

connect

CROWN  CONNECT
more than a printer

ENGAGING MARKETING MINDS

MARCH 2018

**WHY BEING
CURIOUS IS SO
IMPORTANT
FOR TODAY'S BRANDS**

THE CURIOSITY QUOTIENT

PQ + CQ > IQ



The only thing missing is **your amazing** **LOGO**

Imagine the impact of your awesome logo printed or embroidered on everything from **hats, cups and pens** to **high-end gifts and clever promotional items**. As potential customers use these products daily, your brand stays top-of-mind.

Over one million **personalized promotional, gift & incentive products**



crownconnect.com | 909.888.7531

THEY'RE COMING



Over the past several years, there has been a relentless amount of content about Millennials. There have been articles on how to hire them, spoof videos on how to manage them, and even events that discuss their wants and needs.

But, seemingly out of nowhere, here comes Generation Z. According to the Public Relations Society of America, the Great Recession has taught this new

generation to be more independent. Watching the struggles of their parents and siblings, they crave more entrepreneurial pursuits.

The lesson here may be that there is no easy path to success. It appears that Generation Z wants to make memories for themselves – not get them from some social media feed. That means marketers cannot simply e-blast sincerity or use banner ads to demonstrate empathy. They will smell a hard sell from a mile away.

Today, there are no shortcuts in the quest to matter to your customers, despite the notion that technological leaps are making us more successful in delivering what people want. Our needs and wants have not changed much over time. We're still driven by instinct, emotion and our fundamental need to belong.

Our systems in business all judge us on results. While sales, lower costs and more efficient use of time dominate the now, reality shows that short-term focuses on results or technical solutions are not sustainable.

As we seek more human contact and authentic connections, the need for taking a slower, step-by-step approach to build relationships is coming into vogue. And that approach is a lot harder to justify in the moment. Maybe it's time to optimize our businesses for relationships first and results second. We may have no choice, because they're coming.

This issue is part of our continued efforts to put the relationship with the market first. Our cover article, "Curiosity Quotient," speaks to understanding how individuals can be powerfully motivated to learn, which inspires us to connect on a different level with people. In our second feature, "Timing is Everything," we had the privilege to talk with best-selling author Daniel Pink about the science of timing.

All in all, this issue reminds us that the world is poised to get more human. We hope you will also notice that we've chosen a paper substrate for this month's publication, that we feel gives the pages a more friendly, human aspect as well. Enjoy!

Warmest regards,
Denny Shorett
 President & CEO



5 ways to be more curious

05



'Hey,' read this now

10

- 02 Cover Story**.....The Curiosity Quotient
- 06 Feature**.....Timing is Everything
- 10 Quick Hits**.....Insights
- 12 Infographic**.....“Dare To Be Different” report shows the benefits of changing your approach
- 13 Trending With**.....Danica Kombol

AS WE SEEK MORE HUMAN CONTACT AND AUTHENTIC CONNECTIONS, THE NEED FOR TAKING A SLOWER, STEP-BY-STEP APPROACH TO BUILD RELATIONSHIPS IS COMING INTO VOGUE.

connect

Publisher

Crown Connect

Editorial & Creative Direction

Conduit, Inc.: www.conduit-inc.com

Connect is published bimonthly by Crown Connect, ©2018. All rights reserved.

This magazine printed is on Via Vellum 80 Text provided by Mohawk Paper Company.

For more information, contact Denny Shorett denny@crowncconnect.com

www.crowncconnect.com



WHY BEING CURIOUS IS SO IMPORTANT FOR TODAY'S BRANDS

By
**ALYSSA
RUANE**

Curiosity may kill the cat, but it can give the marketer nine lives. That's how Harish Bhat, author of "The Curious Marketer," sees it. And he's right: When trying to market your product or services, the bare minimum can be a death sentence. With so many forms of media presenting new opportunities to reach your audience, there is no one-way ticket. Marketers need to be steadfast in their pursuit of new ideas.

