

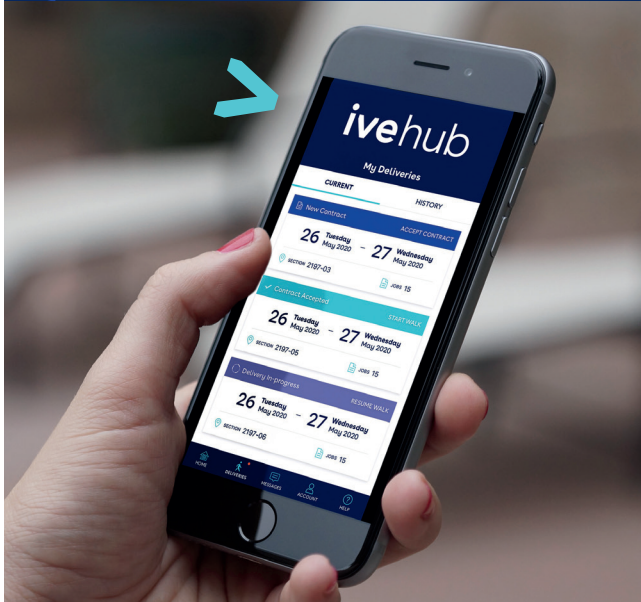


## THE FUTURE ISSUE

● PLAYING THE LONG GAME ● INNOVATION OF THE MINDS - THE ACCELERATING PACE OF DIGITAL PRINT

● CIRCULATING ECONOMIES ● SIGN YOUR NAME ACROSS MY HEART

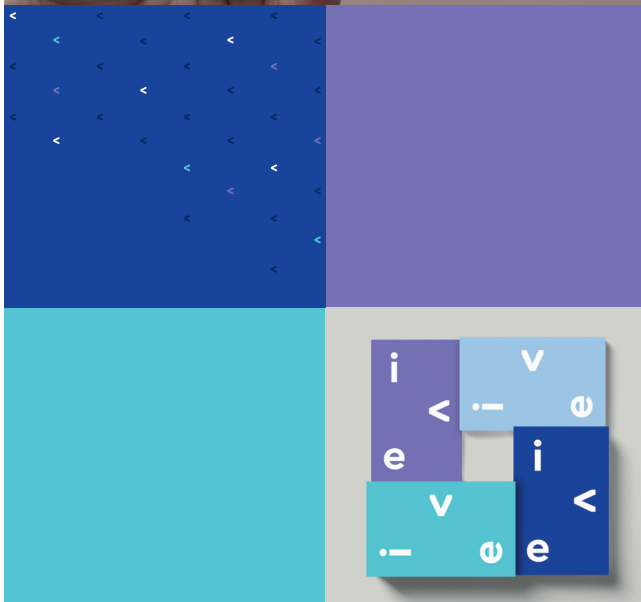
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Signage is leading the fight for bricks and mortar stores.



### INNOVATION OF THE MINDS

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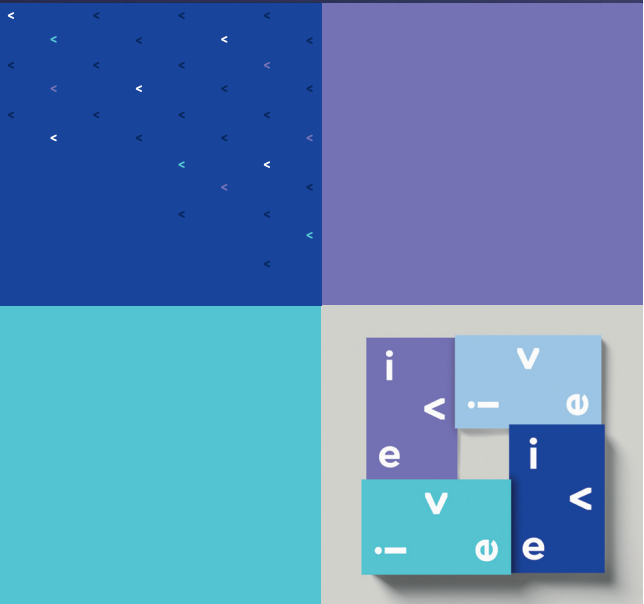
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# From the Editor



Welcome to our 7th Issue of VoPP Mag – The Future is Now. In the times we find ourselves in today, we never know what could be waiting for us just around the corner. This idea sparks excitement and innovation. I think you can all agree that we have learnt a lot over the rollercoaster that has been the past two years. We have discovered many things about ourselves and others, and have grown as beings in a multitude of different ways.

We have adapted to online working, collaborating and learning. We have developed a newfound sense of work/life balance, and have been able to simultaneously lose ourselves in the seemingly endless days of lockdown, yet also find ourselves and emerge stronger and more equipped with the skills to deal with adversity.

The future is looking promising. We have dealt with enough adversity to toughen us up for the years to come and fill us with hope that the future will be kind to us. People are out of their homes and they are excited. People are creating big plans socially and financially and are kicking up their heels and celebrating. I certainly don't blame them – I am one of them!

We have emerged from the rubble and find ourselves in a new world. The fog has cleared and the dew on the grass promises life and positivity.

When it comes to marketing, companies should be working hard to utilise aspects of print and digital to create and enhance long lasting, valuable relationships with their customers. Playing the long game is vital to establishing a reliable and trustworthy brand.

People are beginning to realise that digital-only marketing isn't as effective as once believed, and a push for an equality between digital and print is vibrant and relevant.

Through a variety of research, case studies and thought pieces, this issue focuses on how imminent the future is and how we need to grab it by the horns. From enquiring how we are adapting to new ways of life, through to deeply understanding consumers wants in regards to advertising and sustainability, we explore the forward moving facets across marketing which are ever changing and improving.

We hope you enjoy this issue and that you are excited about what the future holds for you.

**Lily Brownbill-Stevens**  
Editor in Chief



## FIND OUT MORE

**VoPP Mag** is an Australasian initiative dedicated to balancing channel discussion across the marketing landscape in a multi-media world. For more information, go to [www.vopp.com.au](http://www.vopp.com.au) [www.vopp.co.nz](http://www.vopp.co.nz)

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# HOW TECHNOLOGY IS CHANGING THE WORLD

Artificial intelligence may be the last innovation that humans make: we are at a point where the internet is aware, is device agnostic and will soon take on an 'intelligence' of its own.





The future is fundamentally uncertain, and if companies need to be designing for a loss of control through social media, how can we build brand equity for the future? What does this mean for businesses, marketers and consumers? A balanced media diet is necessary to ensure success moving into the future.

**54%**

**of people are concerned that the overuse of electronic devices could be damaging to their health.**

**64%**

**of people are increasingly concerned that their personal information held electronically is at risk of being hacked, lost, stolen or damaged.**

**50%**

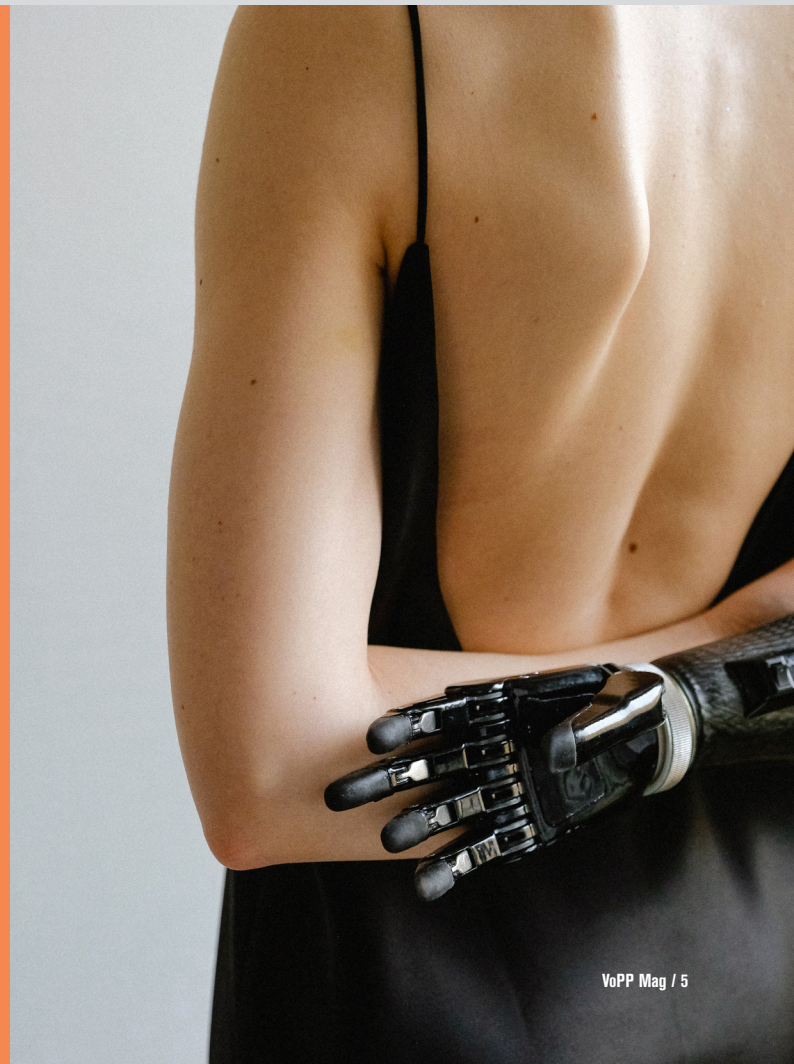
**of people say they spend too much time on electronic devices.**

Source: Toluna, 2021

## An incorporation of other channels can provide stability and security for a brand and their consumers.

Brand loyalty of the 90s is dead and customers are primarily interested in how something makes them feel. Businesses must shift their thinking away from 'products and services' to one of 'experiences'. Channel immersion and ultimately selection must be more than tech-focused, or mono-channel budgeted, but rather it must be human and experience focused. Digital certainly has a place and is very important but a multi-channel approach is king and will help businesses to not get lost in the noise.

Sources: PWC 2021, Toluna 2021



# THE FUTURE OF 3D PRINTING

**As technology evolves across 3D printing, the marketing world can begin to take note. From custom designed products, branded and personalised collateral and more. These innovations across medical, social and technology are only the beginning.**



## THE WORLD'S ONLY 3D PRINTING MUSEUM

Former site of Shanghai's No. 3 wool textile mill in north Baoshan District has been transformed into the city's (and the world's) first scientific and cultural sites, including a museum featuring an array of 3D printing technologies. What was once a derelict container yard, now hosts visitors to learn about the latest technologies, and clients can find ideal materials, techniques and solutions on the forefront of technology.

Berlin-based company BlgRep is leading the way in the field of assistance manufacturing, recently revealing LOCI, its first fully 3D printed, autonomous electric podcar. This car can be printed to the needs of any user. It is designed to be an affordable solution for urban transport that can be produced locally on-demand, without reliance on suppliers or long lead times. Very much emulating a futuristic look and feel, LOCI can be equipped with a touch screen media display, surround sound audio, wireless phone charger, integrated LED lighting and airless tires.

