



*VomelaView explores the ideas shaping how brands show up in the physical world. Each issue brings together insight and inspiration from across industries—showing how environments, experiences, and tangible touchpoints influence attention, connection, and performance. From marketing strategy and direct mail to large-scale spaces and moments in between, our newsletter is thoughtfully curated and edited to offer a perspective that’s relevant, practical, and worth your time.*

## TOP STORIES

### **Immersive, Multi-Sensory Brand Experiences Define 2026 Marketing**

*Career Group Companies*

Brands are creating fully immersive environments with tactile installations, participatory elements, and luxury hospitality vibes that orchestrate lasting emotions, requiring collaboration across creative, production, and tech teams. Personalization via RFID wristbands and data insights, alongside sustainability through reusable builds, elevates events into shareable, hybrid experiences that extend digitally.

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### **Branded Vehicle Graphics & Wraps: Deploying Mobile Billboards**

*Unanimous*

Your brand shouldn’t be confined to just storefronts, websites, or advertisements—it should travel wherever you go. Branded vehicle graphics are one of the most cost-effective ways to increase brand awareness and generate continuous exposure. Whether you have a single company car or an entire fleet, wraps can turn your vehicles into high-impact mobile billboards, reaching thousands daily.

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### **How I Doubled My Revenue Using This ‘Outdated’ Science-Based Marketing Strategy**

*Entrepreneur*

Research shows that physical materials improve recall and comprehension. Direct mail also requires less and creates stronger emotional responses than digital ads. What’s more, every generation sees mail as more trustworthy. The best results come from integrating print with digital. Mail creates credibility and emotional connection. Digital reinforces that message and makes it easy to respond.

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### **Generation Z and the Future of Print Marketing**

*Business.com*

Print still has a place in modern marketing, especially when it’s used alongside digital marketing strategies rather than in isolation. For Gen Z, physical materials can feel more intentional and easier to engage with than yet another online ad. Because Gen Z receives less physical mail than older generations, well-designed direct mail marketing postcards and letters can stand out.

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### **Why Direct Mail Deserves a Place in the Modern Marketer’s Toolkit**

*PFL*

For a PFL roundtable, three seasoned marketing professionals gathered to unpack how direct mail — thoughtfully executed and well-integrated — can pierce the “digital clutter,” build meaningful connections, and drive measurable business outcomes. Together, they shared how they got started with mail, what motivates their strategies today, and why direct mail deserves a place in every modern marketer’s toolkit.

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## Customer Spotlight

[Theaters Get Dolled Up for Barbie Movie Premier](#)

*Vomela*

When the Alamo Draffhouse Cinema wanted to make a big splash for the premier of the highly anticipated Barbie movie, they turned Vomela to bring its experiential ideas to life. With a tight turnaround involving 25 locations nationwide, Alamo needed someone to create the Barbie popup display. Read how Vomela collaborated with Alamo to pull it off.

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FREE E-BOOK

### **The Case for Automated Direct Mail**

[\*\*DOWNLOAD E-BOOK\*\*](#)

