



PRINT: WHAT'S THE POINT?

COMPILING PRINT PERFORMANCE FROM
VARIOUS STUDIES

BY SARAH WILKINSON

2020

WITH NOTES: BABY
MARKET RELEVANCE

FINDING OUT 'WHAT'S THE POINT'?

INVESTIGATING

1. What print means to consumers & advertisers?
2. Is there evidence of print effectiveness?
3. Round up

This document pulls research from many sources, condensed the findings ... will it find a continued purpose for print?

My motivation for this document : concern that **'human'** (feelings, motivations & emotions) is **eroding** from the media 'space'.

I **love digital** media – I see a place for all media, but hate the comparison with print, they are not **comparable**.

Media channels all work together to form a **consumer journey** to a sale. I gave myself a few hours to investigate market **evidence**.

My work is in the 'nursery market' where **emotions** are at their highest in a persons life, huge life changes and many buying decisions are made within 6 months, yet

one of the most emotionally impactful medias **PRINT** is being **'shelved'** by up-teen nursery brands.

Most 'reasons' are budgets & numerical reporting upwards (where print does not stand a chance with current analytic models)

I am hoping that this selection of **research** can go some way to providing confidence in the place of print today & once again our industry can come **together** to

provide beautiful, inspiring **leisure** time for our expectant audience.....will it show a **gain** for consumers and brands alike?

CONSUMERS SHOW PREFERENCE TO PRINT

Source: <https://www.twosides.info/UK/Print-and-Paper-Packs-a-Punch-in-a-Digital-World/>

Edited to condense content by Sarah Wilkinson

Toluna survey was commissioned by Two Sides to investigate user preferences, attitudes, and trust in print and paper in a digital world. **Sample:** 10,762 adults. Oct 2017

PRINT AND PAPER IN A DIGITAL WORLD KEY FINDINGS FROM THE UK SURVEY

Many consumers prefer and enjoy reading in print.

72% of consumers prefer to read the printed version of books, **magazines (72%)**, and newspapers/news (55%) over digital options.

Consumers gain a deeper understanding from print.

65% of consumers believe they gain a deeper understanding of the story when read from print media.
51% trust print (more than stories found on social media 24%).

Consumers respond to print marketing

52% prefer to read product catalogues in print
46% would be more likely to take an action after seeing an advertisement in a printed newspaper or magazine than they would if they saw the same ad online.

Online advertising is relatively unpopular with most consumers.

68% of consumers do not pay attention to online advertisements
57% do their best to avoid them.
60% couldn't remember the last time they willingly clicked an online advertisement.

Concern about the impacts of digital consumption on health.

52% agreed that they spend too much time on electronic devices
53% are concerned this overuse could be damaging to their health
33% agree they are suffering from "digital overload".

"Powerful evidence that print has impact which can not be replicated digitally." SW

Digital Overload

69%

think it's important to "switch off" and enjoy printed books and magazines

74%

of 18-24 year olds believe they spend too much time on electronic devices.

43%

would be more likely to take an action after seeing a print adv. than if they saw the same advert online.

59%

do not trust many of the ads they see online

Advertising Preferences

PRINT STILL ENGAGES

Source: <https://www.mediaupdate.co.za/media/144176/print-versus-digital-four-reasons-why-print-is-still-around> Edited to condense by Sarah Wilkinson:

Aisling McCarthy looks at the print medium, and why readers keep coming back for more.



1. People like engaging with print materials

- Tangible ingrained in consumers' collective memory.
- People continue to be attracted to, and willing to read, print media
Leisure time and more focused
- A persuasive medium
- People tend to spend more time with print, making it a stronger source of messaging.

2. Print stimulates more senses



- These are important senses that cannot be stimulated in the digital environment – or not yet, at least.
- Complex information is also better absorbed in print than in digital, because people need to locate themselves in the text when looking at complex ideas – and that's much easier to do in print than in digital.
- Very often, when you read something from a printed magazine or book you can recall where on the physical page it was.
Readers pay more attention to the content than digital does.
- Actively engage with printed content to read it : pick up the content, hold it and read it. With digital content, they can passively scroll through it.



