

DESIGN EXPRESS

The graphic services newsletter for promotional products pros



October 2018

GET SPOOKY: USE HALLOWEEN TO YOUR ADVANTAGE



It's the spookiest time of the year! Halloween is more popular than ever and if you haven't started your seasonal marketing campaign already, you may be missing out on All Hallows Eve-fueled sales. Here are three ways to add some eerie flair to your marketing.

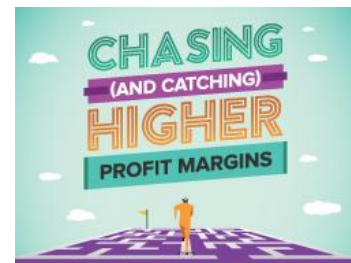
1. **Host a Costume Contest.** Utilize your social media accounts for this one. Have your followers submit photos of themselves wearing the best Halloween costumes they can devise and hand out a basket full of branded merch to the winner.
2. **Invite Trick-or-Treaters.** This can be done online and in person. If you have an office or storefront, be sure to hand out bags of candy to costumed kids during your neighborhood's trick-or-treating event. Or if you're just online, hide little pumpkin icons throughout your website and attach each one to a coupon code, similar to what jeweler Kendra Scott does. Your customers can mention the coupon code when buying to get a discount on their orders.
3. **Get Scary Online.** Wherever you have an online presence, deck it out with Halloween-themed colors and images. Think about adding holiday puns to newsletters, changing your homepage colors to black and orange and posting seasonal social media updates. You can even change your profile photos on social to be pictures of employees in their most festive attire.

Here are three companies that are making the most of Halloween:

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.



1. **Ghoulish Goals: Lush.** **Cosmetics and bath products retailer Lush loves Halloween.** Every year, it releases a limited-edition line of products. This year includes a Monster's Ball bath bomb and a Sparkly Pumpkin bubble bar. But for the 2018 Halloween season, the company's marketing department has truly outdone itself. Lush recently released four horror movie-themed promotional videos for Halloween to promote the newest product collection. "Cream" is based on the film "Scream"; "Shyco" is a spoof on "Psycho"; "The Hair Witch Project" riffs on, you guessed it, "The Blair Witch Project"; and "The Lushing" is a creepy cosmetic take on "The Shining".
2. **Ghoulish Goals: Nissin.** Instant ramen royalty Nissin is hoping to help you wow everyone at your Halloween party this year with themed costumes. On October 4 (it was National Noodle Day), the company launched an entire swag site dedicated to Top Ramen and Cup Noodles apparel. However, the absolute best is **the actual Halloween costume of Cup Noodles**. And don't worry, you can get a matching one for your company's resident pooch as well.
3. **Ghoulish Goals: Universal Studios.** Like Fright Fest at the Six Flags Great America in Illinois, Universal Studios also hosts an annual Halloween extravaganza: **Halloween Horror Nights**. Every year, Universal releases exclusive swag to go along with the event. It's wildly successful, riffing on popular horror films and television shows. This year, the merch includes "Stranger Things" clothing and accessories, "Halloween" shirts, "Chucky" shirts and posters and mash-up swag featuring major characters from scary stories.

When you sell customers on creative Halloween marketing campaigns or develop one for your own business, reach out to **Idea Custom Solutions** for help on the vector artwork and embroidery digitizing you'll need to decorate promotional products. We can even produce custom artwork and layouts that will dress up t-shirts or posters! [Learn more.](#)

NEW BOBBLEHEADS CELEBRATE 75 YEARS OF DIRT IN THE SKIRT

In case you haven't heard, there's no crying in baseball. That line and the All-American Girls Professional Baseball League (AAGPBL), were immortalized by Tom Hanks and Geena Davis in the movie, "A League of Their Own" in 1992. For the 75th anniversary of the league, the National Bobblehead Hall of Fame and Museum worked together with the AAGPBL to create a new memento: **the first ever bobblehead series to feature the 15 league teams**. Only 500 bobbleheads were produced per team and the individually-numbered figures were sold for \$25 each or \$300 for an entire league set.

"We are thrilled to partner with the AAGPBL to celebrate the league and its players with the first comprehensive series of AAGPBL bobbleheads ever produced," Phil Sklar, co-founder and CEO of the National Bobblehead Hall of Fame and Museum, said in a release. "The women of the AAGPBL will forever be role models and these bobbleheads commemorate their tremendous contribution to sports and society. We are confident the bobbleheads will generate even more interest in the AAGPBL while inspiring women throughout the world to follow their



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, **Anushka Daware** won for embroidery digitizing and **Sunil Patne** won for vector artwork. Keep up the great work, team!



dreams and passions.”

