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Q1 • 2022

YOUR MARKETING COMMUNICATIONS START HERE

The Envelope, Please!

Compliments of:

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How to Create a Strategic Editorial Calendar

Brands We Love: Chewy.com

Pantone's Color of the Year: Very Peri



**REGISTER TO
WIN**
one of
our
quarterly
giveaways!



A Limited-Edition 2022 Pantone Color of the Year Fan Deck Set!

Coated and uncoated Pantone color fan deck featuring a soft-touch cover in Pantone's Color of the Year, Very Peri. Read the full article featuring the Pantone COY on page 12.

A Chewy.com eGift Card!

Keep it and experience their exceptional customer service and products or donate it to your favorite shelter or rescue. Featured in Brands We Love, page 10.



Scan the QR code to register or visit:
sqone.net/giveaway



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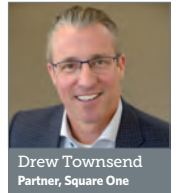
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01

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AND A LETTER FROM ...

Welcome to our first issue of 2022! With the remarkable increased interest by marketers in direct mail, we decided to tap into our partner, Trish Witkowski, engagement strategist and folding guru, to offer up design inspiration and strategy education for your next direct mail piece. Trish went to work exploring a collection of real-world direct mail pieces, quickly categorizing them according to mail engagement strategies, and she handed us back our cover story (page 6) complete with a few tips for our readers.



Drew Townsend
Partner, Square One

Every December we eagerly await Pantone's announcement of their Color of the Year. We immediately go to work researching and writing to feature it in our Q1 issue of ONE:ONE. They did not disappoint with the 2022 COY, Very Peri. Read our feature article to learn more about the selection of this color and register to win a limited-edition Very Peri Pantone color guide set.

Chewy.com may have initially captured our attention because of their direct mail and highly engaged social media audiences, but we quickly realized they have an amazing company culture and philanthropic "give back" endeavors as well. Read the story in our Brands We Love column on pages 10-11. While you're there, take the opportunity to scan the QR code or visit our giveaway registration page at sqone.net/giveaway and register to win a Chewy.com eGift card.

Finally, don't miss our Spotlight on page 16, where we share a few great ideas from a panel of marketers and human resources experts on how marketing can produce virtual events to engage employees.

one:one

Executive Editor
Cindy Woods, cmoteam.com

Contributing Writers
Sherry Chiger
Kate L. Harrison
Tim Sweeney
Trish Witkowski

Design
Diann Durham

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Tactile, Sensory, and Interactive Mailpiece Engagement

Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

- ▶ **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- ▶ **DISCOUNT** 4%



Earned Value Reply Mail

Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.

- ▶ **ELIGIBILITY** Credits may be applied to postage for qualifying First-Class and Marketing Mail letters and flats and must be used by December 31, 2022
- ▶ **DISCOUNT** \$0.02 credit per counted reply and/or Share Mail piece



Informed Delivery

Encourages mailers to use USPS's Informed Delivery omnichannel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.

- ▶ **ELIGIBILITY** Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats
- ▶ **DISCOUNT** 4%



Emerging and Advanced Technology

Encourages mailers to incorporate emerging technologies such as enhanced AR, VR/MR, NFC, Video in Print, and multichannel mail integration with voice assistants.

- ▶ **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- ▶ **DISCOUNT** 2%-3%



Personalized Color Transpromo

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.

- ▶ **ELIGIBILITY** Qualifying First-Class Mail presort and automation letters (bills and statements)
- ▶ **DISCOUNT** 3%



Mobile Shopping

Encourages mailers to integrate mobile technologies that facilitate convenient, seamless online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.

- ▶ **ELIGIBILITY** Qualifying Marketing Mail letters and flats
- ▶ **DISCOUNT** 2%

DOWNLOAD

Our 2022 USPS Promotions Calendar & Descriptions
HERE:



sqone.net/2022-USPS-Promotions



EDITORIAL TIPS »



Simplified Editorial Calendars

5 EASY STEPS TO STRATEGIZE & ORGANIZE

Many of us begin the year by putting together a 12-month editorial calendar, believing that outlining the content for the year in advance will make the week-to-week and day-to-day execution much smoother by having the plan done in advance. However, thinking in terms of the annual (or even a six-to-nine-month) cycle locks your team into a plan that reduces valuable flexibility and reactivity—and the sheer volume can be overwhelming. It also masks the fact that terrific content marketing isn't a series of scheduled posts but is instead the execution of a well-crafted strategy.