## 3D PRINTED AUTONOMOUS ELECTRIC PODCAR



## 3D PRINTED STERNUM AND RIB IMPLANT

A patient facing a life threatening tumour growing on his chest wall needed his sternum and a portion of his rib cage replaced. To overcome the difficulty recreating these complex bones via a prosthetic, a surgical team from Salamanca University Hospital determined that a fully customisable 3D printed sternum and rib cage was the best option. The team was able to successfully create a 3D reconstruction of the patient's chest wall and tumour with unparalleled accuracy. Just twelve days after the surgery the patient was discharged and has recovered well. Dr Aranda, part of the surgical team, said, "Thanks to 3D printing technology and a unique resection template, we were able to create a body part that was fully customised and fitted like a glove."



## A COMMUNITY OF 3D PRINTED HOMES IN MEXICO

Addressing the issue of global homelessness, not-for-profit organisation New Story has begun its journey to create the world's first 3D printed community in Mexico. Each home is 500 square feet and can be printed in just 24 hours, fit with two bedrooms, living room, bathroom and kitchen! The built-to-last homes located in rural Tabasco, Mexico will be granted to local families currently living in extreme poverty without sufficient housing. The community of 3D printed homes will contain 50 homes in total.



# THE DIFFERENCE BETWEEN CONSUMERS AND MARKETERS


**Kantar Media Trends have revealed that consumers and marketers have very different views when it comes to advertising.**

Globally, 3 out of the 5 top media channels consumers find most effective are print. These include magazine, POS and newspaper advertisements.

However, when surveyed, marketers prefer and recommend digital channels such as online video ads, social media stories, influencer content, TV ads and digital OOH ads, none of which are represented in what consumers stated they prefer and trust more.

## 3 OUT OF 5 ARE PRINT

### CONSUMERS AND MARKETERS HAVE VERY DIFFERENT CHANNEL PREFERENCES



CONSUMERS	PREFERENCE	MARKETERS
Cinema ads	1st	Online video ads
Sponsored events	2nd	Social media stories
Magazine ads	3rd	Influencer content
Point of sale ads	4th	Television ads
Newspaper ads	5th	Digital OOH ads

Sources: Kantar Media Trends, 2021.

# Magazine Readership Grows



**11 million+  
Australians aged 14+  
(52.4%) now read  
print magazines,  
an increase of 1.4%  
from a year ago.**

Roy Morgan, 2022





**There are over 11 million Australians and 2.9 million Kiwis reading magazines. Magazines have the ability to communicate trusted brand values and messaging all with a massive reach delivering large audiences for advertisers.**

Over 11 million Australians aged 14+ (52.4 percent) now read print magazines, an increase of 1.4 percent from a year ago. This market broadens to 15 million Australians aged 14+ (70.8 percent) who read magazines in print or online.

2.9 million New Zealanders aged 14+ (69.5 percent) now read or access newspapers either through print or online using a website or app. Nearly 1.8 million New Zealanders (42.5 percent) read magazines either in print or online.

"There are over 15 million [Australian] people who are ready to engage and respond. Magazines have the ability to communicate complex messaging and with the massive reach of many magazines can deliver large audiences for advertisers." Michele Levine, Chief Executive Officer of Roy Morgan.

With the several waves of lockdowns Australians have endured, many magazine titles that have continued have resonated with new audiences during a tough year and are thriving; with solid readership increases seen across four out of five of the leading categories including:

- Food & Entertainment, up 7.2 percent to over 7.1 million, General Interest, up 6.8 percent to over 4 million and Home & Garden increased by 7.9 percent to over 3.7 million.

21 out of 25 of Australia's most widely read magazines experienced a growth in their print readership this year.

Better Homes & Gardens is Australia's most widely read paid magazine with print readership up 2.7 percent to over 1.6 million.

In New Zealand leading magazines with strong cross-platform audiences included NZ Woman's Day on 146,000, Australian Women's Weekly (NZ Edition) on 141,000, NZ Woman's Weekly on 105,000, Mindfood on 80,000, NZ House & Garden on 110,000 and New Zealand Listener on 221,000.

With people stuck at home, there was a trend of people redecorating and completing at-home projects. There was growth in the readership of several magazines in the home improvement and decorating categories in New Zealand including Home NZ, which increased its readership by 25,000 readers, Kiwi Gardener with readership up 21,000 and Homestyle NZ with readership up 20,000.

**21 out of 25  
of Australia's  
most widely  
read magazines  
experienced a  
growth in their print  
readership this year.**

**Roy Morgan, 2022**



A background image of several red mailboxes, with the focus on the one in the foreground which has its door slightly ajar.

# MAIL MATTERS

New research reveals three reasons why mail matters.

**By Jane Hogan**

When it comes to engaging with customers, many businesses are increasingly moving toward digital channels and away from traditional ones. It's not hard to understand why: digital channels are perceived to be cheaper, quicker and easier to segment and measure.

Yet businesses who ignore the humble letterbox may risk missing out on some big opportunities.

Recent research by Accenture, commissioned by Australia Post, had some surprising revelations about the value of mail. As congestion in digital channels continues to build, consumers are putting a higher premium on tactile messages that feel personal.

The research shows that mail remains an effective and essential communication tool, helping businesses tackle the challenges of driving short-term results with long-term objectives like brand value and customer loyalty.

## Three reasons why:

### 1. Inboxes are flooded but mail still gets attention.

In an age of digital clutter, a well-executed piece of mail sidesteps the screen and grabs consumers' attention. According to the Research Report, more than 80 percent of people read mail immediately compared to only two-thirds (63 percent) who open emails straight away.



**More than 80% of people read mail immediately compared to only 63% who open emails straight away**

Accenture, 2021



**Compared to email, people are more likely to read the entire message (81% versus 63%) and retain the message's information (54% versus 42%).**

Accenture, 2021



Maybe it's that digital channels are getting more crowded. Maybe it's just the novelty of receiving something in your letterbox. Whatever the case, mail can be especially compelling for the audiences who tend to be most immersed in online information – the digital natives of younger generations (18 to 35 years old) were more likely than older groups to report seeing mail as a 'personalised' and 'considered' approach.

Nearly two-thirds suggest that receiving mail provides a sense of affirmation that digital communications lack, making them 'feel important.'





It's not just fleeting attention, either. Compared to email, people are more likely to read the entire message (81 percent versus 63 percent) and retain the message's information (54 percent versus 42 percent).

## 2. Mail can be a better tool for building relationships with consumers.

When traditional mail is deployed correctly, the research suggests that people attribute greater effort and credibility to its sender. 52 percent of respondents say it seems like mail senders take their information more seriously, and 58 percent say they prefer mail for important information compared to 48 percent who prefer email.

Respondents also say receiving items in the mail makes them feel valued by a company, an opportunity to build emotional connections.

## 3. Mail drives results.

Let's be clear: this isn't about replacing digital communications with mail. Rather, the research suggests a close interplay of digital and non-digital channels' influence on consumer behaviour and their relationships with brands.

And, since the research suggests audiences are more likely to trust and retain information when they receive it through mail, it can be an ideal channel for communications that need to convey detailed information like operational, product or account updates.

## Making the most out of your mail campaign.

So how can businesses ensure they're using this tool effectively?

The first step is to consider how mail might work in tandem with your other channels. For example, we're seeing e-commerce retailers like Amazon and Bonobos turn to mail to engage with both prospective and lapsed customers, driving them online through reactivations

and mailed catalogues. Since these sorts of businesses already have existing customers' mailing addresses, reaching out with a targeted, personally addressed piece of mail can achieve outstanding and long lasting results.

Given the attention and results mail can bring, it can be a highly effective communications channel that is certainly worth exploring.

While there's no universal formula for how brands engage with consumers, it's clear that mail is a powerful, stand-out channel that businesses should be factoring into their engagement strategies.

||

**58% say they prefer mail for important information compared to 48% who prefer email.**

Accenture, 2021

||

Thought Leader

# Sohani Forscutt



With over ten years-experience across retail marketing working with major brands – Coles, BP and now, David Jones, Sohani Forscutt, Marketing Operations Manager, David Jones provides a practical approach to optimising channels through the path to purchase journey. We sat down with Sohani to explore the role print plays today and into the future across retail marketing strategy – from the acquisitional phase to how all channels must work hard to push through the funnel of customer engagement.



## HOW DOES A RETAILER DECIDE WHETHER PRINT IS THE RIGHT CHANNEL FOR THEM?

Print can be an effective channel to engage a new audience or a segment of an existing audience as a complimentary channel within a full funnel media program. Particularly within a known database of customers, print can provide a unique experience and function as a reward (i.e. free magazine with purchase) to these customers and inspire them in their journey to consideration and conversion. It all depends on how your audience consumes media and what channels work best for each segment.

## HOW DO YOU GET STARTED?

It is very important to find the right partners in publishing, printing and distribution (including digitising print catalogues). You don't have to do it alone! Partners with the right experience and understanding of your brand can help to create something that works for you. It is important to set up these partnerships with the right intention so that everyone is incentivised to achieve the desired outcome. Once you have identified your target audience, you can create the content based on what is relevant to this audience.

From there it is about determining how to get the print vehicle in their hands. Trialling different types of distribution (direct mail, letterbox drops, partner distribution, in store copies) over the years has enabled us to better understand the appetite for the consumption of this channel by our customers and keep pace with the changing nature of customer behaviour.

## HOW DO YOU MEASURE PRINT EFFECTIVENESS/WHAT DO YOU DEFINE AS EFFECTIVENESS?

There are multiple ways to measure the effectiveness of print. It all depends on what the objective of this channel is. At David Jones, we have utilised promotional discount redemption codes and QR codes to measure engagement within this channel. We have also used control groups within a direct mail distribution to assess incrementality, which has given us invaluable insights. Advertising has long helped fund print, as is what happens within magazine publishing and retailers can and should also consider this in measuring the effectiveness of print.

## WHY PRINT (AND NOT ANOTHER CHANNEL) AND WHAT ARE SOME OCCASIONS TO USE PRINT?

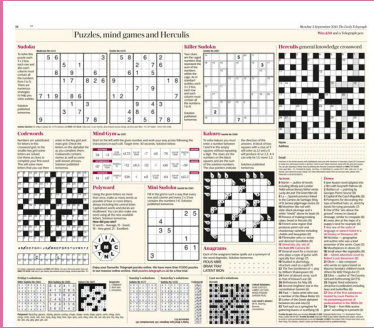
Print helps us to gain access to talent and thought leaders that we would not be able to through traditional advertising channels. The content we produce is utilised across digital channels and across in store promotions, further increasing the return on investment. We have also successfully used the digital version of the printed magazine across paid media platforms such as Stocard and on our own website to enhance consistency and aid purchasing decisions. A printed magazine or gift guide can be very useful during key gifting periods such as Mother's Day, Father's Day and Christmas. In addition, it helps us present a wider product range, a point of view in market and provide useful edits as well as inspiring stories to our customers which we achieve through our award-winning *Jones Magazine*.

## WHAT ARE SOME TIPS YOU WOULD GIVE TO OTHER RETAILERS TO ACHIEVE SUCCESSFUL OUTCOMES WITH PRINT?

Plan early with your partners, review results regularly, stay true to your brand and most importantly always inspire customers in the unique way that only you can. Whether it is print, radio, television or any other channel, the key is to understand how your target customers are consuming content by continuously testing learning and evolving your media plan accordingly.



