

## 2019 Student Design Contest Guidelines

Lawton Printing Services is a company with a mission to guide other companies toward greatness. (And we're *on* Mission! The avenue.) Whether that greatness comes in the form of better company visibility, rebranding, beautiful printing for an upcoming event, or fabulous organization, our goal is to give custom greatness to each customer to help them shine. Our tagline is "Boldly Creative." We want to encourage our clients to be creative, try new options, and stand out from the crowd.

Below is the basic language for three of our niche markets—choose one market to focus your piece on and make it beautiful. The copy here is a starting point, if you have a creative idea that has different or additional text, you should run with it!

### Credit Unions

Your creative journey with Lawton will help you:

- Embellish your brand as an industry leader by focusing on your members, values, and mission. We know you're cool—we'll help you let other people know you're cool!
- Differentiate from banks and other Credit Unions. No one will be left on the sidewalk asking, "What's a credit union?"
- Cut through other marketing noise and engage your audience with direct mail marketing, digital marketing, and all-brand collateral. Let them know you go the distance!

The Lawton tools for the journey include:

- Data-defined objectives. (We do our homework, so you don't have to.)
- Developing metrics to evaluate campaign performance. (A fancy way of saying we follow up to make sure it's working.)
- Continuity and consistency of brand standards and delivery/execution (We'll make sure you're on point!)

The end of the journey looks like:

- A gorgeous mountaintop! In other words, clear brand recognition, increased community awareness, loan loss reduction, an increase in deposits, and member growth and retention.

The client: **Real Estate Agencies**

Your creative journey with Lawton will help you:

- Embellish your brand as an industry leader by focusing on your agents, values, and mission. We'll make sure your awesomeness shines!

- Differentiate from other real estate agencies. (Because, we know you've got it going on.)
- Open doors to reach your audience with direct mail marketing, digital marketing, and all-brand collateral.

The Lawton tools for the journey include:

- Data-defined objectives. (We do our homework, so you don't have to.)
- Developing metrics to evaluate campaign performance. (A fancy way of saying we follow up to make sure it's working.)
- Continuity and consistency of brand standards and delivery/execution (Top ratings, all day long.)

The end of the journey looks like:

- The most awe-inspiring house on the block! In other words, this journey will leave your company envy-worthy with its clear curb appeal (brand recognition), house guests (client base growth and returning clients), tiny library (increased community awareness), and neighborhood gossip (that is, friendly referrals)!

The client: **Not-For-Profit Agencies**

Your creative journey with Lawton will help you:

- Share the story of what your agency does and why. We know you're awesome—we'll help you tell other people you're awesome!
- Increase community understanding of your agency's value, mission, and people. Spread the word to spread the love!
- Cut through other marketing noise and engage your audience with direct mail marketing, digital marketing, and all-brand collateral.

The Lawton tools for the journey include:

- Data-defined objectives. (We do our homework, so you don't have to.)
- Developing metrics to evaluate campaign performance. (A fancy way of saying we follow up to make sure it's working.)
- Continuity and consistency of brand standards and delivery/execution (We'll make sure you're on point!)

The end of the journey looks like:

- A party! In other words, increased donations, funding, and resources (kazoos count, right?). You'll discover increased community awareness, brand recognition, and the ability to deliver on your purpose. It's your mission—we're just here to help you crush it.

### **Common Copy for all 3:**

Contact Information:

[www.lawtonprinting.com](http://www.lawtonprinting.com)

509.534.1044

4111 East Mission Avenue, Spokane, WA 99202

Social Media Icons: Facebook; Instagram; Twitter; LinkedIn

Boldly Creative

Lawton or Lawton Printing Services logo must appear on the piece somewhere. Minimum size for the logo is .5" on the shorter side (horizontal or vertical).