

TakeOne

Newsletter of the International Association of Professional Brochure Distributors

Henry Helps Out

The IAPBD Executive Director with advice on marketing in challenging times

Page 5

Locations

New companies join the association, extending the number of rack locations.

Page 3

Brochure Awards

2008 International Best Brochure Awards results announced in Antwerp

Page 3

Effectiveness

Are tourism brochures still effective? Research from the Quebec Tourism Intelligence Network

Page 4

Brochure Distribution: Doing the Basics Right

By Carl Ribaudo President, Strategic Marketing Group, www.smgonline.net

In my career as a marketing consultant, I have been involved in everything from developing and implementing national advertising campaigns to developing and sending out email messages. But one lesson I've learned early in my career was to do the 'basics' right, and to that end, one of the most frequent recommendations we make to our clients is to be sure to include brochure development and distribution as part of your marketing and promotional efforts.

Why brochure distribution? It's simple. At its very essence, brochure distribution plays a critical part in consumer shopping and purchasing decisions. Simply put, brochures and brochure distribution help to make an experience tangible.

Every marketing person knows that one of the roles of marketing is to make an intangible experience, like shopping or riding an attraction or visiting a museum or selecting a restaurant, a tangible one. Nothing does that like a well designed brochure distributed at the right place.

A second and equally important reason for good brochure distribution strategy is the ability to create awareness and make well-placed suggestions to consumers. According to a recent article in *Take One*, 60% of travellers indicate they became aware of a service or destination of interest through brochure placement.

Just the other day at my gym in South Lake Tahoe, I came across a brochure rack filled with brochures, one of them for a restaurant that I had not been to in a while. It caught my eye and it's now on my list of places to go next time I'm in Reno.

Because of their longevity and simplicity, brochures and brochure distribution can often be overlooked when considering flashy internet programs or glossy four-color ads in lifestyle magazines. Don't make that mistake.

Any good sports coach will tell you that athletes who do the fundamentals well are often the ones who excel. The same is true with successful marketing programs, brochures and brochure distribution—do the basics right.

Based at Lake Tahoe, CA, the Strategic Marketing Group [SMG] is a consulting firm that specializes in tourism marketing strategy development to the travel, recreation and hospitality industries.

Carl's distinction in the marketing arena has resulted in frequent appearances as a guest speaker for travel symposia and commissions on tourism in the western states. In addition to his work with businesses, Mr. Ribaudo served as an adjunct faculty member at Sierra Nevada College, Lake Tahoe.

He has also taught a seminar on tourism marketing at the University of Nevada, Reno, and has written white papers on subjects that include 'Marketing Strategies for Mature Destinations', 'Company Branding', and 'Using a Business Model for Your Destination'.

What's said about brochure display?



Over the last calendar year, we have experienced a significant increase in customers from the year before, while other businesses in our industry have experienced flat or decreased customer counts.

We believe the distribution of our rack cards in the Bay Area, with Certified Folder Display, contributed to our increased business.

Tom C. Davies
V. Sattui Winery,
California



We have been displaying our brochures with Glance Promotions throughout Ireland's entire Shannon Region since they started the service in the early 1990s.

They have always been supportive and flexible in their service, and most importantly the effectiveness of the brochure display service is superb and remains one of our most important marketing activities.

Margaret O'Shaughnessy
Manager
Foynes Flying Boat Museum
Ireland

continued on page 6



How well does your brochure work?

Score your brochure against the best — online

We all know that a brochure that is well thought out — well designed, printed cleanly and produced on good quality material — will present the best image of our product... and give us the best chance of winning business. But how do we know how effective our brochure is, or how we compare to the best brochure?



For over two decades, the International Association of Professional Brochure Distributors has run 'best brochure' competitions. Utilizing these years of experience, their website now hosts a "Score Your Brochure" section, where you can grade your own brochure through a series of pre-set questions. Be honest with yourself, so you can calculate and get a final tally and grade for your brochure.

