

July 2018

THE UNDENIABLE GENIUS OF TACO BELL'S BRANDED WEDDING MERCH



Going to the chapel and we're gonna get . . . tacos? Yep. About a year ago, [Taco Bell began letting brand fanatics get hitched at its flagship store in Las Vegas](#). So far about 60 couples have been married at the restaurant and another 25 are already scheduled for this year.

Previously, only couples getting married at the Taco Bell chapel were able to get promotional swag, but now that's changed. The company has decided to release its promotional products offerings to customers on a large scale. Anyone who wants can get it, without having to shell out the \$600 required for the wedding package.

"The idea of enabling some of our most fervent and creative fans to express their love (for each other and tacos) with a Taco Bell wedding was certainly our idea of matrimonial bliss. However, [the desire we have witnessed this year for Taco Bell weddings has exceeded all our expectations](#)," Marisa Thalberg, Taco Bell's chief brand officer, told Brides. "In just one year, we have had over 60 couples, averaging more than one per week, tie the knot with us at our Las Vegas Cantina. And as we round this anniversary, we are excited to make future ceremonies even bigger and better than before."

[The original package includes the chapel space, a reception area, a bouquet made from sauce packets, limited swag](#) and a Cinnabon Delights wedding cake. Oh, and a 12-pack of tacos. Now that the merch is widely available, the great minds at Taco Bell have introduced some new accessories. So what fancy Taco Bell promo swag can you get? A sauce packet bow tie (made with printed fabric so you don't get Fire Sauce on your wedding tux), a sauce packet garter (also made with that fabric, because there could be problems otherwise), matching champagne flutes (complete with the iconic bell logo) and matching Mr. and Mrs. shirts (also with the logo, in tank tops for the women and tees

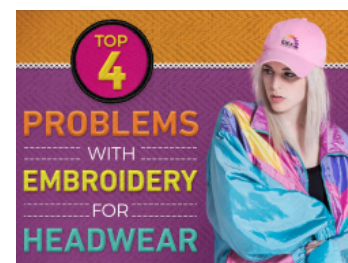
QUICK NEWSLETTER SURVEY



INFOGRAPHICS THAT CAN HELP YOUR BUSINESS



Every month, Idea Custom Solutions publishes original infographics that we design to inform and educate industry professionals. Here are a couple of our most popular. Be sure to check out the [Insights section of our website](#), under Resources, for more of these tools.



for the men).

Promotional products companies can learn a lot from Taco Bell's success in the wedding arena. Taco Bell loyalists love it because it makes them feel more connected to the company personally and also gives them a great story with accompanying merch. If your company can put together a brand story that holds meaning for your customers' clients, you'll hopefully be able to get the glory of the same reaction.

Contact Idea Custom Solutions today to [get all the custom graphic design, including marketing materials, vector artwork, image editing and virtual product samples](#), that you need to help your customers get a taste of Taco Bell's style. And if you can't resist the idea of snagging some swag for yourself, [head over to the Taco Shop and get shopping!](#)

EVERYTHING YOU NEED TO KNOW ABOUT THE SUPREME COURT'S SALES TAX DECISION

After 26 years of sales tax rules, the Supreme Court recently overturned a 1992 decision from the Quill Corporation v. North Dakota case. This decision will change the way many companies handle online transactions and business — including those in the promotional products industry that run online stores.

What is the background?

In 1992, Quill Corporation was selling office equipment and other merchandise by mail order to states outside its home base. North Dakota wasn't too keen on the idea that Quill didn't have to charge a North Dakota use tax on all of the products Quill was selling within the state. [The state filed an action against Quill to get it to charge that tax.](#) But the Supreme Court didn't agree, noting that, according to the Constitution, companies that are substantially connected to a specific state shouldn't collect sales tax from that state.

What is the ruling?

Now, thanks to a new decision by the Supreme Court, the decision in the North Dakota case has been overturned. This time initiated by South Dakota, the case alleged that according to the Government Accountability Office, states were missing out on \$13.7 billion in revenue in 2017 alone. Brick-and-mortar stores signed on as well, saying that it isn't fair that online stores don't have to charge sales tax, but they do. In response to South Dakota's case, [the Supreme Court ruled that now each state has jurisdiction over whether to force online retailers to pay their state's sales tax](#) if they're doing business from another location.

How could it affect your promotional products business?

This decision could have a heavy impact on the way the promotional products business works. Although it will effectively level the playing field for smaller local businesses in the industry that were being beat out by online competitors, other business owners will have to take on extra work.

"The downside of the Supreme Court ruling is that a business will now have to potentially know the sales tax laws of every state, file sales tax forms for every state and be registered to do business in every state," Stan Hansen, director of tax for the ASI Family of Companies, told ASI.



Under Insights, we also archive [past issues of this newsletter.](#)

Feel free to contact us to request we cover any subjects that would help your business:
marketing@ideacustom.com.

