

# VoPP mag:



.....  
NZ EDITION  
.....

THE  
| PRINT |  
ISSUE



● 5 WAYS TO CAPTURE ATTENTION ● HAVE YOUR CAKE AND EAT THE PACKAGING TOO ●

● HOW TO BUILD A SUCCESSFUL CAMPAIGN

● IS SOCIAL MEDIA REWIRING OUR BRAINS?

**90%**

of New Zealanders believe that consumers should have the right to choose how they receive communications (printed or electronically) at no extra charge<sup>1</sup>.

**76%**

of Kiwis are concerned about the trend of "fake news"<sup>2</sup>

**126**

New Zealand Forests grow by the equivalent of 126 new rugby fields every week<sup>4</sup>.

**76%**

of New Zealanders do not pay attention to online advertising<sup>3</sup>.

**THE FACTS**  
**OF IT ALL**  
**NZ**

**72%**

of New Zealanders prefer to read magazines in print<sup>6</sup>.

**70%**

of Kiwis find reading a printed book is more enjoyable than reading a book on an electronic device<sup>5</sup>.

**\$2 BILLION**

Print is a \$2 billion industry in New Zealand<sup>8</sup>.

**79%**

of New Zealanders prefer to read magazines in print<sup>7</sup>.

**11,560  
PEOPLE**

The New Zealand printing industry employs 11,560 people<sup>9</sup>.

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REAL  
MEDIA  
AWARDS



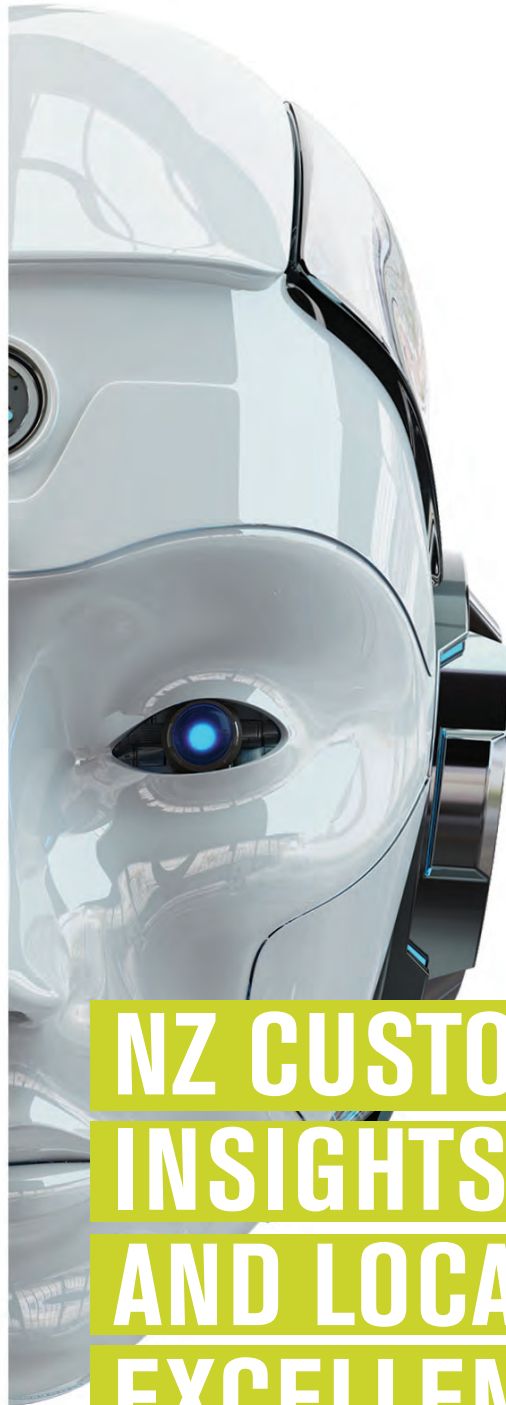
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EXCELLENCE  
AWARDS**

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## 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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**VoPP Mag**  
Published by  
The Real Media Collective

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**VoPP**  
mag:

# FROM THE EDITOR



Welcome to the VoPP Mag – a magazine carefully crafted by marketers for marketers. Inside these pages, you will find a wide range of the latest content, case studies and stories to come out of New Zealand, with a focus on all things print.

Yes, print. This magazine is here to tell you that print is alive and well.

With the surge of digital, every headline pushed marketers into a FOMO frenzy with ‘print is dead’, ‘print versus digital’, ‘digital advertising spend is on the rise’. Despite this basic premise: digital remains a small ad spend when compared to overall investment in established medias.

Marketers have forgotten our powerful print friend that delivers strong brand identifiers, trust and tactile engagement, not to mention ROI and ad recall.

Print offers a moment of stillness that is sought after by many in our fast-paced world. A touch point, an anchor. In an evolving world, innovation is where we retain what works and explore what doesn’t. Print sits in the former ‘it works’ category. All forms of print, whether it be letterbox marketing or newspapers, direct mail or magazines, have the power to connect and engage with the consumer launching valued brand dialogue.

Through the pages that follow, we aim to help you reconnect with your most reliable friend – print. The hard-working channel that delivers consistently.

So sit back, relax and enjoy the read.

**Victoria Fratin**  
Editor in Chief



# 79%

OF NEW ZEALANDERS  
PREFER TO READ  
MAGAZINES IN PRINT

# PRINT BUILDS BRAND EQUITY

As different technologies arise assisting retailers to build their brands, we're seeing more and more retailers moving into the catalogue space. Brands that have originated as online-only stores have tapped into this channel to maximise exposure and build brand equity.

Bonobos is just one of the clever brands leveraging direct mail in their marketing mix. For the most part, the catalogue runs one product per page. The images saturate the pages and there are few calls to action inside. Although, the next-to-last spread directs shoppers to "find your fit" online or at one of Bonobos' guide shops – a place where customers can try on clothing and have their desired clothing item delivered to them for free.

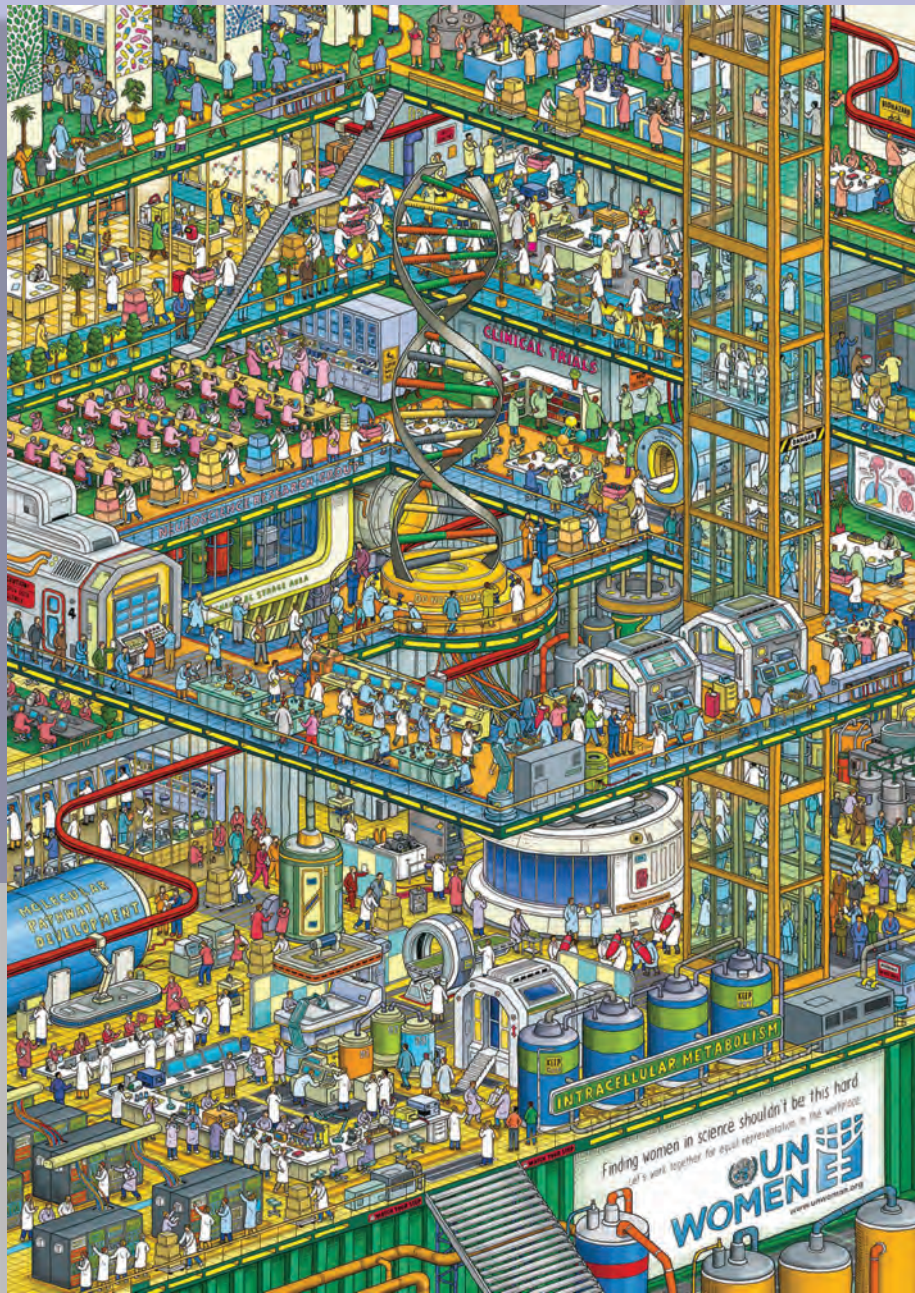
This online retailer has realised the impact of less is more when building a physical brand presence. Bonobos have created their seasonal catalogues to capture consumers' attention and direct customers online, therefore leveraging strengths of each channel – print for brand engagement and digital for convenient transactions.



# PAPER DESIGNED TO FEED BEES

Bee populations are declining worldwide. Things like disease, pesticides, loss of habitat and food sources are causing danger to these crucial pollinators. To help save the world's bees City Bees and Saatchi and Saatchi IS teamed up to create an innovative solution using paper. A biodegradable Bee Saving Paper was made with glucose and contains seeds from the bee-feeding flower, lacy phacelia. The idea is that bees will land on the paper, enjoy a glucose snack and fly away. The paper could be used in paper plates, bags, coffee cup sleeves, or even other disposable products. The best part is, the paper will eventually fully biodegrade, leaving behind seeds that will grow into more flowers to feed the bees.





## JUSTICE IN PRINT

A poster and press ad campaign designed to highlight the lack of women in the Egyptian workforce has found its perfect home in print. Created by ad agency DDB for UN Women in Egypt, the Where's Wally? style series of intricate images challenges the viewer to spot the sole woman in the crowds of workers and focuses on the three male-dominated industries of politics, sciences and technology.

“Even though the percentage of women in the workforce is so low, the issue still goes largely unnoticed,” says Firas Medrows, Executive Creative Director of DDB Dubai. “By creating these elaborate ads that you really spend time looking at, we wanted to raise awareness for the cause.” Can you spot her?



# THE POWER OF PRINT PLANNED LIKE DIGITAL

Programmatic is one of the recent marketing buzzwords and now the direct marketing world is tapping in. More personalised and individualised marketing is coming on board at the demand of the consumer. New direct marketing strategies are seeing the right message sent to the right person at the right time and direct mail can do this better than any other channel.

Programmatic refers to specific online actions that trigger brands to send a physical mailing. This can be when retailers send potential buyers a letter or card regarding products they had left in an abandoned cart. The physical card re-connects the 'abandoned cart consumer' to the brand and the purchasing action. These actions trigger a response to re-engage customers and via automation software and digital printing, the brand reaches out.



Increased  
Response Rate



Decrease In  
Abandoned Carts

UK retailer JD Williams used direct mail in the fight to lower abandoned carts. To do this, the retailer used direct mail to understand if physical mail could improve retargeting response rates and deliver greater cut-through than digital alternatives such as email reminders and banner ads. Each piece of direct mail was tailored to each customer based on items left in their abandoned carts. As a result, the retailer saw a 6% increase in response rates, while abandoned cart rates reduced by 14%. Direct mail proves that being relevant and personal is key for sales growth.

The redundant argument of print versus digital has gone on long enough when people should be talking about print and digital working together. Digital marketing performs best and is launched further when paired with print. More retailers should be tapping into this channel to reap the benefits.



# KIWIS READ MAGAZINES AND NEWSPAPERS

The latest findings from Roy Morgan research indicate that 79.2% – that’s over 3.1 million of New Zealanders, read or access newspapers in an average 7-day period via print or online. The New Zealand Herald has remained on top as the most widely read publication, as readership was 39,000 from last year.

On top of this, Roy Morgan also found that reading magazines remains an important source as of engagement with 56% – that’s over 2.2 million of New Zealanders, reading them in print or online.

The most impressive performer was Property Press, which grew its readership from 7,000 to 121,000 and into the top 10 most widely read magazines in New Zealand for the first time. The high readership of Property Press comes at an exciting time for New Zealand’s housing market as prices in Auckland declined slightly in 2018.

Michele Levine, Chief Executive Officer, Roy Morgan research said “..Over 2.2 million New Zealanders (56.1%) are now reading magazines whether in print or online. This remains a huge existing and valuable audience that advertisers can reach via established and well-known brands.”

Evidently, printed magazines and newspapers aren’t going anywhere as readership continues to grow.

Sources Roy Morgan Research, 2019



## NEW ZEALANDERS READ MAGAZINES IN PRINT

### DID YOU KNOW?



Direct mail response rates rank stronger than digital channels, sometimes exponentially: at **5.1%** for house lists and **2.9%** for prospect lists, mail response rates consistently exceed the **2%** response rate of all digital channels combined.



