

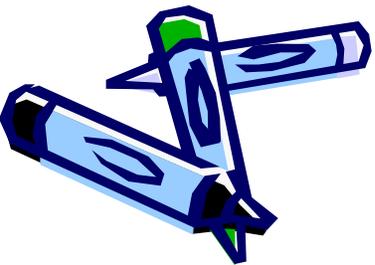
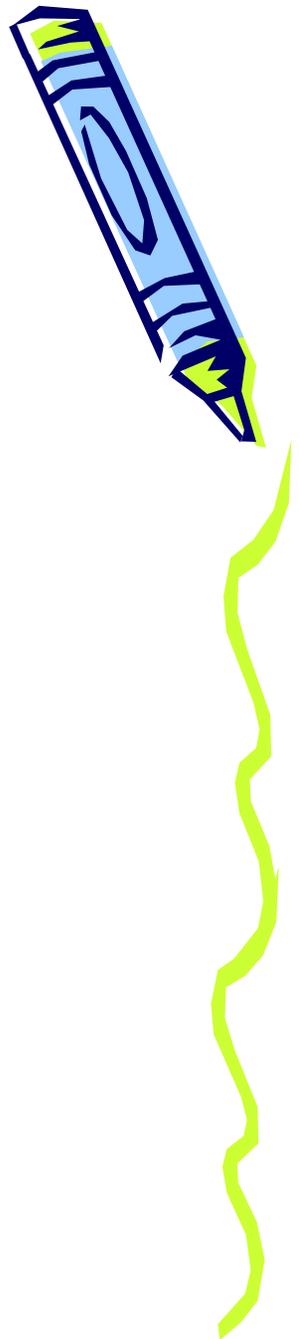
Brochure Design, Development & Distribution

Megan L. Bruch
Marketing Specialist
Center for Profitable Agriculture



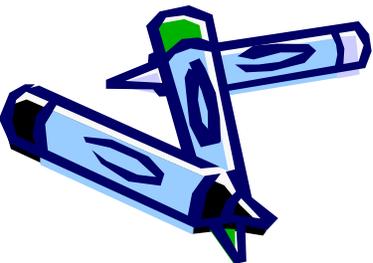
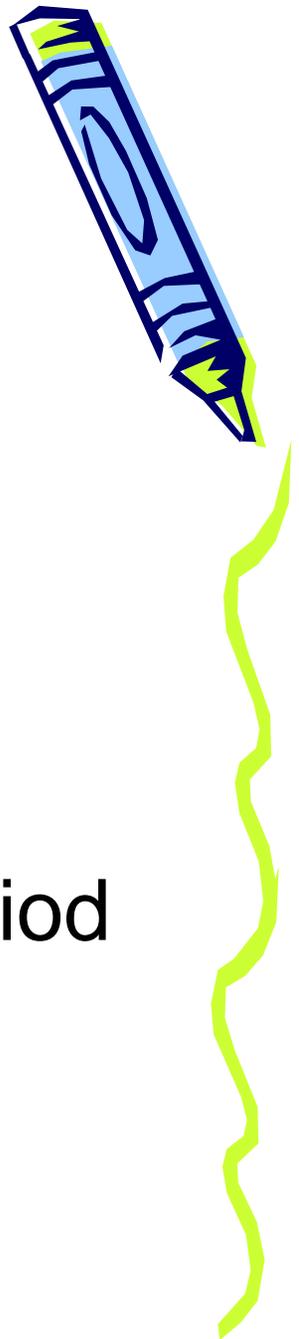
Overview

- What are brochures?
- Why brochures?
- Design Considerations
- Development/Printing Considerations
- Distribution Considerations
- Cost Considerations
- Additional Resources



What are “brochures?”

- Print customer communications
- Tri-fold, Bi-fold, Rack cards, etc.
- Generally for large direct mail list or general distribution
- Generally for a relative long time period use (a season, year or more)



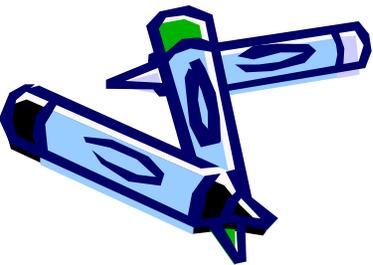
Why brochures?

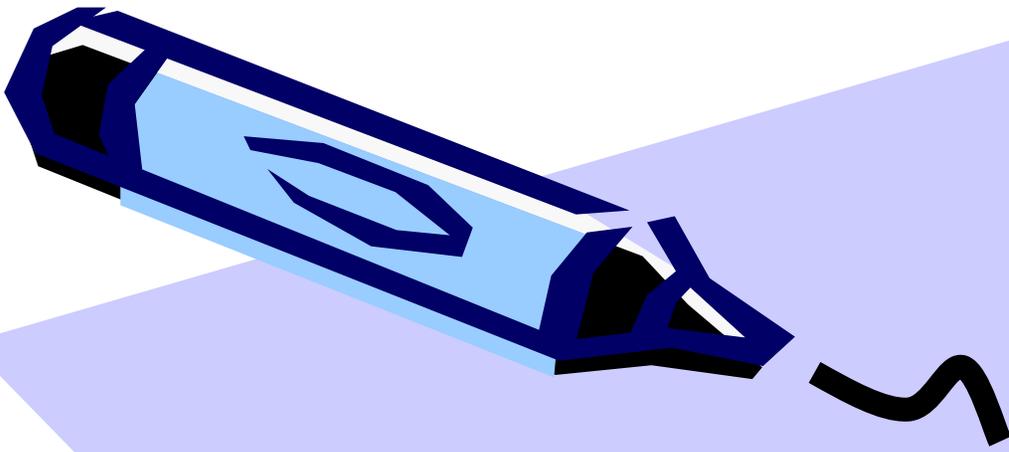
- To inform target audiences about your enterprise and motivate them to take action



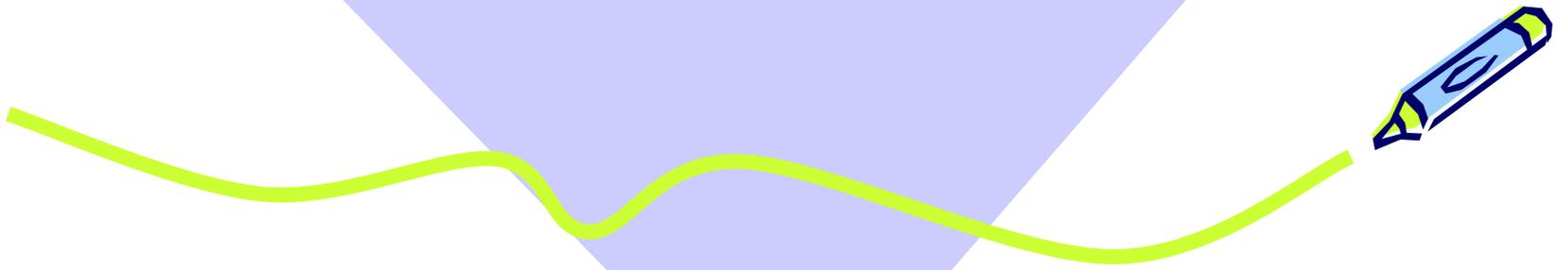
Why brochures?

- To remind existing customers about your enterprise and motivate them to take action
- It costs 5 to 7 times more to gain a new customer than to keep an existing customer
- Customers need to be reminded frequently



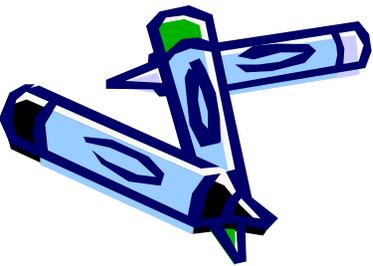
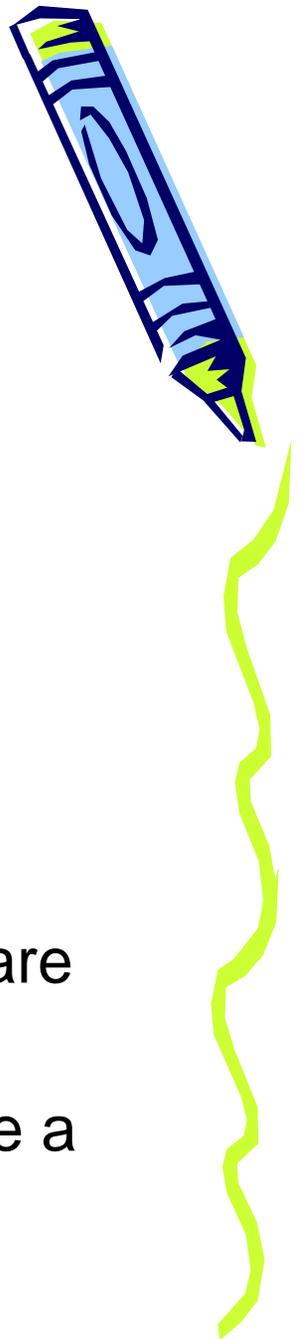


Design Considerations



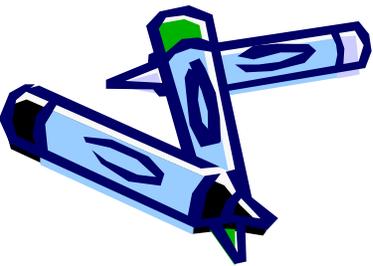
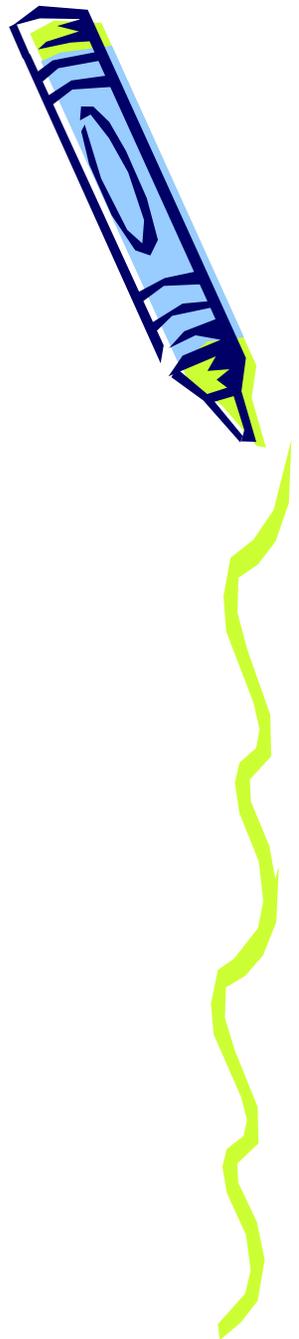
Who will design the brochure?

