots hit the mainstream in 2015, starting with Facebook's M. These bots were simple pieces of software that were able to conduct conversations via textual methods. They could do a variety of things such as make purchases, arrange deliveries, reserve restaurant tables and even plan travel. But when Facebook tested M, the software failed to carry out most of the tasks it was asked to do.

According to Fast Company, before M ever left beta, Facebook curtailed its grand plan for the bot, though some of its natural language technology found its way into far less daring Messenger chatbots that could do single, simple things. Companies like American Express and 1-800-FLOWERS followed. Many of which would simply connect the user with a human representative if they were asked something outside of their understanding.

So now there was a new task at hand. How do we make chatbots converse more like humans? It's terribly frustrating for today's consumers to spend their time conversing with what they think is a human, only to find out 15 minutes later that they're actually talking to a bot. The moral here? Be transparent! If you are going to use chatbots to supplement the customer service experience, then be clear about it.

Instead of trying to trick your consumer into thinking they are speaking to a real person, spend time to find the right voice for your bot that will support your brand. Your loyal customers will appreciate a thoughtful bot who will connect them with a real person if necessary.

According to a recent study conducted by Brinda Mehra, a Psychology student who investigated the effects of inserting personality in chatbots and virtual assistants and its influence on customer experience, it was found that **66.7 percent of customers prefer a Friendly bot, 25 percent prefer a Prosocial bot and only 8.3 percent prefer a Transactional bot.**

The numbers don't lie. According to Chatbots Magazine, 67 percent of US millennials said they are likely to purchase products and services from brands using a chatbot. Even still, there are websites out there that have chatbots sitting on them with very little interaction. In order to increase engagement, try promoting your chatbot (known to be more company-oriented) as a digital assistant (more user-oriented) instead.

Digital assistants do more than just answer simple questions, they enhance the entire customer experience. "A digital assistant is able to help users with the onboarding process, provide actionable advice and make helpful recommendations," said Syed Balkhi of Entrepreneur. "This type of chatbot experience may seem complicated and costly to provide, but it's really not thanks to AI. There are a number of AI-powered chatbots on the market that are able to interpret complex language, understand the context of a conversation, predict user behavior and reply to users in a natural way. When users know they can do more with your chatbot, they'll be more likely to use it."

67% of US millennials said they are likely to purchase products and services from brands using a chatbot. -CHATBOTS MAGAZINE

When utilized correctly, chatbots/digital assistants have the potential to be an enormous asset to your company, allowing employees to spend more time focusing on complex tasks that require their creative and analytical abilities, which equates to more revenue in the long run.

All that said, it's safe to assume that the future for our friendly chatbots is very bright, but there is one thing we must remember. A chatbot may help bring a new customer to your door, but it is your job to keep them coming back. You can always supplement customer service, but a phone call, personal email, handwritten note, handshake and warm greeting can never be replaced.



OTHER WAYS TO INCREASE ENGAGEMENT:

- Give your chatbot or digital assistant a human name, like Chris or Zoe;
- Add an avatar that reflects your brand;
- Personalize the conversation using location services.

"Hey Samantha, I see you're having great weather today in Chicago!"

So, what types of chatbots are there?

There are three distinct personality types.

- 1 TRANSACTIONAL:** Serious, highly principled and restrained.
- 2 PROSOCIAL:** Extremely helpful, cooperative, polite and considerate.
- 3 FRIENDLY:** Vibrant, enthusiastic and social.

DO GOOD. FEEL GOOD.

Building a brighter tomorrow.

Passionate about community, Design 446 is extremely excited to announce the launch of two new collaborative outreach programs - Impactship and #BetterTogether.

Impactship offers qualified college-aged students the unique internship opportunity to assist a local nonprofit organization by cultivating their network, growing their audience and maintaining their brand. #BetterTogether is a joint endeavor with the Greater Toms River Chamber of Commerce to encourage other businesses to partner with local nonprofits to help make our community stronger.



Through Impactship, our interns will have the extraordinary opportunity to work directly with our nonprofit partners.

