





Humans often ignore context and circumstances, attributing everything to a person or organization's personality. The consumer believes a company's personality will dictate how they will behave towards them in the future.

Source: HubSpot.com



# Adobe® Creative Cloud™ Student and Teacher Edition



## Here's what you get

Creative Cloud gives users Adobe's entire collection of creative tools for their desktop like Photoshop, Illustrator, InDesign, and Adobe Premiere Pro. Plus really great mobile apps to create whenever wherever.



## It's all connected.

The Creative Cloud includes, Adobe CreativeSync, which automatically keeps all your assets up-to-date.

## Yes, you can have it all.

Creative Cloud gives you all the apps you need for any creative field you want to explore. Create and share an animated video in two minutes. Or make a feature film with the same editing tools they're using in Hollywood. Make a website for your band. Or your business. Discover what a creative genius you are.

**Contact an Adobe Specialist at [AdobeSpecialists@dstewart.com](mailto:AdobeSpecialists@dstewart.com)  
to learn more about Creative Cloud for education.**



A company that is caught up in a series of unfortunate events will likely be considered more trustworthy if it takes responsibility for those events, rather than passing the blame on outside forces.

Source: HubSpot.com



# MARBLE IS HERE



Happy Plugs Earbuds are perfect as an everyday accessory to be mixed and matched with any outfit. Add some color to a stylish night out, a day strolling in the park, or to a favorite outfit. Style is just as important as functionality. Happy Plugs Earbuds work with all smartphones and tablets on the market and they're equipped with built-in microphone and remote.

**DSC# 96091 | Vendor# 7781 | SRP \$24.99 | Cost \$12.50**



Happy Plugs In-Ear does what no one else does. It combines high performance audio, fashionable colors, and stylish design—all at the same time. Ears come in all different shapes and sizes, our silicon eartips therefore comes in different sizes too. With eye-catching color and ear comfort, Happy Plugs In-Ears are made to fit users perfectly. They work with all smartphones on the market and have a built-in microphone and remote.

**DSC# 96092 | Vendor# 7782 | SRP \$34.99 | Cost \$17.50**



95% of human decisions are made at a sub-conscious level.

Source: Forbes.com



## RUGGED WIRELESS HEADPHONES

Los Cabos is known for being a getaway location where the desert meets the sea. Los Cabos headphones are known for where tech meets the outdoors. Los Cabos headphones give users wireless freedom with a promise of durability and luxury.

### FEATURES

- 30mm drivers deliver the full range of clear sound, wirelessly
- Built-in microphone
- IPX4 sweatproof and splash resistant
- External controls allow users to adjust volume, change tracks, play/pause, and answer calls
- Rugged design that makes them "hard to break"
- Rechargeable lithium-ion battery
- Playtime: 10 hours
- Standard micro-USB charge port
- Battery level "fuel gauge" displayed on source device
- Bluetooth® 3.0



Color	DSC#	Vendor#	SRP	Cost
Black	73794	OT1900-B	\$59.95	\$36.63
Gray	73795	OT1900-G	\$59.95	\$36.63
Red	73796	OT1900-R	\$59.95	\$36.63



**OUTDOOR TECH.**

## Sound for Every Occasion

### JBL & Yurbuds



### JBL Flip 3 Portable Bluetooth Speaker

#### Rechargeable Battery

Features 10 hours of play time with a rechargeable battery for convenient portability and extended play time.

#### A Splashproof Design

No more worrying about rain or spills, users can even clean the speaker with running tap water. Just do not submerge it.

#### Built-in Microphone

Answer crystal clear calls using the built-in noise and echo canceling speakerphone without skipping a beat.

Color	DSC#	Vendor#	SRP	Cost
Black	77703	JBLFLIP3BLK	\$99.95	\$64.53
Gray	77704	JBLFLIP3GRAY	\$99.95	\$64.53
Red	77706	JBLFLIP3RED	\$99.95	\$64.53

Color	DSC#	Vendor#	SRP	Cost
Teal	77718	JBLFLIP3TEAL	\$99.95	\$64.53
Orange	77717	JBLFLIP3ORG	\$99.95	\$64.53
Pink	77705	JBLFLIP3PINK	\$99.95	\$64.53



### Yurbuds® Inspire® 100 Earbud Headphones

Let music motivate with TwistLock® technology and the FlexSoft® comfort fit guarantee—these sweat-proof in-the-ear sport earbuds will never hurt or fall out. Yurbuds® Inspire® 100 allows ambient sound to ensure users hear everything they need to stay safe. They're made to move, just like you.

