



Nothing sparks emotion  
like the power of  
paper & print.

**Print  
provokes!**

Something for everyone.

- GRAPHIC DESIGN
- BUSINESS PRINTING
- LARGE FORMAT
- MARKETING SERVICES
- DIRECT MAIL
- WEB & DIGITAL

FAST FACT

Paper still has the widest reach of any marketing channel.

Paper and print lets us deliver marketing communications that explore the complete spectrum of senses, reinforcing branding and creating emotional ties with products.

*Although not the new kid on the block, print still has the widest reach of any marketing channel—it's an indispensable part of any marketing mix.*

In today's multimedia landscape, marketers are spoilt for choice with media options. With traditional channels like television, radio and print, and newer channels like the internet, mobile and augmented reality, the way you choose to put together your marketing mix is only limited by your imagination.

Working out how to balance the benefits of each channel to create a successful multichannel campaign is a matter of understanding the strengths and weaknesses of each medium, their interrelation and how they engage audiences.

Print, being a traditional medium, has come under fire in recent years as the penetration of digital grows. Sensational headlines proclaiming that "print is dead", and the circulation of ideas like "the paperless office", have lead some to believe that print is on the decline.

The truth is, the commercial print industry remains one of the largest in Australia, with c. \$7.5 billion annual turnover. Australians spend \$790 million

a year on magazines, one of the highest per capita worldwide, while more than 15 million read newspapers every month. Australia's print industry is strong and robust and paper, although not the new kid on the block, still has the widest reach of any marketing channel.

The tactile aspect of paper and print lets us deliver marketing communications that explore the complete spectrum of senses, reinforcing branding and creating emotional ties with products.

Print plays a significant role in delivering returns on marketing spend, contributing positively to campaigns when partnered with other channels. The online component of a campaign pays back as much as 62 percent more, and the TV component 37 percent more when there is direct mail in the marketing mix (Brandscience, 2012).

Print is an indispensable marketing tool; it has been the preferred communications medium for 2000 years and it really isn't going to go anywhere anytime soon.



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## PATH TO PURCHASE

### FAST FACT

A special relationship exists between print publications and their readers.

## Print continues to play a significant role in delivering returns on marketing spend.

Despite criticism and sensationalist media spreading the idea that print is set to become extinct, it continues to deliver the strongest ROI of any media channel.

GfK Panel Services, a company specialising in ROI studies, researched the purchase and media behaviours of a consumer panel, analysing five media channels:

- Newsprint
- Magazines
- Radio
- TV
- Online banners

The study found that print advertising delivered the highest average ROI, at 120 percent, with printed ads delivering higher ROI than ads displayed on TV. Magazine advertising performed particularly well, with ROI of 130 percent.

Smaller newspaper advertisements delivered even better ROI with 150 percent. Online banners delivered moderate reach and modest impact, with ROI of 110 percent due only to their low cost, while TV and radio offered the lowest ROI, with 60 percent and 80 percent respectively.



What this comes down to is the special relationship that exists between print publications and their readers. When someone has paid for a magazine or a newspaper, they focus on and enjoy the content. It's the perfect opportunity for a marketer to have an intimate one-to-one conversation with the reader, to inspire and push towards action.



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## PATH TO PURCHASE

Consumers across all generations have a special relationship with printed publications.

*The unpredictable nature of printed publications, with their potential for serendipitous discovery, sets them apart from social media.*

Readers of all generations report finding newspapers entertaining because of the way in which they surprise the reader, revealing amusing and interesting insights and discussions about issues relevant to society.

Metrics published by EMMA (Enhanced Media Metrics Australia) regarding level of engagement with printed publications, demonstrate this intimacy. Based on a sample of 20,000, the EMMA engagement model employs both attitudinal and behavioural data to shed light on every dimension of readers' relationships with print.

EMMA has found that different age demographics respond differently

to Monday–Friday papers. Survey respondents aged 14–24 were more likely than older age groups to feel 'inspired' while reading. This means young people are particularly receptive to ideas, a quality marketers should keep in mind while reaching out to this audience through print ads.