- You?
- A professional?
- Consider
 - Time you have available to do
 - Timeline when needed
 - Budget
 - Computer/software skills
 - Ability to produce a quality product



Considerations on Professional Design

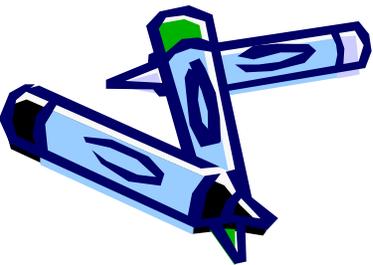
- Start early
- What services do you need?
 - Writer, designer, photographic, graphic designer
- Find out available options
 - Ask colleagues, local print shop, advertising agencies



Considerations on Professional Design

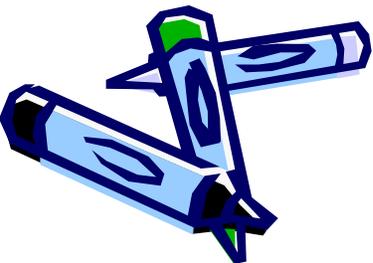
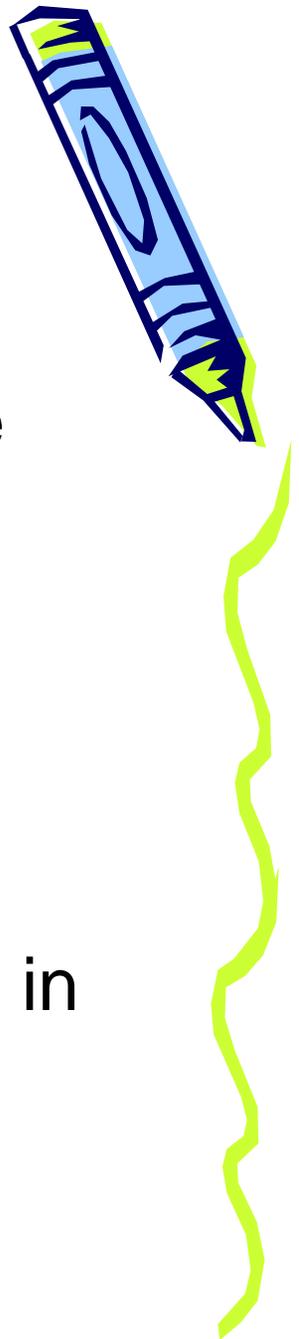


- Evaluate options
 - Ask for samples, talk to references
 - Ask about product timeline
 - Ask about cost
 - Project cost versus hourly rate
 - Determine if you feel they can convey the image of your operation to readers
 - Have they worked for other agritourism or tourism operations
 - How will they learn about your business



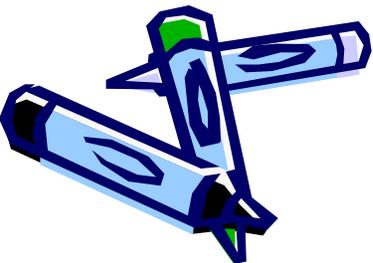
Considerations on Professional Design

- Determine whether you can communicate and get along effectively
- Ask what the process will involve
- Ask what will be required of you
 - What decisions will need to be made
 - What will you need to provide
- Verify that you have ownership of any artwork, logos, pictures and designs used in your brochure



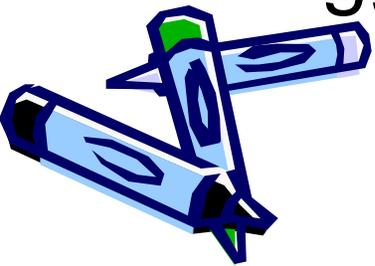
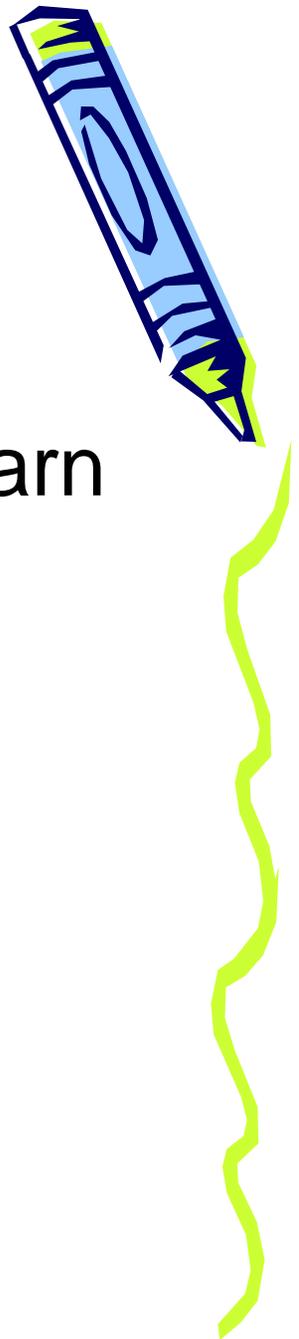
Considerations on Professional Design

- Does this person have the skills and experience you need?
- Can I communicate effectively and work with this person?
- Will this person work hard for my business and respond to my needs and feedback?
- Is this project cost effective and within your budget?



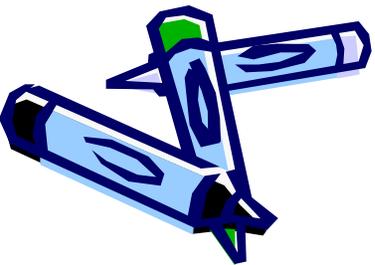
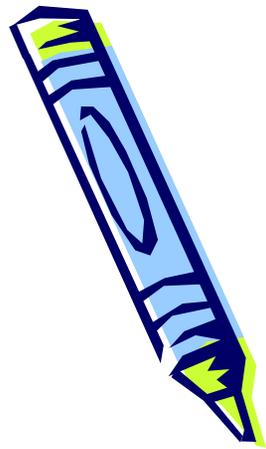
Considerations on Professional Design

- You need to help the professional learn about your operation and customers
- You are responsible for providing feedback about what you want
- Be willing to listen to ideas and suggestions



Focus Your Efforts

- Do some background work to help you focus the message of your brochure





Promotional Material Development Worksheet

- ◆ Back to the “Developing Pieces of the Market Puzzle Worksheets”
 - What is the purpose of the brochure?
 - What benefits can you offer?
 - Who are you targeting?
 - What response do you want from your audience?
 - What image do you want to convey?



Promotional Material Development Worksheet Example

Enterprise Name: **Honeysuckle Hill Farm**

Product: **Fall School Tours**

Promotional Material Developing: **Tri-fold Brochure**

1. Primary Purpose

- ◆ To inform school teachers of weekday educational farm tour opportunities at Honeysuckle Hill Pumpkin Farm and motivate them to bring their class(es) to the farm



Promotional Material Development Worksheet Example

2. Primary Benefit

- ◆ Quality educational, interactive on-farm experience

3. Secondary Benefit

- ◆ Amenities to create fun, comfortable experience

4. Target Audience

- ◆ Elementary school teachers within 35 miles



Promotional Material Development Worksheet Example

5. Audience Reaction

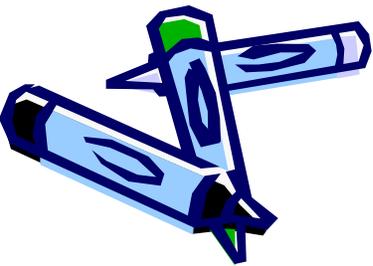
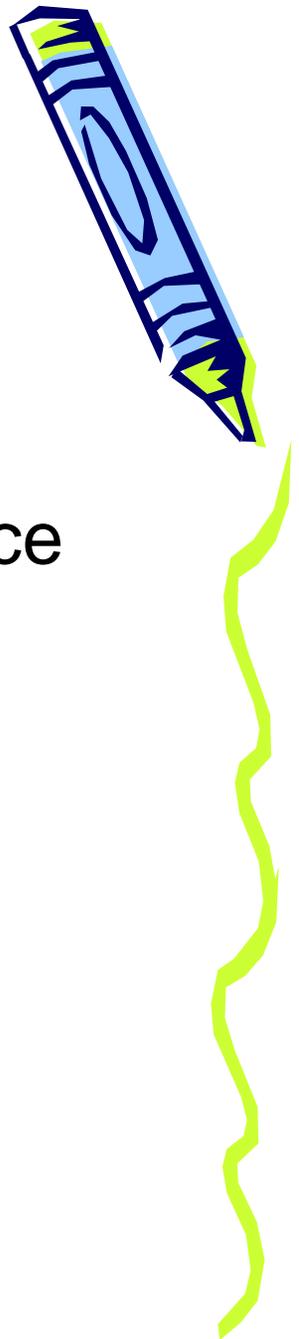
- ◆ Call Honeysuckle Hill Farm today to reserve school tour appointment