Color	DSC#	Vendor#	SRP	Cost
Red/Black	59478	YBIMINSP01RNBAM	\$19.99	\$11.33
Black	59475	YBIMINSP01BLKAM	\$19.99	\$11.33



Most consumers make impulsive decisions and purchases; capitalize on the impulse buy by asking customers to: buy now, try it now, shop now, get it now, subscribe now.

Source: Entrepreneur.com

# Your Learning Resource



## TI-84 Plus CE Graphing Calculator

Introducing the next generation of the popular TI-84 family of graphing calculators. Now in color and updated with new features, like the high-resolution, backlit, full color display. Use digital images or your own photos. Recharge with ease using the built-in TI Rechargeable Battery. Familiar TI-84 Plus functionality. Customize with color slide cases and faceplates.

### Key Features:

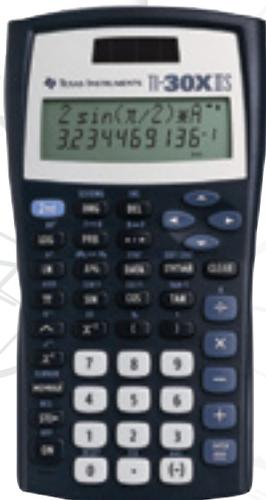
- » High-resolution, full-color backlit display
- » TI Rechargeable Battery
- » Familiar TI-84 Plus Family functionality
- » Ability to import and use images

### Exam Acceptance:

The TI-84 Plus C Silver Edition is approved for use on the following exams

- » PSAT®, SAT®, and ACT® college entrance exams
- » AP® Exams that allow or require a graphing calculator
- » Praxis™ tests that allow or require a graphing calculator
- » Approved for use on the IB® exam

DSC# 68221 | Vendor# 84PLCE/TBL/1L1  
Min 1 | SRP \$149.00 | Cost \$115.50



## 30X IIS Scientific Calculator Bulk

2-line scientific calculator with advanced features like easy scroll view and the ability to edit current or previous entries, it's the No. 1 brand used by students. Perform a variety of conversions and advanced calculations and see both the equation and the answer. Solar and battery powered. Built to last with a slide on case included.

### Key Features:

- » Two-line display
- » Fraction features
- » Conversions
- » Basic scientific and trigonometric functions
- » Edit, cut, and paste entries
- » Solar and battery powered
- » One- and two-variable statistics

Color	DSC#	Vendor#	Min	SRP	Cost
Black	10015	30XIIS/BK/F	1	\$17.00	\$10.83
Lime Green	10011	30XIIS/TBL/1L1/BC	1	\$17.00	\$10.83
Blue	10025	30XIIS/TBL/1L1/BA	1	\$17.00	\$10.83
Pink	40305	30XIIS/TBL/1L1/AZ	1	\$17.00	\$10.83

# 12 SECRETS OF THE HUMAN BRAIN TO USE IN YOUR MARKETING

Neuromarketing is a developing form of marketing research that studies consumers' cognitive, sensorimotor, and responses to marketing stimuli. Neuromarketing helps us identify the communication channels focused on buying decision processes, in other words it dissects the brain function when consumers are confronted with advertising, product, and brand stimuli. The brain is divided into 3 main parts: the rational, the intermediate, and the primitive part. Understanding the dynamic between the parts of the brain and how to implement those concepts into your marketing initiatives will dramatically increase the effectiveness of your marketing.

Relying heavily on imagery and less on text will target the rational and primitive portions of the brain. Language is open for interpretation and recall can be vague, but images evoke emotion and emotions kickstart action. With millennials, shrinking attention spans, creating powerful images are more important than ever.