At **27%**, direct mail has the third highest ROI.



**92%** of all door drops delivered to a home are read.



Letterbox media remains in the home for an average of **38 days**.



**70%** of the marketers surveyed use three or more channels, up from **52%** in **2016**.

Sources: 1. IWCO Direct, 2017 2. DMA, 2017

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# THREE REASONS TO ADVERTISE IN NEWSPAPERS

Thinking about removing newspaper advertising from your marketing mix? Think again because according to News Media Works, if removed from businesses' marketing strategies, it is a channel that will be sorely missed.

Firstly, people trust newspapers. Despite the heavy consumption of digital media today, readers aged 18 to 24 trust ads in newspapers more than any other media and more than any other age group. This is supported by the recent Toluna survey highlighting that 73% of consumers believe 'Fake News' is a worrying trend. The online world has no boundaries. Anyone can be a blogger, anything can be published. In the world of print media, stories are filtered to the point where only the hard news gets published.

Secondly, newspapers allow brands to stand out from the digital noise and ensure they remain top of mind for potential customers at critical times including the beginning of their purchase journey. Newspapers are ranked the second highest platform for gaining cut-through and increasing brand recall. On average, one in three buyers (39%) say they can recall a printed ad prior to purchasing, outperforming nine out of ten media platforms.

Lastly, newspapers trigger Call to Action beyond other media. Recent research commissioned by NewsLocal, a publishing business owned by News Corp Australia, shows just how powerful local newspapers are in attracting customers in-store. The results revealed 72% of readers go in-store seeking what was featured in a sale ad in their local newspaper.

So, don't rule out newspapers just yet. They're still alive and well, stamping their presence, importance and relevance in the digital world.

Sources News Media Works, 2017.

76%

of NZ consumers believe 'Fake News' is a worrying trend

Toluna, 2017

72%

of readers go in-store seeking what was featured in a sale ad in their local newspaper

Toluna, 2017



## SHARE YOUR STORY

CONTRIBUTE TO THE VALUE OF PAPER AND PRINT

Share your story and contribute to the Value of Paper and Print. VoPP Mag is a bi-annual print and digital magazine sent to advertising agencies, media agencies and brand owners across Australia and New Zealand. If you have a cool print initiative, story or an exciting new campaign that explores print, paper, packaging or sustainability, then send it in to be featured in the next issue. Or simply request an advertising space today!

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## Better ROI on your marketing and customer communications?

### Get personal with integrated personalised print solutions

Research consistently shows that print is still one of the most effective marketing and customer communication channels.\*<sup>(1)</sup> And personalising that print? That's where your ROI really skyrockets.\*<sup>(2)</sup>

Our suite of integrated solutions is designed to improve the delivery of direct marketing and transactional customer communications. Here's what you can expect:

#### Automated Workflow Platforms

Dramatically faster and improved internal production efficiencies with our automated workflow platforms

#### Data Management

Reduced data management costs and cleaner, pinpoint-accurate databases

#### Variable Data Printing

Increased open rates, response and retention, with variable data printing to personalise communications

#### Communications Delivery

On-time communications delivery with integrated print and mail-house services, on a global scale

For simplified and more cost-effective internal management processes, personalised direct marketing and customer communications – let's talk.

\*1 Roy Morgan Single Source Research 2014 "Influential Media Channels" | \*2 Smithers Pira, 2016: "The Future of Variable Data Printing to 2017"



# We believe the future for paper is green-as.

**At BJ Ball we believe the future for paper is being laid down as we speak—and it's all green.**

You see right now, our community leaders are starting to think about the long-term impact of non-sustainable products—a never-ending sea of trash.

Paper, manufactured and recycled in an environmentally sustainable manner, will become a product leader in the drive towards a more circular economy.

With this vision in mind, BJ Ball have sourced some of the best environmentally sound paper stocks in the world—supplying the largest range of FSC® products in New Zealand. All to help ensure the future for our planet is green-as.

**Think ink. Think paper. Think tomorrow. Think BJ Ball.**



AKL 09 579 0059 WLG 04 472 9079 CHC 03 366 0299 DUN 03 474 0457 [bjball.co.nz](http://bjball.co.nz)

**THINK+PAPER**



**BJBall**

# THE WORLD OF PRINT

## HEAR OUR ADS!

A French bank cheekily decided to outsmart ad blockers, but instead of taking the fight online they decided to put ads into newspapers. The printed ad emulated an online advertisement where a small browser window is visible below, including a button instructing readers to “Click here” to redeem the offer. “We didn’t want you to miss our banner ad,” reads the copy. “So we put it here.” The ad carried all the qualities of online into print, a clever scheme to capture the attention of those currently dodging the ads. Looks like print won this round.



## THE PAPER PREGNANCY TEST

Lia is the world’s first flushable, biodegradable and compostable pregnancy test. It’s made of the same natural plant fibres as toilet paper and is packaged in recyclable materials, making the whole product kind to the environment. Reducing plastic waste and empowering women one paper pregnancy test at a time.

## ROLL ON CHRISTMAS

Buddy Creative produced the perfect present and decorative tool all in one last holiday season. The agency treated their clients with a bottle of wine and a label that doubled as an embellishing stamp. Clients could use the bottle to decorate their own wrapping paper to then gift to loved ones. Practical? Probably not. However, a great novelty and nifty gift idea for the holidays.

## A RAINBOW WORLD

UK cosmetics chain Lush acknowledged the diversity of its staff by featuring LGBTQIA+ members in an advertising campaign celebrating the queer community for New Zealand’s Pride festival. From 1st to 21st of February, all nine New Zealand Lush stores featured rainbow posters showcasing eleven staff members from Australia and New Zealand who all identify as members of the LGBTQIA+ community. Spreading love through print, what more could we ask for?

## THIS BOOK IS A PLANETARIUM!

Yes, seriously! Readers can open the book to the correct page where folded pages pop up to act as a portable planetarium. Simply place a light under the pop-up dome to see the constellations shine above. And that’s not all it can do with the pages in the book doubling as a spirograph tool, a portable speaker, a perpetual calendar, a decoder ring and a guitar, all made from paper. This book will stop you asking what paper can do and start asking if there’s anything paper can’t do?

# THOUGHT LEADER

A black and white portrait of Juanita Neville-Te Rito, a woman with short blonde hair, smiling. She is wearing a dark top. The portrait is partially obscured by a teal horizontal bar that serves as a background for the 'THOUGHT LEADER' text.

**JUANITA NEVILLE-TE RITO, FOUNDER AND CEO OF RETAILX, DISCUSSES TRENDS AND TIPS FOR RETAIL MARKETERS.**

## Tell us a bit about RetailX

---

RetailX are a team of retail specialists that combine their deep sector knowledge and commercial experience with an astute understanding of the shopper. Coupled with our 25+ years' experience as retailers, we understand what is necessary to convert a shopper into a buyer getting them to visit for longer, more often and spend more money. We work with retailers from diverse categories of different products and services to reshape, reinvent and grow their sales and customer base.

Why? We love retail – it truly is our passion. We love how it changes every day and how customers can be so damn unpredictable. We also believe that we need a vibrant retail sector of all shapes and sizes to support our economy, create interesting and flexible jobs and ultimately to solve customer problems.

## How have retailers changed marketing strategies over the years?

---

In many respects retailers have and have not changed their marketing strategies over the years.

There have been some turbulent times for retailers which have made them nimble and creative. Through the GFC and post GFC retailers had to do whatever was in their power to stimulate sales. We saw prices plummet and more promotional activity (deep price cuts) become common place. I think they have discovered that slippery slope to the bottom.

Retailers have also discovered that authentic storytelling and having a direct relationship with the customer can be powerful. But you must be genuine, compelling and relevant. The rise of digital capabilities and measurable one-to-one data has enhanced this. We know more, can refine our message more accurately and serve it in a way that speaks to individuals.

**There is thought that digital media channels are disrupting long-termism for brand equity build, what balance do you recommend when creating short-term campaigning and long-term brand positioning?**

---

I think yes and no – it depends on how you do it. Retailers need to be agile which means you must have a clear direction for the business and brand but how you get there can be adapted for the moment. Of course, there is a place for call to action campaigns, likewise there is a role for transactional storytelling and brand storytelling. But there are many touchpoints on the path to purchase that influence what a customer thinks about your brand. If you have clear brand pillars it becomes easy to build an approach using many different channels – including your physical store.

My advice is to clearly know your brand pillars and make sure all activity maps to them. It doesn't need to be every pillar, every time, but at least one pillar in every communication. Otherwise, why are you telling that message? How is it enhancing your directing and building on the brand promise?

Finally, don't weaponise your data. The last thing the world needs is another pointless email that is simply deleted or an intrusive piece of communication at the wrong point in time. Data is gold, use it wisely and respectfully. You can still be exciting and compelling, but a customer will take it away as quickly as they gave it to you by voting with the feet.

**Do you think it is important to understand how media channels perform across long and short-termism activities? How would this understanding strengthen marketing results?**

---

Absolutely. If you can't measure it, how do you manage its role in your business? Sometimes a media channel has different roles in your mix; to get customers to lean in, to sit up and to lean back.

Likewise, some purchase decisions are infrequent, frequent, emotive or rational. Customers are irrational and multi-faceted so the more you learn about behaviours and the attitudes that connect to them, the more accurately you can craft your connection.

Marketing, like every piece of the retail ecosystem needs to produce a result that can be measured. It is a mix of art and science but in order to have relevance at the Board table – and more importantly with customers, you need to understand what impact it has. Customer understanding in the majority of retail businesses in Australasia is incredibly weak. There are buckets of understanding, but these are often generalised. Often the reason this doesn't change is the inability for marketing to influence. Results, data and insights are powerful influencing tools in any business. Especially retail.

## What future trends do you predict for retail marketing?

---

### 1. Micro-audience and persona marketing

Yes, some businesses do segment emails and others know their audience personas. But only the “best in class” are using these strategies effectively with retail marketing. We can see how powerfully international retailers like Nike can speak to incredibly small audiences and receive their reward in creating powerful customer groups. They are delivering uber-localisation and curated offers based on their intimate understanding.

Likewise, the growth of the Daigou category has seen how micro-influences can create powerful returns. This is micro-audience marketing.

### 2. Coal-face engagement

One of the most powerful influences in a retail business are its people. Sure I love hearing what the designer loves about what they created, or the buyer telling me about where the product was sourced, but a WOW is when the person on the shop floor (or digitally) can solve my problem one to one. Empowering our teams to do more, find information at their fingertips (yes, their own mobile phone) and having the permission to use all of those elements will be a game-changer. But it relies on incredible content repositories and a truckload of trust (and training).

If you don't believe me check out usehero.com which is a platform that enables stores and their teams to proactively assist online shoppers creating a formidable advantage.

### 3. Visual shopping

Driven by AI-power, visual search allows shoppers to find and buy products simply by snapping a photo. Pinterest Lens is one of the capabilities that will lead us through the innovation cycle. I think this will be the winner, not voice search. Our love with our phone and the vibrancy of images is simply more powerful.

And the obvious ones:

- Ethical and values-based retail and marketing
- The rise of the store as the largest physical manifestation of the brand
- Social shopping
- Community creation

# TOP 3

## MUSTS FOR RETAILER MARKETING IN TODAY'S HYPER-COMPETITIVE MARKET PLACE

1. Stop thinking in channels. It drives me nuts. A customer isn't sitting there going “hmm I might do some online shopping now.” They simply just go shopping and expect to interact with your business whenever, wherever and however they want.

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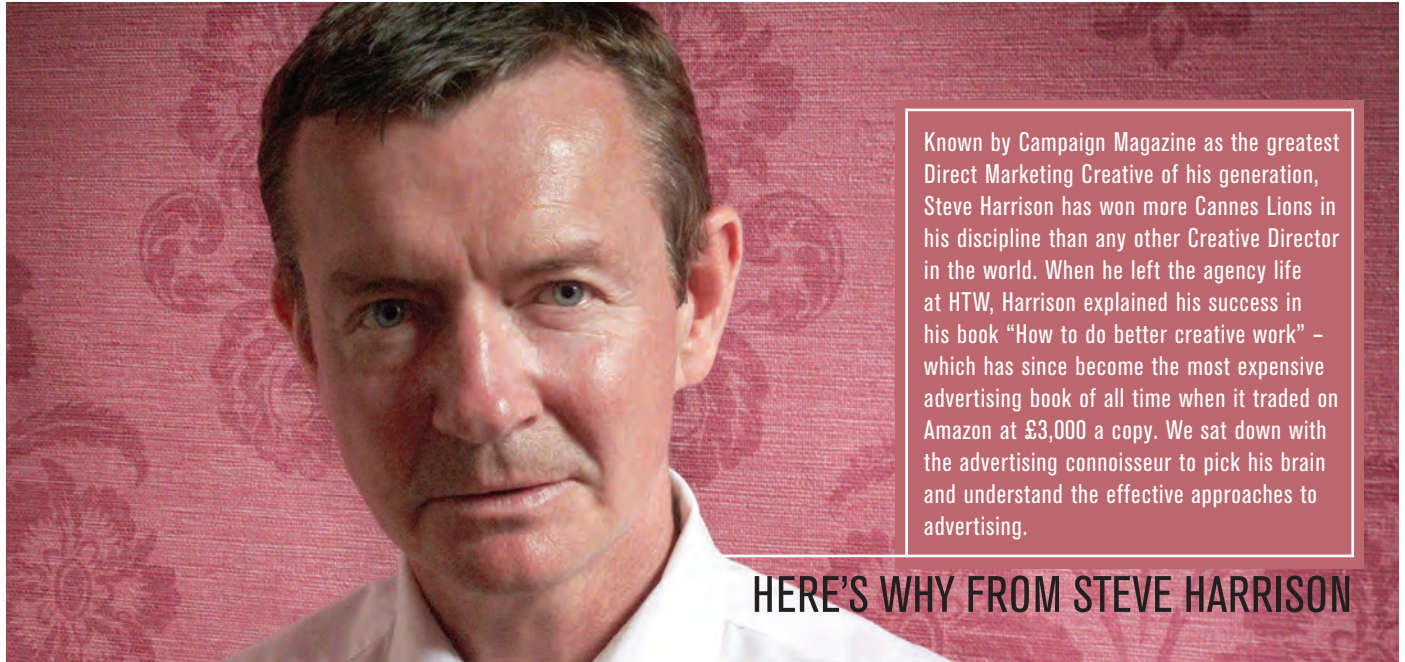
2. Get out of the office. What is happening in the world? What's happening in the market? What's happening in the store? Build networks of people who can tell you real stuff. See it with your own eyes and experience it. At least one day per month you need to be out where people shop.