# TAKE 6



1

## PRINTED PUZZLE HELPS LLOYDS CONVERT CUSTOMERS TO ONLINE

With the closures of branches, Lloyd's needed a way to direct their older customers to utilise their online banking services. They identified the environment in which they could strongly target these customers – the puzzle section of *The Telegraph*. Studies showed that this audience is ten times more likely to complete newspaper crosswords, and these pages receive the longest viewing time in the paper.

A campaign was created called *Crossword Clues*. It involved a series of 10 15x15 square print crossword style ads positioned in a half page space reserved for advertising that revealed the features of the app as answers.

The advertisement appealed to the audience's sharp intellect for solving cryptic clues. It was effective with 56 percent of readers visiting the Lloyds Bank website and 44 percent using or downloading the app.



2

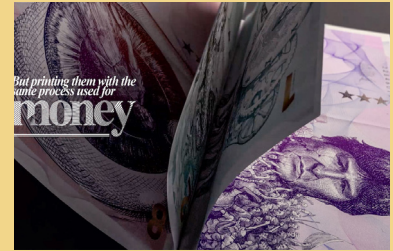
## THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION

In Germany, luxury items such as caviar and truffles are taxed at 7 percent. Essentials like tampons are taxed at higher rates, and have reached 19 percent in recent times.

Organic female sanitary product company The Female Company wanted to find a way to provide women with these essential products without breaking the law but instead, outsmarting the law. They created a book, *The Tampon Book*, which is taxed at 7 percent – but there were tampons inside the book.

The first print run of 1,000 books sold out in a day.

A multitude of people with influence pushed their agenda. 150,000 people signed a petition urging the German parliament to reconsider the discriminatory tax and on 7th November 2019 the German government abolished the tampon tax. Victory.



3

## THE MOST VALUABLE NEWS

We live in an era of fake news, and where the truth is the most valuable currency. One of Latin America's largest newspapers *Folha de S. Paulo* set out to remind its readers of the importance newspapers have in presenting true news with true value.

The newspaper wanted to communicate the idea that the truth is as valuable as money. They created an edition of the newspaper which was printed in the same style as money, at the same location in which the Brazilian currency is made.

The eye catching pages held the same features as money including security paper, a watermark, fluorescent fibres, holographs, microlettering, microprints, tactile printing and much more.

The pages featured stories about the most recurring themes in the dangerous notion that is enveloping our world, fake news.

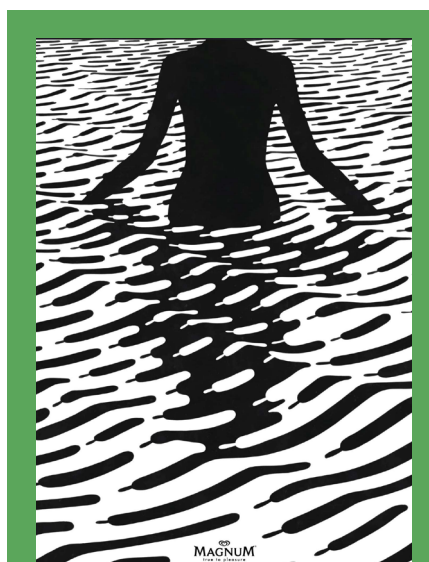




4

### GOOGLE'S PAPER PHONE

Part of it's plan to fight tech addiction and promote digital detox, Google created the *Paper Phone*. Yes, you read that right. The company's new 'device' involves using an app to select relevant information for the day which might include the weather, directions or certain contacts. The information is then printed out on one piece of paper and folded into eighths and voila, you have everything you need for the day, without the distraction of your digital device. There is even a spot to pop your credit card or write notes!



5

### MAGNUM PLEASURE ICON

Sophisticated yet modern, sensual yet elegant, this collaboration between American sculptor and painter Brendan Monroe and Magnum is a truly mesmerising print campaign. The graphics are hypnotic and incorporate the iconic magnum ice cream shape in summer-like, female themed images. The illustrations were displayed in a series of posters and promotional materials. The combination of pleasure and artistry was eye catching and impactful for the already iconic ice cream brand. What's not to love?

**This  
newspaper  
ad will work  
without a  
single click,  
like or share.**  
*Old school.*

advertiseordie.com.au

6

### ADVERTISE OR DIE

Boardroom bosses are receiving a clear message from media owners via a multi-channel campaign that is calling out the importance of long-term advertising. With the tagline, *If your brand's not here, it's nowhere*, TV, outdoor, radio, print and digital industry bodies are underscoring the value of advertising to CEOs, CFOs and CMOs. Mark Ritson, campaign spokesperson, has three messages:

1. Continue to invest money in advertising.
2. Make sure at least half your budget is invested on the top of the funnel and on long-term brand building.
3. Don't fall for the buzz around new, exaggerated media opportunities at the expense of proven long-term, brand building media.



# **SIGN YOUR NAME ACROSS MY HEART**

**BY SAM UPTON**



## How print and digital signage is leading the fight for bricks and mortar stores.

On August 11th 1994, something happened that would change the face of retail forever. In a bedroom in New Hampshire, US, 21-year-old Dan Kohn sold a CD to a friend in Philadelphia, who used his credit card to pay USD \$12.48 (plus shipping). The CD was a copy of Sting's 'Ten Summoner's Tales.'

The purchase brought about a seismic shift in retail, one that would fundamentally change the way we shop and the entire business model of the global retail sector, forever.

Today, Australians spend over \$50.46bn buying goods online<sup>1</sup>, while worldwide the online retail market is estimated to be worth over \$4.92tr<sup>2</sup>. Considering the online retail market is just 27 years old, these are staggering figures that should give anyone in the bricks and mortar retail business a string of sleepless nights.

However, sales in traditional stores still account for \$407.6bn<sup>3</sup>. Digital may have the convenience and comparative pricing, but it's clear that the bricks and mortar store holds an appeal for the shopper that's proving difficult to shift.





**The pleasure of browsing around a bricks and mortar store, and the gratification to be gained from an instant purchase has even been recognised by brands who have built their vast fortunes in the digital arena.**

## The physical experience

Of course, a major part of the in-store shopping appeal is the physical experience. Whether it's feeling the texture of a new shirt or testing the bass of a wireless speaker, a store's ability to stimulate all the senses is something that just can't be replicated online. Retailers are building in-store experiences that build a brand presence or 'welcoming hug', from scents to merchandise displays, lounge areas to interior décor. Partnering with the branding moment and the display of products, a significant role being played is through the visual stimulation and communication of in-store signage and point of sale.

Retailers understand that they need to constantly innovate to keep the attention of the consumer. Print and digital signage is one of the best ways to give a new look to a store without an expensive refit. From banners bringing instant attention to new products and promotions, and posters using high-res imagery, eye catching, complimentary colours and prominent positioning to draw in curious customers, all the way to point of sale (POS) providing that last push to purchase, print and digital media offers quick turnaround marketing that works hard in-store to help the casual browser make their decision and the loyal customer find their favourite product.

Today in the age of COVID, familiar floor decals are apparent in the forms of large stickers on the floor directing people to social distance whilst shopping or waiting in line in retail stores, or stickers placed on windows welcoming customers as they walk into the store, encouraging them to check-in and put their masks on. Whilst not overly 'in your face', signage such as this is playing a large part in our lives and in the retail stores we choose to shop in.





## The connected store

Given the fusing of print and digital elements, it should come as no surprise that the next development in signage lies in technology. There are already digital posters that can interact with customers, such as the screen advertising the Movember campaign adopted to pick out males with facial hair (2016 called – *it wants its beard back!*) Or the billboard that could charge a Samsung Galaxy S10 just from a user holding it up against the screen.

Next will be pieces of technology embedded into posters, point of sale displays or product tags that can transmit digital information direct to a smartphone from a printed piece. 'Beacons', which use Bluetooth connections to send marketing messages or information to a nearby phone, and Radio Frequency Identification (RFID), which uses radio waves to read and capture information in a tag, both have an enormous amount of potential when it comes to digitising the shopping experience.

No matter how much digital technology is brought onto the shop floor, it's unlikely that print signage will be completely replaced. Its simplicity, speed of production and relative low cost makes it the ideal accompaniment to a relaxing day of bargain hunting.

## Multi-channel marketing

Like the majority of the marketing industry, modern retail marketing now relies on a multi-channel strategy, with in-store signage working hand in hand with online, social and mobile. Hitting every touch point on the customer journey. That's why retailers are bringing print and digital closer together to add to the shopping experience.

French women's wear brand Comptoir des Cotonniers created a campaign that allowed their customers to instantly purchase items by scanning posters, advertisements and even Uber cars with their smartphones.

Then there's legendary London book retailer Foyles, which made its huge Charing Cross Road store digitally enabled by creating a web-based application that gives consumers access to their inventory of over 200,000 books, then guiding them to the location of their chosen read.

The pleasure of browsing around a bricks and mortar store, and the gratification to be gained from an instant purchase has even been recognised by brands who have built their vast fortunes in the digital arena. Amazon now has 42 physical retail spaces in the US, while the Apple Store has opened 506 retail stores across 24 countries, bringing in revenue of over \$21bn every year.

Australian gin brand Four Pillars has built a strong physical brand presence. Created five years ago, Four Pillars has risen to be the second most popular gin company in Australia. From their eye catching in store point of sales at bottle shops to their beautifully presented distillery in Healesville, each aspect of their bricks and mortar advertising is appealing. The brand has a key focus on the understanding that we live in a fast-paced world and intimacy with consumers is vital.



Sources:

<sup>1</sup>Australia Post, 2021

<sup>2</sup>eMarketer, 2021

<sup>3</sup>IbisWorld, 2021

Image Source:

Editorial credit: Burin P / Shutterstock.com

# WORLD OF PRINT

## SENSORY PACKAGING FOR THE VISUALLY IMPAIRED

For those with sight loss, navigating a supermarket and finding the right products can be a great challenge, so Kellogg's has added a scannable code to its cereal boxes to make them more accessible. The 'Navilens' code allows those with a smartphone to scan their environment and access relevant information, with users able to locate the codes from up to three metres away. In a supermarket, someone with sight loss can walk up and down an aisle and quickly locate a specific item, as well as receive spoken information on ingredients and allergy warnings. This coupled with printed braille for enhanced product selection for all.



Printed braille across packaging to support visually impaired people in product selection at point of purchase and in their homes.



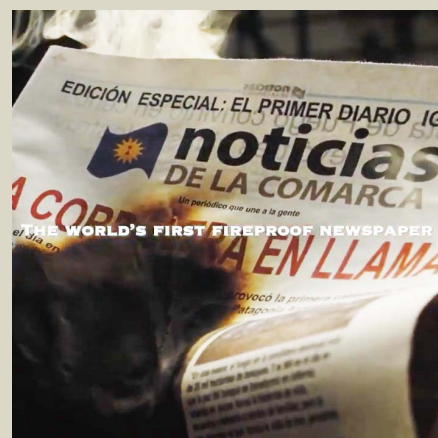
## WASH DAY SUSTAINABILITY

Unilever, one of the world's biggest FMCG companies, has made a strong move towards reducing the amount of single use plastic in its packaging by introducing paper bottles. The new bottles will firstly be used for its OMO laundry detergents in Brazil before being rolled out in Europe. According to the bottle makers, Pulpex, all the wood pulp will be sustainably sourced, as well as being fully recyclable and compostable. "Innovating with alternative materials is a key part of our sustainable packaging strategy," said Richard Slater, Unilever Chief R&D Officer, "and will play an important role in our commitment to halve our use of virgin plastic by 2025."