Design 446 is thankful to have a nonprofit network. Through Impactship, our interns will have the extraordinary opportunity to work directly with our nonprofit partners. During an internship, we will provide a structured experience supervised by professionals that will allow students to build a portfolio relevant to their chosen field of study so they can expand their academic background and build a foundation for their future.

By working within the nonprofit sector, interns will not only gain real world experience, but they will receive a sense of fulfillment through social responsibility. The goal is to develop diverse emerging leaders and create opportunities for nonprofits to deepen their impact in the community.



#BetterTogether

There is nothing in the business world today that provides as many benefits as partnering with a local nonprofit organization when the focus is on the greater good. That's why Design 446, together with the Greater Toms River Chamber of Commerce, is encouraging local businesses to partner with nonprofit organizations. This will enable each business to zero in on their own social responsibility in order to increase a nonprofit's impact.

If you take a look at a successful nonprofit executive board, you will see attorneys, doctors, architects, bankers, advertising executives and other skilled professionals. Why? Because the face of a nonprofit is not just one person. When you put a group of people with different

backgrounds and varied skillsets in one place, great things will happen.

With forces aligned, we have the power and promise to achieve far greater impact than any one organization could ever generate on its own.

This is true philanthropy. It's not just about effective business strategies. It's about strengthening the community in which we all live.

Here at Design 446, supporting our community is as important to us as supporting our clients in everyday business. We will continue doing our part to give back and offer our services to those in need in an effort to bring positive changes to those around us. We hope to mobilize area nonprofits, and we encourage you to do the same. Because, at the end of the day, doing good feels good.





TOM VILLANE
President



LESLIE GLEASON
Account Manager



NICK NAGLE
Director of Operations



SUE KOHLER
Designer



JIM LANZONE
Installer



JOHN GERARD
Installer



JESSICA PITTA
Designer



KELLY RAGAN
Account Manager



GARY RING
Warehouse Manager



ANN MARIE BAKER
Vice President



ANTHONY WARN
Creative Director



DENNIS EHRHARDT
Web Guru



JAYNE GALGON
Account Manager



JESSICA BATHA
Account Manager



MICHAEL KIM
Press Operator



WOODY KAZMIROSKI
Large Format Technician



KRISTIN MASON
Designer



BRIAN STERN
Creative Director



LORRAINE KULDANEK
Interior Designer



CAROLYN FEHR
Web Developer



HENRIK KARLSSON
Web Designer



LAURA ANNE CROSSAN
Public Relations Coordinator



BRIANNA VELTRE
Creative Content Writer



ALANA CIMAGLIA
Interior Designer



DOUG BAKER
Installer



JULIE OSTMAN
Media Coordinator



ALEX RYAN
Designer



BRIAN BUTTACAVOLE
Designer



SUSAN GARRITY
Human Resources



MICHAEL CARLINO
Web Developer



VICTORIA GARRET
Designer



ALEX FOX
Designer



DANIELLE SINGER
Designer



EMILY POLLIO
Social Media Coordinator

WE ARE DESIGN 446

If variety is the spice of life, then Design 446 is seasoned with an **interesting, diverse and dynamic** team.

Our ability to deliver beautiful brand experiences across a wide array of media begins and ends with this innovative crew. Each member gives life - and longevity - to our seven unique departments through their individual personalities and special talents!

WHEN IT COMES TO MARKETING STRATEGY,
MAKE SURE YOUR BRAND IS IN THE RIGHT PLACE.



Aligning your brand is no overnight task. It takes time, effort, and the input of many. At Design 446 we are vigilant about brand authenticity. We combine powerful ideas, inspiration research and creativity to make sure your brand is in the right place at the right time. Visit us at design446.com or call **732.292.2400**.



DESIGN
FOUR • FOUR • SIX

BRAND DEVELOPMENT • ADVERTISING • MARKETING • GRAPHIC DESIGN • SALES ENVIRONMENTS
WEB DEVELOPMENT • ON-SITE PRINTING • SIGNAGE • INTERIOR MERCHANDISING • SOCIAL MEDIA