

Emma Geraghty
Project 2: Digital Promotional Bundle

Table of Contents

- 1.) Product/Service Title: Print to Impress
- 2.) Description of Product/Service: Print to Impress is a 3D printer that allows users to directly print the clothing that they buy online. With one click of your computer, the Print to Impress printer will print the clothing that you just purchased, exactly how it is displayed online. The purpose of this product is to eliminate the negative environmental impact and irritating waiting time that shipping and handling produce when clothing is bought through online channels.
- 3.) List of Documents
 - a.) An online fashion magazine with a feature article about Print to Impress
 - b.) Print to Impress Instagram page
 - c.) An online instructions manual for setting up a Print to Impress printer - given to a customer via email
 - d.) An email chain between an unhappy customer and a Print to Impress representative
 - e.) Print to Impress Twitter Page with tweets
- 4.) Audience
 - a.) Feature Article
 - i.) This document is directed towards people who read the *Business of Fashion Magazine* - or similar sophisticated fashion magazines. These sophisticated fashion magazines should attract mostly women ages 20 to 45.
 - ii.) This article will attract people interested in new and upcoming fashion trends like 3D printing, especially women and men ages 20 to 45.
 - iii.) This document is also directed towards people who are in support of the present-day campaign against false advertising in fashion and branding, which is usually women from ages 20 to 35.
 - b.) Instagram Page
 - i.) For this document, I was inspired by other fashion brands and their Instagram campaigns when creating the Print to Impress page. The target population of these similar brands are females ranging from ages 16 to 25.
 - ii.) By setting up the Print to Impress Instagram page and following brands like Forever 21, Brandy Melville, and American Eagles, this document would attract people who shop at these places if they were to look at

followers/following lists, or sections of Instagram labeled “Who to follow”. This again would most likely attract females ages 16 to 25.

- c.) Instructions Manual
 - i.) This document would attract/be given to people who have purchased a Print to Impress printer.
 - ii.) This document would also attract people who are interested in purchasing a Print to Impress printer, but are skeptical of how hard the process of setting up the printer technology is. This would probably attract an older, less tech savvy age group of people, mostly women, ages 40 to 50.
 - d.) Email Chain
 - i.) The customer in this email is a 18 year old female college student. This customer is the target audience of my product and it’s company. This company wants to attract busy college students who cannot afford to wait for their clothing to be shipped in the mail.
 - ii.) In response to these types of emails, Print to Impress representatives must be able to respond to many different audiences, but most popularly, should be trained in responding to women ages 18 to 25. These responses should be answered as quickly as possible and as detailed as possible, to ensure that the customers stay satisfied.
 - e.) Twitter Page
 - i.) Similar to the Instagram page, I want to attract followers of the brands I follow. This page would therefore attract people who follow brands like Forever 21 and American Eagle.
 - ii.) My twitter posts also contain trending hashtags that will capture users that like to filter through the “Trending Now” page on Twitter.
 - iii.) This page will most likely target males and females ages 18 to 25
- 5.) Distribution and Display of Documents
- a.) The feature article would be presented in the *Business of Fashion* online magazine. The article would be displayed on the homepage of the site for the week and would be explaining the product and the company, as well as lightly advertising the product to those who are interested.
 - b.) The Instagram page would be accessible to anyone who has an Instagram account. This page will be advertised through the Instagram feed for people that have the official Instagram app.
 - c.) The Instructions Manual will be emailed to every person that purchases a printer through Print to Impress. It will also be accessible to anyone through the official Print to Impress website.
 - d.) The email chain would not be posted for public display, but rather just between the customer and the representative. This customer was able to submit the email

through the official Print to Impress website, where they have a email template to submit for suggestions, comments and questions about the products/brand.

- e.) The Twitter page would be accessible to anyone who has a Twitter account. The page would be advertised through the Twitter feed for people who regularly check their Twitter through the app and the online website. Users with friends that follow the Official Print to Impress Twitter page will get notifications called “friends in common” to advertise following the page.

Bundles Word Count: 2,548

Table of Contents Word Count: 1,455

Postwrite Questions

In what three ways did your peers help you produce a better project—be specific. You should outline *meaningful* revisions that you have made as a result of their comments. Please avoid discussing minor tweaks in grammar and punctuation here.