---

3. Collaboration and competition are powerful. There are businesses that connect with shoppers like yours. Shoppers aren't demographics, they are people with attitudes, behaviours and beliefs. Work together, and trust me great things happen.



# CREATING A PROBLEM/SOLUTION APPROACH TO ADVERTISING



Known by Campaign Magazine as the greatest Direct Marketing Creative of his generation, Steve Harrison has won more Cannes Lions in his discipline than any other Creative Director in the world. When he left the agency life at HTW, Harrison explained his success in his book "How to do better creative work" – which has since become the most expensive advertising book of all time when it traded on Amazon at £3,000 a copy. We sat down with the advertising connoisseur to pick his brain and understand the effective approaches to advertising.

## HERE'S WHY FROM STEVE HARRISON

### **The two questions that give you effective creative (and how most clients and agencies answer the wrong ones)**

The creative departments I ran at Ogilvy and Harrison Troughton Wunderman (HTW) were regarded as the best in the business. This, however, had little to do with my brilliance or that of the art directors and copywriters I worked with. The secret of our success lay in something I called the 'Problem/Solution Dynamic'.

At both Ogilvy and HTW, I insisted that all the briefs began with a statement of a) the problem being faced by the prospect and b) the solution being offered by the product or service we were selling. This led to a single-minded, customer-focused proposition which, in turn, told the creatives exactly what their ad should be about.

When we pitched to a new client, we'd tell them about the 'Problem/Solution Dynamic' and why it was central to everything we did. Most would nod receptively, but some misinterpreted what we'd said. Instead of doing ads that focused on the prospect's problems, they wanted us to do creative that dealt with the marketing problems that they were having.

### **Why clients get it wrong...**

A phone manufacturer might tell us they'd launched a new line but that sales hadn't improved.

Or a management consultant might say that their approach to the market was markedly different to that of the competition but that potential customers were failing to recognise the benefit.

Or an airline may complain it had not been recognised as the aspirational brand that the client insisted it most definitely was.

At which point, we'd tell them that while they were awake at 4am worrying about these things, their prospect couldn't care less. Other troubles were ruining their sleep and these problems had to be our focus.

Yes, we'd address the flatlining phone sales, the lack of awareness about the consultancy's different approach to the market, or the need to boost the aspirational appeal of the airline client's brand. But we would only get there by first showing how the attributes of the products and services we were selling could solve the prospects' problems.

Unfortunately, most agencies then and now do not explain the distinction between the client's marketing problems and those faced by the prospect. Instead, they ignore the latter and produce work that panders to the client's desire to see their concerns being addressed directly in the advertising. And that results in the kind of empty bombast that constitutes 80% of advertising.

### **...and why most agencies give them bad ads**

The phone client with the failing new product might be shown ads that announce: "The Best Just Got Better" or "Tomorrow's Technology Today".

The one with the different approach to consultancy might be presented with: "Business as Unusual" or, if that gets the thumbs down, "Expect the Unexpected".





As for the airline that seeks to raise its aspirational profile, well the chances are that amidst the pile of self-referential clichés will be the classic: “The Art of Flight”.

Clients love this kind of thing because it looks like it’s talking about the benefits of doing business with them. But actually, the prospects’ interests do not feature in any of these ads and the only people who will notice them are the clients – because this advertising is all about them.

The worrying thing is that most agencies don’t know any better. They don’t realise that their prospects’ problems and the products’ solutions should be at the forefront of all their thinking.

“  
The worrying thing is that most agencies don’t know any better. They don’t realise that their prospects’ problems and the products’ solutions should be at the forefront of all their thinking.  
”  
Steve Harrison

Given the number of times “The Art of...” crops up across all categories in all media (and I saw it today as “The Art of Conversation” for, of all people, The Economist), I can only assume that creative teams, creative directors, account people and clients genuinely believe this solipsistic substitute for an idea will resonate with the public.

Then, there are the unscrupulous agencies who are all too aware that these ads will bomb – and persist in presenting them anyway. They’re getting paid, aren’t they? And they can always blame the failure on other factors.

And finally there are the agencies who actually ignore both the prospects’ problems and the clients’ problems. For these folk, the whole point of the work is the technology behind its delivery.

**The problem with digital...**

Many critics see this as a characteristic of the digital age. I’ve spoken to creative directors of leading digital agencies who lament the fact that Lurzer’s Archive remains unread by teams who’ve been weaned on Wired.

It seems there’s little interest in actually crafting a message that addresses a prospect’s problem. And, hey, why should there be when there’s much more fun to be had adapting the latest digital innovation as the means by which that ill-conceived message is transmitted.

“  
The Directory Big Won Rankings, “Out of 27 Grand Prix at Cannes in 2017, only 3 of them were for work with an overtly commercial purpose. In other words, only three campaigns were trying to sell stuff.”  
”  
Patrick Collister

Typically, the fickle judges at the major award shows are dazzled by such novelty. Patrick Collister, who for years has tracked the trends at these shows for The Directory Big Won Rankings, told me that “Out of twenty-seven Grand Prix at Cannes in 2017, only three of them were for work with an overtly commercial purpose. In other words, only three campaigns were trying to sell stuff.”

As I said, many critics see this as a problem peculiar to our digital age. It isn’t.

**...and how that same problem afflicted direct 25 years ago**

Twenty-five years ago, direct marketing agencies were in thrall to the cardboard engineers, laser printers, special paper manufacturers and hand-enclosing production houses who turned out most of the industry’s award winning “ideas”.

The fact that most of those “ideas” belonged in Bill’s Joke Shop was lost on the awards judges who marveled at the ingenuity with which the ink on such-and-such a hermetically sealed mailing disappeared within thirty seconds of being exposed to fresh air. Few asked, what the heck that gimmick had to do with the benefit of the credit card it was supposed to be promoting.

Whenever I was presented to by someone who thought that sending a box within a box within a box was a good idea, I’d ask “And why are we doing this?” Invariably, the answer was something akin to “Erm, because we can”.

Which brings me back to why the agencies I headed up did better creative work. Whilst others thought it was clever to harness the latest personalising print technology to insert the recipient’s name twenty-three times into a one-page letter, we were focusing on the prospect’s problems and coming up with ideas that simply dramatised or demonstrated how our client’s products or services could solve them.

I look forward to someone in the digital age going back to such basics.



# TAKE 6



## ALL BIRDS

Two New Zealand creators, Tim Brown and Joey Zwilling, teamed up to revolutionise the footwear industry. Recognising an absence of iconic NZ merino wool within the industry, Brown and Swillinger have created a whole new category of shoes inspired by natural materials. However, the sustainable journey doesn't end there. All Bird's packaging is made of 90% post-consumer recycled cardboard that serves as a shoebox.



## GET LIT WITH SMART PACKAGING

Budweiser got into the spirit of the 2018 FIFA World Cup by creating cups that lit up in response to crowd noise – the louder the crowd, the crazier the light show. The brand printed an electronic circuit into the packaging to respond to environmental sound, with printed and folded corrugated board used to create the ultimate beer carrying tool. More than 70 versions were created to align with all the countries involved in the tournament. Innovative print application taking the phrase 'get lit' to a whole new level.



## TRAFFIC FOLDING AD

According to Transport Analysis, there are over 4.8 million passenger cars on the road in Sweden, up 1.6% from last year and climbing. Swedish public transport services Västtrafik, responsible for buses, trains, ferries and the Göteborg tramway, wanted to encourage people to travel via bus to ease the traffic congestion. To do this, the company produced a folding print ad visually displaying the difference in road traffic when travelling together on a bus.



## THE COLOURING BOOK CAN

Pipeworks Brewing Co have produced a new can for their Out of Line beer range that doubles as a colouring book. Using an ultra-matt finish, avid drinkers were blasted to the past, crayons at the ready, creating the perfect nostalgic feeling. Artists were encouraged to post their creations on Instagram to share them with the world.



## DOUBLE UP

It's a two for one deal with ASDA groceries lunch packaging. Those who purchased one of the sandwiches out of ASDA's lunch range were welcomed with packaging that doubles as a paper plate. The sandwich package exemplifies the strategic use of both interactive elements and purposeful packaging. Simply open the box and therein lies a clean surface to eat the meal on. Thanks to intricate folding and innovative design, hungry tummies will be full with no room for spillage or spoilage.



## DELIVEROO'S EDIBLE BILLBOARD

Edible billboards are becoming a hot trend for marketers and there's no better way than to connect with one another than through food. With this in mind, and to celebrate the 10-millionth burger delivery, Deliveroo created a billboard mosaicked with 2,000 free burgers in London. Hungry consumers lined up to receive their treat while having a face to face interaction with the brand, rather than through the usual digital screen. We all need a little digital detox once in a while.

CONSUMERS ARE BUSY, DISTRACTED AND FED STIMULI FROM THE MOMENT THEY WAKE UP TO THE MOMENT THEY FALL ASLEEP. WITH SO MUCH NOISE, IT IS DIFFICULT FOR A BRAND TO DISTINGUISH THEMSELVES AND REMAIN TOPICAL WITHIN CONSUMERS' EYES.

By Lori Mitchell

A close-up photograph of a woman with dark hair and red lipstick, holding a vintage camera. The camera is silver and black with a textured grip. A large white circle with the number '5' is overlaid on the camera lens area.

5

# WAYS TO CAPTURE ATTENTION

If brands can't capture the attention of consumers, how will they survive? Their long-term success depends on winning the attention of consumers.

Ben Parr, author of *Captivology: The Science of Capturing People's Attention* spent years researching the science behind captivating others and he came up with key triggers that call people to attention. We explore how print offers the best platform to execute these triggers and captivate consumers.

## 2. FRAMING

Our frames, or the way we view the world are made up of our biological, personal and social experiences. We use these perceptions to filter the stimuli around us. When a brand is looking to capture attention, leveraging repetition is one way to adapt or change the audience's frame to ensure the brand message is heard. After all, people believe what they see or hear frequently.

Creating a multi-channel campaign that offers repetition of a brand message ensures maximum exposure and print is proven to work well with other channels. In an IAB study on the effectiveness of marketing campaigns within the automobile industry, using only desktop advertising saw a 23% lift in brand consideration, however when desktop was layered with print, it resulted in a 50% lift.

## 4. REWARD

All humans seek rewards like gifts, food or discounts. Rewards we can touch, experience, or even simply visualise have a greater impact on our attention and print can help make this more definitive in people's minds.

Lass Natural cosmetics created a coupon that disintegrates over a 48-hour period to visually demonstrate the limited time offer of 50% off cosmetics - and it worked. Of the coupons distributed near six major outlets, 70% were used in the allocated time frame. Clearly, seeing the reward disintegrate in their hands launched coupon recipients into action.

## 1. AUTOMATICITY

If a fire alarm goes off, you are likely to turn your head. If a waitress is wearing red lipstick, she is likely to get more tips.

Sensory cues like loud sounds, bright colours and smell grab our attention automatically because our brains depend on salient sensory cues to alert us to new situations or warn us of danger.

Print media can assist brands in targeting consumers using sensory cues to grab attention automatically. Crimestoppers Trust UK collaborated with Dutch design agency The Edge Factory to create cards infused with the scent of cannabis. They were distributed to citizens in the UK to help the charity identify illegal cannabis farms. The results were impressive increasing information reports by 33% with one lead shutting down a large farm in Hampshire estimated to contain £700,000 of cannabis.

## 3. DISRUPTION

Disruption is about changing the status quo. Want to shake things up and capture the attention of digital natives? Send them direct mail. According to an InfoTrends study, over 81% of Millennials will take a minute or more to review direct mail if they find it interesting and about 80% believe that direct mail can be an effective means of communication.

## 5. REPUTATION

Consumers rely on reputable sources when gathering information and making purchasing decisions. While most ads are designed to avoid information overload, sometimes extra or complex information is required. Brands can aid this process and leverage from print.

Studies have shown that print is the best way to deliver complex information, increasing the customers' comprehension and recall. Neuromarketing firm TrueImpact found that Direct Mail requires 21% less cognitive effort to process than digital media and offered a 75% recall over 44% from a digital ad.





# PRICE & INSPIRATION

Two key triggers driving New Zealanders to catalogues

Ever wonder if you are the only one who looks forward to receiving your Countdown or The Warehouse catalogue in the mail?

Findings from a recent study by Roy Morgan Research indicate that you are not alone. Kiwis see catalogues as a useful shopping tool that provides information and discounts, allows products to be seen in context and are a welcome medium to sit back, relax and be inspired by. Over the next few pages, we share the qualitative findings that drill down into just how the catalogue is being used and how it is helping make the lives of Kiwis easier and more manageable.

First things first, how do Kiwis view their letterbox and catalogues amidst this digital era?