## FIREPROOF NEWSPAPER

The Argentinean ad agency Hoy Buenos Aires has created the world's first fireproof newspaper to drive awareness of forest fires. It will be published to highlight the devastation of forest fires across the Patagonia region of Argentina – 95 percent of which are deliberately started using newspapers. The campaign also aims to raise funds and promote donations for the Firefighters Foundation of Argentina. "Our forests are burning, there's no turning back and it takes many, many years to recover," said Argentinean firefighter Captain Paula Mendez.



## WATCH STRAPS FOR THE ECO- CONSCIOUS

Luxury Swiss watchmaker IWC Schaffhausen has launched a new line of watch straps made from paper rather than leather. The TimberTex straps maintain the same soft and supple texture as leather, but are made of 80 percent plant fibre sourced from FSC-certified trees. The straps themselves are manufactured in Italy using traditional paper making techniques and coloured using natural plant dyes. In total, each strap goes through 60 manufacturing stages, which results in a durable, environmentally friendly, highly luxurious strap that's also water resistant.





# **GSM** **CREATIVE** **IN PRINT**





The new Generation born between 1997 and 2012 are beginning to enter the creative industry - however their upbringing has revolved around digital, not print.

GSM is here to educate the next generation about creative print design trends.

## 22 LABELS!

**Burnt Hill Vodka Labelling**

When you've gone to the trouble of distilling a spirit eight times and then passing it through a unique lava rock filter to ensure purity and smoothness—you've got a genuine story to tell. Add to this a market of discerning micologists and consumers—read: the devil is in the detail—your labelling needs to step up to the mark. All of which got Burnt Hill Limited Co-founders, Ben Paul and Nathan Johnston, thinking it was time for a new label design. Cue, Joseph Senior from Offworld Design (Auckland). As Joseph explains, "This gave me a great opportunity to suggest a new look that, while remaining true to the original, had more visual impact and character. Something that would be bold and intriguing..."

The final design was very much the result of a collaborative process between the trio and evolved the original label into a sleeker, more modern iteration. As part of the design process, it was agreed that the choice in labelling stock was very important—it needed to reflect the product's positioning at the premium end of the vodka market. However, being a small distillery meant that cost was also a consideration. BJ Ball's new Wauasau Bright White Pet ticked all the boxes providing the desired texture and thickness—at the right price point. In addition, the stock contains 30% post-consumer waste. This fits well with Burnt Hill who go to great lengths to use only sustainable materials for their packaging (they even plant a tree for every bottle produced). The label, printed by MCC, was produced using digital CMYK on an HP Indigo press, followed by a rose-gold hot foil and a gloss hi-build—plus two matt varnishes for scuff resistance.

Pre-production meetings between the MCC Labels team, Joseph, Ben and Nathan—ironed out a number of potential technical issues and ensured everybody was on the same page. Of particular concern was the potential for a fill of some of the fine detail in the rose gold foil. To solve this, some of the fine elements originally earmarked for foiling were changed to a printed colour.

John Hudson at MCC Labels sums up the final result, "The natural texture and tint of the BJ Ball Wauasau stock worked well with the design. We were pleased with how it printed, in particular, the tonal range in the volcanic rock which came up beautifully. We were also impressed with how well the foil took across the entire label."

From the client's perspective, Ben adds, "It was essential that our label represented us. Joseph, collabing with the MCC team, pushed the boundaries in this medium to take our concept to the next level. The results are spectacular". From the design side, Joseph adds, "The client was delighted with the result, as am I. The design and print process came together to produce an eye-catching label with both character and modern appeal".

**WHEN YOU'RE ON A ROLL...**

The Burnt Hill labels on the press at MCC Labels. Note, there are produced on a continuous roll of adhesive substrate, as opposed to sheets. In the world of labelling—the term 'roll substrate'—refers to adhesive stock continuously supplied to the printer in the machine. Roll substrate systems are used extensively for mass-produced beverage products, where the labels are applied to the bottles by machines feeding off a continuous roll. Many of these substrates are moisture resistant to ensure the label survives chilled storage.

**Roll Substrate:** a type of New Zealand's leading specialist suppliers of roll substrate products—for more information see the available substrate—go to [bjballpackaging.co.nz](http://bjballpackaging.co.nz)

**BOTTLE ART**

Since launching, GSM has grown considerably. More than 4,000 subscribers receive each issue of the bi-annual magazine across New Zealand. In addition to this, there is a select reader base in Australia since their launch there.

Readership constitutes a significant percentage of graphic designers, advertising creatives, illustrators, account managers, design students, print industry professionals and marketing executives within a tight-knit creative industry.





Gen-Z are the first generation to grow up on smart devices, which means they have spent significantly less time engaged with traditional books or magazines and more time looking at screens than previous generations. To Gen-Z, print is not their default go-to for reading material.

The GSM magazine is a publication that aims to connect this group, along with the existing design community, with print as a medium. GSM does this by showcasing creative work of graphic designers and case studies of actual print work, by providing educational and technical articles and putting forward perspectives on environmental or industry-related issues.

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GSM is the only magazine dedicated to creativity in print pitched at the New Zealand market. In acknowledging this uniqueness and the quality of the publication, GSM has won numerous accolades, including the Real Media

Awards, Australia & New Zealand and the Pride In Print Awards (NZ).

In order to provide content of a high calibre, GSM relies on industry contributors and subscribers. If you work within, or are studying, support GSM simply by subscribing (it's free!) – go to website [www.gsmmagazine.com](http://www.gsmmagazine.com)



# INNOVATION OF THE MINDS

THE ACCELERATING  
PACE OF DIGITAL  
PRINT





**Innovation across all media is critical for any marketer to remain on top of, to bring their campaigns and brands to life. Working in partnership with your supply partners is ever-more important along this journey.**

**You can only be as good as the knowledge you have across new innovations, technologies and trends from paper ranges to print technologies and more, when understanding how to immerse your brand strategy into application.**

**Print and digital are a match made in heaven.**

Not something you'd expect to hear from two industries that across the media landscape fight for their share of the all-important marketing budget across each campaign. However, out of the trenches, digital print technologies are bridging the gap and revolutionising print media in a way not before seen or expected. From the original days of digital print being unable to print solid colours to skin tones being a big no-no, digital print is now printing fluoros, whites, embossing online and printing onto a range of substrates from cloth to paper to plastics and metals, at faster and faster speeds. As technologies have developed, the applications are truly now only limited by designers' and brands' imagination.

The evolution across digital print is not limited to low volumes. Magazine publishers have the opportunity to produce customised issues – magazines with advertisements that target the consumer specific to their subscription. Imagine picking up your favourite magazine and only seeing your favoured brands advertised. The pages become so much more relevant to the advertiser, brand and consumer alike.



AT HP, WE HAVE UNDERSTOOD THE OPPORTUNITY OF DIGITAL PRINT TECHNOLOGIES WELL INTO THE FUTURE AND PARTNER WITH BRANDS DIRECTLY TO CONTINUALLY BUILD EQUIPMENT AND SOLUTIONS THAT DELIVER TO THEIR CHANGING AND INCREASINGLY DEMANDING REQUIREMENTS, ENSURING OUR CUSTOMER ARE ALWAYS PREPARED FOR THE NEXT CHALLENGE.

ALEX OLDFIELD,  
HP COMMERCIAL INKJET (PWP) GM APJ.



OUR CUSTOMERS ARE CONTINUALLY SEEKING INNOVATIVE WAYS TO ENGAGE THEIR CUSTOMERS. CUSTOMISATION, PERSONALISATION AND SPEED TO MARKET ARE A CONSTANT FOCUS, AND AS A KEY PARTNER IN THE MARKETING COMMUNICATIONS SUPPLY CHAIN PROCESS WE MUST REMAIN FOCUSED ON WHAT TECHNOLOGIES AND INNOVATIONS WE CAN OFFER TO DELIVER A HIGHER LEVEL OF ENGAGEMENT WITH THEIR CONSUMERS AND A GREATER RETURN ON INVESTMENT FOR THEIR PROJECT.

MATT AITKEN  
CHIEF EXECUTIVE OFFICER, IVE GROUP LIMITED

Ordering publications online as well as production to your specifications, online photo albums and calendars will see a commonality across all print media including catalogues and flyers.

Imagine building your online weekly shopping list and then receiving your personalised catalogue with recipes that align to your weekly shopping list in your letterbox each week? With NAPCO reporting 70 percent of retailers and 86 percent of agencies reporting personalisation increases responses, using these technologies across retail marketing is not going to be limited to loyalty programs for long. The catalogue channel is already endorsed by consumers as a 'useful' advertising channel and sought after if not delivered, however if the content was expanded to meeting a specific need (weekly meal planning) this would enhance the experience. And whilst once not possible, it now is.



"Our customers are continually seeking innovative ways to engage their customers. They are reviewing size, paper grades, customisation, personalisation, speed to market and more regularly and as a print media group we must remain focused on the manufacturing technologies and innovations we can offer them to deliver a higher level of engagement with consumers and a great return on investment for their project" commented Matt Aitken, Chief Executive Officer, IVE Group Limited.

Data is part and parcel of how we communicate to our customers today and using data to create more compelling engagement is a powerful tool for marketers and brands across the globe. More and more CMOs are listing data management and CRM solutions as their highest budget spend and beyond which means more data refinement of existing customers and more data acquisition through new and prospective customers.

"Data acquisition is just as important as advertising investment and brands are expanding mail and catalogues to leverage data. We have seen UK and European markets embrace expanded direct mail campaigning to find new customers that cannot be acquired online. Across Australia and New Zealand, there are some forward-thinking brands using acquisition data with catalogues to target new customers whilst still investing in digital – here data and print is allowing them to diversify their customers," commented Gordon Loch, Managing Director, List Factory.

"In Australia specifically, we are seeing more consideration and inclusion of direct mail in harmony with digital – with a simple aim of inviting consumers online or in-store to buy. Using channels to encourage customers through their path to purchase journey by embracing all the strengths of the varying media channels available to them, is the ultimate pathway to success for marketers," said Craig Wallis, Flourish Marketing.

THE EVOLUTION ACROSS DIGITAL  
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OLDFIELD

And it isn't only customisation. Luxury finishes from foiling to embossing, metallics to fluoros and other finishes being produced online has seen the cost and time of production reduce dramatically, making elegant touches that are much easier to incorporate into any print marketing campaign. With NAPCO reporting 77 percent of customers reporting minimised waste and printing to order, as key for future budget protection whilst maintaining engagement through embellishments, we know digital print and luxury working hand in hand is a given. Industry experts are now sharing everything you need to know about introducing these luxe finishes into more of your campaigns – on time and within budget – now is the moment brands will work more connectively with their digital partners for the latest trends and innovations,

"At HP, we have understood the opportunity of digital print technologies well into the future and partner with brands directly to continually build equipment and solutions that deliver to their changing and increasingly demanding requirements, ensuring our customers are always prepared for the next challenge," commented Alex Oldfield, HP Commercial Inkjet (PWP) GM APJ.

