



Print in the Mix's Third Anniversary

“ Thank you, thank you for your research and publications. I feel like I go into another world when I read your articles, fast facts, and summaries. The reading is substantial and challenging, not just “hype and fluff,” yet avoids being too overtly academic to be of no practical use in the industry. Kudos! ”

--Dan Halmar, IWCO Direct

Print in the Mix is nearing its third anniversary and it remains gratifying to hear from so many media specifiers, print providers, direct marketers, and others about the benefits of using the website, as well as the value found in our newsletters.

In addition to your comments, a frequent question we are asked is “*May my company share Print in the Mix content with our customers and colleagues?*” The answer is YES! We ask that:

- Print in the Mix content not make up the majority of any organization’s publication, website, blog, etc.
- Credit the author(s) of the data being shared.
- Attribute Print in the Mix as the source of the summarized content (www.printinthemix.com).

In addition, we have created templates in various formats (Word, InDesign, PDF) so that you can easily copy, paste, print, and share our content with your colleagues and customers. Please visit the website and click on the “Toolkit” link.

Print in the Mix is fully funded and made possible thanks to a generous grant from The Print Council. Rochester Institute of Technology (RIT) is proud to be associated with The Print Council and to have created a valuable resource that presents the case for the role and effectiveness of print in the marketing media mix.

Please consider dropping us a line letting us know how you are putting Print in the Mix to work!

Fast Fact

Young Adults Prefer Offline Marketing Offers

// North American consumers in the valued 18-34 year-old demographic say they prefer to learn about marketing offers via direct mail and newspaper advertising rather than online sources such as social media platforms, according to recent survey research from ICOM, a division of Epsilon Targeting.

Product	Offline Marketing Preferences (18-34 year-olds)	Online Marketing Preferences (18-34 year-olds)
Food Products	66%	23%
Cleaning Products	66%	20%
Personal Care	62%	22%
OTC Medicine	53%	21%
Sensitive Health Products	46%	21%
Prescription Medicine	45%	22%
Financial Services	44%	19%
Insurance	43%	21%
Travel	35%	42%

The 2010 survey of 2,569 U.S. consumers and 2,209 Canadian consumers (ages 18-55+) focused on consumer preferences concerning the ever-expanding array of communications channels for the delivery of marketing information, offers and promotions.

Additional survey findings about channel preferences:

- 45% of U.S. men and 35% of Canadian men do not have any social media accounts; 36% of U.S. women and 31% of Canadian women do not have any social media accounts.
- In both the U.S. and Canada, women of all ages are more likely than men to prefer direct mail. Men state they are more likely to prefer the Internet or e-mail as a mode of receiving marketing information.

“Overall, our research confirms the proliferation of channel choices but shows that a unique combination or balance of favored channels needs to be identified, and that combination likely includes direct mail and other offline options, despite the notion by some that offline is no longer effective,” said ICOM’s Vice President Warren Storey.

Source: Epsilon news release, “Young Adults Strongly Prefer Offline to Online Sources for Marketing Offers, Research Reveals,” August 24, 2010.

Fast Fact

Small Business Owners: Print Ads Most Effective



FedEx Office's third annual *Signs of the Times* national survey of small businesses finds that:

- 87% of small business owners say that printed marketing and advertising tools are somewhat to very effective at driving customers to their businesses.
- 61% believe traditional marketing and advertising methods are more effective than web-based counterparts at bringing in customers.
- Interestingly, young adult owners (ages 18-34) are greater proponents of signs, banners, posters, flyers, and brochures as cost effective marketing/advertising tools, than their older counterparts. One out of two young adult respondents value signs and banners, compared to 36% of owners age 55+, and 57% of 18-34 year-old SB owners tout the power of flyers and brochures, compared to 47% of their older counterparts.
- 46% of small business owners have plans to grow their business in 2010 by improving their company's online presence; 36% plan to utilize social media/networking sites to build business.



About: FedEx Office, in conjunction with the Ketchum Global Research Network, worked with Braun Research to conduct the survey. They polled small business owners who employ 5 to 100 employees and own firms that generate over \$100,000 in annual revenue. A total of 500 interviews were completed; the margin of error is +/-4.38% at the 95% confidence level.