“Exciting specials”



“Potential wish list”

As fewer bills arrive via the letterbox, its role is evolving into a shopping channel – which catalogue lovers regard with anticipation. They see it as a very useful shopping tool that provides information and discounts in a clear and informative way.

“I like the catalogues because you see new things. Often things you weren’t thinking of buying before you saw them in the catalogue.”

## Catalogues are a valued tool in the modern marketing mix

Consumers use electronic direct mail and catalogues together – catalogues show Kiwis things they didn’t know they wanted, whereas electronic direct mail shows them more of what they already know and like. This combination often helps consumers get the best savings.

## Catalogues create desire

Not only do catalogues offer ideas and pricing for Kiwis, they also create desire, offering a valuable tool for marketers to create appeal and boost sales.

“Catalogues are an awareness thing for me, they bring things to mind. I was looking at the Countdown catalogue and they had prawns on special. I wasn’t looking to buy prawns but it put the thought in my mind and I thought, mm.. they look good, so I went up and bought some.”

“I like to sit down and read the catalogues when it suits me. I get to pick and choose the ones I’m interested in. I’m in control of what I choose to look at.”

## Engaging on my own terms

In an era of multi-tasking, distraction and short attention spans, catalogues have become a powerfully intimate way to engage. In fact, they are perceived as one of the few marketing channels where they retain full control, engaging when they choose. This drives purposeful, welcome engagement in contrast to television and online advertising which consumers described as ‘intrusive’ or ‘background noise’ easily ‘zoned out’ from or ‘ignored’.



CATALOGUES



EDM



DIGITAL CATALOGUES



ONLINE



TV



“Useful tool”

“Focused”

“A break from screens”

“Sharable”

“Gives me ideas”

“Helpful when delivery doesn’t come”

“Easy to get sidetracked”

“Too much clicking”

“Ads intruding”

“I ignore the ads”

“In the background”

“Doing other things at the same time”

“Zone out”





# 8

# REASONS WHY KIWIS READ CATALOGUES

## To aid and ease in-store shopping

“I like to go through and circle what I want. I take the catalogue with me to the store to show the person exactly what I want, so I don't have to find it myself.”

# 1

## To take a break from screens

“I still read catalogues. Computers are a means to an end for me – for business and to get things done. I don't spend time on the computer to relax. I'd much rather flick through a catalogue for that.”

# 2

## For ideas and inspiration

“They give you ideas. Like the Harvey Norman catalogue. I was looking for a lounge and I loved the way the whole living room was set up in the catalogue, I wanted to buy all of it.”

# 3

## To share great ideas with friends or family

“I take photos of the recipes in the supermarket catalogues and send them to my sister.”

# 4

## As a shopping list reminder

“I read the supermarket catalogues religiously. They prompt me for the things I need to buy.”

# 5

## To see products in context

“Ezibuy – I love it. I like to see how the whole outfit looks. I'd rather buy from the catalogue than the shop.”

# 6

## To Relax

“Reading through the catalogues are my way to unwind. I'm a school teacher so at the end of the day I like to read something that isn't too demanding.”

# 7

## To discover new things

“Catalogues are an easy way to research. I like to see what's available out there to buy and how much it costs.”

# 8



What has happened to direct mail across New Zealand? Globally, research shows direct mail is one of the most effective tools in a marketer's toolbox, however have we lost the skills of the craft? Do we know how to build a successful mail campaign that excites our audience? Are we creative enough with direct mail? Have we lost our way? Well look no further, as highly experienced, best-selling marketing author and educator, Malcolm Auld brings you everything you need. His strengths are in business strategy, direct mail marketing, digital innovation, digital transformation, mentoring, professional development, organisational culture, loyalty and copywriting. Malcolm has lived and worked in the US, Asia and Australia, and trained business executives face-to-face in 21 countries. Let's hear from Malcolm as he challenges us: Are you ready to create, excite and deliver with your next mail campaign?

Malcolm Auld on

# HOW TO BUILD A SUCCESSFUL CAMPAIGN: CREATE, EXCITE, DELIVER

One reason why direct mail is so successful is human nature. We're a curious species. We like to know what's going on. Just look at how we use social media, sharing and observing the dull minutia of our lives with people we've never met, yet, as marketers, are we welcomed into this brand resistant world?

Direct and unaddressed mail, or any printed literature for that matter, require a motor action to read them. The mail has to be physically removed from the letterbox. However, people tend to only throw something out when they know what it is they are throwing out, so when they collect their mail, they quickly flick through it to determine their next action. Keep it and read it or throw it in the recycling bin. Some people even make piles with their mail, based on the content. Read now, read later.

Mail and printed literature are the only marketing media that affect all five senses – sight, sound, smell, taste and touch. This has an enormous impact on the emotional areas of our brain, unlike digital channels that only affect three senses – sight, sound and touch. This has all been proven using scientific research. It's another reason why mail continues to work so well. It's this tactile nature of mail that helps get recipients involved in the message.

I have lost count of how many mailings I've written. A couple have even caused building evacuations, but that's a story for another day.

The important elements to get your mail opened and read are:

## THE HEADLINE

It must state news, a benefit, news of a benefit, or an irresistible offer. Alternately, it taps into an insight and gets the audience to agree to the statement or question. As David Ogilvy once said, "on average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar."

Bill Jayme was famous for his magazine subscription mailings. For a travel magazine mailing, his envelope headline read "how much do you tip the waiter when you're planning to steal the ashtray?" The reader immediately visualises the situation, while the copy states if you like collecting souvenirs on your travels, then you might like this travel magazine. Clever.



## SHAPE HELPS

If you can afford a 3-Dimensional mailing you'll increase response. These mailings cost more but they usually pay for themselves. Even a mailing tube, or special delivery envelope, such as an Express Post envelope, will improve open and response rates.

Google Japan sent 1,000 prospects a padlocked box that could only be opened by searching for a phrase, which would mean the recipients would be exposed to Google Adwords. The campaign generated tremendous results with Google recording an ROI of 90 times the investment and 10 times the normal response rate. This campaign is a classic example of how mailings can be created and used to increase engagement and return on investment.

## THE IMAGE

This is not always essential on an envelope but if it can help sell your message then include one. The image could be of the incentive or prize, or it could be a window displaying the image from inside the mailing. Simply a change in colour could be enough to capture an audience.

Independent wireless network Woosh targeted disgruntled householders and let them know they could be paying half as much with their service under Woosh. To convey this, a letter along with the envelope was physically ripped in half while the letter was printed on coloured paper using the brand colour which was a 'violent' green, capturing the aggressive negative sentiment around its competitors' high prices. When the campaign was rolled out in network zones where the mailer was delivered, there was a significant increase in new Woosh customers (up to 62%) compared to an average of 9.3% nationwide. With results this good, who wouldn't add direct mail into their marketing mix?



## INVOLVEMENT DEVICES

These can be visible or hidden within the mailing, but the recipient can either feel or hear them. This increases the curiosity level and encourages the recipient to open the mailing. German dance label Kontor Records decided to grab some attention by pitching their music in the much-loved vinyl format, along with a paper turntable to play it on. 'The Office Turntable' invited recipients to download a custom-made app and position it on the record to hear the music play. And it worked. The approach increased targeted listener responses by 64%.



## QUICK TIPS

Here's a tip. Go to the library, or a bookshop, or do some online research. Look at award winners and mailings that worked years ago, because there's every chance they will work today, with minor modifications. Technology has changed, but humans haven't. New printing technology allows for more creative productions. In addition, the market is full of new prospects who haven't seen the mailing, only a small number of current consumer groups would've received the original message.

Mail is now conspicuous as there is less clutter in the letterbox. Even if some people have seen the message it doesn't mean they will ignore it. They may now be in the market to buy, they may have a stronger connection via ad recall. Marketers cannot predict

when people will buy, despite all the data-driven software. People buy emotionally and justify rationally. Most household purchases are not even considered purchases. The motivation is "we need more toilet paper", so they buy it – often buying the brand on sale, rather than a preferred brand.

In a B2B context, the same rules apply as ultimately you're reaching out to individuals. So, what works in consumer markets can also work in B2B markets. Famous US copywriter John Caples wrote the classic advertisement for home-study piano lessons in 1925, with the headline: "They laughed when I sat down at the piano, but when I started to play!"

## THE STANDOUT

Here's an example of one of the most successful B2B mailings ever produced in Australia. It was created in 1996 for The Observatory Hotel in Sydney to promote the hotel's conference facilities. It generated close to 85% response rate and 15 unsolicited letters of congratulations from executives who received the mailing. Wouldn't you like your prospects to thank you for advertising to them?

The campaign paid for itself with qualified leads within four hours of being delivered. It also won marketing awards around the world. Here are some of the elements:

The mailing was almost the size of a shirt box. **(fig.1)**

Inside the mailing there was a coffee plunger, fresh ground Italian coffee, a gold-leaf bone-china coffee mug **(fig.2)** and the world's first ever virtual tour of a hotel stored on a floppy disk (ask your parents if you're not familiar with a floppy disk). **(fig.3)**

There was also a letter and brochure with a very powerful offer – FREE lunch at the hotel. Never underestimate the power of a FREE lunch or drink to motivate response.

I suspect that if you ran it again today, you would get a very similar response. Certainly, it would deliver better results than an email or online advertising campaign, and you wouldn't need any social selling or alleged thought leadership to support it.

The mailing gained so much success because the message content respected the reader. That, and you can't avoid it, it's the size of a shirt box! It also featured lots of involvement devices to grab the recipient's attention including a world first virtual tour of a hotel delivered on a floppy disk. All of these elements combined with a strong and appealing offer of a free lunch at the hotel was more than enough to launch consumers into action.

Those who didn't respond immediately were followed-up by telephone and this added to the overall result. The mailing is fun because of the way it involves the recipient. Usually the recipient's gatekeeper will participate when it is opened, so there is discussion around the mailing. It's different, therefore it's memorable.

People like to receive 3-Dimensional mailings as there is implied value in them. Even more, they like to receive them when they offer worthwhile incentives and involvement devices.



**(fig.1)**



**(fig.2)**



**(fig.3)**

## IN TODAY'S DIGITAL JARGON, THIS IS KNOWN AS "ENGAGING WITH YOUR CUSTOMERS"

The only change you would make to the mailing if you sent it today, would be to put the virtual tour on a customised website – using a PURL – so you could track the response by individual. The site could include video testimonials from happy clients, it could demonstrate the conference facilities or destination in use, different themes, size of events and other activities available.

So, don't ignore mail. It is one of the most powerful channels you can use. Whether you're sending a simple postcard or a sophisticated 3-Dimensional mail pack, you'll make a sale and gain some knowledge, as well as improve your ROI. We may have forgotten one of our hardest working friends, however with creativity and excitement direct mail can deliver in a way we have not seen in recent years.

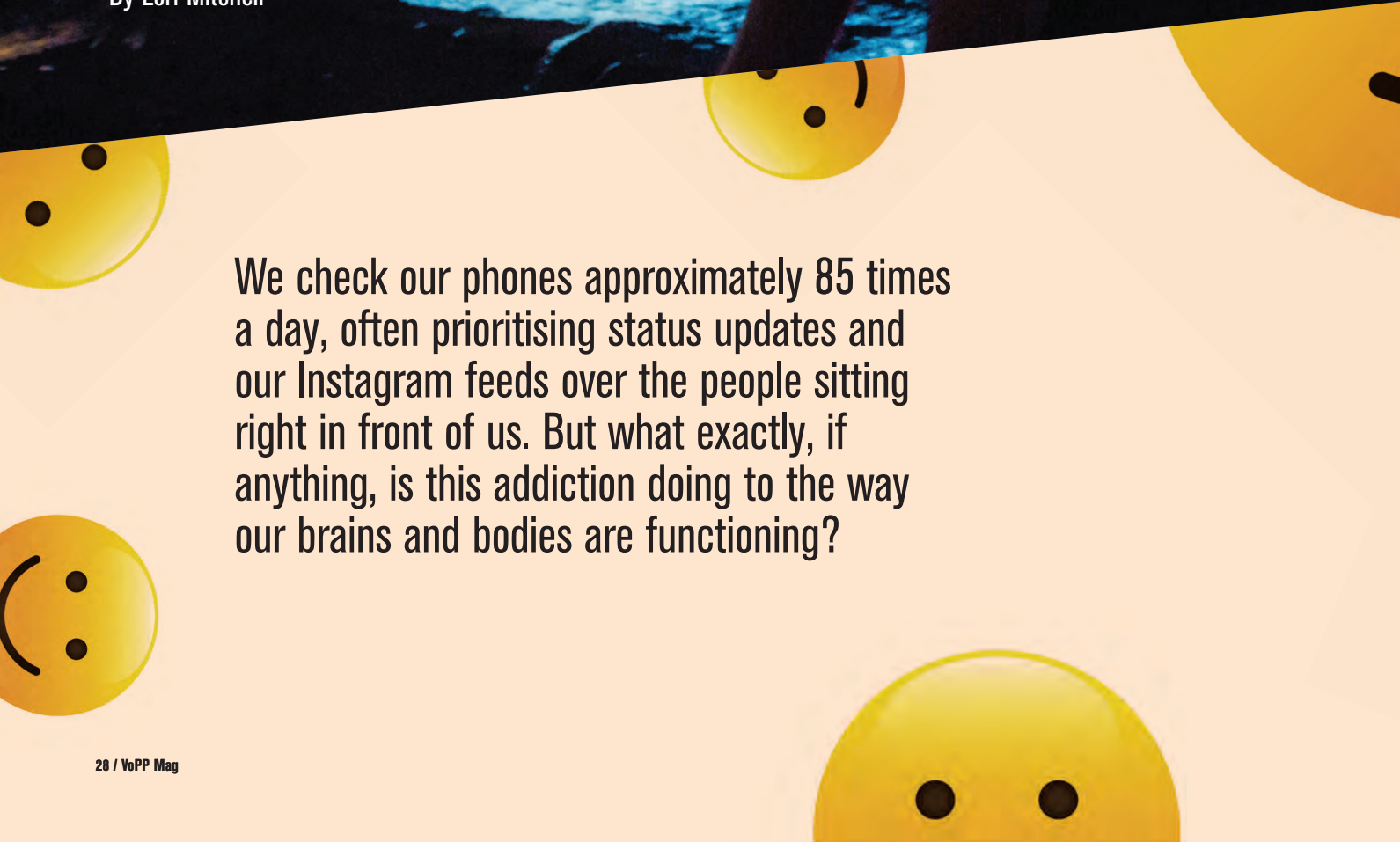
Sources: 1. IWCO Direct, 2017 2. DMA, 2017

Photographer: Michael Thompson



# IS SOCIAL MEDIA REWIRING OUR BRAINS?

By Lori Mitchell



We check our phones approximately 85 times a day, often prioritising status updates and our Instagram feeds over the people sitting right in front of us. But what exactly, if anything, is this addiction doing to the way our brains and bodies are functioning?



