

Print Continues to Prove a Media Powerhouse

A wide range of studies and surveys consistently underscore the position of print as a powerful consumer influencer whether used alone or as part of a mixed media campaign.



The latest issue of the always informative **Print in the Mix** newsletter, offers reports on a variety of studies and

surveys in support of print's prominent—and effective—place in today's media mix. Among the findings:

- In a recent survey, “the majority of young adults (ages 16-26) said they **prefer and trust paper** for business communications and, if given a choice, 71% would choose to read a print magazine and 52% a print newspaper over a digital version.”
- Research by the Nielsen Company found that nearly 90% of consumers say they **want to receive sales and promotions via direct mail** (87%) and find others in the newspaper (86%) in the future.” Plus, nearly 70% of shoppers “look at print advertising either mailed to their homes (67%) or appearing in newspapers (69%) at least once per week in their quest for sales and promotions.”
- A Google-sponsored study of 5,000 U.S. shoppers looked at more than 50 media sources influencing “consumers’ move from undecided to decided” as they determine whether to purchase a product or service.

It found that the average shopper uses 10.4 sources of information to make a decision, and while television commercials were the leading source for stimulating a purchasing decision (37%), **the next five top sources were print media:** Direct mail catalog from brand or manufacturer (31%), newspaper ad or insert (29%), newspaper article or review (28%), magazine article or review (27%), and magazine ad (24%).

Also, a direct mail piece or catalog from a store or retailer (22%) had the same influence as an online ad noticed while browsing and was just one point behind an email from a brand or manufacturer (23%).

And, when it came to the “final moment of truth” in

making a purchase decision, three of the top four influencers were print-based: product packaging (#1, at 50%) and brochures or pamphlets read in the store (#2, at 49%), and product signage or display (#4, at 36%). (Talking to a salesperson came in third, at 38%.)

- A U.K. study by Brand Science for Royal Mail that analyzed the performance of 260 marketing campaigns across all industry sectors found that **adding direct mail** to a marketing campaign **increased the return on investment 20%**--from an average of £2.81 (\$4.17 U.S. Dollar equivalent) to £3.40 (\$5.03) for every pound (\$4.17 USD) spent.

The study also found that online and outdoor marketing channels were more successful when paired with direct mail. “Online components of campaigns paid back 62% more when direct mail was included in the marketing campaign, while outdoor was 44% more successful.

‘The Right Balance’

Print in the Mix quotes Antony Miller, Head of Media Development at Royal Mail as saying: “The Brand Science study shows the growing importance of integrated campaigns and the effective role direct mail plays alongside other marketing activities. Finding the right balance of channels to reach increasingly fragmented audiences will be the key to successful marketing strategies in 2011. **Direct mail is an essential mechanism in the marketing mix** for converting desire and intention into action.”

Members are encouraged to use data collected by Print in the Mix in their own marketing campaigns. For more data and resources on the effective use of print visit www.printinthemix.com. Established with a grant from **The Print Council**, Print in the Mix collects and summarizes reputable research demonstrating the role of print as a viable information medium in the marketing mix for use by media specifiers, print providers, and others as they make the case for “print in the mix.”