

THE Source

US VIRGIN ISLANDS

Our July 2024 *Advertising Insights*

Our July issue of *Advertising Insights* delves into the power of storytelling as an alternative to hard sell online ads. We follow up with a consideration of fonts. Yes fonts, which are not on every advertiser's mind, but which deserve serious consideration - and some advice from a professional. And who could forget, it is Hurricane Season again - a busy time when readers often turn to our sites for the latest information.

Numbers Up 8.5% from May

Source Publications Garner 691,146 Pageviews in June 2024

In June 2024 combined Source Publications on St. Thomas, St. Croix and St. John achieved 691,146 pageviews, a healthy increase of 8.5 per cent over May.



Remember, as hurricane season begins - earlier and earlier it seems - more readers turn to Source publications for news they can trust.

Like all media, there is always some seasonality in readership. That said, Source publications continue to provide, month after month, season after season, a consistent - and consistently high - floor of pageviews.

For a more detailed look inside the numbers, contact the Source advertising team by emailing us at

Messages That Go Straight to the Heart

Take the Indirect Route for Marketing

"There are only so many ways to directly promote your products and services through marketing," asserts a recent article on constantcontact.com, the leading site for marketing communications.

The article further argues that, "Sometimes it's worthwhile to stray from your main marketing agenda to tell stories that make your brand more memorable and likable."

In other words, you can often make a deeper and more lasting impression by refraining from the hard sell and going by a more indirect route to reach your prospects and customers emotionally.

Building Affinity Between Your Brand and Your Customers



To make the point, Constant Contact cites an ad campaign run by Huggies.

Based on research that indicated "the positive impact of hugs on babies - hugs help build their immune systems, stabilize vital signs, improve brain development, etc.," the brand developed a campaign that ran in the Canadian market called "No Baby Unhugged."

“ ... ”

*You can often make a deeper
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– constantcontact.com

The campaign was "aimed at educating parents about the benefits of skin-to-skin contact and providing volunteers in hospitals for babies in need of hugs."

"No Baby Unhugged" also proved useful in building brand affinity between Huggies and its customers.

Focusing on themes like this, or crafting slice of life vignettes and memorable moments, work by drawing on underlying emotional responses to important life events.

Selling Fun, Peace of Mind, Confidence and Pride

Stories do not use the hard sell on price for example. They don't induce panic or urgency. Nor do they preach or scold.

Rather they dramatize the very personal relationships of product users.

Think of it as a cruise line selling fun, or an insurance company selling peace of mind, or a fashion store selling the pride and self-confidence that comes with looking good in new clothes.

Every business reaches into the heart if you look hard enough - and deeply enough - into the needs and wishes and hopes of your customers.

Storytelling can be a powerful tool.

Give some thought to exploring ways to dig beneath the surface transaction and find those deep connections that exist between customers and business in your industry.

Full article:

<https://www.constantcontact.com/blog/marketing-tips/>





VI Weather Updates...

As the Atlantic Basin hurricane season - which ends Nov. 30 - continues, our readers can quickly access all the important weekly and daily weather video updates from Jesse Daley on all Source publications. To learn more about sponsorships and advertising opportunities in our weather section, contact advertising@visource.com.

Just Your Type

Choosing the Right Font

In last month's newsletter, we discussed the use color in banner ads.

While color offers boundless opportunities for conveying your message, other elements can support and reinforce emotions and qualities.

In the link below, you'll see that digital agency professionals at Single Grain use a Guitar Center ad as an excellent example of how the font style contributed to the success of the ad's message.



SINGLE GRAIN

The Typeface You Choose Communicates More than Words

Most of us are so accustomed to using "default" fonts in our documents, emails and texts, as well as ads, that we forget just how many fonts - or typefaces - are available.

Selecting the right one for your message is an art - and designers often labor over the selection process.

A font that's too light-hearted, or even comical, would undercut a serious message, for a funeral home, for example, or an animal rescue.

“ ... ”

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On the other hand, a font that may be too thick or too narrow might inadvertently undercut the content of ad: too thick, and the font adds bulk when the message may be the speed or finesse of the product.

Too thin, and the font may imply lack of gravity or fragility to a brand that aspires to be seen as strong.

Fonts Support the Meaning of Your Message

Without getting into the weeds - we urge you to click on the link and check out the site for yourself - the first rule of any font is to be immediately legible. A reader shouldn't have to puzzle out the letters in an overly fancy script best reserved for wedding invitations.

Your Message in Comic Sans
Not serious-?

Your Message in Impact
Too thick-?

Your Message in Zapfino
Hard to read-?

Your Message in Savoye
Too fancy-?

Second, a font should not call attention to itself or be so large that it blocks out an image or visual.

The aim is to underscore the message - not obscure it.

A font says a LOT all by itself - far more than the message in the words it represents.

Remember, the sales staff at the Source is always available to assist with your creative needs including

choice of an appropriate font. So call if you need any help selecting the typeface best for your ad.

Full article:

<https://www.singlegrain.com/blog/display-advertising-trends/>

Spread Your Ad Reach With Consider the Source

**A Great
Opportunity
for Our
Advertisers**



Our *Consider the Source* newscast, with Adisha Penn, allows

our readers to catch up on the biggest headlines of the week, and to hear more from residents making an impact in the community. *Consider the Source* airs on Viya Channel 4, on Sundays, and has recently been added to the Fox/NBC weekend roster, airing on Sundays at 11 a.m. after *Good Morning America*.

We're excited to give the Source - and our Territory as well as our advertisers - a positive platform for exposure, as the show can be seen throughout the Caribbean, Florida and across the East Coast.

What a great advertising opportunity!

Consider The Source: <https://stthomassource.com/>

Get Help With a Click or Call!

The expert staff at the Source publications is always available to provide you with personalized help in developing ads and ad campaigns.

Feel free to discuss your needs. Just email us at: advertising@visource.com
or call: 340-228-8784.

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