Bobbleheads in general have been a mainstay in the promotional products business for decades, with everything from Mickey Mouse to sports players to even the Empire Carpet Man nodding at one another along the way. But the real history of bobbleheads stretches back for centuries.

According to the Bobblehead Museum, the first ones appeared in the 1760s as Chinese “nodding head” figurines. They were typically made from plaster, with heads that wobbled on bodies decked out in ornate traditional Chinese robes. The figures were popular with the royals at Buckingham Palace through the 1800s.

In 1842, bobbleheads were first referenced in literature in the book “The Overcoat” by Nicolai Gogol, who described one of the characters as having a head that wagged like that of a plaster cat.

Depending on who you ask, the first bobblehead as we know them today was produced in 1920 — a player from the New York Knicks. But the Bobblehead Museum contests this, noting that the Knicks weren’t founded until the 1940s. It’s more likely that the first sports-player-specific bobbleheads were made in 1960, modeled after ceramic animal bobbleheads from Germany in 1901. The ones in 1960, though, were made from either paper-mâché or ceramic. The first players to grace the bobblehead world? Roberto Clemente, Mickey Mantle, Roger Maris and Willie Mays. And they all shared the same face! Similarly, the AAGPBL bobbleheads share the same face; perhaps in a throwback to the original style.

From there, bobbleheads continued to boom in popularity for famous figures of all kinds. Around 1970, though, action figures began to take hold and bobbleheads suffered from a lack of demand. They were difficult and expensive to make, thanks to the ceramic construction, and could break easily. In the 90s, they burst back onto the promotional products landscape, now made of cheaper and less destructible plastic. They’ve been nodding along strongly ever since.

Have a bobblehead plan for a client? [Send your vector artwork orders to Idea Custom Solutions](#) and we’ll turn the designs around in 24 hours or less!

THREE LOGO REBRANDS THAT WORKED

Choosing to completely redesign your logo is a big step. Customers have likely grown accustomed to your current look and, as it has been proven time and again, most people don’t like change. You risk losing customers, sparking some outrage and, even worse, losing a large portion of revenue from people who either hate the new look or just don’t recognize it anymore and can’t find your company.

Never fear, though! If you (or your customers) definitely need to rebrand, there are plenty of examples of companies that have done it right. And you’ll find that, sometimes, even if the rebrand is controversial, it ends up being a good move in the long run.



NOTABLE QUOTES



“A big business starts small.”

— Richard Branson



“Make something people want, includes making a company that people want to work for.”

— Sahil Lavingia



“There is no finish line. There are only mile markers.”

— Michael Ventura

Here are three winning logo rebrands from which promotional products companies can learn.

1. **Cadillac.** In 2014, [Cadillac made a major change to its logo](#) — it removed the iconic wreath surrounding the geometric seal and ditched the scripted word beneath. The new logo became a stretched-out version of the car company's coat of arms. Today, the script "Cadillac" is back. The company decided to make the change in order to reach a younger crowd and to look more modern. It worked. As of August 2017, Cadillac's global sales increased by 23.1 percent.
2. **Facebook.** Let's be real for a minute. Everyone knows that a large portion of Facebook users tend to thrive on vitriol and anger, using the anonymity of the internet to shout about whatever upsets them that day. We know it and Facebook knows it. That insight was reflected in [the website's 2015 logo redesign](#). It was basically just a font change and a minimal one at that. They kept it plain and simple. In fact, 90 percent of the site users didn't even notice the change. That sort of reaction may not be ideal for many companies, but with the user base that Facebook has, it was perfect.
3. **IHOP.** This one is perhaps the most controversial. We all remember the weird marketing tactic IHOP took when it decided to temporarily change its branding to say IHOB. Social media went wild with it, desperately trying to figure out what the B stood for before the change went into effect, because IHOP only teased everyone with what it might be. (Personally, I thought it was International House of Breakfast, because it's a pancake place.) When it was finally revealed to be International House of Burgers, even other burger brands lost it, tearing IHOP apart online for the silly choice. But was it really all that silly? Sure, the name change was pretty awful. But IHOP knew what they were doing. First, it was temporary. Second, they built it up online to garner interest worldwide. Third, it brought the brand back into the modern world. Research shows that in June, [IHOP was more popular online than any other time in the company's history](#). Plus, the company saw a 30 percent boost in stocks when the campaign was running. This sure sounds like a successful rebrand to us!

