

# PRINT



Sappi Fine Paper North America



### **Bottom line: Results count!**

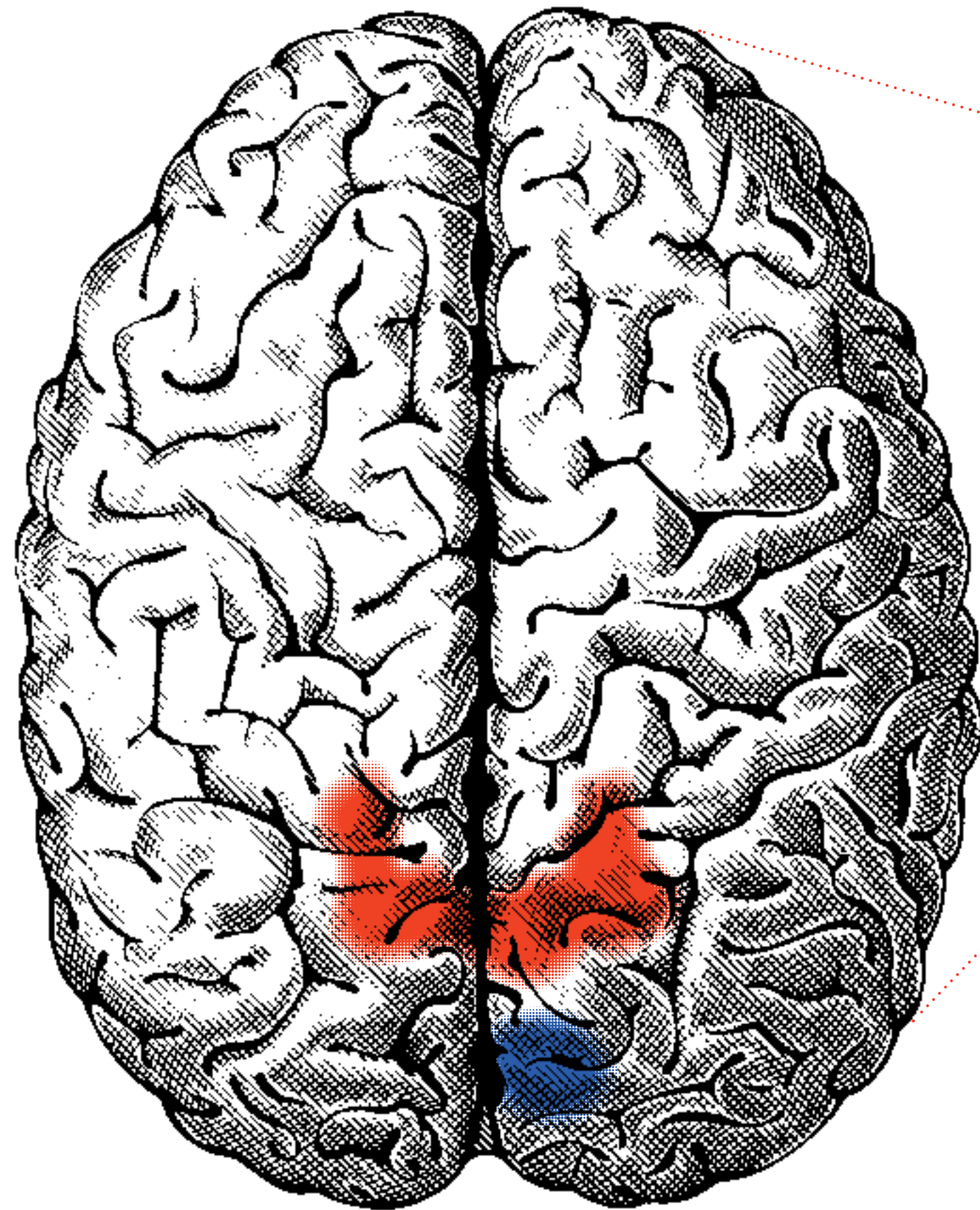
We can talk endlessly about the future of publishing, the merits of print vs. digital, the viral selling power of social media, the latest mobile devices and new apps, but it all comes down to this: Brand marketers will adopt whatever tools produce the most effective results. Today, that means a combination of approaches, strategically planned to get the greatest impact for the dollars spent. Read on to learn why.



Consider this: Marcom managers, ad planners, and publishers now have well over 100 media platforms at their disposal, compared to a mere eight\* before the digital revolution. With a plethora of new platforms being declared the “next big thing,” assessing which will survive, who it will appeal to, and how best to spend precious marketing dollars is a bit like pinning Jell-O® to a wall. Just when you think you have a grip on the situation, it morphs into something new. Is there a role for print in this rapidly evolving environment? **Yes, there is.**

\*Patrick Quinn of PQ Media, as reported in *Media Post News*, January 2012





To see print's effect on the brain, view the diagram above in direct sunlight.



According to scientists, print has more emotional pull for consumers than digital. A neuroscience study commissioned by the Interactive Advertising Bureau (IAB) and conducted by Millward Brown discovered that **paper-based marketing—i.e., direct mail—leaves a “deeper footprint” in the brain than digital**—and that difference can even be pinpointed on functional MRI brain scans. The physical act of handling tangible material feels more “real” to the brain, the study claims.

It produces brain responses that trigger emotional reactions, which get internalized in your memory. In other words, the printed piece itself becomes part of the subliminal messaging. The brain associates the tactile quality of the piece with its perception of the brand.

