

*Profitable Printing Solutions For Your Business*

## Forty and Fabulous

Did you know that Cariss Printing turns 40 this month?! Michael Cariss first established what is now known as Cariss Printing in 1979. Forty years is a long time to be in business and things have certainly changed over that time.



### In This Issue

- 40 years just like \*that\*
- Better questions for better results
- Marketing insights from the election
- HOT DOG! We have a wiener!

### Let's do a few comparisons of things in 1979 versus 2019

	1979	2019
	Blair was almost 1 year old Cariss Printing was known as M&G Printing and operated out of a garage in Avondale Heights.	Blair is almost 41 years old Cariss Printing resides in a 900sq/m factory in Tullamarine, Melbourne.
 Average house price	\$38K	\$833K
 Average wage	\$13,458	\$61,966
 Top chart song:	My Sharona - The Knack	Shallow - Lady Gaga & Bradley Cooper
 Costs:	Loaf of bread – 54c Milk – 63c Newspaper – 12c Petrol – 57c	Loaf of bread – \$2.53 Milk – \$1.46 Newspaper - \$2.50 Petrol - \$1.55
 Australian Population	14.51 million	25 million
 Technology:	Sony invents the Walkman.	Spotify. No? Oh you're one of those people who collects records? How 70s.
 Median age	late 20's	late 30's

**Happy Birthday to us!**

## Quotes of the Month

*Mathematics are well and good, but nature keeps dragging us around by the nose.*

—Albert Einstein

*The hardest arithmetic to master is that which enables us to count our blessings.*

—Eric Hoffer

*A vigorous five-mile walk will do more good for an unhappy but otherwise healthy adult than all the medicine and psychology in the world.*

—Paul Dudley White

*It is easier to change a man's religion than to change his diet.*

—Margaret Mead

*The one permanent emotion of the inferior man is fear—fear of the unknown, the complex, the inexplicable. What he wants above everything else is safety.*

—H. L. Mencken

*To keep oneself safe does not mean to bury oneself.*

—Seneca

*If you spend too much time thinking about a thing, you'll never get it done*

—Bruce Lee

*If you're walking down the right path and you're willing to keep walking, eventually you'll make progress.*

—Barack Obama

*Breakthroughs arise when someone can combine many ideas together. Think broadly, not deeply.*

—Joshua Krook

*Not even knowledge takes all the strangeness from the world.*

—Sarah Perry

*Laughter is timeless. Imagination has no age. And dreams are forever.*

—Walt Disney

# Different Question, Different Answer

A monk was strolling through the garden at a Zen monastery, listening to music on his mp3 player. He stopped near another monk, who motioned for him to remove his earbuds. "What are you doing?" the second monk asked.

"I'm listening to music and meditating," answered the first.

"Do you have permission from the master to do this?" the second monk asked.

"But of course," replied the first monk.

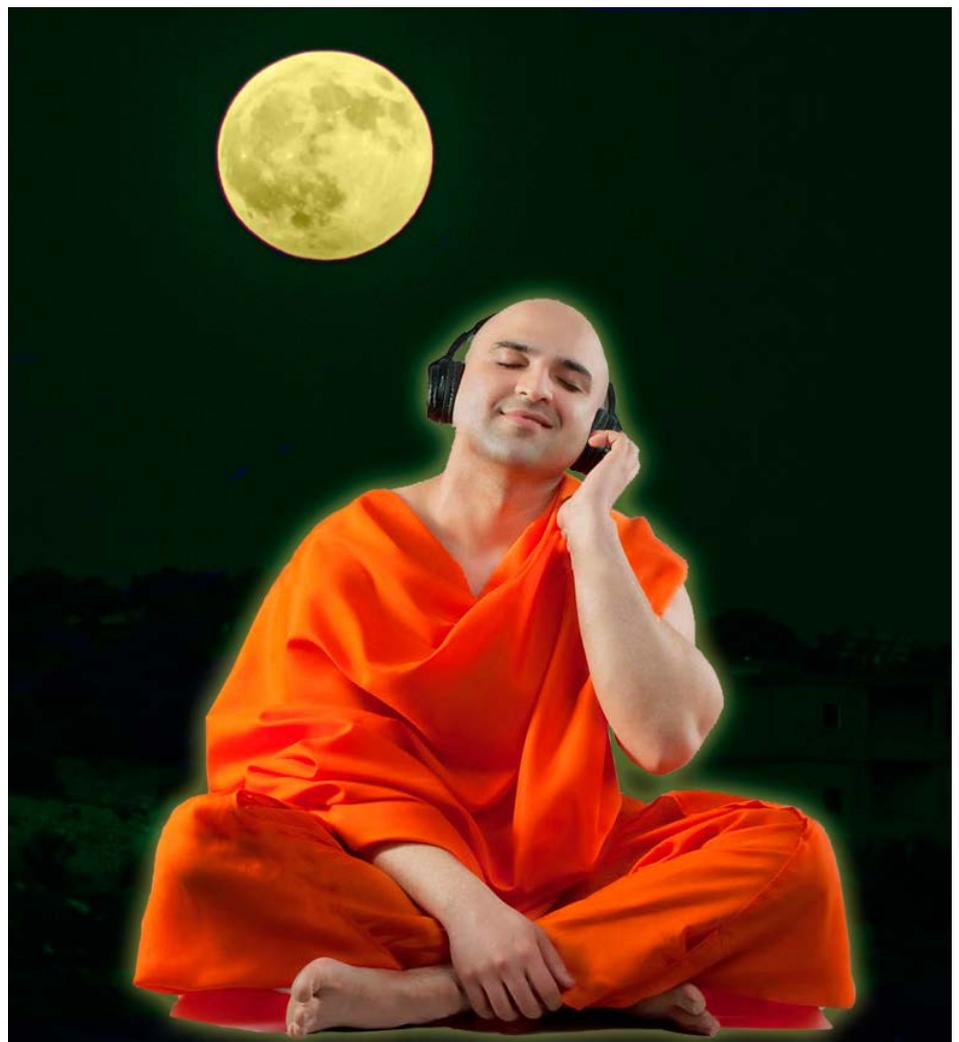
"I find it hard to believe the master would allow you to do such a thing," the second monk said. "I was denied this very privilege just yesterday."