Kiwis spend 14 hours per week online.<sup>1</sup> For the younger population, time spent online is significantly higher. According to a report by Common Sense Media, teens spend about 9 hours a day using social media for their enjoyment.

Facebook say 2.9 million New Zealanders have an active account with them - around 61% of all Kiwis as of 2017. This 61% of the population logs in an average of 17 times a day!<sup>2</sup>

## SO WHAT?

Research is indicating that this large portion of our time spent posting, liking, sharing and positioning ourselves on social media is affecting our brains and impacting the way we relate to ourselves and others.

Neuroscientist Susan Greenfield has completed extensive research on the subject and says, “as a neuroscientist I am very aware that the brain adapts to its environment. If you’re placed in an environment that encourages, a short attention span, which doesn’t encourage empathy or interpersonal communication, which is partially addictive or compulsive... all these things will inevitably shape who you are. The digital world is an unprecedented one and it could be leaving an unprecedented mark on the brain.”



## WHAT THE RESEARCH SAYS

There are extensive amounts of research on this subject that confirm Greenfield's observations.

Neuroeconomist Paul Zak ran a series of experiments and MRI-based tests on participants while using Twitter and Facebook and found that the brain cannot discern the difference between interactions made on social media or in the real world. This is because some of our 'feel good' chemicals, including oxytocin is released during both online and face to face interactions. Oxytocin is the same chemical that is released when we eat foods we love, when we earn or win money and when we do anything that gives us pleasure or satisfaction.<sup>3</sup>

Therefore, that great feeling we get each time we receive a like on Twitter, Facebook or Instagram is because certain parts of the brain, including the nucleus accumbens (a part of the brain's reward circuitry) becomes activated releasing dopamine (our happy chemicals) as well.<sup>4</sup>

Nick Glozier, professor of psychological medicine at the Brain and Mind Research Institute, Sydney Medical School explains: "Excessive social media use may be re-wiring people's brains, with every like or retweet acting as a reward and releasing small doses of dopamine that leave us happy. As a result, we adapt our behaviour to chase further chemical rewards within the brain, and feel craving-like symptoms and anxiety when we can't get them."<sup>5</sup>

The anticipation that occurs after you've just posted a photo and are waiting for the stream of likes to roll in is essentially a trained response in waiting for the reward cues in your brain to be released. The alarming part is that these are the same areas in the brain that light up when one uses heroine, cocaine or other addictive substances.<sup>6</sup>

Not only are we developing a neural addiction chasing these mini social media induced highs, we are also strengthening the novelty-seeking part of the brain that drives the limbic system - tricking us into thinking these experiences are significant. Additionally, we are also neglecting the planning, scheduling, higher-level thought centres in the prefrontal cortex and affecting the brain's frontal cortex which controls executive functioning, including impulse control.<sup>7</sup>



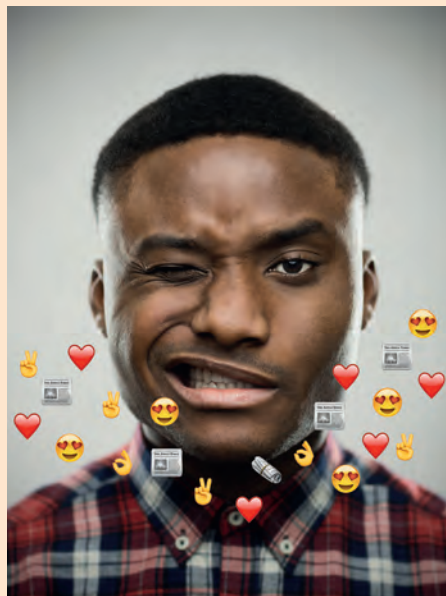
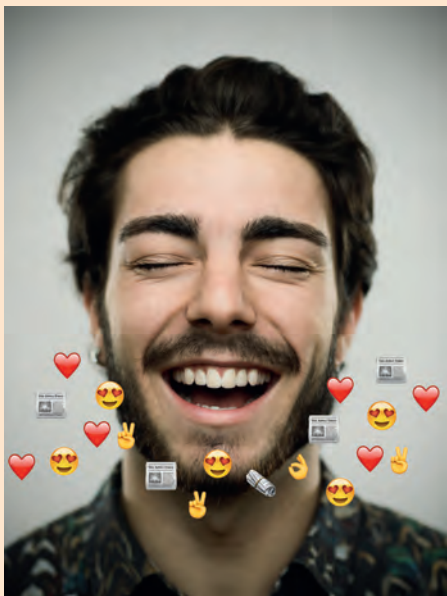
## WHAT DOES THIS MEAN FOR MARKETERS?

When consumers are online, they are distracted and looking for rewards - not exactly the desirable environment to deliver messaging and develop a loyal relationship. Lumen Research reported that when consumers view an ad for 3 to 4 seconds in both print and digital, 33% of those recall the ad seen in print, whereas just 17% recall the ad seen digitally. This is double the recall for print advertising.

Not only do consumers recall information better in print leading to increased brand awareness, consumers also gain a deeper understanding. Findings from a 2017 consumer survey concluded that 54% of Kiwis gain a deeper understanding of a story when read from print media.

## GOING FORWARD

The bottom line is this: digital and social media pose a threat to optimal brain function, personal health and healthy relating with others. As consumers start to become more aware of this impact, all of the marketing spend that is being funnelled straight into digital may be less effective than expected. Employing a multi-channel strategy to guarantee consumers are seeing and digesting your marketing message is key as people become more aware of how social media is impacting them.





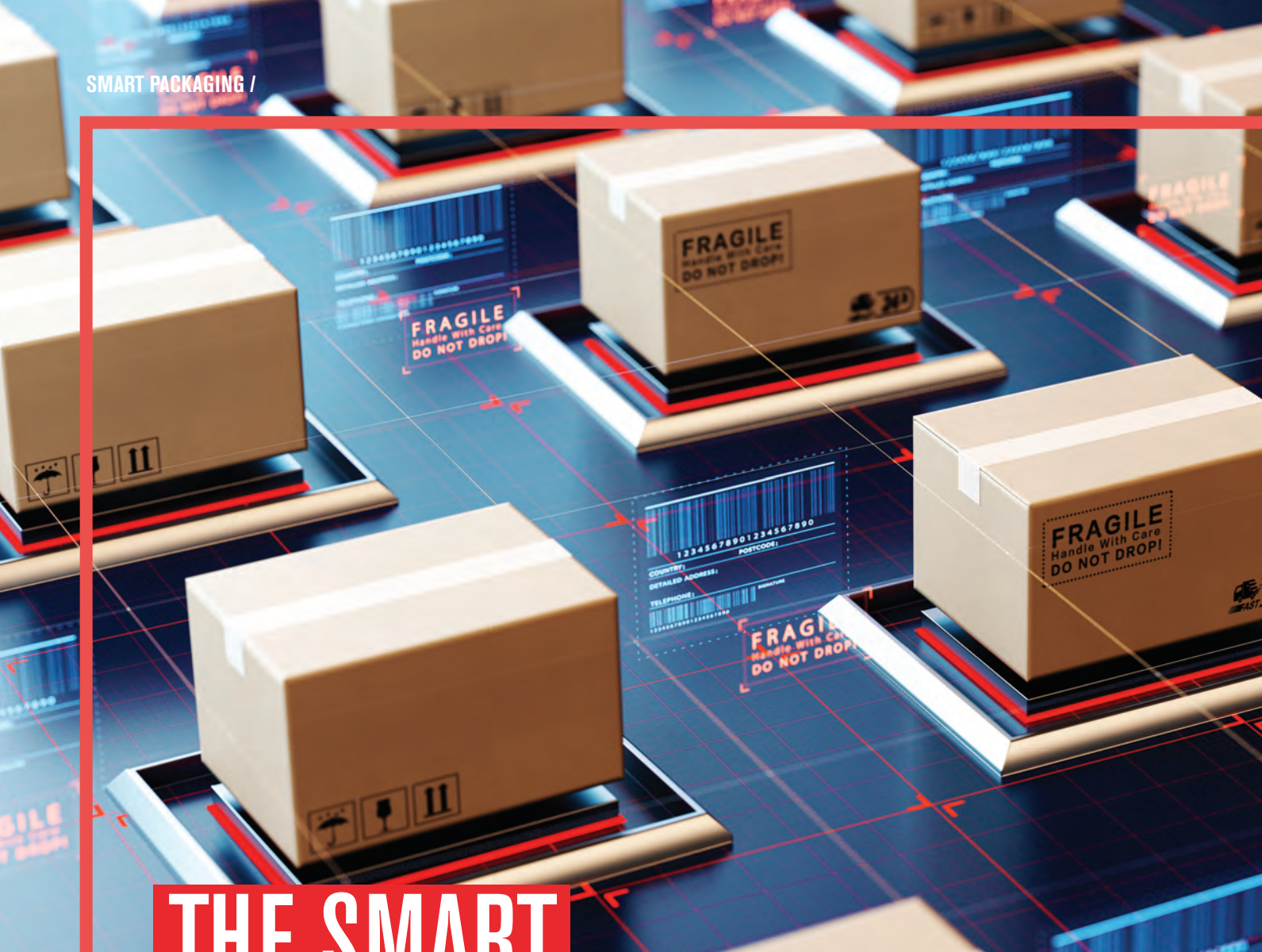
“Excessive social media use may be rewiring people’s brains, with every like or retweet acting as a reward and releasing small doses of dopamine that leave us happy. As a result, we adapt our behaviour to chase further chemical rewards within the brain, and feel craving-like symptoms and anxiety when we can’t get them.”

Nick Glozier, Professor of Psychological Medicine at the Brain and Mind Research Institute, Sydney Medical School



**Sources:**

1. Nielsen, 2016
2. Facebook, 2017
3. Hootsuite,
4. UCLA Brain Mapping Centre, 2016
5. B&T, 2017
6. Hootsuite
7. Saga Briggs, 2016



# THE SMART PACKAGING REVOLUTION

Whether it's reducing waste, attracting new customers or fighting fraud, embedded smart technology is quickly becoming the next big thing in packaging.

By Sam Upton

For the vast majority of the packaging industry, the use of smart technology in the supply chain is nothing new. After decades of the barcode and later, the QR Code, RFID tags and electronic chips are used throughout the industry to track products as they move from manufacturer to retail outlet. But their use beyond the supply chain has been limited to scannable codes that give access to product information and one-off marketing campaigns.

But with the development of new and more cost-effective technology, those codes and campaigns are about to become a lot more available and useful to both customer and producer, improving both the value and the sustainability of packaging.



“

The global smart packaging market is set to grow by 5.4% over the next decade to reach \$52bn by 2025

”

### **\$52BN AND COUNTING**

In the past few years, the area of smart packaging has become a multi-billion dollar industry. According to a report by Accuray Research, the global smart packaging market is set to grow by 5.4% over the next decade to reach \$52bn by 2025.

A significant portion of that value will be in food traceability, which is expected to be worth more than \$18.5bn by 2023<sup>1</sup>, driven by the concern people have about where their food comes from. Using electronic chips embedded within the packaging, customers can use their smartphones to trace exactly which farm their food was grown on, as well as how far it's travelled and how long it's been stored for.

Such technology is also useful for food producers concerned about their products being copied and sold as counterfeits. In the extra virgin olive oil market, as much as 70% of the product sold is thought to be fake, a group of extra virgin olive oil producers asked Norwegian firm ThinFilm to develop an NFC (near-field communication) chip that could be used within the packaging of their premium products. Customers could then use their phones to connect with this chip to ensure they had the genuine product.



### EMBEDDED INFORMATION

As well as details on provenance, a number of firms are looking into embedding practical information into their packaging, such as operating instructions or recipe ideas. “There’s absolutely no reason why you can’t scan your ready meal and have that tell the microwave what setting to put it on,” said Andy Hobsbawm, co-founder of smart products company EVRYTHNG.

Of course, once you start being able to embed information and content into packaging, then it’s only a matter of time before the marketing departments start to advertise through this new communications channel, offering videos, competitions and ads for other products that pop up on your smartphone.

Indeed, this is already happening. For evidence, see the McDonald’s ‘Track My Macca’ campaign in Australia, which invited customers to scan their burger box with their phone to receive exclusive AR content.

### ENVIRONMENTAL IMPACT

But perhaps the most useful application of smart packaging is in helping the environment. With smart technology able to detect whether certain foods are still safe to eat, it could extend the shelf life of a product, reducing food waste and providing greater efficiency in the supply chain.

Not only that, embedded information could provide the customer with detailed information about how the packaging can be recycled and even directions to the nearest recycling centre.