ILLUSTRATION: DAVE A. STEVENSON

PHOTOGRAPHY: TERRY HEFFERNAN

\*Millward Brown case study “Using Neuroscience to Understand the Role of Direct Mail,” 2009

Brand managers are increasingly balancing the accessibility and immediacy of online media with the permanence and elegance of print. The roles and expectations of the two media have evolved over the past decade and, with it, consumer behavior. People look online for product news and reviews, store hours, and best buys. With print, they perceive the brand tactilely, making a more direct one-to-one connection between company and customer. Print feels more personal, more cognizant that it is “speaking” to an individual. It reinforces the message of quality and pride in craftsmanship. The more luxurious and expensive the product, the more likely a printed piece will be part of the marketing program. **These lasting documents are an important way to build credibility and trust.**



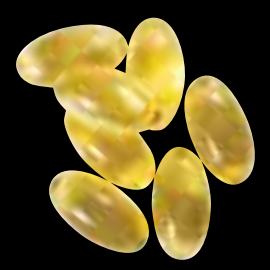
A.  
Age-Defying  
Serum



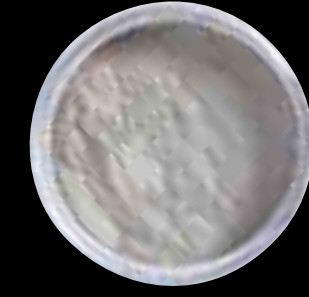
B.  
Refreshing  
Soap



F.  
Omega-3 Fish Oil



Skincare and other products with a pharmacological basis lend themselves to print advertisements. The higher cost and permanence of print ads deter false claims and garner more trust.



