



## THE CUSTOMISATION ISSUE



● SEE IT. TOUCH IT. FEEL IT. ● A MARKETER'S BEST FRIEND

● REVENGE OF ANALOGUE ● MADE TO MEASURE

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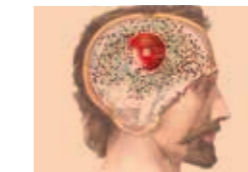
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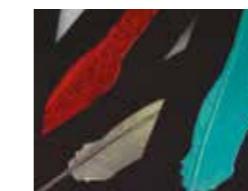
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### CONTACT

Sales Manager Natalie Taylor: 0420 985 702  
E: [bluestarweb@bluestargroup.com.au](mailto:bluestarweb@bluestargroup.com.au)  
W: [bluestargroup.com.au](http://bluestargroup.com.au)

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an ive business

### 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)

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**Editor in Chief**  
Victoria Fratin  
**Executive Director**  
Kellie Northwood  
**Creative**  
Sierra Delta  
**Print**  
Blue Star Web - IVE Group

**TSA Limited**  
Suite 6, 151 Barkly Avenue  
Burnley VIC 3121  
[info@vopp.com.au](mailto:info@vopp.com.au)  
+61 (3) 9421 2209  
[www.tsalimited.org.au](http://www.tsalimited.org.au)  
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# FROM THE EDITOR



Thanks to improvements in digital technology combined with smart data management, the ability for brands to offer a customised experience to inspire that deeper connection is now achievable. Why is this significant to marketers? According to a study by Smithers Pira, personalised marketing delivers 31% greater profits compared to general marketing materials.

Information collected online and from in-store purchase history can be used to customise content within a variety of campaigns to include images or information specific to the gender, interests and life stage of a customer. This works to build a memorable customer journey that is meeting consumers eager to engage with brands on an authentic, personal and human level.

As shown through a variety of case studies, research and thought pieces, this issue explores how brands are customising their campaigns to foster that all powerful connection with consumers, maintain brand loyalty and increase engagement. What will you do to make your customers feel special?

Enjoy the read,

**Victoria Fratin**  
Editor in Chief

Isn't it great when you are given a gift that is perfectly suited to your needs or receive information from a brand that is actually relevant to you? We all love to feel special in today's hectic environment and experiences where we are made to feel unique can be few and far between. Supporting this, the Harvard Business Review found that only 23% of consumers feel a meaningful connection with a brand.

Our 'always-on' society has left us in a state of information overload with content that is, in many cases, not relevant to our needs, wants or interests. As a result, when we encounter an experience that makes us feel unique, we remember it.



of consumers feel a meaningful connection with a brand.

Source: Harvard Business Review

# 48% ENGAGE

THE LATEST NEWS FROM THE WORLD OF PRINT

## THINK DIRECT MAIL IS A GOOD WAY TO CONNECT

Recent efforts to improve the quality and targeting of direct mail are paying dividends, according to a recent survey by Wilmington Millennium. The data specialist questioned 2,000 consumers and discovered that 48% regarded direct mail as a good way for brands to connect with them. This figure was up by 7% from a similar survey in 2014.

Meanwhile, the study found that direct mail and door drops ranked as the most liked form of direct marketing, in stark contrast to other forms such as website pop-up ads, which gained only 2.7% of preferences.

Wilmington Millennium Product Director Karen Pritchard agreed that the figures reflect the hard work achieved in the direct mail industry.

*“There has been a great deal of effort put into responsible direct mail over the past few years, targeted and directed to the right people, so it’s good to see that effort is now paying off. When a correctly addressed and targeted piece of DM comes through the door, people are not seeing that as intrusive in the same way as a pop-up.”*

**Karen Pritchard**  
Product Director, Wilmington Millennium

## MARKETING SPEND IN ‘TRADITIONAL’ CHANNELS TO INCREASE FOR 2017

Offline channels are expected to experience a renaissance in 2017. In a recent study by Salmat on the state of medium sized business marketing in Australia, when asked which channels they plan to use in the next 12 months that are not already in use, letterbox drops (14.9%), print catalogues (12.4%) and magazine advertising (12.4%) came out on top as the new channels mid-tier marketers are planning to invest in.

Benjamin Hillman, Head of Marketing at Salmat, says “it is not surprising to see mid-tier marketers turning to letterbox drops and catalogues, considering how popular these channels are with Australians. You cannot say print is a declining medium when people are looking to it as a new method.”

9 out of 10 consumers or 16.7 million Australians read news media- 81% prefer to read it in print.

Source: NewsMediaWorks, 2017



## MAIL THE MOST EFFECTIVE FOR INFO GATHERERS

Australia Post conducted research in 2016 into how multichannel marketing optimises the advertising mix. “The research showed that catalogues, flyers and direct mail are the most effective channels at the ‘information gathering’ stage of any service purchase decision,” explains Jane Hope, Manager Mail Channels, Australia Post.



## NEWSPAPER ADS INCREASE ROI

Advertising with newspapers increases overall revenue return on investment by three times, a new study has found. Presented at Newsworks’ Effectiveness Summit in July, the results show that newspapers increase overall campaign effectiveness, as well as boosting other media’s ad effectiveness when used in tandem. For instance, TV ads’ effectiveness doubles, while online display is four times more effective when combined with a print newspaper campaign.

It’s further hard evidence that a cross-channel, multimedia campaign is the most effective way of maximising ROI for advertisers. “News-brands are a crucial part of Asda’s marketing mix and this large-scale study allows us to continue to invest with confidence,” said Claire Harrison-Church, VP of Marketing at Asda. “Retailers know that adding news-brands to a campaign increases the effectiveness of other media – here we have the evidence to prove it.”

Source: www.newsworks.org.uk

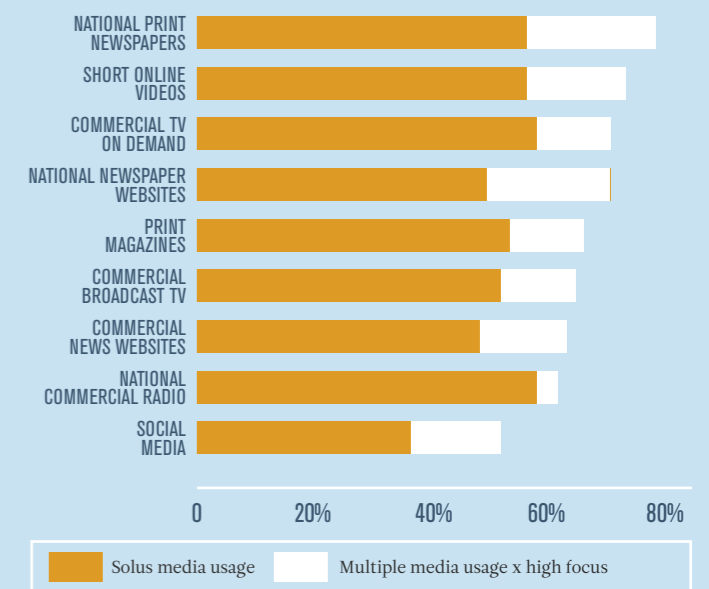
## PRINT READERS GIVE BRANDS 80% TOTAL ATTENTION

Demands on the attention of consumers have never been higher, but which medium keeps our focus most amid the chatter of competing media channels?

According to a survey by Newsworks and consulting firm PwC, it’s print newspapers. Their survey of 2,643 adults and 15 media types didn’t just look at the attention consumers have for each medium in a ‘solus’ situation (when it’s the only medium being engaged with), but also how long each medium held their attention in a ‘multimedia’ environment, with other media in the room.

In addition to 60% of national newspaper readers typically not consuming any other media while reading, a further 20% made these a focus despite other media, such as the TV or radio, being consumed at the time. By Newsworks’ criteria, this gave a figure of 80% for total attention commanded by national newspapers in print, with regional newspapers close behind on 76%, making them the two most attention-retaining media formats.

Source: www.newsworks.org.uk





## MAGAZINES DELIVER THE BEST RETURN ON AD SPEND

Nielsen's study into advertising returns has published its findings and the clear message they are giving media buyers is that magazines deliver the best return on ad spend.

The global study of consumer packaged goods advertising found an average return of \$3.94 for every dollar spent on magazine advertising, putting the print platform no less than 50% above display advertising, its nearest rival, which commanded a return of just \$2.63.

"The NCS data set integrates 90 million households of in-store purchase data, with each of the media platforms in a single source to determine the incremental sales impact of advertising," Nielsen explained.

The study used new methodology to measure the impact of "secondary print magazine audiences" – 'pass-along' customers in the same household or workplace who read magazines after the first reader has finished with them – have on sales.

"This new approach provides the ability to measure cross-media impact and captures print magazines' total audience, allowing publishers to accurately compare print magazines' contribution to sales versus other media."

The news was greeted enthusiastically by publishers such as Caryn Klein of Time Inc. who said, "With the inclusion of secondary audience impact, it now places print on an equal playing field with other media and we can unequivocally prove the importance of including print in the mix, given the strong ROAS that it provides for our marketing partners."

The study looked at products across seven categories – baby, pet, health and beauty, general merchandise, food, beverage, and over-the-counter products. Intriguingly, digital video, which has attracted an increasing amount of ad expenditure in recent years, showed the lowest ROAS at just \$1.53 – less than 40% of the figure magazines achieved.

The authors of the study were quick to point out that "ROAS is impacted by the cost of the media", and when considering incremental sales per exposed household, linear TV performed best, while mobile drove the highest incremental sales per thousand impressions. But in terms of value for money, they fall well short, suggesting that a print magazine campaign is by far the wisest way to spend an advertising budget.

Source: Nielsen Catalina Solutions, 2016

**INFORMATIVE & TRUSTWORTHY**

## ACCORDING TO RECENT RESEARCH:

- 92%** of health magazine readers are advocates for advertised brands;
- 84%** of health magazine readers trust the advice found inside the pages and;
- 81%** feel more informed once they turn the last page.

Source: Magazine Networks, 2017

Source: The Grey Attic



## BACK TO SLOWER PROCESSES

What's trending in magazine editorial content is challenging everything we thought we knew about subscription publishing. Bespoke publications are going up against the media powerhouses and consumers are loving it.

Acknowledgement of our overstimulated society has led to a new wave of mags surfacing in ANZ that have the intent to help readers slow down. With mag readers themselves stating that they are 84% more engaged when reading a magazine versus interacting with online or television content – it's a good place to start.

Lovatts media launched a new print magazine in February 2017 titled 'Breathe' which focuses on mindfulness, creativity and taking time out. "In a world shouting that we need to buy more, want more, be more, Breathe is about remembering to live mindfully and creatively, and it delivers practical advice and activities to help you do this," says publisher Rachael Northey.

Another independent publication has also launched in Melbourne called jane. that has a similar ethos. The publication is a biannual fashion mag shot entirely on film and printed on paper with the aim to "revert back to slower processes that nurture and encourage the slow creation and consumption of art." The co-founders and Editors In Chief, Dean Bell and Annika Hein said that "the decision to print and publish only film photography and our preference for analogue processes also provides something different in today's digital market."

Both magazines are giving people the opportunity to slowly indulge in the content within their own time and space. Offering a much needed gateway to 'switch-off' and recharge while being treated to beautiful designs and quality content that can be kept and referred to multiple times.

Sources: Bauer Media Study, 2016, BandT, 2016 & Mumbrella, 2016.

## MAGAZINE READERS SPEND MORE

A Fiftyfive5 survey indicated that magazine readers spend 29% more dollars on their interests than the average Aussie.

On top of that, they are really good at sharing their favourite product finds via social media, with 38% likely to do so.

Mag readers are also loyal brand advocates because they are more than twice as likely to trust what they find

in the pages of their mag than on social media. Notably, 55% even enjoyed the ads more when compared to reading or viewing similar content on TV.

Marketers and advertisers, don't dismiss the power of this printed media channel to get your products and messaging in front of this vocal and loyal group.

Source: Magazine Networks, 2017



# PAPER CALENDAR SALES GROW

Despite most of us having an electronic device on us at all times, many welcome the new year by purchasing paper calendars and planners. NPD Group found that sales of hard-copy planner books have jumped 10% from 2014-2015 to 2015-2016, reaching US\$342.7 million. Over the same period, decorative calendars also rose by 8% to \$65 million. Leen Nsouli, an analyst from NPD group, deems personalisation to be the reason for this. “The consumer can customise a planner to fit his or her style with

accessories, colours and even colour code events and activities,” Nsouli told The New York Times. “That’s not something you can do on the standard phone calendar.”

Calendars have also remained a popular promotional product for many businesses such as those in car repair, real estate and medicine, with use increasing slightly from 2012 to 2015. Studies also indicate that 82% of recipients enjoy receiving calendars as gifts.



# CUSTOMISATION IS FOR EVERYONE

Digital print technology has removed barriers to companies translating their online data into traditional campaigns. Variable data, short print runs and fast turn around times make print an effective channel to place a personal message into a customer’s hands.

