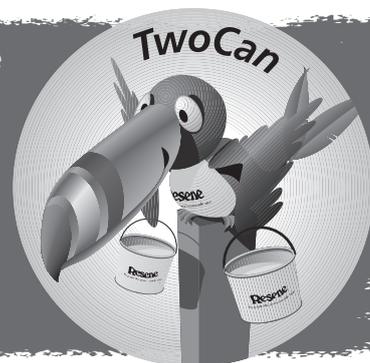


“ It’s often said that at least half of all advertising is a waste of money... the trouble is generally it’s impossible to tell which half is working and which half isn’t! Generally when you’re planning advertising it’s best to start small and steady so you can keep your advertising going over an extended period. While it might be nice to make a whole lot of noise all at once, chances are you’ll use up your advertising funds too fast and then won’t have anything left to remind people of your services. Repetition is key... generally the average person needs to see or hear your ad three times before they might remember it... ”



## Is advertising worth the investment?

Professional marketers are always on hand to tell you how to run your business, and they might even come with advice that translates into costly advertising programmes.

### But is it worth it?

There’s no denying that investing into getting your name out there as a professional painter or decorator will make people more aware of you and your company, but even professional advertisers can’t guarantee exactly what kind of results you can expect.

One option is to compromise. You can run advertisements, just not where they will cost you an arm and a leg. So you could for example, avoid television advertisements, internet banners and billboards, but you could look at some cheaper alternatives to see if they work for you.

### Radio

Radio is a relatively cheap form of advertising, and it is a great way to target an audience because of different station demographics.

If you are an adept writer you can write your own ad, you could ask a creative friend for some useful turns of phrase, or you can hire a professional. Radio stations will often include creative writing in the cost of your advertisements for new advertisers or offer it as an extra service.

### Newspaper

The newspaper is still a relevant form of advertising medium as it offers the reader time to fully digest the information you’re giving them. If your business is focused on a specific geographical area, often it’s best to focus on local newspapers that cover your exact area rather than opting for larger newspapers that will cost more and reach those well outside your area.

However, think carefully about the information you wish to convey as too much information in a small space will make it difficult for the reader to digest. >>

## False alarm

Painting can be a serious task and sometimes it pays to lighten the mood a little – just make sure that the target of the joke has a good sense of humour first...

“At one of the flats we were painting there was always a lot of young people coming and going – all day. The occupiers were students, not young students, but mature students. The occupier always refused to let us get to the rear of the building through his flat.

However one sunny day I was up the ladder painting the window sashes on his



flat. Loud music was playing and a bit of a party was going on inside.

I knocked on his window and as he looked at me I yelled “the cops are here, the cops are here”.

Well the partygoers ran in all directions, the toilets flushed and noises of panic came through the glass. Five minutes later I knocked on the windows and told the occupier – “just joking!”

The verbal abuse had me laughing my head off as I jumped down the ladder to be with my painting partner who was also laughing loudly.”

>> Think about whether any of the projects you do are newsworthy. Perhaps you've won an award for workmanship or have helped provide painting expertise to a charitable project. Either of these might be of interest to a local paper for an article if you get in touch with them.

### Direct mail

Another cost effective advertising strategy is to use direct mail.

If you have a physical list of clients you might use that to send information about a promotion you're currently running, or simply offering your services. Or you can do a maildrop around the project you are working on next or currently working on letting locals know you are in the area or will be soon

and see if you can attract more work in the same area. If you need some fresh air over a lunchbreak period or at the end of the day, use the time to do small maildrops around the area.

If you keep a record of client contact details as you complete work, you could then use this to send clients reminders for house cleaning, repaints or other work that you identified would need doing in the future when you were last at their home. Much like a dentist or doctor may send you an annual reminder, you can do the same by email, post or even by phone.

Remember that direct mail can be a targeted email or a letter in the post – just remember to make sure the content you're sending is relevant and useful!

## Chill out

With winter nearing, the Production boys and girls are cranking up the supply of **Resene Wintergrade products** to help you keep working over winter. The recommended drying temperature for these products is down to a supercool 2°C, which means you are buying yourself an insurance policy against the cold.

The Resene Wintergrade range is available now and has something to suit a wide range of projects including: Resene Wintergrade Hi-Glo gloss, Resene Wintergrade Sonyx 101 semi-gloss, Resene Wintergrade Lumbersider low sheen, Resene Wintergrade Quick Dry primer and Resene Wintergrade X-200 waterproofing membrane.

You can also request Resene Wintergrade Roof Primer, which we can make to order for you.

And new for 2014 you can also order in Resene Wintergrade Summit Roof in batch sizes of 200 litres or more, ideal for those larger projects that can't wait until summer.

If your hands start to feel the chill, ask your Resene ColorShop for your free handwarmer – only while stocks last.



## Offices painted in bright colours can inspire productivity

If you've been asked to suggest some colours for a new office space, you may want to carefully consider your choice of paint colour.

Studies suggest that different colours of paint evoke certain feelings which can impact work. Keep the office environment positive and inspire productivity by selecting from the following colours:

### Green

Green is a fantastic colour choice for spaces where balance and serenity are encouraged, according to colour psychologist Angela Wright in an interview with A Year of Productivity.

Ms Wright believes that bright colours stimulate whereas low-saturation colours soothe, so if you're trying to promote a tranquil, peaceful environment then pale green tones, such as Resene Carefree and Resene Secrets, may be a great choice.

Doctor's offices would benefit from being painted in muted shades of green as the shade may have a reassuring effect on nervous patients.

### Red

Red can be used in the workplace to stimulate employees as it is a very energetic colour. It has been shown to increase brain activity and stimulate strong emotional feelings of love and passion.

On the flipside, red has been shown to aggravate people and get them worked up, so it may be best to use the colour sparingly in the workplace.

Red is also seen as an impressive colour and can give off a fantastic first impression, so consider using a deep shade, such as ever popular Resene Pohutukawa, on a feature wall in meeting rooms.

### Yellow

Yellow is an overwhelmingly positive colour and its association with the sun can make people feel happy and warm. You could use accents of yellow in artworks, furnishings or a feature wall if you want to avoid overpowering a room with the tone. Resene Turbo is a popular yellow to use to brighten up spaces inside and out.

A yellow that is too bright can trigger feelings of hunger and anger, so a hue in a lower saturation or tending towards cream, such as Resene Double Bianca, may be best to use in a general office area.

## Fancy a metallic?

The Resene Metallics and special effects chart has a new look with a selection of the unique metallics from the Resene KidzColour range joining the main metallics colour chart to help keep the metallic colour options in one handy location.

You'll see the new metallics charts come through as the old ones run out.

## Unleash your inner artist

The Resene Mural Masterpieces mural competition is back with over \$7000 of prizes to be won. Entry is easy – simply register your entry details online at [www.resene.com/murals.htm](http://www.resene.com/murals.htm) or drop into your local Resene ColorShop and pick up a copy of the Mural Masterpieces Competition registration form. Send your completed registration to Resene and you'll receive an entry pack containing all the information you'll need to get started.

There are four classes of entry:

- Best Professional Mural
- Best Community Mural
- Best School Mural (2 categories Y1-6, Y7+)
- Best Mural Design

Entry is open to all ages and all mural types, so get your creative juices and paintbrushes fired up. Entries close in November.



Catch you next month!

TwoCan, Editor.