Those in their mid-20s and older differ in that they have more consistent patterns of connection, forging trust with publications that consistently deliver content relevant to their interests. When reading, they are more likely to feel enriched, spending time engaging with newspapers and magazines that provide information and ideas that implement their work, studies and other interests.

Advertising that speaks to these desires is an important part of the picture, and marketers' messages are a welcome addition in this environment.

### THE POSSIBILITY OF DISCOVERY SETS PRINT APART FROM DIGITAL.

On social media and other digital mediums, a user tends to engage in repetitive, predictable behaviours, where what they see is dictated by content filters and who they have chosen to connect with. The unpredictable, 'unknown-quantity' of printed publications, with their potential for serendipitous discovery, sets them apart from social media.



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## PATH TO PURCHASE

### Consumers' relationship with print is dynamic.

*Readers are engaged in a dynamic, emotional relationship with print, that changes with the days of the week and what's happening in their lives. They are emotionally invested in print publications and make time for them, paying attention to the printed page in a way that they never would an online publication.*

EMMA metrics show that readers pick up newspapers on weekdays to stay informed and to discover different points of view. While they may provide opportunity for 'down-time' during an otherwise busy schedule, readers generally pick up a newspaper so that they can stay in the know.

This changes on weekends, when readers' motivation shifts from wanting to stay informed, to seeking excitement and a sense of escapism. This difference in motivation is emphasised even more on Sundays, the ritual of reading the paper over a cup of coffee a deeply ingrained part of the day.

While papers continue to publish content that informs and aids discovery over the weekend, the average reader seeks something else and, with this knowledge, marketers can tailor their communications to speak to these desires.

All this is to say that, despite the supposedly stagnant nature of the printed piece, readers are engaged in a dynamic, emotional relationship with printed publications, that changes with the days of the week and what's happening in their lives. They are emotionally invested in printed publications and make time for them, paying attention to print in a way that they never would an online publication.

However, marketers are often enticed by the lower initial cost of online communications, missing out on fertile opportunities to speak to readers when they're most engaged. In an increasingly digital world, consumers prioritise printed communications, viewing messages seen in print as more trustworthy, relevant and believable than those delivered through other channels (Australia Post, 2013).

#### CASE STUDY: NATUR-ENERGI

A young Danish company, Natur-Energi, develops and delivers energy supplies and solutions that result in lower carbon dioxide generation. For the most part, their customers are private SMBs who are committed to reducing their carbon footprint.

They decided to test whether switching from email invoices, to invoices sent by physical mail, would improve speed of payment. The study also aimed to establish whether digital invoices were in fact cheaper than physical invoices, once all operational costs had been taken into account.

#### METHODOLOGY & FINDINGS

The behaviour of a group of 2879 new customers was monitored throughout a two month billing and payment cycle, with records kept of what kind of invoice was sent to each customer, the date and medium of reminders, date of write-off and any traffic to customer service.

The study found that new customers paid the billed amount significantly later when they received their invoices by email, as opposed to physical mail. Furthermore, they discovered that sending invoices via email actually increased their overall costs.

More than half of customers who were sent email invoices needed to be sent a payment reminder, while only 29 percent of those receiving invoices by mail required reminders. After this reminder was sent, 80 percent of those who had received the invoice by email made calls to customer service, resulting in a large strain on the company's customer service telephones and personnel.

Meanwhile, only 14.5 percent of those receiving the invoice by mail made calls to customer service. All callers were asked why they had not paid when they were first billed, and the most common responses were that they had either not received the bill or 'maybe it's in the spam folder'.

#### CONCLUSION

Natur-Energi experienced savings of 42.8 percent when paper invoicing was used. Calls to customer service were calculated to cost about \$9.73 per call. Some customers failed to pay even after a second billing and the management of these non-payers incurred additional costs for the company, averaging \$11.89 per customer.

The study found that it cost Natur-Energi an average of \$3.51 per customer when paper invoices were used, and \$6.21 per customer when email billing was used. Overall, Natur-Energi experienced savings of 42.8 percent of associated costs when paper invoicing was used.