We sat down with Whirlwind who is at the front line of the customisation trend and to help light a creative spark, they’ve shared examples of simple yet clever customised print campaigns:

## PERFORATION

Perforation can be used to great effect, such as tear-off business cards printed on the end of DL flyers to create 2-in-1 collateral. This would make an effective direct mail campaign for businesses such as Real Estate agents. They could print several kinds – each featuring different properties across territories covered by the agent. The local agent for each territory can then have their card featured on the end of the flyer that represents their area.

## SPECIALTY STOCKS

Specialty stocks capture the tactile qualities of print, with many consumers remembering how something ‘felt’ long after touching the printed piece. A fitness franchise may print business cards and flyers on plastic to create durable collateral that will survive damp gym bags and even being put through the wash. For fashion boutiques and other high-end stores, the ability for digital to produce short runs on stocks such as electrostatic, metallic bling and black board is an excellent option. Seasonal tags and point of sale displays can be printed to capture attention and stand-out. Your imagination is your only limitation as customisation is also in the substrates used, not only data.

## SPONSORED CONTENT

### POSTERS & FLYERS

When it comes to posters and flyers, cost effectiveness need not be sacrificed for customisation; the ability to print multiple kinds makes offset print a great option for any business. For example, a retail chain can provide local area marketing support for their stores, simply by designing multiple kinds of posters and flyers individually tailored to each store.

### FORME CUTTING

Forme cutting to create numerous shapes in the same forme, such as business cards produced 8-up, is a cost-effective way to produce multiple kinds. Creative shapes could be used for any business; food shapes could be used for a business in the food industry, or household items used for an insurance company.

The possibilities are endless with customisation opportunities building customer engagement. With custom quotes, quantities, sizes, labels, inks and substrates, customers have the opportunity to work with printers like Whirlwind to achieve extraordinary results.

# THE WORLD OF PRINT



## IT RAN FULL OF ADS

A new Canadian magazine has been launched with one key difference: it’s 100% ads. Titled It Ran, it promises to run adverts that, for one reason or another, never made it into a real publication. Full-page ads cost \$500 but all revenue goes to charity.

## POLITICS SELLS

As more proof that politics sells publications, iconic US magazine, The Atlantic had to print a second run of its July/August issue, after the initial run of 550,000 sold out. The issue, with the cover story ‘How American Politics Went Insane’ is the first in the publisher’s 160-year-old history to have a second print run.

## REACHING GALAXIES

An online shop based in Japan has started selling envelopes that contain entire galaxies. Japan Trend Shop sells the envelopes whose insides show accurate depictions of the night sky. Go to [www.japantrendshop.com](http://www.japantrendshop.com) for some paper-based astronomical fun.



Source: Otherlab

## PAPER DRONES

Drones are essential when delivering supplies to emergency areas, however many are expensive and can only travel certain distances due to limited battery life. To solve this issue, the United States military has developed an autonomous drone made out of paper that can fly twice the distance of any other drone out there. Inexpensive and effective.

# INSTANTLY PRINT ON STICKY NOTES FROM YOUR PHONE

Ever wish that you could have a hard copy of notes or photos taken on your mobile? Thanks to Mangoslab’s award winning innovation project, The Nemonic, you now can. This Bluetooth printer uses direct thermal printing to take a note or image from your phone and print it instantly onto a sticky note. The beauty of this machine is that it only takes 5 seconds to print and it doesn’t require ink or toner to print – just paper.

# GLACIER

THE PAPER EQUIVALENT OF  
**LESS IS MORE.**

## SIMPLE. ELEGANT.

Sourced from Italy and exclusive to Direct Paper Supplies Glacier is a premium uncoated specialty paper presented in two finishes being Super Smooth and 2/S Linen Embossed.

The first thing you notice with Glacier is the bright white shade whereby all other products appear grey in comparison. Produced by craftsmen, Glacier provides exceptional colour definition, consistent quality and spectacular image reproduction on every occasion; not to mention drying times that are the envy of its competitors.

Featuring superb printing capabilities Glacier is HP Indigo Certified, Digital dry toner compatible and suitable for all other conventional printing methods. With an impressive grammage offering from 100gsm text right through to 400gsm super heavy cover weight Glacier really is the paper that has it all!

Showcase your creativity and insist on Glacier for the clean crisp look of elegance when preparing your next high end printed piece.



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# THOUGHT LEADER

**MELINA CRUICKSHANK, CHIEF EDITORIAL AND MARKETING  
OFFICER OF DOMAIN, SPEAKS ON HOW PRINT PLAYS  
A KEY FORCE WITHIN DOMAIN'S MARKETING MIX.**



By Milena Cruickshank **Domain**

One of the toughest and savviest operators I have met in business is Katie Page. She laughed when I recently mentioned I've replicated two elements of her marketing strategy. Build in-house capability and use print to build brand and enquiry.

The in-house capability is common sense. It's something I set about creating when I started at Domain two years ago where I head up two national divisions - editorial and marketing. The divisions work hand in glove reaching audiences through the creative power of content.

We have in-house teams who manage our editorial, performance, digital, social and video channels and it's working. We reach more people than ever before via print and digital and have over a million users on our social media platforms. The in-house capability means I have great trust in the metrics. In a world where external reporting is inconsistent and struggling to keep pace with a platform-diverse economy, our own metrics are core to making the smartest decisions. Trust in metrics is so key for me because I place enormous faith in the numbers and recommendations my team put forth.

The second strategy, the use of print as a key marketing channel, is a little different. As someone who has built a career on the digital publishing side of Fairfax, the fact I am now openly embracing print as a key force of our marketing mix has been a serious shift for me. I admit it - for many years I have viewed print as being too hard, too expensive, too old fashioned.

But, over the last two years I've been fortunate to have had access to the premium print advertising solutions in the The Sydney Morning Herald, The Age and The Australian Financial Review. I am literally blown away each time with the response. It's real. Not only is print

an effective branding tool, it drives Domain's tangible digital growth - app downloads and social/online usage consistently spike when we use tactical messages in print. Combine that with our TV sponsorship of The Block and we have two traditional channels punching well above their weight in return.

"The second strategy, the use of print as a key marketing channel, is a little different. As someone who has built a career on the digital publishing side of Fairfax, the fact I am now openly embracing print as a key force of our marketing mix has been a serious shift for me. I admit it - for many years I have viewed print as being too hard, too expensive, too old fashioned."

It has humbled me a little, I admit. It has made me realise print as a performance channel works. The readers are there and they are the types of premium audiences Domain is seeking to engage for our customers. The responses to our print campaigns aren't made up - they are consistently strong. The quality of audience remains the most premium

in our marketing mix by far. The elephant in the media buying room is that many heads of agencies know print works for brand and performance, but their teams don't sell it. Those at the coal face of planning media schedules don't understand it, are dismissive, and confused about figuring out the attribution message. It's an interesting scenario. I'm glad I have my own team and my own numbers to make those decisions myself.

Digital channels will always remain at the heart of my strategies. Performance, social, video. I love the immediate metrics, the flexibility, the pace, the targeting and the highly effective segmentation ability to scale fast. It's where I feel most comfortable. But, reaching new scales isn't about comfort. How wonderful that there are 'new' channels to explore!

Maybe, just maybe, the print elephant in the room might be addressed by media buying agencies. Who would have thought that print could be a new, cool place to make a brand stand out from the noise?

A version of this article written by Melina Cruickshank first appeared in The Annual 2016 as part of The PhotoEssay series as well as in AdNews.

"The elephant in the media buying room is that many heads of agencies know print works for brand and performance, but their teams don't sell it."

WHAT DO MILLENNIALS PAY ATTENTION TO?

**77%**  
TO DIRECT MAIL

**74%**  
TO RETAIL INSERTS

**54%**  
TO CATALOGUES

**51%**  
TO MAGAZINES

**48%** OF MILLENNIALS IGNORE E-MAILS  
& ONLY **15%** OF THEM IGNORE DIRECT MAIL

WHAT YOU DIDN'T KNOW ABOUT  
**MILLENNIALS**

MILLENNIALS REPRESENT THE GENERATION THAT IS MORE CONNECTED AND DIGITALLY SAVVY THAN EVER BEFORE. THIS GROUP IS FOREVER WALKING AROUND WITH THEIR HEADS DOWN, SCROLLING THROUGH THEIR FACEBOOK OR INSTAGRAM FEED - 47% EVEN SNUGGLE UP WITH THEIR SMARTPHONES IN BED, BOTH AT NIGHT AND IN THE MORNING.<sup>1</sup>

They are a huge powerhouse of young adults that make up one-fourth of the planet's population, and are only just beginning to flex their spending power.<sup>2</sup> Millennials, like no other consumer group, are driving how, when and where they want marketing messages to engage them. Considering their digital habits, it would seem logical for marketers to target this large and demanding group of the population via digital ads. However, research is suggesting that this might not be the case. In fact, when Millennials do emerge from their digital black holes, it seems that they are much more likely to engage with marketing presented via more traditional platforms.

According to a study by Quad Graphics, even though over the past 7 days, 88% of Millennials have read an email, 86% have surfed the net and 81% have been on social media - print is the thing that makes Millennials stop, take notice and make a purchase.

An astonishing 77% of Millennials pay attention to direct mail, 74% to retail

"Millennials like to hold print in their hands, read it, smell it, use it to link to a video or coupon, save it, take it to the store with them, and share it with friends."<sup>3</sup>

inserts, 54% to catalogues and 51% to magazines. These are huge numbers that need not be neglected!

Not only do they pay more attention to print, they are also more likely to ignore digital advertising. A whopping 48% of Millennials ignore emails, whereas only 15% of them ignore direct mail. When you think about it, Millennials are so consumed in their digital world that getting something personalised and printed stands out and engages on a different level.

When reviewing the data, researchers analysed how Millennials engage with

advertising from retail stores. Quad Graphics reported that 57% will read emails from retail stores and 82% will read direct mail from them - that's 25% more engagement with a direct mail piece.

That being said, Millennials are more likely than any other generation to respond to direct mail by visiting the company's website, representing a perfect example of the union between digital and print. Direct mail is an effective way to drive traffic online, using the power of multiple channels to increase touch points and engagement with the target audience.

And direct mail is just the beginning. Catalogues are also heavily used by Millennials with 54% looking forward to receiving retail catalogues and 40% buying more from companies when they receive a catalogue. The digital and print union wins again, with 50% of Millennials using catalogues to help shop or place orders online.

It's the same story for magazines. 62% of Millennials prefer to read

printed magazines and 49% of them made a purchase because of something they saw within the pages.

Millennials require instant, personalised access to information via digital, however the results prove that print is a more effective way to catch their initial attention. In order to tap into the lucrative group of Millennials, marketers shouldn't be so quick to jump straight to a digital only solution. Leveraging each channel to harvest every step in the path to purchase will reap the best engagement and sales results.

Sources 1. Nielsen, July 2016  
2. Quad/Graphics, 2015  
3. Google/Galaxy Research, June 2015

MILLENNIALS ENGAGE WITH RETAILERS' DIRECT MAIL

**25%**  
MORE THAN AN EMAIL

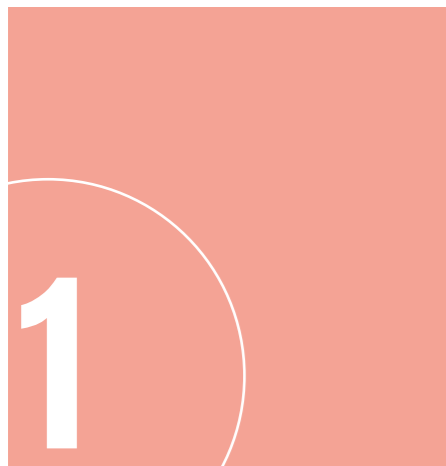
**54%**  
LOOK FORWARD TO RECEIVING RETAIL CATALOGUES

&  
BUY MORE FROM THAT COMPANY **40%**

**62%**  
PREFER TO READ PRINTED MAGAZINES

&  
MADE A PURCHASE BECAUSE OF WHAT THEY SAW **49%**





**SWIPE CURATES THE WEB INTO PRINT**  
It seems you can have too much of a good thing. That's the thinking behind Swipe, a free London newspaper that aims to cherry-pick the best of the week's stories, memes, quips and opinion pieces found on the internet, and make a good old-fashioned print publication out of them. 20,000 copies of Swipe are distributed to young professionals in affluent areas of London every week, offering lively content for the web-phobic and an important promotional platform for internet publishers. And not a click-bait headline or pop-up ad in sight...



**BERGEDORFER'S BEERY BUMP**  
Annie Leibovitz's famous 1991 Vanity Fair cover featuring a pregnant, naked Demi Moore has been copied so often it has achieved iconic status. Now German beer brand Bergedorfer has brilliantly parodied the parodies in their 'Brewed with love' print ads that picture men (thankfully not entirely clothing-free) nursing sizeable bellies as if they were carrying a baby. Simple, effective and, even if not all men can claim they love their beer guts quite that much, truthful.