I really enjoyed doing the Eli Review peer editing tasks, as it allowed my classmates to be completely anonymous and candid in their responses to my artifacts. I also found this peer editing task beneficial because it allowed me to see all the creative ideas that my classmates had. Through their work, I was able to see what would make my Bundle stand out, as well as what might not be as beneficial to include in my project. I was able to fix a concern one of my classmates had in my email chain artifact. My classmate was concerned that the email from the customer. He/she claimed that she seemed too sweet and artificial for someone who is worried about their broken printer. With this advice, I was able to fix an issue that had never occurred to me. A classmate also helped me identify branding issues that made my Instagram page look different from the rest of my brand. Lastly, I was made aware that my product was confusing on the Instagram page and as a result, I was able to make my product more apparent by including a post that explained more information about the brand.

What did you learn from doing your blog that you were able to apply to this bundle; that is, how did you use the feedback you received to improve your work? Please comment on improvement in whichever of the following areas apply: your rhetorical skills (recognizing and appealing to audience needs/interests/concerns in text and visuals); your ability to present a cohesive set of documents; your research and analysis skills; your ability to recognize and edit organizational problems or grammatical errors; any other area where you believe you have shown improvement.

I was able to learn a lot more about how to target a specific audience. In my blog, I struggled most with trying to appeal to my target audience, as I was explaining something that I am an expert in to people who do not know anything about. As a result, I wanted to make sure I targeted the right audience for the second project. I made sure to be very specific for each artifact I created, and I tried to attract contrasting audiences depending on the type of artifact I used. By being able to incorporate an actual brand identity in this project, I feel as though I could create better text and visuals than when compared to the blog postings. I also found it very useful that this project forced me to try different writing styles. I was able to experiment with the different types of mediums. I thought that it was more fun to research and analyze documents, rather than speak from my own experiences in the blog postings. I feel as though I have been more successful in the second project our class has completed when compared with the first project.

In what ways did the course readings/activities/class discussions help you as you composed this project?

I have always enjoyed design elements, but I have never actually researched or analyzed what makes things aesthetically pleasing. Through the readings, I was able to actually identify the parts that make up a credible and pleasing artifact. I think that the class discussions were helpful for jogging my memory and allowing me to see different points of views to incorporate in my project. The forums on Sakai allowed me to consider aspects that I had never thought of before. I am glad that this project has allowed me to learn more about electronic environments as well as enhance my writing styles and skills.

LATEST NEWS & ANALYSIS

DAILY DIGEST MEMBER EXCLUSIVES INTELLIGENCE GLOBAL CURRENTS FASHION-TECH PEOPLE OPINION FASHION WEEKS VIDEO PODCASTS

Friday, March 22, 2019

3D Printing: Ending the Stigma Behind Clothing Brand Sizes

By: Emma Geraghty | Business of Fashion | March 22, 2019

Since the fashion industry has begun, many brands have focused on advertising to certain groups of people - normally on a basis of race, gender, size and/or level of physical attraction. In recent years though, lots of backlash has been placed on the unjust skewing of these advertisements and the negative effects they have on consumers and their self confidence levels.

With new advancements in technology, the stigma behind sizes has been diminishing and may completely disappear with the use of *Print to Impress*, a unique 3D printing company that specializes in making clothing. *Print to Impress* allows you to produce the clothing you purchase through online channels with a simple click of a button. To use this product, consumers simply need to purchase a *Print to Impress* printer.



Not only is this product efficient in providing results, but it also uses your exact body measurements to create your clothing, rather than sticking to the conventional sizing charts. As a result, users of *Print to Impress* do not have to worry about issues with sizing, as the measurements are saved and stored through the printer. Every piece of clothing made through *Print to Impress* can be made into any size. Consumers never have to worry about body shaming or faulty sizing ever again. *Print to Impress* can make you feel confident in whatever clothing you decide to wear!