Source: Marketwatch, "Small Businesses Believe They Will Lead the U.S. out of Recession According to Third Annual FedEx Office Survey," May 5, 2010.

Fast Fact

Online Ads Annoy More Than They Appeal



According to a new study by UK-based research firm Connect Insight, just 17% of 1,000 web users surveyed find online advertising "impactful and appealing," while most respondents say they find online ads "intrusive, repetitive, unappealing and cheap."

Examining age groups, one-quarter (24%) of 16-34 year-olds are likely to find online advertising appealing and 44% are likely to find online ad messages relevant. Among older web users (age 55+), 50% "actively avoid environments where advertising interrupts their usage of a site."

Regarding social media ads, 43% of all respondents say they wouldn't follow any products or brands on social media sites.



Sources: Strategy Eye, "Online Ads Engage Just 17% of Web Users," August 23, 2010 and new media age, "Online Ads Annoy More Than Appeal," August 24, 2010.



The Household Diary Study: Mail Use & Attitudes in 2009-Advertising Mail

Conducted by NuStats on behalf of the USPS

// Contrary to the image that direct mail is “junk mail” and is tossed without consideration – eight out of 10 households report visually scanning or reading the advertising mail they receive. **//**

In April 2010, the United States Postal Service released their 2009 Household Diary Study. Conducted annually since 1987, the latest Household Diary Study surveyed a representative sample of over 5,360 U.S. households to provide a “comprehensive and continuous description” of the mail sent from and received by the American household.

Select Top-Line Results from The Household Diary Study

- Households received 85 billion pieces of advertising mail in 2009, which was 15% less than in 2007 and 2008 due to the economy. In 2009, advertising mail represented 59% of all mail received by households.
- Eight of 10 households (79%) say they either read or scan the advertising mail sent to their homes. Half (51%) of households surveyed state they usually read all or some of their advertising mail while 28% scan advertising mail they receive. Only one out of every five households (21%) report they usually do not read their advertising mail.
- Household behavior toward reading advertising mail is largely independent of how much ad mail the household receives. For example, among households that receive zero to seven pieces of advertising mail per week, 45% usually read all or some of the mail and 17% usually do not read any. Among households that receive 18 or more pieces per week, 48% usually read all or some, and 16% usually do not read any. While households do not appear “turned off” to high volumes of direct mailings -- the percentage of households that usually read all advertising does decrease as the number of pieces increases.

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> Household Diary Study 2009 *continued*

- The amount of advertising mail received is closely tied to income, education, and age. Households with incomes over \$100,000 and with a head of household age 55 and older received the greatest number of advertising mail pieces at 23.3 pieces per week.
- The higher the income, the higher the average number of responses to advertising mail. For example, households with incomes above \$150,000 report they intend to respond to 2.3 pieces of advertising mail per week and that they may respond to another 3.1 pieces per week. Other high-income households also indicate they will respond to more than one piece of advertising mail per week as do some of the lower income households.
- Despite the attention paid to online and e-mail advertising, households with Internet access receive more advertising mail than those without access. This is reflective of household characteristics, as Internet access is often closely tied to income and education.
- The survey shows that not all advertising is treated equally. Catalogs attract much more attention than credit card advertising – 47% of households read catalogs while 19% discard without reading them. On the other hand, 33% of households read credit card advertising while 40% discard without reading.
- When asked about their intended response to advertising mail, 28% say they will respond or might respond to standard class mailings (e.g., catalogs) and 18% say they will or might respond to first-class mailings (e.g., credit card offers).

Take Away:

Performed annually since 1987 by the U.S. Postal Service, this study provides a consistent look at household attitudes towards mail received, such as advertising mail. Contrary to the image that direct mail is “junk mail” and is tossed without consideration -- a majority of households report paying attention to the advertising they receive. This helps explain why direct mail is the number one choice of advertisers in America – consumers read the advertising mail they receive and respond to it. ■

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

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Fast Fact

Social Media Sites Not a Major Source for Recommendations or Purchases

According to ForeSee's 2010 American Customer Satisfaction Index E-Business Report, which examines trends in customer satisfaction with e-business industries, social media is not found to be a significant source of product recommendations or purchases for most American Internet users. According to the survey, more than eight out of 10 Internet users say they do not seek out product recommendations from these sources.

