

WELCOME TO

The background of the image is a city skyline at sunset, with buildings and a body of water reflecting the sky. A large, bold red exclamation point is positioned above the word 'SHOW'.

**ASI**  
**SHOW**<sup>TM</sup>  
ORLANDO

“Self-Promo Campaign Workshop: Get Creative with Your Brand” © QuicksellSpeaks 2024



Advertising  
Specialty  
Institute®

# “Hands-On Self-Promo Workshop: Get Creative With Your Brand”©

Cliff Quicksell, CSP, MASI  
Cliff Quicksell Associates / QuicksellSpeaks



My Background,  
**Shifting Mindset,**  
Creating Differentiators,  
Building **+** Impressions!

# Today's Program Goals




- Uncovering challenges
- Know the elements of a unique, meaningful, and relevant self-promotion.
- Drilling Down: learn what to ask and how to ask it effectively
- Learn how to unleash your creativity and innovation.
- What “extra” components can you add to drive measurement.
- Begin the initial stages of an effective self-promotion.
- Change your mindset to think more creatively.
- Have fun

# Journalize Your Ideas



# Discovery

  
Cliff Quicksell, MAS+, MASI  
361.717.0615  
[www.DonutJelly.com](http://www.DonutJelly.com)

Discovery Creative Brief is designed to set the expectation levels and goals up front, so everyone is on the same page as it relates to a specific project. Excellent way to streamline the process. If you have questions on its usage, refer to the detail sheet that give further explanation.

(Name of the Company)  
Discovery & Creative Brief

Client Organization: \_\_\_\_\_ Contact Number: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Contact Email: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Address: \_\_\_\_\_

**Project Summary:**  
Clear, concise description of the project – keep it brief

**Target Audience:**  
Specifically, who are you trying to attract?

**Key Message:**  
What one or two key points important to the success of the program?

**Key Benefits:**  
What specifically is in it for the audience?

**Competitive Positioning:**  
Discusses the competition, market realities, obstacles, hurdles.

**Communication Strategy:**  
Additional media, or specific logos, mascots, key contacts.

**Desired Message Tone:**  
Perception of the message...creative, innovative, fun, *risqué*; conservative, reserved, serious.

Page 2, Client Discovery, and Creative Brief© 2021  
Cliff Quicksell Associates

**Project Timelines:**  
Indicate and determine major milestones.

**Anticipated Budget:**  
Consulting, art & graphics, deliverables, packaging, kitting, freight

**Area(s) of Concern:**  
things, ideas, topics, colors, messaging that need to steer clear of.

**Other:**  
Any additional information that will aid in the success of the program.

Prepared by: \_\_\_\_\_ Date: \_\_\_\_\_  
Approved by: \_\_\_\_\_  
Client Name(s): \_\_\_\_\_

Approval Signature: \_\_\_\_\_  
Date Approved: \_\_\_\_\_

**Project Summary:**  
*Clear, concise description of the project – keep it brief*

**Target Audience:**  
*Specifically, who are you trying to attract?*

**Key Message:**  
*What one or two key points important to the success of the program?*

**Key Benefits:**  
*What specifically is in it for the audience?*

# Discovery

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# Creative Elements for Dynamic Marketing

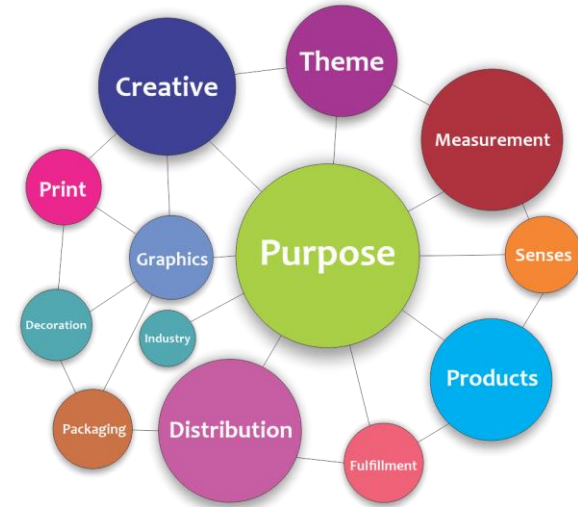
## Periodic Table Elements for Creative Marketing