C.  
Redness Solution  
Powder

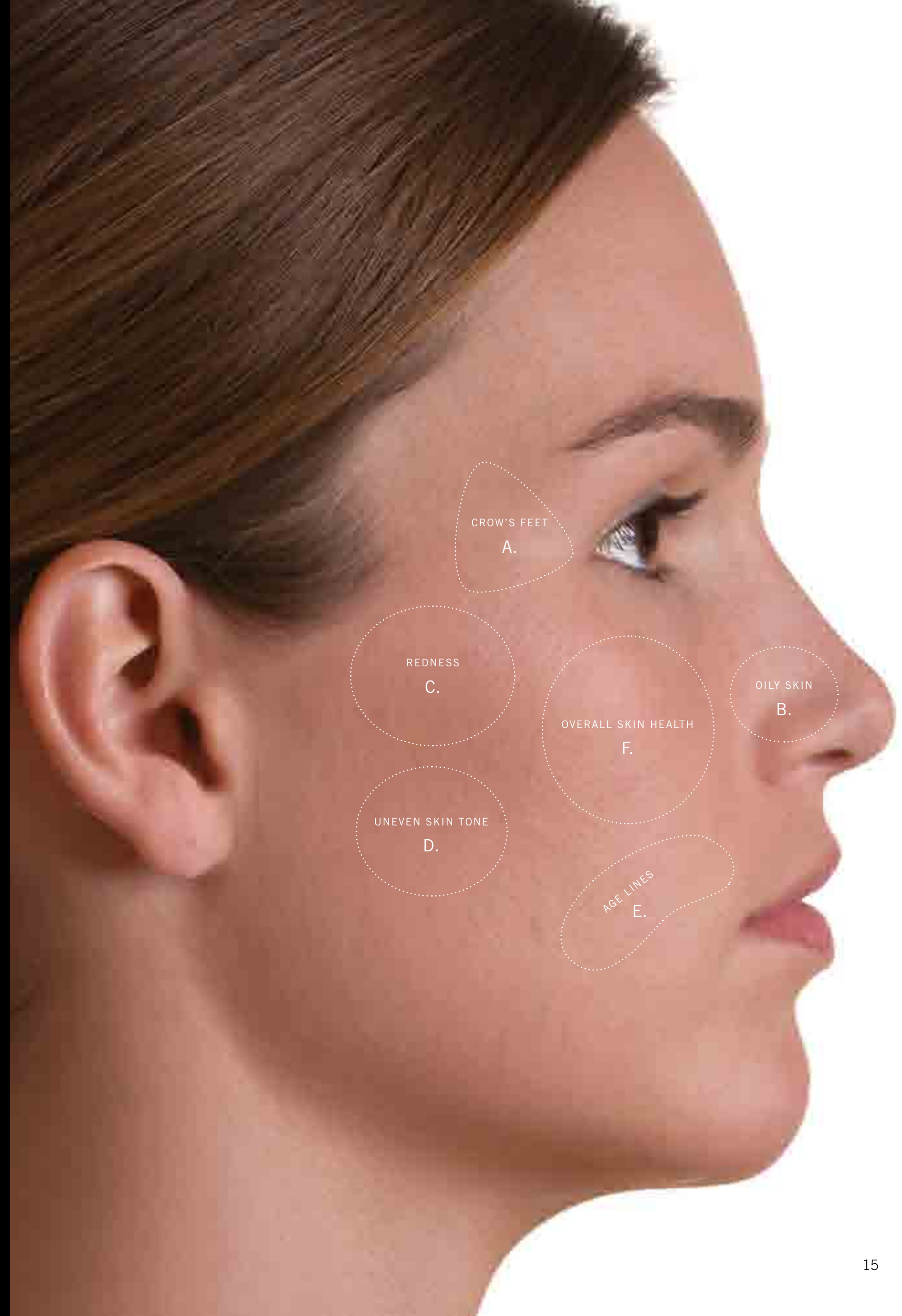


D.  
Skin Cleansing  
Brush



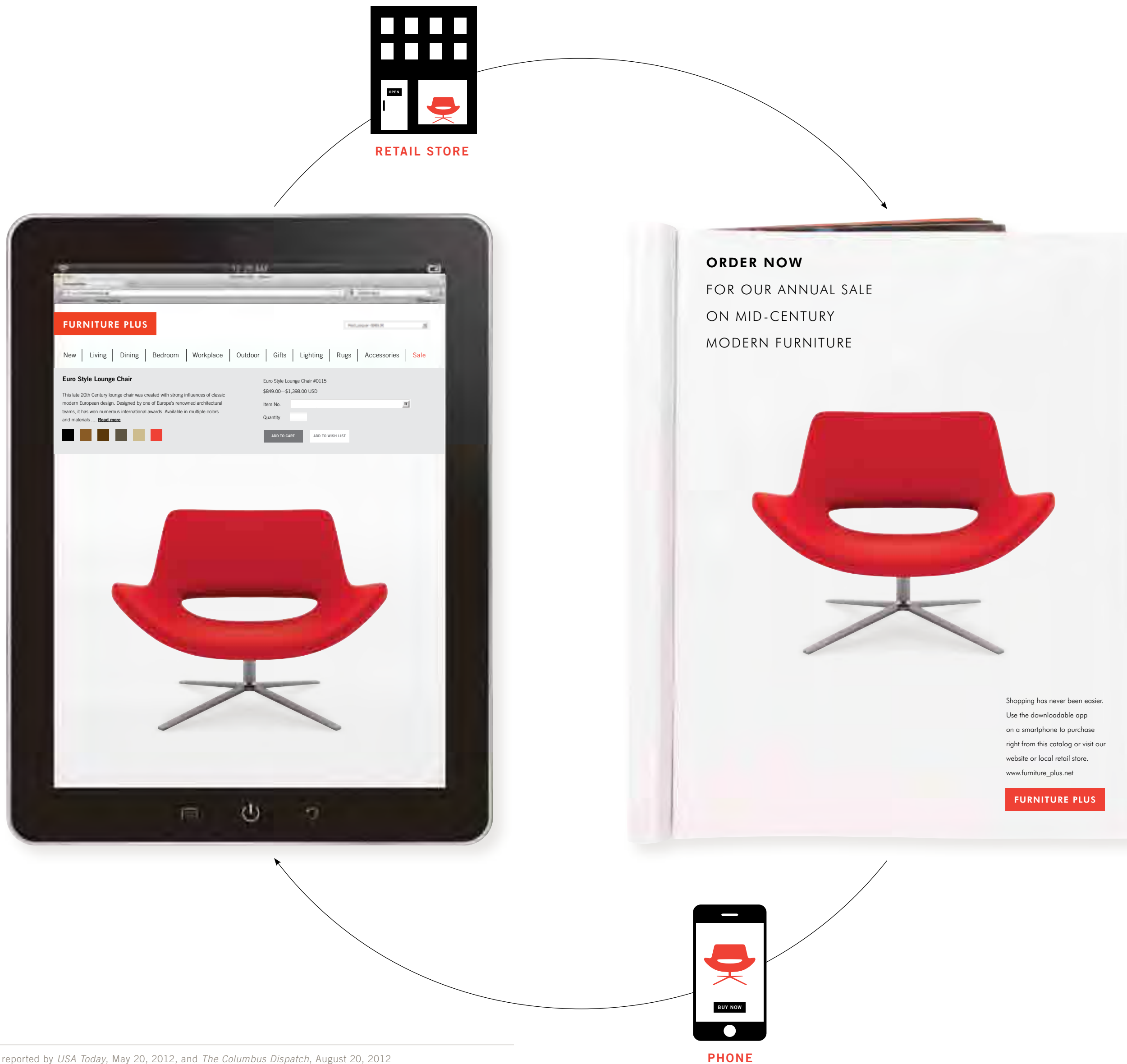
E.  
Instant Facial  
Cream

connection between company and customer. Print feels more personal and cognizant that it is "speaking" to an individual. It reinforces the pride and pride in craftsmanship. The more luxurious and expensive the product, the more likely a printed piece will be part of the marketing program. **Printed documents are an important way to build credibility and trust.**



Despite the growth of digital media, printed catalogs remain a huge part of the retail business. In 2011, more than 12.5 billion catalogs were mailed.\*

**Catalogs mailed to consumers are 30 times more effective in making a sale than those sent via electronic mail.\*\*** That holds true for young shoppers too; 15% of college students say they plan to buy back-to-school items seen in catalogs.† While catalogs stimulate sales, the actual purchase may happen elsewhere.



There is a growing tendency for people to browse through catalogs for ideas and inspiration, then visit a retail store or the brand's website to complete their purchase. The online shopping behavior of those who receive a printed catalog differs from those who simply do an organic online search for, say, dresses or bedding. Catalog shoppers have a better sense of what a particular brand has to offer and make their purchases more decisively by brand and style. Catalog retailers are making this even easier by creating apps to enable customers to shop the print catalog using their smartphones and tablets.

\*Direct Marketing Association (DMA) 2012, as reported by *USA Today*, May 20, 2012, and *The Columbus Dispatch*, August 20, 2012

\*\*DMA Response Rate Report 2012, as reported by *The Columbus Dispatch*, August 20, 2012

†"Top 10 Back-to-School Trends for 2012," by Margaret Case Little, National Retail Federation

Although 70% of surveyed marketers say they use digital media for brand marketing, print remains an important part of the communications mix.\*

The cost of print is typically higher than online channels such as email and social media, but it holds its own in terms of ROI. Direct mail, for example, generates an average of 34 responses per 1,000 recipients, compared to one response per 1,000 through email marketing.\*\*



U.S. charities report an even better direct mail outcome from 40-59 year olds, with 47% of this age group responding to their direct mail solicitations.† The biggest returns, however, occur when print and online components are synchronized into a single marketing campaign. **Revenue has been shown to come in four times higher and profits nearly six times higher than when consumers are contacted through a non-integrated campaign.**‡ Orchestrating and sequencing the campaign rollout on each channel enables all to perform better and generate a higher return on investment.