**INTRODUCING ANGELA, THE HELPFUL POSTER**  
When scrolling through profiles and swiping right is how many are meeting their potential mate, safety becomes a top priority. The county council of Lincolnshire, England, recognised this and created a way for victims to get out of any unsafe situations. Posters introducing Angela, a code word for bartenders, were placed in women's bathrooms at various bars in Lincolnshire. When hearing "Angela", bartenders would be alerted that the woman needed help and could discreetly provide assistance to exit the situation safely. These posters are spreading throughout England and helping to promote a cultural change in relation to sexual violence and abuse in a simple yet effective way.



**PORSCHE LIGHTS UP CAR MAG**  
After making a floating hologram of the new Porsche 911 in a previous ad campaign, the luxury sports car brand has caught the eye of young entrepreneurs with its innovative ad in the US business magazine Inc. With the help of agency Cramer-Krasselt, its new print ad uses LED technology to give readers a glimpse beneath the hood of the new 911, as pressing buttons on the ad reveals graphics and info about the car's innovative aerodynamics, turbo-charged engine and digital connectivity. What's more, the insert has been included in copies sent to just 10% of subscribers - those living in the most affluent areas, close to Porsche dealers.



**FORD'S INTERACTIVE JOURNEY**  
To show off the innovative features of their new Explorer SUV, Ford partnered with BBR Saatchi and Saatchi to match this innovation in print. They created a series of three interactive print ads that show off the Park Assist, Adaptive Cruise Control and Power Fold features of the Explorer SUV. To activate the ad, readers could scan the QR code and place their phones on the highlighted area in the ad. An SUV would appear on screen, allowing the reader to experience a virtual demonstration of the model's new capabilities.



**MIRRORED SIGN PROJECT**  
What's more effective at grabbing someone's attention than a giant poster but a giant mirrored poster? Designer Nikolas Bentel created mirrored protest signs for activists battling the Dakota Access Pipeline in the USA. He was inspired by the legend of Archimedes' defence against the Roman siege however, instead of setting fires, his signs were designed to distract the opposition with bright lights and reflections. The reflections cause the opposition to see themselves in the context of the poster therefore directly associating with the message.

# MADE TO MEAS



To customise or not to customise? That is the question. With consumers more content savvy than ever before, marketing analysts agree: to customise and deliver meaningful consumer messages is the answer.

With innovative technologies and smart data management now paving the way to fully customised marketing channels, you'd be a fool not to tap in.

'It is no longer acceptable for a pet store to send a cat food campaign to a dog owner, for a financial institution to send a transition-to-retirement promotion to a 40-year-old, or for a person who has just bought a pair of shoes to be re-targeted with an ad for those shoes.'

A study by Smithers Pira found that personalised marketing delivers 31% greater profits compared to general marketing materials.

Long gone are the days when customisation was about printing "Dear customer's first name" on the front cover. With data sophistication, innovations in digital print and automated work flows, the opportunities to customise and target your marketing communications are endless. For example, a changed focus on leveraging unique coupon codes to track and gather customer data can allow brands to better control budgets and add value to customer-brand relationships.

In their latest issue of The Future of Advertising, Salesforce suggests that digital marketing must target and personalise to be impactful, and implies that the slowdown of traditional print media could be attributed to the lack of personalisation.<sup>1</sup>

'The customer expects nothing less than personalised communications, including via marketing campaigns,' the report explains. Expanding on this idea: 'It is no longer acceptable for a pet store to send a cat food campaign to a dog owner, for a financial institution to send a transition-to-retirement promotion to a 40-year-old, or for a person who has just bought a pair of shoes to be re-targeted with an ad for those shoes.'

A study by Smithers Pira found that personalised marketing delivers 31% greater profits compared to general marketing materials. Additionally,

customer loyalty can rise by over 40% through personalisation as well as lead to repeat orders.

With this in mind, the growing trend to personalise everything from catalogues and direct mail to brandzines and packaging makes smart marketing sense and we explore how some brands are achieving strong results across Australian and New Zealand markets.

### GOING DIRECT WITH LOYALTY NZ

Because it's still one of the most effective ways to talk to their 2.5 million customer base, direct mail remains a large part of Loyalty New Zealand's Fly Buys customer loyalty program. And since they've started personalising their direct mail, the effectiveness has significantly increased. By working with LAB360, a company that provides data analytics to help understand customer behaviours and purchasing patterns, they use the behavioural knowledge data and convert it into a tailored offer. For example, the tailored offer might have a focus on nappies or baby formula if data indicates a purchase history of baby products. This offer is then incorporated in the Fly Buys 'points summary update' which is sent out via direct mail.

"There are literally hundreds of iterations, it's our most complicated piece of mail in terms of dynamic content that has to be

changed out. And it works like clockwork now. I've seen it in operation and it is game changing for us," says Kim Rousell, Marketing Services Manager, Loyalty New Zealand.

Further, this technology incorporates offers into a monthly cycle, leveraging data and speed to market to get a direct mail piece out responsively if they need to combat a market competitor.

The results? Rousell notes the consistent spikes in Fly Buys reward redemption after each direct mail campaign, arguing that utilising direct mail to place relevant offers into the hands of your customers delivers.<sup>2</sup>

### BRANDZINES WITH BMW



Many brands also use segmented data to offer customisation within their own brandzines or publications. In order to forge a closer bond with its customers, BMW customised content to the specific

consumer using data collected through their loyalty program. Information on customers' sporting passions, food and drink preferences or art and culture interests is leveraged to decide which news stories to insert or images to use. This activity, along with other supporting marketing channels, helped BMW achieve an 8% response rate to its 'nurture' campaign and generated an ROI of 32:1 – a staggering result.

### MAYBELLINE CONNECTS WITH CATALOGUES



Catalogues are a carefully crafted jewel in every retailer's crown, so it is no surprise the latest trend in catalogue marketing is customisation. Retailers have found how to build greater ROI

through customisation leaning on data collected online, in-store purchase history and customer preferences to build a compelling customer journey.

Catalogues can be manufactured to talk to each customer individually through pagination by geography and demographics or image personalisation by gender or audience group.

The added value of customising catalogues has already been measured, and studies show that revenues generated on a per-catalogue basis can be three times greater than non-customised catalogues.<sup>3</sup> The German retailer Bonprix saw a 500% higher response rate from current customers and 400% higher response rate from inactive customers on a sample of 300,000 personalised catalogue campaign.<sup>4</sup>

Maybelline NY rolled out a customised catalogue campaign that leveraged data gathered from a digital and social campaign on consumer's personal beauty regimes. Data was collated from participants and, utilising 3.5 million unique combinations, a series of fully personalised booklets containing cosmetic lessons, personal product recommendations and trackable discount coupons were created.<sup>5</sup> Maybelline NY saw an increase of 20 times the engagement compared to a previous static, non-customised print campaign. They also upsold 55% of participants

to better products as they worked each channel harder than before.

Customers not only respond well to customised catalogues but also 62% of them declare they are willing to trade personal information in exchange for personalised offers, as exemplified in Maybelline's case. The data drought is not to be feared.<sup>6</sup>

### APPEALING TO ME WITH VEGETITE & NUTELLA



As all forms of print are being customised, where does packaging fit into this trend? New print capabilities are also used to enhance packaging, giving brand owners and retailers new ways to better connect with consumers. Brands have already started looking at how packaging can sell their products using a strong creative narrative.

With customisation boosting engagement, 60% of marketers now declare they plan to use more targeting in the future.

Take Vegemite for example, following the 'Make me Yours' campaign by Nutella, Vegemite via Kmart offered a very similar opportunity to consumers in the lead up to Christmas 2016. Participating in the 'Name-Your-Vegemite' campaign, Kmart customers were able to personalise their very own jar by adding their name or the name of a friend to the label.

Other technologies are allowing packaging to be produced en mass with small, unique variations that allow for personalisation. These features can be applied for promotional or direct marketing purposes and can leverage other interactive platforms, like augmented reality or unique codes, for specific marketing campaigns or for certain regions. This is opening up the options for brands and retailers to create small or large format packaging to get a fully customised retail experience.

As brands continue looking for ways to stand out and excite, we can expect to see more and more personalisation on both small and large scale packaging.<sup>7</sup>

**GIFT IT WITH MYER**

Arguably leading the gifting space, Myer has spearheaded the trend offering a fully customised experience as they opened the doors to their 'Giftorium' Christmas campaign. The 2016 campaign journey



began with a tailored catalogue for each select Myer One customer leading them to a world of Christmas cheer found in the 'Giftorium'. Everything from jars of Nutella and M&Ms through to Build A Bear stations and Little Miss & Mr Men artworks were on offer to add a personalised touch to gifts for loved ones.

Personalised gifting was also explored by Cathay Pacific who sent 1 million loyalty program members a thoughtful birthday gift in January of 2017. An algorithm based on their flight path data created artwork that looked like a brush-stroke painting with customers able to own and frame a printed copy.

With customisation boosting engagement, 60% of marketers now declare they plan to use more targeting in the future.<sup>8</sup> When the most beautiful sounding word to people is their own name coupled with other images or offers they can relate to, brands now know that in order to capture their customers' attention, they must have relevant content to facilitate cut through.

- Sources:
1. The Future of Advertising, Salesforce, 2016
  2. Customer Stories, NZ Post
  3. InfoTrends Catalogue Research, Xerox, 2015
  4. Catalogues, An Opportunity for Growth, Xerox, 2016
  5. Maybelline Case Study, XMPie, 2012
  6. The Promise of Privacy, Forbes Insights, 2013
  7. 7 Big Print Marketing Trends, IPMG 2017
  8. InfoTrends Catalogue Research, Xerox, 2015

Take an even better break with KitKat



Nestlé's latest campaign has delivered a customised KitKat packaging experience. It ran from February to March 2017 and offered 1,000 daily winners the opportunity to design and personalise a KitKat bar. If a code was found inside the wrapper of a KitKat, the winner could go online and design their very own packaging directly by adding a personal photo to create a customised KitKat which would then be shipped to them.

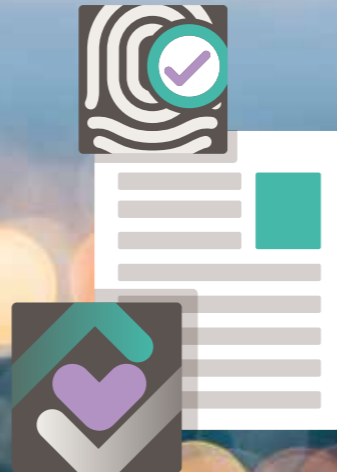
Utilising digital printing technology to maximise impact in the packaging space can assist brands in creating a consumer connection and increase brand value.

Gido Van Praag, VP & GM, Graphics Solutions Business, HP Europe, said: "As marketers continue to look for ways to win at the shelf and truly connect with their audiences, we will see digital packaging continue to rise in popularity. Nestlé's latest campaign is a testament of the growing trend of personalised packaging."



# The power of print, made more personal

Publications can now fully explore marketing's biggest opportunities



**In our media-saturated, digitally-cluttered world, personalised marketing has emerged as an essential tool for engaging and retaining customers. And where publications are concerned, it's no longer the domain of digital channels. The convergence of data and digital printing now means personalised print in posted mail – from magazines to catalogues – is now a reality.**

“After listening to feedback from printers, publishers and marketers, we have introduced the ability for magazines to contain content personalised to their readers”, explains David McCarthy, Manager Publications & Response Services, Australia Post. Until recently, all content sent via Print Post, Australia Post’s delivery service for print publications, had to be near identical. But now you have the capability to tailor it to specific segments or even individuals. “Data is king these days, and we have taken the opportunity to add value to a channel that still resonates,” David adds.

## What is Print Post personalisation?

You can now send customised promotional messages in magazines and catalogues that are personally relevant to specific readers, an enhancement to Australia Post’s Print Post service.

From a personalised cover letter or flysheet to targeted cover headlines or even tailored editorial, there are countless possibilities to capture your reader’s attention with relevant content and promotional offers.

“For example, one not for profit organisation sends a magazine every year to donors. It’s now looking at including a personal thank you message that draws the individual reader’s attention to specific stories that will interest them, based on the data they have about the causes they’re most passionate about,” explains David.

Personalisation could be as simple as a special offer acknowledging the reader’s birthday. Or it could be adding the article headline of most interest to the front cover.

Other options include VIP subscription offers, discount coupons, targeted competitions or surveys, or invitations to events. You could even test the response rates to different covers, headlines or offers.

And it’s also measurable. Include a personalised promotional code for redemption so you can track engagement and conversion. This makes it possible to target high value customers with specific reward offers, and increase sales or improve retention rates.

## Adding extra value to a proven channel

SPONSORED CONTENT

According to PwC’s 2016 content survey, 94 per cent of senior executives believe delivering personalisation is critical or important to reaching customers.<sup>1</sup>

To truly connect with a customer’s rational and emotional triggers, this personalisation would most effectively combine online and offline channels – building trust through consistent, authentic experiences.

