

05.18 PROGRESS

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MOO-VING IN A NEW DIRECTION

The Dairy Council of Arizona recently partnered with Nevada to create Dairy Management West *page 2*

HOME SWEET HOME

Meritage Homes, an industry leader in energy-efficient homebuilding, maintains brand consistency with the on-demand Dokshop portal *page 4*

THE PERFECT DATE

Mother-daughter duo Sharyn and Rebecca Seitz used the power of direct mail to help rebrand their date company *page 5*

agency feature



in the fast lane

MARKETING AGENCY LANE TERRALEVER IS IN GROWTH MODE, FOCUSED ON INNOVATION, COMPANY CULTURE AND DELIVERING RESULTS

by Jill Schildhouse

AS ONE OF THE Southwest's largest independent marketing and advertising agencies, it was only a matter of time before Lane Terralever upgraded to a new, larger Phoenix headquarters. And true to many agencies' hip styles that foster teamwork and innovation, the new, top-floor digs they acquired earlier this year — on the Southwest corner of 7th Street and Missouri Ave — were entirely gutted and redesigned with a mix of open office environments and collaborative spaces.

While they have the obligatory agency ping pong table for blowing off steam, its cool factor pales in comparison to the secret speakeasy-style bar tucked behind the main conference room that was built for hardworking staff who want to unwind after hours. With stunning views of Camelback Mountain highlighted throughout the floor plan, it's the perfect place for marketers, digital experts and other creative professionals to find inspiration for client projects.

"Over the last four years, we've combined talent from E.B. Lane, Terralever and CK Phoenix, three of the Valley's top creative and digital shops, and during that process, found that collaboration is the true secret to our success," says Chris Johnson, president, who

started Terralever in 2002 as a digital-only agency. "Our new headquarters offers us the chance to let that success expand into more creative and technologically enabled office space. It's befitting of a forward-thinking agency and accommodates us for the significant growth we have planned."

ACCOUNTS AND ACCOLADES

Lane Terralever works with regional and national clients across every industry and sector — including Valley Toyota Dealers, Arizona Cardinals, Phoenix Suns and Mercury, Lyft, Lost Lake Festival, Cable ONE, Goodyear, Meritage Homes, Northcentral University, OneAZ Credit Union, Phoenix Children's Hospital, Arizona Center for Nature Conservation (Phoenix Zoo), St. Vincent de Paul, TruGreen and Universal Technical Institute — providing everything from brand strategy, social media, and website development, to lead generation, content strategy, and media buying. They get help from Prisma with printing direct mail, signage and other collateral for their clients.