3. Print can truly captivate readers

Full attention of the reader: An uninterrupted reading experience. No distractions for a reader that is committed to finishing an article. Once they start reading, there are no other bits of news, auto-playing videos or pop-ups taking the spotlight off the article. Generating a greater engagement with the brand since the reader is more likely to be impacted by it and remember it long-term.

It is easy to pick up again – without bookmarking one of billions of pages.

“Complex product USP’s alongside brand values need the space and time that the right print option can create to generate that next digital step to research further.”

PRINT STIMULATES (THE BUYING) SENSES

Source: <https://www.neurosciencemarketing.com/blog/articles/print-vs-digital.htm> Edited to condense content by Sarah Wilkinson

Roger Dooley: Author of Friction (April 19), Brainfluence, Neuromarketing, contributes at Forbes and hosts the Brainfluence Podcasts.

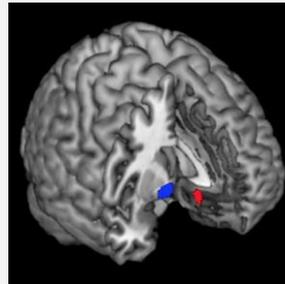
In a previous series of experiments, the same Temple researchers showed that **the ventral striatum was the brain structure whose activity was most predictive of future purchasing behaviour.**

(See [Neuromarketing: Pseudoscience No More](#), [Scientists Get Closer to The “Buy Button”](#) in The Brain with Angelika Dimoka, Paul Pavlou and Vinod Venkatraman.)

Research Outtake

Notably, the latest set of experiments showed that

physical media caused greater activation of the ventral striatum than digital media.



Ventral striatum indicated by blue

Further Research Take Outs

- Digital ads were processed more quickly.
- Paper ads engaged viewers for longer.
- Subjects absorbed about the same amount of information from both media.
- A week later, subjects showed greater emotional response and memory for physical media ads.
- Physical ads caused more activity in brain areas associated with value and desire.

“Distinctive & more luxurious brands should use print more heavily, completing the sales with digital excellence” SW

Marketing Takeaway

There are opposing forces at work here. Marketers want to use the most effective and impactful medium, but also have to focus efforts on those media that consumers are using most. Even if we believe print ads are potentially more powerful, we have to acknowledge the massive shift to mobile devices for many daily activities.

In many cases a **mix of media will be the best solution. Effective print ads will drive digital purchases.** The product itself makes a big difference in determining how to allocate media budgets.

Based on the new research, I’d use print more heavily for things like fashion, **luxury items, distinctive brands**, etc. **Not only will print be able to communicate the unique properties of the offering, it will allow greater emotional impact to drive purchases.**

Even where print remains an important medium, of course, an exceptionally good digital experience is necessary both to complete print-driven sales and originate sales independently.

1. What print means to consumers & advertisers?

3 POINT ROUND UP:

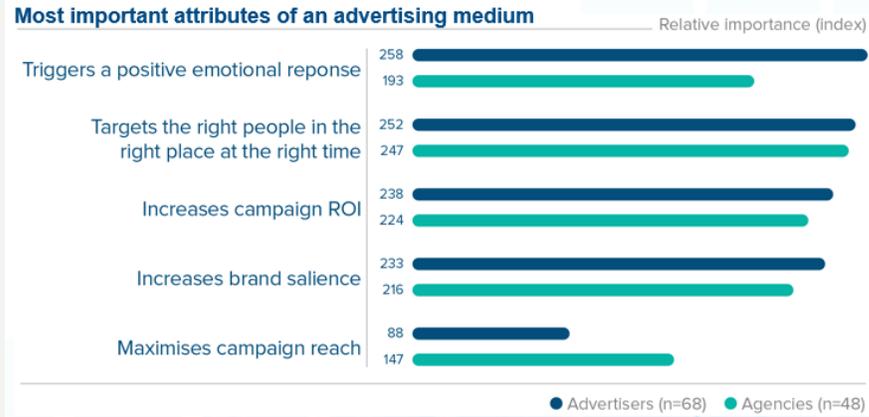
1. People enjoy uninterrupted time with print & gain deeper understanding of complex subjects
2. Memorable, tangible and loved
3. Print stimulates the (buying) senses, and brain activity for desire