“Ink on paper has tangible value – it demonstrates time and effort to the reader and an email click just can’t replicate that to achieve the same cut-through. It’s also physically more accessible and shareable, and that’s why we’re seeing print messaging still has excellent ROI,” David comments.

In fact, direct mail is more than seven times more effective in generating a customer response than all other major digital channels combined.<sup>2</sup>

Australia Post’s 2016 research into multichannel marketing also found personalised direct mail is the most effective single channel for reaching charity donors at every stage of their decision process.<sup>3</sup>

Plus, catalogues and flyers and personalised direct mail are the most effective channels at the ‘information gathering’ stage of any service purchase decision.<sup>4</sup>

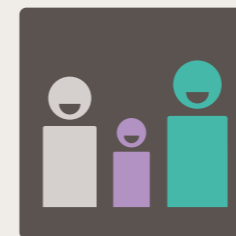
“The ROI on print is more favourable – but we understand the lure of digital,” says David. “So we see Print Post personalisation at its most effective complementing a digital strategy and we’ve added this enhancement to the standard service offer, meaning no premium to the cost.”

He believes personalisation will add value to the channel in a way that wasn’t possible before – but was always wanted. “Many printers have the capability, marketers have the data – and customers expect more relevant messaging today.”

Now that publications and supplements can be personalised, messages no longer need to be generic. And ultimately, this allows marketers and publishers to cut-through the communication clutter and strengthen the emotional connection with their brands – with tangible and measurable results for both revenue and retention.

**“We see Print Post personalisation as complementing a digital strategy... printers have the capability, marketers have the data – and customers expect more relevant messaging today.”**

David McCarthy Manager Publications & Response Services, Australia Post



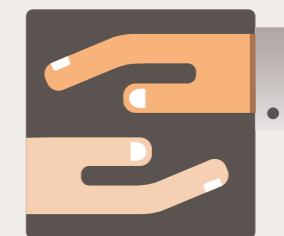
### 94%

say delivering personalisation is critical or important to reaching customers.<sup>1</sup>



### 7x

Direct mail is seven times more effective in generating a customer response than all other major digital channels combined.<sup>2</sup>



### Charity donations

Personalised direct mail is the most effective single channel at every stage of the decision process.<sup>3</sup>

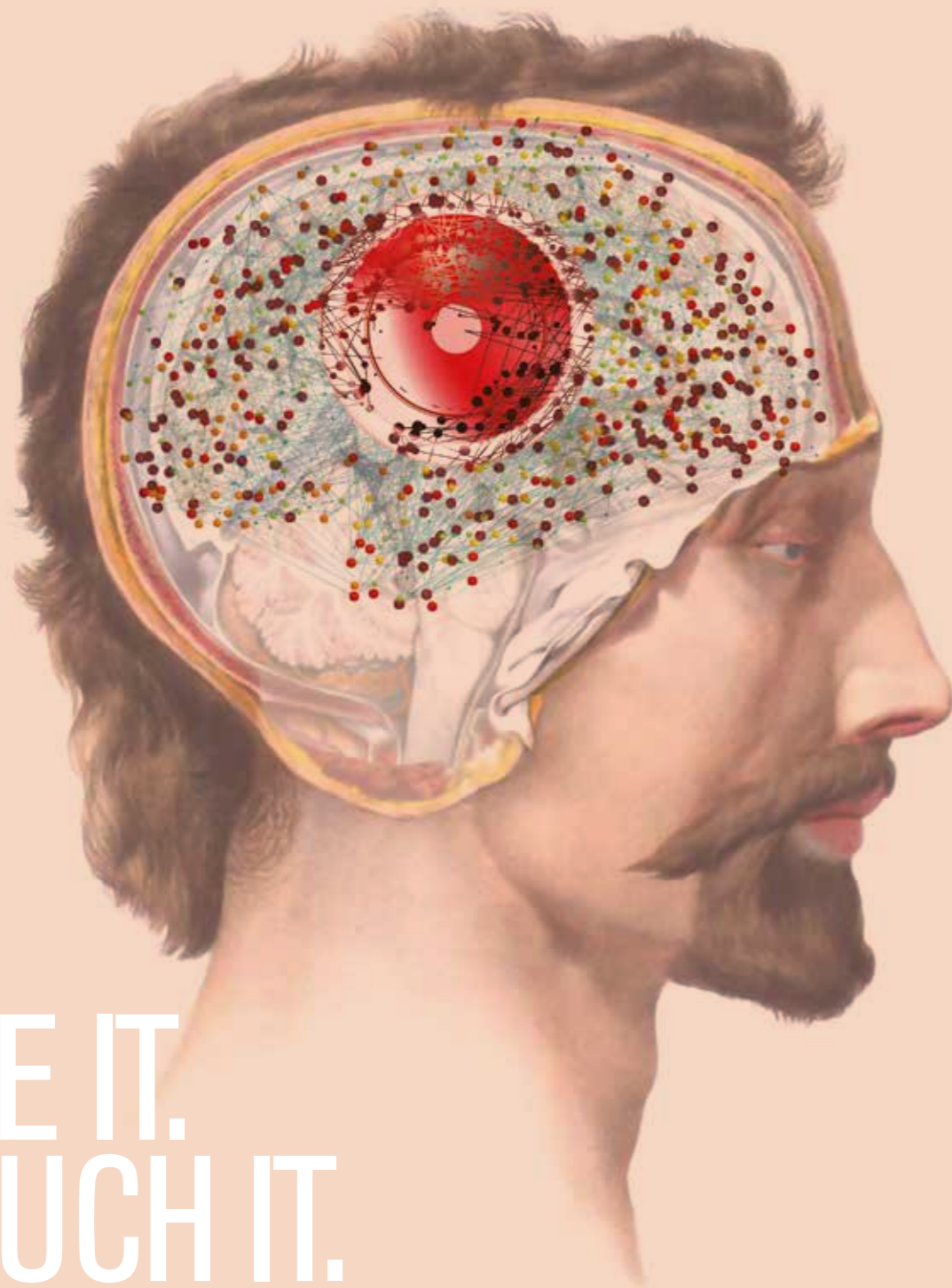


### Services

Catalogues and flyers and personalised direct mail are the most effective channels at the ‘information gathering’ stage.<sup>4</sup>

For more information please visit [auspost.com.au/printpost](http://auspost.com.au/printpost) or contact [printpostchanges@auspost.com.au](mailto:printpostchanges@auspost.com.au)

1. Leading with customer-focused content: driving growth through personalized experiences, Forbes Insights & PwC Content Survey, January 2016. 2. DMA Response Rate Report, 2015. 3. Creating connections that matter: Optimising the advertising mix for charities, Australia Post 2016. 4. Creating connections that matter: Optimising the advertising mix for services, Australia Post 2016.



SEE IT.  
TOUCH IT.  
FEEL IT.

Source: Haptic Brain, Haptic Brand: A Communicator's Guide to the Neuroscience of Touch guide, Sappi North America.

## SAPPI NORTH AMERICA, A JUGGERNAUT IN THE GLOBAL PAPER ARENA, EXPLORES THE POWER OF PRINT THROUGH ZEROING-IN ON THE NEUROSCIENCE OF TOUCH AND WHY WE RELATE TO THIS SENSE SO STRONGLY.

In an age flooded with digital content, marketers and brand managers are asking themselves, “does print matter?” The short answer is yes, of course. But why? Why should brands focus on print marketing when digital has taken the stage?

Touch. A sense seemingly so simple that its influence is often overlooked. But when it comes to brands and print marketing, touch has the power to make decisions, change emotions and summon memories.

Sappi North America explored this power in its award-winning guide, *Haptic Brain, Haptic Brand: The Neuroscience of Touch*. The guide details research and case studies focused on the power of touch in consumers’ daily lives, and then how it influences marketing.

The company first tapped into the experts with Dr. David Eagleman, renowned neuroscientist, *New York Times* best-selling author and haptics specialist at

Stanford University, to test the belief that the quality of paper contributes to the experience of its handler. When Dr. Eagleman and his team took a deeper look, however, they learned that there is much more to a successful print campaign than what meets the eye.

The bottom line is this: medium matters in marketing. The method by which brands deliver messages will influence the success of a campaign.

Source: McKellar Renown Press

## HAPTICS IS MORE THAN JUST A TECHNOLOGY BUZZ WORD

“Haptics” has been thrown around a lot in recent times, with companies like Apple integrating “haptic feedback” into its devices. But haptics is about much more than tech companies’ latest consumer goods. It’s about the science of touch and how it affects us – wherever we are, whatever we’re doing. Touch is more than just a physical sensor for the world around us – it is an interface through which we communicate. The reciprocal nature of touch is what drives connections;

you can’t touch without being touched back. Touch can change the way that we perceive the world around us, for better and worse.

Studies<sup>1</sup> have found that touch can also create a sense of ownership and value in our minds. This “endowment effect” triggers a possessive reaction in most humans, whether or not they actually own the item. Moreover, touch is essential to first impressions and relationships. If you’re holding

something warm, you’re more likely to describe the person to whom you’re speaking with warm traits and adjectives.<sup>2</sup> Psychologist John Bargh found that temperature can have a subconscious influence on unrelated activities.<sup>3</sup> The same principles apply to texture and weight.<sup>4</sup> If you’re holding a heavy object when you’re speaking with someone, you may perceive them as more solid or grounded. It all comes down to the principle that what you touch shapes what you feel and know.

SEE IT.  
TOUCH IT.  
FEEL IT.



From better retention to readability, paper offers more cognitive benefits than other forms of communication.

### HUMANS ARE WIRED TO PREFER PAPER

Paper’s influence extends beyond its utility and that is primarily because of haptics. From better retention to readability, paper offers more cognitive benefits than other forms of communication. Paper has been the focus of hundreds of studies.

Ferris Jabr explored “why the brain prefers paper” for *Scientific American* and found that the physicality of paper was the driving force for human preference.<sup>5</sup> Dr. Eagleman and his students took these studies one step further by testing the quality of the paper and found that it was highly beneficial for recalling details and perception. Reading and writing leaves a greater “haptic footprint” in the brain – it’s that lasting impression that makes all the difference.

The Pew Research Center conducted a study in 2016 that proved that consumers, at least when it came to reading, preferred print.<sup>6</sup> While sales have exploded over the last decade, there has been little change in the number of people that read print only. In fact, the study found that “nearly four-in-ten Americans read print books exclusively; just 6% are digital-only book readers”. This turns the popular opinion that “print is out” on its head. For specific uses print will always win.

Meg Miller said it best for her article in *Fast Company*, “the printed book still has major cultural and aesthetic significance.”<sup>7</sup> For many people, it’s a design object that won’t ever be replaced.” It’s a result of the emotional connections we form to printed objects that we keep them long after they have been used.

### WHY BRANDS CANT IGNORE PRINT

The bottom line is this: medium matters in marketing. The method by which brands deliver messages will influence the success of a campaign.

With information available instantaneously, the value of print is sometimes overshadowed

by the latest technological breakthrough. And paper can work to digital’s advantage. Finding that harmony is what crafts the most memorable campaigns. Numerous B2B and B2C marketers have discovered through trial and error that successful campaigns start with magazine advertising and/or direct mail contact to engage and lure readers to their web – pages where they can then offer sales incentives and corporate information, inviting the reader to volunteer their email address and join social communities.

For years, retailers have played with pulling different elements of their marketing mix, some even dared cut the holy grail of retail – catalogues. But when they removed catalogues from their marketing mix, they were shocked to find sales declined. Because of the “endowment effect”: *The New York Times* found that by “touching” the products in the catalogues first, consumers were more apt to buy them. In fact, through customer surveying, a major catalogue retailer, with both brick and mortar stores and a very active online store – front, discovered that 75% of online purchasing was primarily influenced by the print catalogue.

Brand perception relies on many factors, and print marketing and packaging are two major considerations. Touch is directly tied to print’s success. Without that haptic feedback that we receive from a relatively simple medium, we would not create these emotional connections to brands and experiences. There’s something to be said for a campaign that reaches all the senses – something print has already mastered and digital is just tapping into.

Sources: 1. *The Journal of Political Economy* vol 98(6), 1990/1990  
2. *Journal of Abnormal and Social Psychology* 1946  
3. *Science* vol 328(5886), 2010  
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5. *Scientific American* vol 309(6), 2013  
6. Pew Research Center, 2016  
7. *Fast Company*, 2016

# WHY WE SHOULD PUT PEN TO PAPER

COMPUTERS MAY DOMINATE OUR LIVES, BUT WHEN IT COMES TO REAPING SERIOUS HEALTH BENEFITS, TYPING IS NO MATCH FOR THE POWER OF A PEN.

By Dilvin Yasa



When was the last time you wrote something by hand? A card, a letter – even a curt missive to the person who parked you in last week? According to one British study which polled more than 2,000 people, one in three hadn't written anything of substance in the last six months. Local Naplan exam markers would believe these figures; when they sat down to mark student papers last year, complaints came thick and furious that much of what had been turned in was illegible, and in some cases, almost indecipherable – the result, experts say, of too much screen time and not enough emphasis on penmanship.