By comparing your own scores against each listed criteria, you automatically generate an 'improvement list' of elements of your brochure that don't Maximize its potential to bring business to you. With this

improvement list, you can revise your next brochure and get a better return for your printed investment.

Log onto www.iapbd.com to get 'Score Your Brochure'. In the meantime, here's a sample of what you will find;

1. Are the photographs in your brochure appealing to your target market?
2. Is your brochure title visible in the top 2 1/2 inches (6cm) of the brochure?
3. Does your brochure contain a map and clear directions on how to get to your location?

Soon to www.iapbd.com
Podcast on the design process and approach for business winning brochures

InfoTrend

Research by the Brussels-based art center BOZAR has shown that families (especially) prefer printed rather than digital information, with a strong preference for durable printed matter.

One of the main reasons for this is the paradox of planned

BOZAR

leisure. Most families with children have so much to do that they have to fit their leisure time into their busy schedules well in advance and value printed matter to help their planning process.

Source: Peter Bary, Marketing Manager, CultuurNet Vlaanderen, Belgium

Research Supports Brochures

The never ending quest to discover what really influences a visitor in their decisions to visit attractions and destinations has resulted in numerous reports being researched and published over many years.

Their conclusions? Brochures really do work. Why? Brochures are;

Simple: everyone understands how to use it

Low Cost: select only the coverage you need

Effective: reach travellers in the marketplace

A new brochure, 'Professional Brochure Distribution — Proven, Effective, Reliable' that presents the highlights of many research reports



has been published by the Association. The brochure quotes not just research from State and University work, but also from attractions and destinations that rely on winning custom to remain in business.

Copies of the brochure can be sent to you by your Association member company, or you can download a copy of the report from our website www.iapbd.com

Support our Allied Members

Nittany Valley Offset Design & Printing
1015 Benner Pike, State College
PA 16801-7319
Ph: (508) 421-9299. Fax: (508) 630-1687
Email: wmcinnis@nittanyvalley.com
www.nittanyvalley.com

Demand Driven Displays

Custom Displays
13257 Barton Circle, Whittier, CA 90605
Ph: (562) 941-6372. Fax: (562) 941-6584
Email: dbpop@earthlink.net
www.ddd-displays.com

Enterprise Fleet Management

Vehicle Leasing (US)
Ph: (858) 546-8200. Fax: (858) 546-8282
Email: sirus.r.karimi@erac.com
www.enterprise.com/fleets

Teldon Print Media Printing

Ph: (250) 220-4591
Toll Free: (866) 478-2445
Toll Free Fax: (866) 478-2435
Email: cmills@teldon.com
www.teldonprintmedia.com

BB&T-Tanner Insurance Services

Insurance Services
4480 Willow Road, Pleasanton, CA 94588
Ph: (925) 463-9672. Fax: (925) 463-0192
Email: tdaggett@bbandt.com
www.bbt.com

World's Best Brochures & Rack Cards 2008

Each year, IAPBD members select brochures from the many they distribute, to be entered into a competition to find the best brochures on display.

The judging panel is made up of all member companies who work 24/7 placing brochures on display and keeping track of which ones move and why.

Brochures are judged on a number of criteria, such as headline, construction, content, and overall appeal.

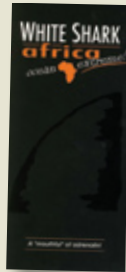
The 2008 International Best Brochure Awards were announced in Antwerp in October. Of the thousands of brochures eligible for the competition, the following were the winners.