One of the best ways to sharpen innovation skills is to increase your Curiosity Quotient (CQ). Coined by author and journalist Thomas L. Friedman, the Curiosity Quotient alludes to a person's innate ability to dig for fresh perspectives. When you combine your CQ with a PQ (Passion





CURIOSITY QUOTIENT

Quotient), Friedman suggests, you get a result that could be more valuable than a high IQ. He puts forth this fictional equation for reference: $CQ + PQ > IQ$.

In other words, Friedman believes that if you combine your natural curiosity with your intense passion for a subject, you'll be able to yield greater brainstorm results than if you only had high intelligence.

Other experts agree.

Bhat says that curiosity drives you to make the necessary connections that lead from human needs to fabulous new products and services. Take this story about Steve Jobs. In his commencement address at Stanford University, the Apple founder talked about how his curiosity led him to learn calligraphy,

INCREASING THE CURIOSITY QUOTIENT

which, several years later, helped him design the distinctive Apple Macintosh computer's interface.

That's the thing about curiosity; it can be unpredictable and sneaky. The simple action of trying a new activity may not seem like a big innovative step at the time, but just one experience can ignite your creativity and help you reach new heights.

WHY YOU NEED TO BE CURIOUS

It can be easy to get sucked into the everyday ho-hum of your job. You show up, mindlessly do the work required, and go home. If you don't put in any additional effort, your work may suffer. To truly excel at your craft, and help your brand succeed, you have to change your mindset.

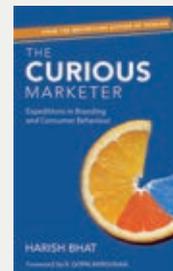
Caroline Stokes, founder of The Forward Co., believes being open-minded helps increase your overall emotional intelligence, which will prompt questions that matter and lead to innovation. Emotional intelligence and curiosity go hand-in-hand

As the media and marketing landscapes continue to change, marketers must learn to embrace and capitalize upon this amorphous nature. Without new learning taking place frequently, the marketing mind can become stagnant.

Smart marketers place an importance on personal improvement. Increasing their CQ is crucial to success. Over time, keeping your mind engaged with inquisitiveness will broaden your perspective and sharpen your intellect.

Can your natural curiosity be amplified without performance-enhancing drugs? Yes. Let's bring back the CQ equation: $CQ + PQ > IQ$. We've talked a lot about CQ and IQ, but what about PQ, the Passion Quotient?

Bhat believes passion is the key ingredient to a successful brand. "[It] is a good bedfellow to curiosity, because passion is such a wonderful source of intellectual and physical energy that is always required to chisel and sharpen a



great brand. Passion breathes life into a brand and makes it beautiful."

When searching for the next lightbulb moment, don't think about what outsiders might want

or expect. Instead, think about what drives you to your brand. What makes you really excited? Try to uncover some of these passions. Doing so will spark your mind into a flurry of creative questioning and invention.

In Bhat's book, he parlays the seven steps it takes to increase your curiosity as a marketer. First, be aware that you do not know it all. Second, ask questions all the time. The third and fourth steps are to listen extensively without judgment and watch your consumers with a keen and fresh eye. Instead of getting comfortable,

constantly wonder how your consumers' attitudes toward your brand might be changing.

In the fifth step, Bhat recommends seeking new experiences and meeting new people while the sixth step requires embracing the unexpected, as unexpected events tend to spark your curiosity. The final step is the one tied to new learning. "Read, read and read," Bhat says. "Reading provides you a window into fascinating new worlds that trigger your curiosity time and again."

If following seven steps sounds like too much of an effort, you're in luck. Bhat says that even following three or four of these actions can help make you more curious than you were before.





in that they both rely on your mind to stay open and consider multiple viewpoints.

It's this type of thinking that enables marketers to succeed because they're thinking outside of the box rather than just looking at the box in front of them.

