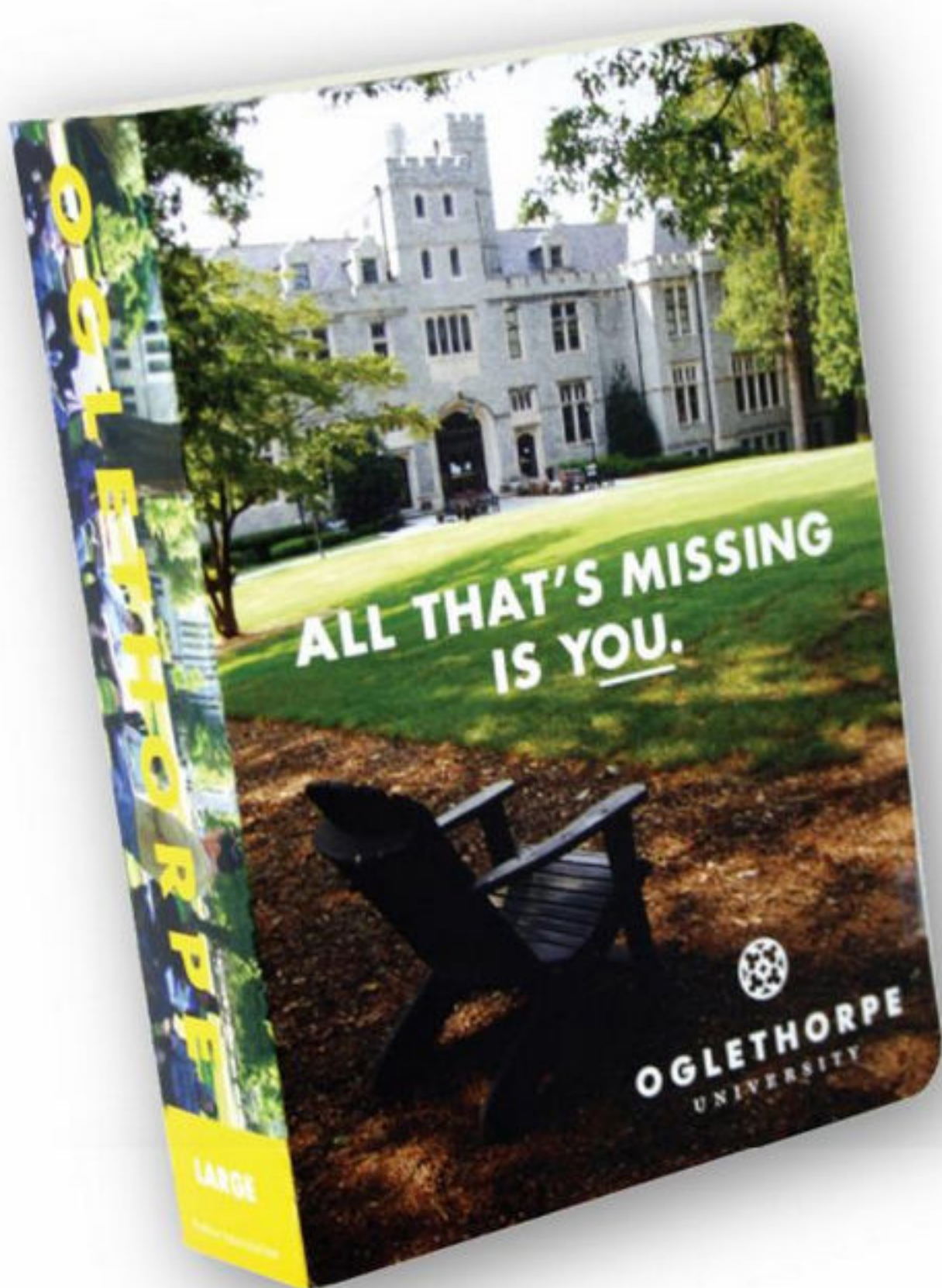


"All That's Missing is You"

has been Oglethorpe University' book title for **SIX YEARS straight**. It is sent to prospective students as a recruiting piece with a T-shirt inside. But Oglethorpe is not "missing" these students. They're getting them because this book has a huge open rate and gets their attention. Oglethorpe keeps ordering because it works.

Any organization benefits from a novel approach to their story. It's the ONLY WAY to get attention! Social and virtual media is everywhere so much of it gets lost in the flood. When a tangible, creative piece like this lands on someone's desk, it gets opened and read! *Tell your story, any story, and it gets seen!*



"Like a welcome summer rain, humor may suddenly cleanse and cool the earth, the air and you."

Langston Hughes

BookWear!

tell your story

August 2016 Newsletter

Happy Summer to You!



HR and Personnel Theme

"People are our only asset!" That's the statement on the pillow cover from RTG Medical to their employees. It's further emphasized on the back of the book with, "We understand, to the customer, YOU are the face of our company. We know that our ultimate success is dependent on the experience and lasting impression with you on assignment. For this reason, RTG Medical continues to remain focused on its core value that *People are our only asset.*"

For seven years 25 hospitals in Iowa have used BookWear® as an HR message to say "Thank You" to their employees. San Juan Medical Center in New Mexico has twice won national awards for their service. Each time they ordered 4,000 custom BookWear® to say "Thank You" to their staff on the book cover and had an embroidered polo shirt inside as a gift. *Make your message emphatic, novel and surprising! It gets remembered!*

Dreams Made Real!

There are a number of pillow case customers that use the dream-theme. This one for Worcester Academy has "Achieve Your Dreams", sold through a Proforma distributor. We also do "Dream Big!" for Choate, "Find Your Dreams" for a resort and "Dreams Made Real" for Clayton State University. It's a natural headline for the pillow case gift inside.

Find your "Dream" client by telling their story on a creative and surprising BookWear® "book".