The case for direct mail in Australia becomes even stronger when you take into account the cost of postage in Denmark versus Australia. In Denmark, direct mail postage costs about \$1.06 per letter, while it costs only \$0.70 in Australia. This means companies could experience even greater savings when switching from e-billing, to direct mail billing.



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## BRAND

### FAST FACT

The ease with which customers can read from paper helps them better absorb information.

## Why you need print in your marketing mix...

### BRAND RECALL

Being able to effectively entice customers to read your marketing materials, retain the information and later recall and act upon it takes an understanding of how the human brain processes information across different mediums.

Numerous studies on the retention and recall of information, across age groups and on both paper and screen, have been undertaken over the last several decades. The overwhelming majority of psychological evidence suggests a preference for printed materials over reading from a screen, and that reading from paper also promotes greater comprehension and recall of content.

Anne Mangen, University of Stavanger, Norway, explains that "the ease with which you can find out the beginning, end, and everything in between and the constant connection to your path, your progress in the text, might be some way of making it less taxing cognitively, so you have more free capacity for comprehension."

### COMMUNICATING ON PAPER OPENS OPPORTUNITIES FOR CUSTOMERS TO EXPERIENCE YOUR BRAND.

The ease with which customers can read from paper helps them better absorb information, forming more robust memories and stronger bonds with its source, the brand. Brands that understand how well customers absorb text on

paper have the power to forge stronger connections, resulting in brand loyalty, value and attachment.

Leading French user experience consultants, Miratech, researched how people interact with information viewed online versus that viewed on paper, exploring exactly why it is that paper communications allow for better comprehension.

Using eye tracking technology, they found that eyes linger for longer on paper than on a screen, suggesting that people concentrate more while reading an article from a printed page than when reading the same article from a screen.

The level of focus that paper encourages in turn promotes greater retention of information, with 20% of users remembering an article better when reading it from paper, an important insight for marketers looking to form a deeper connection with their customer base.

Similar insights were found by Erik Wastlund, Gotham University, Sweden, whose research explored differences between reading comprehension online and reading from paper. Not only did those reading from a screen score lower on comprehension tests, they reported higher levels of stress and tiredness caused by more rapid scanning of information when it's viewed on a screen.

Whether delivered in books, magazines, catalogues, leaflets, newspapers or direct mailers, information is better absorbed through paper than screen.

Paper based communications are most often consumed in safe, quiet places, ensuring concentration, retention of information and deeper engagement with your brand. Catalogues and direct mail are mainly read in the customer's home, while the same messages delivered by email would often be deleted upon receipt, or quickly scanned on-the-go and deleted shortly after, without any further engagement.

Online mediums often act as a prospect's first point of engagement with your brand, and can be used to draw in the customer, providing valuable information about your business. It is through these mediums that you can push towards getting a physical, printed piece into your customer's hands so that you can start a more relaxed and memorable conversation.



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## BRAND

### Keeping your brand cool as tech fatigue sets in...

Today, a generation who have never known a world without the internet and mobile phones is coming of age, emerging as a new consumer group. On the surface, it may seem like this generation is the most supportive of digital communications—and therefore best targeted through online channels—but there may in fact be a wave of change.

As consumers download more apps, allowing social media and other digital communications to become more and more integrated into their everyday lives, digital screens become the default interface to the world. To overcome this, we increasingly seek out physical experiences.

Trends analysis predicts that it is actually the digital generations who are switching off—or 'de-teching'. This is the phenomenon in which gen-Y consumers, although technologically savvy, are experiencing tech fatigue and turning away from digital devices in favour of the nostalgia and privacy of reality. Remaining connected to this market means keeping printed and physical communications in your mix.

#### FAST FACT

Physical communications are trending, with people placing more value on real world experiences.

