



Design Should Speak to You

76% of Americans

agree that the quality of graphics is very important in gaining their attention

ANNUAL

WORLD

Color Us Surprised!

42% of Americans

believe that the colors on printed materials are features that stand out

GRAPHIC

Bottoms Up!



of Millennials are more likely to select beer based on the visual appeal of the label and packaging

DESIGN



of Millennials are more likely to select wine based on the visual appeal of the label and packaging

**Print
for
Action**

DAY