CONGRATULATIONS TO OUR TEAM

Every month, we celebrate the designers whose work scores the highest impressions on Instagram. This time, **Tinku Sheikh** won for embroidery digitizing (for the third month in a row!) and **Ritu Hatte** won for vector artwork. Keep up the great work, team!



NOTABLE QUOTES

“The sales tax filing requirements put a tremendous burden on a company that sells in every state, such that the company will have to hire outside services or hire additional staff just to comply with the various sales tax laws.”

Each company will also likely have to familiarize themselves with local tax laws as well, depending on where they’re conducting business. Since many companies in the promo products industry still manage their businesses on paper, rather than digitally, it could pose an even bigger challenge and an overwhelming amount of work.

We hope you found this article informative and helpful. Our goal is to provide the best embroidery digitizing, vector artwork and other graphic services, but to also be an outstanding resource for our customers. That’s why our tagline is Your success. That’s the whole Idea!

HOW TO SELL YOUR PRODUCTS TO SPECIALTY MARKETS

You know how to sell promotional products to small- and medium-sized businesses. It’s the industry’s forte and how the majority of companies have built their revenues — whether it be the first printer who sold book bags or the current distributor selling pens to a local bank. But one of the best ways to grow your business is to diversify your income. That means broadening your horizons to sales opportunities you wouldn’t have thought of before. Follow these tips on selling promotional products to three specialty markets.

1. **Education.** The important thing to remember here is that no two schools will be the same, or want the same products. Some may want notebooks, others may want swag for Friday night football games. Once you do get that initial meeting to discuss promo items, make sure you come armed with some ideas that will appeal to everyone. You’ll want your suggestions to be usable. If the products are for students, they’ll probably want to get four years or at least daily use for a good chunk of time. Also remember to bring some options for special events, in case the school district has some planned for the future. And don’t give up just because it’s summertime! It is actually busier in summer for most buyers at schools since they need to prepare for the year ahead.
2. **Sports.** Forget jerseys and bobbleheads, noisemakers and pompoms. Go for the gold with trophies and medals. Nearly every sports competition has them and hands them out at the end — especially after marathons and other races where everyone gets a participant prize (when everyone gets a trophy, it’s great for your business!). The first thing to do is recognize that organizers often don’t plan in advance when they need trophies or medals. Get ahead of the game. When you see an event or competition advertised, proactively reach out a few months before to get the ball rolling. And remember to think outside the box. Maybe instead of medals, they want plaques? Or instead of plaques, pennants? Explore all the options available for the best chances of getting that business.
3. **Healthcare.** The healthcare market is both one of the most competitive and one of the most frequent users of promotional products. Think about all those branded toothbrushes your dentist hands out or first aid kits touting the logo of a local hospital. The



“We can’t help everyone, but everyone can help someone.”

— Ronald Reagan



“Your big opportunity may be right where you are now.”

— Napoleon Hill



“Even if I knew that tomorrow the world would go to pieces, I would still plant my apple tree.”

— Martin Luther



“A champion is someone who gets up when he can’t.”

— Jack Dempsey



“With self-discipline most anything is possible.”

— Theodore Roosevelt

money is there and it's a massive amount. You just need to get your foot in the door. To be successful, **you'll need to know the products you're selling inside and out**. What are they made of ingredients-wise and how can it affect the body and health of the recipients. Price isn't the most important thing, as long as the products are healthy, functional and fits the campaigns. Another tip is that you should be prepared to wait. Getting things through the red tape of medical systems can take time.

When you close those deals, reach out to Idea Custom Solutions for **the vector artwork, embroidery digitizing and other graphic services** you need to customize and decorate all those promotional products.

IT'S ALL ABOUT THE EMAIL SIGNATURE

Many business owners think of marketing as a larger scale topic, something you actively do to go out and find new customers. But there's a secret weapon hidden in every business's day-to-day arsenal: email signatures. It's something small that, once you set up, you never have to think about — but it works wonders as a passive marketing possibility. No matter whom you send your emails to, your business information will be on the bottom for them to read. Follow these tips to make sure you're getting the most marketing bang out of your email signature.

- **Include the Basics**

Of course, you'll want to include what's probably the most important information an email signature has: your contact details. That means including your name (**and don't forget your middle initial**), your title, the business name, your phone number and website. Some people include their email address in their signature, but you're already sending an email from that very address, so it's not incredibly useful.

- **Add in Some Extras**

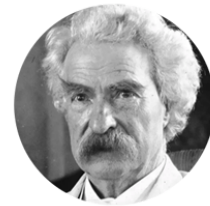
If your business has a blog or social media accounts of which you're particularly proud, add those links to your email signature. Whomever you're emailing will see them and realize there's a way to stay in constant contact without emailing — and they'll always be able to know what's going on with your business. You can also include a motivational quote, though that's pretty common. Instead, think about adding something that will boost your industry credibility. Say you recently helped author a study about different purchasing demographics in the promotional products industry. You'll definitely want to include that.

