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Promotion & Marketing Design Awards Winners

The art of self-promotion truly is a superpower all on its own. The real trick is being genuine, whether you’re marketing yourself or a client. Don’t miss these 78 award-winning dynamic designs that show the strength of a shining promo project.
Profiles by Bryn Mooth and Sarah Whitman

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Courting Clients

Nobody likes a braggart, right? Wrong. When it comes to self-promotion, the ball is in your court to woo your clients. Once you land them, the real trick is fanning the flame for a lasting relationship.
By Peleg Top

Did you pick up this issue hoping to unlock the key to a winning self-promotion strategy? Well, listen closely. It’s you.

As every self-promo superhero knows, building a base of adoring fans requires authenticity. If you don’t know who you are, then how can you expect others to perceive you as truly phenomenal?

Once you’ve embraced this power, you can choose to flex your strength in a variety of ways in your quest to create design work that embodies truth, honor and justice. We strived for the same dynamic principles as we assembled this issue.

Truth is delivered in Peleg Top’s feature “Courting Clients” (page 60), which guides designers on how to elevate client relationships from the “dating phase” to “going steady” so you can keep the flame alive once a connection is established. After all, it’s never wise to assume a regular client doesn’t need the reassurance of your devotion that a thoughtful promo piece can provide.

Honor is bestowed upon 78 award-winning designs chosen by judges to represent the very best in this year’s Promotion & Marketing Design Awards (page 30). Honor is a self-promo power in itself, as it makes one more attractive to others. Truth breeds beauty, and beauty breeds honor.

Lastly, justice is something many designers crave to integrate into their work, as they align their projects with social causes to better the world. The Designing Change column (page 20) recognizes such admirable intentions.

Let all of the self-promo superheroes featured in this issue inspire you to wield your own power.

Jessica Kuhn
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5 REASONS DESIGNERS SHOULD LOVE “SELLING”
Being a salesperson may not be up your alley, but here are five reasons why you should embrace hawking your ideas in order to get the attention you deserve.

GORGEous GLASS
Designer Jill Tanenbaum sees her side biz as a chance to connect with her inner artist without the bonds of client restrictions. Her fused glass art has been elevated from a hobby to a source of income.

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