"How did you raise the question with the master?" the first monk asked.

"I approached him and asked, 'When I am meditating on my walks through the garden, is it okay to listen to music?'" the second monk said. "The Zen master told me, 'Absolutely not.'"

"That's odd," the first monk replied. "I approached the master and said, 'I'm listening to music while I'm walking in the garden. Is it okay for me to meditate?' and he replied, 'Certainly.'"

Sometimes the answers you receive are determined by the questions you ask.



# Reflections On Elections: What We Can Learn From Political Marketing?

With a state election in recent memory and we are in the throws of a federal election right now, I've printed and read my share of political advertising so I knew who I would vote for.

Some of it was good. Some of it was terrible. Some of it seemed like it was produced by the candidate's kid as a school project. A serious student of marketing can figure out a bit about the election based on how the marketing plays out.

Here are the three big takeaways from reviewing all of that political marketing.

## Despite What All 'The Experts' Are Saying, A Significant Part Of The Market Is Offline.

If the products you sell skew to older people, less of them are online than 'the gurus' at the marketing agencies believe. Of the ones who are online, the internet is not necessarily their preferred method for consuming information. They are often there just to keep in touch with their younger relatives.

This is a big reason why newspapers, direct mail, flyers, brochures are all used. It's also why candidates go on radio and TV, give speeches and even go door-to-door in order to get their message out to their constituents.

Depending on your business, online-only marketing can exclude a big potential market for you.

## More Media Is Better.

In marketing there is no 'less is more.' There is only 'more is more.' Every time a multi-media marketing campaign is tested, it out-performs a single-media campaign for the same product to the same market. Again

this is why our political candidates are trying to show up in as many different media as possible. It improves results and for a politician the more votes is the name of the game.

Be looking to add more media to your marketing systems over the next 3 months. And once you've added one, add another and another and another.

## Politicians Use A Lot Of Printed Materials (Maybe You Should Too).

Political candidates are not afraid to print flyers, letters, and signage. There are yard signs everywhere aren't there? Why? Because they work. The same with flyers, and letters. I can't imagine most people scanning a QR code to bring up a how to vote guide when they go in to vote.

You might think all that printing is expensive, however compared to the cost of each lost sale, that printing is really cheap. An accountant will tell you online marketing is so much cheaper than offline marketing but in politics the candidates know they need to invest in their customers/constituents in order to make the sale and if they don't their opponent will.

Adding more printed materials to your marketing mix can be a surefire

## It's All in the Name

P.T. Barnum was sometimes referred to as the "Shakespeare of Advertising" for his clever use of language. He used that prowess to entice curious masses to pay to view his many attractions and sideshows. He also used that wit to get them to move along as well.

Barnum noticed that patrons visiting one of his museums tended to hang around the building after taking everything in, which prevented others from entering the property. Worried that his profits would suffer, Barnum had a huge sign installed at the last exhibit that read, "This Way to the Egress."

Undoubtedly, most probably thought they were being put on the path to view some sort of never-before-seen spectacle. Imagine their surprise when they discovered they'd been directed to the exit.

recipe for success. It can strengthen an already successful campaign and help marginal campaigns go from red to green. If you need some help getting more from your existing printed materials or want to figure out how to expand your current marketing then give me a call on **1300 85 77 85** or shoot me an email at [blair@carissprinting.com.au](mailto:blair@carissprinting.com.au) and we can organise a quote based on your specific project.



# Drumroll... We Have A Winner!

Asha and Baxter randomly chose the winner our "Count the Eggs" competition. Thanks to everyone who entered! The winner of the Pull Up Banner is... Jeanette Piliciauskas from Hunter Management Services Incorporating. Congratulations!

Please email [blair@carissprinting.com.au](mailto:blair@carissprinting.com.au) to claim your prize.



## We Love To Get Feedback

Hi Blair & Team,

*Thank you very much for the prompt delivery of our Luna Park tickets.*

*You've done an amazing job as always.*

Regards,

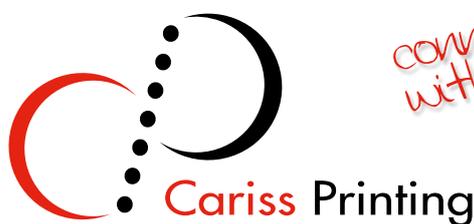
**Adam Cartwright**

Administrative Officer



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