And the creativity that comes with curiosity is not the only perk of seeking outside perspectives. Curiosity will breed more fulfillment in your career. "I was working at Sony and working in very high-pressure roles," says Stokes, who also hosts "The Emotionally Intelligent Recruiter" podcast.

"I was miserable because I didn't have that [open] mindset. I was so focused on creating campaigns, and I was just so bogged down that I wasn't the most fun person to be around. Had I put my curiosity hat on at the time, I would have had a happier decade."

Stokes likens the pursuit of curiosity to the never-ending pursuit of ripped abs. "It's a daily thing," she says. "It takes probably over two years of doing ab crunches every single day to get that washboard effect. It's the same thing with curiosity. You have to diligently tick it off of your to-do list

5 WAYS TO BE MORE CURIOUS

- 1. Be aware of your ignorance**
- 2. Be open-minded and listen without judgment**
- 3. Embrace new experiences**
- 4. Watch your consumers with a fresh eye**
- 5. Read constantly**

every day."

The key is to be comfortable asking questions. "Brands succeed when they help solve problems in people's lives, when they cater to unmet needs," Bhat says. "Curiosity helps you unearth these needs. It also helps you ideate and create the great brand that meets these needs."

Being curious helps marketers connect the dots between human needs and what the brand delivers to its consumers. "If you're creating a marketing campaign and you're the data analyst or the creative designer, if you're not curious about what will really work for the client or your

product or the service you're selling, it's just not going to land in the right way," Stokes says. "You need to be curious when you're doing your research."

You really don't know everything.

Self-reflection plays an important role in self-improvement. That's where the divide between IQ and CQ comes in.

"We are learning machines," Stokes says. "We want to learn. We are able to analyze things."

Having stark, straightforward openness about not knowing everything as an individual can be a catalyst for productive collaboration. The best marketers and the most curious people are very good listeners and, most importantly, they listen without judgment.

"When you pass spot judgment on something you are hearing, your mind is no longer open to new ideas or thoughts," Bhat says. "On the other hand, when you listen with a mind that is totally open, you are willing to soak in knowledge without any inhibiting filters. Marketers gain far more knowledge when they listen carefully and silently, rather than when they speak utilizing their own knowledge."

TIMING IS EVERYTHING

**BEST-SELLING
AUTHOR
DANIEL PINK
UNLOCKS
THE SCIENCE
OF WHEN**

The sales manager asks each member of his sales team to create a presentation for a big pitch scheduled for a key client. The best presentation wins – period. So, do you go first or let somebody else do the honors?

In an eight-country study of American Idol-like contests, research shows that later singers advanced more often. Those who went last had a 10 to 15 percent greater chance of moving on. As it turns out, judges start out idealistic by evaluating contestants against an imaginary goal, but then settle into a less lofty baseline. The only exception? Election ballots. Researchers cite that voters tend to pick the first name on the list, regardless of if they're choosing local politicians or homecoming queens.

The key is in the timing, right? If you knew the precise time to do something, you could simplify your ability to identify and take advantage of the opportunity placed in front of you. In his latest book, "When: The Scientific Secrets of Perfect Timing," best-selling author Daniel Pink decided to take a deep dive into





If you knew the precise time to do something, you could simplify your ability to identify and take advantage of the opportunity placed in front of you.

the world of all things timing. The idea hit him when he found himself making all kinds of those “when” decisions in his own life. When in the day should he work out – in the morning or the evening? When should he walk away from a project that isn’t working? How should he configure his day for maximum productivity?

The questions intrigued him. So, when Pink couldn’t find any really good answers, he did what he does best – he wrote a book on the topic. “I actually wrote this book so I could read it,” says Pink, the best-selling author of “Drive” and “To Sell is Human.”