“Do you seek out recommendations for products or services on this site?”

Social Media Site	Yes	No
Facebook	16%	84%
MySpace	14%	86%
YouTube	17%	83%

Even fewer surveyed users say they have actually purchased a product or service based on a social media recommendation.

“Have you ever purchased products or services that were recommended to you on this site?”

Social Media Site	Yes	No
Facebook	12%	88%
MySpace	8%	92%
YouTube	14%	86%

About: The survey/report The American Customer Satisfaction Index is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the U.S. Data from interviews with approximately 70,000 customers annually are used as inputs into an econometric model to measure satisfaction with more than 225 companies in 45 industries and 10 economic sectors, as well as more than 130 federal government departments, agencies, and websites. The ForeSee Results report on results in three measured e-business industries: social media, search engines and portals, and news and information websites.

Source: MarketingNews, “Facebook Earns Poor Customer Satisfaction Marks,” July 22, 2010.



Getting Past the Trash Bin: *Attribution about envelope message, envelope characteristics, and intention to open direct mail*

By Clinton Amos (Ph.D., University of North Texas) and Audhesh Paswan (Ph.D., University of Mississippi)

// Ultimately, without an enticing message appeal, the opportunity to make a sale is potentially lost. //

Type of Promotional Material/Activity Tested:

An examination of consumer attributions of messages printed on direct mail envelopes and about direct mail envelope characteristics -- and the effect on their intent to open an advertising piece.

Sample Population/Methodology:

Data was collected from 386 colleges students and 117 adults through a self-administered scaled questionnaire. Note: Students are a major target of direct mail campaigns from a variety of industry such as credit cards, banks, financial services, and automobiles, thus their inclusion in this study.

After removing incomplete submissions, 478 questionnaires were retained for subsequent analysis. The gender composition of the sample was 46.6% male and 53.4% female.

Variables Studied:

Direct mail envelope messages communicating:

- importance (e.g., 'confidential', 'first notice')
- urgency (e.g., 'offer expires soon')
- potential price incentive (e.g., 'are you paying too much', 'no fees')
- potential non-price incentive (e.g., 'sweepstakes', 'coupon inside')
- exclusiveness (e.g., 'preferred customers only', 'special offer')
- gratitude (e.g., 'we appreciate your business', 'thank you')

continued >

> Getting Past the Trash Bin *continued*

Variables Studied (cont.):

Direct mail envelope characteristics:

- personalized (e.g., handwritten name and address, a stamp)
- official (e.g., something important and non-trivial)
- standardized (e.g., addressed to the recipient in an impersonal way)

Top Line Results:

- Out of the six envelope message appeals only three were shown to have significant association with the intention to open the direct mail envelope -- those were messages that created a feeling of importance, gratitude, and an anticipation of a non-price incentive.
- Messages that created a feeling of urgency, exclusiveness, as well as anticipation of price incentive did not exhibit a significant association with consumers' intent to open the direct mail envelope.
- For envelope characteristics, all three factors (e.g., personalized, official, standardized) have significant positive effects on consumers intent to open a direct mail piece.

Take Away:

It is interesting to note that the three message appeals categories that significantly influence the consumer's intention to open a direct mail envelope -- messages that convey a feeling of importance, gratitude, and a non-price related curiosity factor (i.e. 'let's see what is inside') -- all deal with the relationship aspect of the interaction between the sender and the consumer. In contrast, the three insignificant message appeals are more transactional, rather than relational, in nature -- do it now (urgency), special offer (exclusiveness), and price incentive.

The findings indicate that to be most effective, direct marketers should look at their advertising pieces as a tool for building relationships with recipients. As stated by the authors, "Ultimately, without an enticing message appeal the opportunity to make a sale is potentially lost." ■

Source: *Journal of Marketing Communications*, Vol. 15(4), September 2009, 247-265.



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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 Codirector of the Printing Industry Center at RIT

Liz Dopp : Managing Editor, Print in the Mix

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Rochester Institute of Technology
55 Lomb Memorial Drive
Rochester, NY 14623

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