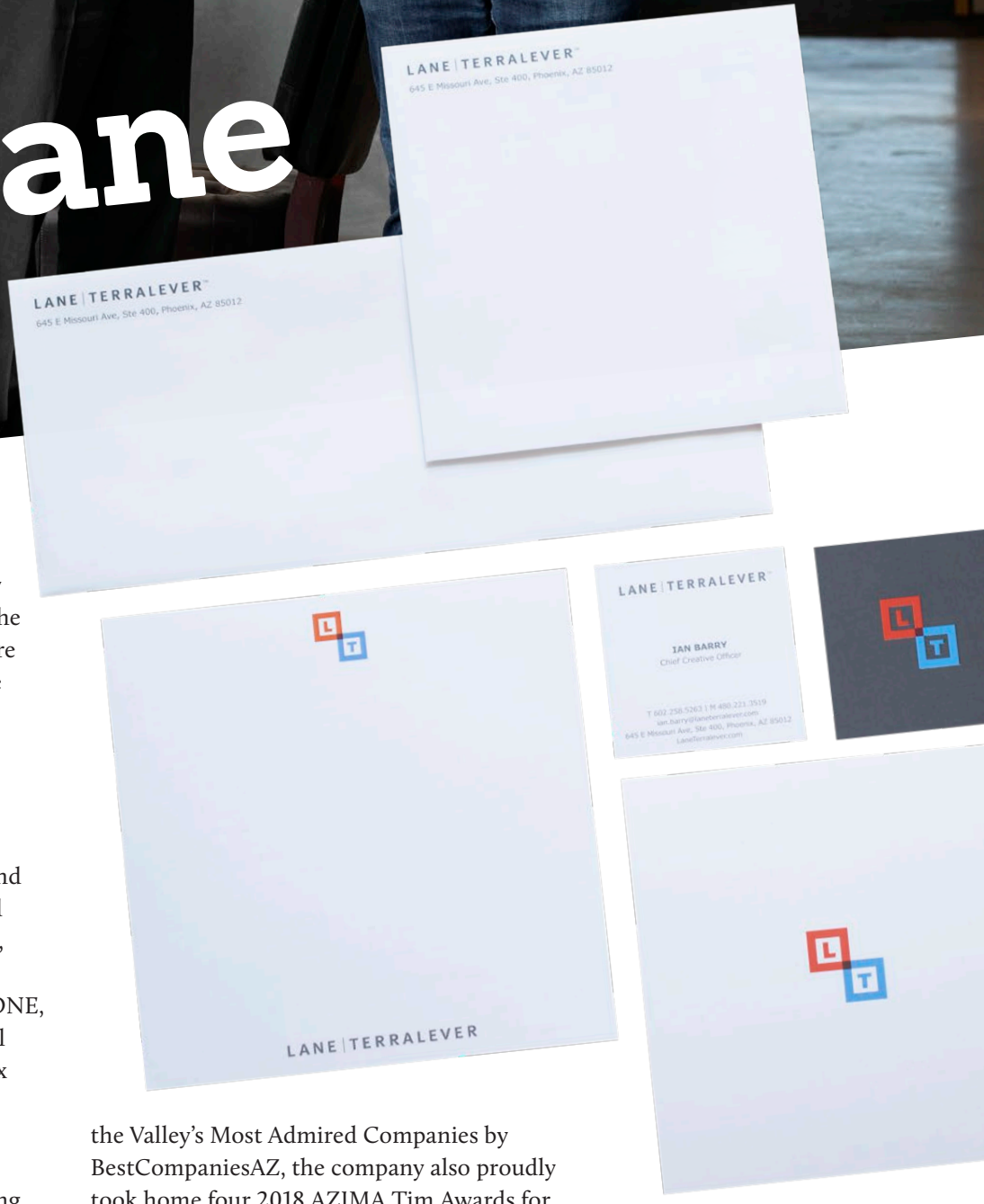
Nationally recognized as one of the Best Places to Work by Advertising Age and The Arizona Republic, and named among

the Valley's Most Admired Companies by BestCompaniesAZ, the company also proudly took home four 2018 AZIMA Tim Awards for their successful digital marketing campaigns for Salt River Project, Shamrock Foods, Phoenix Zoo and St. Vincent de Paul.

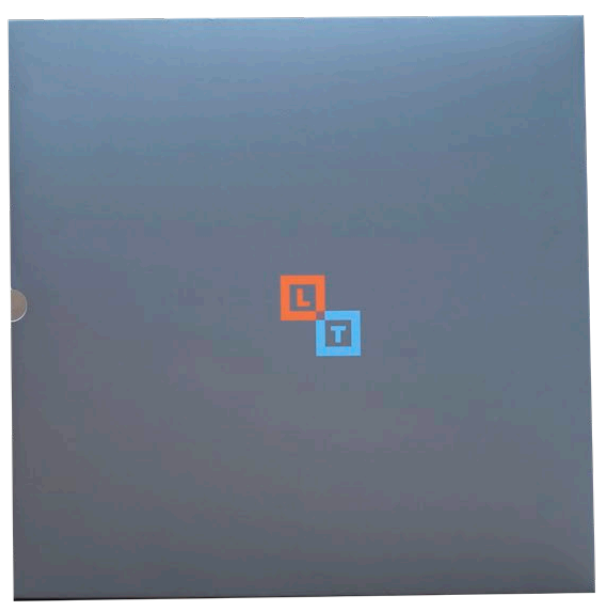
"Influences like Amazon and Facebook, who are disrupting traditional media, have really changed our business," says Johnson. "Integration of marketing efforts alone no longer cuts it. As an agency, we must focus on responding to rapidly changing environments, delivering innovative solutions to our clients' business challenges."