“Handwriting is a huge part of our developmental process, and in the same way we learn to stand, walk, jump or throw a ball, it's an exercise for the brain and for our physical coordination,” certified handwriting analyst Craig Peebles says. Edith Cowan University School of Education lecturer, Dr Mandie Shean, agrees: “Handwriting activates multiple areas of the brain such as sensation, literacy and movement, and it's just not possible to know what will be lost if we stop learning writing by hand.”

**CONTINUE TO WRITE, HOWEVER, AND YOU COULD STAND TO REAP THE FOLLOWING BENEFITS:**

## 1. IMPROVED MEMORY

Keen to memorise something? You have a far higher success rate if you write it down by hand and then bin it, than typing it or reading it repeatedly on screen, according to various studies which focus on retaining information. In one Aix-Marseille University study, French researchers taught Bengali or Tamil characters and discovered that those who wrote down the characters by hand quickly became better at recognising them than the group who typed them on a computer.

Meanwhile, over in the US, another study looked at more than 300 students at Princeton University and the University of California and found those who took longhand notes displayed a clearer grasp of what was being covered in a lecture than those who made their notes on a laptop. It's suggested that when a person writes by hand, they rephrase information which helps them to summarise and better comprehend what they're hearing.



## WHY A LETTER IS BETTER (FOR YOU AND THE RECIPIENT)

It might be easier to tell someone you love or appreciate them via email or text but using pen and paper is well worth the extra effort. Dubbed “author benefits”, research from Kent State University shows that writing thoughtful letters boosts

mood, happiness and satisfaction. Letter-writing also counts as a form of mindfulness because, to do a good job, it has to be done while free of distractions – including from your inbox and Facebook. Handwritten letters can also do wonders for

relationships. They require more effort than their tech-savvy alternatives, which means they have far more impact on the receiver. Plus, letters can last forever so their sentiment won't be lost simply with the click of a button.



### 2. INCREASED CREATIVITY

“Handwriting reinforces your cognitive ability and promotes fluidity of thought, leading to increased speed, increased creativity and, eventually, a boost in knowledge,” Peebles says, and he’s not wrong; one study by the University of Washington which looked at primary school kids in years one to five found that those who wrote text by hand not only produced more words than they did on a keyboard, but expressed more ideas than those who didn’t.

### 3. QUICKER RECOVERY TIME

It’s been known for a while that regularly writing in a journal can boost your mood and help you recover from emotional black holes (researchers from the University of California, Davis and the University of Miami, for example, found that those who wrote weekly in a gratitude journal were significantly happier and more optimistic about life than those that didn’t), but recent studies also suggest that putting pen to paper can help your body heal.

New Zealand researchers asked study participants who needed skin biopsies to write – in detail – for 20 minutes a day about the most traumatic event they’d experienced, while the other half wrote about daily plans, free of emotion. Two weeks later, the biopsies were taken and researchers discovered that

the skin of those in the group who had written expressively healed much faster than the others. Previous studies found expressive writing can also boost immune functioning in patients with illnesses such as HIV, asthma and arthritis, and increase the effectiveness of hepatitis B vaccination.

### 4. HEIGHTENED SELF-AWARENESS

Believe it or not, the way you use your pen holds vital information that can reveal all about your personality, Peebles says, who adds that all slants, pressure, ticks, dots, loops and angles correlate with a personality trait dependent on where it is in the handwriting. “You can often tell when someone is depressed through the state of their handwriting and what you’re looking for is if the writing is going downhill, written on a downward slant, or the last letter or word noticeably drops down,” he says. “This may not mean anything more than they’re having a bad day or received some bad news, but if the trait is consistent over weeks or months, then the author is struggling.” His tip? Ask if they’re OK and be on standby if they need you. “Handwriting is like a window into the soul and it never hurts to care about someone or show compassion.”

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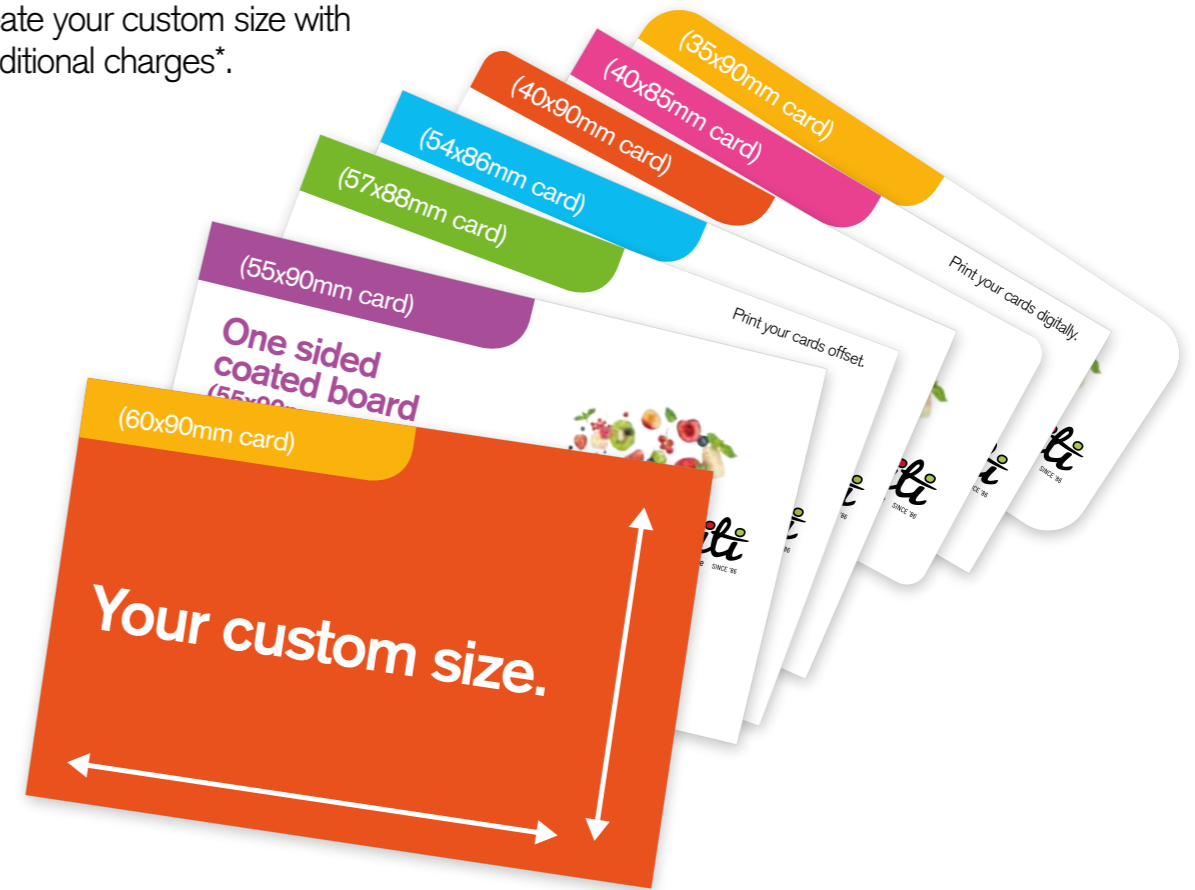
### 6 WAYS TO GET WRITING TODAY

- 1 Write down a happy thought about your life every day in a gratitude diary (try to make it regular even if it's not daily).
- 2 Copy out phrases or a whole section from one of your favourite books.
- 3 Actually write – and send – a birthday card to a close friend or family member.
- 4 Write out a detailed shopping list adding brands, quantities and which shops you want to visit.
- 5 Scribe that letter to the person who has hurt you (then immediately burn it!)
- 6 Send a handwritten thank you note to tell someone that you appreciate them.

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# WHIRLWIND

# A MARKETER'S BEST FRIEND

NEXT TO ACTUAL SALES, THERE'S NOTHING MORE IMPORTANT IN BRAND MARKETING THAN LOYALTY. KEEPING A CUSTOMER HAPPY, CONFIDENT AND ENGAGED IN YOUR BRAND TAKES REGULAR COMMUNICATION, A STRONG EMOTIONAL BOND AND A LENGTHY PRESENCE IN THE HOME – WHICH IS WHERE PRINT COMES IN.

Print marketing can do many things: inspire, engage, entertain, persuade, educate. But one of its key strengths for brands is keeping customers loyal. There's something about a well targeted piece of direct mail or a brandzine that's impossible to put down, which builds a strong connection between brand and customer, a connection that can result in a customer choosing a single brand above all others for months and even years.

In a world where switching brands of anything from washing powder to broadband providers is increasingly simple, keeping your existing customers loyal or engaged is getting ever high on the 'to do' lists of marketers worldwide.

In a survey by Accenture, engaged customers were found to make purchases 90% more frequently and spend 60% more per transaction.<sup>1</sup> Take the Coles Magazine for example. Its loyal readers are likely to spend on average 8% more each week than non-readers.

Of course, customer service is also a large part of keeping customers loyal however, the power of receiving a beautifully crafted brandzine as opposed to an impersonal email should not be underestimated. Research has found that 57% of people feel more valued when receiving mail from a brand, whereas only 17% said this of email.<sup>2</sup>

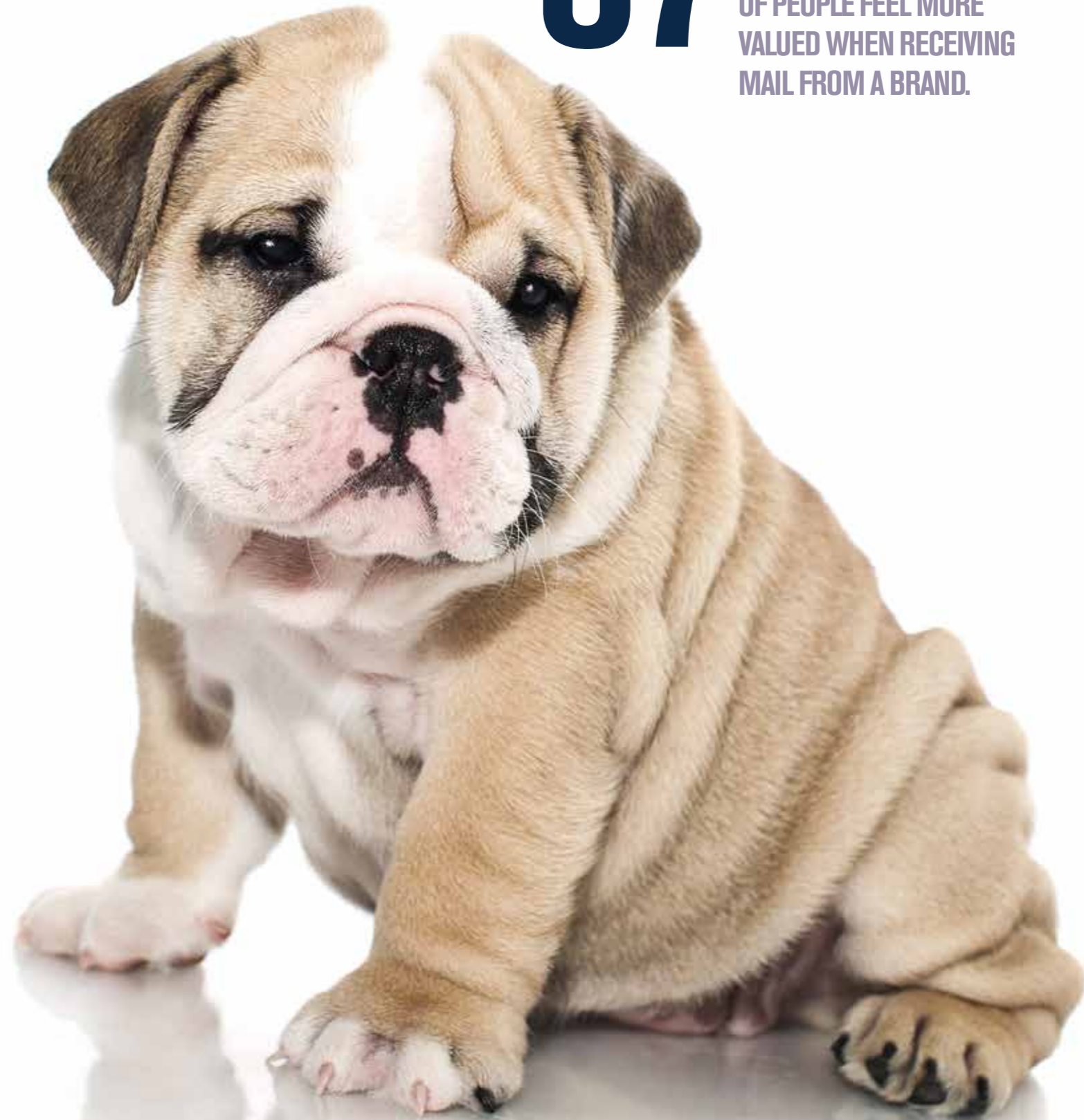
## BIG IMPACT

The first thing to understand is that Australians and New Zealanders read their mail. Roy Morgan Research shows 81% of Australians have read their mail – addressed or unaddressed at least once every week and 70% of New Zealanders read their unaddressed mail.<sup>3</sup>

Not only is mail read, but it's also trusted. In a survey by MarketingSherpa, 76% of U.S. internet users trust the ads found in the mail, compared to just 25% that trust digital pop up ads. This immediate engagement and trust is key in developing brand connection and customer loyalty.