\*Association of National Advertisers Social/Digital Marketer Survey, from *Brandchannel*, July 19, 2012

\*\*Direct Marketing Association Response Rate Report 2012

†Research by Campbell River for Dunham + Company, as reported by *Printing Impressions*, August 14, 2012

‡"Creating Value through Orchestrated Marketing Campaigns," by David Daniels, The Relevancy Group, LLC



*HIGH-END LIFESTYLE  
MAGAZINES*

4000% *have shown a*  
INCREASE Since 1997

900 THE OVER  
Publications  
TARGETING INDIVIDUALS *of*  
HIGH NET WORTH

*NEARLY* MAGAZINES

4600

*Target* THE  
*Nation's*

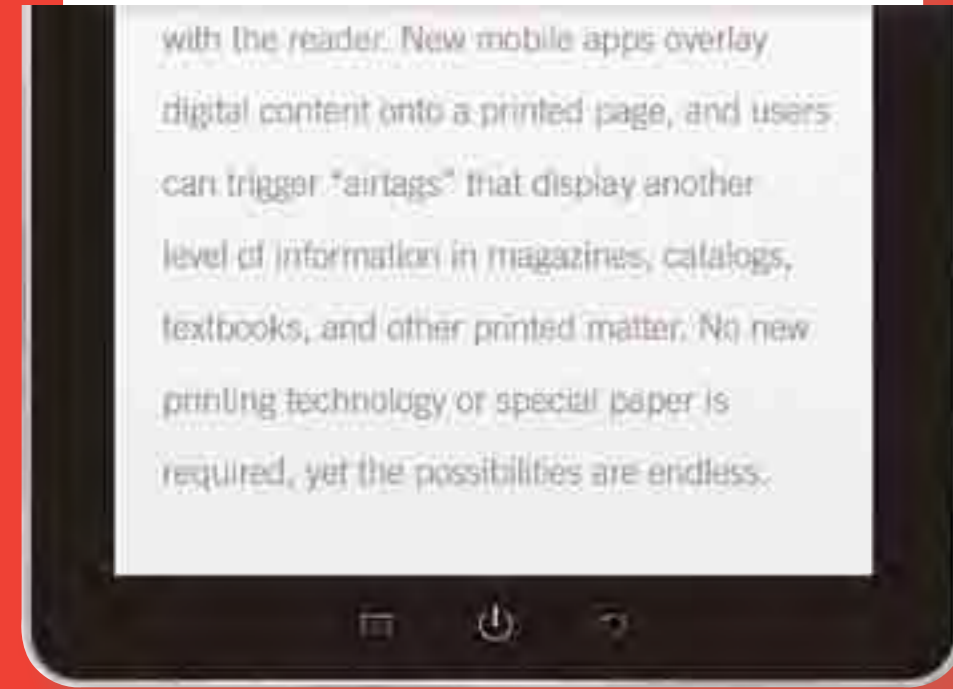


ULTRA

RICH

PRINT AS LUXURY

Soon the debate over print versus digital may become moot. The distinction between print and digital, 2-D and 3-D, still images and motion graphics, are merging into one. Technologies such as Augmented Reality (AR) bring objects to holographic life, not only giving images the ability to move but to interact with the reader. New mobile apps overlay digital content onto a printed page, and users can trigger "airtags" that display another level of information in magazines, catalogs, textbooks, and other printed matter. No new printing technology or special paper is required, yet the possibilities are endless.



Augmented Reality Method



**Print and Digital Join Forces**  
To view this **Augmented Reality (AR)** animation, all you need is a smartphone or tablet.

Download the free Junaio AR browser on your device from the App Store or Google Play.

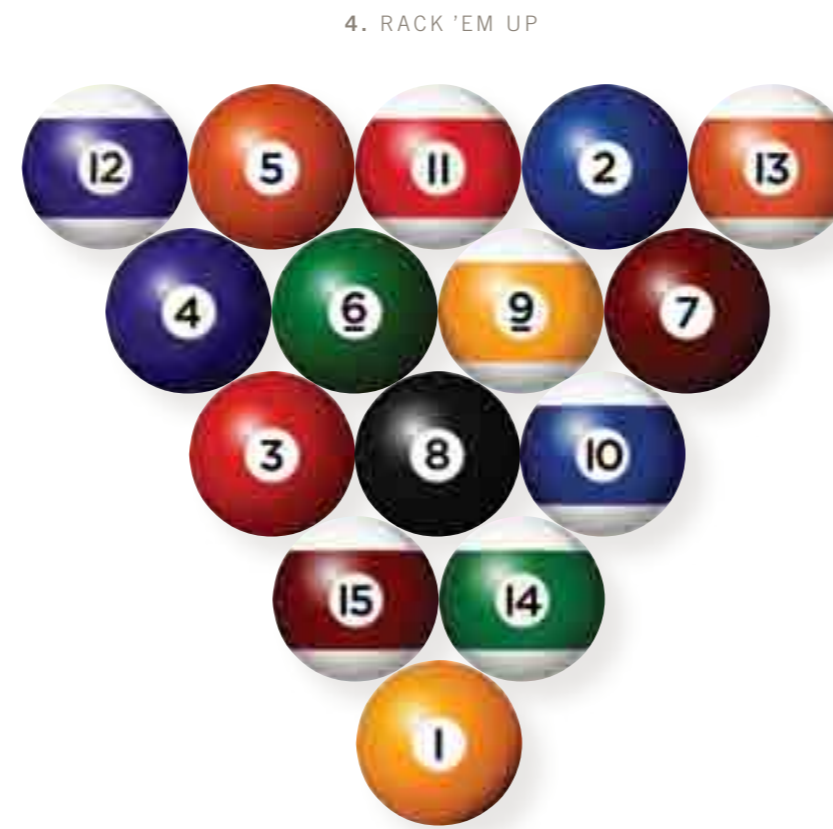
Open Junaio and tap "Scan" in the upper right corner and hover over the QR code below to activate the Sappi channel.