Because technology is evolving and accelerating, Johnson knows that his company must provide more value around data and analytics and align each of those channels to contribute to the client's goals. At the end of the day, agencies must show accountability for results.

"It's tough to prove our worth to clients unless we envision a positive result and can report back as it moves in the right direction," says Johnson. "Our ability to use technology and data in an intelligent way is crucial to our success." laneterralever.com



Beau Lane (left) and Chris Johnson (right) with branded collateral printed by Prisma.



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from milk and cookies to cookie cutter

capabilities



IT'S NEARLY SUMMER and that means the heat is on. Doesn't a nice, cold glass of milk sound refreshing? The Dairy Council® of Arizona and Arizona Cardinals certainly think so — and I love that these two great organizations have teamed up for Fuel Up to Play 60, which provides in-school nutrition and physical activity programming. You can learn more about how the NFL is helping bring excitement to school wellness initiatives on **page 2**.

A few years ago, two of my great friends — Beau Lane, an avid golfer, and Chris Johnson, an awesome beermaker and neighbor — joined forces (along with CK Phoenix) to create award-winning agency Lane Terralever. I've enjoyed watching them grow into one of the region's largest independent marketing and advertising agencies, and, more recently, grow into their new Phoenix headquarters. It's no surprise they have a not-so-secret speakeasy hidden behind their conference room, but don't let the cool vibe fool you — they are doing impressive work for such clients as the Phoenix Suns, Lyft and Meritage Homes. You can read more about it on **the inside cover**.

Speaking of Meritage Homes, this industry leader in energy-efficient homebuilding has been busy putting families around the country into the homes of their dreams for the last 30 years. Turn to **page 4** to discover why they are focused on building homes with innovative features in great communities and how they are using Prisma's Dokshop service to maintain brand consistency.

One of my absolute favorite business stories is that of mother-daughter duo Sharyn and Rebecca Seitz, who purchased the Sphinx Date Ranch in 2012 and helped usher in a new era for the 65-year-old company. They quickly got to work on re-branding the Scottsdale-based institution, making sure the improvements honored its long-standing traditions and customers. They share how they used Prisma's Direct Mail 360 program to revamp their 2017 holiday campaign on **page 5**.

On the **back cover** of this issue is a message from Boys Hope Girls Hope, a non-profit which has served Arizona youth for over 25 years. Prisma actively supports BHGH by providing computers to graduates of the program and we highly recommend getting involved with this great organization!

Finally, we have recently installed a new diecutter: the Promatrix 106 CSB from Heidelberg. After reviewing our workload, we realized that 85% of our packaging jobs require diecutting, stripping and blanking, so it was clearly time for an upgraded model which offered more flexibility. The result? A 35% increase in productivity! This translates to shorter print and makeready times, more efficient set-ups for jobs, and increased capacity in the folding-carton market. With the name "Heidelberg" on this equipment, our customers know they are going to receive the upmost quality from Prisma. And we're thrilled to deliver.

Wishing you a wonderful summer,

Bob Anderson
CEO, Prisma



COOL PROJECTS!

Top: Collateral for the American Cancer Society's 57th Annual Picnic Under the Stars Gala. Below: Marketing campaign highlighting the Phoenix Suns' No. 1 NBA draft pick strategy.





Traditional Print

moo-ving in a new direction

THE DAIRY COUNCIL OF ARIZONA RECENTLY PARTNERED WITH NEVADA TO CREATE DAIRY MANAGEMENT WEST

by Jill Schildhouse

WHILE THE GOOD 'ol days of having a delivery man drop off the week's milk bottles are long gone, milk's important role in our lives has not changed over the decades— research has long shown that dairy's nutrients are vital to the development of strong bones and reducing the risk of osteoporosis.

Dairy Council® of Arizona, a non-profit nutrition education organization supported by Arizona's milk producers and an affiliated unit of National Dairy Council,® has long advocated milk's many health benefits. As a leader in nutrition education services in Arizona, the organization has been dedicated to promoting healthy eating habits through nutrition education since 1966.