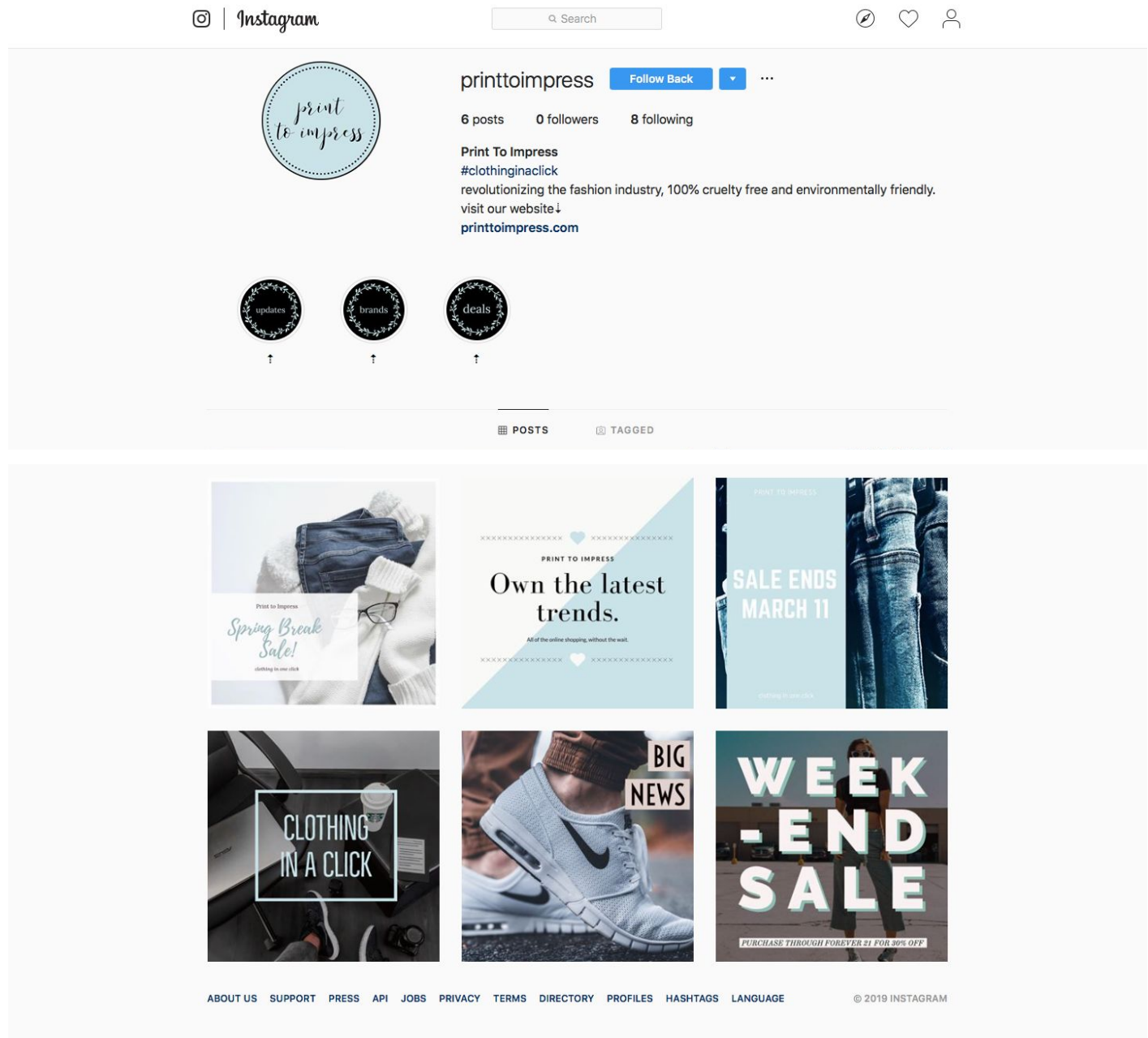


Print to Impress is 100% cruelty free, as well as 100% environmentally friendly. No shipping or packaging is required! Be the first to join in on the best new trends with *Print to Impress*. Whether you hate shopping or simply don't

have the time, *Print to Impress* provides you with all the clothing you could want in one simple click. Order your own *Print to Impress* printer at www.printtoimpress.com/buy.