- Social media is leading the way in digital fatigue. Research suggests that 1 in 3 Facebook users is spending less time using the platform. A survey conducted by Tohlong found that 34% of respondents claimed Facebook has now become "boring", "not relevant" or "not useful" (Tohlong, 2012). This indicates that many users are already experiencing digital overload, and even more will begin to express similar sentiments as the market becomes increasingly saturated. It is expected that more attention will be paid to this mounting digital fatigue, as life gets busier and more intricately digital.
- With consumers' increased use of digital comes the growing fear of privacy invasion. Techno-paranoia is set to grow as consumers resist sharing information, opting out from data collection to protect their privacy (JWT, 2013).
- There's a growing movement encouraging people to put away their phones in public places—not simply for the benefit of others, i.e. to cause less disruption, but to help people reconnect with their immediate physical environment, and the people around them. A Los Angeles restaurant is offering discounts to diners who check in their phones before dinner, while some music venues are banning phones altogether, encouraging people to watch the show with their eyes and not through a screen.
- While digital and physical communications aren't necessarily in direct opposition with one another, the physical and high-touch is trending, with people placing more value on real world experiences, as opposed to the virtual. Studies show that the more dependent a consumer group has become on technology, the more likely they are to now resist technology, logging off and seeking time away from devices (JWT, 2013). This yearning to back away from the screen means a balanced approach, integrating both print and digital, is the most appropriate for marketers as we move into the future.



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We need to create inspiring physical campaigns that deliver messages effectively.

Tactile experiences reinforce branding and emotional connection with products, creating memorable moments for your customers.

*There is so much you can do with print—from heat sensitive inks that only appear in sunlight, to images that change when viewed from different angles—yet many marketers aren't aware of the array of fascinating effects that can be achieved.*

Stunning printed pieces can be created with ease as printers add more diverse inks and finishes to their armoury of equipment. Marketers in the know can take advantage of a whole range of special inks and printing techniques to create inspiring physical campaigns that deliver messages effectively—all the while positioning your brand as a counterpoint to the rise of technology in consumers' lives, without being anti-technology.

#### HEAT SENSITIVE

Heat sensitive inks can be used to take people by surprise, capturing their attention to effectively deliver important messages. The August 2014 edition of Novum magazine featured a screen-printed illustration of a man's pale body which, with the use of photochromic ink, turned red when exposed to direct sunlight—an ingenious way to remind readers to apply sunscreen in sunny summer weather.

Another striking use of heat sensitive ink was done by Danish microbrewery Mikkeller. Working in collaboration with Swedish graphic design agency Bedow,

Mikkeller created heat sensitive labels for a range of four seasonal beers. The labels transform as the temperature changes—when the Winter ale is chilled, the label shows a leafy tree, but as the label gets warmer the tree loses its leaves. The Spring, Summer and Autumn beers work in the same way, all with heat sensitive labels which change to reflect the change of season.

#### LENTICULAR

Lenticular printing is a technology used to produce printed images with an illusion of depth, or which move or change as the image is viewed from different angles, and can be a great way to deliver several messages on one piece of print.

The Spanish child abuse charity ANAR Foundation launched a campaign that allowed them to send a message to children who might be victims of abuse, without alerting their abusers, even if they were walking down the street together. Using lenticular printing, the ANAR poster was overlaid with information and graphics that could

only be seen by people of a certain height and under (the height of the average 10 year old).

While adults looking at the poster would see a healthy looking child, accompanied by an awareness message about the charity, children would see the same child bearing cuts and bruises, and were given the number for the ANAR helpline to call if they too were victims of abuse.

Created by the ad agency Grey Spain, see a video detailing the ad here.



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## IN SITU

### FAST FACT

There are always new ways to make print more dynamic, exciting and memorable.

### SCRATCH AND SNIFF

Traditionally used in children's toys and sticker collections, scratch and sniff is proving a valuable new tool for marketers. Advances in scratch and sniff technology mean more refined scents can now be incorporated into advertisements. Printed coffee-scented advertisements spread word of Australian Coffee Week, while essential oils such as lavender oil are being added to soap catalogues.

