

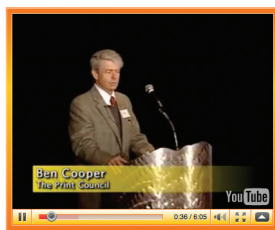
Print Delivers

The Print Council, the grant funding organization that makes RIT's *Print in the Mix* website and newsletters possible, understood from its inception that there was a need for increased educational outreach to media and marketing specifiers regarding the role and advantages of print in the media mix. With this in mind, a "lunch and learn" seminar called "Print Delivers" was launched,

Presentations about the power of print -- including case studies and statistics about print effectiveness and the environmental case for print -- were delivered at events in 2009 by speakers from The U.S. Postal Service, Kodak, Heidelberg, Appleton Coated Papers, and The John Roberts Company.

What makes the Print Council sessions unique is that the entire supply chain of print communications is represented from the forest to the distribution. Having all of the elements of print together at one time enables the group to demonstrate the complete value of a print communication program.

The Print Council is currently scheduling events for 2010. The first will be held in the Washington DC area on March 26 and the next in Dallas in mid-April. For additional information, please contact Joanne Vinyard of The Print Council at jvinyard@msn.com.



A fast-moving, six-minute video created by Kodak capturing the spirit and flavor of a recent presentation is featured at <http://printinthemix.com/fastfacts/show/306>.



Fast Fact

Direct Marketing Share of Ad Spend Increases to Over 54%

“ Direct marketing spending made up 54.3% of all total ad expenditures in 2009, up from 52.7% in 2008, and is expected to remain above the 53% mark for the next five years, according to the Direct Marketing Association (DMA). The year 2009 marks the fifth year in which direct marketing captured more than half of all advertising spend nationwide.

Additional key findings from the DMA's report *The Power of Direct Marketing 2009-2010*, an annual forecast of the direct market's economic impact on the U.S. economy:

- For 2009, an investment of \$1 in direct marketing advertising expenditures was predicted to return, on average, \$11.65 in incremental revenue across all industries. This exceeds the \$11.61 achieved in 2008 and is expected to improve further to \$11.73 in 2010.
- Although the share of overall marketing increased, direct marketing numbers were still down and predicted to reach only \$149.3 billion total in 2009, a decline of 11.2% from 2008. However, general advertising fell to \$125.7 billion, down 14.2% from 2008.
- In 2010, total direct marketing ad spending is expected to increase 2.7%.
- While offline channels continued to account for the bulk of advertising dollars in 2009, the most significant developments for the 2009–2010 periods are the continued shift of dollars towards online media. Non-email Internet advertising accounted for over 15% of all direct marketing advertising dollars in 2009, and will account for nearly 17% in 2010.

Source: *Response Magazine*, "Direct Marketing Increases Share of Ad Spend," October 21, 2009 and DMA news release, "DMA's Power of Direct Marketing Report Finds DM Ad Expenditures Climb to Over 54% of All Advertising Expenditures," October 19, 2009.

Fast Fact

Two Out of Three Prefer Print Media

“ According to new research, digital media is no substitute for traditional printed media.

A recent survey by Harris Interactive® of 2,200+ U.S. consumers, conducted on behalf of Earthtone, a firm specializing in comparison pricing for printers, finds that people choose how they consume media based on personal preferences.

Harris Interactive's research shows that the majority of U.S. adults think that printed media is easier to read than the digital equivalent. With this said, many adults surveyed also showed a preference for the immediacy that digital media offers.

Additional findings from the survey include the following:

- 68% of adults feel more comfortable when they have something on paper than on screen.
 - 64% of adults say reading in print is easier than reading on screen.
- ”

About: The survey was conducted online by Harris Interactive on behalf of Earthtone between July 14 and July 16, 2009 among 2,265 U.S. adults ages 18+. Data was weighted to be representative of the U.S. adult population.

Source: WhatTheyThink, "Two Out of Three Americans Prefer Print Media," October 27, 2009.