Source: Grow3.com and Myemma.com

## WE ALL HAVE A PRIMITIVE BRAIN

It's called the amygdala, and it controls our gut reactions and emotions—and it works much faster than our conscious mind.



We have gut reactions in 3 seconds or less.



Emotions process input 5 times faster than our conscious brain.



Emotions make a more lasting imprint than rational thought.

### Aim for the gut reaction



Your subject line and preheader text work together to get people to open your marketing email. Use these spaces to get your point across at an emotional level. Use words that create excitement, urgency, or even low-grade anxiety.

# OUR BRAINS LOVE IMAGES

The primitive brain is particularly drawn to images of danger, sex, and food. But don't over do it in your marketing—the jury's still out on whether a sexy bungee jumping hotdog gets more views.



Our brains process images 60,000 times faster than text.



90% of all data that the brain processes is visual.



We comprehend and remember pictures with text more than text alone.

# ESPECIALLY IMAGES OF FACES

Natural selection favored humans who were able to quickly identify threats and build relationships. We're all able to do that today by simply reading facial expressions.



Human beings are hard-wired from birth to identify the human face.



The part of the brain that processes images is right next to the area that processes emotions.



All images of faces grab our attention, but babies light up emotions receptors.

# WHY COLOR MATTERS

There is more to color choice than what looks good. Different colors actually send different signals to our brains.



62-90% of our feeling about a product is determined by the color alone.



Yellow activates the anxiety center of the brain.



Blue builds trust.

## Design for scanning



We're not reading marketing messaging anymore. So imagine your marketing without any text at all—if you've created a story or stirred an emotion with just your images, you're on the right track.

## Make it easy to act



Consider including a face that looks toward your call to action. Close-ups work best, and eye-tracking studios show we'll look where they're looking. Yes, we are predictable like that.

## Test, and test again



Every audience is different, so it's important to run a few tests to discover how color affects response. Color studies just help you figure out what to test with your own readers. Who knows, maybe periwinkle is your key to conversions.



The brain process visual content faster than text. To increase viewership, you should always attach images to your marketing.

Source: Entrepreneur.com



# Feel the Moment



Super Wide View



Built-in WiFi



6-elements Aspherical Glass F/2.4 lens



2" Built-in LCD



Full HD 1080P 30fps



Longer Battery 120min

Contact your Account Managers at 800-279-2795 to place an order today.



# GET THE BEST VIEW

## Joby GorillaPod

Push the limits in any environment with your action camera. Use this versatile, flexible tripod with integrated ballhead for even or uneven terrain including rocks, branches, and poles.

DSC# 71161 | Vendor# JB01300-BWW  
Min 4 | SRP \$39.95 | Cost \$22.48



**Guaranteed**

**60 percent** of consumers feel at ease with and are more likely to buy a product that has the word 'guaranteed' associated with it.

Source: Kissmetrics.com

# Now that's positive energy!



Energizer EcoAdvanced®, the world's first AA battery made with 4% recycled batteries and our longest-lasting alkaline.

Size	Pack	DSC#	Vendor#	Min	SRP
AAA	4Pk	76349	XR92BP4	12	\$10.85
AAA	6Pk	76350	XR92BP6	6	\$14.02
AA	4Pk	76345	XR91BP4	12	\$10.85
AA	6Pk	76346	XR91BP6	6	\$14.02



# Trusted Everywhere.



CopperTop is best suited for the devices people use the most. When long-lasting, reliable power is needed, count on CopperTop.

Size	Pack	DSC#	Vendor#	Min	SRP
AAA	4Pk	56108	MN2400B4Z	18	\$6.12
AA	4Pk	56104	MN1500B4Z	14	\$6.12
AA	2Pk	56103	MN1500B2Z	14	\$3.48
AAA	2Pk	56106	MN2400B2Z	18	\$3.48
C	2Pk	56102	MN1400B2Z	8	\$6.12
D	2Pk	56101	MN1300B2Z	6	\$6.12
9V	1Pk	56105	MN1604B1Z	12	\$6.12