More detail on these brochures is available on our website, www.iapbd.com

Worlds Best Brochures 2008

1st place

Entered by Brochure Management, South Africa, was 'White Shark, Africa'



2nd place

Entered by Print Distribution Service, Tennessee, was 'Visitor's Guide to Northeast Tennessee'



3rd place

Entered by Silver Dollar City Distribution Service, Missouri, was 'Titanic'



4th place

Entered by Certified Folder Display Service, United States, was 'Aquarium of the Pacific'



Worlds Best Rack Cards 2008

1st place

Entered by Certified Folder Display Service, United States, was 'Water Sports Rentals'



2nd place

Entered by Kenney Communications, Florida, was 'Everglades Alligator Farm'

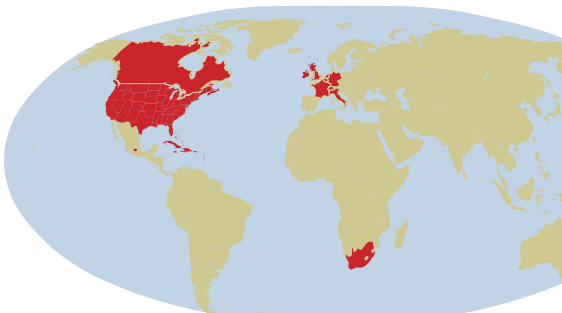


Where can you find a professional brochure distributor?

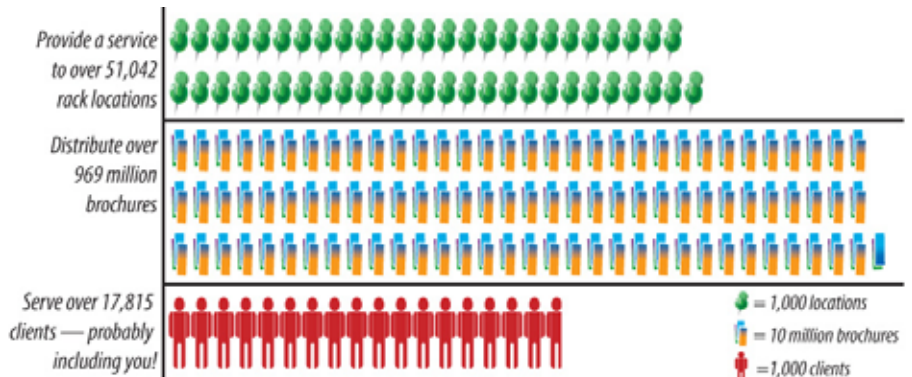
The Association now draws its membership from 26 members in the US, Canada, Ireland, South Africa, France, Belgium, Mexico, Scotland, England, the Netherlands, Germany, Switzerland and Italy servicing over 51,000 rack locations.

If you have a brochure and you want to attract visitors on vacation to your business, contact one of our members to see what services they have to help you.

You will find a complete up-to-date listing of members and their contact details on our newly designed website: www.iapbd.com



DO THE NUMBERS — In 2009 the members of the Association will...



IAPBD Code of Ethics

No company can truly say that they are in partnership with their clients unless they implement a code of ethics that guides them to develop their services, relationships, and operations in a way that demonstrates that their clients are their priority. The following are the Association's Code of Ethics that all member companies agree to abide by:

- Customer satisfaction always comes first.
- Distribution services, including fees and terms & conditions, will be defined in advance in writing, and a list of outlets will be made available.
- Members will strive to display brochures to their best advantage, always providing each customer with the same consideration.

- All brochure display racks will be serviced on a regular basis, and kept clean and in good repair. Brochure display racks will be located to maximize accessibility by the travelling public.
- Service will be provided in a professional and courteous manner, with constant consideration for the value of each customer's brochure, and the locations where displayed.
- Members will remain environmentally conscious at all times.
- Members shall be supportive of the travel industry and other distribution service companies, and will strive to be involved in local tourism and civic organizations that promote travel and tourism.

Are tourism brochures still effective?

By **Claude Péloquin**

Technological advances have called into question many traditional models, including the common tourism brochure. And yet, this form does not appear on the brink of extinction.

Two studies have confirmed its usefulness, for it remains one of the most popular information sources for tourists. This is all the more true since **most travellers alter their plans while travelling**. In this respect, brochures play a greater role than the Internet, for example, in influencing the decisions of travellers who have already left home.

Measuring effectiveness

A traveller's impression of a destination and choice of vacation spot and tourism services are influenced primarily by the individual's prior experience.