What finishes can digital printing produce? The spectrum of creativity has expanded with options enabled through new digital printing technology.

The restrictions once experienced through design, capability and cost-effectiveness via 'traditional' forms of print are now tackled with ease from digital print machines across the board.

"Brands can now leverage these techniques to create high-quality, personalised campaigns, eliciting both a physical and emotional connection," furthered Oldfield.

Embellishment, data and streamlined software solutions allows brands to differentiate and produce creative campaigns that are aligned with brand messaging in every way. Adding a large fold, higher data customisation or a greater range of ink colours to a look book or magazine introduces greater experience and connection from the reader.

New finishes paired with greater relevance through customisation deliver an experience that is sure to elicit an emotive connection with recipients, leading to engagement and brand equity build.

ACROSS AUSTRALIA AND  
NEW ZEALAND, THERE ARE  
SOME FORWARD-THINKING  
BRANDS USING ACQUISITION  
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WHILST STILL INVESTING  
IN DIGITAL.

GORDON LOCH,  
MANAGING DIRECTOR, LIST FACTORY




An aerial photograph of a winding asphalt road with yellow double lines, curving through a dense, lush green tropical forest. The road is the central element, curving from the top left towards the bottom right. The forest is thick with various types of trees, including palm trees. The title 'PLAYING THE LONG' is written in large, white, sans-serif capital letters, following the curve of the road. Below the title, the author's name 'BY LILY BROWNBILL-STEVENSON' is written in smaller, white, sans-serif capital letters, also following the road's curve. A green circular graphic element is positioned in the bottom left corner, containing white text.

# PLAYING THE LONG

BY LILY BROWNBILL-STEVENSON

The channels we have to choose from deliver many different outcomes and carried metrics, some more measurable than others. Let's explore how a strong mix of short and long-term marketing can build brands to make them immediately profitable and fit for the future.





## **It's a debate as old as marketing itself: do you grab as many customers as you can as quickly as possible, or do you spend time increasing the amount of loyal customers?**

For most companies, the budget share for short-term and long-term marketing has ebbed and flowed over the years, largely dictated by industry, technology, media and trends. Short-term marketing has the advantage of delivering results quickly – increasing sales, adding customers, shifting product – which can quickly fizzle out once a promotion ends, while long-term marketing builds and cements the brand, making a company or product stronger for the future.

Over the past couple of decades, the majority of companies have focused on the short-term, with the internet and social media tools providing the ability to reach millions of people quickly and cheaply. However, the internet is a busy place – and the attention span of the average user has decreased from 12 seconds in 2000 to just 8 seconds in 2015<sup>1</sup>. That's shorter than a goldfish.

What this means for the marketer is an increasing amount of pressure to get their message across in as short a time as possible. Complex multiplatform campaigns have given way to short, sharp digital posts; billboard and magazine adverts replaced by online banner ads; carefully crafted long-form copy replaced by hastily written soundbites.

This is fast-turnaround marketing designed to gain immediate, measurable metrics. No wonder the average tenure for CMOs fell to just 40 months in 2020 – the shortest it's been since 2009<sup>2</sup>.

Is fast-turnaround marketing dumming down strategy and dangerously eroding brand equity? With many established brands paying the price of high brand awareness albeit low brand consideration.



"Brands that invest solely in short-term sales activation will pay a critical price of 'irrelevance' once they go too far and consumers 'forget' or become 'uninspired' by the brand they once loved and engaged with loyally."

Peter Field,  
Global Effectiveness Guru.

## THE PENDULUM SWINGS

Over the past few years, a strong proportion of the marketing community has begun to question the industry's over-reliance on digital media. A combination of advertising fraud, fake followers, misinformation and global outages such as the recent six-hour Facebook, Whatsapp and Instagram shutdown has highlighted the problems with companies shifting their entire marketing activity online. Any glitch in the system, whether internal or external, and you risk losing customer trust and revenue.


Not only that, brands are facing increasing problems with understanding where their digital spend is going and where their ads are appearing. Thanks to the automation of programmatic advertising, many big companies have seen their products appearing alongside wildly unsuitable content, tainting the brand and giving CMOs many sleepless nights.

In a highly influential speech in 2019, Procter & Gamble Chief Brand Officer Marc Pritchard called for industry-wide transparency for digital media, outlining the hazards and dangers of what is still a largely unregulated system.

"Digital media continues to grow exponentially and, with it, a dark side persists," Pritchard told a tightly packed hall of people in Orlando, Florida.

"Waste continues to exist from lack of transparency and fraud. Seven out of ten consumers say ads are annoying. Ad-blocking is accelerating. Privacy breaches and consumer data misuse keep occurring. Unacceptable content continues to be available and is still being viewed alongside our brands. Bad actors are finding ways to create divisiveness and social unrest. These are significant problems and, despite a lot of effort, these problems appear to be increasing, not decreasing."





Procter & Gamble cut \$140M from its digital spend due to brand safety, while JPMorgan Chase cut the number of sites advertisements from 400,000 to just 5,000. Digital brands such as Uber and eBay cut their online spend by \$200M and \$100m respectively) with no change in marketing performance whilst achieving increased sales revenue.

## RIGHT TIME, RIGHT PLACE, WRONG APPROACH

On their own, the problems around advertising fraud and placement should be enough to have most companies reconsidering their digital marketing spend, but there are also creative issues. By its very nature, the online world is two-dimensional and creatively limited. Developers, designers and copywriters have a finite amount of space to work with and often have to keep within a strict template, especially when designing or writing for established social media templates, platforms such as Facebook. The combination of constricted time and space with a brief to connect with as many people as possible generally results in bland, forgettable messages that prompt neither sharing nor purchase.

“Brands that invest solely in short-term sales activation will pay a critical price of ‘irrelevance’ once they go too far and consumers ‘forget’ or become ‘uninspired’ by the brand they once loved and engaged with loyally,” states well-regarded Global Effectiveness Guru, Peter Field.


Key to the short-term versus long-term marketing debate is the definition of how each approach contributes to the success of a brand. Field and marketing partner, Les Binet, Group Head of Effectiveness at adam&eveDDB define short-term marketing as ‘activation’ – marketing activity that evokes an immediate response, which can be highly profitable.

However, activation doesn’t build any long-term memories or change people’s minds about a brand and without long-term, eventually short-term may no longer be effective. Balance is key. Something retailers such as Bunnings, Kmart and Officeworks are achieving with long-term strategies balanced with short-term activation campaigns. In the last year, their approach has delivered 8-12% topline revenue growth for parent company, Wesfarmers<sup>3</sup>.

Long-term growth requires permanence to build memories that influence ongoing behaviour. “This is a much more difficult

and long-term job, because it involves training people’s responses in such a way that you not only influence behaviour now, but you also influence behaviour tomorrow, next week, next month, next year, and on into the future,” comments Binet on record.

Faced with overwhelming evidence that short-term digital marketing cannot sustain a brand, many global advertisers have begun downsizing their digital spend with no measurable impact on their business. Following Pritchard’s landmark speech, Procter & Gamble cut \$140M from its digital spend due to brand safety, while JPMorgan Chase cut the number of sites advertisements from 400,000 to just 5,000. Digital brands such as Uber and eBay cut their online spend by \$200M and \$100m respectively) with no change in marketing performance whilst achieving increased sales revenue<sup>4</sup>.



Physical and tactile channels also have the advantage of giving a brand an owned space they can fully control, providing them with the creative freedom of getting across any product information or sales messages they choose.

## THE PERSONALITY OF PRINT

It appears digital media struggles to offer a company one of the most important attributes of a successful brand: character. Think of some of the world's most successful brands of the past 20 years and each one will have a distinct 'brand voice'; a tone and style that sets it apart from its rivals, putting it front-of-mind when consumers think of a certain product or market.

Apple, Woolworths, Amazon, Microsoft, Facebook and McDonald's, each have certain personality that is immediately identifiable, as well as a clearly defined set of brand values that remain constant wherever you are in the world. Of course, consistent quality and global presence play significant parts, but a strong brand built by long-term marketing strategies has been absolutely vital to their ongoing success.

So how does the average marketer create a campaign that includes long-term brandbuilding? For a start, they should be looking to include a wide range of media, a mix that combines the short-term activation of digital with the long-term loyalty of established media such as print, letterbox, television and radio. While digital media is transient, print and letterbox have a physical permanence that can stay in the home for weeks, constantly reminding the customer of the brand and its products.

Physical and tactile channels also have the advantage of giving a brand an owned space they can fully control, providing them with the creative freedom of communicating, on their terms, product information or sales messages they choose. Consumers can feel that are in their own home, fully relaxed and therefore more open to promotional content.





# 70%

of consumers have  
been driven to an online  
activity by direct mail.

WARC and MarketReach.

According to the Australian Retail Outlook in 2021, customers are yearning for great experiences and it's our responsibility to bring it to them. Whilst convenience has risen to an even higher degree of importance in recent times, we must pair that with differentiated experiences that provide a real value exchange for people's time, energy and attention.

A recent study by media organisation ThinkNewsBrands found that advertising in print outperformed Facebook advertisements by up to four times<sup>5</sup>. The research found that advertisements in news media were as good as (or better than) advertisements on YouTube, delivering 1.7 times the unprompted recall of six-second YouTube advertisements, and on par with 15-second YouTube advertisements.

"Investing heavily in social media advertising isn't the answer you've been led to believe," said ThinkNewsBrands' General Manager Vanessa Lyons.

Prompted by the pandemic, marketers have also rediscovered the delights of direct mail. With millions of people confined to their homes during a succession of lockdowns, direct mail was the most effective way of reaching consumers, and volumes increased. That increase was reflected in the effectiveness of campaigns with direct mail at their core.

In the same week that Facebook experienced one of its worst shutdowns in its 17-year history, a report was released that stated that direct mail is now "one of the most powerful forces in marketing".

The report from WARC and MarketReach found that 70 percent of consumers have been driven to an online activity by direct mail, while more than a third (35 percent) of campaigns that use direct mail recorded an ROI benefit.

Titled *Driving Effectiveness with Direct Mail*, the report highlights the physical nature of mail, which results in it grabbing both sensory and mental attention, delivering an average engagement rate of 95 percent. Since it can be highly personalised and targeted, it can also keep consumer attention for longer than digital channels, which is further increased with the use of personalisation.



An aerial photograph of a winding asphalt road that snakes through a dense, green forest. The road has yellow and white lane markings and forms a series of loops and curves. The surrounding landscape is lush with trees and some patches of snow or light-colored ground are visible in the upper right.

## GENERATION Z TRUST THE PHYSICAL

A curious finding of the MarketReach report, which chimes with other recent studies of the effectiveness of print marketing, is that one of the demographics that's most receptive to direct mail is Generation Z. According to the research, Nearly half of Generation Z trust mail ads and 42 percent have searched for a brand online after receiving a piece of direct mail. In addition, 20 percent of 15-24 yearolds have made a purchase off the back of a mail ad, with 84 percent scanning a QR code, leading them to interact with a brand online.

For people that have grown up with digital media and use it for communication, there's a widespread perception that young people don't respond to mail. However the sheer novelty of receiving well-produced, targeted mail results in a high response rate, creating a huge opportunity for brands wanting to engage with this age group and build their brand consideration presence.

