

Print in the Mix's Second Anniversary!

What our users have to say:

“ Love your site--I feel the service you provide is very valuable and the information very relevant to what clients are looking for from their print solutions providers.

We are grateful that you are there and offer Print In The Mix data to support the value of print. Keep up the great work! ”

As *Print in the Mix* nears its second anniversary, we are gratified to hear from so many media specifiers, print providers, and others about the benefits of using the website.

We are pleased to share the news that the generous grant to RIT from The Print Council has been renewed for two more years. We are proud to be associated with The Print Council and to have created a valuable resource that presents the case about the value of print in marketing campaigns.

Additional content and enhancements from a variety of academic and industry sources have been added to the site, in particular, the addition of case studies. Each month, we will feature a free PODi case study, and in the coming weeks, we will be adding case studies from other organizations.

Liz Dopp, editor of *Print in the Mix*, would like to hear from you about ways to improve the site, but also how you are putting the information to work in your company, your campaigns, and with your customers. She can be reached at eadppr@rit.edu.

Please spread the word about <http://printinthemix.com>.

Sincerely,

Patricia Sorce

Administrative Chair, RIT School of Print Media
Co-director, Printing Industry Center at RIT



Fast Fact

Reduced Advertising During Recession Negatively Impacts Consumer Perception

“ More than 48% of U.S. adults believe that a lack of advertising by a retail store, bank or auto dealership during a recession indicates the business must be struggling. Likewise, a vast majority perceives businesses that continue to advertise as being competitive or committed to doing business.

The Ad-ology Research study, “*Advertising’s Impact in a Soft Economy*,” analyzes consumer perception about businesses that continue to advertise, and those that do not, in the current economy.

The study finds advertising appears to play a key role in consumers’ view of how a business is doing, and by not advertising, businesses may be sending a warning signal to current and potential customers.

Other key findings:

- TV, newspaper, direct mail, and Internet are the top four media from which consumers saw/heard an ad within the last 30 days that led them to take action.
 - Coupon usage has jumped in the last year -- 40% of consumers say they are using coupons more now.
 - A ‘deeply discounted price’ was the number one factor that would make consumers more likely to purchase a big-ticket item (more than \$1,000).
- ”

About the survey: Ad-ology Research surveyed an online consumer panel of 1,225 adults in a manner that is 98% representative of the adult population of the U.S. from April 24-29, 2009. The margin of error for this survey is +/- 2.2 percentage points.

Source: Ad-ology, *New Ad-ology Study: Reduced Advertising During Recession Negatively Impacts Consumer Perception*, May 13, 2009.



Follow *Print in the Mix* on Twitter!
<http://twitter.com/printinthemix>

Fast Fact

Teens Do Engage with Traditional Media; Don't Want Advertisers Texting Them

“ According to a Fuse *Teen Advertising Study* conducted in partnership with University of Massachusetts:

- Three of four teens surveyed believe TV advertising is an appropriate way to reach them and/or prefer to be reached this way.
- Print ads receive high approval from teens too—magazines (50%) are the second most effective medium for reaching teens, they say.
- **While 79% of teens surveyed have visited a brand's official website for product information, results indicate they are not interested in interacting with brands on social networks. Only 29% of teen respondents say they have “friended” a brand.**
- While nine of 10 teens text, the survey found that the majority of teens (90%) disapprove of advertisers texting them with product messages.”

About: Online survey of nearly 600 teenagers (ages 13-18) conducted May 2009. Respondents: 50/50 gender split, some connectivity to media, no more than half came from major metropolitan areas.

Source: Fuse Teen Advertising Study, Spring 2009

Fast Fact

Newspaper Ads Still Top Consumer Shopping Tool

“ Newspaper advertising remains the leading advertising medium cited by consumers in planning, shopping, and making purchasing decisions, according to preliminary data from a MORI Research survey of 3,000+ U.S. adults, conducted on behalf of the Newspaper Association of America.

The study, part of a series entitled “*American Consumer Insights*,” found that:

- Nearly six in 10 adults (59%) identify newspapers as the medium they use to help plan shopping or make purchase decisions.
- More than eight of 10 (82%) say they “took action” as a result of newspaper advertising, including:
 - Clipping a coupon (61%)
 - Buying something (50%)
 - Visiting websites to learn more (33%)
 - **Trying a product or service for the first time (27%).**

Source: MediaPost, Newspapers Still Send Consumers To The Store, August 10, 2009



Vertis Customer Focus® Direct Marketing: Retail

Conducted for Vertis by Marshall Marketing & Communications

“ Direct mail is proven to be an effective medium for retailers to connect with customers. ”

Customer Focus is Vertis Communications' annual study tracking consumer behavior across a wide variety of industry segments and media. First conducted in 1998, the survey identifies emerging consumer behavior patterns and tracks shifts in consumer practices and motivations.