When a traveller opts to visit a place for the first time, other information sources like name recognition, reputation, price, advertising, the internet, word-of-mouth, etc. are all very influential.

Kathleen L. Andereck, a professor at Arizona State University, wanted to better understand the effectiveness of the tourism brochure as a decision-making tool for tourists. To that end, she administered a survey to a sampling of people who had requested tourist information about Glendale, Arizona. According to Professor Andereck, the study showed that traditional

brochures still have a major influence on travel decisions. Potential tourists who had requested a brochure showed an increased interest in the region, thanks to the information they received (Figure 1). In fact, 51% of respondents said they were interested or extremely interested in visiting Glendale after they received the brochure, while only 19% said this before they received the brochure.

Tourist brochures have a significant influence on other major travel decisions, particularly the decision to include the region in one's travel plans (33%) or stay longer in the region (15%). The study's author concludes, nonetheless, that a traveller's initial impressions of a destination remain the strongest predictor of whether or not it will be included in one's travel plans. On the other hand, **a brochure's effectiveness definitely increases interest in the destination and plays a part in determining how much time a tourist spends in the area.**

The experience factor

Two segments were defined to measure the effect of the brochure: repeat visitors (those who had already been to Glendale) and visitors with no previous visits.

The data showed that repeat visitors were more interested in visiting the area than the others were, before receiving the brochure. Interestingly, however, the two groups expressed virtually identical interest levels

after receiving the information.

Therefore, among tourists who have never visited a given destination, a brochure can be very effective at positively influencing their level of interest. In addition, tourists who had never visited Glendale also indicated that the advertising had significantly altered their initial image or expectations.

Brochures appeal to women

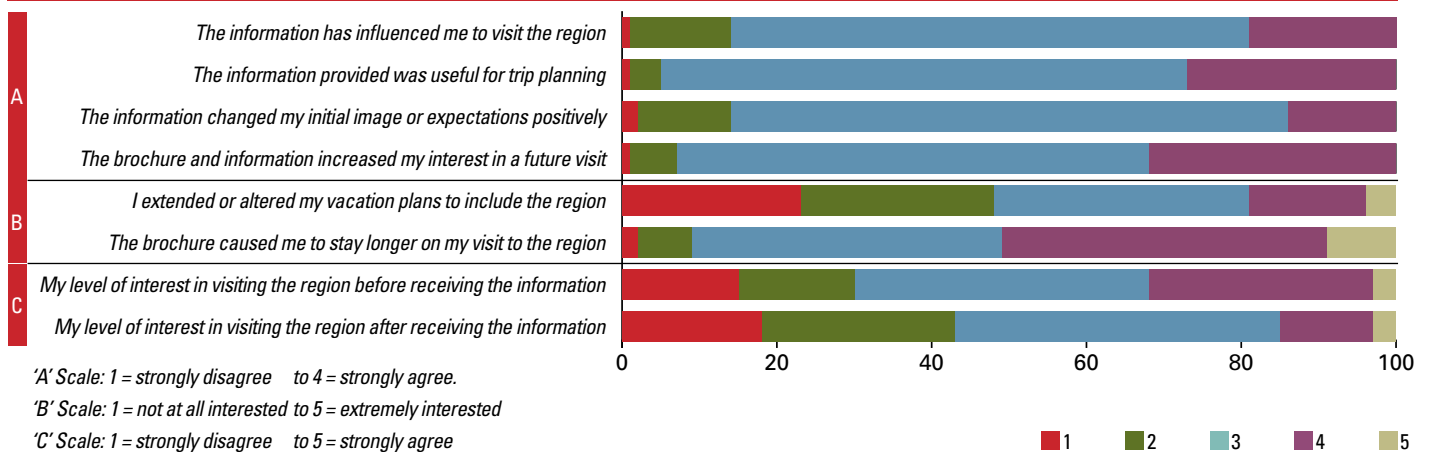
The study sampling also illustrated significant differences in brochure effectiveness, according to the socio-demographic profile of potential visitors.