“Solutions are now being implemented to help combat waste and prevent food waste,” said Eef de Ferrante, Director of the World Congress on Active & Intelligent Packaging. “The environmental issues we face can be solved by advancements in technology and implementation in the packaging industry. I strongly believe active and intelligent packaging will make great changes to these issues.”

## SMART PACKAGING IN ACTION

### SMART VIAL KIT - SCHREINER MEDIPHARM

The international medical labelling and packaging company based in Germany has created a cardboard medicine box that tracks and monitors the medication it holds, providing a patient or doctor with information on which medication was removed from which compartment. The packaging contains an integrated electronic circuit that connects to a smartphone using NFC technology, and can even provide information on the temperature inside the packaging.



### THE BOX - LIVINGPACKETS

Swiss startup LivingPackets has launched a sustainable and trackable shipping box that, according to the makers, generates almost zero packaging waste. Simply called 'THE BOX', it features real-time environmental monitoring (location, temperature, humidity, shocks, opening), as well as an integrated camera for remote viewing of the contents. THE BOX targets the booming ecommerce sector and allows customers to either pay for or return an item simply by pressing a button on the packaging.

### MERAY MUESLI DISPLAY - FRESH NUTS GMBH

Display packaging is ideal for smart connectivity, allowing brands to provide customers with in-store content and communication to draw them towards the product and encourage purchase. To launch their new range of mueslis, German food brand Fresh Nuts used a display that featured images with digital watermarks, which can be read using a free app on a smartphone. By pointing their phones at the display images, customers can access video content, encouraging them to try the new breakfast cereal.



# OPEN UP TO MAIL



When videos graced screens, people thought it would be the death of radio, but here we are today with a radio in every car for everyone to listen to on our daily commutes. The exact same scenario has been unfolding before our eyes since the rise of digital technology and its forceful impact on the so called 'decline' of traditional media.

However, despite ongoing debate about print vs digital, direct mail reigns supreme with the 2017 DMA Response Rate report revealing 92% of all letterbox media delivered to a home is being read. That's an impressive statistic for a channel that is apparently 'dying' or 'dead'.

Direct mail is not only influential as a stand-alone medium but also works wonders when paired with digital. In fact, according to the same report, marketers are using an average of 3.4 mediums to reach their consumers. Adding print to a digital campaign can allow retailers to see a 50% lift in brand recall, as opposed to 23% when not used in the marketing mix. With the sudden immediacy of everything digital in the palm of our hands, it's no wonder brands turned their attention to this channel to exhaust its resources. However, retailers are beginning to notice that although digital may be cheaper, investing in direct mail delivers effective results.

The beauty of direct mail is that not a lot of money needs to be spent in order to stand out. Small thought into the strategy to build a successful campaign is key. Details like personalisation and specific targeting are enough to hook an audience in and retailers are taking every opportunity to leverage from the strength of this channel to reach more customers.

Direct mail is thriving and growing exponentially so a new campaign has been created dedicated to the strength of the channel. The stigma around mail is that it is seen as 'old fashioned', not relevant to younger markets, and more expensive than digital alternatives. Open Up to Mail is here to explain that this is not always the case. Open Up to Mail is set to launch in 2019 to promote direct mail as a relevant medium for agencies in today's market.



## WHO IS THE CAMPAIGN FOR?

The campaign is for creative agencies and marketers to learn and share the benefits of creating direct mail campaigns, while focussing on how to carry out fit for purpose campaigns that deliver results.

## WHAT DO MEMBERS GET?

In conjunction with the launch of the campaign is the creation of their website, [openuptomail.co.nz](http://openuptomail.co.nz). This library with an array of content is set up as a repository of ideas and success stories from around the world. Agencies should register for strong statistics, innovative case studies, nickable charts, research and more – whilst also being on the mailing list for creative live examples of direct mail that stand out. All content is print-ready, easy to navigate and should be on every creative agencies' 'Favourites' list.

## WHO ARE THE CONTRIBUTORS?

Open Up to Mail has big players in the industry such as Frank Chamberlin, Steve Harrison, Drayton Bird and Malcolm Auld as key contributors sharing their wisdom of key tips and tricks to create a successful direct mail campaign to those willing to listen.

Direct mail is far from dead and its revival in recent years shows a thriving channel becoming a critical slice of the marketing piece as it delivers results. Direct mail has withstood the test of time as new media rises and competes but fails to match the reputation of letterbox media.



# READY TO TAKE YOUR DIRECT MARKETING TO A WHOLE NEW LEVEL?

SUBSCRIBE NOW AT [OPENUPTOMAIL.CO.NZ](http://OPENUPTOMAIL.CO.NZ)



# NOT JUST PAPER

**- the medium is being pushed and brands are at the cutting edge**

**From running shoes to election signage we explore four alternate uses for the stuff that goes into paper and how marketers are pushing the medium for increased customer experience.**

**There's a common misconception that wood fibre is solely used to create paper and paper products. But this versatile material has plenty of other uses and can turn up in the most unlikely of places – pharmaceuticals, cellophane, sponges, sausage casings, grated cheese and even ice cream.**

**But with many traditional products being scrutinised for their environmental impact, manufacturers and retailers are increasingly turning towards wood-based materials to provide a more sustainable alternative. Here are just five solutions brands are exploring around the world.**

## 1 OUTDOOR SIGNAGE – POLLIES DOING GOOD

Whereas plastic boards have been used in the past for election and outdoor signage Hume candidate, Huw Kingston has launched his recyclable board.

The waterproof outdoor board, Oppboga, is named after the Swedish town where it is manufactured and made from paper and a biodegradable waterproofing agent. Plastic signage boards cannot be recycled in the household council bins so tend to go straight to landfill.

Mr Kingston has spent two decades campaigning against single-use plastics and he said his conscience would not allow him to put his face up on a plastic board.

"The Oppbogas will last as long as the federal election campaign, then they can go straight into the recycling bin," he said.





## 2 SILVER LININGS

The issue of bioplastics has had a lot of focus recently, particularly in the area of recycling food and beverage packaging, but Finnish paper company UPM have developed a renewable wood-based bioplastic that can be used in paperboard cartons, making them much more environmentally friendly. This year, dairy company Arla will be the first business to use these new cartons for their range of milk, yoghurt and cooking products.

“When we have a liquid product such as milk, a thin plastic film is needed inside the carton for reasons of product safety and shelf life,” explains Sanna Heikfolk, Arla’s Brand & Category Manager. “In our new packaging, the source of plastic is now even more responsible because it is made of wood-based raw material.”

Over 40 million Arla cartons will use this new sustainable bioplastic, which makes the new cartons 100% wood-based, compared to the 85% of a traditional carton.

## 3 CUT YOUR CLOTH

The area of wood-based textiles is rapidly gaining attention across Europe, with new fibres being developed at a number of paper and pulp companies and top fashion and retail brands getting involved. The latest partnership is ‘TreeToTextile’, a joint venture between H&M, IKEA and Stora Enso that aims to develop new sustainable textile fibres from wood pulp.

The ‘TreeToTextile’ process takes raw forest material and regenerates the cellulose gained from it into a textile. The production process uses less energy, chemicals and water than conventional textile processes. As a comparison, it takes almost 12,000 litres of water to produce 1kg of cotton, but for the same amount of water you can make 26kg of wood-based textile.

“Together with existing consumer and textile knowledge,” says Lena Julle, Category Area Manager Textiles at IKEA, “this brings us one step closer to our goal of introducing a new sustainable low-cost fibre for the people.”

## 4 SNEAKER PEAK

Based in San Francisco, the international shoe company Allbirds has added wood fibre to the range of materials it uses to produce its hugely popular sneakers. Titled ‘The Tree Collection’, the shoes are made using TENCEL™ Lyocell, a fibre made from the cellulose found in the wood pulp from responsibly grown and sustainably harvested eucalyptus trees.

“Our tree fibre is sourced from South African farms that minimise fertiliser and rely on rainfall, not irrigation,” the company says. “Compared to traditional materials like cotton, it uses 95% less water and cuts our carbon footprint in half.”



# HAVE YOUR CAKE & EAT THE PACKAGING TOO

By Lori Mitchell

There's no question that Kiwis love dining out. In fact, dining out represents 26% of our total food spend. While it's luxurious to treat ourselves regularly, our environment is paying the price - Kiwis send approximately 2.5 million tonnes of waste to landfill.

Brands are faced with how to meet the growing consumer demand for convenient and portable food solutions, whilst also meeting the groundswell of pressure to be more environmentally responsible.

This quest for sustainability is seeing a trend of innovative edible packaging gain currency around the world.



### JUST EAT THE SACHETS

Ever wonder where all of those sauce sachets that arrive with your UberEats end up? In the UK, Just Eat delivery service has begun to offer edible sauce sachets made by Skipping Rocks Lab. The sachets were available to Just Eat patrons during a six-week trial launched in July 2018. Following the success of the trial, 10 London restaurants further trialled this product for 8 weeks, which is expected to prevent approximately 40,000 plastic sauce packets from entering homes.

### DESIGNED TO DISAPPEAR

The world of straws is also seeing revolutionary innovation happening. Meet Lolistraw, made of a seaweed-based material and designed by Loliware, this straw can be consumed after you finish your drink. (If you don't eat it, it can go in the compost or just dissolve in nature.) This American based company has designed a bright and eclectic collection of edible 'designed to disappear' straws that can have flavours and even nutrients added to them.

Chelsea Briganti, one of the Loliware cofounders told Fast Company, "You can imagine drinking your cold-brewed coffee with a vanilla straw or a caramel straw. We think that will really increase this movement around plastic-free, because we're not telling the consumer, hey, you can't have your straw. We're providing them a solution to the plastic straw crisis while also giving them a fun experience on top of that. It's not about the consumer sacrificing anymore, it's about the consumer having fun and being sustainable at the same time."





I'd say we are the only fast food chain in all of Australasia with fully plant-based, compostable packaging so none of our front-of-house waste is sitting in landfill for any great period of time.

– Rod Ballenden, General Manager, Better Burger



## WATER BUBBLES

By 2050, the Ellen MacArthur Foundation predicted there will be more plastic than fish in the oceans.

It takes 700 years for a plastic bottle to decompose and about 500 for plastic straws. If reading this makes you concerned, you'll be happy to learn that there we are seeing innovations using plant and seaweed materials to create a sustainable alternative to these products.

Skipping Rocks Lab, a UK based sustainable packaging start-up, created a product call Ooho which is flexible packaging for liquids made from seaweed extracts. The packaging can hold almost any liquid and degrades in a natural environment after 6 weeks, or you can eat it. Their first product, launched in early 2018 was an on-the-go water 'bubble' filled with London tap water.

Ooho designer Pierre Paslier told the Guardian, "At the end of the day you don't have to eat it. But the edible part shows how natural it is. People are really enthusiastic about the fact that you can create a material for packaging matter that is so harmless that you can eat it."

## SHOP PLASTIC FREE

In a feat to address fast food packaging waste, New Zealand burger chain Better Burger teamed up with Innocent Packaging to create plant-based and compostable packaging for their burgers. The wafer paper packaging made from potato starch and water encouraged their customers to eat everything on their plate, rubbish included. They even went the distance and used edible ink to brand the packaging, adding their logo and a fun design.

"When we started Better Burger, it felt like all I could see was fast food rubbish dumped on the side of the road, on footpaths and in parks. I decided then and there that we weren't going to contribute to the waste problem – we could do better", says Rod Ballenden, General Manager, Better Burger.

"I'd say we are the only fast food chain in all of Australasia with fully plant-based, compostable packaging so none of our front-of-house waste is sitting in landfill for any great period of time."

Since October 2017, Better Burger have saved more than 366,000 plastic items from going to the landfill from its outlets. Ballenden estimates this number will reach one million by 2019.

## EAT EVERYTHING ON YOUR PLATE

We are even beginning to see whole supermarket aisles go plastic free around the world. In particular, Ekoplaza, a shop in the Netherlands offers its customers the ability to choose from more than 700 plastic-free products including meat, rice, dairy, chocolate, yogurt, snacks, cereals and fresh fruit and vegetables. The products are instead wrapped in alternative biodegradable packaging.

"There is absolutely no logic in wrapping something as fleeting as food in something as indestructible as plastic," Sian Sutherland, cofounder of A Plastic Planet, told the Guardian. "Plastic food and drink packaging remains useful for a matter of days yet remains a destructive presence on the Earth for centuries afterwards."

This trend has yet to take off in mainstream supermarkets in the UK or around the world, but according to Transparency Market Research, demand for edible packaging could increase on average by 6.9 per cent yearly until 2024.

Will you feed the growing cohort of consumers that want to tread a little lighter on the planet?



# FOOOLS' GOLD

## What if digital was fool's gold for marketers? Sold a dream that would never live up to the expectations of the sustainable medium they were promised. Print holds its place in the marketing mix today, more than ever before, as a credible and verifiable medium against its digital competitors. Have marketers gone too far too quick? How are established medias out-performing?

It's no secret that digital marketing has exploded into every marketer's toolbox, however by Google's own admission, 56% of digital ads served are never seen, and if they are seen, the average dwell time for a digital ad is just 0.9 seconds. Consumers aren't viewing digital ads and are working out ways to avoid and ignore them. It's time for marketers to revisit their digital ad spend firstly to work out the overall impact of digital advertising and understand why print advertising is critical in gaining reach.

The digital ad crisis of 2017 for Google and YouTube has been well documented. Global debate sparked about the safety of online marketing after London based Times newspaper reported ads were running alongside YouTube videos that promoted terrorism. The Google incident saw their biggest marketers AT&T and Johnson & Johnson stop spending on YouTube advertising, reportedly costing hundreds of millions of dollars in lost business. From this scare, marketers were forced to rethink their online marketing strategies while brand positioning was being challenged as ads began popping up in the dark corners of the internet.