Shift Your Mindset

By shifting your mindset to a quarterly calendar and goals rather than annual, you shorten the timeline, providing the flexibility needed to react to changes in your industry or organization and to adjust the content and goals based on real-time trends, performance, and analytics.

We're big fans of the Content Marketing Institute, which is hands down the industry thought leader in training, research, resources, and, well, publishing

excellent material on the topic of content marketing! Practicing what they preach, CMI recently welcomed Kelsey (Meyer) Raymond, cofounder and CEO of Influence & Co., to publish seven steps to a more strategic editorial-calendar approach. Raymond's simplification of the process was spot-on, so we summarized her recommended process for you, adding a few thoughts of our own.

STEP 1 Identify who needs to be included.

For your content to bring extraordinary value to its consumers, it shouldn't be developed by just one person in your marketing department. Seek out and include subject-matter experts (SME), writers, designers, etc. who can offer insightful education and acumen on different topics. These people may be within your organization, or they may come from relationships with external content-creation partners, vendors, manufacturers, or even customers. It may make sense to assign a writer to an SME and let them work as a team.

STEP 2 Develop quarterly goals.

Consider how your content can contribute toward supporting your marketing goals. Raymond found most marketers have at least one of these three goals as part of their content marketing:

- Improve brand awareness through thought leadership
- Increase leads generated through content
- Improve search rankings through targeted SEO keywords

By picking one primary goal per quarter, you can outline a strategy that will include content mix, proposed sources and writers, any additional persons who should be included in each piece of content (such as an SME), and finally, a promotion and distribution plan.

STEP 3 Determine your quarterly content mix.

You should have an at-a-glance list of the topics you will address, as well as the mix of content you will create each quarter. Types of content can include video, interviews, podcasts,

publications, drip campaigns, gated content, guest articles, or blogs. Raymond provides the following example as a quarterly content mix:

- Six unique-topic, guest-contributed articles with backlinks to related online content visited by prospective customers
- Eighteen blog posts on your site: three posts for each topic addressed in the six guest-contributed articles
- Two gated pieces of content—each long-form and aligned with nine of your blog posts
- Two drip email campaigns (one for each gated content piece)

STEP 4 Change "We hope to" to "We can do."

Start with your publish date and work backward to create a schedule for the following:

- Topics confirmed
- Type of content confirmed
- Author assigned
- Questions submitted to a subject-matter expert (or outline created for the writer, videographer, interviewer, etc.)



- Answers submitted from subject-matter experts
- Draft of content piece completed
- Content piece reviewed and edited
- Content piece approved
- Content piece uploaded to platform or submitted for publishing
- Promotion plan initiated

STEP 5 Deliberate the details.

You now have preliminary topics and a schedule. It's time to gather your team together and talk specifics about each upcoming piece of content. Completing step 4 will ensure your team's focus on each content topic and give you the exact knowledge of how many and what types of content you will need to create for the quarter. You will also be able to determine available resources as well as the goal of each content asset.

Measuring Results

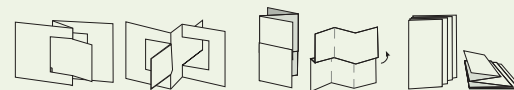
"Increase brand awareness" is a worthy goal, but at some point you're going to have to demonstrate the fact that you've actually increased your brand's

awareness. Determining what defines success and how you will measure it from the outset will help you track your content's performance and make any needed adjustments to future content assets.

Increasing brand awareness can be measured by tracking the number of social media likes and shares each week, with a stated goal of increasing those by a certain percentage. That white paper you had an expert produce? You can determine its success by the number of downloads or by social media mentions. If your goal in producing the white paper was lead nurturing, then clicks from a drip campaign can be your metric. Your website analytics can let you show how the white paper and accompanying content mix attracted traffic to the landing page and from there to the site as a whole.

Following these five steps will allow you to produce a strategic quarterly editorial calendar that not only supports your overall content marketing strategy but also provides you with the flexibility to change it as needed and to demonstrate the overall success of your plan. ■

THAT'S FOLD-TASTIC »



fold
factory
.com

Trish Witkowski specializes in creative solutions and engagement strategies for direct mail and marketing. She is also the curator of the world's most exciting collection of folded print and direct mail samples, sharing the best of her collection on her popular e-video series, *60-Second Super-Cool Fold of the Week*. Check out our two super-cool folds below, and request the dielines directly from us!