Do you want to refresh your brand, either temporarily or permanently? Or do you have customers desperately in need of an update? [Let the logo design masterminds at Idea Custom Solutions develop a set of custom options that will wow you.](#)



[#Nissin](#), the makers of [@WeAreTopRamen](#), is getting saucy with its [#SendNoods](#) campaign — we love it!
<https://goo.gl/rJqKRR>

[Tweet That!](#)

[#PromoProducts](#) company [@iceboxcoolstuff](#) is the volunteer [#uniform](#) supplier for [@atlsuperbowl53](#).
<https://goo.gl/ZpBq1j>

[Tweet That!](#)

Welcome to the [#PromoProducts](#) marketplace,

[Tweet That!](#)



"Happiness lies in [the joy of achievement and the thrill of creative effort.](#)"

— Franklin D. Roosevelt



"[Ideas in secret die.](#) They need light and air or they starve to death."

— Seth Godin



"[Don't be afraid to go out on a limb.](#) That's where the fruit is."

— H. Jackson Browne



"Learn to say 'no' to the good so you can [say 'yes' to the best.](#)"

— John C. Maxwell



"[What would you do if you knew you could not fail?](#)"

— Robert H. Schuller

[@CamelBak](#)! New products available in 2019.
<https://goo.gl/CeJePj>

This mother and son team is spreading the [#art](#) of [#embroidery](#) to the world. <https://goo.gl/rXZfLF>

Crushing on [@Drake](#)'s awesome jacket with scorpion [#embroidery](#)? Meet the artist who created it. <https://goo.gl/PXIYSL>

Women in [#STEM](#) jobs struggle in a field dominated by men's [#uniforms](#). New market opportunity? <https://goo.gl/7TiLd5>

[@TulaneNews](#) [@GreenWaveFB](#) [#football](#) team sports new, artistic [#uniforms](#). [#CollegeFootball](#) <https://goo.gl/D6aRfo>

Gender neutral [#uniforms](#) may be coming to [@FlyAirNZ](#)'s cabins in the near future. <https://goo.gl/J4vWhb>

The worst [#CollegeFootball](#) [#uniforms](#) since 2000 ranked. [#sports](#) <https://goo.gl/pXaeP3>

Want to make your [#brand](#) (or your customers') stand out? Follow these six [#logo](#) [#design](#) tips. <https://goo.gl/xT9LDG>

There's a new [#logo](#) for [@BBBSA](#). [#BigBrothersBigSisters](#) [#branding](#) <https://goo.gl/xKeVto>

Scientists created a new [#font](#) designed specifically to improve memory. [#typography](#) <https://goo.gl/Wp8Rsc>

[Tweet That!](#)

[Tweet That!](#)

[Tweet That!](#)

[Tweet That!](#)

[Tweet That!](#)

[Tweet That!](#)

[Tweet That!](#)

[Tweet That!](#)

[Tweet That!](#)



"Ambition is the path to success. Persistence is the vehicle you arrive in."

— Bill Bradley



"Repetition makes reputation and reputation makes customers."

— Elizabeth Arden

EMPLOYEE SPOTLIGHT



Kiran Pawar

Senior Production Associate,
Digitizing

Kiran Pawar says, "I feel honored to be part of such a wonderful organization for the past 11 years."

As a member of the Idea Custom Solutions Digitizing Team, his typical days involve gathering information from his superiors about the workload, priorities and strategy for meeting all the targets. As a senior associate, he also guides team members.

His favorite thing about the company is the ability to learn something new every day. He



DESIGN SHOWCASE

Embroidery Digitizing



Vector Artwork



thinks his colleagues should appreciate and take advantage of this opportunity too.

To those outside the company, he would tell them that Idea Custom Solutions is: “the one-stop destination for the best quality embroidery digitizing and vector artwork.”

On the personal side, Kiran lives in Pune with his wife, son and parents. When not working, his hobbies are reading books, watching cricket and enjoying his family. Kiran notes, “I like reading Marathi literature.” His dream is to travel all over India on his bike someday.

He often surprises coworkers by cooking new dishes and sharing them in the office. Ultimately, he would like to be known for his creative work.

CLIENTS ARE RAVING

“ Beautiful job. We are approved.”

Customer contact at national print and promotional products franchise

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



© 2018 AffinityX All Rights Reserved. The mark Affinity Express is a registered trademark of Affinity Express, Inc. in the U.S. and other countries, and Idea Custom Solutions is the sole property of Affinity Express.