



LEAVE BEHIND EXAMPLES

A COMPREHENSIVE GUIDE TO CREATING
A LEAVE BEHIND



THE LEAVE BEHIND PROCESS

DEVELOPING AND CREATING A LEAVE BEHIND FOR YOUR PURSUIT

QUESTIONS TO ASK

1 DETERMINE KEY MESSAGING AND IDEAS

When creating a leave behind, it's important to start by determining the key messages and ideas you want to leave with the deciding party. While you may be inclined to simply pick and choose a few graphics from your proposal, it's important to realize that some graphics may not fully support your key ideas. Start by determining your messaging, and then decide on the information that fulfills that need.

WHAT DO I WANT THE DECIDING PARTY TO REMEMBER ABOUT MY TEAM?

2 DECIDE ON FORM FACTOR

Work with your Marketing Team and/or Creative Designer to determine what form the leave behind could take on. i.e. - Placemat, video card, or custom printed object.

SHOULD I THINK OUTSIDE THE BOX, OR WILL A TRADITIONAL DESIGN WORK JUST AS WELL?

HOW MUCH TIME DO I HAVE TO CREATE AND PRINT THIS?

3 CREATE WITH CREATIVE DESIGNER

Your Creative Designer will take the ideas and content you've prepared and fit it into the form factor you have decided on.

HAVE I PROVIDED MY DESIGNER ALL THE CONTENT AND INPUT THEY'LL NEED TO CREATE MY PIECE?

4 EDIT AND PRINT

After the leave behind has been designed, take some time to review and edit the content that has been prepared. Once you've finished the final review of the content, the Creative and Marketing will work together to get the final design printed/created.

AM I HAPPY WITH HOW MY STORY IS BEING TOLD?

PLACEMATS

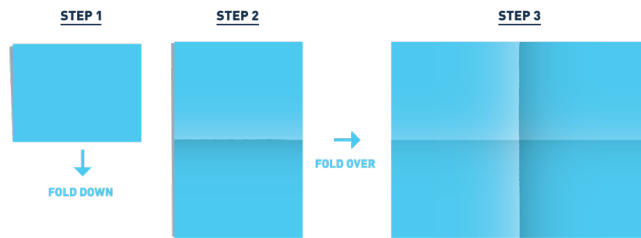
PLACEMATS



11 X 17 PLACEMATS

A placemat is a great option for a pursuit that is focused on a lot of detailed information. A placemat can be used as a flat 11X17 document, or can be folded creatively.

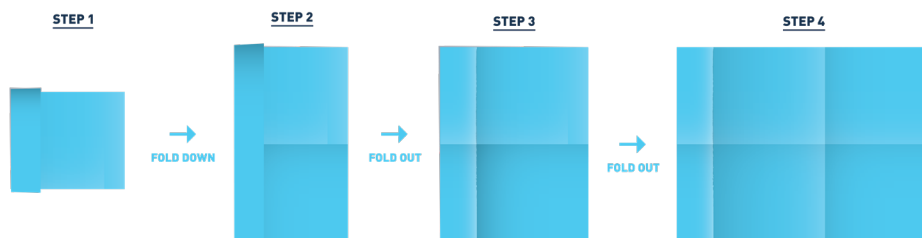
On the left, you'll see a couple different placemats. The diagrams below each photo show how the placemats can be folded. It's not always necessary for a placemat to fold, but it can add a nice touch to an otherwise flat piece of paper. Placemats can be printed in-house and folded by your Marketing Lead.



PRINTED IN HOUSE

PRICE: \$

TIME NEEDED: 3-4 DAYS



VIDEO CARDS

VIDEO CARDS

STANDARD VIDEO CARD

We Keep a select number of these video cards in-house to use on projects that could benefit from a leave behind that goes the extra mile. This card is about the size of a normal greeting card, but with a special surprise inside - a screen that can be loaded with a video or set of videos that are set to play automatically when the intended viewer opens the card. These cards on average can cost between \$30-\$50 a piece.