# 57%

OF PEOPLE FEEL MORE VALUED WHEN RECEIVING MAIL FROM A BRAND.





Source: Telekom Malaysia



Source: Jenna Russell



Source: S & Team



Source: Google



### THE DIRECT APPROACH

A clever piece of direct mail can also be used to delight and excite customers. This is why in order to break into the Japan market and increase AdWords uptake amongst SME's, Google decided to do a creative direct mail campaign themselves. History showed that once people experience AdWords they are likely to continue using it. So, using an algorithm, Google narrowed down a list from 80,000 leads to 1,000 high quality prospects and mailed them a padlocked box.

The message on the box read: "Find the Key to Business Success with Google". The box could only be opened using a code found by Google searching for a phrase. As the participants searched online, they were also directly experiencing how AdWords works and shown tailored details about Google's advertising solutions. The campaign received a 95% interaction rate with the target group searching for the code to open the box via Google AdWords. Google has recorded a ROI of 90:1.

Ian Clark, Director, Marketing Makeovers, warns of the danger that marketers can easily forget how marketing basics such as direct mail can drive loyalty.

"Most businesses seem to think direct mail is old school and won't work, but in my experience across multiple industries, it's the opposite. When you know where your customer base live, or the geographic area you want

to target, direct mail is still the most effective medium to market. That doesn't mean integrated campaigns are not more successful, it's just when you have a defined budget and want the best Return on Investment, good old direct mail is still the king. Sometimes the 'old ways' are just the best ways."

### HIGHLY CREATIVE

The 'best way' also happens to be a highly creative medium and the options to tailor the physical appearance of the mailing piece through print and envelope size/shape and window size/shape/ placement is almost unlimited.

Unfortunately, the vast majority of mailers, brochures and other promotional material are still printed on standard

stock white paper. One way for brands to differentiate their print marketing from the competition and reinforce their brand identity is to adopt coloured paper or create custom pieces (as shown above) for their direct mail campaigns.

One company tested this theory and mailed letters to their top 2,000 clients. The first 1,000 were mailed information on standard, white stock paper and the other 1,000 were mailed information on bright red paper. Both mailers were printed on the same paper weight, identical finishes and contained the same information. The only difference - the colour of the paper.

The results: almost a 30% higher response rate was received from the bright red envelopes than the white ones. The coloured paper became an effective tool to help shape the brand's identity, contributing to brand recognition as well as making the message stand out. "Print has a real ability to cut through creatively, which is evidenced by often high response rates for direct mail packs compared to equivalent emails," says Harry Pagoulatos, Marketing & Business Development Manager, Spicers.

### TREAT YOUR CUSTOMERS

Brandzines are also very effective at engaging with consumers on another level. In August 2016, David Jones acknowledged this with the launch of its very own luxury news stand-quality custom-published magazine. With

140,000 copies delivered straight to the doorsteps of high valued customers, it provides the opportunity for David Jones to showcase compelling and engaging content that puts products in the context of the customers' lives.

"World-class retailers are stepping beyond their traditional roles and becoming Publishers in their own right as they move to fully integrate the customer experience. At David Jones we understand the power of great content to drive sales and establish an emotional connection with its readers," says John Dixon, CEO, David Jones.

### THE CATALOGUE CONNECTION

And this engagement doesn't stop with brandzines. Consumers also love having a tangible catalogue in their hands. With 77% of Australians and 70% of New Zealanders reading a catalogue over a four (4) week period, they can be highly effective in providing a platform to allow consumers to connect with a brand.<sup>4</sup>

The concept of using catalogues to nurture customer relationships is one shared by

Lush Cosmetics. Natasha Ritz, Brand Communications Manager, says that "Lush catalogues and handbooks play a vital role in sharing our message and brand values. We only use staff in all of our marketing materials and never Photoshop

consumer to achieve a soft sell, and fits in with the growing 'slow marketing' trend, which is gaining traction across the industry.

### SWAP SHOP

In today's cut throat commercial world, direct mail plays a key role in reducing churn. Clark believes direct mail can be "hugely beneficial" in driving home a marketing message more effectively when it is "targeted at the right part of the customer life-cycle".

While there can be no doubting the effectiveness of print in ensuring loyalty, Pagoulatos agrees that print is most effective when part of a more holistic solution. "Print can and does play a really important role in loyalty right now," says Pagoulatos. "But it can't

be done on its own and it all has to be joined up."

Marketers take note: ignore print marketing at your peril. The loyalty of your customers and the survival of your brand may depend upon it.

Sources: 1. Accenture, 2016  
2. MarketReach, 2014  
3 & 4. ACA, 2016

**"Most businesses seem to think direct mail is old school and won't work, but in my experience across multiple industries, it's the opposite."**

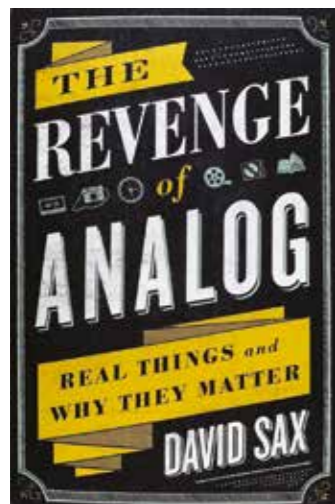
**Ian Clark**  
Director, Marketing Makeovers

**"World-class retailers are stepping beyond their traditional roles and becoming Publishers in their own right as they move to fully integrate the customer experience. At David Jones we understand the power of great content to drive sales and establish an emotional connection with its readers."**

**John Dixon, CEO, David Jones**

or edit people's bodies, skin or hair. We want to show an authentic representation of people that our customers and staff can directly relate to. We want to challenge the beauty industry in the perceptions of beauty and realistic representations of diversity in people." This real, lifestyle-friendly approach allows a brand to build more effective connections with a

# REVENGE OF ANALOGUE



**“Sooner or later, everything old is new again,” an observation by Stephen King that’s never been truer. David Sax, writer, reporter and author of *The Revenge of Analogue* goes on a detailed journey of why analogue - things such as records or paperback books - are making waves in the digital flood.**

Sax discovered that as physical objects and experiences are increasingly being replaced by virtual ones, analogue and its real, tangible properties are once again becoming sought after. We hear from Sax himself, as he gives us a little bit more insight into his book and why he believes real things matter.

## **WHY DID YOU FEEL IT WAS IMPORTANT TO WRITE ABOUT THE RESURGENCE OF ANALOGUE?**

It is something that was personally fascinating to me as I hold a high regard for different analogue goods, tools and processes in my own life. When the internet and other technologies came about over the past 15 odd years, many analogue things like records or books started being dismissed as outdated,

almost as if their value was denigrated. Ironically in recent years, I began seeing these same dismissed items start to make a comeback, even achieving a different, almost higher value than before. People were starting to realise the new worth that these goods had. It’s as though there’s a correlation: the

better the digital technology gets, the more valuable analogue becomes.

I wanted to show that there are advantages to things like paper and film. Not only are they interesting and fun, but there is a business there that isn’t going away and, in many cases, growing.

**HOW DO YOU RESPOND TO THE PREVALENT VIEW THAT DIGITAL MEDIA IS THE WAY OF THE FUTURE AND 'PRINT IS DEAD'?**

I agree with the first part of the statement, but not with the second.

I would say yes of course, digital technology has transformed every form of media over the past 20 or 30 years and undoubtedly that will continue to grow. However, the notion that this technology just kills off the analogue media that came before it such as records, film or print is blatantly false.

The reality is that we don't live in a world that it's one or the other, we want it all. I tend to read my news on the internet, but when it comes to books I'm exclusively in paper. With kids books, I would never dream of getting an e-book.

Even though a strong digital presence has become the standard for many fields, older technology such as paper doesn't disappear, it gets re-framed. Its use and value becomes different and almost new.

In many ways, the future is print - but its going to be print in a different way than it was 30 or even a couple of years ago.

**CONSUMERS DEMAND RESPONSIVENESS, FLEXIBILITY AND PERSONALISATION, QUALITIES GENERALLY ASSOCIATED WITH DIGITAL, HOW DOES ANALOGUE OVERCOME THESE VALUES?**

What is more personal and flexible than a piece of paper? A blank document on

Microsoft Word can only do what it has been programmed to do. If you have a pen, crayon, pencil or scissors, you can do anything with a piece of paper - there is literally no limit outside the physical confines of the page. Whereas software is restrictive and there is this counter-intuitive idea that the most efficient, flexible and creative tools are assumed to be digital.

When writing my book, I would go into any office whether it be in Melbourne, Toronto or Silicone Valley and I noticed that on top of a computer, phone and tablet, most people also had a notebook

Someone who reads in paper will look at it longer, develop a better relationship, have a greater loyalty and affinity to a brand than they ever will from looking at something online.

on their desk. This is because for certain processes or for certain individuals, paper notebooks provide the best way of communication.

Obviously nowadays we have many more options available to us, sometimes digital will be the logical option and sometimes not. But if you look at things like cards for example, they have seen huge growth in all types. Digital is great for a last minute party invite, but if you want to send a wedding invite or if you have a baby, the advantage just isn't there for digital. Paper has a greater advantage, and that advantage is its tactile and personalised nature.

**WHY DO YOU THINK ANALOGUE IS STANDING THE TEST OF TIME?**

Well I think from a real fundamental level it is tactile and physical and we, as human beings, are tactile and physical and are always going to respond to things that meet us in that way.

Digital technology will undoubtedly continue to get smarter and quicker, but you can't substitute for that physical experience of receiving a greeting card that you can hold in your hands and put on your fridge.

Over time, I believe the perceived 'limitations' of analogue are only going to grow to be more valued as so much more of our life, whether work or personal, continues to be more screen based.

**WHAT SHOULD MARKETERS, ADVERTISERS AND DESIGNERS LEARN FROM THE REVENGE OF ANALOGUE?**

For designers it comes down to process. When in Italy doing research, I was at an advertising firm and heard about when they first brought Photoshop into the mix. Overnight, an immediate change in the quality of work was evident because their designers began to tailor concepts and ideas to the software instead of thinking freely - missing a crucial step in the design process.

To ensure brainstorming was happening, the firm decided to give each designer a notebook and told them to do all first drafts of a project strictly on paper - only when in the refining stage could the concept be moved onto screen. The results? They saw a huge increase in both quality and capability of work when designers were able to create concepts on paper first.

Ultimately, the technology shapes the method and the method is what is going to dictate how something looks. And for designers, it's important to see the creative value of paper in their process. That's why you're seeing companies like Moleskin collaborate with companies like Adobe to make paper notebooks that allow a smooth upload of concepts drawn on paper into a digital format.

Looking at this from a marketer's perspective, yes, on the surface it is easier and cheaper to buy digital ad space or send an email. But if you look deeper into it, the studies show that someone who reads in paper will look at it longer, develop a better relationship, have a greater loyalty and affinity to a brand than they ever will from looking at something online.

If you don't believe that, when was the last time you ripped an ad out of a magazine because it was interfering with an article you were reading? It might be harder to get the same audience size as digital, but it is a more defined and valuable audience. I think that this is something that people are and will hopefully continue to realise. The value of paper and other analogue things has not gone away, and if anything it's actually growing.

**IS ANALOGUE THE NEW PATH FORWARD OR DOES IT COMPLEMENT DIGITAL?**

I think it's complementary. No one is advocating an 'either or,' at least from the analogue side. Every person out there who is collecting records or starting new print

**WHAT ARE THE BOOK'S KEY TAKEAWAYS?**

For most of us, there is no one solution or path for productivity. Sometimes a digital solution will be the best, and sometimes analogue will give you what you want. Being open to different ways of doing things is key.