Fast Fact

MIT Study Deflates Online Ad Advantages

“ According to a new study from the MIT Sloan School of Management, online advertising can prove better at targeting certain demographics than traditional media, but the increased competition of today's online landscape means that these advantages do not automatically translate into greater profits.

MIT Sloan Assistant Professor Alessandro Bonatti, who worked with Yale University economics professor Dirk Bergemann on this research, notes, “Marketers who think they can get better results at a lower cost by advertising on the Internet instead of through more traditional media should consider all of the avenues available to them before making a decision. The same search and other technology that enabled advertisers to target particular audiences is also creating greater online competition for the same audience, thus reducing the profitability of advertising on any targeted website.”

Source: Marketing Charts. "MIT Study Debunks Online Ad Advantages," January 4, 2010.



Fast Fact

Execs Say Direct Marketing Has Greatest Impact On Company and Brand Success

“One of the findings of a recent social media survey of U.S. marketing executives is that direct marketing is expected by far to have the greatest impact on the success of companies and brands in the next year.

When marketers were asked, “Which of the following will have the most impact on the success of your company or brand over the next year?” nearly half gave the nod to direct marketing.

Marketing Channel	Greatest Impact
Direct Marketing	48%
Advertising	18%
Public Relations	17%
Social Media	10%
Media Buying/Planning	7%

Despite the firm belief in direct marketing’s impact on company and brand success, the survey finds that in companies where funds are being shifted for expansion of social media, 40% is coming from direct marketing, 48% from advertising, 29% from media planning and buying, and 18% from public relations.

About: The 2009 PRWeek/MS&L Social Media survey was conducted by PRWeek and CA Walker. The survey queried 271 U.S. marketing directors, VPs of marketing, CMOs and others about their use and perceptions of social media. Survey results were collected between June 25 and June 30, 2009. Results are not weighted. Based on the sample size, the results are statistically tested at a confidence level of 5.1%.

Sources: PRWeek/MS&L Social Media Survey and Reuters, “Customer Feedback on Social Sites Not Used to Improve Products,” October 5, 2009.



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Fast Fact

Nonprofits Experimenting With Social Media Yet Still Rely on Traditional Media

“ A recent survey of nonprofits and their use of social media find that the vast majority of nonprofit organizations (88%) are experimenting with social media to engage key audiences, yet significant majorities (79%) are uncertain of how to demonstrate social media’s value for their organizations.

In addition, traditional media remains a key player for nonprofits:

- Two-thirds of the nonprofit executives surveyed say that traditional media -- including coverage in newspapers, magazines, television and radio -- is more effective at supporting fundraising efforts than social media (67% vs. 22%).
- The majority (60%) also believes traditional media to be more effective in building the public’s awareness of their nonprofit organization, as shown in the table below:

Media Strategy	Traditional Media	Social Media
Supporting fundraising efforts	67%	22%
Building awareness of your organization	60%	31%
Mobilizing people as advocates on your organization's behalf	34%	58%

Other findings: Nonprofit executives are more skeptical about social media’s ability to help them connect with hard-to-reach audiences such as donors (45%), media (39%), and policy makers (31%).

The survey was conducted among 200 nonprofit and foundation executive directors and senior communications for Weber Shandwick Social Impact Team, a global agency that works with nonprofits and foundations on brand building, issue advocacy, and public education goals.



About: KRC Research, research partner to Weber Shandwick Social Impact, surveyed 200 nonprofit and foundation executive directors and communications officials via phone between July 29 and August 17, 2009. The margin of error is +/- 6.9 percentage points at the 95 percent confidence level.

Source: CNNMoney, “Weber Shandwick Social Impact Survey Finds 88% of Nonprofits Experimenting with Social Media While Struggling to Demonstrate its Value to their Organizations,” November 12, 2009.

Fast Fact

Direct Mail Is Top Channel Influencing Consumer Purchases



In examining the success of traditional and online media channels in driving purchases, ExactTarget's commissioned 2009 Channel Preference Study found that for young and old alike, direct mail directly influenced the purchase of an item or a service more than any other channel.