FINDING NOTES: BABY MARKET RELEVANCE

- Pregnancy is the most emotional life-stage for many.
- Positive Emotions drive sales
- Brands selling prenatally have >6 months to create desire, brand love and complex product information.
- Print coverage underlying digital activity will increase digital performance.

PRINT PERFORMANCE #3 IN ROI

Source: <https://www.radiocentre.org/re-evaluating-media-launches/> Edited to condense content by Sarah Wilkinson



Ebiquity launches the most in-depth study ever on the value of different media. *Re-evaluating Media* reveals radio, newspapers and **magazines perform significantly better than they are perceived to for brand building campaigns**. It compared media perceptions with 75 research reports and their proprietary data sets to find evidence about the actual performance of different media against these attributes. They found a significant mismatch between industry perceptions and performance.

ABILITY TO TRIGGER A POSITIVE EMOTIONAL RESPONSE

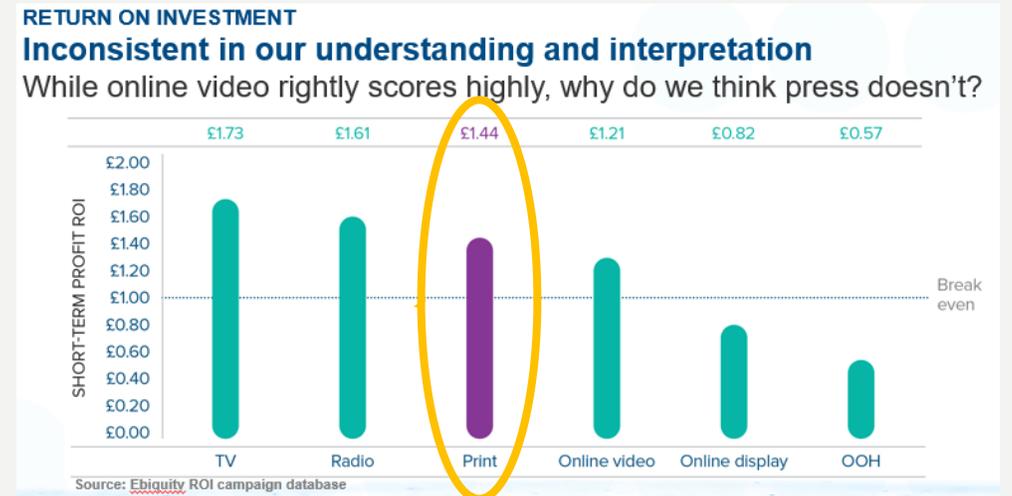
What the evidence says

1	Cinema	10
2=	TV	9
2=	Radio	9
2=	Magazines	9
5=	Newspapers	8
5=	Out of home	8
7	Direct mail	7
8	Social Media	6
9=	Online display	3
9=	Online video	3

What kind of emotional response are we seeking?

Consumers revealed that the most annoying digital advertising formats - even on trusted media channels - were intrusive pop-up ads and auto-playing video ads."