The researchers noted that women were more likely than men to be positively influenced by this form of advertising. This was also true for the population segment of middle-aged people with lower incomes.

For destinations that are further away or less popular, as well as for organizations with limited financial means, confirmation of the traditional brochure's effectiveness is good news. Relatively low production and distribution costs make the brochure accessible to everyone. However, **it is important to take full advantage of the brochure's two primary strengths, simplicity and colourfulness, and to find appropriate distribution points.**

This article is an extract from Claude's original article. © Quebec Tourism Intelligence Network, Transat Chair in Tourism, Montreal's School of Management, UQAM. www.tourismintelligence.ca/2006/02

Influence of Brochures on Visitation Decisions



'A' Scale: 1 = strongly disagree to 4 = strongly agree.

'B' Scale: 1 = not at all interested to 5 = extremely interested

'C' Scale: 1 = strongly disagree to 5 = strongly agree



Henry Helps Out...

2009 is shaping up to be a great 'challenge year' in tourism. However, the desire to take and enjoy a holiday break is always within everyone. So while the origin of visitors might change with less out-of-state visitors being compensated for by more in-state day visitors, there is still business there to be won. Rather than hibernating for a year, now is the perfect time to refocus and redouble your efforts. Hard work now will pay off in the short term and benefit your business in the long term. Below I offer some simple, low cost, effective actions below that many clients are asking of Association members, and which may help your business.



Influencing the Influencer

A visitor has just picked up your brochure from a hotel display rack. After a quick look, the visitor may turn to the concierge or front-desk staff to inquire whether your business is worth his time and effort.

These key personnel – or “influencers” – may reply “Yes, it’s a great place!” or “I’m not sure, I’ve never been there.” Right at that moment, the sale can be made – or broken.

You need to be sure the influencer response is a positive one. You can do this



by reaching out and inviting key staff at visitor locations to experience your product or service first-hand – and your brochure distribution service personnel can help!

Potential influencers are often hard to access – but fortunately your distribution company has an ongoing relationship with them, and can make sure your invitation and information gets to the right person at each location.

IAPBD distributors recommend that brochure advertisers create a letter of introduction and accompanying VIP Passes for the concierge or front-desk staff. Then, ask your distributor to deliver them to these key influencers at each location where your brochure is on display during their next visit. This way, you reach hundreds of potential influencers with minimal effort and expense.

Best of all, this simple step will reinforce your advertising message and maximize the effect of advertising’s most powerful ally – word-of-mouth!

Use the “Buddy System”

Referrals are one of the best ways to get new business. There are several ways to “team-up” with nearby attractions (or other businesses in your region) for some simple yet effective cross promotions that will benefit you both at no extra cost! Sandwich boards or wall posters are a great

way to promote your business and generate referrals. Get your partner attraction, restaurant or business to provide you with a display that you’ll place at your location, in return for them placing your promotion at their business. It’s easy, fast and very inexpensive.

Brochures or discount coupons also provide great materials for referrals. Once you’ve made a sale at your location, give the customer a brochure or discount coupon from your “buddy.” And in return, he’ll do the same!

These types of partnerships / exchange programs generate new business for both partners and also promote cooperation between business entities that can benefit the whole region – and they’re practically free!



Boomerang Tickets bring your customers back!

If your repeat business within a given month is low, would offering a ‘boomerang ticket’ or ‘come back ticket’ help boost your business?

It works like this:

For a small cost, the visitor purchases a ‘boomerang ticket’ to revisit you within a predetermined time period. A simple signature on the ticket at the time of purchase, and a repeated signature on the ticket at the time of return, should be sufficient to ensure the ticket is used by the same person.

You can restrict it further if you like, for example, by restricting it to weekdays...but why? The more your average visitor spends more with you during a visit, and the lower their rate of return, the lower you can make the price of the ‘boomerang ticket’!

“What’s your GPS address?”

Making it easier to locate you can only be good for business and “What’s your GPS address?” is a question that more and more attractions are going to receive in the coming years.

