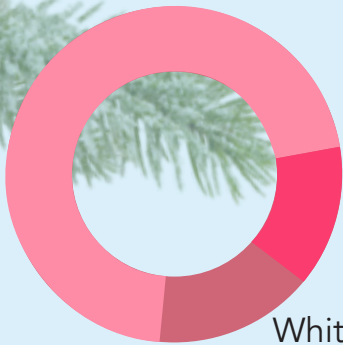


DIRECT Hit

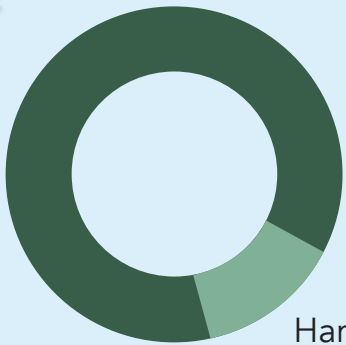
This Year's Holiday Poll!

Rainbow Lights



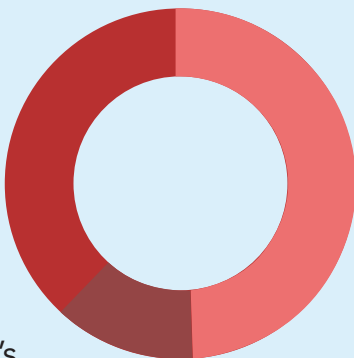
White Lights

Turkey



Ham

Gwen and Blake's "You Make Me Feel Like Christmas"



Mariah Carey's "All I Want For Christmas"

Bing Crosby's "White Christmas"



How to Make a Snow Globe

If you happen to luck out with a snow day this December, try making this whimsical DIY Snow Globe on your day off! Don't worry, you're sure to have the required materials lying around the house. Plus, crafting is a good excuse to pull everyone away from the screens. (Thanks to Martha Stewart for the idea.)

Supplies

- Any kind of glass jar: Baby-food, Pickle, Jelly, or Salsa jars work great
- Plastic or Ceramic figurines from your basement, toy basket, Christmas tree, or thrift store
- Bottlebrush trees
- Epoxy
- Distilled water
- Glitter
- Glycerin



To Create:

With clear-drying epoxy, adhere your chosen figurine to the inside of the lid, and let the epoxy dry. Next, fill the jar almost to the top with distilled water. Add a pinch of glitter and a dash of glycerin to keep the glitter from falling too quickly. (Not too much or the glitter will stick to the bottom of the jar when it's flipped.) Screw on the lid tightly, being careful not to dislodge the figurine. Turn the jar over and back again—and let it snow.

Team Treats

Ginger Cream Biscuit Log



Looking for an easy dessert to impress your family this Christmas? Follow Taste's no-bake recipe for a Ginger Cream Biscuit Log. Full of classic holiday flavors like ginger and orange, this recipe will make a gorgeous centerpiece for your Christmas Dinner.

Ingredients

- 600ml carton thickened cream
- 60g (1/3 cup) icing sugar
- 1 tsp vanilla extract
- 2 tbsp finely chopped glacé ginger
- 250g packet gingernut biscuits
- 60ml (1/4 cup) fresh orange juice
- 60ml (1/4 cup) ginger wine
- 2 tbsp caramel topping

Method

- 1.) Using an electric mixer, beat the cream, icing sugar, and vanilla in a large bowl until stiff peaks form. Then, use a large spoon and fold in the chopped ginger.
- 2.) Spread a layer of the ginger cream on a serving plate as a foundation for the biscuits. Crush one biscuit and set aside.
- 3.) Combine orange juice and ginger wine in a shallow bowl. Dip one biscuit in the mixture. Next, cover one side of the biscuit with a thick layer (1 inch) of ginger cream. Stand upright on the serving plate. Take another biscuit and repeat the process, sandwiching drenched biscuits in cream until a log forms. Spread remaining cream over the log. Cover loosely with plastic and chill in the fridge for 6 hours.
- 4.) Before serving, drizzle the log with the caramel topping. Finally, sprinkle the remaining ginger and reserved crushed biscuit.

Michelle's MARKETING MINUTE



Why You Need to Include Typography in Your Marketing Tool Belt

1. Typography can grab your audience's attention even without the aid of an image. If you're running low on space, having a powerful typeface can maximize your message's impact.
2. Good typography can amplify your brand's voice and story. Is your company historical and classic? A serif font can underline your brand's distinguished history. Alternatively, if the brand is sleek and modern, then select a no-frills sans serif typeface.
3. Using a typeface that represents your brand accurately creates recognition and trust. A cohesive brand identity influences decision-making. Customers are extremely perceptive, even if it's a subconscious judgment. A professional, creative, and bold font can set you apart from the competition and increase brand awareness.
4. One of the most important aspects of type is its ability to establish an informational hierarchy. This means creating an intuitive design that is easily understood by the reader. Important information should jump off the page not fade into the background.

Winter Safety Tips

For some of us, winter snow maintenance is another chore to add to our daily routine. Despite being a relatively mundane task, there are risks associated with clearing the driveway after a few inches. Read the following tips to stay safe and healthy this winter.

National Safety Council recommends the following tips to shovel safely:

- Do not shovel after eating or while smoking
- Take it slow and stretch out before you begin
- Shovel while it's still fresh, powdery snow; it's lighter
- Push the snow rather than lifting it
- If you do lift it, use a small shovel or only partially fill the shovel
- Lift with your legs, not your back
- Do not work to the point of exhaustion
- Know the signs of a heart attack. Stop immediately and call 911 if you're experiencing any of those signs; every minute counts

Editors note: Please don't pick up that shovel without a doctor's permission if you have a history of heart disease!



THE PLUS PODCAST

With Midwest Direct



0:00

18:54

The Plus Podcast: 30: Leave No Leads Behind With Online Retargeting

Online ads are a popular tool for marketers that are commonly used for a multitude of purposes. In previous blog posts, we have covered the different types of online ads and what the best option is for you. On this episode of the podcast, we are going over how our digital+post online retargeting works and how it might be the best option for you. With digital + post, you'll know WHO visited your site and how you can reach them again, so no lead is left behind.

Listen to theThe Plus Podcast to learn how you can capture real leads with digital+post online retargeting.

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Mandy's MOTIVATIONAL MOMENT



“Setting goals is the first step in turning the invisible into the visible.”

Tony Robbins

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Festive Desserts and More!

Going Cookie-less: The Benefits of IP Targeting

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