

I know it's difficult not being able to see each other as often as we'd both like. I've been trying to get through it by reliving all those great times we do have when we finally manage to be in the same place at the same time. I was just telling Andrew, this mate I've made up here - actually, he looks a little bit like your older brother, only he's much taller and with darker hair. And his hair isn't as curly. So I guess that means he doesn't really look like your brother at all... Anyway, I was telling him about the time you and I hired that car on holiday in Paris and thought it'd be a good idea to try and drive out to see some of the countryside. Forgetting of course that Paris is one of the largest and most confusing cities in the world and the road about below the Arc de Triomphe is ten lanes of Hove-a-tender-horn-Thunder. Getting into that tiny little blue hatchback - the manual with the driver's seat on the left hand side - with a street directory that neither of us could read? Still one of the funniest bits of my life. Thank you for a good navigator or I reckon we'd still be driving around asking for directions to Lyon. Maybe it was all a bit of a lull, but a fantastic wine we drank along the way while we were there - and we were going to start a project, probably thinking. With us, the cork out of the top after a brief away safely through. One day, make a toast to the happy occasion. There - that was my wish. I never want to talk about it. I just for a big, fancy reception just got his bunkered down in the car with the and pressing his fishing gear. I'd actually planned to go to my Seaside - stomach with three of the saddest looking and he couldn't even. Did not just the ingredients was good. I'd promise back through customs out two plastic cante.

So in your last Haven't seen any shot just the way you are. Can't imagine what kind of stuff to for the real thing, can they? - how about we take some somewhere down the coast. It'd be fantastic. could come down on the place with the rent us cooking bacon and If you got the chance, time off work. I know it's but it's kind of out of writing so often really obviously never away the only one here who's keep everyone here falling in that way - all the Not sure you're and wet. Cold is like for others. But the rain having to lug around experience that in bread as soon as we talk about the holiday. You know what I mean, know to see you.

Why people  
are falling in love  
with print again



As they are increasingly looking to build relationships and positive experiences with their customers, businesses are rediscovering the potentially lost love of print.

They are recognising the unique attributes that make people see print as delivering a sensory, tactile and emotional experience. Something that can help differentiate them in a hectic "always on" digital world.

At the same time, brands are relearning that a simple piece of paper can help position their business, build trust and be more engaging with customers at key points in a customer journey.

We hope you find this paper, informative and provoking. Browse at your leisure...and of course we will happily send to you in printed format, for a deeper and truly engaging experience!

## A Heartfelt Message from Bartosz

*"Try print, if you have not already done so. Go deeper if you already using it. And remember, it works best when integrated with other media - something we call "Figital".*

*Feel free to get in touch with myself, or any of my colleagues at Prografix or other CPX members, if you want to discover ways to create better customer experiences. **We simply adore spreading the love!***



There are




# Two sides in a relationship

In a digital world, printed media is making a comeback and becoming increasingly relevant. But why is that, and what are the influencing factors? To understand we need to look sides of the story - one from an individual's point of view, and the other from a business's.

## Customers

1.  **Sensory**  
(page 6)
2.  **Emotional**  
(Page 8)
3.  **Interactivity**  
(Page 10)
4.  **Wellbeing**  
(Page 12)
5.  **Environmental**  
(page 14)

## Businesses

6.  **Engagement**  
(page 18)
7.  **Trust**  
(page 20)
8.  **Brand & Positioning**  
(page 22)
9.  **Customer Journey**  
(page 24)
10.  **Results**  
(page 26)

We are talking about many forms of print, including direct marketing, literature, transactional documents and also increasingly the importance of packaging.





*Section 1*

# CUSTOMERS

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Discover how the unique attributes of  
print makes it relevant to customers of  
all ages

# 1. SENSORY



Before someone has even started reading a word, they have already made a subjective decision about what the brand stands for.

## Touch

Watch someone's thumbs when they pick up a piece of paper. Subliminally they rub it to see how it feels. The touch, feel, finish and weight conveys brand values - something it is impossible to do on a screen.