The second annual study, conducted by Forrester Research, looked at consumer use of different channels for interpersonal communication and attitudes toward marketing communications. It found that three out of four consumers surveyed -- all Internet users -- were directly influenced to purchase an item or a service thanks to a direct mail piece.

Marketing Channel	% Influenced to Make a Purchase
Direct Mail	76%
TV Commercial	67%
Email	58%
TV Infomercial	39%
Telemarketing	17%
Social Media	8%

In addition:

- Three-quarters (75%) of 25 to 34-year-olds and six out of 10 (62%) 18 to 24-year-olds said they have made a purchase as the result of direct mail (older consumers were even more likely to have been influenced by direct mail). Teens were the one exception -- direct mail-influenced purchases (55%) were second to television commercials (62%).
- Across every age group, email is third on the list of channels influencing purchases. Teens were least likely to have made online purchases through email (36%).



About: Data for the 2009 Channel Preference Study was collected between June 12 and June 17, 2009 through an online survey of 1,579 internet users living in the U.S. Individuals in the marketing profession were screened from taking the survey. The sample was drawn from the TrueSample™ online panel maintained by MarketTools. The sample was stratified according to age with a minimum of 205 respondents in each of seven age ranges.

Source: ExactTarget, 2009 Channel Preference Study



Fast Fact

Consumers Value Relevant Marketing Messages, Prefer Print

“ To understand what marketing messages and channels of delivery are most valued by today’s customer, the Chief Marketing Officer (CMO) Council and InfoPrint Solutions Company undertook a survey of nearly 1,000 U.S. consumers. The results show that regardless of channel, consumers most value relevant and individualized marketing messages.

Key findings of the consumer engagement study highlighted in the report, *Why Relevance Drives Response and Relationships: Using the Power of Precision Marketing to Better Engage Customers*, shows that:

- When given the opportunity to choose, 51% of consumers prefer to receive product or service promotions via traditional mail, while 44% prefer email.
- Nine out of 10 consumers open monthly bills delivered via traditional mail, compared to 72% who open bills delivered via email. For all types of mail received, print mail is opened and viewed by consumers more than email.

Type of Mail	Traditional Mail	Email
Monthly Bills	92%	72%
Bank Statements	83%	60%
Promotional Offers	56%	41%
Newsletters	51%	40%
Flyers	41%	NA
News Alerts	NA	37%
“Junk” Mail	23%	NA

- Three-quarters (73%) of consumers say they would opt for more traditional mail vs. electronic statements if the government certified that mail had less environmental impact than electronic delivery.

continued >

Consumers Value Relevant Marketing Messages (con't.)

- The majority of consumers say they are inspired to do business with a retailer after receiving personalized offers -- 30% of respondents answered "yes" and 48% said "sometimes."
- While 64% of consumers say promotional offers dominate both the traditional mail and the email they receive, only 41% view these as must-read communications.
- Of the 91% of consumers who opt out or unsubscribe to emails, 46% do so because the messages are not relevant.
- Four out of ten (41%) say they would consider ending a brand relationship due to irrelevant promotions--whether print or email. An additional 22% say they would definitely defect from an offending brand.

"Irrelevant, impersonal communications, be it email or traditional mail, is a waste as it does not engage a receptive recipient," said Liz Miller, Vice President, Programs and Operations, CMO Council. "It is no surprise that consumers are opting out of irrelevant emails. However, what is a grave sign for marketers to heed is that customers will disconnect and stop doing business with brands who continue to send messages that demonstrate a lack of intimacy, customer insight and individual understanding."

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Source: DMNews, "Ad Noise Can Drown Brand Loyalty, Says CMO Council Study," November 17, 2009 and CMO Council, "Irrelevant Communications Contributes To Customer Defection and Alienation," November 17, 2009.

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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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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 curved, parallel lines in a light green color that sweep upwards and to the right, resembling a stylized circuit or signal path.

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

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