1 CA Cards	12 SR Surface	21 DRW Drawings	30 INN Innovation	38 BRL Brilliance	46 EN Enrich	54 TYP Type	62 BAL Balance	70 SKU SKUs	78 CC C. Corner	86 FOL Folds	94 LAB Labels	102 TU Tubes	110 SML Small	118 ENG Engagement	127 RTL Retail	137 HOS Hospitality
2 PA Paper	13 CTV Conservative	22 PNS Pens	31 UTY Utility	39 INS Inspire	47 INV Invite	55 COL Color	63 IMG Imagery	71 STG Storage	79 COU Courier	87 EBS Emboss	95 GLT Gloss	103 PPD Pillow Box	111 TA Taste	119 RTN Retention	128 FIN Financial	138 SPT Sports
3 IK ink	14 UNQ Unique	23 APP Appeal	32 GEN Genius	40 COL Collaboration	48 INS Inspire	56 SH Shapes	64 PHO Photography	72 KIT Killing	80 FX FedEx	88 DBS Deboss	96 DSB Dye-Sub	104 CTM Custom	112 TCH Touch	120 TAU Target Aud.	129 INS Insurance	139 IT Technology
4 BKL Booklets	15 RQE Risk	24 CA Caps	33 IM Imagination	41 OOX Out of Box	49 ENG Engage	57 PAT Patterns	65 VID Video	73 SHP Shipping	81 DHL DHL	89 SP Screenshot	97 TDP T-D Put	105 PBG Protobags	113 HR Hearing	121 BGT Budget	129 INS Insurance	140 TVL Travel
5 FLY Flyers	16 FN Fun	25 TK Tech	34 IN Inspiration	42 ORG Originality	50 AWN Awareness	58 STY Style	66 DSN Design	74 CS Co. Stores	82 WEB Website	90 LZR Laser	98 TRN Transfer	106 POS Point Sale	114 STE Sight	122 CON Constructive	130 LGL Legal	144 POL Political
6 PC Post Cards	17 ENG Engaging	26 DI Desk Items	35 VSN Vision	43 MOT Motivate	51 TRF Transform	59 LO Layout	67 INV Inventory	75 ASB Assembly	83 SOM Social Media	91 ETC Etching	99 VNL Vinyl	107 BGS Bags	115 ROI Rtn Invest	123 CON Constructive	131 MFG Manufacturing	142 AVI Aviation
7 BRO Brochures	18 SMP Sympathetic	27 CGF Corp Gifts	36 VSN Vision	44 CHG Change	52 PRV Pride	60 SP Spacing	68 DS Drop Ship	76 USM US Mail	84 EMB Embroidery	92 FCP 4C Process	100 BX Boxes	108 TNS Tins	116 ROO Rtn Objctve	124 EDU Education	132 MDA Media	143 ACC Accounting
8 CAT Catalogs	19 ADV Adventures	28 AWD Awards	37 ICB Incubation	45 IFM Informs	53 FNT Fonts	61 TEX Texture	69 TKG Tracking	77 UPS United PS	85 PP Post Print	93 DGL Digital	101 TIS Tissue	109 BUB Bubble Mail	117 KPI Key P. Ind.	125 ENT Entertainment	133 HLC Healthcare	144 ERG Energy
9 DIE Die Cutting	20 PAN Partners	29 BG Bags	37 ICB Incubation	45 IFM Informs	53 FNT Fonts	61 TEX Texture	69 TKG Tracking	77 UPS United PS	85 PP Post Print	93 DGL Digital	101 TIS Tissue	109 BUB Bubble Mail	117 KPI Key P. Ind.	125 ENT Entertainment	133 HLC Healthcare	144 ERG Energy
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- Print
- Theme
- Products
- Creative
- Purpose
- Graphics
- Fulfillment
- Distribution
- Decoration
- Packaging
- Senses
- Measurement
- Industries
- Ask Cliff

