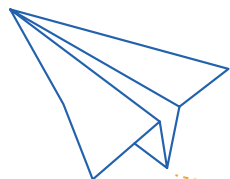


THE POWER OF PRINT

| Lilian Bernhardt



Marketers should focus on the ultimate tactile

Daniel Edwards has worked on thousands of print jobs throughout his two-decade stint in the industry. His recently released book, *The Power of Print* acts as a guide for marketers wanting to utilise the print channel, drawing upon knowledge accrued from time spent in graphic design, production, sales and the management of his company Poster Boy Printing.

The book was born out of the pandemic when Edwards, who specialises in point of sale and events, faced large sums of cancelled work. Told to pivot by the small business world, he did so by pouring himself into his research and writing. He says his largest takeaway from the writing process was the large role tactility plays in the human experience and the importance of employing this in print production for effective use of the channel.

“We think of ourselves as visual creatures, but I am unconvinced. So much of our brain is devoted to our hands and we draw so much meaning from them, influencing our language and the way we talk,” Edwards said.

This is certainly true of his own experience. Before Edwards landed his first gig as a junior graphic designer, he worked as a chef whilst designing, creating and distributing stickers on the side.

“It became this marriage of two things that I loved. Art, because I was working as a designer and working with my hands, and creating real things, which I learned from cooking,” he said.

Edwards believes print marketers should focus on designing the ‘ultimate tactile experience’, tapping into the senses beyond the eyes to make the most of print. This can be achieved through smell, with sensory embellishment, or touch, which more than ten percent of our cerebral cortex is devoted to for the processing of information.

In the book, Edwards shares an interesting study conducted by American neuroscientist Dr. David Eagleman. Studying the effect of paper quality on comprehension, Eagleman found that participants who read information on high quality material absorbed and remembered the content better than those who read it on low-quality material. Edwards shares this as an example of print’s unique ability to capture and hold attention, and how strategy can improve this further.

The Power of Print outlines a variety of strategies for marketers hoping to make the most out of their print campaigns to optimise recall, engagement, and ultimately ROI.