<https://www.instagram.com/printtoimpress>

(You can view this instagram page without logging in, but you can not view stories. I have also attached pictures to view the mobile site.)





printtoimpress



Print To Impress

Design & Fashion

#clothinginaclick

revolutionizing the fashion industry, 100% cruelty free and environmentally friendly.

visit our website ↓

printtoimpress.com/



0 Followers 8 Following

Follow Back

Message

Email





Photo



printtoimpress



1 like

printtoimpress Use code "304f21" when purchasing through Forever 21 on Print to Impress to receive 30% off all weekend long! ↓ [#weekendsale](#) [#forever21](#)

4 HOURS AGO





Photo



printtoimpress



printtoimpress BIG ANNOUNCEMENT: Print to Impress is now in collaboration with Nike! Enjoy all your favorite brands with [#PrintToImpress](#) [#nike](#) [#ournewbrand](#)

2 HOURS AGO

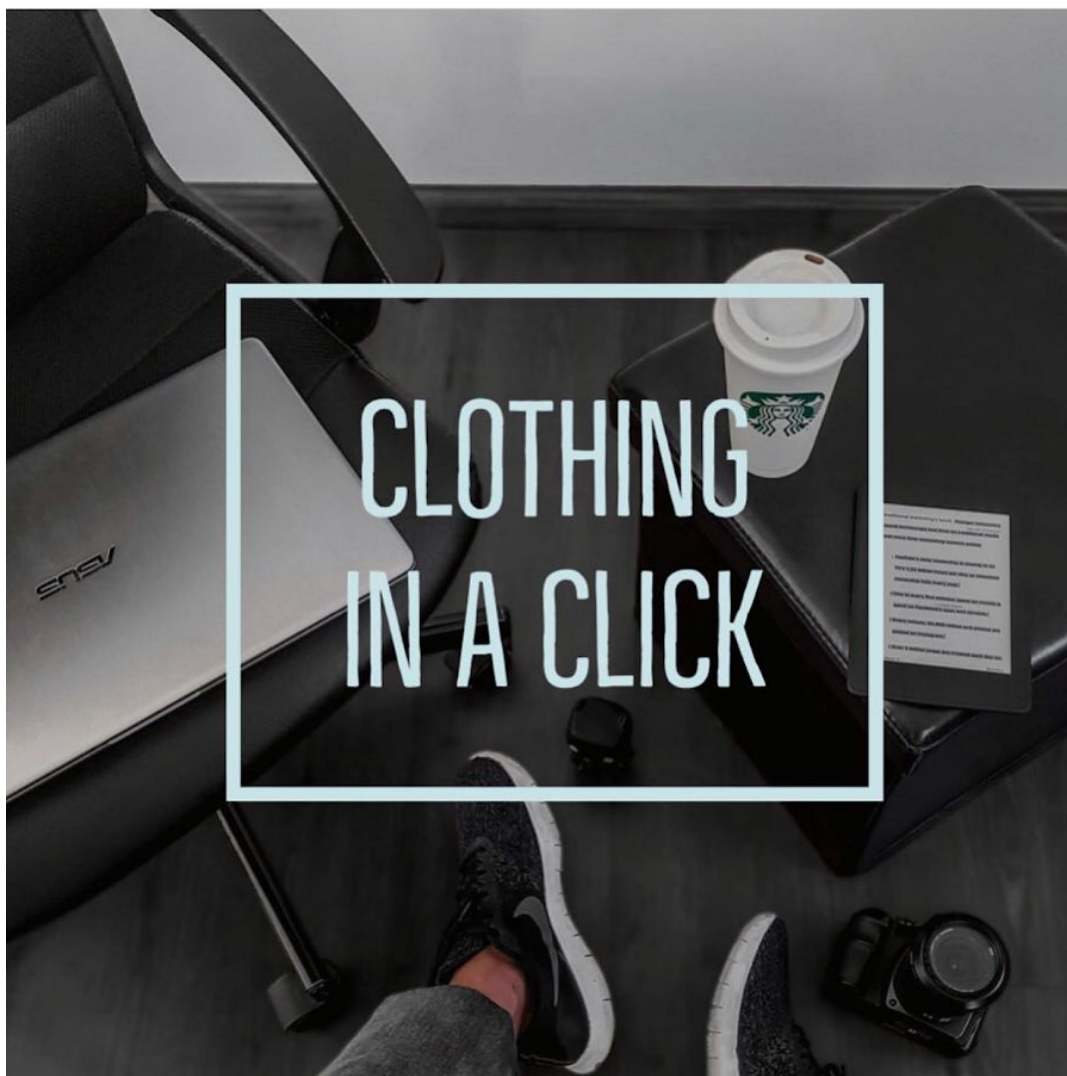




Photo



printtoimpress



printtoimpress Whether you hate shopping or simply don't have the time, Print to Impress provides you with all the clothing you could want in a simple click. To shop our printers, visit our website or click on the link in our bio!
📌 #fashionprinters #clothingtrends #trendingnow