Select Top-Line Results from Customer Focus Direct Marketing: Retail

- Three of four consumers surveyed (76%) state they read direct mail received from retailers. Women, ages 35-49, are the heaviest readers (86%), while men, ages 50+, are the lightest readers (65%).
- Men, ages 35-49, report they are reading their retail direct mail much more today (77%), as compared to 2003 (64%).

Retail Direct Marketing Readership Among Men

Men	2003	2008
Age 18-34	65%	67%
Age 35-49	64%	77%
Age 50+	68%	65%

- Readership of retail direct mail has increased among women of all age groups. As with the men, the largest increase in retail direct mail readership is in the 35-49 age group.

Retail Direct Marketing Readership Among Women

Women	2003	2008
Age 18-34	76%	79%
Age 35-49	70%	86%
Age 50+	75%	78%

- Direct mail from discount and grocery stores are the types most heavily read. More than eight of 10 respondents (86%) say they pay attention to direct mail from discount stores. Almost as many (83%) report reading direct mailings sent from their grocery stores.

continued >

> Customer Focus Direct Marketing: Retail *continued*

- Retail direct mail messages that consumers surveyed say they have responded to:

DM Messages Responded to	Total Adults
Coupons	71%
Buy one, get one free	71%
Single item discount	63%
Percent off	59%
Gift card	52%
Everyday lowest price	37%
Grand opening	36%
Gift with purchase	34%
Consumer tips	29%
Loyalty card offer	26%
Event invitation	23%
None	8%

- Reasons that make a difference as to what direct mail consumers say they open:

Reasons for Opening DM Pieces	Total Adults
Timing of direct mailing arrival coinciding with need for the service/product	67%
Consumer's name on the front of piece	66%
The piece looks interesting	60%
A special offer or discount	54%
The piece looks important	52%
Feel something in the piece	51%
A free gift or token inside	42%
Dated material enclosed	35%
None of these	5%

Take Away:

The annual Vertis Customer Focus study has steadily demonstrated that consumers welcome direct mail. The latest findings show consumers have become even more receptive to using direct mail to seek information and obtain the best value thus proving direct mail to be an effective medium for retailers to connect with customers. 📧

About the survey: Consumer Focus® Direct Marketing interview methodology: Telephone survey (random digit dialing) of 2,000 U.S. adults 18+, 95% reliability, 2% differential, distributed proportionately.

Fast Fact

Marketers Cutting Back On Some Offline Tactics Despite SMBs Stated Preferences

“Despite a preference among small and medium-sized businesses (SMBs) for receiving marketing information via direct mail, newspapers, and magazines, marketers are cutting back on these methods and switching to lower-cost online marketing to save money, according to a study by Bredin Business Information (BBI).

BBI surveyed both marketers and SMBs about their offline and online media preferences. Among offline tactics, marketers said they planned to decrease spending on direct mail, print advertising, and trade shows and would increase spending on public relations and telemarketing.

In contrast, SMBs said they prefer and rely upon direct mail and print advertising for information on products and services, favoring these offline tactics over methods such as telemarketing.

Offline Marketing Channel	% of SMBs Who Rely On Channel
Newspaper and magazine stories	43.6%
Direct mail (letters, postcards, catalogs)	43.5%
Radio and TV ads	32.0%
Phone calls	27.4%

“There is a disconnect between marketers cutting back on direct mail, which makes sense because postage is going up, and SMBs saying it is a format that they like,” Stu Richards, CEO at BBI is quoted as saying.

For online tactics, marketers said they planned to increase spending on every online tactic surveyed, especially microsites/resource centers, social networking, and webinars. SMBs, on the other hand, state they most rely on referrals from friends and peers (72%), followed by search engine marketing (57%), educational websites (44.5%), and email newsletters (38%). The least popular online formats were ads on social networking sites (28%), forums/chat rooms (20%), videos/podcasts (19%) and mobile ads (8%),

”

About the survey: The BBI research is based on two separate studies completed in early 2009. “Marketing to SMBs in 2009,” surveyed marketers at 50 companies who target SMBs, such as AT&T, Cisco, Comcast, Dell, Harris Bank, HP, IBM, Intel, Intuit, Sage, SAP, Sun Microsystems, US Bank and Union Bank. The survey objective was to understand how marketers are targeting SMBs in this economy. The second survey, “SMB Media and Brand Preferences,” surveyed 741 SMBs with the objective of better understanding their marketing preferences and key business concerns.

Source: Marketing Charts, Marketers and SMBs Disconnect Over Online Tactics, March 27, 2009.



Fast Fact

Hispanic Newspapers Top Media Choice Among Fastest Growing Segment of U.S. Population

“ Alloy Access, in partnership with Excend Consulting Services, recently conducted its *Hispanic Newspaper Audience* study. The results demonstrate that Hispanic newspapers are a top media choice among the large and growing U.S. Hispanic population.