### Critical Elements For A Successful Creative Campaign

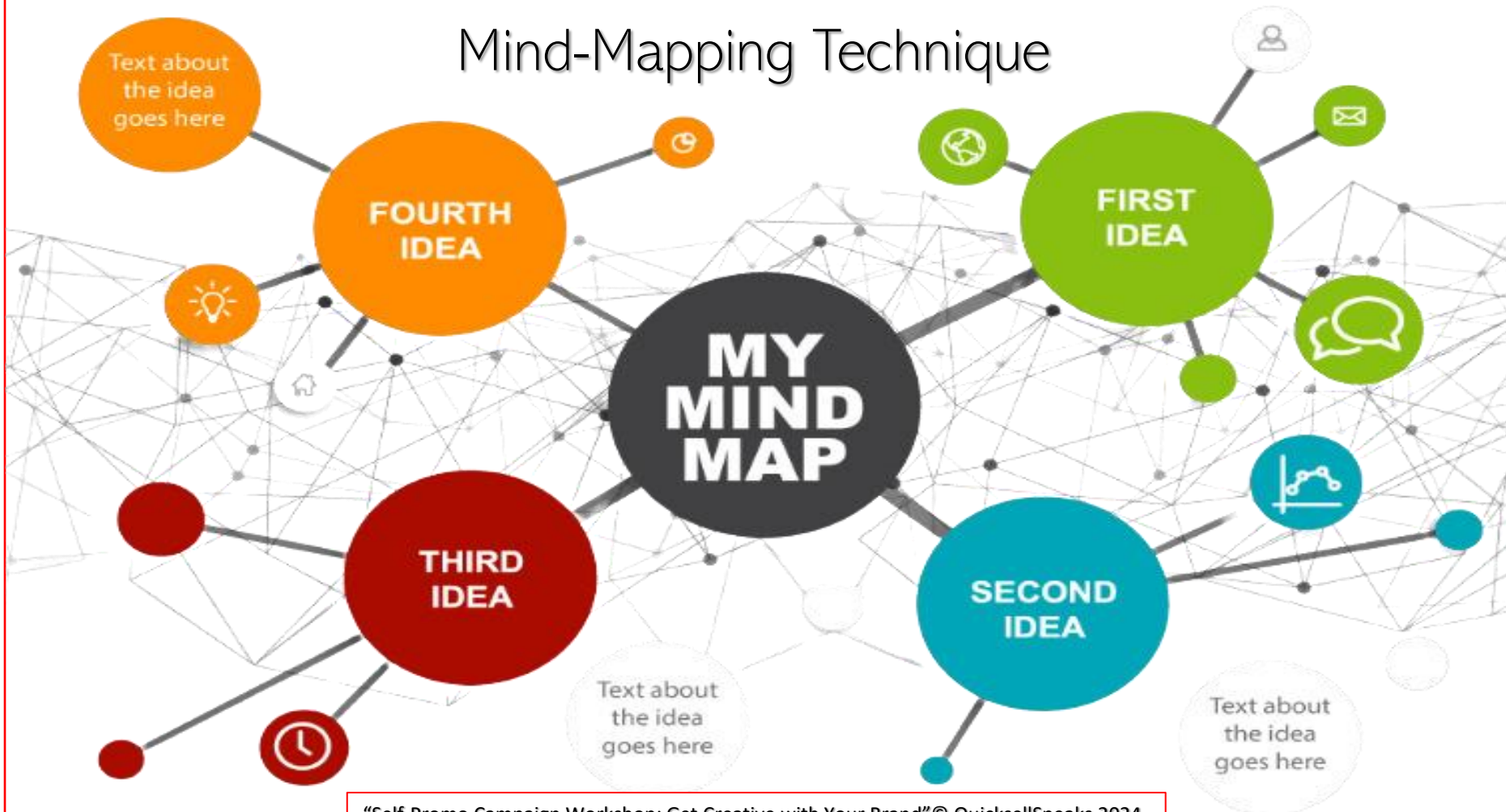
## Elements for Creative Marketing Campaigns