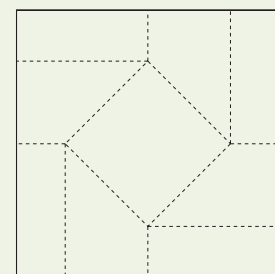
THE PINWHEEL TWIST

The Pinwheel Twist is a fun variation of the standard Twist fold—the difference is in the placement of the scores so that the folded shape looks like a pinwheel. This creative, pinwheel-shaped format is great as is and even better with square or fancily shaped inserts placed inside.

This piece is a 11.4375" square unfolded and finishes to a 7" by 7" square format, and it will require an envelope for mailing purposes. Square-format mail requires extra postage for hand sorting. This style requires scoring and hand folding.



Scan this code with your mobile device to watch it unfold!



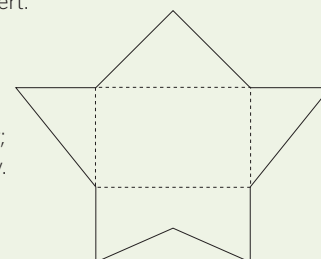
THE STAR FOLDED CROSS

The Star Folded Cross modifies the classic plus-shaped Cross fold format into a star shape with a locking mechanism on the cover. Closed, it looks like an envelope. As you begin to open it, the bottom V-shaped panel forms a pocket that can hold an insert. When opened flat, the final shape looks like a star.

This piece is 14.25" by 11.4" unfolded and finishes to a 4.5" by 7" rectangular format. This format can mail without an envelope as a nonmachinable letter; however, it will require one tab to make it mail ready.



Scan this code with your mobile device to watch it unfold!



The Envelope, Please!

By Trish Witkowski

2022 ANNUAL
WINTER DRIVE

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Research Hospital

St. Jude Children's
Research Hospital
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ALSAAC • DANNY THOMAS, FOUNDER
501 St. Jude Place • Memphis, TN 38105

Your outer envelope's or sealed self-mailer's appearance can be the key to whether your mailpiece gets opened or not—but choosing which creative strategy to lead with isn't always an easy task. We've identified seven creative strategies to inspire you and help design the approach that will work best for you, your audience, and your budget.

PRINT THAT WRAPS

We're beginning with the easiest idea: designing to add color and imagery to the outside of the envelope. The recipient is presented with something that intrigues them and suggests, visually, that this envelope **MUST** be opened. We've seen this done with great success in several different ways. In its simplest form, a full-bleed image of a surface, such as a brown paper bag, wood grain, or crinkled paper, can be added and carried all the way from front to back on the direct mail piece. Using full-bleed, large photography can also be a showstopper. Also consider using geometric patterns, an illustration, or large typography on a field of solid color.



Designers often focus solely on the front of the envelope, forgetting the back is also valuable design real estate. One of our favorite approaches is to keep the front simple and place a large image on the back of the envelope with a message.



TECHNOLOGY INTEGRATION

We love this strategy! Many marketers think of direct mail messaging as low-tech and static. However, today we can combine technology with mail in very exciting ways to garner the recipient's attention and drive them to take action and open the envelope.

One of our favorite examples comes from an insurance company that combined a physical address with the street image from Google Maps. The street image of the recipient's house was printed on the envelope using variable data technology, and the company chose a handwritten font for the address. We encourage designers to incorporate handwritten fonts, doodles, and graphics on the exterior design of their envelopes to personalize and draw attention to messaging.



TIP:
Find hand-drawn and handwritten graphics, text, and shape doodles at copydoodles.com.

Anytime you can use available data to personalize the message or images on the front or back of your direct mail piece, you exponentially increase the odds that the recipient will open and read the direct mail.

One important note about technology and mail: USPS offers promotions for marketers who integrate technology with their direct mail, and you can qualify for a discount on postage for meeting the requirements of these different programs. Ask Square One how you can qualify for reduced postage rates by integrating technology into any of your upcoming campaigns, or visit our website for details on current USPS promotions. sqone.net/2022-USPS-Promotions



ZIP IT! TIP IT! PEEL IT!

What's more fun: tearing the flap of an envelope with your thumb or "unzipping" it? We already know the answer to that question.

By adding a clever opening mechanism, you've added a mechanical interaction—not to mention a bit of fun—to opening the mail. A zip strip (or paper zipper) can be added to an outer envelope or self-mailer for instant intrigue and interaction. Did we mention it also delivers a degree of instant gratification? If you're considering a zip strip, we can't emphasize enough the importance of partnering with Square One in advance to help with the placement, as there can be production details that need to be considered at the design stages



to ensure the envelope complies with USPS regulations and production processes.

