

# WHITE PAPER

## number 7

THE TANGIBLE VALUE  
OF TRADITIONAL  
PRINT MARKETING



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# READ THIS WHITE PAPER TO LEARN MORE ABOUT THE VALUE OF TRADITIONAL PRINT MARKETING . . .

- *Traditional Print – still one of marketing’s most compelling and powerful tools*
- *Why print makes the marketing world go round*



## THE TANGIBLE VALUE OF TRADITIONAL PRINT MARKETING

*For any business, the perennial challenge is how best to capture the hearts and minds of your customers, and convince them to act. Beyond refining and crystallizing your marketing message, your success often hinges on finding the most compelling ways to communicate your marketing message — and truly connect with your target audience. And that’s no simple task for today’s marketers.*

*Every day, consumers are bombarded with an unrelenting tide of marketing messages, news and information. Ninety percent of the world’s data, for example, has been generated in the last two years alone. Compounding the challenge is the fact the average consumer’s attention span is a scant 8 seconds.*

*Multiple studies confirm one sure way to break through the clutter is with print materials. Print can bring together the tangibility and permanence of ink and paper, enhanced by the power of data-driven relevance. It’s a proven and persuasive mix that makes a compelling argument for using printed marketing materials — no matter what product or service is being sold.*

*In fact, even with the increasing focus on digital advertising and social media, there’s solid evidence and reasons why print should play a critical role in any successful marketing campaign.*

## **1. Print Makes An Impact**

Capitalizing on the full spectrum of papers, inks, colors, data-based communications and creativity, print grabs attention—and leaves a lasting impression with customers. Consumers are more likely to open and read print materials versus digital forms of advertising as well. In many ways, they consider it more personal and less intrusive. All of which can positively influence not only your customers' behavior, but how they feel about your brand or product promise.

## **2. Print Helps Optimize Your Marketing Mix**

Most businesses describe their optimal marketing mix as a combination of print and digital. Used in conjunction with other marketing channels, print provides a memorable and effective vehicle for customer communications — many times with impact that goes far beyond the initial touchpoint. A successfully integrated marketing campaign, including both print and digital messaging, can help reach multiple generations of consumers as well as accommodate individual communications preferences. Utilizing data-driven print also helps ensure targeting the right audience, and that every prospect is receiving your marketing message loud and clear.

## **3. Print Connects With Customers**

The reality is print delivers a tactile and tangible experience the digital world can't match. The tangibility of print also makes a stronger emotional connection with consumers, allowing them to interpret and internalize communications through their own experiences and beliefs. That's how print works to reinforce your marketing message...help it resonate with customers...and move them to respond. Today's consumers are also receiving fewer and fewer sales pitches via print. So it's easier than ever to stand out with print materials and make your marketing message heard.

## **4. Print Reinforces Your Brand Message**

Print materials can help customers remember your product or service, and persuade them to buy. In fact, many of them say it's the best method to keep a brand or name top of mind. Research shows that when consumers take in information via a print platform, it's not only easier to digest but easier to retain than with digital formats.

## **5. Print Enhances Communications Credibility**

Print materials are seen as tangible, important and therefore, more credible, particularly when compared to the ephemeral nature of digital communications. While the digital world is constantly evolving, the permanence of print helps imbue your messaging with greater credibility. That's why print materials are viewed as an invaluable and powerful marketing tool for building brand awareness.

## PRINT REMAINS A POWERFUL MARKETING TOOL – EVEN IN THE DIGITAL AGE

## CAPITALIZING ON PRINT – WITHOUT COMPROMISING ON SUSTAINABILITY

### 6. Print is Flexible and Cost-Effective

The options for communicating your marketing message via print are nearly unlimited. From direct mail and product catalogs to flyers and literature and simple business cards, print offers marketers extraordinary flexibility in creating and perfecting your message, and then connecting with the right customers.

### 7. Print is Sustainable

Looking forward, print and paper continue to provide a natural yet sustainable solution for effective marketing communications. In fact, because it's recyclable and comes from a renewable resource, paper is a product that's uniquely and truly sustainable—no matter what the finished printed piece.

Even in the age of the internet and social media, research shows that print is here to stay—and still serves an essential role in marketing communications. In many cases, people want and enjoy print-based communications, even to the point of preferring printed materials over digital media.

- 70% of Americans, including 69% of 18- to 24-year-olds, say they prefer to read print and paper communications rather than reading from a screen.
- 87% of adult Americans believe the main reason companies want to shift customers to electronic delivery is to save money, rather than environmental responsibility.
- Millennials overwhelmingly say they prefer paper. In fact, 60 out of 66 students preferred paper to computer when studying.

While it's easy to recognize the rationale behind using print and paper for effective marketing communications, it doesn't mean compromising on environmental responsibility for marketers. The fact is, for flexibility and persuasiveness, print remains one of the most effective yet sustainable solutions for successful marketing. The key to its ongoing sustainability is the way paper is produced, reused and recycled by the printing industry. The following explains more about the sustainability of print and paper:

#### **Paper is one of the few truly sustainable products.**

Paper is made from wood, a natural resource that's renewable, recyclable and compostable. These features, combined with the North American paper industry's support of responsible forestry practices and certification, use of renewable biomass, and advances in papermaking technology, make paper one of the most sustainable products on earth.

### **Much of the energy used for papermaking is renewable and the carbon footprint is surprisingly low.**

Like many major manufacturing operations, papermaking is an energy-intensive endeavor. However, roughly two-thirds of the energy used by North American pulp and paper mills is self-generated using renewable, carbon-neutral biomass in combined heat and power (CHP) systems. In fact, the forest products industry produces and uses more renewable energy than any other industrial sector. And more than 65% of the total energy used by North American pulp and paper facilities comes from renewable forest biomass.

### **Paper can be easily recycled and used to make new products.**

In the U.S., paper is recycled more than any other commodity in the municipal solid waste stream, including plastics, glass and metals. Used paper makes up just over 28% of all waste in the U.S. municipal solid waste stream. And 66% of the material used to make paper in the U.S. comes from recycled paper (33%) and wood chips/scrap from sawmills. Among the many benefits of paper recycling are:

- extending the supply of wood fiber
- reducing greenhouse gas emissions that contribute to climate change by avoiding methane emissions
- contributing to carbon sequestration
- reducing the amount of energy needed to produce some paper products
- saving significant landfill space.

### **Paper is one of today's most recycled products.**

Over the last two decades, the world experienced a dramatic increase in paper recycling. Today we're not only recovering more, but we now know how to get the greatest environmental and economic benefits from using recycled paper in new products. All of which makes paper one of the greenest and most sustainable options for marketing communications.

Consider these key statistics that further support the sustainability story for print:

- Paper recovery rates range from 60 to 75% in North America and Western Europe. Over the next 15 years, recovered paper is expected to grow from 43% to 61% of total global fiber supplies.
- In 2012, nearly 51 million tons (or 65% of the paper used in the U.S.) was recovered for recycling, up 76% since 1990. The industry's current recovery goal is to exceed 70% by 2020.
- Every ton of paper recycled saves more than 3.3 cubic yards of landfill space. And each percentage point of paper recovery represents roughly 800,000 tons of fiber, enough to fill more than 7,500 railroad cars.



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Sources: "Breaking Through the Noise" - Article from Canada Post;  
Two Side North America Fact Sheet (*Visit [www.twosidesna.org](http://www.twosidesna.org) for the full Fact Sheet.*)  
"Print and Paper Myths and Facts" Booklet from Two Sides North America