Cliff Quicksell Associates Periodic Table Elements for Creative Marketing ©2023 - www.QuicksellSpeaks.com

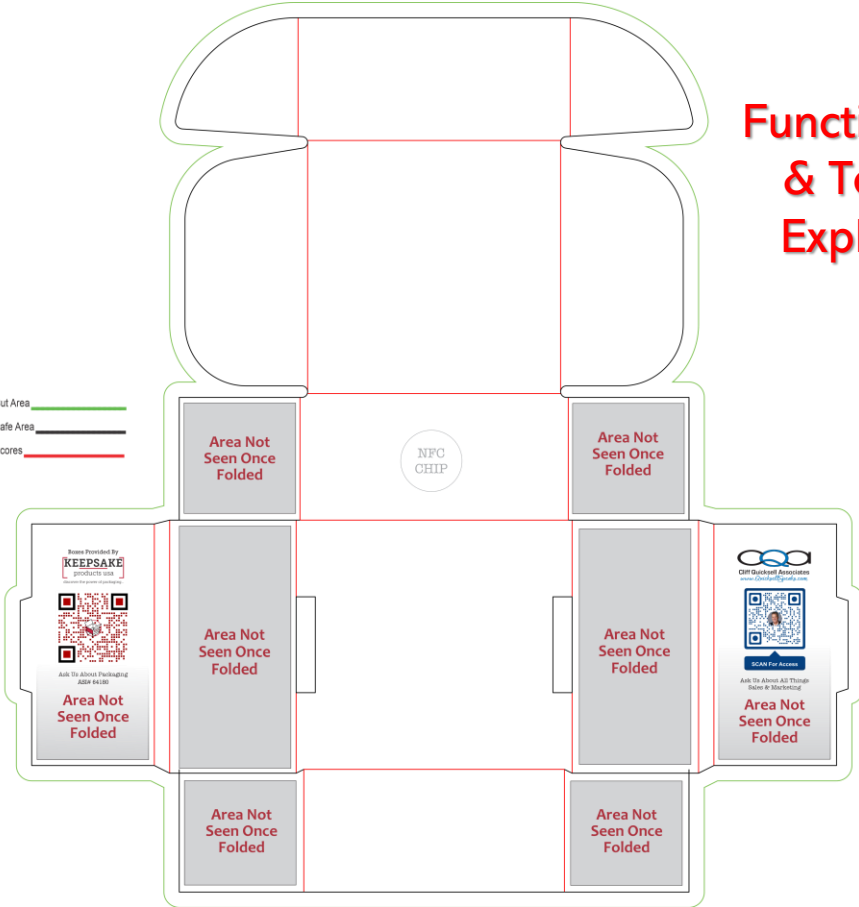





# Mind-Mapping Technique

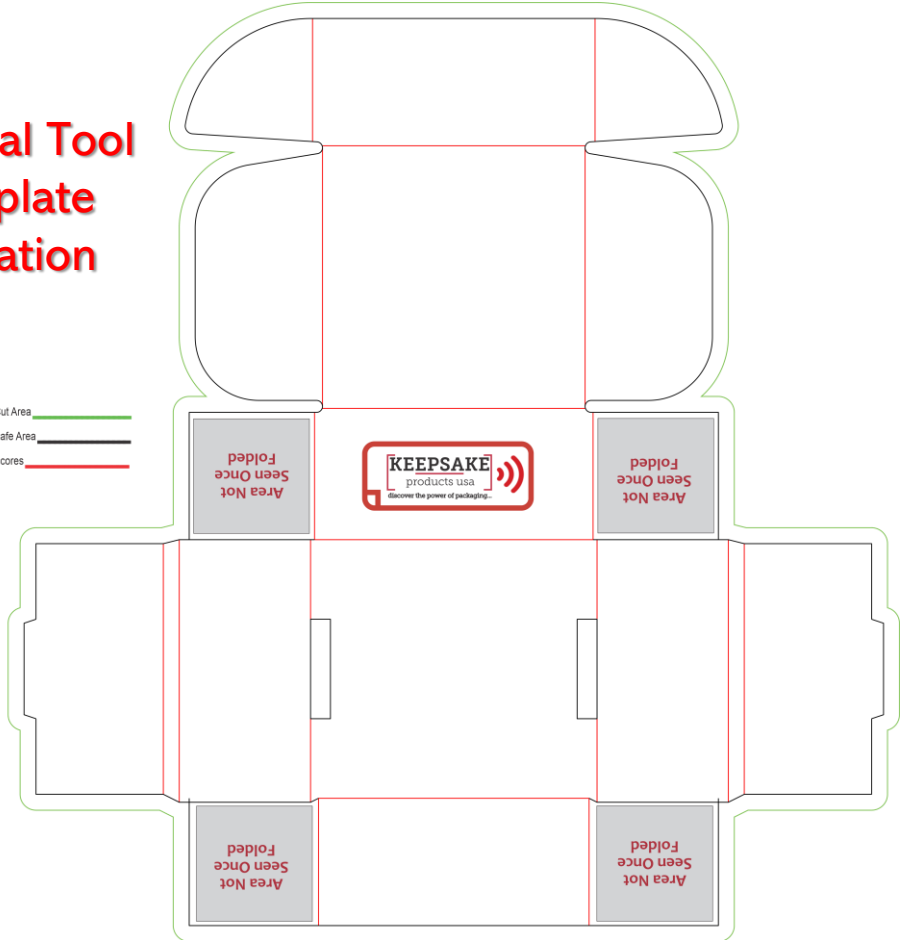


# Functional Tool & Template Explanation

Cut Area   
 Safe Area   
 Scores 



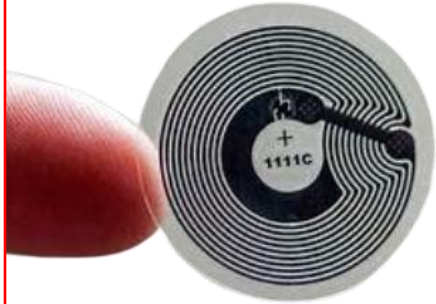
Cut Area   
 Safe Area   
 Scores 



# Starting Point for Successful Self-Promotion

## List Some Marketing/Business Challenges

# Add On's that Drive Engagement



NFC Chip



Light Activated Sound



SCAN For Access

QR Code



Light Activated Light



Scents





# Packaging –Types and Styles

## Tubes

- styles, custom wrap, specifications, vacuum

## Poly-bagging

- clear, colored, blank and custom printed

## Boxes, stock & custom

- styles, specifications, printed vs. non-printed

## Paint cans, lunch boxes, jars... what else?



**EXAMPLE**

# Self-Promotion Grabbing Prospect's Attention



# EXAMPLE

## Self-Promotion Home Run with KMK



**EXAMPLE**

# Self-Promotion Apples to Oranges - Scented



**EXAMPLE**

# Self-Promotion New View on Creative Marketing



**Now,** **more**  
**Let's have some fun!**  
**... get Creative!**

# “Reactivating Old Top-Level Clients”

## Creative Self-Promo

- Simple
- Targeted
- Affordable
- Interactive
- Measurable

Using Our Tools to Promote Unique Ideas





# Questions & Final Wrap Up!



Cliff Quicksell Associates  
www.QuicksellSpeaks.com



**Cliff QUICKSELL, MASI, MAS+,**  
President & CEO ~ Cliff Quicksell Associates  
Consultant . Coaching . Speaker . Author  
**301.717.0615**  
www.quicksellspeaks.com  
cliff@quicksellspeaks.com



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Sales, Marketing  
Motivation,  
Innovation, &  
Creativity



with Cliff **Quicksell**, CSP

*Author of:*

**30 Seconds to Greatness Blog.**  
**30 Minutes to Greatness PODCAST.**  
and....The **NEW** Marketing Academy!

**EVERY STEP OF THE WAY™**

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March 4-6, 2024

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**SHOW**<sup>TM</sup>  
CHICAGO

July 23-25, 2024