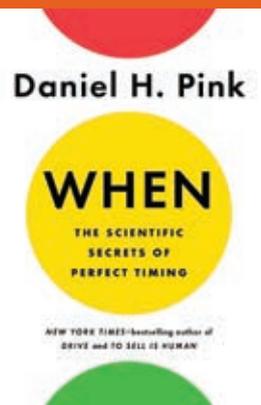
More of a “when-to” guide than “how-to” manual, Pink delves headfirst into the psychological, biological and economic studies to explore what he calls the overlooked dimension. “Timing exerts an incredible effect on what we do and how we do it,” he says.

After two years of research, Pink walked away with a fascinating conclusion – good timing is more science than art or luck. Across more than a dozen fields – economics, social psychology, endocrinology, chronobiology, cognitive



THE PROOF IS IN THE FACTS

“WHEN: THE SCIENTIFIC SECRETS OF PERFECT TIMING” UNLEASHES A BEVY OF FACTS AND FIGURES SURROUNDING WHY AND WHEN WE DO THE THINGS THAT WE DO. HERE’S A LOOK AT SOME OF THE MORE



INTERESTING TIDBITS THAT YOU CAN COMPARE AGAINST YOUR OWN TENDENCIES:

- › Danish students who take a 20- to 30-minute break before an exam post higher scores.
- › Pilots who nap show a 34 percent improvement in reaction time.
- › Basketball teams that are a little behind at halftime have a significantly better than 50-50 chance of winning the game.

- › After reviewing 90,000 surgeries, a Duke University study discovered an adverse event was four times more probable at 3 p.m. than at 9 a.m.
- › Graduating in a high-unemployment year means a decade-and-a-half later you’ll still be making 2.5 percent less than colleagues who graduated in a low-unemployment year.

“ Making smarter, shrewder decisions about when to do various things matters in nearly every dimension of our lives.”

– DANIEL PINK

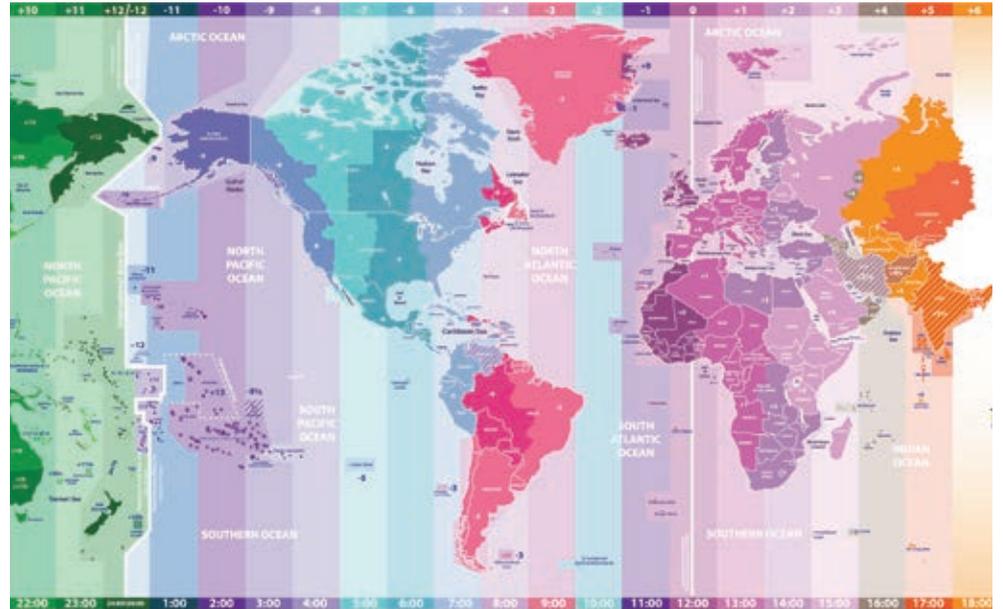
science, and more – Pink found that researchers are uncovering a bastion of groundbreaking evidence that allows us to make systematically better “when” decisions.