If you've ever pondered how milk gets from the farm to your breakfast table or how you can still enjoy a cold glass of milk despite lactose intolerance, Dairy Council of Arizona has the answers. Serving the Arizona community — families, schools, health professionals, government agencies, health and human service programs — the Council offers a wide range of scientifically based nutrition education materials for all age groups; information on current nutrition issues such as calcium needs, osteoporosis, hypertension, and dental health; dairy product storage and handling information; and farming and processing information.

A NEW NEVADA PARTNERSHIP

Thanks to a recently formed partnership with Nevada, Dairy Council of Arizona now combines forces with this nearby market to create efficiencies in spreading the word. As with most partnerships, some re-branding work was required to create a seamless transition.

"We are sharing resources and working together, and want consumers to be able to access our information and resources from both the Arizona and Nevada websites," says Tammy Baker, MS, RD, general manager. "Prisma assisted with the updating and re-branding of the logos for both Dairy Council of Arizona and Dairy Council of Nevada under one national heading: Dairy Management West."

The Council met with their Prisma team to discuss what they wanted to convey through a new look and feel. Then, Prisma helped the Council focus in on what they wanted to represent through graphics and color choice. They ultimately decided to create separate but cohesive logos for each state.

FUEL UP TO PLAY 60

Wanting to help encourage our nation's youth to make healthier choices at an impressionable age, the National Dairy Council and the NFL, in collaboration with the USDA, launched the nation's leading in-school nutrition and physical activity program: Fuel Up to Play 60. In Arizona, this partnership includes Dairy Council of Arizona and the Cardinals, and in Nevada the partnership includes Dairy Council of Nevada and the Raiders (who are scheduled to move to Las Vegas in 2020).

Each school that joins the program selects an adult program advisor and forms a student team. They are eligible to apply for funding (supplied by dairy farmers) of up to \$4,000 per year to kick-start healthy changes at their schools related to physical activity and



nutrition. This program is designed to place the students in a leadership role by allowing them to plan and implement activities at their schools, taking charge of their health and wellness and providing an example to their peers. Over 73,000 schools nationwide are involved; Arizona currently has more than 1,400 schools enrolled in this wellness program.

PROJECTS WITH PRISMA

Dairy Council of Arizona is constantly working on new marketing collateral for various activities, from industry conferences to cookbooks, and counts on Prisma to bring

Top: (from l to r) Patricia Johnson, Tammy Baker, Danielle McGinn, Cindy Swansiger, Ann Senseman and Terri Verason of Dairy Council of Arizona. Center: A team member holding student recipe cookbooks.

these projects to fruition.

