

# STEP INTO THE RING

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## Marketing's Secret Weapon Makes A Bang

For all the fire-power that's unleashed everyday with new blog posts, e-books, e-newsletters, pay-per-click ads and social media, there is still only one form of marketing that literally gets your message directly into a specific decision-maker's hands: direct mail.

A lot of businesses – even ones that make the most of a solid online presence – are getting back to direct mail because they realize that it's their secret weapon to cut through the digital clutter.

The reason direct mail is (still) so effective is that it's becoming more rare and therefore more precious. While online forms of marketing certainly have their uses, they also *feel* less substantial and personal to recipients. It's just a quick click to delete and its gone forever! Something that's actually been written, printed, and stamped, on the other hand, makes a stronger... [CLICK HERE](#) to continue...



## Bull's-Eye Welcomes A New Client!

**Manhattan Associates**, based in Atlanta, Georgia is the world-wide leader in supply chain management and logistics software and solutions. We look forward to working on the CEO's Keynote address presentation in Phoenix for the world-wide user conference. [www.manh.com](http://www.manh.com)

## Manhattan Associates Keynote Presentation

Bull's-Eye was recently engaged to design and develop the Manhattan Associates keynote CEO presentation for its annual user conference in Phoenix, Arizona. The company is the world-wide leader in supply chain management and logistics software and solutions.



Manhattan's annual conference is a major event in which they introduce new software and services to users and the media. Bull's-Eye's Apple Keynote presentation for the event included an overview of company innovations, topical trends, and best practices in the industry.

The core design mission of the project was to complement the pre-event and on-site conference branding while retaining the Manhattan corporate brand. Dark backgrounds mixed with bright foreground graphics were used to add impact to the message while providing readability for viewers.



Manhattan Associates CEO Eddie Capel gives the conferences keynote address.

[www.manh.com](http://www.manh.com) (Click the thumbnails to go to a QuickTime movie of the presentation.)

Looking for help with your company's marketing creative communications? Give us a quick call! **404.352.3006**



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