2. HAPPY BIRTHDAY



3. THE RIGHT COMBINATION



4. RACK 'EM UP



5. AMERICAN ICON



6. LET'S MEASURE

7. HOW DO I LOOK?



8. WHAT TIME IS IT?

# NUMBERS

10 UNIQUE PRINT & DIGITAL EXPERIENCES

1. START HERE



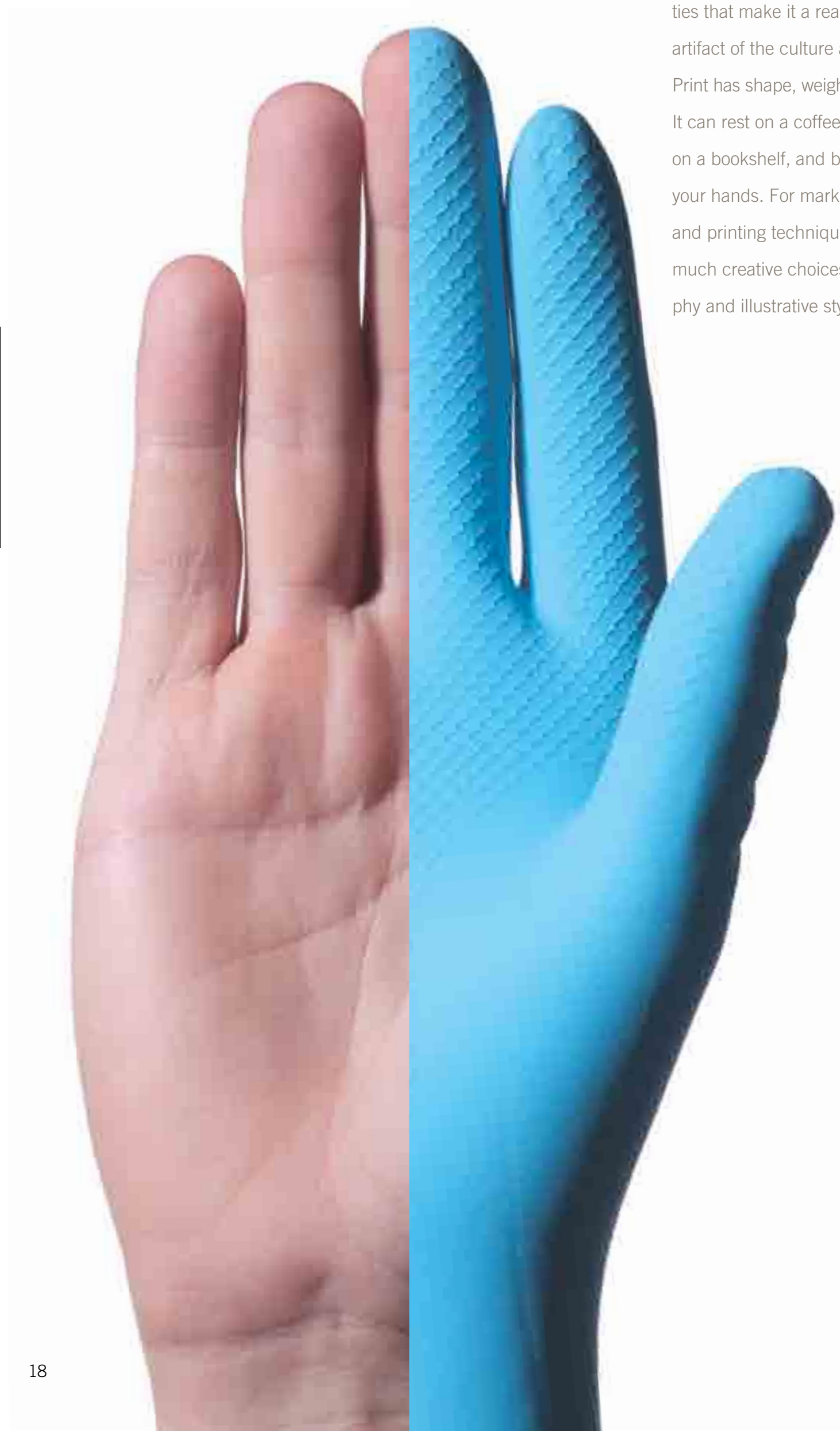
9. HOUSE RULES

2,000 MILES



10. AMERICA'S HIGHWAY

Use your smartphone or tablet to frame each item individually and trigger the animation on your screen. Make sure the page is completely flat.