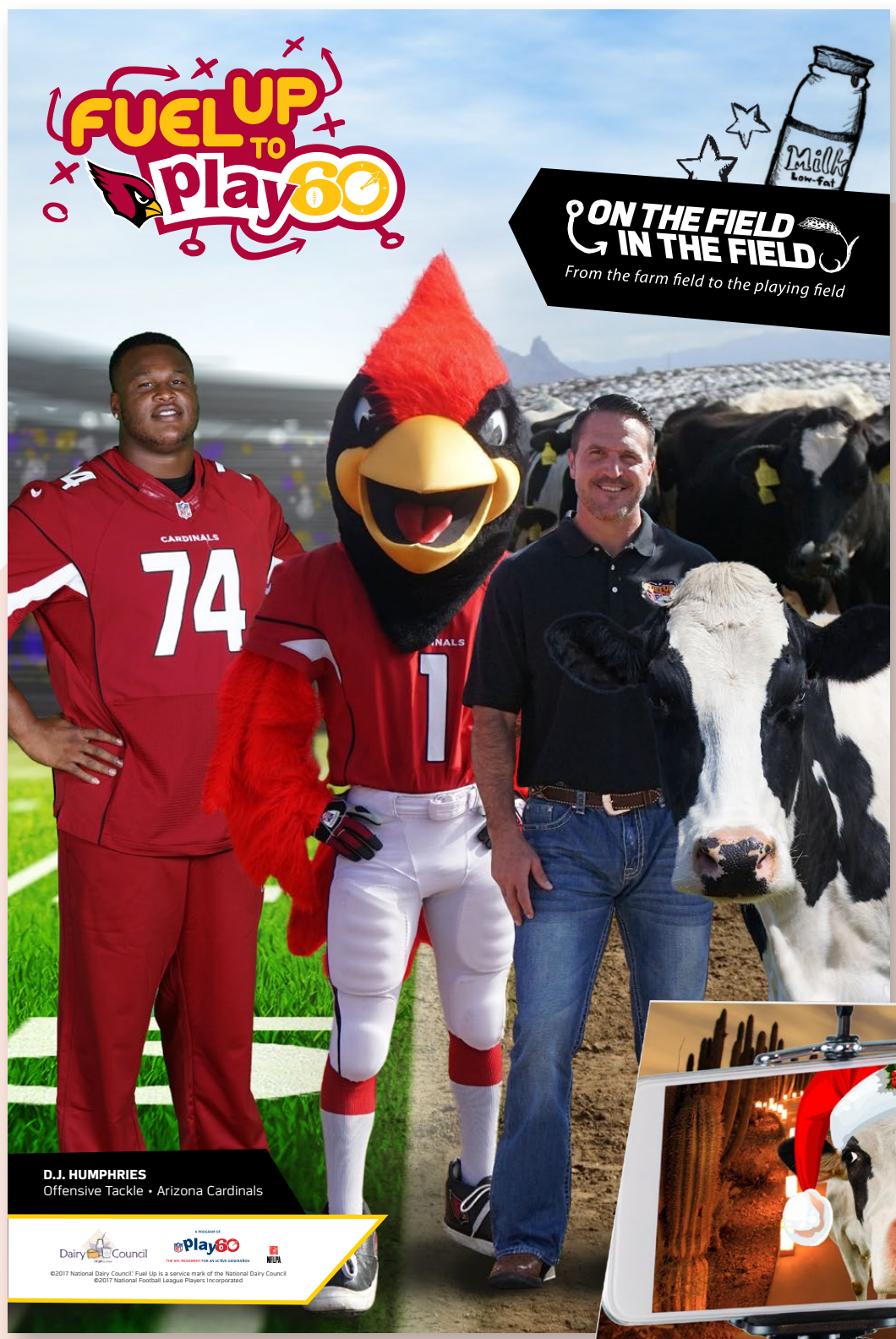
“Prisma has been a valuable asset in bringing our educational and promotional materials to life,” says Cindy Swansiger, communications and creative content manager. “Sometimes we come to them with just a general idea or theme and ask their team to create a product. Other times, we have a detailed description and vision of what we want and they fine-tune the details for us.”

For instance, the Council works with the high school Careers Through Culinary Arts Program (C-CAP), which educates students on dairy nutrition, production and recipes. For the last three years, Prisma has designed and printed the student recipe cookbook. Also, Prisma designed a blog template that allows the student ambassadors of the Fuel Up To Play 60 program to easily write and post a weekly blog that includes their picture.

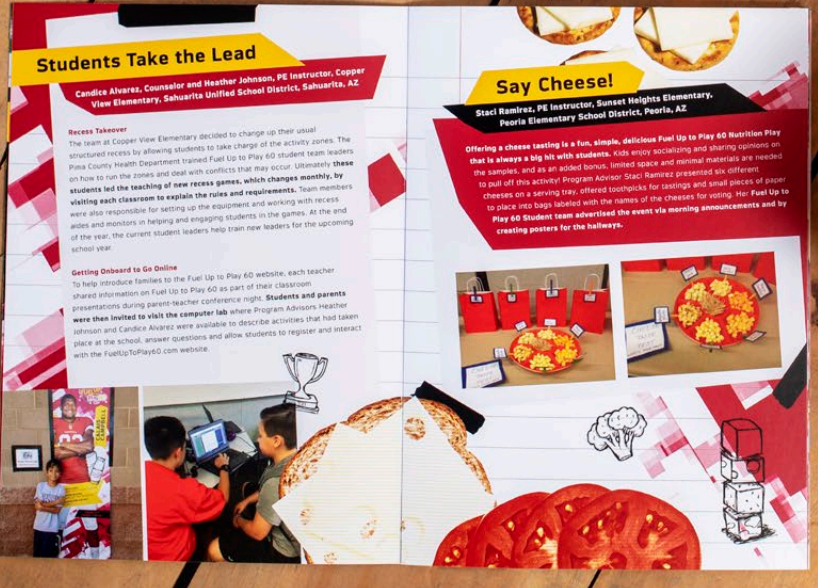
One of the most notable projects was the design of “On the Field, In the Field” posters for the Fuel Up to Play 60 program, which showcased a Cardinals football player and a dairy farmer. This poster, which highlights the NFL partnership, won a People’s Choice Award as voted on by all other state and regional Dairy Council members.