With this ongoing debate of the unpredictability of digital, one of the world's biggest advertising investors Procter & Gamble (P&G) put it to the test by cutting out \$200 million of digital ad spend throughout 2017. Chief Marketing Officer, P&G, Marc Pritchard revealed the cuts eliminated 20 percent of its ineffective marketing and increased its reach by 10 percent. This shows a clear indication that digital ad spend can be excessive and wasteful as it's not gaining optimal reach – one of the big dreams marketers were sold on. This is supported in the 2017 Toluna survey revealing that 76% of New Zealanders don't pay attention to online advertisements. Marketers need to ensure they aren't wasting their precious marketing dollars on ineffective advertising, rather invest in channels that deliver results.

The argument isn't digital doesn't have a place in the marketing mix, however do we know what role it has? Its strengths lie in the ability to offer easily accessible information and assist with quick transactions. However, when a brand is looking to shift consumer thinking, gain brand equity and have an extensive audience reach, print marketing is delivering the best results. The scandal seeing Facebook lose trust with the breach of leaking personal data is reinforcing print as the most trustworthy and credible channel as cracks start to shatter the digital dream. Facebook used print to 'apologise' to their users showing that they knew about the trust factor of print and used it to their advantage.

Not only do consumers trust print, it also delivers results. Established medias produce proven media currencies including engagement. Not-for-profit organisation 'It's Not OK' teamed up with NZ Home – a magazine that presents flawless architectural interiors – to utilise the features of print to address the terrifying subject of domestic violence. Traces of domestic violence such as a smashed vase and blood stains were evident throughout the pages in the magazine. As the pages went on, the more disjointed the house became displaying hidden tells of abuse. It was a dark message that was delivered successfully with the results showing 25% of the New Zealand population were sparked to have a conversation about the issue in just one week. 'It's Not OK' leveraged print, in this case NZ Home, knowing the impact of its reach and ability to talk to many readers. The organisation achieved their goals of raising awareness by investing in print as opposed to online advertising, which would have been ignored anyway.

The 'digital dream' marketers were promised is slowly diminishing. It's time for marketers to refocus their skills to effective, results driven marketing tools – an area established medias, particularly print, perform well in.



# HOW GREEN IS THE BLUE THUMB?





**Yao Yang and Wanting Fu wanted to understand the carbon impact of both the production and consumption of online advertising. Sponsored by the Gaia partnership in conjunction with TrinityP3, these two students zeroed in on Facebook and its greenhouse gas pollution.**

This article is an adaptation of the findings reported in an article featuring TrinityP3 Business Director, Chris Sewell, on how the students examined greenhouse gas emissions from Facebook.

By Lori Mitchell

The explosion of online advertising expenditure in recent years confirms that marketers have a love affair with digital. Investments in New Zealand saw a 7% increase to \$923 million (IAB, 2018). We can't deny it; online advertising has fast become one of the go-to channels for marketers.

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## Online advertising expenditure in New Zealand rose to \$923 million in 2018

IAB, 2018

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Despite the fact that many consumers have reported negative emotions towards online advertising, with 64% of New Zealanders saying they find it annoying and usually irrelevant, and 20% of New Zealand PC users adopting ad blocking software,<sup>1</sup> marketers still invest in digital, salivating over its ease of use, measurability and perceived positive environmental credentials.

Digital can be convenient and provide instant analytics, however is it environmentally friendly?

The issue regarding the environmental impact of paper and print versus digital advertising is long debated and often one-sided, with many marketing campaigns out there touting the environmental benefits of digital, Yao Yang and Wanting Fu, University of Sydney Masters students, zeroed in on this topic to find out if social media advertising is an environmentally sustainable marketing strategy after all.

As Facebook is one of the most used social media applications, they focused their research on this platform and you might be very surprised to find out the true impact of just one simple photo-based advertisement.

## A PHOTO ON FACEBOOK VS A PHOTO IN PRINT: THE FACTS

Before we even look at the impact of Facebook ads, it is interesting to note that just Facebook operating produces 718,000 metric tonnes of carbon dioxide equivalent, which equates to 153,747 passenger vehicles driven for one year non-stop. Offices and other business activity accounts for 28% of the carbon footprint with the other 72% being from the data centres (Facebook, 2017).

When we get down to calculating the lifecycle impact of an online advertisement, there are many factors that play a part in its negative impact on the environment. To provide some context, in terms of electricity alone, producing one advertising photo will use an average 15 KWh which equates to 43 kilometres driven in an average passenger vehicle, (EPA, 2017). That is an astounding result for simply producing one digital image.

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## 61% of Kiwis ignore online ads

Toluna, 2017

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Yang and Fu further calculated the impact from production through to consumption for a photo advertisement and concluded that when one customer sees the advertisement, 8.312 kg carbon dioxide equivalent will be released, and this quantity increases with the number of impressions, viewers and electricity usage.

By the time that 1 million people have seen the photo, 1,425 kg of carbon dioxide equivalent will have been released. In terms of greenhouse gas (GHG) emissions, this is the equivalent to the output from an average car being driven non-stop for 2.31 days.\*

As you can see, the data suggests that going digital isn't the greenest option after all, with many factors contributing to its environmental impact. In fact, the more that a digital ad is seen and shared, the greater the environmental impact is. To put this in comparison to an advertisement found in a magazine, once the advertisement is created and delivered, the environmental footprint essentially ceases. It could be opened 1 million times and its initial impact remains the same.

This leaves us asking the question, why are marketers turning to digital advertising when a click of a button to view and share an image is leaving such a strong carbon footprint? The findings prove that print is a more environmentally sustainable channel to share content, a message or market a brand as it positively outweighs the ramifications of digital.

## A COLLECTIVE RESPONSE TO A COLLECTIVE ISSUE

As consumers at the receiving end of advertising, we share a responsibility to reduce our carbon footprint. In order to do that, we need to be aware of digital advertising impacts before beginning to find solutions to decrease it at every step of the process.

The good news is, businesses are making the switch to clean energy to power daily operations. Facebook is already improving its GHG output by adopting renewable energy sources (solar panels, wind farms) and have committed to powering their business with 100% clean and renewable energy by 2020. They are also making changes to computing and data centre efficiency.

As marketers, we have a responsibility towards the content we create and share. Selecting the right content for the right audience has never been more critical, not only from a budgeting perspective, but also for the environment.

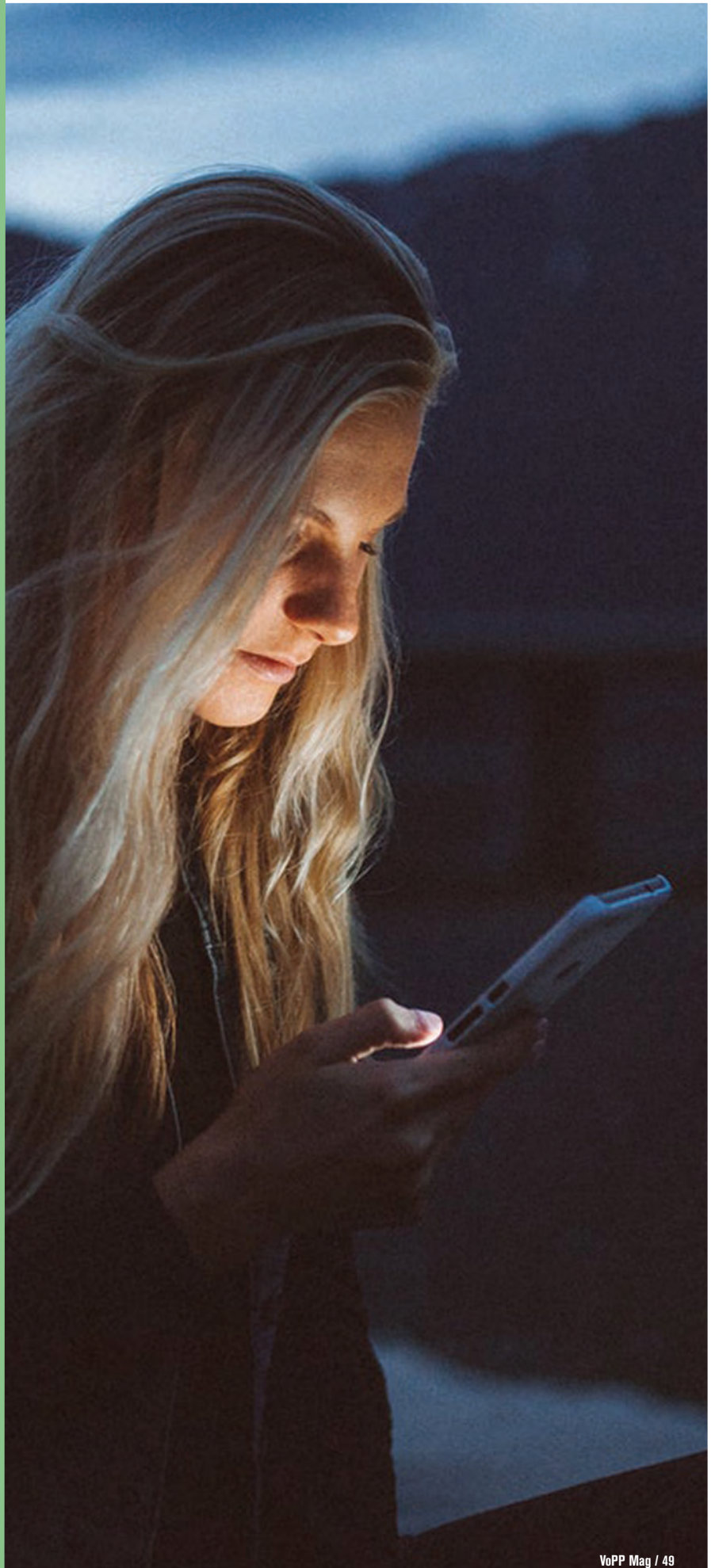
Considering 61% of Kiwis ignore online ads, it is arguably much more effective to implement a marketing campaign through a strong print channel that will produce intended results as a way of reducing GHG emissions while staying true to a budget.

To wrap it up, is social media marketing currently an 'environmentally friendly' act? No, not at the moment. Yao Yang and Wanting Fu's research concludes that digital advertising is detrimental to the environment, and unless the necessary actions are taken to reduce or eliminate carbon emissions from using the technology, it will only continue to worsen. Facebook and other tech giants need to ensure they are recognising the impact of digital and start working towards a greener environment.

FOOTNOTE: \*one thing should be noted is that this value may not be precise, and will alter depending on various factors

\*\* Total carbon emissions (photo ads) = file size x 5g/MB + internet delivery x n1 + consumption by end user x 5g/MB x n2 + electricity use x 554g/KWh  
n1 = impression number  
n2 = user number

Read the full research at <https://gaiapartnership.com/something-facebook-marketers-care-environment-need-know>



# PAPER OR DIGITAL



There's no denying consumers today have access to more information than ever before. In this digital rich society, the place for paper and print is constantly under review. A survey carried out by international research company Toluna sought to gain insight into how Kiwis view, prefer and trust paper and print - from reading for leisure or gaining information to reading news or marketing collateral. Here are some of the findings that might surprise you.

## 76% of New Zealanders prefer to read books and magazines in print

Did you know Kiwis read the printed version of books (72%), magazines (79%) and advertising material (57%) more often than their digital equivalents.

## Reading habits are changing and vary depending on content

Kiwis spend a lesser amount of time reading a magazine (67%) newspaper (65%) or book (48%) now than in the past, but printed versions are read more regularly and are found more enjoyable than their digital counterparts. However, when consuming news media, a majority (78%) read their news on a digital device regularly.

## 49% believe they are spending too much time on electronic devices

There is concern about the impacts of digital consumption on health. With over three in four New Zealanders now having a smartphone, many respondents (49%) agreed that they spend too much time on electronic devices and many (48%) are concerned the overuse of electronic devices could be damaging to health (eyestrain, sleep deprivation, headaches). Further, one third agree they are suffering from "digital overload".

## Online marketing and advertising is relatively unpopular with most Kiwis

Many New Zealanders (76%) do not pay attention to online advertisements and many (61%) do their best to avoid them. With a further majority (62%) agreeing they can't remember the last time they willingly clicked an online advertisement, online marketing and advertising are relatively unpopular with most.



54%

GAIN A DEEPER UNDERSTANDING  
OF A STORY WHEN READING IT  
FROM PRINTED MEDIA

76%

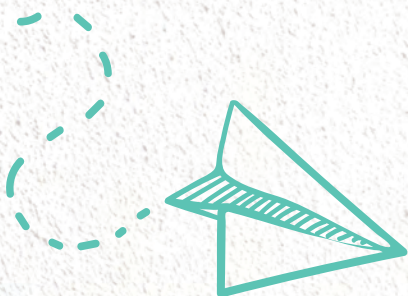
OF NEW ZEALANDERS DO NOT PAY  
ATTENTION TO ONLINE ADVERTISEMENTS

68%

OF NEW ZEALANDERS AGREED THAT IT'S  
IMPORTANT TO "SWITCH OFF" AND ENJOY  
PRINTED BOOKS AND MAGAZINES

72%

AGREE THAT READING PRINTED MAGAZINES  
AND 70% AGREE READING PRINTED BOOKS  
IS MORE ENJOYABLE THAN READING THEM  
ON DIGITAL DEVICES.





OVER THE NEXT PAGES, WE'LL BE GIVING YOU RESEARCH, INFORMATION AND INSIGHT INTO THE 5 KEY MEDIUMS COVERED BY VOPP. EACH ONE HAS THEIR INDIVIDUAL STRENGTHS AND ADVANTAGES, AND WHEN USED IN COMBINATION WITH EACH OTHER, CAN OFFER A POWERFUL SOLUTION TO ANY MARKETING CHALLENGE.