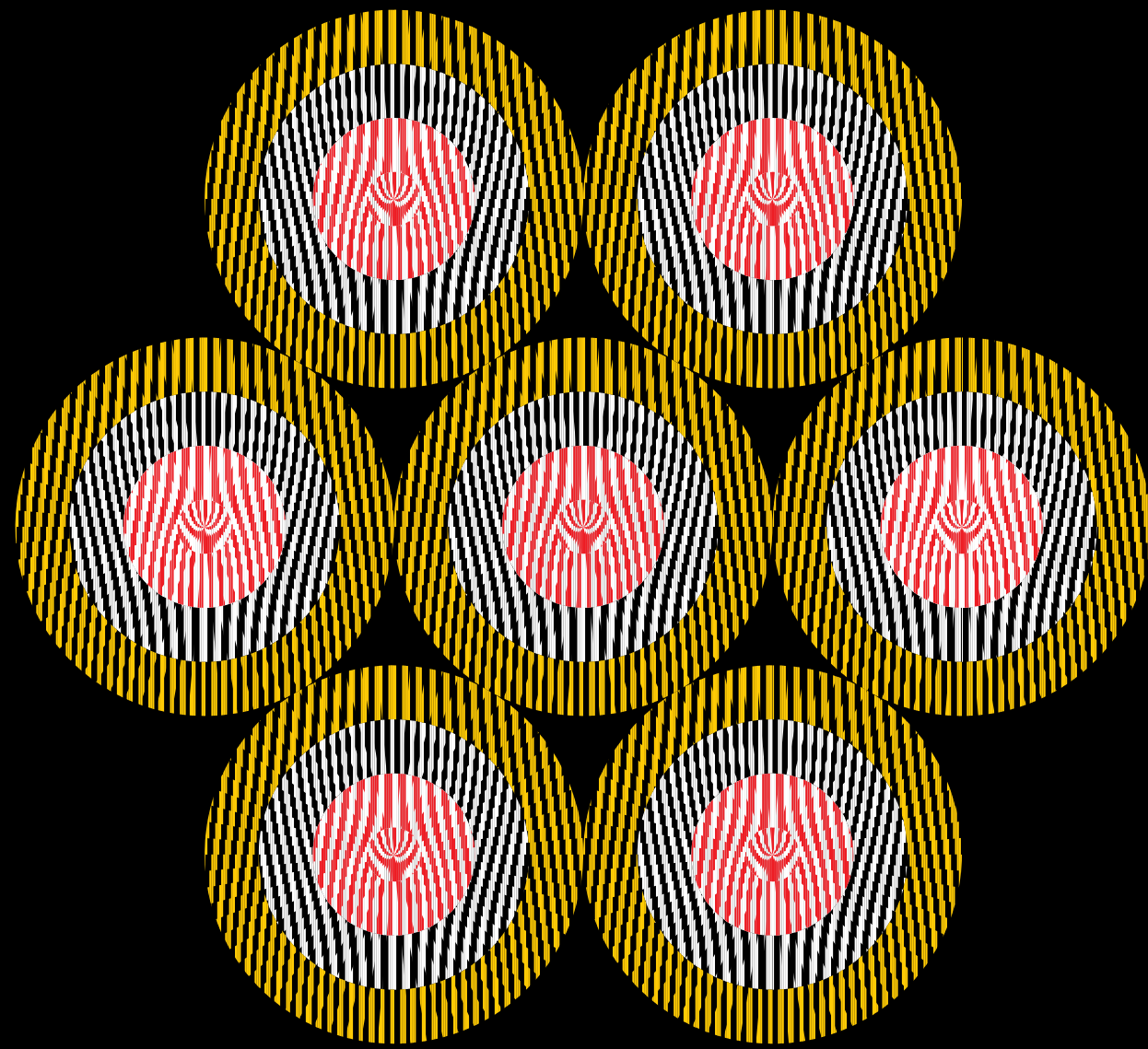
Print has tangible physical properties that make it a real object, an artifact of the culture and the times. Print has shape, weight, and texture. It can rest on a coffee table, fit on a bookshelf, and be held in your hands. For marketers, paper and printing techniques are as much creative choices as typography and illustrative style.



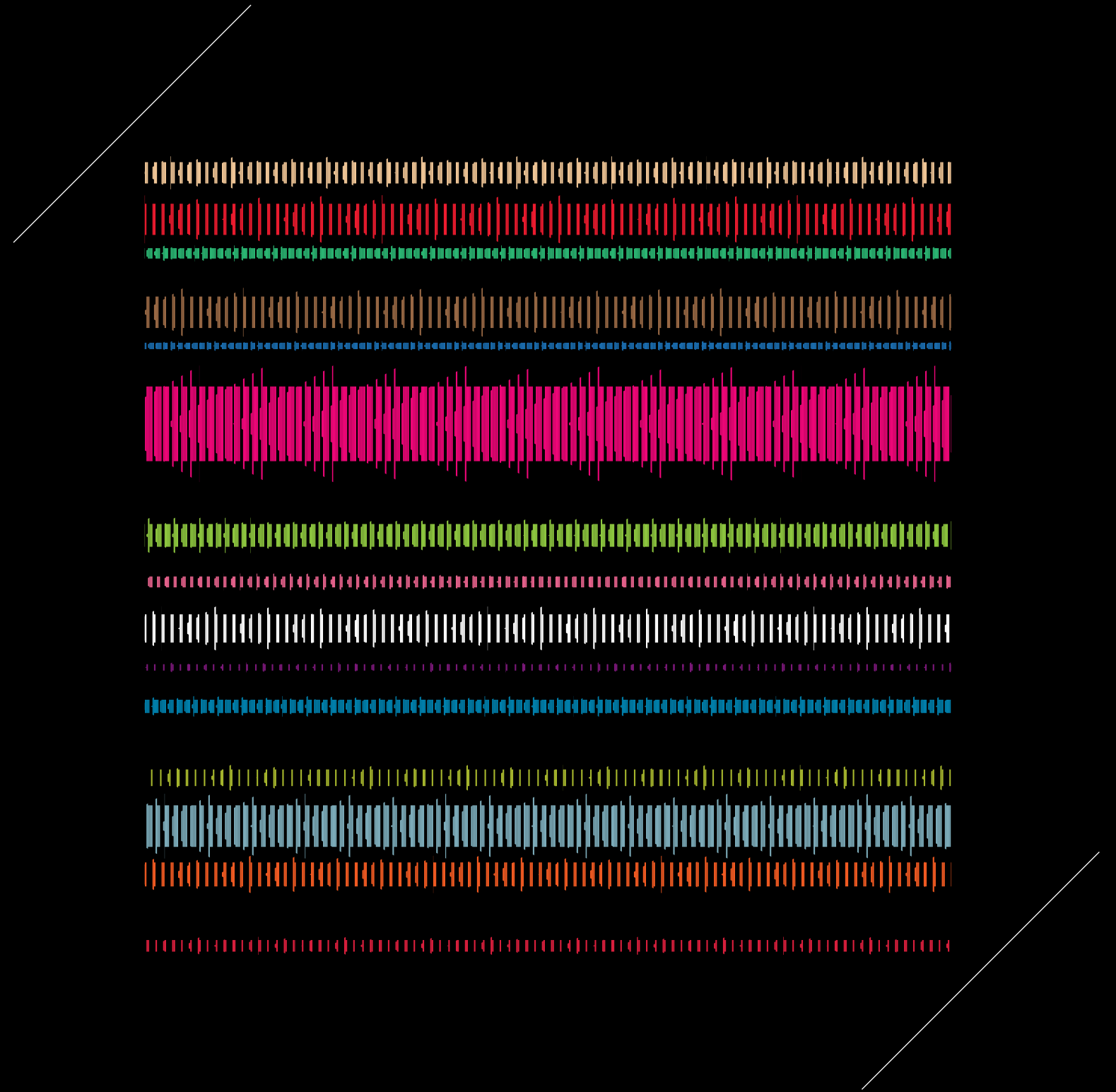
For readers, the form the printed piece takes is integral to their enjoyment. With print, there is the pleasure of ownership, surrounding yourself with your favorite fashion magazines as well as printed pieces with aesthetic value. This permanence complements the instantaneous, constantly updated nature of digital. Each plays a role in defining the future of communications.