EXCELLENT PRESENTATION

3-4 WEEKS NEEDED

PRICE: \$\$\$



CUSTOM VIDEO CARD

Packing all the great aspects of a standard video card, plus the added benefit of customization, this is a great option to wow your selection committee on the way out the door. The custom aspect of this leave behind means that additional time will be needed to have supplies manufactured and printed. Additional costs involved include the cost of the unite itself, as well as the time and effort to create a custom video to use with this video card.

BEST PRESENTATION

4 WEEKS + VIDEO PRODUCTION TIME

PRICE: \$\$\$\$



CUSTOM PIECES

CUSTOM PIECES



DIE CUT ROTATING WHEEL

This piece was made to show the different phases of the project and the organizations involved in each of them. This custom option worked well to describe a complex set of info particular to this project.

EXCELLENT PRESENTATION

PRICE: \$\$

TIME NEEDED: 2-3 WEEKS



LENTICULAR PRINT

This unique option was perfect to show the similarities between our goals and the clients' goals. This option does not work for everything, and should only be used in very particular situations.

PRICE: \$\$

TIME NEEDED: 2-3 WEEKS



Custom Printed Items

This custom water bottle was created using different print elements including a custom cap sticker, a custom label, and a hanging brochure. This solution was specific to the pursuit, and like many other custom solutions, these can make a big impact on the recipient.

PRICE: VARIES

TIME NEEDED: 2-3 WEEKS

EXCELLENT PRESENTATION

CUSTOM BROCHURE

CUSTOM BROCHURE

CUSTOM QUAD-FOLD

A custom printed quad-fold is a great way to present a heavy amount of information in style. These will be custom designed and printed to meet your specific project needs. They can be printed on both sides of the document, allowing for 8 individually designed pages of information.

PRICE: \$\$

TIME NEEDED: 2-3 WEEKS

INFORMATION HEAVY



CUSTOM QUAD-FOLD WITH SLEEVE

Similar to the custom quad-fold, this option includes a sleeve that can snugly hold the document. This option adds more presentation to the leave behind, for the jobs that require a little extra touch.

PRICE: \$\$

TIME NEEDED: 2-3 WEEKS

INFORMATION HEAVY





32 OZ. PLASTIC SOUVENIR CUP

Souvenir cups are often used as promotional items because many people will save and use these cups many times over a period of time. If you're looking for an item that promotes longevity and increases your number of exposures to the Garney brand, this may be the item for you.

PRICE: \$1.50 - \$5.00 EACH

TIME NEEDED: 2-3 WEEKS



CUSTOMIZED PLAYING CARDS

Playing cards could be a great option when introducing others to the Garney brand. The backs of the cards can be designed to showcase the capabilities of Garney, and/or our previous experience.

PRICE: \$10.00+ EACH

TIME NEEDED: 3+ WEEKS



FOLDED BOXES

Custom printed boxes can add a nice touch to whatever leave behind you choose to provide. Boxes can be designed to showcase the Garney brand, or to emphasize previous experience or current capabilities.

PRICE: \$10.00 - \$15.00 EACH

TIME NEEDED: 2-3 WEEKS



CUSTOM NFC TAGS (NEAR FIELD COMMUNICATION)

NFC tags are great for providing your audience with more information that they can access in their own time. NFC tags can be transparent stickers, branded keychains, or anything in between. When a user holds their smartphone up to the tag, it will automatically send them a notification asking them to take action - i.e. visit a webpage, watch a video, open an app, etc.

PRICE: \$1.00 + EACH DEPENDING ON CUSTOMIZATION

TIME NEEDED: 2-3 WEEKS

**HAVE AN IDEA NOT SHOWN HERE?
THAT'S GREAT, SO DO WE!**

We love making custom pieces for projects. Talk to your Creative Lead and Marketing Lead about your needs and we'll find a solution that works.