And while we are quick to point to the age-old anthem that “timing is everything,” Pink says it’s much more than that. “There is a right time and a wrong time to do everything. I’m not sure that timing is everything, but at some level, everything is timing. Human beings are temporal creatures. Every cell in our body has a biological clock. We live in a temporal environment – we’re always moving through time. Being awake to those forces can help us to work smarter and live better.”

FINDING YOUR RHYTHM

In the book, Pink references a NYU study that took the transcripts of 26,000 quarterly calls executives made with analysts to report on earnings and give guidance for future quarters. After running the transcripts through a software system that can measure the emotional content of the words that were used, the researchers discovered that calls in the afternoon were more negative and irritable than ones made in the morning, regardless of what the earnings numbers showed.

So, should analysts plan their calls a little more effectively? Pink says yes. The timing of whatever you do matters significantly to your productivity, your creativity and your overall well-being. “Whether it’s the effect



WHICH CHRONOTYPE ARE YOU?

If you know anything about yourself, and here's hoping you do, you know that your day is filled with highs and lows. How you feel at certain times during the day is called your chronotype. Daniel Pink outlined three of the major ones – who are you?

THE LARK – Early risers who log all of their emotional highs and lows before anybody else does.

THE OWL – Late risers who thrive in the twilight hours.

THE THIRD BIRD – Those who are neither late, nor early, but follow the standard pattern.

of time of day on our cognitive abilities or the influence of beginnings, midpoints and endings on our behavior, or even the way we think about time shapes what we do and how we do it, timing matters.”

Drill it down to one of the most personal factors – rest. Pink says that because we are not inexhaustible supplies of energy, we must take time to recharge. That could mean short naps, short lunch breaks or a 10-minute walk outside without your phone. The type of break you take – and when – is enormously important.

That leads to one of the more interesting tidbits that Pink discovered in his research – “why” we do a thing is more complicated than we think. “That’s a tough one. For some reason, we’re very intentional about what we do, how we do it and who we do it with. But when we do something we believe is a second order issue – it’s not. As I said, ‘when’ has a big influence on everything from how we perform at work to how much we learn at school to how

healthy we are.”

In the end, Pink says the evidence is very clear. “Making smarter, shrewder decisions about when to do various things matters in nearly every dimension of our lives.”

3 WAYS TO BETTER STRUCTURE YOUR LIFE

Here are Daniel Pink’s three lessons about timing that will help you structure your life:

- 1 Understand that your emotions run through the same cycle every single day.
- 2 Knowing how you “tick” will help you do your best at work.
- 3 Taking a break or an afternoon nap will help you save time.

INSIGHTS

“ Building one-to-one relationships with our customers continues to be a key enabler of our marketing strategy. Customers have more choice than ever before, so we have to ensure we’re meeting their needs in real time, on-demand and personally relevant ways.”

– **Mark Sciortino**, VP of brand marketing strategy and planning at Walgreens, on the importance of personalization in today’s marketing initiatives

80

The percent of B2B marketers who say they are focused on building audiences through content marketing initiatives, according to the “2018: Benchmarks, Budgets, and Trends – North America” by the Content Marketing Institute and MarketingProfs. In addition, 78 percent of marketers credit the content creation process (higher quality, more efficient), while 72 percent cite strategy (development and adjustment) to increasing to their continued success in such initiatives.