Source: How brands annoy fans, CMO Council 2017



"Marketing is ultimately about the mix and the layering of all the touch points ...It is about getting the proportions right to be most effective." SW

OPTIMISED SPEND = 16% IN PRINT

Source: [EbiquityAnalyticsReport2018_MarketingAsAProfitDriver_English_RGB_021018_a.pdf](#)

Edited to condense content by Sarah Wilkinson

Marketing as a profit driver

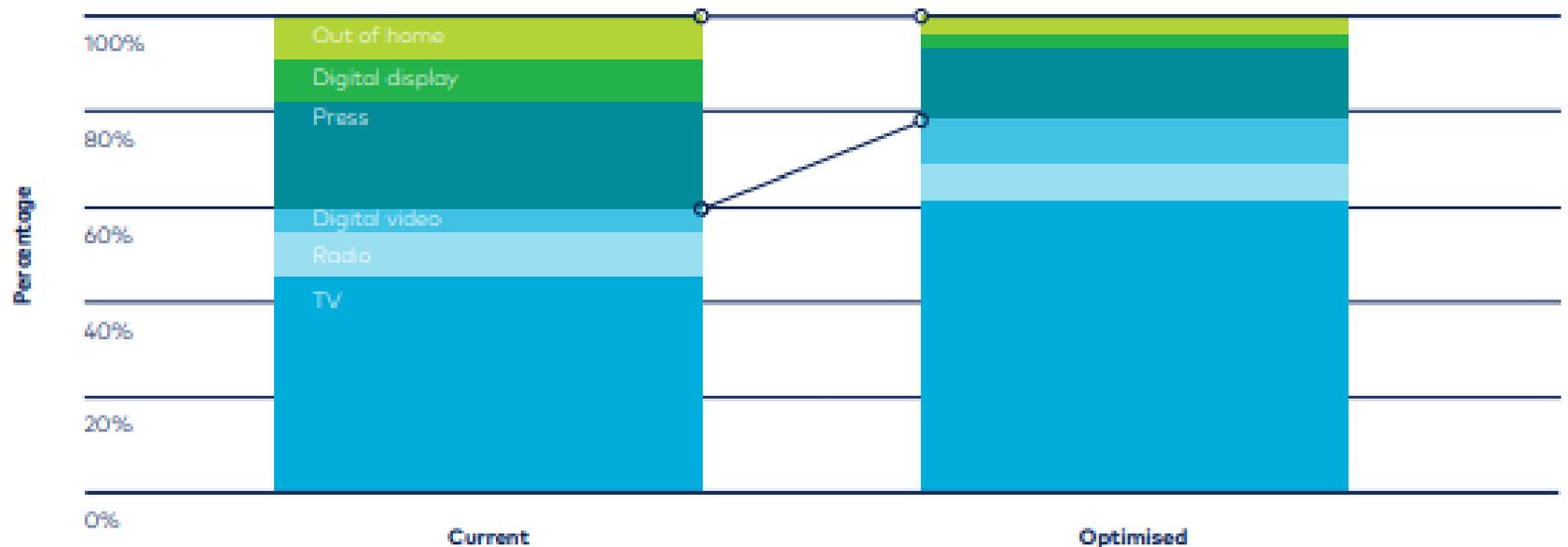
“

In total, our analysis covered \$375bn of advertising spend, or around 76% of all global investment in advertising.

Ebiquity Analytics Report 2018 \$45bn: The untapped profit opportunity for brands globally
Dr Nick Pugh, Head of Effectiveness
Christian Polman, Chief Strategy Officer

Analysed 2,500 marketing campaigns that ran over three years. The campaigns are stored in our centralised marketing effectiveness database, which collates key input data (e.g. spend, ratings, message type) and key output data (e.g. ROIs, uplifts, halo sales). ... we can calculate the value of sales at different levels of marketing investment, by channel and industry sector, and then the.... **optimal level of spend that maximises profit return.**

Figure 3.
Current and optimised global media spend



“Optimal level of spend on print is 16% of total media spend. Obviously varies between product / brand, but this is a robust study” SW

2. Is there evidence of print effectiveness?

3 POINT ROUND UP:

1. Print (under TV and radio) achieves the 3rd highest ROI.
2. Optimized budget: 16% of spend should be allocated to print
3. Print ranks 2nd in triggering a positive emotional response

NOTES: BABY MARKET RELEVANCE

WINNERS

- MAM
- Joie
- Elvie
- Pregnacare

CONTINUED
PRINT
PRESENCE
2018
ONWARDS

AD RESEARCH NEEDS TO CHANGE

Source: <https://www.quirks.com/articles/our-methods-aren-t-keeping-pace-with-consumers-advertising-experiences>

Jeri Smith is CEO at Communicus research firm.