TIP:

Use a zip strip to reveal a message. Design the zip strip with a question on it, revealing the answer below once the strip is ripped open. Personalizing the question adds even more intrigue and encourages the recipient to "unzip" the envelope to reveal the answer.

You can also use interesting peel-and-reveal promotions or sticky notes on the outside of the envelope or direct mail piece. USPS refers to these as *repositionable notes*, or *RPN*. Typically, the process for this is to print the repositionable note and apply it by machine with standard labeling equipment. Common practice is to print a message that looks like it's a handwritten personal message, with more detail revealed under the "lift" note. And again, don't miss the opportunity to use personalization. The goal is to make the recipient become curious about the mailer in their hand and begin interacting with it. >





LEVERAGING PAPER & SCALE

Have you ever received a piece of mail in a jet-black envelope? We bet you opened it before any other mail. How about a rich navy blue linen textured envelope with silver foil trim? Maybe a solid gunmetal gray or a shimmering white, pearlized envelope? When we first see a mailpiece with an unusual color in our bundle of mail, most of us would say it seemed important and gave us a sense of feeling significant. Sometimes a quiet, understated, elegant mailer using high-quality paper wins the day.

In this category, size can also be important. It can be a challenge to make the recipient feel truly special with an average-sized envelope. An envelope that is oversized, made of a heavier stock, or made from a stock that boasts a rich, elegant color (such as navy, black, red, or gray) says, “You’re worth it to us.” Loyalty programs, high-end product offers, college acceptance packages, and event invitations are great uses for this strategy.



SPECIAL EFFECTS, TEXTURES, & SHAPES

Ah, sensory marketing. Where to begin? Whether it's an envelope, a self-mailer, or a postcard you're designing for a campaign, you can always add textured coatings that feel like rose petals (soft touch) or sandpaper (grit) or feature high-gloss shine, raised textures, foil, embossing or debossing, etc. The creative opportunities for both long- and short-run campaigns are endless, and many of these special print effects will not add much to the per-piece cost of the run. Ask us about available sensory print offerings.

What about an envelope with an unusual shape? It's not something you see very often because we've all been trained to think of envelopes as rectangular—and to be honest, not many designers or marketers consider this option. However, there's an envelope style that allows a nonrectangular trail edge die-cut (USPS calls it a TED-C), which is a letter-sized envelope with a die-cut that extends past the conventional trailing edge of the mailpiece. You can do lots of fun things with shapes! For example, Omaha Steaks made the trail edge of their envelope in the shape of a steak. For the bonus win, the TED-C envelope format also qualifies for automation letter prices!



CREATIVITY WITH WINDOWS

Everyone is used to the classic window envelope, but did you know that you can design custom die-cut windows on your envelopes? Your marketing team and graphic designers can collaborate to make sure the envelope insert is designed to reveal curious bits of imagery through the special die-cut windows.



Windows can also be on the back of the envelope, like in this sample that features an oversized window on the address (flap) side, leaving the entire back (which now appears to be the front) for an unobstructed promotional message and graphics. Notice the use of iridescent paper as well as the change of the copy orientation on the non-address side to be vertical. You can begin to see how these strategies can layer together. Creative window + cool paper + color printing on the exterior = winner!



Crystal clear envelopes are also difficult to resist. Poly envelopes can be four-color printable for a dramatic presentation in the mailbox. They're auto-insertion compatible and available in standard and custom sizes. As you might expect, crystal clear envelopes are considered nonmachinable on USPS sorting equipment, so you will get hit with the nonmachinable surcharge, but flats in clear envelopes can achieve the USPS automation discounts. For the right customer, they can be worth the extra cost for the created impact.



THE "UN-VELOPE"

It's no secret that due to supply chain issues, companies have faced real challenges with paper and envelope shortages. So, if you can't get exactly what you want, we challenge you to be creative and try a self-mailing format.

There are many ways to make self-mailers look exactly like envelope mailers, with the easiest of these being simply adding a flap. A flap is created when an extended portion of

the address side panel is folded over to the non-address side for the mailpiece closure. The edges must be sealed with tabs or glued to USPS specifications for mailability and machinability, and there are requirements for length and height based on whether they're off the top or side, so pay close attention to these details.

