

# PRINT is a team player

Numerous studies have validated a simple truth: Print is a synergistic “team player” and a valuable part of the marketing mix.

Newspaper inserts and coupons influence store traffic.<sup>1</sup> Direct mail drives people to websites.<sup>2</sup> Print catalogs increase online sales<sup>3</sup>, newspaper print ads garner attention<sup>4</sup> and magazine print ads result in action<sup>5</sup>.

For a proven way to drive sales and deliver results, choose print.

To get the facts about

## PRINT

visit [ChoosePrint.org](http://ChoosePrint.org).



# PRINT IS A TEAM PLAYER

**recycles**

How “green” is print? Very!

There’s a popular myth that print on paper is a “wasteful product.” The fact is, print on paper is one of the most recycled products in the world.

In fact, print on paper can be recycled over and over again an average of five times.\* Just one more reason why print is a surprisingly “green” option.

To get the facts about **PRINT** visit [ChoosePrint.org](http://ChoosePrint.org).

*"To address climate change, we must use more wood, not less. Using wood sends signals to the marketplace to grow more trees and produce more wood."*

In: Patrick Moore, CEO, GreenSource, "Wood and Our Future," GreenSource Insights, Inc.

People may think that by foregoing printing, they are saving trees and making the right choice for the environment. **The truth...**

- More Forests Exist Today: 12 million more than 20 years ago.
- Paper is Recycled Daily: \$5.15 of wood is recycled in 2012.
- A Small Portion is Used: Only 1% of DTE's for lumber; 52% for fuel.

To get more facts, visit [ChoosePrint.org](http://ChoosePrint.org).



<sup>1</sup> Information Resources, Inc., Q4 2013 MarketPulse Survey  
<sup>2</sup> UK Direct Marketing Association, *From Letterbox to Inbox 2013*  
<sup>3</sup> Kurt Salmon, *Is the Catalog Dead? Not in the Omnichannel World, 2013*  
<sup>4</sup> Goo Technologies, *Consumer Impact and Engagement Survey, January 2014*, and Nielsen, *2013 National Cross-Media Engagement Study*  
<sup>5</sup> The Association of Magazine Media, *2013/2014 MPA Magazine Media Factbook*



To learn more, scan the code or visit <http://tiny.cc/PrintTeam>



## PRINT FITS WELL IN THE MARKETING MIX

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### A Proven Team Player That Drives Results

BY GERRY BONETTO

Many of today's most successful marketers use cross-channel multimedia campaigns to get their messages out.

In fact, a recent Experian survey showed that 88% of respondents plan to integrate three or more channels in their 2014 marketing campaigns.<sup>1</sup>

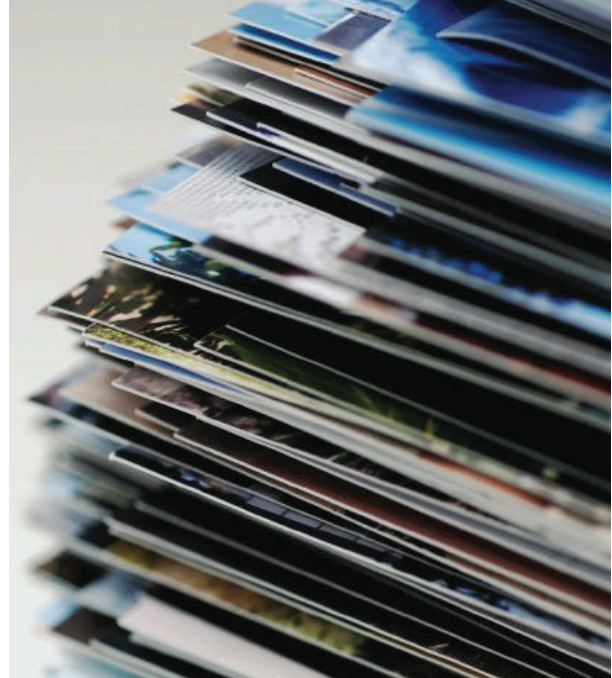
Not surprisingly, the best results often come when these multiple channels are used synergistically, with one message integrated across various media. But what might come as a surprise to some is that print is still a valuable part of the marketing mix.

For example, as recently reported in Adweek<sup>2</sup> and the Wall Street Journal<sup>3</sup> a growing number of e-commerce sites are now adding printed catalogs to a marketing mix that typically also includes email, display ads, social media and more. These retailers have apparently discovered what other companies already knew: Print catalogs help boost online sales.<sup>4</sup>

The ongoing Choose Print campaign is an excellent example of the value of taking a coordinated, multimedia approach – and including print as part of the mix.

First launched in 2011, the Choose Print campaign aims to get the word out that print is not only recyclable, renewable and sustainable, it's also a proven way to drive online sales and deliver results. The hub of the Choose Print campaign is the ChoosePrint.org website. Updated each month, the website is a one-stop source for printers, graphic designers, ad agencies and marketing professionals to access the latest research, articles and downloadable resources about print's marketing power and environmental record.

To drive people to this site, the cross-channel campaign has included a wide variety of print and digital media: direct mail postcards, printed brochures, ads and inserts in trade journals, media releases, prewritten articles available for reprint in other organizations' newsletters and marketing materials, articles in industry publications, vehicle wraps, mentions within industry e-blasts, YouTube videos, blog posts, social media sites, trade shows and expos.



Which of these tactics has worked the best? Because the campaign was designed to use all of these media synergistically, it's impossible to say. But has print been a driving force in the campaign's success? The answer to that is a resounding “yes”!

#### NOTES

- <sup>1</sup> Experian, The 2014 Digital Marketer
- <sup>2</sup> Adweek.com, Emma Bazilian, A Growing Number of E-Commerce Sites Are Moving Into Print, March 31, 2014
- <sup>3</sup> Wall Street Journal (wsj.com), Elizabeth Holmes, Why Online Retailers Like Bonobos, Boden, Athleta Mail So Many Catalogs, April 16, 2014
- <sup>4</sup> Kurt Salmon, Is the Catalog Dead? Not in the Omnichannel World, 2013

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GERRY BONETTO is VP Government Affairs for Printing Industries Association, Inc. of Southern California (PIASC) and a Choose Print content provider. PIASC is the trade association for the graphic arts community in Southern California. Founded in 1935 and incorporated in 1944, today, PIASC is the largest graphic arts trade association in the nation. Choose Print is an educational campaign designed to promote the effectiveness of print and to reinforce the fact that print on paper is a recyclable and renewable and thus a sustainable environmental choice. Choose Print is sponsored by PIASC. Contact: ChoosePrint.org