While Generation Z are certainly receptive to the charms of print marketing, there's a danger that the marketers of tomorrow will lack the necessary skills and experience to plan an effective multi-platform campaign. A working knowledge of social media can often be seen as enough to drive a new campaign, but often results in poor execution and even worse results. Asking, is it the channel or the skills?

"The skills needed to succeed in the digital world are the soft skills, not the hard digital skills," explains Malcolm Auld, founder of Malcolm Auld Direct, and a marketing lecturer. "These skills include being able to communicate and listen well; being a good critical thinker and problem solver; and being able to make connections across complex ideas."

With younger marketing generations specialising in one channel over another, there is a fear that marketing skills are being lost to channel management.





“Brand building is the main driver of long-term brand preference, long-term sales growth, and long-term growth in revenue and profits.”

Les Binet,  
Group Head of Effectiveness  
at adam&eveDDB.

## A MULTI- PRONGED APPROACH

Ultimately, like most things in life, running a successful brand involves achieving a good balance and not relying on a single element. In the case of marketing, it's ensuring there's both short- and long-term marketing, activating consumer consideration whilst maintaining preference and loyalty for brand awareness.

Get it right and you'll have a strong brand generating fantastic results long into the future. Get it wrong and you could be out of a job in a years' time.

A 2021 survey by Toluna of Australian and New Zealand residents found that 40 percent of people paid or somewhat paid attention to advertisements online and 56 percent paid or somewhat paid attention to print advertising. This demonstrates that a multi-faceted approach is key in successful marketing as there are a wide variety of channels to deploy for reach and impact.

As Binet explains, brand building is the main driver of long-term brand preference, long-term sales growth, and long-term growth in revenue and profits. Brand building is the main thing that drives a company's revenue stream – its cash flow, its profits – and can also reduce price sensitivity, increasing margins.

Brand building produces a long-term preference for your brands and products, producing a much stronger long-term sales stream, much fatter margins, more revenue, more free-cash-flow in the long term and, therefore, more profit and shareholder value. Building your brand requires trust, permanence, dialogue and clarity – all characteristics established channels.

### Sources:

<sup>1</sup>Microsoft Canada, 2015

<sup>2</sup>Spencer Stuart, 2020

<sup>3</sup>Wesfarmers, 2021

<sup>4</sup>Manager Mint Media, 2018

<sup>5</sup>Thinknewsbrands, 2020

# BOOK PUBLISHING MADE EASY WITH DIGITAL PRINT

Rotolito has 44 years of history and experience, a milestone for an Italian print media company that is still in constant evolution. The small company began with eight employees and a single machine, printing copies of the legendary Italian comic Diabolik. Today, Rotolito is a publishing powerhouse offering end-to-end solutions throughout Europe. We sat down with Emanuele Bandecchi, Sales and Marketing Director, to understand the changing print technologies and success of book publishing in the digital print sector.



**The illustrated books you produce have many complexities, was there a particular project that stands out for you?**

EB: There is a book dedicated to kids from a not-for-profit organization. It's talking about art and how to explain art to our kids, which is interesting because the book goes through art history and talks about art in a funny way. It explains how to interact with art and what things to notice in the picture. This came about because we're living through a pandemic right now. The non-profit thought it would be good to let children know that, though the world may be frightening, it can be beautiful too. But it's not easy to accurately reproduce using a creamy offset paper. That's why this job was a perfect candidate for enhanced technology (we partnered with HPHDNA). The book is really beautiful, a masterpiece.

**How were you able to keep the presses rolling in the pandemic? Did this provide quality challenges?**

EB: In the beginning, yes. But the government believes it's important to have printed books and magazines. They consider printers to be essential workers. So our employees did their part and it was wonderful. They came to work, and they took pride in what they were doing. I was so moved by their dedication and their professionalism. Rotolito can handle pretty much anything.

**You have a wonderful story of how you grew up, from a comic book publisher to today. After you installed the HP inkjet presses and your business expanded, did the vision change, or are you continuing the path that was established?**

EB: When we started to consider inkjet in our production workflow, we did it in order to handle all the short runs.

The vision didn't change, it's the fact that we've expanded our markets in terms of products we can deliver with inkjet technology. At first, there was high demand for educational materials. But now we're printing many, many other products. There are two reasons for this. First, other markets have decreased the number of copies per job. Second, the overall print quality and productivity of our inkjet machines has grown.

We shifted some of the products that we weren't able to do and now with inkjet and offset together, we can handle pretty much anything the customer needs: pre-press, bookbinding, tech manuals, price lists, guides, flyers, diaries. That portfolio expansion is the biggest change we've made due to the new technology and HP partnership.



# TRADITIONAL STORY-TELLING IN A NEW WAY

Brazil's Forma Certa focuses on personalization for courseware and books. It relies heavily on the HP PageWide Web Press T230 and HP PageWide Web Press T240 HD because their growing audience demanded the speed and flexibility of the digital model, but for bound products. Now they have innovated a model for warehousing on an as needed basis that avoids long runs and stockouts. Fabricio Lemos de Souza and his siblings firmly believe that publishing at a micro level is the wave of the future, we ask him why.



## **Fabricio, why did you decide to go into print in the digital sense?**

FL: There was so much demand for traditional that we couldn't ignore it. Clients wanted a choice between eBooks or printed copies at an affordable cost. But we didn't want to be a commodity provider to publishers; we wanted to come up with a new paradigm. So we brought in the HP presses specifically to help with our digital asset management. We get short-run orders for printed versions of our products, and that's all we warehouse. We only do reprints when necessary. This is good for our business clients since they don't have to pay all that overhead storing thousands of copies that aren't needed yet.

## **What opportunities does the new technologies open up for you and your clients?**

FL: With HP Web press printers, we are able to turn discourse into effective practice. It is possible to print in a smarter

and more sustainable manner in quantities that customers really need and, thereby, reduce inventory costs. On the other hand, in addition to small quantities, we can help our customers get unique and personalized products at a larger scale.

Forma Certa has consolidated its presence in Brazil with several success stories on that product line, helping to positively impact hundreds of thousands of children. An example of connecting child and parent was a project when a child, with pedagogical guidance, builds a story with illustrations and text. All this is digitized, and the parents are invited to write a bio of the little author. After that, they can choose how many personalized books they want to buy, and we have them printed on our HP solutions. This wonderful project has fostered literacy and reading here in Brazil.

## **It really is a fantastic innovation. What's the response been like?**

FL: The response to this concept was so overwhelming. We had sold-out capacity on the inkjet for six months out, and we were running 35 to 40 million pages per month. That's 40 percent inkjet growth every year since the T230 went in. We had to install the T240 just to keep up with demand.

## **Congratulations. And did this all grow out of coursework?**

FL: Yes, we worked mainly in education, personalizing coursework for students so we could version out the content and bring it to an individual level. And the children's stories evolved from that. This kind of publishing changes not only the relationship between the school and the student but also between the publisher and the educator. The HP presses deliver such specialized results in high quality at reasonable costs that we can make it happen.





**Scarlet macaw (*Ara macao*)**

Members of the family Psittacidae, macaws are the world's largest parrots. The scarlet macaw, known for its striking rainbow-colored plumage, is among the most recognizable and a popular companion parrot.

Scarlet macaws make their habitat in the forests of tropical Central and South America, as well as on Caribbean and Pacific islands. Macaws mate for life and, when in captivity, are known to mimic human speech.

**68**  
parrots

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# CIRCULATING ECONOMIES



BY **SAM  
UPTON**

THE CIRCULAR ECONOMY IS BECOMING MORE APPARENT IN OUR MODERN LIFESTYLES. CLOSED LOOPS, REUSING, PRODUCTS HOLDING THEIR VALUE, THESE ARE ALL COMPONENTS OF A CIRCULAR ECONOMY THAT WE SHOULD STRIVE TOWARDS IN THE FUTURE.

# CIRCULAR ECONOMY

*NOUN.* (sur-kyuh-ler) (ih-kon-uh-mee)

A CIRCULAR ECONOMY IS AN ECONOMIC SYSTEM OF CLOSED LOOPS IN WHICH RAW MATERIALS, COMPONENTS AND PRODUCTS LOSE THEIR VALUE AS LITTLE AS POSSIBLE, RENEWABLE ENERGY SOURCES ARE USED AND SYSTEMS THINKING IS AT THE CORE.

## GAINING TRACTION

**The circular economy is gaining traction, with international brands and companies announcing their commitments to the environment. Let's explore the business reasons behind sustainability values and the industry that's been sustainable for decades – print.**

Earlier last year, the Swedish furniture giant IKEA made an announcement that not only could secure the future of the company, but secure the future of the planet. The world's largest furniture retailer has committed to becoming fully circular by the year 2030, ensuring that its entire 9,500-plus product range will be reused, repaired, disassembled, or recycled instead of ending up in landfill. If IKEA are successful in their circular strategy, the hope is that it will inspire other international manufacturers to follow suit.

No strangers to landmark eco-statements, this announcement comes after the company confirmed that it had recorded a year-on-year decrease in its total carbon footprint for the first time in its history, despite expanding its operations.

While plenty of global companies are making bold claims to be 'carbon neutral' or 'carbon negative' at some point in the future (see Amazon, Microsoft, Apple), IKEA have already done it, and plan to go further.

"To become circular is one of our big ambitions and challenges for the future," said Inter IKEA Group's Chief Sustainability Officer Lena Pripp-Kovac. "It is a transformational shift for our entire business. Our goal is to give products and materials a longer life through reuse, refurbishment, remanufacturing, and, as a last option, recycling."



**21% increase  
over 5 years**

**Global e-waste  
is expected to  
reach 74 Mt  
by 2030**

**E-waste has  
leapt to 57.4 Mt  
globally in 2021**



## A TOOL FOR CHANGE

In practical terms, becoming circular means using what we have for longer rather than discarding and replacing. It means seeking to repair an item rather than buying a new model. It means recycling or upcycling instead of taking it to the tip. In short, simply throwing an item away shouldn't be an option.

However, governments and manufacturers also need to play their part. While governments need to set in place clear legislation and increase the awareness of the value of the circular economy, manufacturers need to make it easier to repair their products.

Many – especially the makers of electronic devices and appliances – keep repair instructions a closely guarded secret and make it difficult for most people to access spare parts.

This has led to an explosion in electronic waste (e-waste), which leapt to a gigantic 57.4 million metric tonnes (Mt) across the world in 2021.

That's equivalent to the weight of 350 cruise ships the size of the Queen Mary 2, and up by an alarming 21 percent over the previous five years. At the current rate, global e-waste will reach 74 Mt by 2030, making it the fastest-growing domestic waste stream in the world – a fact that should make everyone take a very different look at their devices.

ACCORDING TO INDEPENDENT RESEARCH BODY TOLUNA, THE MOST IMPORTANT FACTORS FOR SHOPPERS ARE THAT THE PACKAGING IS

80%

RECYCLABLE

63%

BIODEGRADABLE

55%

COMPOSTABLE

## THE ECO-CONSCIOUS CUSTOMER

The impressive fact about the circular economy is that people are actually more willing to buy from companies with strong eco-credentials. A recent study of New Zealand shoppers by Toluna found that consumers are moving away from brands without clear sustainability values, preferring to spend their money with companies that take the environment seriously.