Quality brands tend to use quality papers, often with embossing, whilst a discount brand will tend to use thinner, more flimsy papers. **Think re-assuringly expensive versus re-assuringly inexpensive!**

Charities tend to use rougher, recycled papers to promote their environmental credentials. They would never wish to be seen to be "wasting" donor money on expensive or unethically produced paper.

## Sight

Brands such as Tiffany, Coca Cola and Cadbury use colour to great effect. You could probably guess the brand just from the block of colour. Playing on these colours can have real impact,

Varnishes, foils and speciality finishes can enhance a brand's quality perception. Using an appropriate typeface can help you be perceived as modern, traditional, creative or solid.

Finally, **not everything has to be standard size**. Whilst A4 is rightly safe and re-assuring for financial service brands, others may wish to play around with sizes, shapes, die-cuts etc to be more creative.

## Sound & Smell

Don't underestimate the **subtle gratification** of the sound that flicking the pages of a book makes, or the subtle odour released when opening the book for the first time.

The smell and sound of paper is a re-assuring, memory re-enforcing experience.

## Weight

**Something of substance means you mean business.**

A heavy weight holiday brochure or catalogue can indicate depth of range and choice; whilst, a luxury car manufacturer will use paper weights to indicate quality and build a substantial piece of marketing collateral as befits the brand.

### Case Study - Porsche

Prografix replicated metallic paint in brochures for Porsche, enhancing the experience of browsing for luxury cars.

We watched those thumbs twitch!



**PORSCHE**



## 2. EMOTIONAL



Surprisingly, the physical nature of print can deliver emotional impacts



### Relaxation

You should not be underestimated how people see interacting with print as relaxing and enjoyable. It is amazing how many people list ‘reading’ as an interest – especially compared to browsing the internet!

To put this into perspective, think about reading a book or magazine on holiday, browsing the Sunday papers with a coffee or curling up with a book in bed.

Even mentioning the above probably put a positive picture in your mind – with the experience of **reading often seen as a leisure activity, rather than a task.**

Print really does help with the Hygge factor – curling up with a book in front of a log fire, is a combination of senses into a relaxing, emotional experience.



### Valued

Receiving something physically written or printed can make someone feel valued. It feels like **the sender has made an effort**. People send Christmas cards, birthday cards and postcards to show they care. Letters of condolence are mostly hand written.

In days gone by, for those old enough to remember, advertising mail was often referred to as “junk mail” – these days it is luxury mail, with email being often seen as spam.

Engaging via print can raise perceptions of an organisation and whether you are important to them. But it does not always need to be selling them something. Businesses that provide updates and added value information rather than just sales messages, tend to have deeper, and longer, customer relationships.





## Reassurance

When something is “put in writing” it offers re-assurance in an increasingly digital and virtual world. If something is presented in print It is “real”. It is **the undeniable truth**.

Print also has longevity and is easy to pick up again. It won’t go away and can be visibly stored, without risk of file corruption.



## Experiential

A physical thing can be seen as providing a better and more interactive experience in a frantic world.

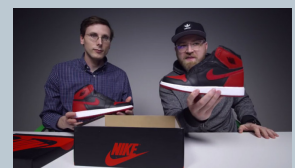
There is a pleasure in reading a book, but it does not stop there. The demise of the physical book was predicted when eReaders were launched; however, no-one counted for the tactile and experiential **pleasure of reading a novel in printed format**.

The physical pleasure of engaging with print is perhaps epitomised by the experience of opening an Apple product. The sheer delight of the perfectly fitted lid, and the precise wrapping of each component, all using the most perfect clean packaging, is part of the purchasing experience.

This is not only happening in print. The growth of vinyl record sales is as much about the experience of reading an album cover, and the ritual of putting the record on a turntable, as it is about the depth and warmth of the music quality. How often have you spent browsing a friend’s music downloads!?

### Unboxing

*Lewis Hilsenteger has over 15 million subscribers to his "Unbox Therapy" YouTube channel*



### 3. INTERACTIVITY



Print is a unique interactive media which other media will never be able to replicate.