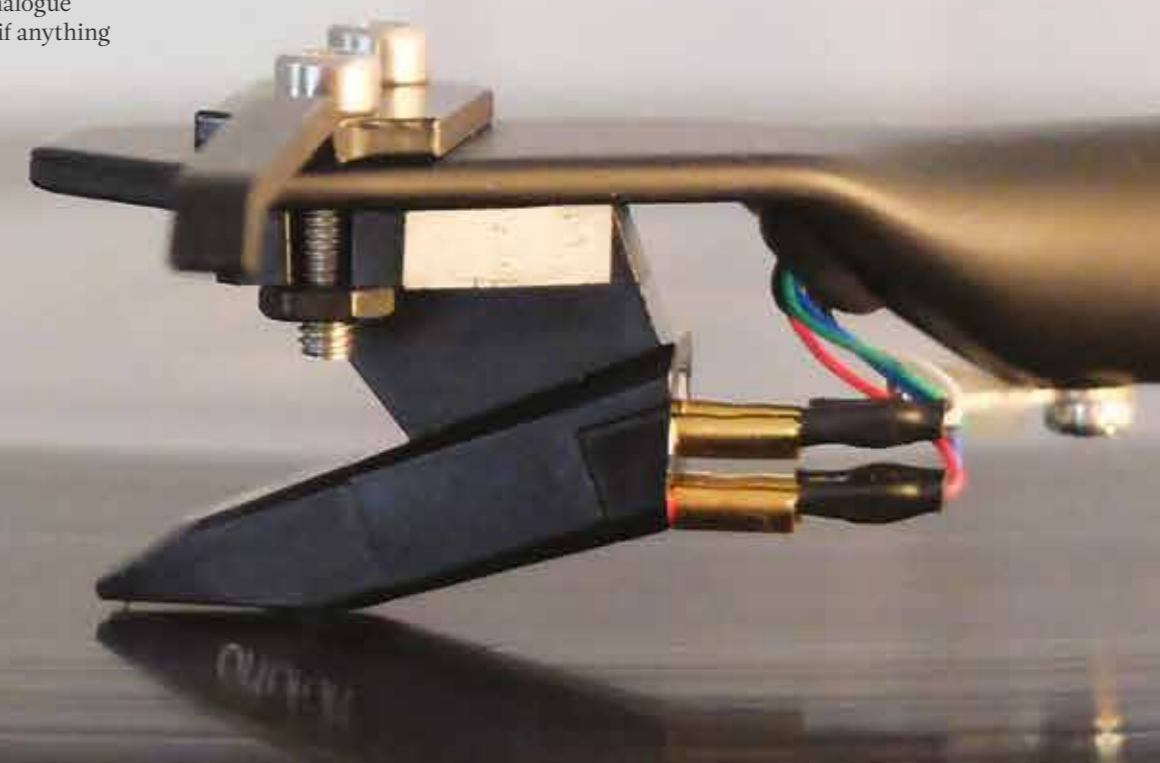
For marketers, it is realising that analogue has a new different value, and those that have been able to realise that value and tap into it have been very successful in a way that complements what they are already doing with digital, or even supersedes it.

When in Italy doing research, I was at an advertising firm and heard about when they first brought Photoshop into the mix. Overnight, an immediate change in the quality of work was evident because their designers began to tailor concepts and ideas to the software instead of thinking freely - missing a crucial step in the design process.

publications is on their phone and using digital tools to create those businesses and communicate what they are doing.

It's about striking a balance and finding where paper gives an advantage and does something that digital can't. If you are able to combine their strengths together, that is a path to success.

David Sax is a Canadian journalist, writing for publications such as New York Magazine, Vanity Fair, Bloomberg Business Week, The New York Times, Saveur, NPR, GQ and Toronto Life.





## WHAT'S GREEN IS GREY: MAKING MORE INFORMED CHOICES

A few years ago, a household FMCG brand was keen to promote a global campaign to activate one of its most lucrative, high-profile sponsorships. A proposal for a glossy, informative brochure was rejected because the company's marketing department decided that print was bad for the environment. The quest for a greener alternative led the brand to produce a deluxe DVD set instead. But was opting for a material made up of metals, plastics and glass better for the environment than paper?

Let's explore the facts...



© Photo: Copyright Phil Riebel www.flickr.com/photos/natureprints

## HUMAN ACTIVITIES IMPACT THE ENVIRONMENT

Although the impact of some actions, products or industries are seen as better or worse than others, every human action – every flight, every meal, every purchase, has some sort of impact on the natural environment. The transport industry has long been linked to air pollution and ever since the first tree was felled to make a newspaper, print has been linked to deforestation.

Brands know that a distinctive feature of the modern consumer is their growing demand for environmentally friendly and socially responsible products and services, so many marketing strategies now include a variety of green claims, such as ‘pure’, ‘natural’ or ‘eco-friendly’. These prevalent marketing messages, combined with the fact that people tend to draw an emotive conclusion that print is damaging forests, could have factored into why the FMCG brand opted for DVD over a brochure.

## BEING INFORMED TO BE ETHICAL

Being green is not a black and white issue and common assumptions are often wrong. Take an apple for example. A study from a university in New Zealand found that apples grown in NZ and shipped to the UK for consumption had just 185g CO2

The cloud is powered by a series of high energy-consuming computers and “if the cloud were a country, it would be sixth in the world in terms of energy consumption – after the USA, China, Russia, India and Japan, but ahead of Germany and Brazil.”

emissions per kilo, which ended up being significantly lower than apples grown in the UK which had 271g per kilo. The reasoning behind this was that farms in the UK use more fossil fuels and require more cold storage than the ones in NZ that have a cleaner electricity mix. In this instance, consuming locally isn’t always the ‘greenest’ option.<sup>1</sup>

It’s a similar situation when looking at paper versus digital communications. Reading a newspaper can consume 20% less carbon than viewing news online. Also, all paper are not all made equal. Whilst recycled papers have environmental benefits using pulp-waste, the additional energy consumed to produce recycled paper can sometimes see the better choice being paper that has been sourced from sustainable forests.

## IT’S ALL ABOUT CONTEXT

Many people are under the impression that if they don’t buy a printed magazine, but instead view that magazine online, they are saving trees. In this case, and in many other cases, the solution is not as simple: globally, the single leading cause of deforestation is actually for agricultural purposes, not the paper and print industry.<sup>2</sup> And contrary to common beliefs, over the last five (5) years in Australia, the area of forest has increased by 308,000 hectares which is the second highest gain of any country in the world.<sup>3</sup>

1 hour of video streaming uses the same amount of electricity it takes to power a hair dryer for 30 minutes per day for one year.

Further, in Australia the wood, paper and print industry contributes to only 5.3% of total energy consumption compared to the 33.3% consumed by non-ferrous metal producers.<sup>4</sup> In New Zealand, the paper industry gets up to 80% of its energy from renewable sources including biomass, geothermal and NZ’s electricity grid.

If assumptions can be made to inflate the negative environmental impact of an industry, they can also be made to favour other industries too.

## THE NOT-SO-WHITE CLOUD

The cloud has allowed us to move everything online and because it is

invisible to the consumer’s eyes, its environmental impacts often go unnoticed. Yet, the cloud is powered by a series of high energy-consuming computers and “if the cloud were a country, it would be sixth in the world in terms of energy consumption – after the USA, China, Russia, India and Japan, but ahead of Germany and Brazil.”<sup>5</sup>

The internet is currently responsible for about 2% of the globe’s overall power consumption. Kerry Hinton, former Director of the Centre for Energy-Efficient Telecommunications at the University of Melbourne, estimates that without a major change, in about 10 years the internet will be responsible for 20% of global power consumption. He is optimistic that this is an estimate of the “upper limit” of ICT power consumption as energy efficiency has been improving over recent years.

Digital behemoths such as Apple are investing to avert the danger; its data centres are now completely powered by renewable energy which will certainly help to slow down power consumption of digital technology.

Another issue that goes unnoticed is the growing amounts of electronic waste which is the fastest growing waste stream in Australia and, in a typical year, 20kg of e-waste is generated for every person on the planet.

## NO RIGHT OR WRONG

Determining what’s green is difficult and often times it’s important to do your due diligence to find out the environmental credentials to ensure an informed choice is made and your brand’s sustainability goals are being met. Consulting various certification systems such as ISO 14000 or sustainable forestry programs for certified paper or looking for electronics registered with EPEAT (an Electronic Product Environmental Assessment Tool) is a good start.

Ultimately, there is no right or wrong answer, and finding the ‘greener’ alternative may well vary from case to case. It is important to note that each industry has environmental implications that in many cases go unseen. Going deeper and finding out the facts will be key to determining the best option for your brand and its sustainability values.

Sources: 1. Berners, Lee, 2011  
2. Food and Agriculture Organisation of the UN FAO  
3. FAO Global Forest Resources Assessment, 2015  
4. Australian Energy Update, 2016  
5. ABC Science, 2016

# FINISHING TOUCHES



**THE RANGE OF STUNNING TREATMENTS AND EFFECTS YOU CAN ADD TO PRINT IS EXPANDING RAPIDLY, GIVING YOU THE ABILITY TO ADD A CUSTOMISED WOW FACTOR TO YOUR MARKETING.**

At a time when consumers are bombarded with a cacophony of noise from competing media channels, it's never been more challenging for print to stand out from the crowd.

As a result, a growing number of marketers are turning to special inks, substrates and treatments that elevate or tailor a piece of print.



The number of possibilities with treatments and effects are increasing every week, but here are just a few that are catching the eye of forward-thinking marketers.

**THERMOCHROMIC**

Thermochromic inks and varnish react to heat and are a great way of surprising people by revealing a previously unseen image. Thermochromic varnish can be set to an accuracy of within one degree and the effect is interactive to engage consumers with the brand. Examples of a wine glass-shaped varnish onto a wine box that when reaches room temperature reveals the words ‘Ready to drink’ are just the beginning. In a mass multi-channel campaign, Ben and Jerry’s leveraged thermochromic inks in one of their magazine ads. The page originally appeared to be covered by freezer frost and when touched the ad beneath is revealed.

The NFL in the United States has just recently started using thermochromic ink in a feat to detect counterfeit tickets. As a security measure, the logo will fade when heat is applied and return when the heat source is removed allowing the ticket stands to ensure fans have real tickets.

**PHOTOCHROMIC**

Photochromic inks change colour when they are exposed to sunlight or UV light. For instance, you might have a standard black and white image printed on the cover of a magazine, newspaper or piece of direct mail, but when in contact with sunshine it turns into a full colour picture.

Using this technique, Banana Boat and J. Walter Thompson released a children’s book featuring UV-activated ink which reveals certain elements of the story and the main characters when exposed to sunlight.

“Incorporating UV-reactive ink into the book allowed us to both speak to the imagination of children while educating them and their families on being sun smart. We’ve seen great consumer engagement so far and in 2017 are looking to roll out the Sizzledodge in even more exciting ways,” says Natalie Artinan, Senior Brand Manager, Banana Boat.

**SCRATCH AND SNIFF**



Source: Richard Betts & Wendy MacNaughton

Scratch and sniff print is not a new application, having long been used in children’s toy and sticker collections, however new technology allows for more refined scents and marketers are seeing the value. Rose-scented ads for Valentine’s Day and coffee-scented ads for Australian Coffee Week are but some that have been printed in recent years.

Richard Betts, a master sommelier, wanted to help people determine what type of wine they liked and why. He used the scratch and sniff application and created ‘The Essential Scratch and Sniff Guide to Becoming a Wine Expert.’ The guide introduces basic components of wine – the wood, the earth, the fruits, enabling readers to be taken on a scent driven journey that helps determine the difference between a Sangiovese and a Shiraz. The book allows readers to scratch and sniff their way through 16 scents to wine expertise, ensuring they begin to drink what they love.

**LENTICULAR**



Source: Studio Roosegaarde

Lenticular printing is a technique that uses lenticular lenses to produce printed images with an illusion of depth or motion when the image is viewed from

different angles. Examples of lenticular printing traditionally have been animation effects such as winking eyes or modern applications that change their messaging depending on the viewing angle.

Last year, designer Daan Roosegaarde took this technique further and created the world biggest lenticular print in the hall of Amsterdam’s Schipol Airport. At first glance, it looks like a very big LED screen of clouds moving in the sky however, this print relies on cylindrical lenses called lenticules that refract light to the viewer in slightly different directions which stimulates the look of clouds moving.

To create, Roosegaarde combined 15 lenticules per inch, 19 billion pixel layers of ink, LED lights and hundreds of flips (frames in a reel of film that assist with smooth animation). This display could have easily been achieved by projecting a video, but using all of this print based technology allowed the desired analogue feel to be portrayed and inspire a sense of wonder in viewers.

This technique is ideal for marketers, advertisers and printers that want to make a unique impact with their graphic arts materials.

**METALLIC**



Source: Reka Neszemlyi

Brands looking to create impactful packaging are using metallic inks or foils. In February 2017, Hungarian designer Reka Neszemlyi created iridescent business cards using a reflective foil. The card changes colour depending on the angle and light when viewing, this makes it look different with each glance and also creates a great impression.

All of these techniques and more are allowing print to be elevated beyond the ordinary to ensure that each piece is facilitating maximum engagement when in the hands of consumers.



**ANYTHING AND EVERYTHING**

Magazines such as B&T have used everything from scratch + sniff and photochromic to UV coating and metallic finishes, giving the publication fantastic stand-out value.



**BUBBLEKOTE**

Sydney-based design company KOKKY and printer Centrum collaborated to create a booklet that aimed to entice a luxurious coastal life style in a new urban residential development for the Wollongong area. The booklet featured Spot Gloss UV varnish, a Blue Foil Stamp and a Spot Sand Bubblekote that gives an amazing textural feel and sparkle to the sand.