The research found that the choice of brands and products for one in five consumers is now defined by sustainability, with younger shoppers quicker to drop brands that don't meet their eco-preferences. In fact, 26 percent of 18 to 34 year-olds have stopped using a brand altogether in the past six months due to concerns about sustainability.

"There is accumulating evidence that consumers are impacted by the perceived sustainability of a brand," says neuroscientist Dr Matt Johnson, "and that consumers are willing to pay a premium for products from a sustainable brand over a non-sustainable competitor brand."

Another important factor in the purchase decision is packaging. With the exponential increase in ecommerce and a greater awareness of the environmental impact of single-use plastic, more people are considering their packaging's eco-friendliness. According to the Toluna research, the most important factors for shoppers are that the packaging is recyclable (80 percent) and made of biodegradable (63 percent) and compostable (55 percent) materials.

## THE ORIGINAL SUSTAINABILITY CHAMPION

Of course, there is a material that has been around for centuries, is readily available, and has the ideal physical properties for packaging, with the added advantage of being one of the most natural and sustainable materials on the planet: paper. With a highly efficient recycling infrastructure in place, paper is perfectly positioned to become the packaging of choice for all products, whatever their size, shape or value.

Paper also has the advantage of being produced by one of the most sustainable industries in the world, with one of the lowest greenhouse gas emissions. Using wood from certified forests, the paper industry not only secures the natural habitats of millions of people and billions of animal and plant species, it actually increases the size of forestry. Between 2005 and 2015, European forests (where a lot of Australia and New Zealand paper supply comes from) grew by an area of Switzerland – and it's still growing.

Over the coming months and years, you will be hearing a lot about the circular economy, with companies, brands, and politicians keen to make their commitments to reuse, repair and recycle. But let's not forget that paper has been part of a circular economy for decades – and will continue to expand and develop its sustainability values for many years to come.



# REAL MEDIA AWARDS

/ THE COLLECTIVE



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OURAGENCY COLES ARB LADELLE GROUP BICYCLE STORE FREEDOM  
APT ALDI IGA LIQUOR BARONS DRAKES QVB MEDIUMRARE CONTENT  
OFFICEWORKS KROST BUSINESS THE WAREHOUSE UP BANKING EARL  
STREET CREATIVE HARVEY NORMAN EZIBUY BRISCOES FARMERS  
KATHMANDU GSM STA TRAVEL SUPERCHEAP AUTO DOMAYNE OOBIE

**To enter go to: [therealmediacollective.com.au/rma2021\\_22/](https://therealmediacollective.com.au/rma2021_22/)**



**LOVE  
PAPER**



# LOVE PAPER. NURTURE NATURE.

Love Paper is a global campaign run by not-for-profit industry organisation, The Real Media Collective, that promotes the sustainable and attractive attributes of paper, print and paper packaging.

Paper and print is with us from the beginning. From the first book we read, to the butcher paper we scribble on at kindergarten, to the birthday invitations and love letters we send and receive, to the piece of paper that signifies the graduation from high school or university, to the piece of paper you sign when you marry the love of your life. It is hard to disregard the impact that paper has on our lives.

Even in today's busy digital world, we remain surrounded by paper and print. From home to school, supermarkets to businesses, shops to cafes, print influences our lives in many different ways. We explore the benefits of paper and print.



## Beneficial for Health

50 percent of Australians and 58 percent of New Zealanders agree that they spend too much time on electronic devices. 54 percent of Australians and 56 percent of New Zealanders express that they are concerned that the overuse of electronic devices could be damaging to their health (e.g. causing eyestrain, sleep deprivation, headaches or addiction)<sup>1</sup>.

Turning off the screen for a small amount of time per day to appreciate the nature of paper can improve mental wellbeing, learning and comprehension, enhance creativity, employ thousands of Australians and New Zealanders and hold memories that last a lifetime.

## Brain Fuel

Neuroscience research has found that children's comprehension is enhanced when they read via a printed medium, as paper-based content offers the special advantage of connecting with our brains and enhancing recall.

After the past two years of consistently working and learning from home and being attached to technology for most of the hours of the day, stepping away is more important than ever. Research undertaken by Deakin University found that during the Australian national lockdown in the first half of 2020, children spent more than a day of extra time each week on smartphones, tablets, computers and television.

The greatest increase was seen among children aged between 5 and 12 years old. Dr Arundell, from Deakin's Institute for Physical Activity and Nutrition stated that "screen time has been associated with lower social development and social connections among children".

During these critical formative years, being exposed to so much screen time is detrimental to the development and wellbeing of these young children<sup>2</sup>.

## Better for the Environment

70 percent of Australians and 77 percent of New Zealanders agree that it is important to use paper products from sustainably managed forests<sup>3</sup>. Australia has 1.8 million hectares of planted forests, and over 90 percent of these forests are certified as being sustainably managed by the Forest Stewardship Council (FSC) and the Programme for the Endorsement of Forest Certification (PEFC).

New Zealand has 1.7 million hectares of productive plantation forest area and 70 percent of these hectares are certified.

FSC and PEFC certification defines what can and can't be described as sustainably sourced, provides principles for well managed forests and ensures that when products are selected as sustainably sourced, they are in fact certified as authentic.

Organisations such as these, assist in furthering the sustainability of our forests and ensures our paper products are ethically sourced, allowing consumers to rest assured knowing that they are giving back and contributing to the cycle of reforestation (the notion of renewing forest cover, by natural seeding or by the artificial planting of seeds or young trees for forestry or regeneration). Paper has become the natural choice for sustainable packaging for Australians, and 83 percent of New Zealanders believe that planted forests provide benefits for the environment – and they are right in thinking so<sup>4</sup>.

In addition to sustainably sourced materials, paper recycling rates in Australia are amongst the highest in the world, with over 87 percent of all paper and paperboard consumed being recovered<sup>5</sup>. In Australia, the proportion of paper disposed in landfill has declined significantly since the mid-2000's, meaning that the proportion of paper waste being recycled has increased with significance<sup>6</sup>.

Using responsibly sourced paper and recyclable products provides many benefits to the environment and to the livelihood of hundreds of thousands working in the sector.

Switching off from screens provides rest and brain re-fuelling. So take a break, pick up your favourite book, complete a sudoku, choose a paper bag at the supermarket. Embrace paper as a part of our diversified lifestyles and appreciate it.

*Love Paper* shares an array of resources to showcase how paper benefits all of us. From blog articles to printed templates, research data and inspiration to get the facts straight about the wonderful world of paper.

Join the paper chain and subscribe to the *Love Paper* newsletter and start receiving the wonderful blogs, news and stories all about paper.

If you are a company that supports local jobs and environmental responsibility become involved and join the many companies involved and become one of *Love Paper's* supporters. Please contact [hello@lovepaper.org.au](mailto:hello@lovepaper.org.au)

### Sources:

<sup>1</sup>Two Sides, 2021

<sup>2</sup>Deakin University, 2021

<sup>3</sup>Two Sides, 2021

<sup>4</sup>Two Sides, 2021

<sup>5</sup>CEPI, 2018

<sup>6</sup>Australia's State of the Forests Report, 2018



# DID YOU KNOW?

## AUSTRALIA

**70%**

of people agree that it is important to use paper products from sustainably managed forests (e.g. forests that conform to strict environmental standards).

**53%**

of people find paper bills and statements, rather than electronic bills and statements, better for record keeping.

**51%**

of people prefer products ordered online to be delivered in paper packaging.

**72%**

of Australians attribute paper and cardboard to be home compostable and 57% believe that paper and cardboard packaging is better for the environment.

**54%**

of Australians are concerned that the overuse of electronic devices could be damaging to their health (i.e. eyestrain, sleep, deprivation, headaches) and 50% agree that they spend too much time on electronic devices.

**64%**

of people agree that they are becoming increasingly concerned that their personal information held electronically is at risk of being hacked, stolen, lost or damaged.



## NEW ZEALAND

**83%**

of people believe that planted forests provide benefits for the environment.

**78%**

of people attribute paper shopping bags as recyclable, and 59% attribute them to be compostable.

**57%**

of people prefer products ordered online to be delivered in paper packaging.

**82%**


of people understand that paper and packaging is recyclable and 61% believe that paper fibres can be recycled many times.

**77%**

think that it is important to use paper products from sustainably managed forests, e.g. forests that conform to strict environmental standards.

**74%**

of people believe that consumers should have the right to choose how they receive communications (printed or electronically) from financial organisations and service providers.



**RESEARCH, INFORMATION AND INSIGHT  
INTO THE 5 KEY MEDIUMS COVERED  
BY VOPP. EACH ONE HAS THEIR  
INDIVIDUAL STRENGTHS AND  
ADVANTAGES, HOWEVER USED IN  
COMBINATION WITH EACH OTHER,  
CAN OFFER A POWERFUL SOLUTION  
TO ANY MARKETING CHALLENGE.**

# KNOWLEDGE

## **PRINT MARKETING**

Providing the perfect platform for creativity and innovation, print marketing remains a strong part of the marketing mix.

## **CATALOGUES**

One of the oldest forms of marketing, catalogues are a highly effective sales driver with the weekly highest reach across all media channels.

## **DIRECT MAIL**

With an ROI of up to 40 percent, direct mail is one of the most effective marketing channels.

## **MAGAZINES**

With millions reading magazines every week, they are an ideal way to get your brand in front of a key target audience.

## **NEWSPAPERS**

Marketing on a trusted platform like newspapers builds trust and helps consumers develop a deeper understanding.



## 5 REASONS

## PRINT MARKETING



**86**  
MILLION  
IMPRESSIONS

## COCA COLA

Leveraging the notion that triggering one sense can create a domino effect for the other senses, Coca Cola produced its *Try not to hear this* poster. The campaign created a series of posters with close-ups showing a bottle or can of Coke being opened or poured next to the slogan *Try not to hear this*. The idea was to entice the craving for a Coke - you see the ad, you hear the Coke being opened, and you instantly crave one, we've all been there. Juan Javier Peña Plaza, executive creative director at DAVID said, "it was to make viewers remember a sound that they've been told to avoid. This is all about making them feel surprised that a printed image could make them hear and subsequently, crave something." This bold campaign generated a whopping 86 million impressions and dozens of online conversations. Pointing to the power of a simple, intelligent print campaign fixtures.

**46%**

OF ADULTS BELIEVE  
ADVERTISING HAS A  
POSITIVE IMPACT ON  
SOCIETY.

ADVERTISING ASSOCIATION 2019

1

## CREATIVE

A lot of brands take advantage of the creative potential of print marketing with many using innovations such as lenticular inks, holograms and scented paper, embellishment adds memorability.

2

## TRUST

Print holds a sense of legitimacy. The fear of spam, viruses and privacy invasion is enough to make people wary of clicking. Cybercrime has increased by 600 percent since the beginning of the global pandemic. It is predicted that ransomware will continue to become the number 1 threat. There is no imminent danger in picking up a printed brochure.

3

## SWITCH OFF

On average, users spend 6 hours and 13 minutes per day using their devices, whether it be watching TV, utilising social media or reading press media (Global Web Index). The amount of time 16 to 24 year old users spent online jumped by 10 percent since last year. Switching off is needed now more than ever.