2 HOURS AGO





Photo



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1 like

printtoimpress Don't forget! Use code "304f21" to get 30% off all of your purchases through Forever 21! Our sale ends Monday, March 11. 📌 [#saleending](#) [#printtoimpress](#) [#savemoney](#)

1 HOUR AGO





Photo



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printtoimpress Buy your very own Print to Impress printer through our website - link found in our bio @printtoimpress! Enjoy online shopping without waiting for the shipping. Our printers are 100% environmentally friendly and 100% cruelty free! † #maketheswitch #savetheenvironment

30 MINUTES AGO





Photo



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printtoimpress Happy Spring Break to all of our college students! Take a break from school and save money with our Print to Impress sale! Use code "saveinspring" throughout all of our sponsored brands (Forever 21, American Eagle, Pacsun, Lululemon, & Nike) to receive 45% off of your entire purchase. 📌 [#springbreak](#) [#sale](#)

27 MINUTES AGO





3h



NEW TO INSTAGRAM!

@PRINTTOIMPRESS

print to impress



follow for deals & more!



Send message





51s



happy international women's
day!

“

There is no **limit** to
what we, as women, can
accomplish.



MICHELLE OBAMA

”

Print to Impress does not
support impossible beauty
standards. Rather than carry
specific sizes, our printers
produce clothing that is
tailored **EXACTLY** to fit any
individual.



Send message





3h



FOREVER 21[®]

@FOREVER21



Send message





3h



@AMERICAN EAGLE

**AMERICAN EAGLE
OUTFITTERS**



Send message





3h



@PACSUN

PACSUN

GOLDEN STATE *of* MIND



Send message





2h



@LULULEMON



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2h



@NIKE



Send message





3h



30% off

today!



@printtoimpress

Send message





Print to Impress Co.
24 Main Street, #143
New York, New York, 00123
customerservice@printtoimpress.com

March 20, 2019, 11:12 AM

Dear Customer,

Thank you for purchasing a *Print to Impress* Printer! *Print to Impress* prides itself on being 100% environmentally friendly, therefore, we have attached below the online *Print to Impress* Printer Instructions Manual!

[printtoimpressinstructions.pdf](#)

Best,
The Print to Impress Customer Service Team

[Facebook](#) · [Twitter](#) · [Pinterest](#) · [Google+](#) · [Instagram](#)

You received this email because you purchased
a printer through our website, printtoimpress.com.
Print to Impress Co. - 24 Main Street #143, New York, NY 00123
© 2019 Print to Impress. All rights reserved.

Print to Impress

Installation and User Manual

Print to Impress Printer (Version IV)



March 2019
Version IV

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General Information

Thank you for investing in a *Print to Impress* printer! The March 2019 model of *Print to Impress* is Version IV. If this is not the correct manual for your printer, please contact our Customer Service Team at customerservice@printtoimpress.com or call [800-945-1258](tel:800-945-1258). You may also visit our website's informational page for setting up your printer - of any version - at www.printtoimpress.com/instructionsmanual.

System Overview

The March 2019 printer provides users with an easy setup software system. To set up Version IV of *Print to Impress* printers, view section “Getting Started” of the Print to Impress Installation and User Manual on page 3. This sections provides users with the setup process, adding and making user profiles, and taking sizing and measurements for clothing.

Points of Contact

To reach out to the Print to Impress Co., please contact our Customer Service Team at customerservice@printtoimpress.com or call [800-945-1258](tel:800-945-1258) to speak with a representative.

Customer Service Team

Our Customer Service Team can be reached through email or phone call during open business hours. Our Customer Service Team is available from Monday to Friday between the hours of 8 A.M. to 6 P.M (ET).

System Summary

Print to Impress Printer Version IV is available for purchase and returns through the official Print to Impress website - printtoimpress.com. This system's software is appropriate for setup by ages 18+ of age. Persons under the age of 18 should be accompanied by an adult. Once proper installation and set up of Version IV is complete, users should not experience malfunctions. In the event of an error, please visit “Instructions for Malfunctions” under “Using the System” to correct system break down. If further instruction is necessary, please contact our Customer Service Team.