6. Company Personality

- ◆ Dedication to quality education and creation of a memorable experience

Outline

- Outline key topics to include
 - Relevant attraction(s) for target audience (PYO, retail market, school tours, corn maze, birthday parties)
 - Days of Operation
 - Hours of Operation
 - Directions/map
 - Contact information





Brochure Outline Worksheet

- ◆ Back to the “Developing Pieces of the Market Puzzle Worksheets”



Brochure Outline Worksheet Example

Enterprise Name: Honeysuckle Hill Farm

Product: Fall School Tours

Target Audience: School Teachers Pre-K to 2



Brochure Outline Worksheet Example

- I. Days of Operation
- II. Hours of Operation
- III. Contact Information/Web site URL
- IV. Directions to the Operation

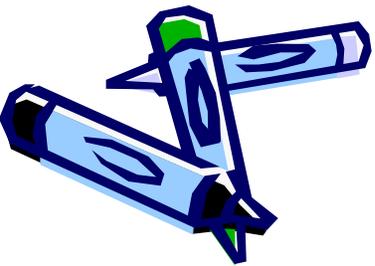
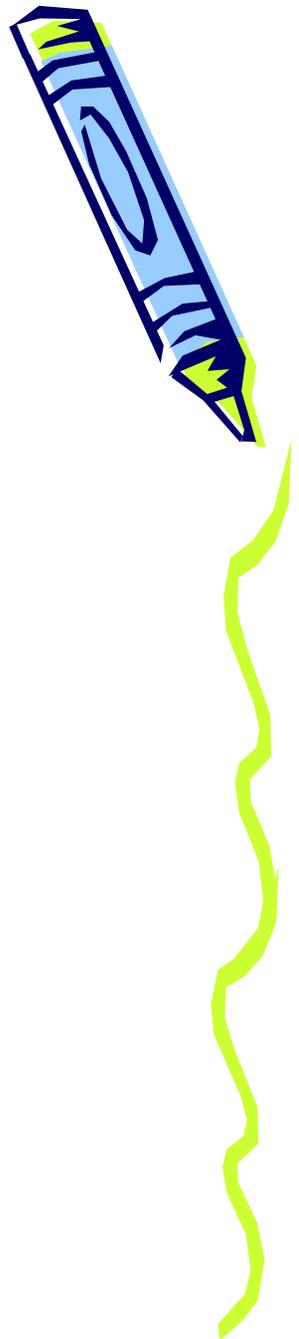


Brochure Outline Worksheet Example

- v. Attractions: Fall School Tours
 - a. Orchard Tours
 - b. Pumpkin Tours
- VI. Amenities of Importance
 - a. Covered lunch pavilion
 - b. Playground
- vii. New for 2007

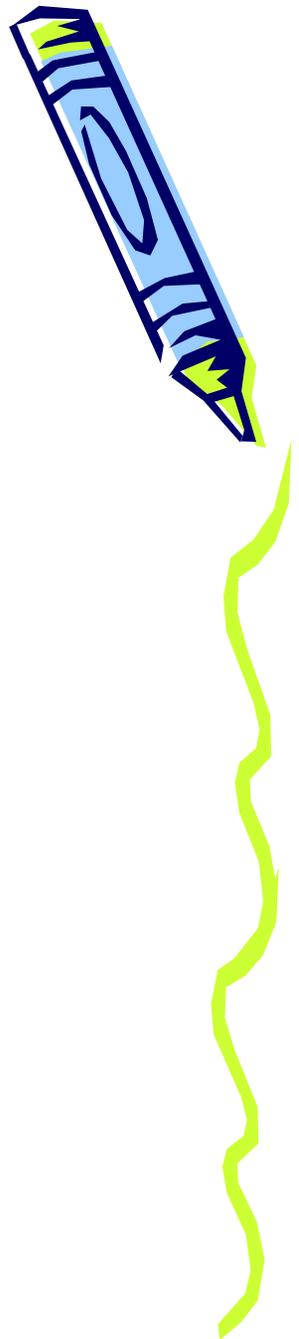
Mock-up

- Rough layout of brochure with pencil and paper
- Where will you put information from your outline
- See handout of brochure template



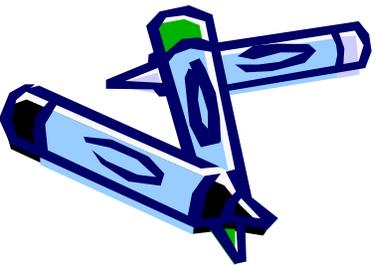
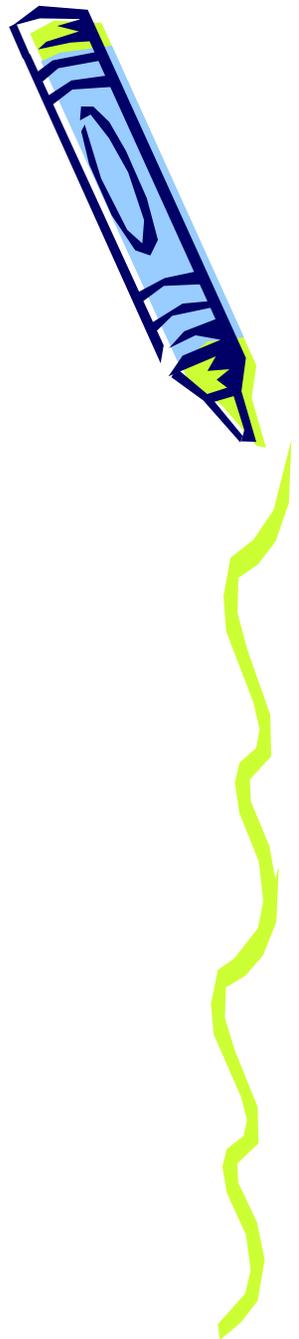
Suggestions for the Front Panel

- Business name and logo on top 1/3
 - This is all that will show in most racks
- Include tag line or description of enterprise if not clear from business name/logo
- List city/state
- List phone number and Web site



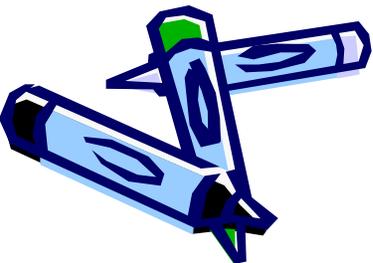
Suggestions for the Inside Front Panel

- Include most important info
- Introduce operation and services
- Discuss benefits
- Be brief and motivate reader to continue on



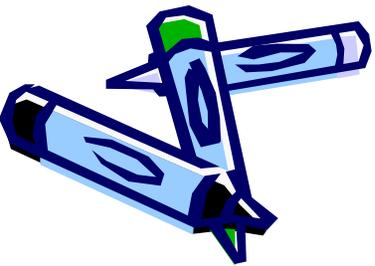
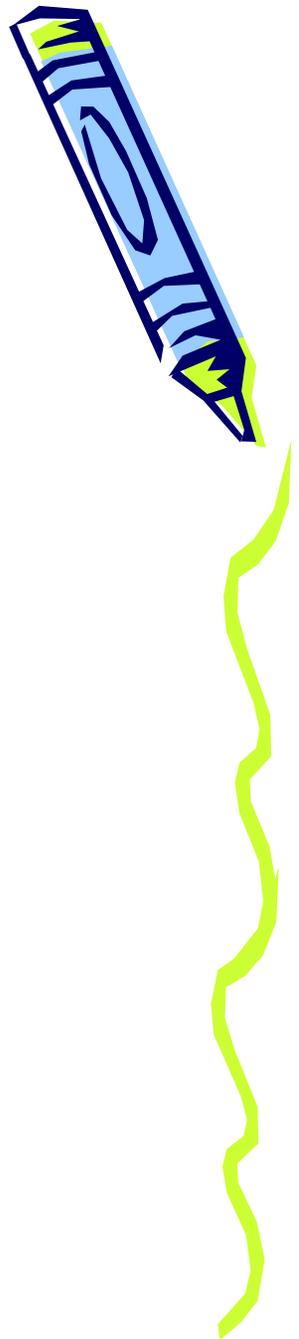
Suggestions for the Center & Right Inside Panels

- More detailed information about attractions/products of interest to audience
- Use brief statements and bulleted lists
- Include pictures
- Include complete listing of contact information & Web URL



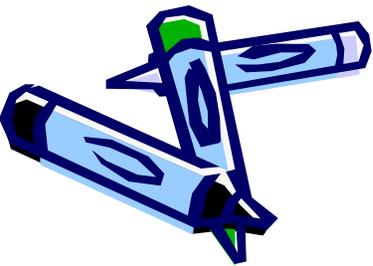
Suggestions for the Back Panel

- Summary of most important information critical for quick reference
- May include
 - Days/Hours of Operation
 - Price of Admission
 - Web site address
 - Number to call for reservations/questions
 - Directions/map



Suggestions for the Center Back Panel

- Customer and return address
- Can include logo, picture, and/or Pick Tennessee Products Logo (if approved for use)

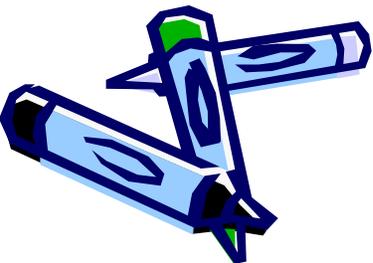


The Technology



- Word Processing Software
 - Primarily for business communications & correspondence
 - Will work for relatively simple pieces