**A DIFFERENT ANGLE FOR SKY**

The April 2016 issue of Wired magazine featured a stunning 3D lenticular cover wrap to promote the launch of Sky Q. The lenticular wrap appears to show the image moving as the reader shifts their angle of sight.



**THE WIPE-OFF SKINCARE ADVERT**

Product samples have always been a great way to get your brand known, but it’s rare that samples are able to be demonstrated in the pages of a magazine. Skincare brand Neutrogena worked with Brazilian weekly Caras to create a special cover on which the reader could try their Deep Clean wipes for themselves. Using the free wipes, the reader is able to rub the makeup off the model’s face, showcasing the product’s effectiveness and the ability of print to interact with its readers.



**SPREAD THE WARMTH WITH PRINT**

The charity Age UK used a magazine cover wrap to highlight the problem of the elderly not being able to afford to heat their homes. By using heat-sensitive thermal ink, some objects in the pictured room glowed orange when readers placed their hands over them, showing how older people can be made warmer through donations. The wrap led to 910,000 donations from readers, with a 625% lift in donations from a younger audience.

# AUSTRALASIAN CATALOGUE AWARDS 26<sup>TH</sup>

## Celebrate with Retail Marketing's Crème de la Crème

Friday 25th  
August 2017

Melbourne  
Convention &  
Exhibition Centre



Join the best of the best brands Australia and New Zealand have to offer and enter your retail marketing campaigns into the prestigious ACA Awards.

### 2016 Major Award winners:

**Agency of the Year:** Clemenger BBDO

**Retailer of the Year:** Myer

**Judge's Choice:** Peter Alexander

**Best Young Designer:** Anthony Christie, Kmart

**Best Young Talent:** Yen Hoang, Myer

### Enter at:

[www.catalogue.asn.au/awards2017](http://www.catalogue.asn.au/awards2017)



AUSTRALASIAN CATALOGUE ASSOCIATION



REACH



DESTINATION



VALUE



KNOWLEDGE

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, HOWEVER USED IN COMBINATION WITH EACH OTHER, CAN OFFER A POWERFUL SOLUTION TO ANY MARKETING CHALLENGE.

# KNOWLEDGE

### DIRECT MAIL

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

### BRANDZINES

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.

### LETTERBOX

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

### 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.

### PRINT MARKETING

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

7 REASONS

1 WORKING TOGETHER

Catalogues are not only great at driving in store traffic, but they are also pushing Australians and New Zealanders online, creating incoming product queries and/or sales.

2 BUILDING THE BRAND

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

3 MEANINGFUL EXPERIENCE

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

4 INFORMATION-PACKED

Kiwis consider catalogues to be the first or second Media Most Useful for providing information when making retail purchasing decisions 61% of the time (RMR, Single Source, 2016).

5 TARGETING OPPORTUNITY

Since the main distribution method for catalogues is the letterbox, targeting is a key element to ensure you're reaching the right prospect. Whatever demographic you're after, you can reach them in a matter of hours.

6 ENGAGEMENT

With an audience reach of 21.8M and readership at 70%, catalogues deliver the strongest results at the most affordable media buying.

7 MEASURABLE

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

CATALOGUES



RACQ

RACQ were looking for ways to leverage their existing member database and expand their offering by appealing to members with a broader range of interests. They wanted to actively promote awareness of their lifestyle bundle and reach their audience both regionally and in major cities.

Working with PEP Central, they decided to produce the catalogue 'Entertain Me' both in print and online resulting in an instant 20% spike in customer bookings for featured offers. The first edition was so successful that 200,000 more copies were produced for the second edition. With plans to increase the print run to over 1 million copies and deliver up to 11 regionalised editions, this catalogue shows no signs of slowing down.

20% SPIKE IN TICKET BOOKINGS

CATALOGUES HAVE AN AUDIENCE REACH OF 21.8M AUSTRALIANS AND 3.1M KIWIS WEEKLY.

ACA, 2016

DIRECT MAIL



OUTBACK BREWERY

Outback Brewery in Sydney wanted to grow direct-to-consumer sales through their website as well as increase their boutique beer brand awareness. To do this, they created 5,000 personalised postcards that were sent to select consumers of a specific lifestyle, age and income. Incentivised by a chance to win free beer for a year, recipients were asked to "name the lizard" on the beer's logo and submit their answer to a unique URL.

The campaign proved a success for the company, increasing consumer engagement and driving sales. Outback Brewery received over 120 online orders and more than 2,300 web visitors. A 10% response rate was achieved within 72 hours, growing to 20% within two weeks and eventually reaching 33%.

The personalised mail was able to capture attention and drive traffic to Outback Brewery's online platform where recipients could enter the competition and make purchases.

33% RESPONSE RATE

120 ONLINE ORDERS

31% GREATER PROFITS DELIVERED BY PERSONALISED COMPARED TO NON-PERSONALISED MARKETING.

Smithers Pira, 2016

7 REASONS

1 LONGEVITY

Direct mail is likely to obtain customer response and the cost of every response can be measured with accuracy. As it's a tangible object, DM is also likely to hang around.

2 THE MAIL MOMENT

Direct mail enters an individual's home and is consumed on a one-to-one basis. This gives you much more quality time with your customer: time to engage them in a relaxed environment at a time of their choosing.

3 CUSTOMISE IT

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

4 CREATIVITY

Direct mail can create a memorable brand experience and use different shapes, sizes, colours, materials and fonts - the opportunities are endless.

5 INFORMATION GATHERING

Personalised direct mail is influential during the 'initial consideration' stage when consumers are gathering information about potential purchases (Australia Post, 2016).

6 ALL THE SENSES

The physicality of mailing adds another dimension to the brand experience. Using your customers' senses, you can stimulate and entertain, getting them to reassess your brand and drive response.

7 REFERENCE

54% of people store direct mail so that they can refer to it later (Australia Post, 2015).

7 REASONS

1 LOYALTY

One of the most common reasons for launching a brandzine is increasing loyalty. Brandzines can achieve regular and reliable time spent with customers.

2 TRUST

Magazines are a trusted friend to their loyal readership and brands that capitalise on that trust can use it to foster new relationships.

3 ACTION

Recent research by FiftyFive5 shows that 65% of readers have been influenced by the recommended or featured products in a magazine.

4 COMPLEX CONTENT

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

5 SUBSTANCE

There's nothing that beats 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.

6 ZERO IN

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

7 EFFECTIVENESS

When it comes to results, brandzines 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.

BRANDZINES



140,000 GUARANTEED HOME DELIVERIES

3 TIMES THE CIRCULATION OF VOGUE, BAZAAR, ELLE OR VOGUE LIVING

DAVID JONES

In August 2016, David Jones launched its very own luxury news stand-quality custom-published magazine, giving them the chance to provide a personal shopping experience and emotionally connect with shoppers.

The customer reach of JONES magazine has stood out in its numbers. Not only did the first two editions reach 500,000 David Jones' customers it also delivered over 350,000 copies direct into homes. Each edition has a guaranteed 140,000 home deliveries which is more than 3 times the circulation of Vogue, Bazaar, ELLE or Vogue Living. JONES also has a custom app that allows the content to be easily accessible, with over 55,220 articles viewed since launch.

David Jones CEO John Dixon stipulates the necessity of this channel in today's retail market: "Having a strong, editorially-driven content marketing strategy across print and digital is no longer a nice-to-have. Nearly all major retailers, including online-only retailers, have a consumer-quality magazine that feeds high-quality editorial content into their digital channels."

66% OF MARKETERS EXPECT THEIR ORGANISATION'S CONTENT MARKETING BUDGET TO INCREASE IN THE NEXT 12 MONTHS.

Content Marketing Institute, 2016

7 REASONS

1 IT'S CREATIVE

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

2 STAND OUT

People devote an average of 10 hours a day to screen time so when they receive a letter in the mail it stands out!

3 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.

4 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.

5 HANGS AROUND

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

6 MASS-MARKET MEDIUM

Letterbox is the only truly national mass media available to marketers. Despite the advances in other media, door drop is still the only way of delivering a document into the hands of millions of households.

7 WORKING TOGETHER

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

LETTERBOX



\$3.40 RETURN ON EACH DOLLAR INVESTED

TSHOPBIZ

As the National Broadband Network (NBN) is gradually being rolled out across Australia, the TShopBiz Group in the Sunshine Coast wanted to make sure local residents knew when it would be launched in their area. They also wanted to be the ones to supply internet services. To encourage residents to register their interest with the group's Telstra Stores, they needed a campaign to make sure that when a household was able to transition, Telstra would be there to facilitate the process.

They decided to create a letterbox campaign that prompted recipients to complete a form on the flyer and drop it into their local store or text a code to register interest. To reduce non-profitable interactions with customers outside of NBN roll-out areas, they followed the NBN roll-out map, to drop approximately 15,000 flyers.

The campaign was able to achieve a successful \$3.40 return on each dollar invested. Ian Clark of Marketing Makeovers said that of all the mediums used in the campaign, letterbox was the one that returned "a measurable and profitable result."

"We chose letterbox because it's very targeted and because there was a fair amount of information we had to include. We needed a medium that could convey a story and tell the customers what they needed to know and do."

64% OF SHOPPERS READ CATALOGUES & FLYERS THEY RECEIVE.

ACRS, 2016

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TSA Limited (TSA) is a not-for-profit industry funded organisation developing sales and marketing campaigns to promote the paper and print industries.

## PRINT MARKETING



### HOME MAGAZINE

After a New Zealand study determined that 25% of women in 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", as 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.

THE AD SPARKED A CONVERSATION WITH  
**25%**  
OF THE NZ POPULATION  
IN 1 WEEK

**82%** OF INTERNET USERS TRUST PRINT ADS WHEN MAKING A PURCHASE DECISION, THAT'S MORE THAN ANY OTHER MEDIUM.

MarketingSherpa, 2016

- 1 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.
- 2 CUSTOMISED**  
Customisation is becoming the key to a successful marketing campaign and is not reserved to digital only. Thanks to recent technology development even mass-media channels like catalogues can be turned into fully personalised items.
- 3 BUILDING THE RELATIONSHIP**  
Print media has a close relationship with its readers. Print is often called the 'medium', as it can become an integral part of its reader's world. Because print is easily put down and picked up, it sticks around, read again and again.
- 4 IT'S 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.
- 5 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.
- 6 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.
- 7 SEND THEM SEARCHING**  
Print increases online search – with websites offering a virtual sales person 24 hours a day 7 days a week, print can help you bring people to your virtual store front.

# JACQUELINE EVANS

**THE CREATOR AND FOUNDER OF JACQUELINE EVANS SKIN CARE, A PREMIUM PROVIDER OF ORGANIC SKINCARE PRODUCTS, SHARES INSIGHTS INTO THE INFLUENCE OF HOW CHANNELS BUILD BRAND EQUITY.**



Source: Arnaud Domange

**When communicating your brand to market how do you select which channel to use at which time?**

Everything we do at Jacqueline Evans Skincare is connected to our philosophy – source the best natural and certified organic ingredients, offer honest, expert advice and provide incredible products to feed and nourish your skin. How we communicate to our community is no different. We use the best channels to meet each need whether we are sharing expert advice, new research or our products. We use social media to share weekly news, blogs to have more detailed discussions, magazines to reach a wider audience and personal printed notes to welcome new customers or thank long-term customers.

**Your brand has a strong presence through printed labels and beautiful paper selections for your brochures and notepapers. When choosing these paper ranges was there a connector to your brand or did this simply occur?**

Arh yes, the paper selection phase. I knew as soon as I held the paper in my hands it was the right one. We produce

high quality products and wanted that quality to be reflected in our brand communications. From our brochures to our notepaper we want our customers to know and feel at home in all aspects of our brand. Every single order receives a hand-written note and I always like to give thanks, share an idea or something more personal if we have developed that relationship and understand their skin

“Every time we’ve appeared in a magazine or newspaper we have seen a huge spike on our website and an increase in product enquiries via email.”

needs. Our printed pieces, hand written or not, communicate quality and are built on trust that our brand has developed with our customers.

**You have appeared in several magazines and newspapers, many argue printed media channels are dead, do you believe this thinking?**

Every time we’ve appeared in a magazine or newspaper we have seen a huge spike on our website and an increase in product enquiries via email, so no I don’t think either of those media channels are dead. In fact, we often encourage our customers to step back, grab a magazine and herbal tea and sit down for ten minutes to find some peace in this busy world we live in. I believe magazines in particular play a critical role in providing people an opportunity to switch off.

**It’s harder than ever to engage with today’s consumers – what strategies have resulted in the most traction?**

All our communication channels work hard for us and we have spent many hours working out which ones to switch on at which times. When people ask for more information about a product, nothing works as well as handing them a printed brochure, when people are seeking advice or a quick tip, social media can reach everyone quickly. Magazines are terrific to explore our full product range as well as build good rapport with readers and blogging is great for publishing our white papers. Every opportunity to communicate our messaging – digital for data and print for brand is generally our rule of thumb.

[www.jacquelineevans.com.au](http://www.jacquelineevans.com.au)

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