Key readership findings include:

- 82% of those surveyed read Hispanic publications
- 57% of respondents who read their Hispanic newspaper are under the age of 35
- 26% of readers share their paper with at least four others
- 74% of Hispanic newspaper readers have read three or more of the last five issues
- 53% have been reading their favorite Hispanic newspaper for three or more years.

Hispanic newspaper readers also pay attention to ads:

- 63% report looking at ads at least frequently, with 24% stating they always pay attention to ads
 - 39% report sharing advertising information with a friend
 - 34% have visited an advertiser's website after seeing an ad in the newspaper
 - 25% of the 25-34 year old segment state they were most likely to have called or visited a retail store in response to an ad, more so than any other age group
 - 55% of all readers say they use coupons from the newspaper at least occasionally, with almost one-third using coupons frequently.
- ”

About the survey: The study surveyed 1,030 respondents in the top five states measured for Hispanic population (California, New York, Texas, Florida and Illinois) in February–March 2009. Demographic breakdown of respondents: 18-24, 25-34, 35 -54, and 55 and older.

Source: NewspaperProject.org, Study Finds Hispanic Newspaper Readership Prevalent Among Hispanic Consumers of All Ages , April 3, 2009.

Fast Fact

Multi-Channel Approach Improves Campaign Performance

“ According to InfoTrends *Multi-Channel Communications Measurement and Benchmarking* study:

- Marketers report an average improvement of 35% for multi-channel campaigns (using print, email, and web landing pages) over single channel print-only campaigns.
- Personalization brings even more improvement to campaign performance. Marketers reported an average improvement of close to 50% for personalized multi-channel campaigns over static print-only campaigns.
- **Multi-channel communications also present a significant opportunity for print service providers to increase profitably.** Two-thirds of service provider respondents that offer multi-channel services report improvements in overall revenue as a result of multi-channel communications. Half of these service provider respondents agree that campaigns utilizing print, e-mail, and web landing pages offer high, if not the highest, profitability among their services.

”

About the survey: The study findings are based on surveys of over 200 corporate marketing professionals and over 300 service providers in the U.S. who are currently engaging in multi-channel communications.. To qualify for participation in this survey, the marketers were required to be using more than one medium for their marketing activities. The service providers were required to offer multi-channel services, not only print related services. Due to this qualification, the mix of service provider respondents is not representative of the overall commercial printing market. The bulk of these primary research activities were conducted in November and December 2008.

Source: *InfoTrends Study Provides Insight into Multi-Channel Communications Opportunity*, January 9, 2009.



Visit *Print in the Mix* today to see the latest content!

<http://printinthemix.com>

About Print in the Mix

Established with a generous grant from The Print Council, *Print in the Mix: A Clearinghouse of Research on Print Media Effectiveness* is housed at Rochester Institute of Technology and is published by the Printing Industry Center at RIT.

Print in the Mix is a unique resource whose mission is to collect and summarize reputable research demonstrating the role of print as a viable information medium in the marketing mix.

Joining us in this unique endeavor are faculty and staff from universities coast-to-coast who study printing industry trends. Together we review research from a variety of academic and industry resources, distill the quantitative facts and detail how the research was done in order to present top-line synopses for use by media specifiers, print providers, and others as they make the case for "print in the mix."

Visit Print in the Mix at <http://printinthemix.com>

Visit the Printing Industry Center at RIT at <http://print.rit.edu>

About The Print Council

The Print Council is a business development alliance formed by leaders in the graphic arts industry whose goal is to influence and promote the greater use of print media. Through education, awareness, market development, advocacy, and research, The Print Council serves the industry to develop, maintain, and increase the market for printed goods. In addition, the Council works closely with industry associations, ongoing initiatives, and relevant user groups that share common goals.

For more information, please contact Executive Director Ben Cooper at 202-973-5977 or bycooper@wms-jen.com.

Visit The Print Council at <http://theprintcouncil.org>



About the Print in the Mix Newsletter

The Print in the Mix Clearinghouse publishes its printed newsletter three times a year and issues an e-newsletter monthly. Subscription is free. To register, please visit us at:

<http://printinthemix.com>

Print Council Members: Additional copies of the printed newsletter are available upon request. Please visit the Clearinghouse web site and click on "Contact Us."

Dr. Patricia Sorce : Editor-in-Chief, Print in the Mix, Administrative Chair of the RIT School of Print Media, and Co-director of the Printing Industry Center at RIT

Liz Dopp : Managing Editor, Print in the Mix

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The logo for 'Print in the Mix' features the word 'Print' in a dark purple font, 'in the' in a smaller dark purple font, and 'mix' in a large, bold, lime green font. To the right of the text, there are several horizontal lines of varying lengths, also in lime green, that resemble a stylized circuit board or data stream.

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