## Moving Targets

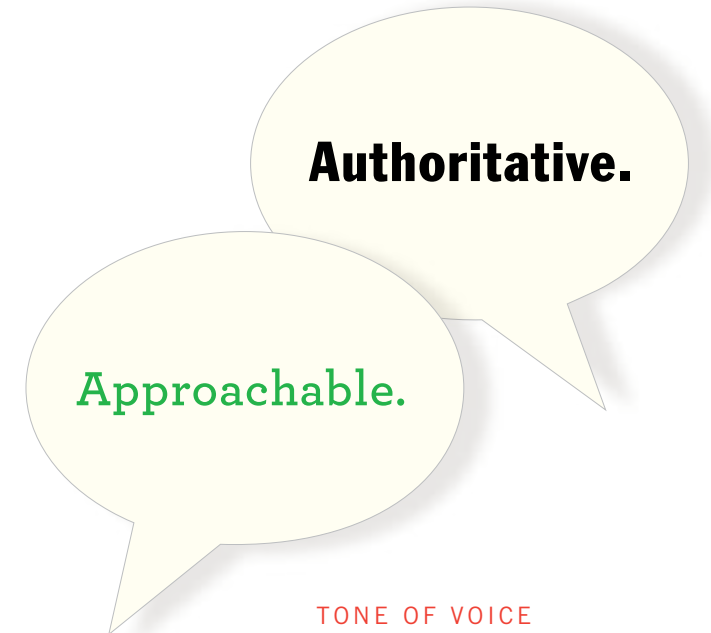
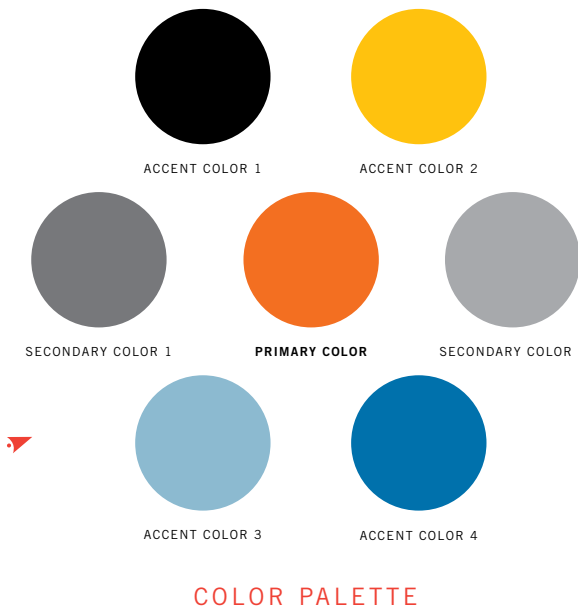
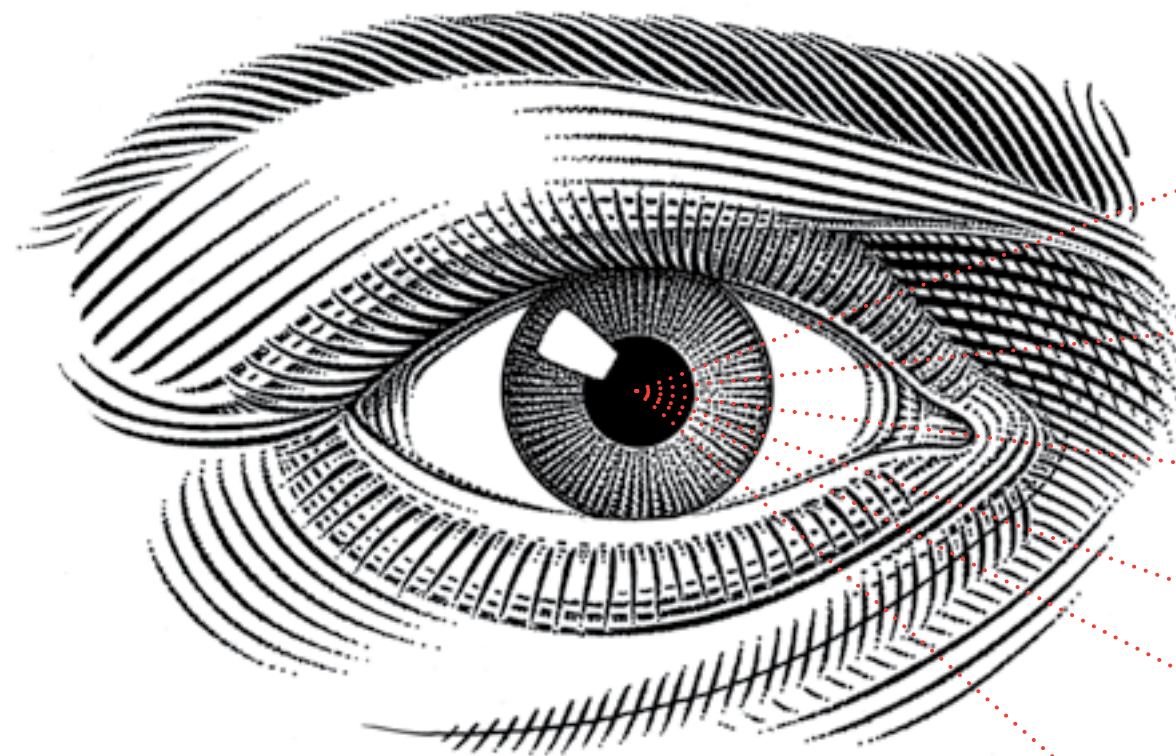
Market research methods have become ever more exact, and brand marketers can target recipients any number of ways—by zip code, income level, age, profession, return business, marital status, membership, etc.