Why? Because many visitors are now taking their hand-held navigation systems with them on holiday. Many cell/mobile phones now come with GPS navigation built in. The days of rolling down the window, or dropping into a shop, to ask for directions are numbered...but so is your address with GPS coordinates.

If you don’t know your GPS co-ordinates get them (ask any child!!). Once you have them, make sure you include them on everything you print along with your address and phone number.



What's said about brochure display?



Through the use of brochures, supplied to me by my local distribution company, I and my other staff members are able to provide enticing, informative and specific information to our guests seeking to make their visit in our area memorable.

Using this tool allows us to provide superior customer service to all our guests.

Hameed Jasat

President, Central Florida Concierge Association & Guest Services Manager, The Peabody Hotel Orlando



The Liberty Ride has been using CTM for its printing and distribution for the last three years.

In that short time, we have noticed an uptick in the number of passengers and feel that the distribution network is one of our most valuable marketing strategies.

CTM has been an invaluable partner for the Liberty Ride, printing our brochures quickly, distributing them thoroughly and consistently, and being a very flexible and accommodating partner for our on-site marketing strategy.

We would never have been as successful without CTM's help

Masha Traber

*Lexington, Massachusetts
Liberty Ride Coordinator
Tourism Committee*



Wildwoodtrust.org has been using Top Attractions for a number of years to promote the park via a full colour leaflet.

As a charity we have to justify every penny spent and we have always found that the leaflet distribution has brought in many new visitors.

Our leaflets have a unique code so we can track the redemption of the offer they contain. Last year we saw a doubling of the redemptions against the previous year. This shows that the placement and management of the leaflet sites is excellent and getting our leaflet into the hands of those who would visit us.

Can I also say that I always find the team at Top Attractions both helpful and efficient.

Martyn Nicholls

*Marketing and Promotions Officer
Wildwood Trust*



Since 1996, we have used every type of advertising medium possible.

Of all types of media, CTM brochure promotion is the only one we have stayed with year in and year out. CTM has worked for us, uninterrupted, for over a dozen years.

Michael C. Pohl

*Bloomington, Minnesota
President, A.C.E.S. Flight Simulation, Inc.,
Mall of America*



I am writing to thank you for the excellent service you provide to the Desert Botanical Garden. Our rack brochure coupon continues to be the most redeemed coupon each month by far. The average redemption on coupons at DBG is anywhere from 100–300 per month, but our rack brochure coupon is anywhere from 1,500–2,000 per month. In February, we received 1,804 rack brochure coupons back, representing 1,852 tickets sold and \$23,766 in revenue. And that's not even our busiest month!

Your distribution network keeps Desert Botanical Garden top of mind when tourists are looking for fun and exciting things to do when visiting the Phoenix area. There is no way we could duplicate your reach on our own and I can't even imagine trying. Recently, Certified Folder Display installed a rack in our new visitor center onsite at the Garden and it is always well stocked and tidy, thanks to your excellent team. Visitors are always asking about other area attractions and it's great to have your rack here at the Garden.

Again, thank you for helping the Garden remain successful and for the hard work of your team. Also, thanks to you, personally, for the excellent attention you provide to us. I would highly recommend your company to any other attraction that wants to get in front of the visitors to Phoenix.

John Sallot

*Marketing Manager
Desert Botanical Garden*



In our business of Recreation Parks, communication is important as there are always new attractions available to our customers.

Brochures hold an important place as they can get directly into the tourists' hands and are the number one method of introducing the attraction to the tourist. Touring Info Service works well for us, offering a professional and high quality service.

Arnaud Bennet

*Manager of Le Pal Recreation Park and
President of SNECAC, France*



Getaways On Display has proven to be an effective and efficient way to have our brochures get into the hands of potential customers.

Brian Bosley

*Pocono Whitewater and
Skirmish Paintball,
Pennsylvania*



This newsletter was produced with the support of Nittany Valley Offset. Further information can be found at NittanyValley.com or call 508-421-9229.