**DURACELL®**



**52% of consumers** are more likely to enter a store if there is a sale sign in the window.

Source: Kissmetrics.com

# Back-to-School, Here We Come



## BIC Quarter Pallet

### Display includes:

- (24) Round Stic Xtra Life Ballpoint Blue 10Pk
- (36) Cristal Xtra Smooth Stic Ballpoint Black 10Pk
- (36) Round Stic Grip Xtra Comfort Ballpoint Black 8Pk
- (12) Cristal Xtra Bold Stic Ballpoint Asst 8Pk
- (12) 4-Color Retractable Ballpoint Pen Asst 1Pk
- (16) Atlantis Comfort Retractable Ballpoint Asst 3Pk
- (8) Cristal Stylus Pen Black 2Pk
- (10) Gelocity Retractable Gel Pen Asst 4Pk
- (12) Marking Permanent Pocket Marker Fine Black 2Pk
- (8) Marking Permanent Marker Asst Black 3Pk
- (8) Intensity Permanent Pen Black 2Pk
- (12) Xtra Precision Mechanical Pencil .5mm Black 5Pk
- (30) Xtra Life Mechanical Pencil .7mm Black 10Pk
- (12) Xtra Comfort Mechanical Pencil .5mm Asst 6Pk
- (12) Xtra Comfort Mechanical Pencil .7mm Asst 6Pk
- (16) Brite Liner Pen Highlighter Chisel Asst 5Pk
- (8) Brite Liner Erasable Pen Highlighter Chisel Yellow 3Pk
- (8) Wite-Out Brand EZcorrect Correction Tape White 1Pk
- (8) Wite-Out Brand Twist Correction Tape Mini White 2Pk
- (12) Cristal Xtra Precision Fine Stic Ballpoint Asst 8Pk
- (12) Velocity Bold Retractable Ballpoint Asst 4Pk
- (16) Atlantis Original Retractable Ballpoint Pen Black 4Pk
- (8) Marking Metallic Permanent Marker Fine Silver/Gold 2Pk
- (15) Xtra Strong Mechanical Pencil Black 10Pk
- (10) Velocity Original Mechanical Pencil .9mm Asst 2Pk
- (12) Velocity Side Clic Mechanical Pencil .7mm Black 2Pk
- (8) Brite Liner Flex Tip Highlighter Asst 3Pk
- (8) Atlantis Exact Retractable Ballpoint Asst 3Pk
- (8) Atlantis Ultra Comfort Retractable Ballpoint Black 1Pk

**DSC# 77821 | WP60P020-AST**

**SRP \$ 1,738.53 | Regularly \$816.10**

**SPECIAL \$775.30**

**Orders must be placed by 4/27/2016**





When the mind says yes once, it is more likely to do so again. Cross merchandise products and start by asking for something small and follow it up with a larger request.

Source: Entrepreneur.com

# STAY POWERED—WHEREVER YOU ARE

## WakaWaka Power+



The WakaWaka Power+ is a durable, lightweight, and compact solar charger that is capable of charging virtually any type of smartphone or small electronic device within just a few hours and providing up to 150 hours of safe, sustainable light.

Color	DSC#	Vendor#	SRP	Cost
Yellow	74340	WWP22/4CYS/ESF	\$79.00	\$46.47
Black	74341	WWP22/4CBS/ESF	\$79.00	\$46.47
White	74342	WWP22/4CWS/ESF	\$79.00	\$46.47

 **WAKA WAKA**  
share the sun

# Stay Connected, Stay Powerful.



## mophie Juice Pack Air for iPhone® 6

Powerful 2750mAh protective battery case is a protective, yet light-weight design delivering more than 100% extra battery with the flip of a switch. This is the ideal everyday case to stay charged through the day and well into the night.

Color	DSC#	Vendor#	Min	SRP	Cost
Gold	66357	3045_JPA-IP6-GLD	1	\$99.95	\$52.70
Black	66355	3043_JPA-IP6-BLK	1	\$99.95	\$52.70
Red	74762	3046_JPA-IP6-RED	1	\$99.95	\$52.70
Blue	74763	3047_JPA-IP6-BLU	1	\$99.95	\$52.70

 **mophie**

# Check out the [dstewart.com](http://dstewart.com) Marketing Toolbox!

## Featuring:

- Standard Marketing Publications
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