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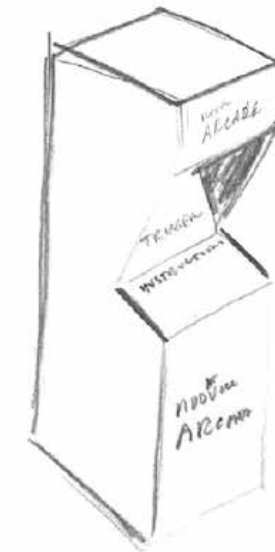
## ARE YOU READY FOR THE MADNESS?

Here are some tips for showcasing your brand in Minneapolis in April during the Final Four tournament:

1. **Don't get caught in the cold** – Work with a cold weather expert to ensure you're using the right materials and installation techniques.
2. **Think outside the box** – Non-traditional surfaces like ice rinks and support pillars are often untapped opportunities for branding.
3. **Follow the traffic** – Brand the skyways as thousands of fans escape the cold.
4. **We've been there before** – You name the venue, we've applied graphics to it.



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## INTERACTIVE DISPLAY THRILLS MOVIE FANS

National CineMedia turned to the C2 Imaging Colorado to develop an interactive display to engage movie lovers. The Noovie ARcade display included 3D Design- specs, templates, instructions sheet, and an installation video from the Vomela Structural Engineering and Design Teams. The Bureau kitted 600 Standees, and along with C2 Imaging, printed counter cards and backlit posters to support the rollout.

# 6 DESIGN & MARKETING TRENDS IN 2019

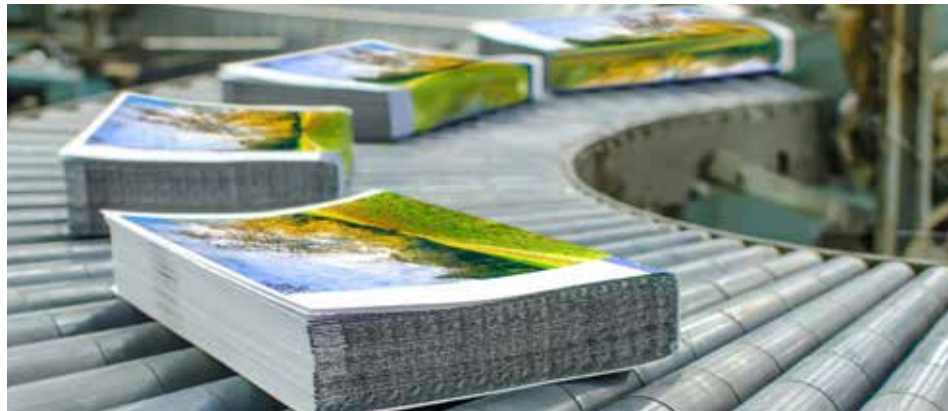
## 1 INFLUENCER MARKETING

Influencer marketing has been on the rise as brands work with social influencers, who provide reviews in their own authentic voice and style with their dedicated social media audiences.



## 2 CONTENT STRATEGY

We are seeing a shift toward more memorable and personalized content experiences and a “less in more” mentality.



## 3 BOLD VISUAL DESIGN

Expect more print designs, marketing material, direct mail, signage, and ad campaigns incorporating dream-like color schemes, zero-gravity compositions, metallic shine, and immersive 3D imagery.



## 4 CUSTOMERS EXPECT EXPERIENCES

Retail experts say that today’s shoppers value experience more than their predecessors and marketers are expanding experiences to draw shoppers online and instore.

## 5 PRINT MAKES AN IMPACT

Well-executed marketing collateral has the power to leave a positive impression about your brand.

## 6 AUTOMATION & PERSONALIZATION

Through integrated or multichannel marketing, more companies will be delivering highly personalized and adaptable messages to their audiences via print and digital platforms, chatbots, and smart speakers.