The message for each segment can be tailored accordingly and timed to reach them when they are the most receptive to what your brand has to offer. A nice counterpoint to such targeting is the more far-reaching but random nature of online media, which invite serendipitous encounters by people who may chance upon the brand through generic keyword searches, thus revealing potential new markets.



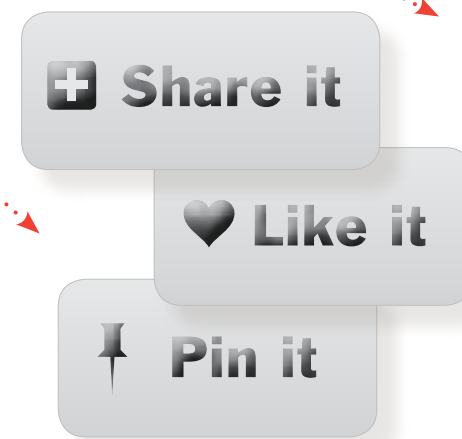
Remove the acetate and animate the arrows and bull's eyes by slowly moving it from left to right.



TYPOGRAPHY

Despite the broad choice of media platforms available, print lies at the core of most brand identity programs. This is where the elements of a brand are defined and standardized. Print lets brands control their own message and tell their story the way they want it to be received by using design to organize themes and assign a visual hierarchy to information. While websites allow users to jump from section to section in whatever order they please, print (brochures, catalogs, advertisements, etc.) is planned to direct readers' eyes in a sequential order of importance and to communicate the personality of the brand through choice of imagery, typeface, color, paper, and printing techniques. It lets the brand "speak" without interruption—no reader comments or crowd-sourced opinions. It is simply the brand explaining the brand.

ILLUSTRATION: KEVIN SPROULS





The print-reading public extends beyond seniors and technophobes. **Among 18 to 24 year olds, 69% say they prefer print and paper communications to reading off a screen**, and that goes for direct mail offers too.\* A 2012 study by the Professional Publishers Association in the UK found that magazines deliver higher ROI to advertisers than any other medium, including TV, newspapers, and the Web. Fashion and beauty magazines, for instance, attract

about 50% more young readers than they did in 2001,\*\* and niche market publications on subjects like tattoo art, vegan diets, urban farming, pets, and folk art collecting are proliferating. Special interest magazines comprise their own demographic segment of consumers, giving brand marketers the opportunity to tailor their messages to receptive consumers. That doesn't mean that they don't also use online sources, but a paperless society is unlikely to happen soon.



\*Two Sides Study, January 2012

\*\*Adweek, "Conde Nast Finds Magazine Readership Growing Among Millennials," May 31, 2012, data from the GfK MRI Survey of the American Consumer

As brand and ad managers consider how to strike the right balance between print and digital, they pay close attention to consumer tendencies, demographic preferences, and ROI results, as well as what they are hearing from colleagues in the business. These observations are folded into marketing strategies and factored into budget plans. The media landscape is still evolving, but in every case, print continues to prove its worth.

*Direct mail continues to be consumers' preferred means of receiving marketing messages from brands.*

Print improves brand perceptions and customer engagement.

**Direct mail response rates remain above those for digital channels.**

**As budget allocated to print media shrinks, print will become more targeted and experience-focused.**

*Print is one of the strongest mediums for brand-based messages, as well as establishing the clout and legitimacy of a brand.*

**Print is seen as the medium to be included in a campaign that is marketing high-end, high-value products or services—it appeals to a demographic that is willing to spend money.**

Successful campaigns use multiple mediums. The metric analysis inevitably points to print as a key component in a successful integrated campaign.



### Timeless Medium

Printing on paper may be centuries old, but it is very much a medium for the new millennium. Advances in both paper and printing technology have allowed marketers to achieve effects that were not possible a decade ago. Print can evoke nearly any texture through various coatings and varnishes, different inks, and special techniques. Such processes, however, require paper with unsurpassed side-to-side uniformity, strength, and runnability. McCoy by Sappi Fine Paper North America has all that and more. A premium coated sheet with enhanced optics and silk finish, McCoy can handle the most challenging printing and bindery techniques.

LIFT HERE FOR PRODUCTION NOTES.





# sappi

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PRO-5958