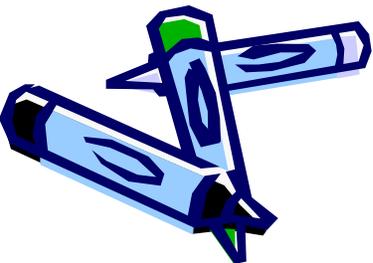
- Desktop Publishing Software
 - Primarily for designing work to be printed
 - Needed for more complex pieces



- Both have templates

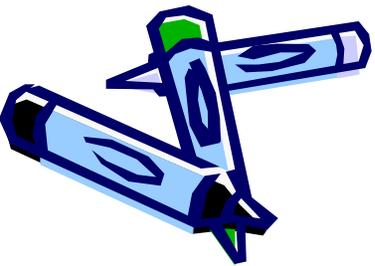
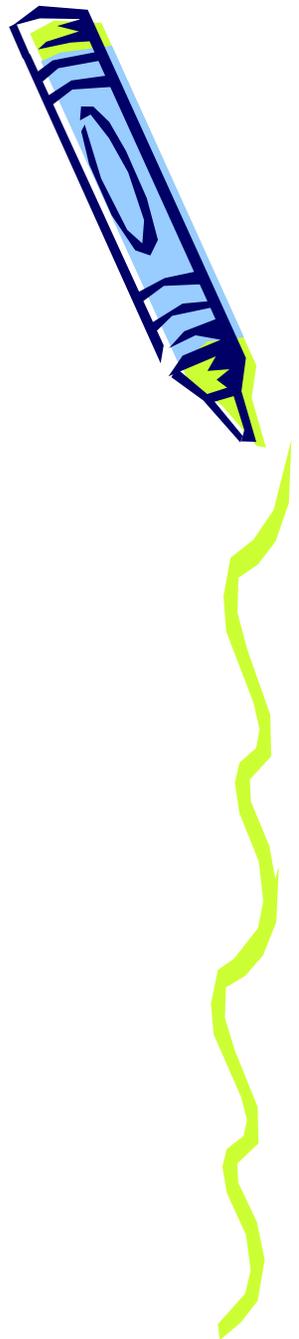
Content

- Use the Promotional Material Development Worksheet to focus the message
- Write about characteristics of your operation that fulfill your target audience's customer values
 - What benefits can you offer



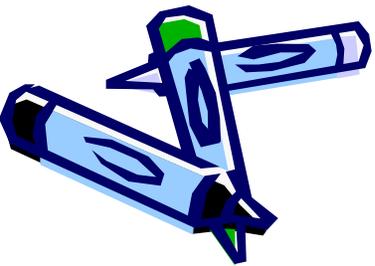
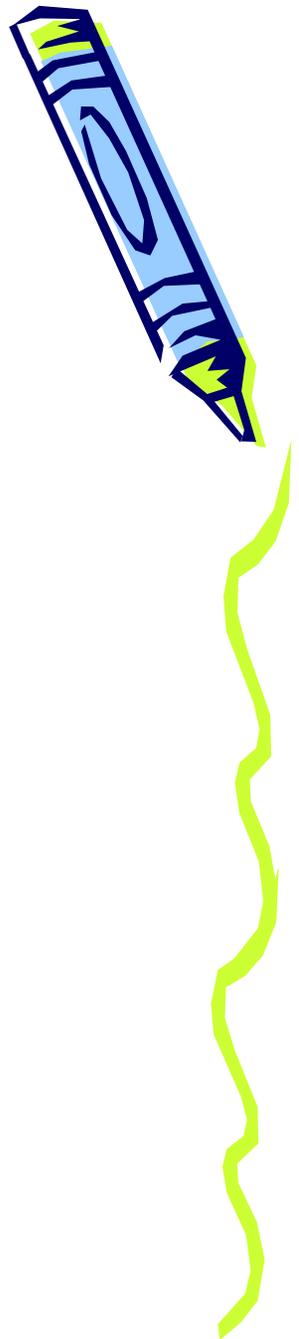
Content

- Lead the reader to take action in the way you planned
- Present the image of your operation you want to convey & be consistent



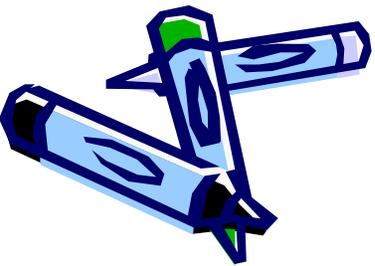
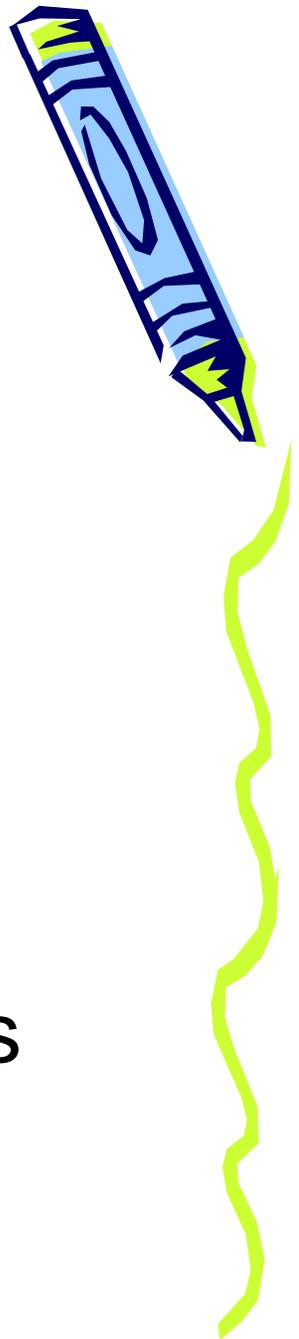
Content

- Use action words
- Create excitement with wording
- Relate the “experience”
- Help readers imagine themselves enjoying your operation



Content

- Need to pack a lot of information in
- Must be as clear and concise as possible
- Use short sentences and paragraphs



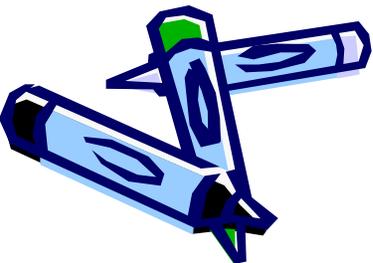
Content

- Edit, edit, edit
- Check for spelling and grammar errors
- Ask others for their impressions
- Ask others to proofread carefully

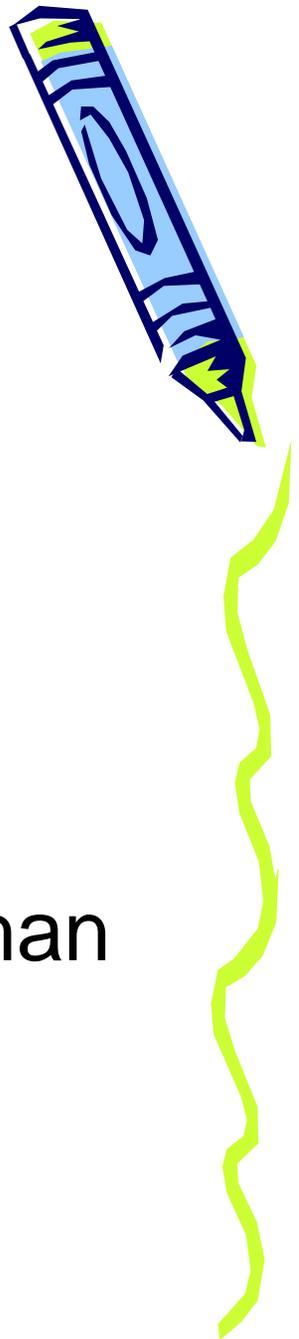


Design Guidelines

- DO NOT USE ALL CAPS
- Use Times New Roman or Arial font
- *Use italics only sparingly*
- Do not mix **T00** many **different styles**
- Jagged right edges more readable than fully justified edges