- **Bring in the Pizazz**

Does your company have a pretty specific or recognizable color scheme? Try incorporating some of those colors in some of the text in your signature. It'll provide a clear link to your business and branding strategy. It may also be worthwhile to include a logo or headshot but beware that many email filtering systems will mark embedded images as spam and a) cut them out and put them in attachments or b) just throw your entire email into the junk folder.

- **Have a Call to Action**

This is often the bread and butter of the email signature, the thing that brings in the most business. **A quick call to action can get someone to click through to your website immediately**. Are you running a sale? Put that in your signature. Offering new products? Definitely mention them. Have you recently expanded your offerings to a new industry? Write about it. Consider the call to



"The **secret of getting ahead is getting started.**"

— Mark Twain



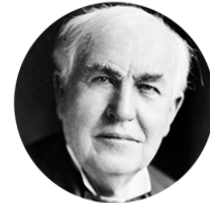
"**Without hard work, nothing grows but weeds.**"

— Gordon B. Hinckley



"Setting goals is the first step in **turning the invisible into the visible.**"

— Tony Robbins



"Our greatest weakness lies in giving up. **The most certain way to succeed is always to try just one more time.**"

— Thomas Edison



"**We may encounter many defeats but we must not be defeated.**"

— Maya Angelou

action both a chance to share pertinent information and an opportunity to upsell the recipient of your email.

Updating your email signature really only takes a few minutes but can bring in a huge return on marketing efforts. So, what are you waiting for? Get busy creating. [If you need help with the perfect logo](#), contact [Idea Custom Solutions](#) for custom design just for your business.



Who says [#PromoProducts](#) need to be relegated to REAL holidays? Use fake ones to your advantage! <https://goo.gl/6a5Nq9>

[Tweet That!](#)

The best [#PromoProduct](#) for [@JurassicWorld](#)? Boxes with integrated video screens showing content. <https://goo.gl/xE7JZj>

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Get to know the rules + regulations for selling [#PromoProducts](#) to the Canadian marijuana market. <https://goo.gl/KEPf9g>

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[@Nike](#) just introduced customizable Velcro [#swoosh](#) logos. What do you think, glitter or sequins? <https://goo.gl/fH3jh7>

[Tweet That!](#)

Check out [@OriginalFunko](#)'s fun cereal [#branding](#) themes of [#MegaMan](#) and [#Cuphead](#). <https://goo.gl/kYyJ4T>

[Tweet That!](#)

The best/worst of [#Milwaukee](#) [#sports](#) logos, from the Belles to the Brewers, ranked. [#branding](#) <https://goo.gl/qzuvys>

[Tweet That!](#)

Ok, so not every [#logo](#) is a winner. Check out the worst one in [@NFL](#) history. <https://goo.gl/dNMuLb>

[Tweet That!](#)

Most humanitarian donations have [#branding](#) with group [#logos](#). Here's why that might not work. <https://goo.gl/9YC7JQ>

[Tweet That!](#)

Utilize the [#psychology](#) of B2C [#marketing](#) to take your [#B2B](#) [#branding](#) to a new level. <https://goo.gl/Wh4hXJ>

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Despite a booming economy, [#SmallBusiness](#) wage and job growth appear to be declining. <https://goo.gl/sTXqQg>

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Career fairs are great for [#SMB](#) [#branding](#). Some [#PromoProducts](#) popular with young consumers. <https://goo.gl/hf7bzF>

[Tweet That!](#)

EMPLOYEE SPOTLIGHT



Manisha Gaikwad

Senior Production Associate,
Digitizing Team

Manisha's typical day at work starts with her checking the volumes of orders and the trainees' pending orders. Her objective is to complete the scheduled tasks within deadlines and cross-check the completed orders of trainees to avoid any errors or issues. As a member of the Idea Custom Solutions team for 11 years now, she can certainly be relied on to consistently deliver quality on time!

Since joining the company, Manish has received monthly performance awards four times. Her designs have also won "design of the month" six times on Instagram in past 2 years! That's why it is no surprise that her professional goal is to be known for quality work.

She would tell anyone considering a career with Idea Custom Solutions, "Idea Custom Solutions is one of the best companies in the embroidery digitizing and vector artwork field."

The formula for success Manisha would share with other employees is this: "Believe in yourself, explore your ideas and keep doing the hard work."

Outside the office, Manisha loves cooking and likes to surprise coworkers with her homemade dishes. She also enjoys watching movies with her family. She is married and has a son.

Her hobby is gardening and she works in her garden whenever she



DESIGN SHOWCASE

Embroidery Digitizing



Vector Artwork



gets free time.

Someday, Manisha would like to fulfill her dream of touring the world.

CLIENTS ARE RAVING

“Fast turnaround time and great prices!”

Idea Custom Solutions
distributor client

If you have any designs created by our team that you would like to share in this newsletter, send them to us at marketing@ideacustom.com



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