There are also envelope-like self-mailing formats with integrated pockets, coupons, extra pages, and more. Square One can help you find the right "un-velope" design, and they have full access to the dieline files of Foldfactory to show you dozens of options.



TRY SOMETHING NEW

Direct mail design has endless possibilities, and fresh creative makes people continue to notice and engage with your brand. It's important to test which creative strategies best fit as solutions for your specific direct mail needs so that when your direct mail arrives in the right hands at the right time, the recipient slows down to look and experience your brand—and then takes that next important step to open, read, and consider your offer. ■



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sqone.net/free-fonts

Brands We Love 

chewy.com

There's a saying that goes, "An unhappy customer is a chance to make a customer for life." Of course, no business wants angry customers, and the first way to limit them is to offer impeccable service. Chewy—the direct-to-consumer, online retailer of pet products—has built its business by delivering best-in-class service and forging great relationships with pet owners . . . and, in some cases, even their pets.

Chewy was launched in 2011 by Ryan Cohen and Michael Day, two guys who met in an online chat room about website design and computer programming. The pair was one week away from launching an online jewelry business together when the idea for an online pet store hit Cohen while waiting at a store to buy dog food. You could say the plan was successful; in 2017, PetSmart bought

Chewy.com for \$3.35 billion. At the time, it was the largest-ever acquisition of an e-commerce site.

Today, Chewy has headquarters in Boston and Florida and sells pet supplies from over 2,500 brands. Leashes, treats, dog beds, or cat furniture—if your pet needs it, Chewy has it. It even includes an online pharmacy where you can buy prescription medicine for Rover or Fluffy.

Chewy's marketing success stems from the company's successful efforts to engage with their customers on a personal level and its understanding that a pet is a treasured member of the family. The company's mission is "to be the most trusted and convenient destination for pet parents (and partners) everywhere." Tails—er, tales—of the company's actions suggest that they live that mission. Viral stories of Chewy employees going the extra mile are legendary. From sending fun, handwritten notes for the pet itself to sending flowers and letters of condolence to pet owners when their pet passes away, all of these personal touches have resulted in strong referral marketing, with customers sharing their positive Chewy experiences with their pet-owning friends and posting about them on social media.

As with most online retailers, Chewy's website is the centerpiece to the company's service, marketing, and, of course, sales. Chewy.com is easy to navigate, allowing pet

owners to shop by the type of pet they own, by popular categories, or by brand. If your pet is sick, you can connect with a veterinarian through the website from 8 a.m. to 11 p.m. eastern time every day.

The blog section (be.chewy.com) could be easier to find (it's in the Chewy.com footer), but it houses a wealth of helpful articles for pet owners. It includes written stories and YouTube videos that deliver value on topics such as how to puppy proof your home, what foods are safe for your animal, and how to choose the best bed for your pet. Chewy's YouTube channel features content on pet shelters, veterinarians, and dog trainers, as well as how-to videos for new cat and dog owners.



The customer-first mantra isn't just lip service. Chewy has a 100 percent unconditional satisfaction guarantee on purchases, and their customer service team is available 24 hours per day, seven days per week. Chewy's reputation for great customer service also makes its way into the company's advertising, and why wouldn't it? Their marketing uses customer testimonials to promote the great Chewy service that people have come to expect. Their TV commercials promise to deliver your order to your home for less than what you will pay at a store, and they make it clear just how easy it is to shop on Chewy.com and how exciting it will be for you and your pet to unbox your order.

Pet owners are so enamored that they create their own unboxing videos on YouTube, often with product reviews explaining the great deals they got from Chewy and links to the products. Some of that influencer content is repurposed on Chewy's other platforms as well.

Today's twenty- and thirtysomethings see a pet as a way to prepare for the kids they intend to have later down the road, and Chewy uses this knowledge in advertising to this demographic. Through its home delivery, better pricing, and trademark customer service, the goal is to lessen the worries of those new "pet parents." On social media, the Chewy Instagram account is dotted with photos of pets simply enjoying life, of course, but it's also loaded with user-generated content, such as Chewy testimonials from pet owners or even galleries with tips on topics such as how to train your new pup while working a full-time job. The content seems to engage their customers; they have more than 750,000 followers.