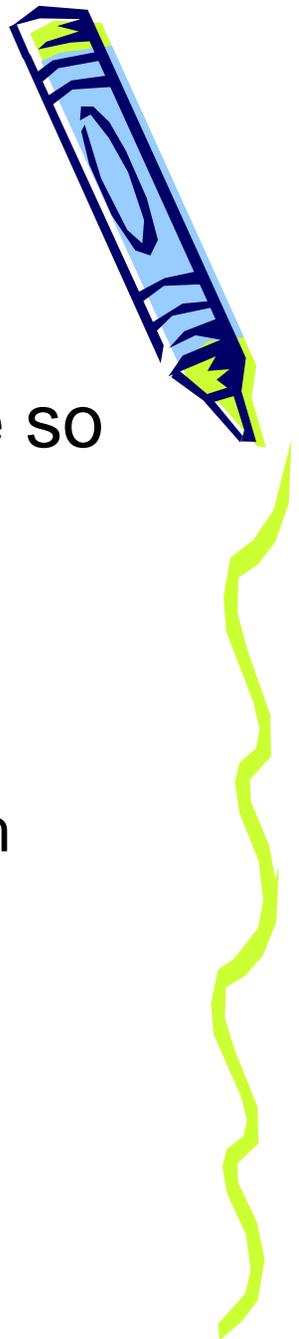


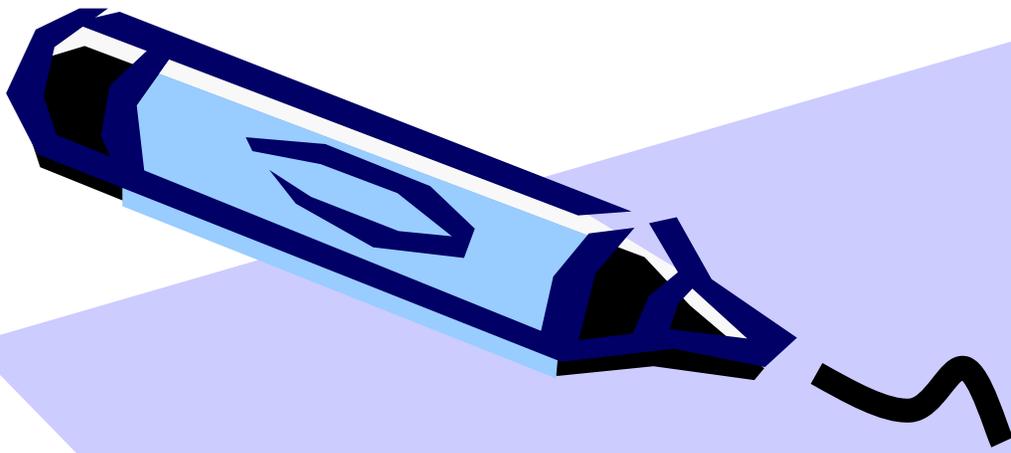
Refer to Guidelines for Designing Effective Marketing Materials by Eric Barrett



Design Guidelines

- Black ink on white paper is most readable so stay close
- Color printing is expensive
 - Use a second color to lead the eye
 - Use black and white pictures/graphics (or with second color)
- White space is good





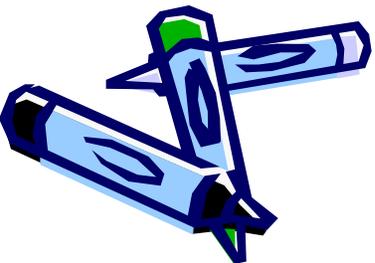
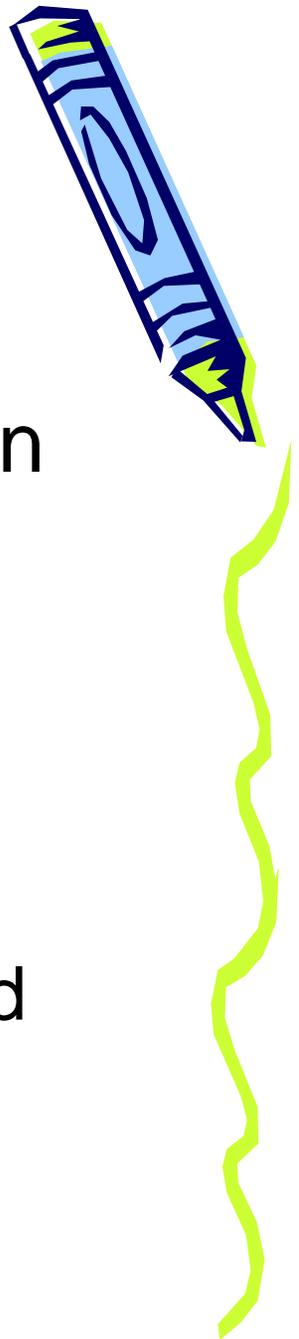
Development Considerations

(Printing)



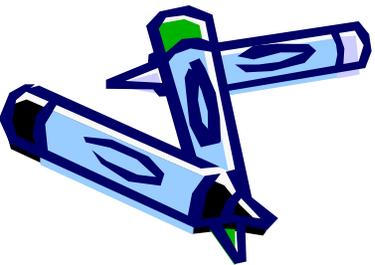
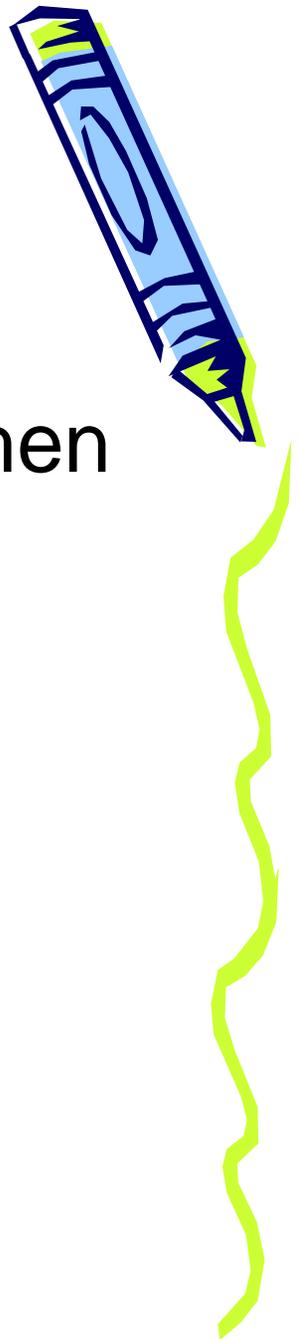
Printing Tips

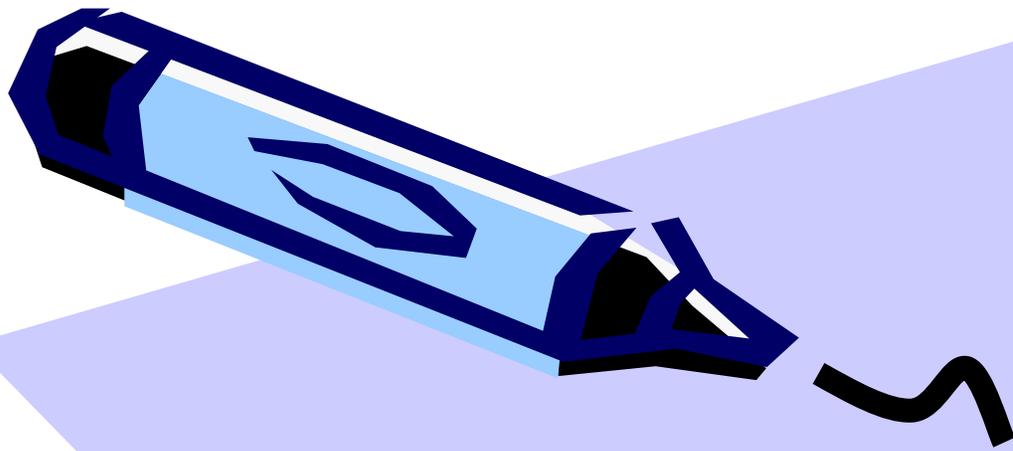
- Shop around to find a printer who can provide all the services you need
- Request bids from several printers
 - The lowest is not always the best
 - Consider paper quality, print quality and services included



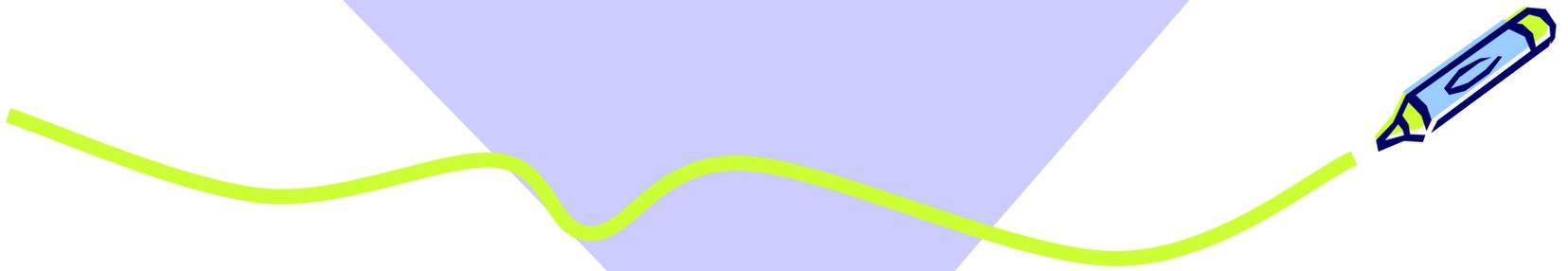
Printing Tips

- Contact printer well in advance of when you need to use the brochure
 - Short turn around can lead to rush charges





Distribution Considerations



Distribution

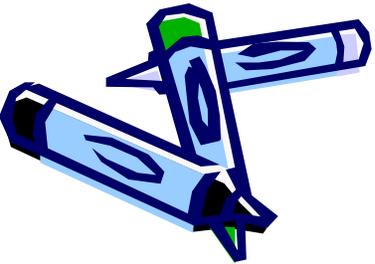
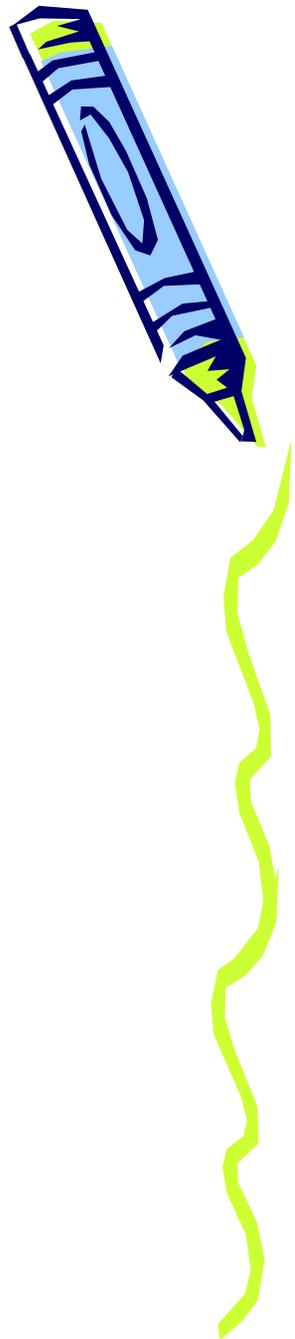
- It depends...