Edited to condense content by Sarah Wilkinson

Why a more holistic approach to ad research is better aligned with how advertising really works.

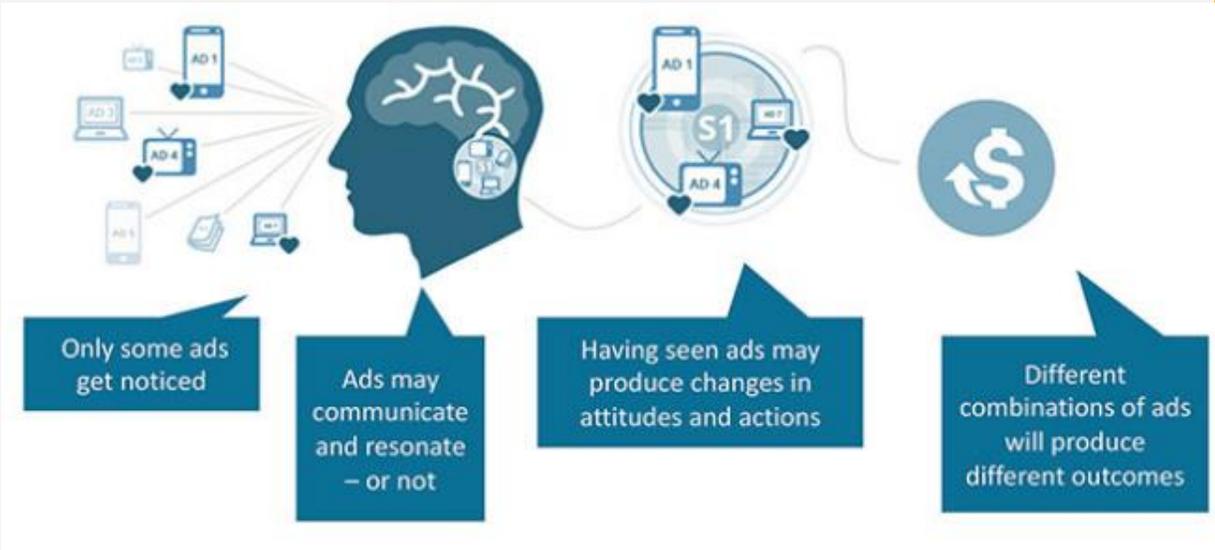
“Brand impressions and purchase decisions are rarely formed or changed based on a single ad any more than the experience of a stroll through the woods is shaped by the presence of a single tree”

What’s missing is how advertising really works – all together, like the experience of a stroll through the woods or the sounds of a beautiful symphony as played by a skilled orchestra. What if we could tell our advertising partners how all of the brand communications that they’ve crafted work together to build the brand and also how each piece contributes?

This requires more complex research, to ascertain:

- what ads and other brand communications they’ve noticed;
- whether, and how, these ads resonated with the consumer, individually, but importantly as part of the whole;
- how seeing the totality of what they have seen has influenced them; and,
- which elements produced what – and in what combinations.

None of this is simple. Which is perhaps one reason why the advertising research community has gravitated toward the quick, single-number evaluations that individual ad testing provides. Clearly, there is a role for the single-ad testing model. However, it’s also clear that the more comprehensive insights that can be gained from a comprehensive, campaign-focused approach to advertising effectiveness measurement can empower advertising teams to produce better, **more effective advertising that respects the consumer and how she travels through her world.**



“Research tools are lacking the evaluation of the overall consumer journey to their buying decision, we need to beware when (competing) ad options belittle other channels without evidence to prove they are longer valid options”

Sarah Wilkinson