Not everything is digital, however. Chewy also leans heavily on direct mail programs, often using personalization as well as customized offers to customers. The company reportedly sent out two million handwritten holiday cards one year, and in 2021 they mailed a holiday catalog that not only featured dozens of popular products but also included stickers for your little ones to create a paper snow globe featuring the family pet, instructions for DIY ornaments made from their boxes, and CTAs to adopt or volunteer at your local shelters and rescues or donate products directly to them through Chewy.com's Wish List. If you make a purchase on Chewy.com, don't be surprised if you receive









a handwritten, Florida-themed postcard from a customer service representative at Chewy headquarters there,

making sure that your pet liked your purchase. Chewy is also philanthropic, giving back to the pet community that has built its business. On their website is a prominently displayed Give Back link that explains how the company

does just that, along with how you can donate to a rescue or find a pet to adopt. Chewy says it has donated more than \$97 million in products since 2012 to help shelter and rescue animals. The statistics are impressive: Chewy has gifted 61 million pounds of dog food, fed 93 million meals to shelter animals, donated 39.6 thousand beds and crates, and worked with 7,500 nonprofit partners in all 50 states. ■

Why we love Chewy.com:

-  Strong philanthropic "give back" culture
-  Clear mission statement supported by a tenacious customer-first company culture
-  Use of customer testimonials in marketing strategy
-  Personalized, data-driven direct mail campaigns
-  Personalized, handwritten direct mail pieces
-  750,000+ social media followers providing UGC that successfully serves as unsolicited referral marketing



REGISTER TO WIN a Chewy.com eGift card!

Scan the QR code or register at:
sqone.net/giveaway



Meet Pantone's 2022
Color of the Year:


VERY PERI

By Sherry Chiger

C-68 M-64 Y-2 K-0
R-102 G-103 B-171

PANTONE®
17-3938
Very Peri





Very Peri is meant in part to reflect the fusion of the virtual and physical worlds, and some have noted that the color recalls the blue glow of digital screens in their real-world surroundings.

“Carefree confidence.” “Daring curiosity.” “Inquisitive and intriguing.” Those are a few of the phrases Pantone uses in describing its 2022 Color of the Year, Very Peri (PANTONE 17-3938). The hue—a periwinkle blue with red undertones—is the first one that Pantone has created specifically for the Color of the Year since it launched the program in 2000. Doing so “reflects the global innovation and transformation taking place,” notes Laurie Pressman, Vice President of the Pantone Color Institute. “As society continues to recognize color as a critical form of communication, and a way to express and affect ideas and emotions and engage and connect, the complexity of this new red violet infused blue hue highlights the expansive possibilities that lay before us.”

Capturing the Zeitgeist

To determine its Color of the Year, Pantone considers everything from technological innovations and entertainment trends to social media and art. Very Peri is meant in part to reflect the fusion of the virtual and physical worlds, and some have noted that the color recalls the blue glow of digital screens in their real-world surroundings. Leatrice Eiseman, Executive Director of the Pantone Color Institute, has said that the prevalence of video games and the periwinkle hues in those games influenced the creation of this year’s color.

Underscoring the importance of digital design in the “real” world, Pantone teamed with Microsoft to create a PowerPoint template, Windows wallpapers, Teams backgrounds, and Edge browser themes

featuring Very Peri. Pantone also partnered with blockchain network Tezos to release a collection of non-fungible tokens (NFTs) by artist and director Polygon1993. Among the more tangible applications of the color are a limited-edition sneaker from sustainable-footwear brand Cariuma; hand-painted, limited-edition bikes by Priority Bicycles; and limited-edition skateboard decks from Globe. >



Designing with Pantone 17-3938 VERY PERI

Four color palettes created by Pantone to incorporate Very Peri into your designs:

Check out Pantone's website for Pantone Connect, a free digital color platform for designers. Available on the web, via mobile apps, and as an extension for Adobe Creative Cloud, Pantone Connect includes four different preloaded color palettes featuring Very Peri. These Color of the Year-themed palettes, along with other Pantone colors, can be used in your design files within Adobe Photoshop, Illustrator, and InDesign.



Because Very Peri pairs the authority of blue with the energy of red, Pantone contends that it is well suited for packaging design. Also notable is the color's similarity to lavender, which has long been associated with serenity. Very Peri's combination of credibility and excitement, optimism and calm, make the color useful for advertising, product design, and other commercial applications. In fact, Hallmark already uses a darker, more purple incarnation of periwinkle for its branding, while Figma, a vector graphics editor and prototyping tool used by designers, uses a paler, more lavender version.