Partnering with celebrity chef Jamie Oliver, Woolworths launched Jamie's Garden Collectibles, a collection of sensory stickers and sticker albums that aim to educate Australian kids about the origins and benefits of fresh produce. Children received stickers based on their family's weekly spend, with customers receiving a pack of four for every \$20 spent in store.

The range of 128 stickers was created with the senses in mind—the herb range is infused with the real smells of herbs like parsley, sage and rosemary. Others are printed with heat sensitive inks, and can be rubbed to reveal what root vegetables look like under the soil. Printed texturing was also used, with egg stickers having the feel of eggs fresh from the farm.

The campaign was a success, with Woolworths conveying its "Australia's fresh food people" values, all the while delivering valuable education and engaging experiences to Australian children.

### TASTE

Unfortunately, scented advertisements don't taste the way they smell, and anyone who tries to eat them will probably be disappointed. In 2013, Fanta made an ad that wouldn't disappoint, creating the world's first tastable printed advertisement. This meant that any part of the ad, when torn off and placed in your mouth, would taste like the signature orange-flavoured soft drink.

Created by OgilvyOne in Dubai, the ad reads "Like a burst of sunshine through a cool wisp of wind, it's sweet and tangy, surprising and juicy. It tickles like a delicious secret that you cannot bear to share." [Watch this video to see how it works.](#)

### METALLICS

An increasingly popular way for brands to create engaging packaging is the use of metallic inks. Print specialist John Charnock explains that "if you can print with silver ink rather than with silver foil or expensive substrates you can save yourself a lot of money."

Metallic gold packaging helped Wold Top Brewery increase gift sales by one third during the 2012 Christmas season. Co-owner Gill Mellor explains that customers and retailers alike responded positively to the packaging; "just looking at the pack, everyone assumes we have a gold foil box." Whether it's using new inks and finishes, incorporating scent or creating textured printing, there are always new ways to make print more dynamic, exciting and memorable.



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FAST FACT

Many of the things being said about the print industry simply aren't true.

## Print and paper is renewable, recyclable and powerful.

### *Myths and misconceptions about the sustainability of paper and print.*

Over the last few years, the wider business community has evolved, developing an increased awareness of corporate responsibility issues. As we move into the future, people are becoming more concerned with ethical, social and environmental performance.

In response, the paper and print industry has had to increase its awareness of these issues and adjust practices to grow with society's rising expectations. However, many of the things being said about the print industry simply aren't true.

Martyn Eustace, director of the print industry environmental body Two Sides, explains that "as the environmental debate has gathered momentum, so have myths and misconceptions suggesting that the paper industry is responsible for mass deforestation and has an adverse impact on the environment—it doesn't."

**MYTH #1**

**Paper is bad for the environment!**

Paper is one of only a few genuinely renewable products.

**MYTH #2**

**Manufacturing paper destroys forests!**

Paper production supports sustainable forest management; Australia has 2 million hectares of working forests, and the number is growing.

**MYTH #3**

**Planting forests is bad for the environment!**

Planted forestry delivers several benefits to Australia.

**MYTH #4**

**Paper is an energy intensive resource, with a really big carbon footprint!**

Paper is actually the resource with one of the smallest carbon footprints.

**MYTH #5**

**Paper and print is such a wasteful product!**

Paper is one of the most recycled products in the world.

**MYTH #6**

**People want to switch to digital!**

Many consumers value paper based communications, and will always appreciate a tangible representation of a product, company or service.



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## ABOUT KWIK KOPY

Kwik Kopy has a longstanding history as a leading provider of print and design services to the Australian small & medium business market.

We've also recently begun to offer a range of digital services and with over 100 centres operating throughout Australia, you can count on us.

At Kwik Kopy we are always paying attention to new developments in technology, taking into account the changing business environment while working with our clients.

**SPEAK TO US TODAY** about the importance of print in your wider marketing strategy. If you're looking to create stunning direct mail, posters, catalogues, brochures, postcards or newsletters that drive deeper engagement with your brand, Kwik Kopy can manage the process from start to finish.



**Kwik Kopy Design & Print Centres**

T 1300 251 787

Something for everyone.