4

## LUXURIOUS

Luxury brands use print to get that exclusive look and feel. Finishes from foiling to spot UV can add a luxurious touch to marketing campaigns.

5

## HAND IN HAND

Print and digital work together and deliver optimal marketing results. Research consistently shows significant increase in ROI when print and digital marketing tools are adopted across one campaign.

## 5 REASONS

## CATALOGUE

### 1 BUILDING THE BRAND

Catalogues offer the brand a significant amount of time with their customers, strengthening the relationship and building the brand.

### 2 INFORMATION-PACKED

The catalogue is a lightweight and readily available source of information, with most questions answered within its pages. Price, look, colour, size, quality and performance can all be communicated quickly.

### 3 ACCESSIBILITY

The advantages of print catalogues are their ease of use, level of trust and accessibility. They are portable, aspirational and designed to be picked up repeatedly.

### 4 EFFECTIVENESS

Working alongside direct mail, online and digital media, the catalogue's ability to have its results measured quickly and accurately is a significant advantage for the marketer.

### 5 TARGETING OPPORTUNITY

Since the main distribution method for catalogues is letterbox, targeting is a key element to ensure you are reaching the right prospect. Whatever demographic you are after, you can reach them.



## 3 SUISSES

According to the New York Times, catalogue mailings have been steadily increasing since 2015. Many brands and retailers are investing heavily in physical catalogues. Clothing brand 3 Suisses launched a new bi-monthly campaign featuring professional and artistically rendered product photography with high quality printing. The company conducted the field experiment using a random 30 percent of its US-based customers. Of those customers, 55 percent of them received a weekly marketing email, and 40 percent of them received the new bi-monthly catalogues in addition to the weekly email marketing. Over 90 percent of the products were the same between the emails and the catalogues. Results showed that the 'email + catalogue' group experienced a 15 percent lift in sales and a 27 percent lift in inquiries. Furthermore, surveys by the company's staff found that over 90 percent of the customers have browsed through the catalogues and kept them for an average of seven days.

# 170%

INCREASE IN RESPONSE  
RATES FROM CATALOGUES  
FROM 2004 TO 2018.

PRINT POWER 2020



## 5 REASONS

## DIRECT MAIL



**92%**  
OF ALL DOOR DROPS  
DELIVERED TO A  
HOME ARE READ  
(QUADIENT 2020)

UP

At Up, they strive to create experiences that change perceptions of what a bank should look like and how it should act. In a world where instant digital satisfaction and gratification is rife, they want the physical interactions people have with Up to be potent. How could they crank up the heat on their current welcome pack?

Since they launched they've put a lot of effort into making the 'unboxing' experience of their mailers memorable, but they wanted to kick it up a notch and use the next iteration as a chance to emphasize their brand values of sustainability, financial literacy and fun by making something that would bring endless joy to their customers.

**80%** OF AUSTRALIANS READ  
ADDRESSED MAIL IMMEDIATELY  
ACCENTURE 2021

## 1 MAKE PEOPLE ACT

Direct mail is the most likely form of communication to get a response with the cost of every response measured with accuracy.

## 2 PRECISION TARGETING

Direct marketing works best when it's made for the recipient, with tailor-made content appealing directly to the consumer. Digital printing technology now makes personalisation even easier.

## 3 INTEGRATION

Adding direct mail to an integrated campaign can raise the campaign's effectiveness by up to 62 percent (BrandScience), while bridging technologies such as QR codes and augmented reality make it simple for consumers to go from print to digital.

## 4 GET CREATIVE

Direct mail is unique in that mailings can be produced in a wide variety of formats, using different shapes, sizes, colours and materials to create a surprising and memorable brand experience that will stay in the home for weeks and even months.

## 5 EFFECTIVENESS

Reports have demonstrated the enduring effectiveness of direct mail, when compared to email, people are more likely to read the entire mail piece. (81% versus 63%) (Accenture).

## 5 REASONS

# MAGAZINES

### 1 ESCAPISM

Magazine readers love nothing more than taking the time to sit down with their thoughtfully curated content and indulge in some screen free reading time – taking in every single page!

### 2 BOOST YOUR BRAND

More and more, magazines are working with advertisers to position brand advertisements beside relevant content, creating a more integrated and reader friendly approach, sure to pique audience interest.

### 3 INSPIRATION

From education and fashion to home and garden, magazines provide style, beauty and much needed inspiration to the reader.

### 4 REACH YOUR TARGET

The design and placement of your company advertisements in publications, newspapers and magazines can help you reach your target audience, whether it be a niche market or the general public.

### 5 SUSTAINABLE

As one of the most recyclable resources on the planet, paper has a huge advantage over other materials. A survey completed by Toluna found that 47 percent of 18 to 24 year-olds preferred to read magazines in print.



## SANDWICH

Sir Kensington's, a Unilever brand of condiments, uses a quarterly magazine, *Sandwich*, to promote its products. The brand has the aim to reimagine ordinary and overlooked food with a level of integrity and charm.

*Sandwich* is written as a celebration of the often overlooked, but universally beloved culinary creation, the sandwich. It uses the humble sandwich as a springboard to explore the wider world of foodie culture – and the communities it brings together.

Each issue features a specific sandwich along with cultural reporting, photo essays, and interviews on the most surprising and creative corners of the food world at large. The first issue pays homage to the BLT, possibly the greatest sandwich of all time. The imagery is extremely eye catching and engaging.

In the 2020 International CMA Awards the magazine won Gold in the Best Use of Print category, and the New York Times heralded it 'the magazine of culinary publications'. For a custom brand publication this piece demonstrates the power of brand equity ownership through custom media.

**READERSHIP OF PRINT MAGAZINES WAS 11 MILLION AUSTRALIANS AGED 14+ (52.4%) AND ALMOST 1.8 MILLION NEW ZEALANDERS AGED 14+ (42.5%).**

ROY MORGAN 2022



# NEWSPAPER

## 5 REASONS



**500M+**  
MEDIA  
IMPRESSIONS

## THE DAILY STAR

In late 2019, the Daily Star, a Lebanese daily newspaper hit back at the deteriorating political and economic situation plaguing the country by publishing a blank newspaper. Instead of filling its pages with the usual political tit for tat, the idea for the paper was to do nothing at all, exactly as the politicians were doing. The edition had a blank eight page spread to create public interest, combined with the newspaper's editor-in-chief calling a press conference to encourage the people of Lebanon to use the blank sheets to write the future they wanted. This campaign was a huge success. It became the #1 trending topic on Twitter and it was discussed in over 100 international publications including the New York Times and the Washington Post. The campaign generated over 500 million media impressions equivalent to 5 million in earned media. It was the best-selling edition for that newspaper, and most remarkably, a government was formed.

**67%** OF THE POPULATION READ  
PRINTED NEWS.  
ROY MORGAN 2022

### 1 THE EVER-POPULAR NEWS MEDIUM

The news reaches the majority of people every day. In the past year, print news readership has increased by 1.4 percent, reaching 11 million people (Roy Morgan 2022).

### 2 TRUST

In the era of fake news we find ourselves in, it is more important than ever to rely on trustworthy and timely sources of information. Printed newspapers can provide us with legitimate and truthful information.

### 3 STARTING THE DAY OFF

54 percent of people read their news in the morning and 29 percent do so in the afternoon. News sets the daily agenda as over half of news readers have consumed the news before lunchtime (ThinkNewsBrands).

### 4 MULTI MEDIA CAMPAIGN EFFECTIVENESS

Campaigns using newsbrands are significantly more likely to deliver share growth, profit, trial and loyalty, and reduce price sensitivity. Newsbrands also boost the effectiveness of other media – both 'legacy' media, like TV, and online video, display and social media. The effect is greater when both print and digital platforms are used.

### 5 KEY FOR ADVERTISING

Print can sometimes be that point of difference that helps advertisers stand out in a crowded marketplace. Advertising on a trusted platform like press helps consumers build a deeper understanding of a story.



# NICHOLA QUAIL

## WHAT ROLE DO RESEARCH AND INSIGHTS PLAY IN TODAY'S EVER-CHANGING DIGITAL WORLD?

We are consumed by big data and numbers from multiple sources around visits, dwell time, conversion, time spent on page but we often lack the why. It is also easy to forget about the human sitting behind the computer or mobile screen. The role of research insights is to capture and analyse first party data that goes beyond the what and explore the why. This means you can tailor your message, content or communications to increase relevance and engagement. If we continue to rely on data collected solely through our online behaviour, we are making decisions made on a 2D view of the world where human beings operate in a 3D or even 4D world.

## WHAT IS THE FUTURE OF PRINT PUBLICATIONS?

Based on demographic trends, i.e. ageing population, silver tsunami, digital fatigue, personal data security and the need to 'stop' occasionally and breathe - I see significant potential for printed publications. Readers are seeking opportunities to have a more tactile experience and take a break from a screen. Over the next ten years the Silver Tsunami is growing stronger with 55+ yrs a significant cohort. Tailoring content and 'sit down' moments for them to take a 'mini break' will be welcomed and an opportunity to put down their phone/laptop or Zoom screen.

## HOW CAN YOU BEST ASSESS PRINT PUBLICATION PERFORMANCE?

The best way is to understand your masthead or brand performance - circulation and volume, distribution areas, subscription numbers, current target market description, competitor landscape ecetera - know who you are intrinsically. From there you can understand and build an educated view for future growth goals and any editorial roadmap strategies in development, commercial or subscription programs and more.

## WHAT IS YOUR ROLE?

I am the Founder and CEO of Insights Exchange - a platform that connects fast growth businesses with a global network of on demand research, data and insights specialists.

## HOW DO YOU APPLY RESEARCH AND INSIGHTS IN PRINT MEDIA?

There are so many opportunities to use research and insights across print media from engagement, reach, ad effectiveness, brand relevance through to understanding usage occasions and how each media works best within those, i.e. what are our relaxed, lean back moments vs. head down functional product research occasions.

## HOW CAN MAGAZINES LEVERAGE THEIR AUDIENCE AND APPEAL TO MORE READERS, GET MORE ADVERTISERS ON BOARD AND GROW THEIR SUBSCRIBERS' BASE?

Well if I had these answers we could all retire early. We know that consumers are time poor, but what do they make time for and why? It has been proven in a recent MediaScience study that premium content attracts more engagement.



# SUBSCRIBE TO VOPP MAG TODAY

Be sure to sign up to VoPP Mag to receive your printed edition of the latest news, trends and research on successful print marketing campaigns, inspire new ideas and spark conversation, simply visit [vopp.com.au](http://vopp.com.au)

## VOPP

VoPP Mag is a bi-annual magazine that takes a fresh look at the qualities of media channels with a print marketing lens. With a mixture of interviews, thought pieces and case studies, the title focuses on successful brands and the role channels play in their marketing campaigns. Content is composed by people whose opinion the readership trusts - marketers, agency heads and business leaders.

To register for your copy of VoPP Mag go to: [www.vopp.com.au](http://www.vopp.com.au) or to advertise contact [hello@thermc.com.au](mailto:hello@thermc.com.au).



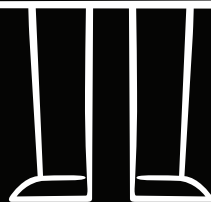
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