To facilitate commercial use of the color, Pantone has created four palettes that incorporate Very Peri to establish a variety of moods, playing up the hue's versatility. The Balancing Act palette, for instance, surrounds the color with more muted tones so that the hue commands

Very Peri's combination of credibility and excitement, optimism and calm, make the color useful for advertising, product design, and other commercial applications.

attention within a serene ambience certain to appeal to mainstream consumers. Within this palette, Very Peri could easily be used for CPG marketing.

In contrast, the pinks and oranges of Pantone's Amusements palette highlight the color's whimsical side; this palette would be ideal for communicating a sense of fantasy and carefree youth. In the Wellspring palette, Very Peri adds joie de vivre to nature-inspired greens and browns, which could make messages focused on health, wellness, and eco-friendliness more attractive to some audiences. And in the Star of the Show palette, grays, whites, and other neutral shades accentuate Very Peri's sophistication, showing how the color can help luxury advertising stand out from the crowd.

By infusing serene blue with dashes of dynamic red and violet, Very Peri recalls the 2008 Color of the Year, Blue Iris. "As a reflection of the times, Blue Iris brings together

the dependable aspect of blue, underscored by a strong, soul-searching purple cast,” Eiseman said at the time. Very Peri, however, is less contemplative and more active, with Eiseman describing it as having “a spritely, joyous attitude and dynamic presence that encourages courageous creativity and imaginative expression.”

More recently, Pantone named Ultra Violet its 2018 Color of the Year. At that time, it emphasized the more mystical, otherworldly aspects of the shade. Eiseman described it as “a blue-based purple that takes our awareness and potential to a higher level. From exploring new technologies and the greater galaxy to artistic expression and spiritual reflection, intuitive Ultra Violet lights the way to what is yet to come.”

Coloring the Year Ahead

Like Pantone, the London-based consumer-

and design-trend forecaster WGSN named a hue with purplish undertones as its color of the year: Orchid Flower. As Pantone did with Very Peri, WGSN notes that Orchid Flower “will stand out in both real-life and digital settings. It is also versatile enough to work across seasons and continents. In a challenging time, this saturated magenta tone will be a great way to create a sense of positivity and escapism.”

Many other companies, however, favor green shades for their 2022 colors of the year. These include Benjamin Moore’s muted October Mist, PPG’s Olive Sprig, Glidden’s Guacamole, and Sherwin-Williams’s Evergreen Fog. These tap into green’s association with the outdoors and the organic—almost a reaction to the increasing intrusion of the digital and virtual that Very Peri and, to a lesser degree, Orchid Flower speak to.

Pantone’s most recent green Color of the Year was five years ago. It described its 2017

pick, the sunny yellow-green Greenery, as “nature’s neutral”; Eiseman said it “symbolizes the reconnection we seek with nature, one another, and a larger purpose.” We’ll keep an eye out to see if five years from now companies such as Benjamin Moore will choose periwinkle hues as their colors of the year while Pantone stays ahead of the curve with something altogether different once again. ■



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How Marketing Can Help Create Employee Connections:

7 Employee-Focused Virtual Events for 2022



For many, the pandemic has contributed to a lack of connection—the type of connection that unites employees with each other and their company culture. With a little creativity, marketing teams can help foster that connection through virtual opportunities.

We polled eight marketing and HR executives and asked for their ideas and personal experiences of virtual events that marketing and creative teams could design for employee engagement. Each virtual-event idea is intended to foster customer-focused awareness, build internal employee relations, and educate employees about their brand's products and services. Every contributing professional agreed that when employees feel they are recognized as valuable and knowledgeable team members and they understand how to deliver on the organizational promise of the product or service, they will have a stronger sense of purpose and connection to each other and to the company.

Check out these ideas for virtual experiences and see if they might benefit your team:

1 THOUGHT LEADERSHIP PANEL

This is an opportunity for customer, vendor, and industry leaders and pioneers to exchange views and information, discuss challenges, and share ideas with your company executives and key employees.



2 AWARD CEREMONY

From the invitation to the online event, create a memorable virtual event to recognize departments and employees. Delivered-in-advance food and drink ideas could include cheese and charcuterie, a family picnic basket, or dessert tastings. Employees and their families can participate online. This is also a great way to make company announcements, give updates, and speak to the future of the organization.

3 "OUR IMPACT" SHOWCASE

Showcase the impact of your products or services by inviting a small group of VIP clients to be part of a virtual panel to talk about how their relationship with your organization—and your products and services—has positively impacted their company. If you participate in philanthropic activities, invite representatives from those organizations you have partnered with to show how the donations of time, money, etc. have impacted the communities they serve.

