

BRAND

FAST
FACTS

80%
of people prefer
READING FROM PAPER

(TSA, 2011)

Printed marketing materials offer an opportunity to draw customers into your brand's world, giving them an experience that goes beyond the shop window. This experience allows the reader to be seduced by the product or brand, making purchase or other action more likely (Print Power, 2013).

- > People consistently report that when they want to focus on text, they read it on paper (Power, 2010).
- > Psychological and physiological studies demonstrate the human brain will retain and recall messages better when read from paper (Wolf, 2012).
- > Research continues to show that, regardless of whether print material is delivered in books, magazines, catalogues, leaflets, newspapers or direct mail, information transference and recall are more effective on paper than on screen.
- > 73% of consumers prefer mail for receiving new product announcement, compared to 18% who prefer email (VoPP, 2014)
- > 74% of Australians believe that paper is more pleasant than other media (TSA, 2011).
- > Print branding delivers a higher ROI than TV branding advertisements (GfK, 2014).
- > "Our sales would be down 40-50% without print brochures", Trevor Morris, CEO, Kenbrock.

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