

When collateral materials are produced by anyone other than an experienced graphic designer, they rarely have the pizzazz that motivates older adults to read and keep them.



Collateral Materials— Print Communications That Pack A Punch

This critical marketing component plays a big role in the world of marketing communications. A well-designed collateral package is a highly effective sales tool, providing your team with a way to customize how and when information is presented to prospects. It's also an effective consumer-decision aid, allowing prospects the opportunity to absorb information at their own pace and to retain your materials for future reference.

This chapter explores the role, use, and mechanical design specifications for the primary elements of your collateral package, which includes everything from your information brochure to your application and contract documents. Another way to think of the collateral family is that it consists of any printed material that is used for marketing and sales communications.

Before we move into specifics, let's first review your role in the creative design and production process of these materials. In terms of glamour and appeal, collateral materials are a favorite among marketers. The time spent running around taking pictures for your next newsletter is a

wonderful distraction from the mission-critical work of filling your building. There's nothing like the big splash of a glossy new brochure to showcase your creative genius and your ability to deliver the community's collateral materials, all by yourself, on a modest budget.

This facetious description of how most collateral materials come about is meant to illustrate that while a homegrown design may save you some money, it also costs valuable time. It will also cost you leads. When collateral materials are produced by anyone other than a trained and experienced art director or graphic designer, they rarely have the graphic pizzazz that motivates older adults to read and keep them. Let's be brutally honest: Unless you're that rare breed who knows how to turnkey an integrated marketing program and expertly design and produce collateral materials—you're not the right person to be writing, designing, and producing your print communication materials. And that's okay—in fact, it's preferred. Your marketing role is to create and orchestrate the game plan for how your entire collaterals package will play out, from the types of materials needed to support your total marketing program, to how the materials should be physically fashioned to achieve economies and visual cohesion. You then work with an industry-specialized ad agency or graphics firm that turns out the work you have outlined.

Let's begin your plan right now, by reviewing the specifications for a standard collateral package that consists of:

- Primary information brochure
- Introductory or overview brochure
- Brochure inserts, such as floor plans, a services and amenity listing, application and contract documents
- Stationery package
- Marketing newsletter
- CD or DVD

Primary Information Brochure

Think of your marketing literature as a montage of materials that serve individual purposes and at the same time come together to form a visually cohesive communications brief. The information brochure is the anchor for the entire package. It sets the creative tenor for all subsequent materials and is responsible for communicating most of the information on your community's concept, services, and amenities. Since we've already reviewed the essentials of creative design and copywriting in Chapter 9, let's discuss the brochure's mechanical specifications—how it should be physically structured in shape and style to meet with market favor.