....who is your target audience and how do they find information



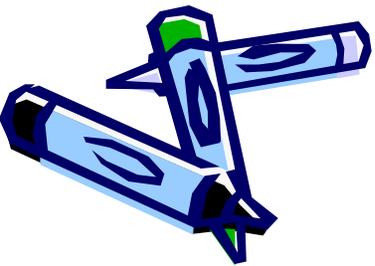
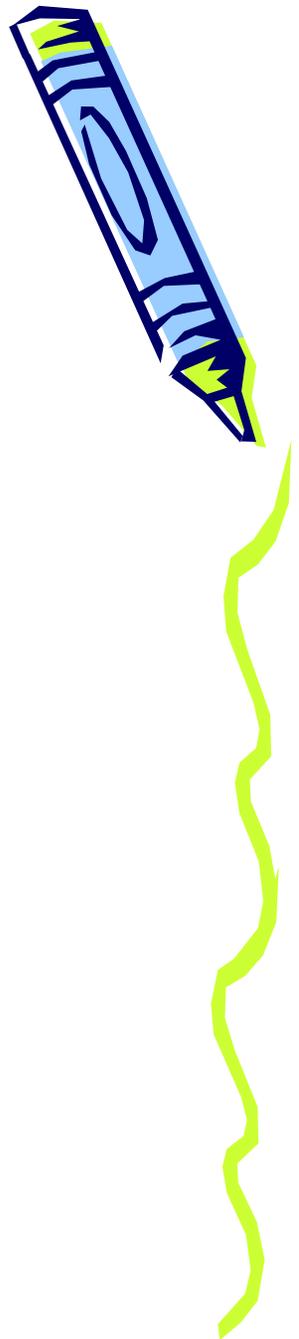
Options

- Direct Mail
- Tourism Partners
- Private Distribution Companies
- Guerrilla Marketing



Direct Mail

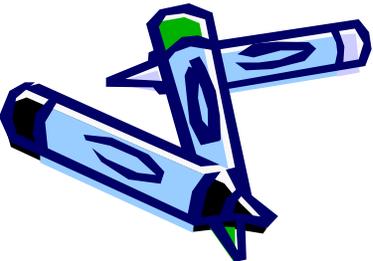
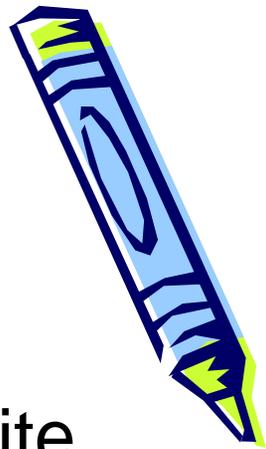
- Do it yourself
- Private service companies



Direct Mail

Create Your Own Database

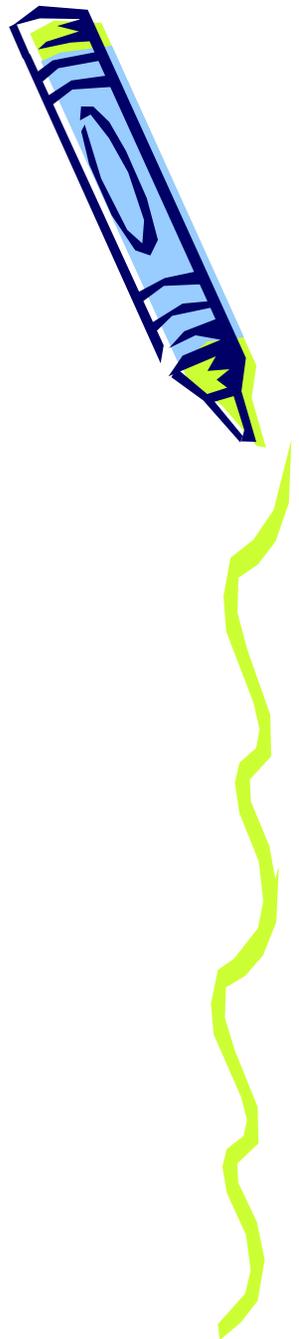
- Name, address, e-mail address, interests
- Keep it confidential
- Display a privacy statement
- Guest book on-site
- Sign-up on Web site



Direct Mail

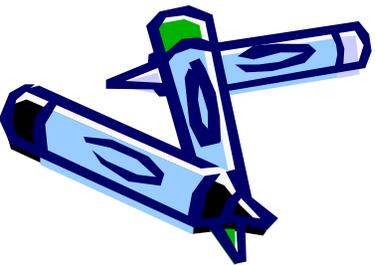
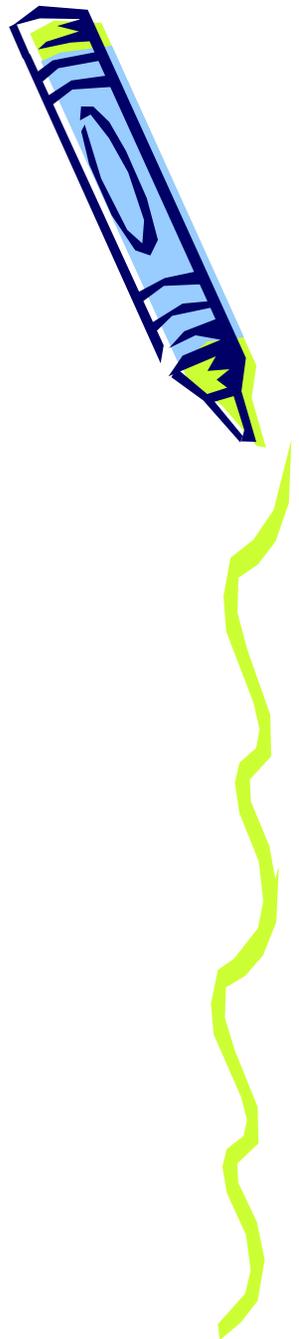
Private Service Companies

- Purchase
 - Address data for residences, schools, teachers, churches, businesses, etc.
 - Printed mailing labels
 - Mailing services



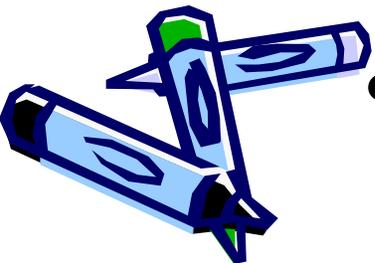
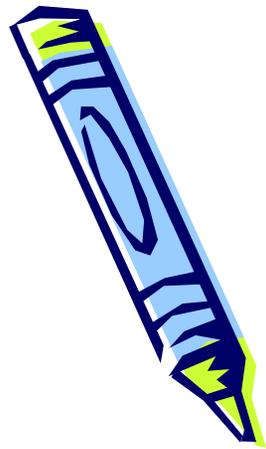
Tourism Partners

- Welcome Centers
- CVBs
- Regional Tourism Organizations
- Local Tourism Organizations/
Chambers of Commerce



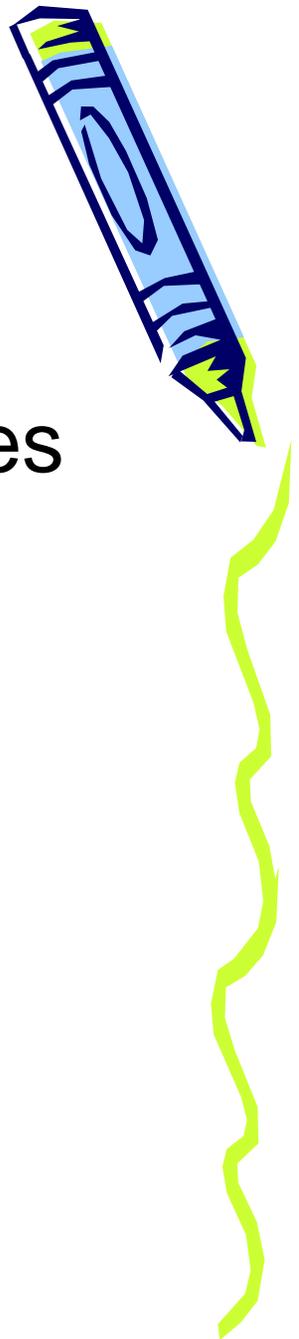
Tourism Partners Welcome Centers

- Any tourist attraction can offer brochures at Welcome Centers if space is available
- Must submit written request and 2 copies of brochures to TDTD
- Must receive approval letter
- Refer to Welcome Center handout for additional requirements



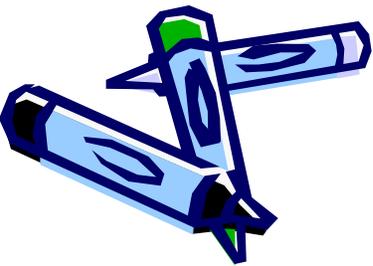
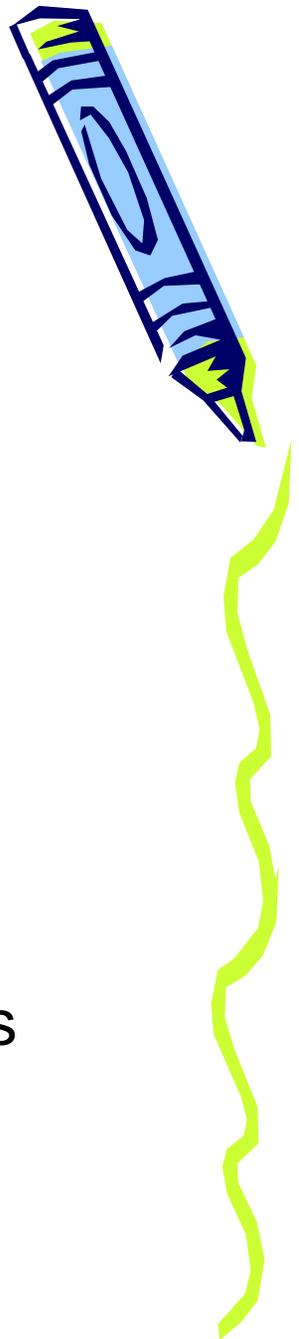
Private Distribution Companies