4 THE GAME SHOW

Host a virtual game show where employees compete online for prizes by answering questions about your company and your products or services. This makes for a fun evening of virtual team building while educating your employees about your brand and products or services.

5 VIRTUAL DESIGN THINKING WORKSHOP

Design thinking is a process in which teams attempt to understand their customers, reimagine problems, and brainstorm creative solutions. Design thinking teams should include employees from all departments of your company. By combining different design thinking exercises, you can encourage diversity of thought and stimulate new ideas from your team members. It's perfect for a virtual environment!

6 CUSTOMER JOURNEY MAPPING WORKSHOP

The process of customer journey mapping has gained popularity over the last decade, but the idea of taking it online in the form of a virtual marketing-and-sales event has exploded since the pandemic. As a virtual event, it allows you to include team members from all corners of the company, providing a broader lens of customer-centric thinking and bringing a new level of collaboration to the process.

7 VIRTUAL BEHIND-THE-SCENES TOUR

No matter the size of your company, rarely does every employee know what each department or division does at your organization. Teams can be tasked with creating a virtual tour of their department to build awareness and educate fellow employees on the role they play, from manufacturing to customer service and beyond. ■





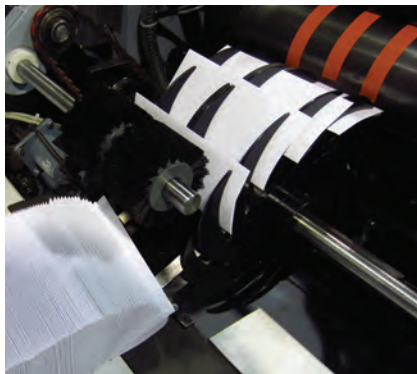
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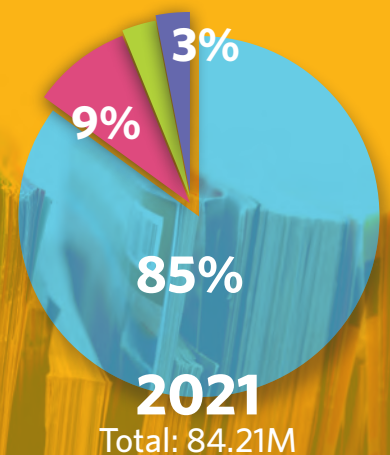
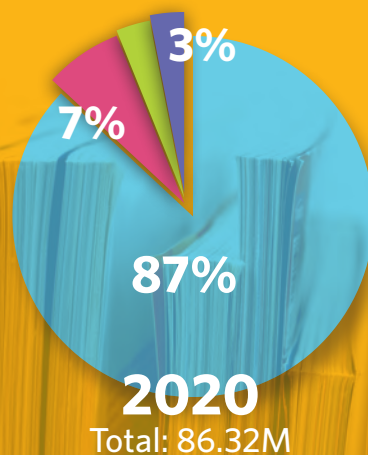
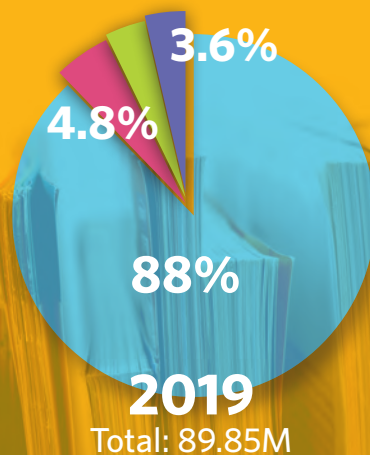
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The second year of the pandemic brought a surprisingly sharp rebound in new print magazines, fueled by special interest, niche glossies. New magazine launches totaled 122, up from 60 that launched in 2020. In 2021, the most launches came from the special interest category with 17 new glossies.¹

Analyzing online data gathered from magazines' subscription pages, the digital consulting company Jellyfish notes that interest in magazine print subscriptions rose rapidly in the first week of lockdown and hasn't come down since. Some publications are even reporting triple-digit surges - with interest in print subscriptions leading digital by at least twice as much. Among the biggest growers are Kids' magazines, Home & Gardening and Women's Interest.²



Print subscriptions Digital subscriptions Single copy sales Other



Sources:
¹ Samir Husni, retired professor and founder of University of Mississippi's Magazine Innovation Center at the School of Journalism and New Media
² Jellyfish, UK print and digital consulting company
³ Chart: William Turvill, Press Gazette Source: Alliance for Audited Media