“Prisma is the official printer for the Cardinals and knows their brand requirements,” says Swansiger. “That makes it so much easier for us to get approval from the Cardinals once the materials are created and ready for distribution.”

FOR MORE INFORMATION on co-branding, contact Natalie Ross at nross@prismagraphic.com



Top: “On the Field, In the Field” Poster. Center: Dairy Council’s 2017 Christmas Card. Bottom: Fuel Up To Play 60 materials designed and printed by Prisma.



dokshop

home sweet home

MERITAGE HOMES, AN INDUSTRY LEADER IN ENERGY-EFFICIENT HOMEBUILDING, MAINTAINS BRAND CONSISTENCY WITH THE ON-DEMAND DOKSHOP PORTAL

by Jill Schildhouse

Nikki Kearns
(left) and Tracy
Tannenbaum
(right) of
Meritage Homes.

WHEN YOU THINK of homebuilders in Arizona, Meritage Homes jumps to the top of the list. But it's not just the Phoenix and Tucson market that this company — the seventh-largest public homebuilder in the United States, based on homes closed in 2017 — serves. Founded in 1985, Meritage builds and sells single-family homes for first-time, move-up, and active-adult buyers in eight other states, including California, Texas, Colorado, Florida, North Carolina, South Carolina, Tennessee and Georgia.

“Our growth over the years has been through a combination of organic growth and acquisitions,” says Tracy Tannenbaum, chief marketing officer, explaining that the company went public in 1996. “Ten acquisitions and 12 greenfield startups have helped the company expand to over 250 active communities. We have designed and built over 100,000 homes over the last 32 years, and are proud of our reputation for distinctive style, quality construction, and positive customer experience.”

GOING GREEN

Another point of pride for Meritage Homes is its status as the industry leader in energy-efficient homebuilding. The company, helmed

by CEO Steve Hilton, has received the U.S. Environmental Protection Agency's ENERGY STAR® Partner of the Year for Sustained Excellence Award every year since 2013, which honors innovation and industry leadership in energy-efficient homebuilding.

“In our 30-plus years as a homebuilder, we focused our efforts on a relentless pursuit of building better, smarter, healthier homes with innovative features that make each home live better and help families rest easier,” says Tannenbaum. “The result is an unwavering commitment to game-changing, money-saving energy efficiency, thoughtful design and higher building standards. It's why we're setting the new standard in home construction and design.”

PORTALS AND PILOT PROJECTS

For national marketing efforts, Meritage relies on Prisma's Dokshop service to print and ship online, on-demand company-branded materials, including business cards, stationery, brochures and folders. This tool was designed for companies like Meritage, who need to maintain brand consistency while creating customized collateral in various markets or across the country.

“At the division level, we worked with Prisma last spring to produce a complex

Dokshop site in which each Phoenix area community can log in and order their sales collateral materials — such as floor plans, price sheets and area maps — specific to their community,” says Nikki Kerns, marketing manager. “In the past we were doing everything manually in-house. This business tool has created accuracy, efficiency and convenience for our sales associates and marketing team.”

Meritage also recently piloted a virtual reality project, in which Prisma helped source the virtual reality goggles, print custom belly bands and stickers, and mail out to customers across the country to experience an upcoming new floor plan at one of its communities.