System Configuration

Print to Impress Printers are packaged with an Installation and User Manual. Each manual is unique to the printer. Make sure the printer being installed is Version IV. The system for this printer is crafted for novice users.

Getting Started

The contents of the packaging box should include 1 power cord and a setup CD for visual instructions.

- 1.) To remove packing materials, open the cover unit and remove the blue tape.
- 2.) Close the cover to ensure that the printer stays clean.
 - a.) **CAUTION**: Watch your fingers.

Setting Up

- 1.) To turn on your computer, connect the power cord from the back of the printer to a wall outlet.
 - a.) **IMPORTANT**: At this time, do not connect any other cables from the printer.
- 2.) Open the operation panel and press the **POWER** button for 3 seconds.
- 3.) On the touchpad, scroll and tap to select your language and then tap **OK**.

Making the User Profile(s)

- 1.) Using the touchpad, scroll and tap on the selection **USER PROFILE**.
- 2.) Enter the name of the user.
- 3.) To set as the default user, click **OK** and then **DEFAULT USER**.
- 4.) To add a user from the homescreen, scroll and tap on **ADD USER**. Enter the name of the user and click **OK**.
- 5.) To change the default user, scroll and hit **PROFILE CHANGE**. All the lists of users will be present on this page. Double click the user that you want to set as the default user. Click **OK** to confirm this switch.

Taking Measurements

- 1.) Scroll and tap on the selection **MEASUREMENTS**.
- 2.) Click **ADD**.
- 3.) Click **CONFIRM** to print the measurement tool.
- 4.) Measure your body measurements: height, width, bust, hips.

- 5.) Enter measurements under each category.
- 6.) To match to a specific user, click **CONNECT** and then the name of the user.
- 7.) Click **OK** when done.

Using the System

Version IV has a 2 year warranty. Details are accessible on the Print to Impress website at www.printtoimpress.com/warranty.

Instructions for Malfunctions

- 1.) Check that the software being used through your computer is paired to the correct product (i.e. Apple software should be downloaded on an Apple Computer).
 - a.) If the software type does not connect with the correct product, visit www.printtoimpress.com/instructionsmanual.

Please contact our Customer Service Team for additional help.

How can we help you?

Print to Impress Customer Service (customerservice@printtoimpress.com)

Fill out the form below and our service team will help with any question, comments, or concerns you may have. Thank you!

- Print to Impress Customer Service Team

March 3, 2019, 2:21 PM

FROM: Annie Smith <annie.p.smith@gmail.com>

Hi there,

My name is Annie and I have been using Print to Impress for a few months now. I love this product and it has been so helpful in allowing me to keep up with the latest trends. It has truly brought online shopping to a new level - and not to mention the fact that Print to Impress is waste free and cruelty free because of your company's 3D printing methods.

Recently though, my printer that makes my clothing has been malfunctioning. Everytime that I try to print the clothing from my shopping cart, the printer starts to work, but then it prints different clothing than the clothing in my shopping cart. I am super confused because it isn't clothing that I have ever purchased - or even seen before! I do not know what that means or how to fix it.

I have a MacBook Pro and I'm pretty sure that I am using the right software to connect to the printer from my computer, although I am not completely positive. I have tried to fix the problem myself by using the information published on your website, but I am not sure what information I should be looking for because I do not know if it is a problem with my computer, the connection, or the printer itself.

I am a college student and I have a very busy schedule, so Print to Impress is usually very helpful. I don't want to stop using this product because I don't know what I would do without it. I have a big presentation this weekend and I was hoping to figure out how to fix this issue by then if that is in any way possible.

Thank you!

Annie



Print to Impress Co.
24 Main Street, #143
New York, New York, 00123
customerservice@printtoimpress.com

March 4, 2019, 10:32 AM

Dear Ms. Smith,

Thank you for choosing Print to Impress. We are so sorry to hear that you are experiencing difficulties and want to apologize for any inconveniences you may have experienced while using our product. Fortunately, the issue that you are currently experiencing can be fixed without receiving a new printer. It sounds like you have downloaded the PC software, rather than the Mac software for the printer, as using the PC software on your Mac causes the wrong clothing to print. This occurs because your printer is trying to connect to your computer, but it has a faulty or incorrect connection.

To fix this issue, you will need to uninstall the PC software and replace it with the Mac software. The easiest way to do this is to use the page on our website called "Setting Up and Replacing your Printer Connection". You can find this page on our website at www.printtoimpress.com/instructionsmanual. At this page, you will find the step-by-step instructions to uninstall the PC version and install the Mac version.