‘HEY,’ READ THIS NOW

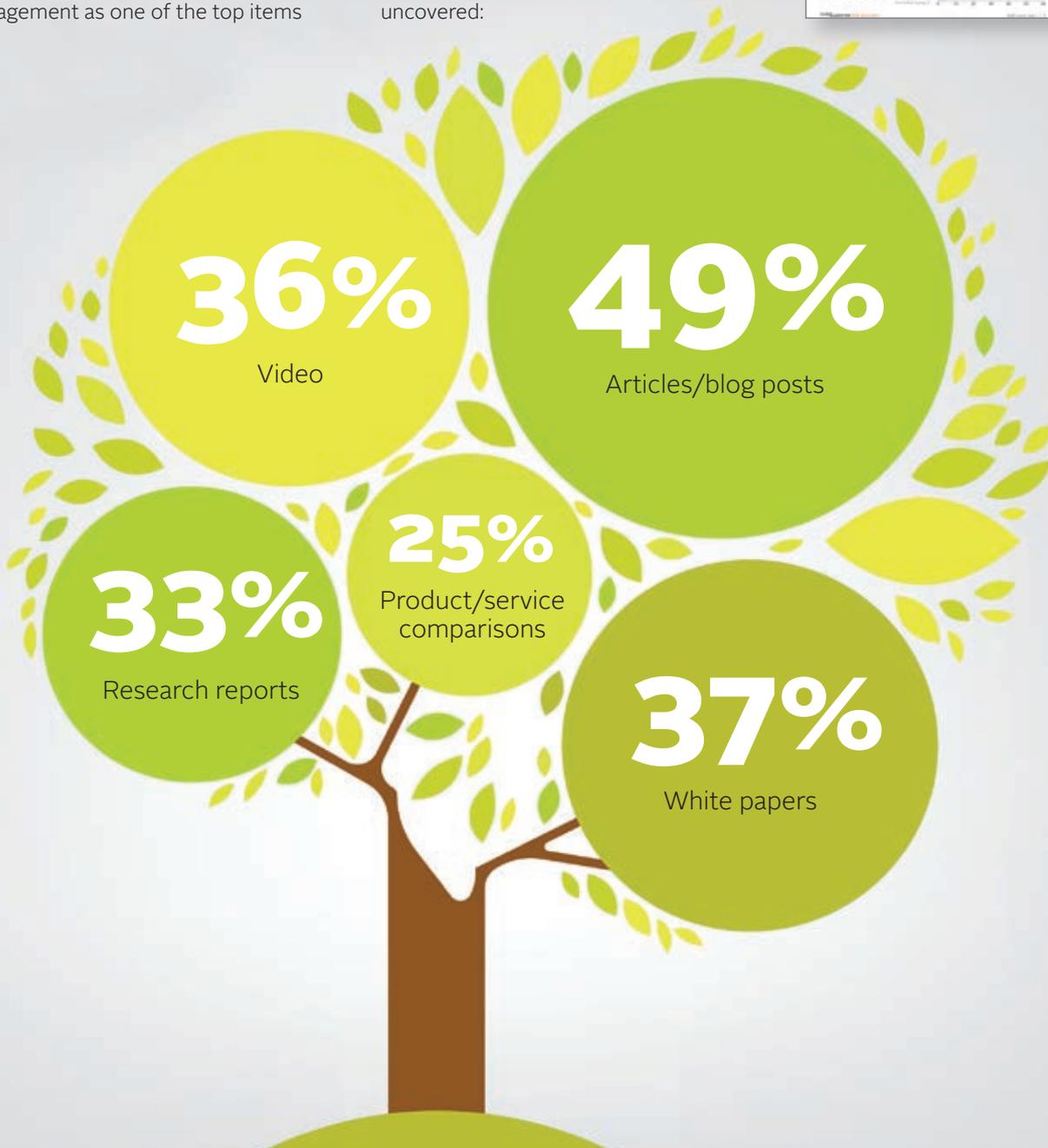
We all send a lot of emails – too many emails, some might say. If you’re in the email marketing game, that number could be in the hundreds of thousands, or more. So, when Boomerang decided to study 300,000 emails looking for the best way to get people to open them, the findings were curious. The five words that garnered the most opens for at least 1,000 of the messages were Hey (64 percent), Hello (63.6 percent), Hi (62.7 percent), Greetings (57.2 percent) and Dear (56.5 percent). From there, everything dropped off. While the data doesn’t suggest tagging every email so informally, there are ways to incorporate these words into your strategy, including using the recipient’s name in the greeting (at least sometimes), and writing in an emotionally intelligent manner.