- Distribution services deliver brochures to tourist information displays



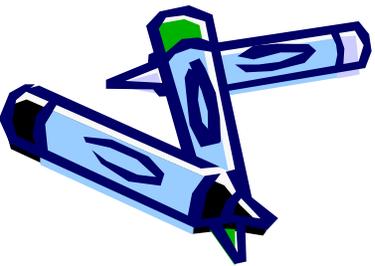
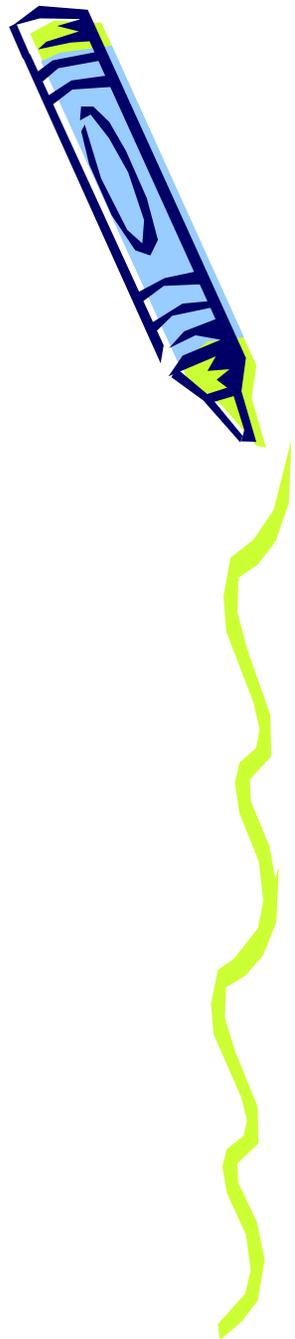
Guerrilla Marketing

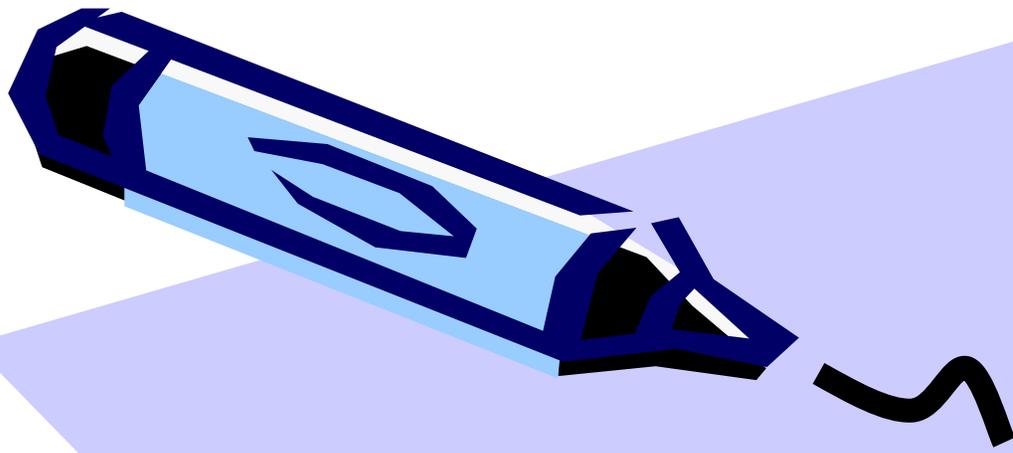
- Take brochures to schools
- Leave brochures at the
 - Pediatrician's office
 - Dance school, karate club, etc.
 - Teacher supply store
- Handout brochures at
 - Parades, fairs, farmers markets, sports events



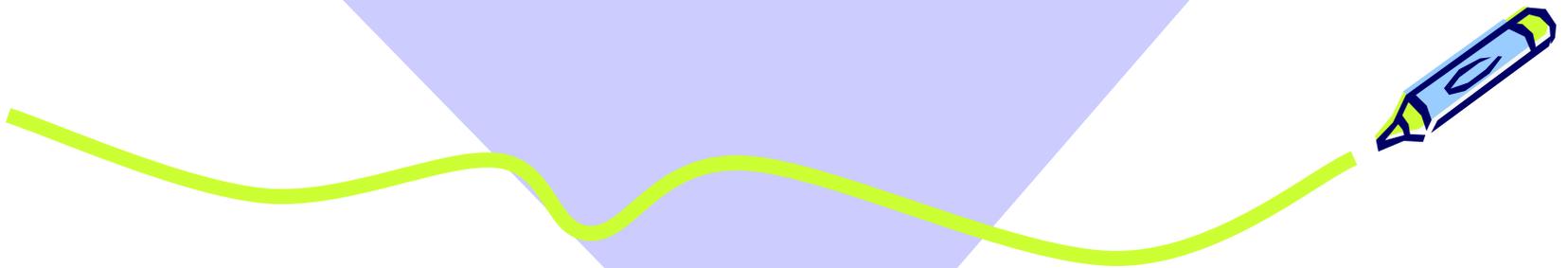
Other Distribution Ideas

???



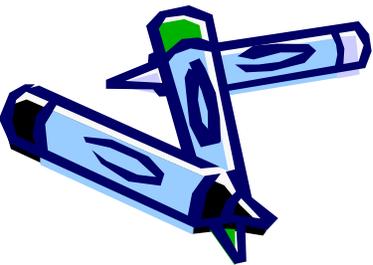
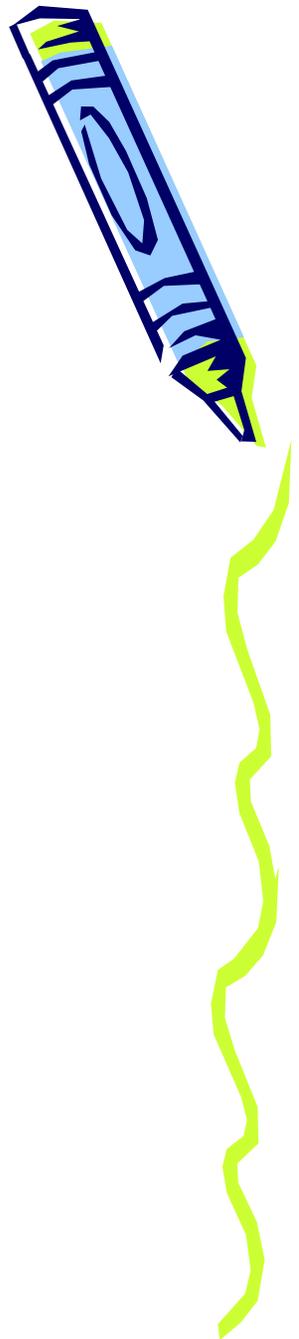


Cost Considerations



Factors Affecting Cost

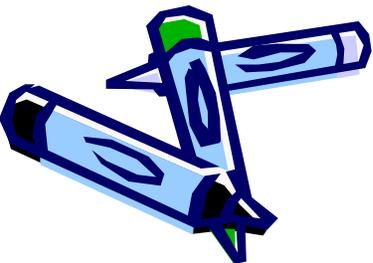
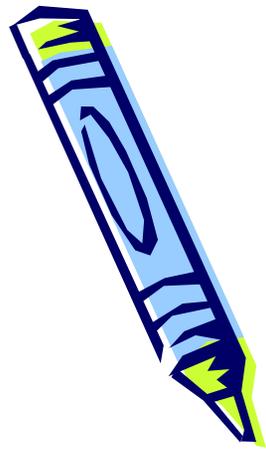
- Many factors affect costs of brochures
 - Format (Tri-fold, bi-fold, rack card)
 - Number of colors used
 - Print quality
 - Paper quality
 - Number of copies printed
 - Other services included
 - Printer pricing
 - Rush charges



Example Costs

- Printing
- Rack cards (3.67 by 8.5)
- Digital color proofs
- Full color front, one color on back
- 80# dull cover stock (paper)

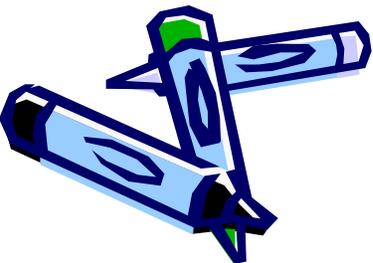
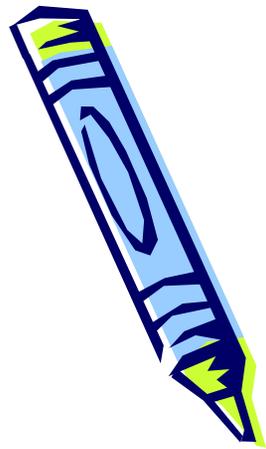
| # Copies | Total | Per Piece |
|----------|----------|-----------|
| 500 | \$469.30 | \$0.9386 |
| 1,000 | \$504.80 | \$0.5018 |
| 2,500 | \$586.30 | \$0.2345 |