# KNOWLEDGE

## CATALOGUES

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

## MAGAZINES

One of modern marketing's true success stories, customer publishing has swelled to a \$16bn global industry thanks to the huge levels of engagement it offers brands.

## DIRECT MAIL

With an ROI of up to 40%, DM is still one of the most effective marketing channels.

## LETTERBOX

The letterbox is ideal for getting a great level of response from the most amount of people.

## PRINT MARKETING

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

**1 BUILDING THE BRAND**

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

**2 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.

**3 SEDUCTION TECHNIQUE**

For high-end products, a catalogue offers an opportunity to draw the customer into the brand's world, giving them an experience that goes way beyond the shop window.

**4 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.

**5 BRAND LOYALTY**

A well-produced catalogue that stays true to the brand will foster large amounts of brand loyalty, with the customer satisfied that they are worth the effort and cost involved in its production.

**6 TARGETING OPPORTUNITY**

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

**7 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.

**CATALOGUES**



**40%**  
UPLIFT IN SALES

**JOHN LEWIS**

John Lewis wanted to develop an inspiring nursery catalogue to drive sales in store and to do this the company needed a catalogue that reflected the brand and the increasing demands of the Millennial mother. The modern, stylish imagery and the intentional gender-neutral back drop made the babies and their clothing centre of attention. The catalogue's array of natural shots were also shared on their digital counterparts. The catalogue alone was the key channel contributing to an increase in sales seeing a 40% uplift.

"Our Baby production is a brilliantly useful, engaging shopping tool for mums and mums-to-be," said Craig Inglis, Customer Director for John Lewis, "which supports John Lewis continuing to be seen as a trusted, authoritative retailer in this category."

**70%**

**OF PEOPLE SAY PRINTED CATALOGUES INSPIRE THEM WITH MORE IDEAS THAN BROWSING AN E-COMMERCE SITE.**

ISOBAR, 2018



## MAGAZINES



## HOME MAGAZINE

After a New Zealand study determined that 25% of women within high-income homes were victims of domestic abuse, FCB New Zealand, HOME Magazine and It's Not OK came together to raise awareness on this issue. They produced an eight-page feature within HOME that showed "Paradise Hill", a seemingly modern home interior. However, if you looked closely, traces of domestic violence such as a smashed vase or blood stains were evident.

A magazine that normally presents flawless interiors was now recognising the taboo issue of domestic violence. It was a dark message that was delivered successfully with results showing 25% of the New Zealand population were sparked to have a conversation about the issue.

**76%** OF NEW ZEALANDERS PREFER TO READ PRINTED MAGAZINES.

TOLUNA, 2017

## 1 ENTERTAINMENT

A magazine builds your customer's faith in your brand by offering great content at little or no cost. Entertain them and you'll have their attention all to yourself.

## 2 TARGETING POWER

Since a customer magazine is so versatile with its content, it can target any number or group of people, from specialist interest to mass market.

## 3 LOYALTY

One of the most common reasons for launching a customer magazine is increasing loyalty, with a brand achieving regular and reliable time with its customers.

## 4 ENGAGEMENT

Magazines are the most effective medium when it comes to engaging your customer, entertaining and informing them while delivering your brand messages.

## 5 COMPLEX CONTENT

Print works fantastically well at getting across complex content or marketing messages. So if you need to explain something in detail, a customer magazine is likely to be the best option.

## 6 SUBSTANCE

There's nothing to beat the feel of a magazine. Taken with its portability, ease of use and sense of glamour, it offers the reader control and entertainment in one neat package.

## 7 EFFECTIVENESS

When it comes to results, magazines are among the best. Print offers a vital guarantee of measurability, with brand awareness, sales tracking and ROI calculated within days of the magazine's release.

7 REASONS

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. As it's a tangible object, DM is also likely to hang around.

2 EFFECTIVENESS

Reports have demonstrated the enduring effectiveness of direct mail, with 48% of UK adults having done something in the last 12 month as a result of mailing and 30% having bought something (Royal Mail).

3 SENSORY EXPERIENCE

The physicality of a mailing adds another dimension to the brand experience. Using your customers' senses, you can stimulate and entertain.

4 PRECISION TARGETING

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

5 INTEGRATION

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

6 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.

7 THE MAIL MOMENT

Direct mail enters an individual's home and is consumed on a one-to-one basis. This gives you much more time with your customer, time you can use to engage them in a relaxed environment.

DIRECT MAIL



MERCEDES

Mercedes aimed to spark interest about the outstanding features of the new model and bridge the gap between online and offline methods to increase the path to purchase journey. To do this, the prestigious automotive company tapped into direct mail to follow out their intentions.

Mercedes created a hologram of the car on the back of research – audience insight showing that the ideal GLC buyers were early adopters of technology which led them to identify their desire to be the first to try something new. The make shift hologram was sent to 14,913 people containing a die-cut perspex which they were able to assemble themselves into a pyramid shape. All consumers had to do was place the pyramid on their smartphones or tablets to see a 3D hologram and a detailed video about the new model.

Mercedes utilising direct mail to reach car enthusiasts contributed to over \$35 million in GLC sales. The campaign generated a conversion rate to purchase of 3.21%, which delivered a ROI of \$215 for every \$1 spent.

**87%** RATE MAIL AS BELIEVABLE.  
ROYAL MAIL MARKETREACH, 2017

## LETTERBOX



## GREAT WESTERN RAILWAY

Knowing that, according to the IPA, successful letterbox marketing has a long-life span, and that 39% of people have a dedicated place to display mail, UK Railway Service Great Western Railway (GWR) wanted to get people, particularly younger people, excited about commuting via trains beyond their usual daily grinds.

To do this, GWR created a 'keepable flyer' with a 'stick it on your fridge' quality educating consumers on more destinations on the service. The flyer featured playful and colourful graphics, with a sticker sheet attached for commuters to peel off and stick on the destinations as a checklist.

The results were two-fold with 3 regions, Penzance, Cardiff and Oxford, seeing transactional uplift of 23%, 7% and 20% respectively over a period of 42 days after distribution.

70%

OF PEOPLE FEEL VALUED AND APPRECIATED WHEN THEY RECEIVE MAIL.

ROYAL MAIL MARKETREACH, 2017

## 1 SAMPLE DISTRIBUTION

Getting your product directly into the kitchen of your prospects is a fantastic way of raising awareness of your brand, as well as getting your customer to try it.

## 2 TARGETED WHEN REQUIRED

Using geomarketing, you can pick and choose which demographic you're after, gathering vital data along the way. With this data, your campaigns can become more and more sophisticated.

## 3 MASS-MARKET MEDIUM

Letterbox marketing is the only truly national mass media available to marketers, with a satisfying 100% reach. Despite the advances in other media, letterbox is still the only way of delivering a document into the hands of millions of households.

## 4 IT DELIVERS ROI

Letterbox marketing drives rapid and measurable response that shows an impressive ROI – and it's growing. A recent ELMA study shows the door drop industry has grown 4.8% in media spend and 3.8% in volume over a five-year period.

## 5 RIGHT ENVIRONMENT

The fact that the consumer receives your material in their own home is crucial. They can absorb and respond to the messages in their own time, never being forced or coerced.

## 6 IT'S CREATIVE

A lot of brands take advantage of the creative potential of letterbox marketing, with many using innovations such as holograms, scented paper, 3D techniques and pop-ups to grab attention.

## 7 EASILY INTEGRATES

Letterbox marketing works harder when used as part of an integrated campaign, pushing people to go online or call a number for more information.

# NEW ZEALAND PAPER, PRINT & MAIL INDUSTRY

# SNAPSHOT

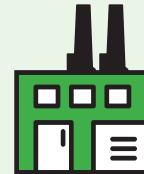
## KEY FIGURES



Annual  
Turnover:  
**\$2BN**  
(NZD)



Employs:  
**11,560**  
people



In:  
**1,883**  
businesses



Economic  
Contribution:  
**\$873**  
million GDP  
(NZD)



Average  
Business Size:  
**6.2**  
employees

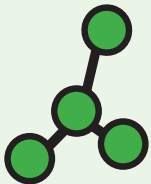


Wages  
and Salaries:  
**\$690**  
million  
(NZD)



### PRINTING INDUSTRIES INCLUDE:

BOOKS, MAGAZINES, SANDWICH BOARDS, CLOTHES LABELS, STREET SIGNS, T-SHIRTS, CATALOGUES, ENVELOPES, BILLBOARDS, PACKAGING, LABELS, SIGNAGE.



### RELATED INDUSTRIES INCLUDE:

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THE CAMPAIGN  
GENERATED **95,000**  
VIEWS ON THE LAUNCH  
OF THE SERIES

## NETFLIX

Netflix's aim was to launch their new show 'A Series of Unfortunate Events' in a way that raised awareness and got people to stream the programme. Given the title of the show is unfortunate, what better day to launch the campaign than on Blue Monday? The bluest of Mondays in the year - usually held on the third Monday in January.

Netflix inserted a full-page letter in the Metro newspaper commiserating with commuters on their harrowing daily journey into work, whilst warning that their true fate of unhappiness would be if they were to watch the Netflix programme 'A Series of Unfortunate Events'. Using reverse psychology as the main driver of the campaign only led to more hype. Along with this, Netflix partnered with coffee shops and other ostentatious outlets to paint London with Lemony Snicket quotes to deter people from watching the series.

In this extravagant ploy to prevent people from watching the show, the campaign generated 95,000 views on the launch of the series, while hundreds of people captured the quotes around town and shared them online.

**54%**

GAIN A DEEPER  
UNDERSTANDING OF A  
STORY WHEN READING IT  
FROM PRINTED MEDIA

TOLUNA, 2017

### 1 HAND IN HAND

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

### 2 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.

### 3 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.

### 4 SWITCH OFF

66% of Australians and 68% of New Zealanders agreed that it's important to "switch off" and enjoy printed books and magazines (Toluna, 2017).

### 5 TOTAL RECALL

When companies want to leave a memory in their customers' minds, print is the strongest performer. People remember what they feel and see more than what they just hear.

### 6 ENJOYABLE

67% of Australians and 72% of New Zealanders agreed reading a printed magazine is more enjoyable than reading one on an electronic device (Toluna, 2017).

### 7 TRUST

Print holds a sense of legitimacy. The fear of spam, viruses and privacy invasion is enough to make people wary of clicking. There is no imminent danger in picking up a printed brochure.

# FRANK CARTWRIGHT

**FRANK CARTWRIGHT, MANAGING DIRECTOR, HYDE GROUP, SHARES INSIGHT ON THE IMPORTANCE OF STAYING RELEVANT TO YOUR CUSTOMERS.**

## Tell us about the Hyde Group

Hyde Group is a strategic marketing creative agency with a real focus on delivering results. We specialise in branded retail communications and work with a variety of clients.

## Have retailers changed the way they market over the years?

The fundamentals have remained the same but I think customer experience and how brands deliver across all the relevant customer touch points is more important today than ever before.

The media and retail landscape is constantly changing and the ability to truly differentiate is even more difficult, so if retailers aren't evolving to ensure a strategic and meaningful connection is made with their customers, then they risk failing.

Even within this new marketing landscape though, the brand's business objectives still shape our thinking and dictate which channels we use to connect with consumers and deliver sales.

## What role does print play in retail marketing?

I think print still has a role and can have a positive sales effect in-market and independent research is still telling us consumers do value it as a source of inspiration and information, especially for grocery and liquor, department stores, DIY, furniture, appliances, and more.

For some brands, it's very much a staple in their marketing strategies, and for others, it's not used as much. Print is one of the few media channels that has the ability for brands to present a wider range of products and offers in a quality, cost-effective way. It can also be delivered, inserted, or geo-targeted so it's versatile and flexible.

## From your experience, what is the most effective way for retailers to market to consumers?

With the advancements over the last decade, there is much more complexity. Every channel has its own unique efficiencies and benefits, so you need to formulate plans to reach people using the best channels for your objective. Low cost per 000 doesn't make it necessarily better or fit for purpose.

The capability of any channel to deliver the content when and where it's needed is still a primary factor. TV still delivers reach in New Zealand very quickly and cost-effectively, search is critical for pre-purchase or buying decisions, press and radio are good for immediacy especially for weekend events, catalogues are ideal when promoting a larger offering or for inspiration and ideas, and social is very effective when done well. The huge investment we see in outdoor with the new high impact digital sites is changing



the media scene and making this a very attractive channel vs. five years ago. In summary, there is no silver bullet. If it works, keep doing what you are doing until it starts to falter...

## What future trends do you predict for retail marketing?

There's never been so much data available and it's only going to escalate. The future challenge for us all will be to get access to those insights in real time for better targeting, segmentation and personalisation. The ability to tailor content that is relevant and specific to the recipient's needs or lives will be crucial but we will need user friendly apps to be able to deliver us these data insights. Mobile is driving digital growth, AI and Voice will be a big part of our lives in the very near future - how that affects shopping behaviours and media interaction will be exciting and also a challenge.

## Top takeaways for retail marketers?

Be agile. Trust the things that work for you now, but try new things and test and measure what and where you can.

We source information and get our entertainment from so many different channels now, so you need to connect with customers in a variety of ways too. Singular or narrowcast strategies are also risky because they can create brand vacuum - to grow your brand or sales you have to reach out to a broader audience as well as nurturing and talking to your valuable existing customers. I think using channels and touch points that customers expect you to be in, or maybe want you to be in, is important too.

And finally, look towards investing for the future as well as making sales today, and stay true to brand and purpose. Be consistent and try to be distinctive... but above all don't lose relevance to your customers.

“ Print is one of the few media channels that has the ability for brands to present a wide range of products and offers in a quality, cost-effective way. ”



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