The Seeds of Success

SURVEY SHOWS CONTENT IS STILL KEY PROSPECTING ACTIVITY

How do you engage with your prospects, and then how do you convert them? It's one of the biggest lead gen challenges for today's marketers. According to Chief Marketer's "2018 B2B Lead Gen Outlook" report, 58 percent cite engagement as one of the top items

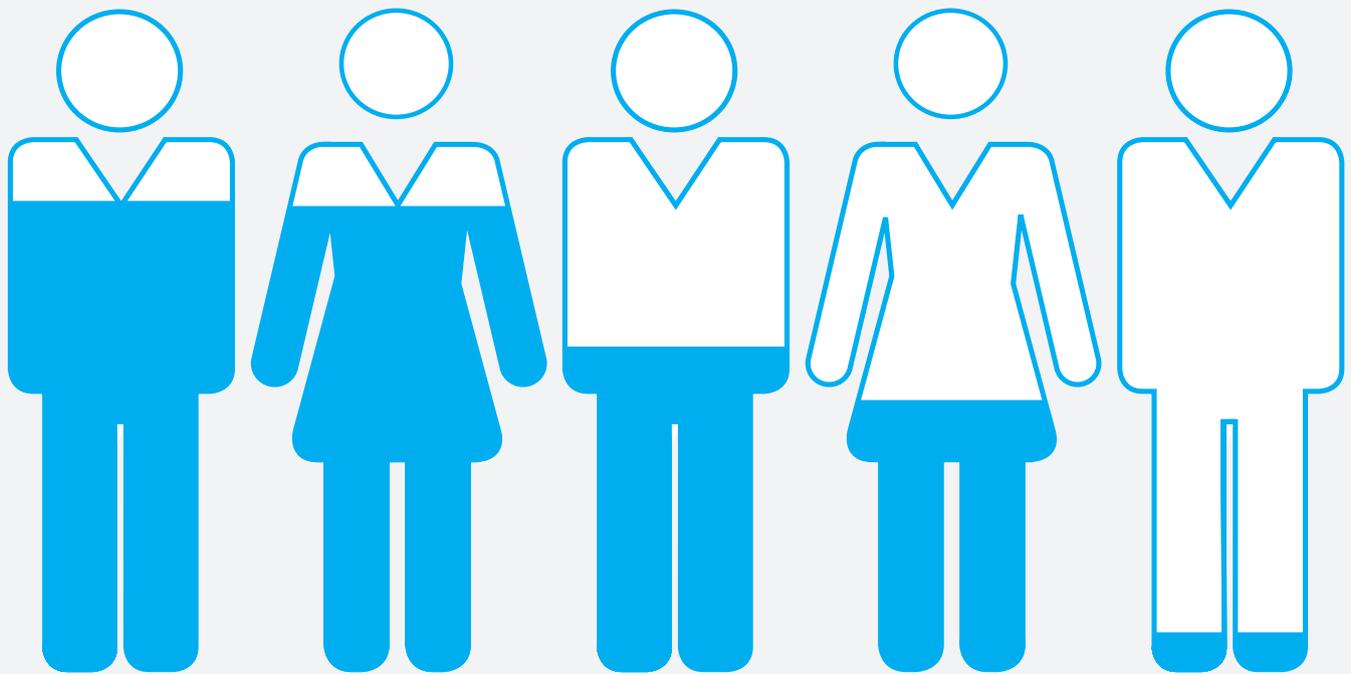
on their to-do lists. Among other areas, the survey, conducted among 205 B2B marketing organizations nationwide, researched some of content approaches marketers are using to move prospects through the funnel. Here's what it uncovered:



DARE TO BE DIFFERENT

REPORT SHOWS THE BENEFITS OF CHANGING YOUR APPROACH

If you're not different from the competition, why should customers buy from you?" It's a question that brands ask themselves a lot. Maybe too much. According to Tomorrow People's "Dare to be Different: The State of B2B Content Marketing Differentiation" report, only 16 percent of B2B marketers have a formal, documented strategy for differentiation. And while 48 percent have a strategy, it isn't documented. The report, which queried 172 B2B marketers from around the world, examined the marketers' primary reasons for differentiating the content that they produce by channel or audience. Here's a look at the results:



71%

To provide an improved customer experience

70%

To attract more customers

49%

To provide greater differentiation from the competition

41%

To increase customer loyalty

6%

It is expected by senior management



Why is content so valuable today?

Content comes to today's consumer – they no longer have to seek it out. Smart brands are making sure their content is being seen in natural, organic ways. Traditional advertising does not work the same way it used to. Consumers want to commune with their favorite brands, not be sold by them.

It has been said that the average American sees 4,000 ads per day. My hunch is that it's even more than that. It's so important to cut through the clutter of advertising noise and start a conversation with your customer. They want to be talked to, not talked at.

Are the days of creating messaging that focuses on "jargons" over?

There's a reason why the word "jargon" is a pejorative term. The dictionary describes it as "a form of language regarded as barbarous, debased or hybrid." Do you want to share barbarous messaging with your customers? I don't think so.

Describe ways brands can create content that can be used across all channels of a customer's journey.

Think of your consumer as an information junkie. They are so exposed to data, images, video and information that they expect to get lots of insight about your brand. If you're selling shoes, they want to know about the fit, possible outfit pairings, material, and what others think about these shoes.

One really powerful way to share stories about your brand is user-generated content. Try sharing what your existing customers and advocates

TRENDING WITH...

Danica Kombol

THE CONTENT MARKETING THOUGHT LEADER ON WHY STORYTELLING MATTERS



Cookie Monster. That's where Danica Kombol's career started. Working on the international versions of Sesame Street, she learned how to educate kids around the world through the magic of television. From there, Kombol ended up at Rockefeller Center, where she produced short films for Saturday Night Live with the likes of Phil Hartman, Mike Myers and Dana Carvey.

After her husband was transferred to Atlanta, the duo travelled the world doing investigative reporting for CNN. Kombol eventually founded the Everywhere Agency, a leading social media and content marketing firm that works with Fortune 500 companies like Macy's, Carter's, Cox Communications, and others, to craft and execute successful campaigns.

We caught up with Kombol to get her thoughts on why storytelling is the key to building a brand's cachet.



TRUST IN ADVERTISING IS AT AN ALL-TIME LOW. TRUST IN WHAT YOUR FRIENDS OR FAMILY TELL YOU REMAINS AT AN ALL-TIME HIGH.

say about your product or brand. This allows you to foster a real relationship with your customers, whether they're considering their first purchase or consider you a staple in their lives already.

Why is user-generated content so critical in a brand's content mission?

What better advocate for your brand than someone who loves it so much they want to share pictures, videos or testimonials? Trust in advertising is at an all-time low. Trust in what your friends or family tell you remains at an all-time high.

What brands are doing it right?

OshKosh B'Gosh, the children's clothing brand, is doing a phenomenal job of both showcasing its adorable clothes, and featuring real customers and real kids on its social channels. It has embraced the power of user-generated content and it performs extraordinarily well. The food brand Moe's is killing it in social media, too. Its voice is irreverent, clever, human and relatable. It does not feel like advertising. It feels like you're having a conversation with a guy named Moe who just so happens to be crazy about guac.



250 West Rialto Avenue
San Bernardino, CA 92408



You're in **Business**

We're in the business of keeping you out there, ahead of the pack, with everything you need to succeed. Crown Connect offers **Offset & Digital Printing, Direct Mail, List Management, Signage & Graphic Design** — all under one roof. Call us today to discuss your marketing strategy. We'll help you stay out in front, where you belong.

crownconnect.com | 909.888.7531