Please note that in order to install the Mac version, you will need to first uninstall the PC version. Otherwise, both softwares will not correctly download. Once you complete your correct installation, try printing the clothing in your shopping cart. This should fix the current issue that you are experiencing.

If you continue to experience difficulties, please contact our emergency line at [800-945-1258](tel:800-945-1258). Either I, or another representative, will be able to personally talk to you on the phone, as you may be experiencing actual issues with your printer if the software is still not connecting correctly.

Again, we are so sorry to hear that you are experiencing this issue and I hope that this information has been helpful. If you have any other questions or concerns, please contact us through our email customerservice@printtoimpress.com, or call us at [800-945-1258](tel:800-945-1258).

Have a nice day!

Best,
Emma

--

Emma Geraghty
Print to Impress Co.
Executive Service Team Manager
[800-945-1258](tel:800-945-1258) / emmageraghty@printtoimpress.com
Print to Impress Customer Service Team

[Facebook](#) · [Twitter](#) · [Pinterest](#) · [Google+](#) · [Instagram](#)

You received this email because you submitted a
comment through our [customer service support](#).

Print to Impress Co. - 24 Main Street #143, New York, NY 00123

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https://twitter.com/print_toimpress

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Print To Impress

@print_toimpress

#clothinginaclick revolutionizing the fashion industry, 100% cruelty free and environmentally friendly.

New York, USA

printtoimpress.com

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Tweets & replies

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Make sure to follow our Instagram (@printtoimpress) on the official Instagram app!

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Who to follow · Refresh · View all

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Print To Impress @print_toimpress · 1m

Happy Spring Break to all of our college students! Take a break from studying and save money with our Print to Impress sale! Use code "saveinspring" throughout all of our sponsored brands - @Forever21 @AEO @PacSun @lululemon @Nike - to receive 45% off your entire purchase! #sale

Print to Impress

Spring Break Sale!

clothing in one click

Find people you know

Trends for you · Change

Kawhi Leonard

24.3K Tweets

Stollen

President Trump's 'stollen' misspelling sheds light on German Christmas bread

Jansen

5,245 Tweets

Elmwood

Tobias Harris

2,251 Tweets

Lowry

22.4K Tweets

Hunter Renfro

2,182 Tweets

Kenley

1,461 Tweets

#WhenLifeGivesMeLemons

1,599 Tweets

Bishop

18.3K Tweets

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**Print To Impress** @print_toimpress · 5m
Buy your very own Print to Impress printer through our website. Enjoy online shopping without waiting for the shipping. Our printers are 100% environmentally friendly and 100% cruelty free! [#MakeTheSwitch](#) [#SaveTheEnvironment](#)





PRINT TO IMPRESS

Own the latest trends.

All of the online shopping, without the wait.

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**Print To Impress** @print_toimpress · 7m
LAST CHANCE! Use code "304f21" to get 30% off all your purchases through [@Forever21](#)! Our sale ends Monday, March 11. [#SaleEnding](#) [#SaveMoney](#)



PRINT TO IMPRESS

SALE ENDS MARCH 11

clothing in one click

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**Print To Impress** @print_toimpress · 10m

Our sale is ending soon - use our code "304f21" before its too late!

**Print To Impress** @print_toimpress · 11m

Whether you hate shopping or simply don't have the time, Print to Impress provides you with all the clothing you could want in a simple click. To shop our printers, visit our website or click the website link in [@print_toimpress](#).
[#TrendingNow](#)



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**Print To Impress** @print_toimpress · 14m

Don't forget to use the code "304f21" this weekend on all [@Forever21](#) purchases on [@print_toimpress](#)!

**Print To Impress** @print_toimpress · 15m

BREAKING: Print to Impress is now in collaboration with [@Nike](#)! Enjoy all your favorite brands with [#PrintToImpress](#). [#nike](#) [#ournewbrand](#)



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Print To Impress

@print_toimpress · 17m

Use code "304f21" when purchasing through @Forever21 on Print to Impress to receive 30% of all weekend long! #weekendsale #forever21




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Sp Adobe Spark

Print To Impress

@print_toimpress · 20m

Welcome to the official Twitter Page for Print to Impress!

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