



# VALUE of PAPER & PRINT FAST FACTS

Efficacy

Understanding where each media channel performs best and for which demographics is critical when allocating marketing budgets. Knowing your market segments, customer preferences, consumption trends, audience reach and more are required when determining which media channel suits your marketing objectives.

- ADVENTUROUS consumers, those ready to try and buy new products, love print. Of the ADVENTUROUS consumer group - 59% are heavy newspaper readers, 70% are heavy magazine readers, 68% heavy catalogues readers, 64% heavy addressed mail readers and 67% heavy unaddressed mail readers (Roy Morgan, 2014).
- 7 in 10 Australians read Magazines. That's 6.4 million men and 7.4 million women reading magazines each year (NPW, 2014).
- Consumers looking for information on finance and investments trust print with Addressed Mail the most likely media, Outdoor, the second most likely media and Internet the third most likely media to be trusted (Roy Morgan, 2014).
- Letterbox, Catalogues, Addressed and Unaddressed Mail continue to deliver increased Audience Reach with an impressive 19.6 million Australians per week (ACA, 2014).
- Consumers in the market for large kitchen and/or laundry appliances trust Catalogues in the first instance, Unaddressed Mail in the second and Magazines in the third as a good source of information (Roy Morgan, 2014).
- BIG SPENDERS like print. Of the BIG SPENDER consumer group - 40% are heavy newspaper readers, 41% heavy magazine readers, 36% heavy catalogues readers, 45% heavy addressed mail readers and 39% heavy unaddressed mail readers (Roy Morgan, 2014).
- Newspapers are read by more than 15 million Australians every month, or 86% of the population aged 14+.
- Consumers looking to decorate their homes are most likely to turn to Magazines then Catalogues then Unaddressed Mail over other Medias as the most trusted advisor (Roy Morgan, 2014).
- A total of 3 million Australians will read a regional newspaper title while 4.8 million will consume their local community newspaper (emmaTM, 2014).



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## Path to Purchase

Understanding the customers' path to purchase provides marketers and media buyers insight into the purchasing journey. Determining which media channel is most useful to the customer when making purchasing decisions tells us what media mix delivers the best sales outcomes. Consideration to the customers' path to purchase provides invaluable insight.

- › E-billing isn't saving companies as much as they think. Natur-Energi saved 42.8% using paper billing over e-billing (VoPP, 2014).
- › Consumers looking to purchase home interiors or furnishings look to print with 21% referring to catalogues and 18% referring to Magazines (Roy Morgan, 2014).
- › Young readers are more inspired by newspapers than older demographics who feel enriched and entertained when they read (emmaTM, 2014).
- › People report direct mail is easier to refer to later (62% of those surveyed), often informative (47% of those surveyed) and more relevant than other channels (35% of those surveyed) (Australia Post, 2013).
- › 42% of Australians find catalogues the most useful media when purchasing Alcoholic Beverages (Roy Morgan, 2014).
- › emma™ data clearly illustrates that for many Australians, reading the paper over a coffee is a deeply ingrained Sunday ritual (emmaTM, 2014).
- › Studies show that 67% of online search is driven by offline messages. Of this 39% ultimately make a purchase (Plumtree Marketing, 2011).
- › Australians look to catalogues for Groceries (49%), Children's wear (40%), Toys (39%), Clothing and Fashion (36%), Cosmetics and Toiletries (36%) and Small Electrical Appliances (36%) as the media most useful when making a purchasing decision (Roy Morgan, 2014).
- › Reader's motivations shift as the week goes on, from a focus on discovery during the week, towards desire and escape on a Sunday (emmaTM, 2014).
- › International Communications Research (ICR) for Pitney Bowes found that 73% of consumers prefer mail for receiving new product announcements, compared to 18% who prefer email (VoPP, 2014).



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## FAST FACTS

### Brand

A company's brand defines who it is, builds and reinforces its values, engages the customer in experiences and raises awareness. It is one of the most complex communication strategies and is not easily measured. Using multiple media channels enables brand agents to consistently deliver strong messages.

- › People consistently report that when they want to focus on text, they read it on paper (Power, 2010).
- › 20% of users remember an article better when reading on paper (Miratech, 2011).
- › The core weight of evidence points consistently to the preference of ink on paper, as not only the preferred option over screen, but also the one that delivers more depth of comprehension and recall (VoPP, 2014).
- › People linger longer on paper than on screen, with eye tracking seeing paper (275ms) and screen (231ms) (Miratech, 2011).
- › Whether academic or commercial, if material is to be read and comprehended the jury is pointing to paper and ink as the most effective means of communication (VoPP, 2014).
- › Psychological and physiological studies demonstrate the human brain will retain and recall messages better when read from paper (Wolf, 2012).
- › JWT's '100 Things to Watch in 2014' highlights techno-paranoia to grow as consumers challenge what information they share and opt-out from data collection (JWT, 2013).
- › As consumers buy more apps, e-books and downloads and as digital screens become the default interface with the world, consumers will increasingly seek out physical objects and experiences (Rose, 2013).
- › The physical and high-touch is trending. Whilst not necessarily in direct opposition, digital and physical can work together, the world is placing greater value on the real as opposed to the virtual world (eContent, 2013).
- › Social media is the strongest leader of digital fatigue. Recent research suggests that 1 in 3 Facebook users are spending less time on the network (Tohlang, 2013)



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## Return on Investment

Return on Investment (ROI) or Return on Marketing Investment (ROMI) when communicating to your market is one of the most popular measures when evaluating the success or failure of a campaign. Understanding how to build the right media mix allocation and placements is critical and recent research suggests print media delivers the strongest ROI.