Example Costs

- Printing
- 8.5 by 11 tri-fold brochure
- 80# Lustrо text dull cream paper
- 2 color print (black and orange)

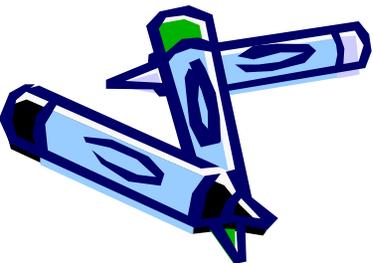
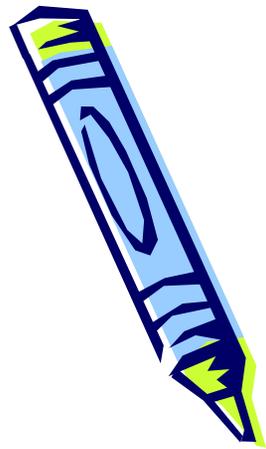
| # Copies | Total | Per Piece |
|----------|------------|-----------|
| 20,000 | \$1,283.08 | \$0.0642 |
| 30,000 | \$1,664.87 | \$0.0555 |



Example Costs

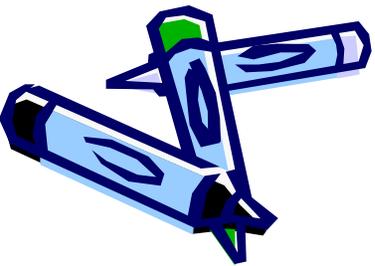
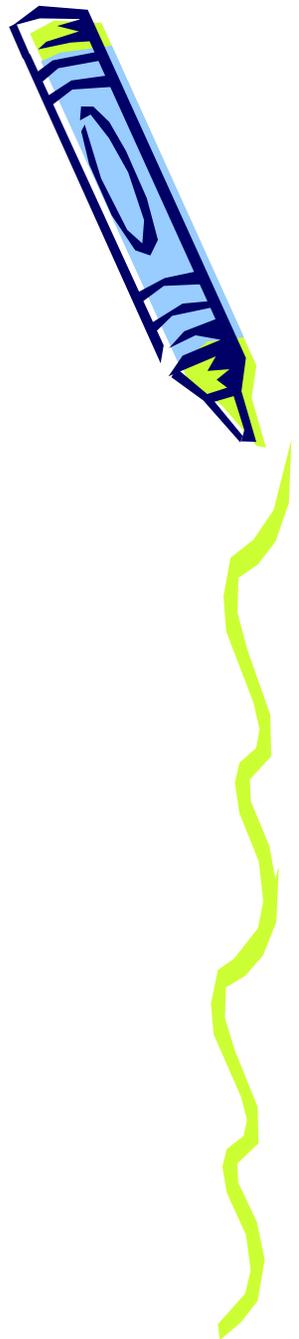
- 8.5 by 11 tri-fold brochure
- 2 versions
- 4 color process 2S
- 70# grade 3 gloss paper
- 28,000 copies (14,000 each version)

| # Copies | Total | Per Piece |
|------------------------------------|-------------------------------|-----------|
| 28,000 (14,000 each version) | \$2,184.12 (including tax) | \$0.078 |



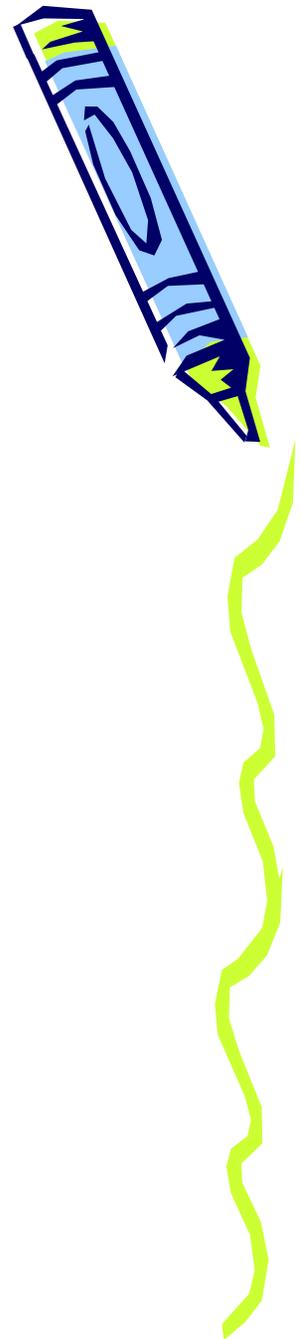
Example Costs

- Print Distribution
- 3 month contract (Aug/Sept/Oct)
- Distribute to 186 locations in region
- \$985



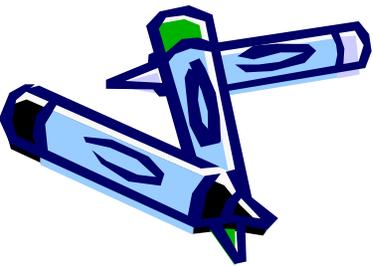
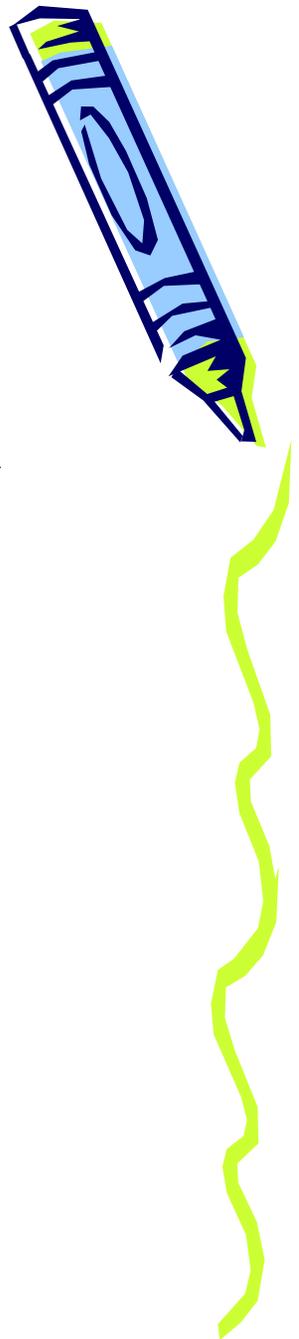
Example Costs

- Print Distribution
- 3 month contract (Aug/Sept/Oct)
- Total cost = \$400



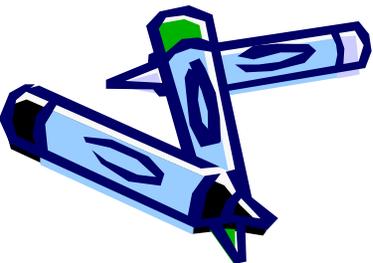
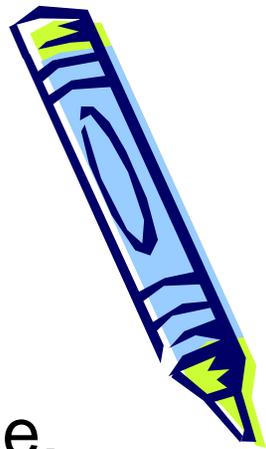
Example Costs

- Address database, mailing service & postage
- 15,212 pieces
- Total cost = \$5,419.50
- Cost per piece = \$0.356



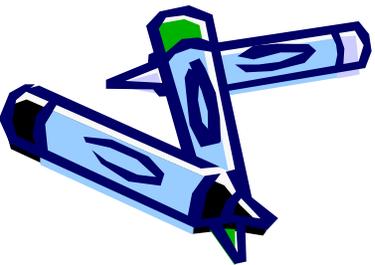
Additional Resources and References

- Agritourism in Focus. University of Tennessee. 2005.
- Barrett, Eric. Guidelines for Designing Effective Marketing Materials.
- Eckert, Jane and William C. Mauk. Fresh Grown Customer Communications in Print. Fresh Grown Press. 2005.

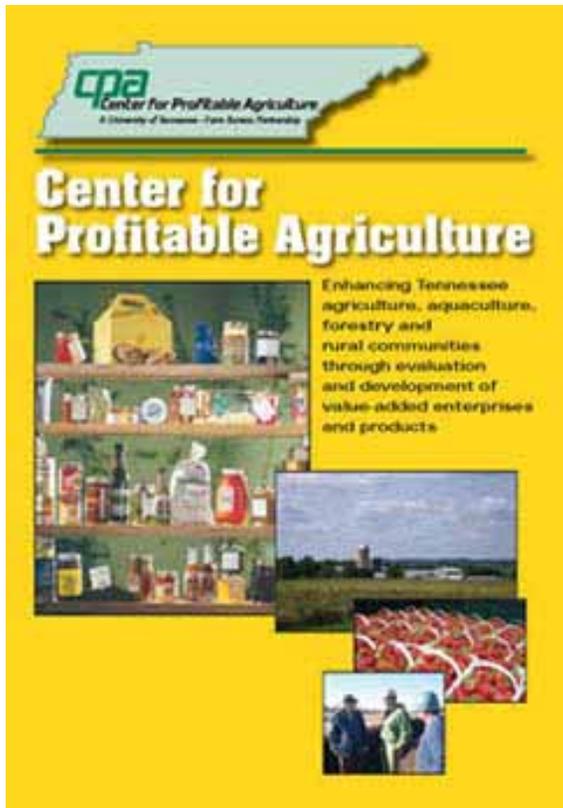


Review

- What are brochures?
- Why brochures?
- Design Considerations
- Development/Printing Considerations
- Distribution Considerations
- Cost Considerations



Contacting the Center



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