“What I like most about Prisma is its can-do attitude and ability to find solutions for any out of the box idea we may come up with,” says Kerns. “None of the above projects and positive outcomes would be possible without their strong team of experts. We love working with Prisma for innovative and creative ideas, strong execution of our brand and superior customer service.”

FOR MORE INFORMATION on special projects, contact Natalie Ross at nross@prismagraphic.com

the perfect date

MOTHER-DAUGHTER DUO SHARYN AND REBECCA SEITZ USED THE POWER OF DIRECT MAIL TO HELP REBRAND THEIR DATE COMPANY

by Jill Schildhouse

SPHINX DATE RANCH, which has been in business for more than 65 years, is a Scottsdale-based institution. Local date lovers and those across the country — celebrity customers included Bing Crosby, Lady Bird Johnson and the Johnson & Johnson family — enjoy both of its Arizona-grown varieties, including the smaller, sweeter Black Sphinx dates and the more familiar Medjool.

There have been four families who have owned the company throughout the years, and currently that title goes to Sharyn and Rebecca Seitz. This mother-daughter duo bought the company in 2012 and rebranded in 2013, delicately bringing a modernity to the brand without losing sight of its origins. This included a remodel of their retail store and expanded local offerings — partnering with local food, wine, and beer companies to make customized homegrown Arizona gift baskets and adding a line of hot sauces and salsas crafted from dates.

“To this day, we hand sort and pack dates grown by independent family farmers in Yuma,” says Sharyn, a former vice president for Amtrak who bought this company with her daughter as a post-retirement second career. “As longtime Scottsdale residents, we were excited to continue the tradition of a longstanding family business and support our personal philosophy of sourcing local. Our individual expertise lent well to our partnership, between my finance background and Rebecca’s retail marketing experience.”

REBRANDING AND A FRESH MARKETING STRATEGY

Aside from the cosmetic and product facelift the Seitzes gave their business — along with a name change to Sphinx Date Co. Palm & Pantry — new marketing materials needed to be created. So, they enlisted the help of Prisma for printing business cards, product care cards, gift cards, and the annual catalog.

Unsurprisingly, the season of gift-giving is a busy one for Sphinx Date Co., who traditionally utilized an annual holiday catalog, sending only to existing buyers. When the Seitzes decided they were ready for a fresh strategy, Prisma was there to switch from a full catalog to a direct mail postcard campaign.

“We felt confident that many of our existing customers would return even if they did not receive the full gift catalog, as many of them have remained loyal for decades,” says Rebecca. “Still, we

wanted to make sure they had a reminder to shop with us for the holidays.”

By running their new annual holiday campaign in conjunction with Prisma’s Direct Mail 360 program — which allows brands to get their message in front of audiences across multiple platforms, since 80% of sales are made between the eighth and twelfth contact — Sphinx gained access to online follow-up ads, a unique call tracking number for the campaign, Social Match, and measurable results. Prisma provided the design, messaging, and production of Sphinx’s campaigns materials, while its team of strategists created a custom mailing list based off a list of locals who had bought from similar gift businesses. They created two on-brand print pieces with copy tailored to existing customers vs. prospects, as well as the supporting online assets. Finally, Prisma also developed an integrated online advertising campaign to the lists on Facebook and Instagram.

“Overall, we were very happy with the response from our existing customers to the reminder postcard,” says Rebecca. “We initially chose Prisma because of their full-service mailing capabilities and high-quality printing services. We have stayed with Prisma year over year for their customer service and full-service offerings.”

FOR MORE INFORMATION on special projects, contact Nicole Matt at nmatt@prismagraphic.com



Sharyn and Rebecca Seitz with catalogs printed by Prisma.





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3) Private School Tuition Tax Credit for Corporations
Please contact our Executive Director, Amy Pfeifer, for more information at apfeifer@bhgh.org.

Contact Boys Hope Girls Hope of Arizona for more information at infoaz@bhgh.org or by calling 602-266-4873.

BHGH is a privately-funded non-profit that has served Arizona youth for over 25 years. We help academically capable and motivated children-in-need reach their full potential and become men and women for others by providing value-centered homes, opportunities and education through college. 86% of BHGH scholars graduate from college – more than 50 points higher than the national average for youth of similar demographics.