- ▶ According to the Direct Mail Association, 79% of direct mail is at least skimmed over before being discarded or saved. With customer engagement times averaging over 10 minutes and ROI reaching 40% direct mail consistently delivers (DMA, 2010).
- ▶ Letterbox media generates additional benefits for advertisers. 22% of people tell their family about it, 24% visit a website, 44% visit a branch or store and 24% keep for later reference (Salmat, 2014).
- ▶ Over 1 in 4 consumers have purchased a product in the last six months as a result of a magazine advertisement. Magazines increase purchase intent in consumers 5 times more than television or internet when looking at single mediums (MPA, 2014).
- ▶ Magazines deliver the highest ROI at 130%, followed by Newsprint at 120% trailed by Online (110%), Radio (80%) and Television (60%) (GfK Panel Services, 2013).
- ▶ “Our sales would be down 40-50% without print brochures,” Trevor Morris, CEO, Kenbrock.
- ▶ Catalogues increase sales revenue in-store by 290% (Journal of Marketing Communications, 2011).
- ▶ The online component of a typical campaign pays back 62% more and the TV component pays back 37% more when there is direct mail in the marketing mix (Brandscience, 2012).
- ▶ Consumers are more engaged when reading printed material. Unlike websites, which are often skimmed in as little as 15 second visits, printed material offers a longer time to engage and catch your potential customers’ attention. The very nature of printed brochures’ physicality demands an action ‘I’m in your hand, now you must read me or do something with me’ (Print Power, 2014).



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Keeping your edge and thinking outside the square when developing print campaigns is no longer a 'should do' but rather now a 'must do'. Paper and print technologies are advancing rapidly and standing out from your competitors with creative ideas and applications delivers memorable moments between you and your customers.

- › OPSM, to raise awareness of children's eye health and improve vision of children across Australia, released their 'Penny the Pirate' campaign. A free children's book, supported with an app, which integrated eye screenings into the story
- › A Canadian ad agency has produced a door drop designed to appeal to cats. The direct mail piece promoting Bulk Cat Litter Warehouse was covered in concentrated catnip, so that the cat of the house would start fondling the flyer as soon as it came through the door.
- › Wonderbra launched a magazine centrefold cleavage with a toggle to pull the pages closer giving the woman's breast a 'lift' as the pages are pulled together. The campaign was released throughout several magazines and supported by outdoor media billboards across the United Kingdom.
- › A Japanese newspaper has developed an augmented reality app that changes articles for adults into features for children. The child-friendly version features simplified language and cartoon animation on all articles, from politics to social problems.
- › Kit Kat launched Wi-Fi free zones in Amsterdam to help people "have a break" from updates, emails and other digital noise. The zones block internet access within a five metre radius and encourage people to enjoy a good magazine or book instead.
- › Microsoft placed a Wi-Fi enabled print advertisement in a special edition of Forbes to promote its Office 365 software, providing free internet to those who kept the magazine with them. Once activated, the router embedded within the pages provided users with 15 days of free internet, which could be used by up to five devices simultaneously.
- › Johnson & Johnson have produced a print advertisement infused with the scent of baby powder. Designed to appeal to mothers, the full page ad was taken out in a number of Indian newspapers including The Time of India.

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## Sustainability

The Paper and Print industry's environmental credentials, through its myriad of uses from commercial applications to the basis for learning and creativity, offers Australian companies one of the most sustainable ways to communicate – it is reusable, recyclable (or upcyclable) and renewable.

- Australia's forestry plantations doubled in size from about one million hectares in 1994 to two million hectares in 2010 (The Changing Face of Australia's Forests- Department of Agriculture, Fisheries and Forestry, 2010).
- 90% of deforestation is caused by unsustainable agricultural practices (Underlying Causes of deforestation, World Rainforest Movement, UN FAO).
- Reading a newspaper can consume 20% less carbon than viewing news online (Swedish Royal Institute for Technology).
- 95% of Australian households recycle/reuse their paper products. Paper is recycled more than any other household item (ABS Waste Management and Transport Use, 2009).
- The single biggest direct cause of tropical deforestation is conversion to crop land and pasture, mainly for subsistence ([www.replantingtherainforests.org](http://www.replantingtherainforests.org)-April 2009).
- The amount of carbon stored in forest products is about 540 million tons of CO<sup>2</sup> every year (NCASI Special Report 07-02).
- Planted forests in Australia cover 2 million hectares ~ 1% of Australia's total forest estate and a relatively small area compared to other crops like wheat and barley (Department of Agriculture, Fisheries and Forestry, 2013).
- Australia's forests absorb more greenhouse gases from the atmosphere than they release and therefore help to offset Australia's contribution to global greenhouse gas emissions (Sam Upton, Print Power, UK, 2013)
- A sustainably managed forest can be relatively carbon neutral if logging is balanced with regrowth (A Sustainable Procurement of Wood & Paper products: An Introduction) ([www.sustainableforestprods.org](http://www.sustainableforestprods.org))