#### Tactile

**Digital media is restricted to set formats;** however, print has no bounds in terms of shape, size, format and materials

#### User Interface

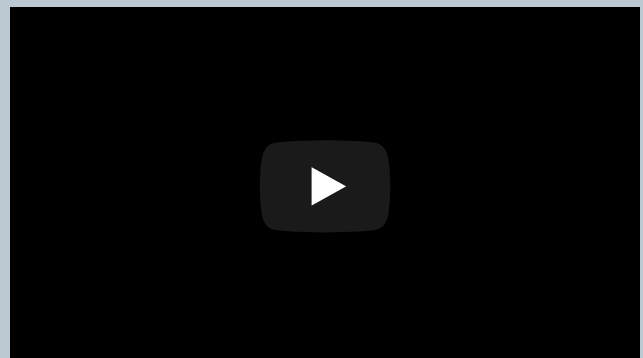
In a book it is easy to instantly know where you are and to flick back and forward. Printed items are easy to bookmark, mark-up and annotate.

There has been a recent growth and talk about bullet journals, where individuals are controlling their lives by recording and planning using physical journals. It is the nature of being able to see information, all in one **easy-to-use media**, without having to open folders and files, that is driving this trend; especially, combined with you being able to be creative and individualistic.

#### Case Study - Spawny Marketing

In 2019 “Sprawny Marketing” (marketing magazine) made it possible for its subscribers to co-design the cover.

Click on the image to watch a video to show how this was possible.





## Sharing

Print tends to be **the perfect media for sharing in a face-to-face environment**. Think flicking through photo albums together, looking at holiday brochures, or even showing someone a bill!



## Cross Media

Print is not a stand-alone media. It is increasingly easy to jump from print media to on-line for additional information, or to complete an action.

Traditional QR codes are now becoming mainstream way to link off-line to on-line, with the tipping point being the pre-loading of QR readers into all new smartphones, meaning you don't have to download an app to lead from one world to another.

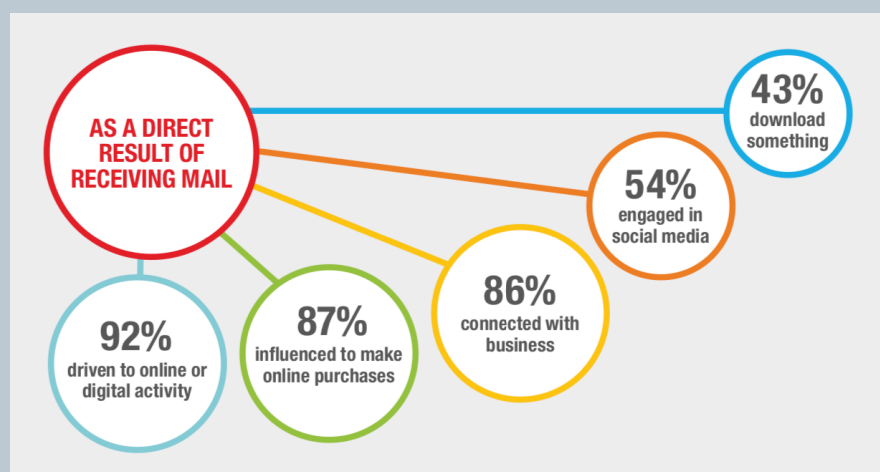
The next big talking point is Augmented Reality. Already widely used, and perhaps driven by social media in recent years, we are sure that soon an AR tool will be pre-built into all phones, meaning that users will be able to further interact with print.

However it can work both ways, with digital interfaces leading to the production of personalised print. Prografix have a dedicated team working on **Digital applications, ensuring that on-line and off-line worlds work in harmony.**

### Print can lead to other things

Receiving mail can often kick-off a cross-media reaction.

Source: MarketReach



## 4. Health & Wellbeing



### Physical and digital media can effect us in different ways



#### Less Tiring

You don't need to be told that **too much looking at a screen can be tiring**. You will all know it from experience. This can lead to eye strain, headaches, posture problems and difficulty sleeping.

Individuals are advised not to consume digital before you sleep. However, reading a physical book can help relax the mind and aid sleep.

#### We cannot get away from our screens

*71% of people sleep either holding their smartphone, having it in bed with them or having it on a nightstand.*

*The ping of a message can disrupt our sleep patterns, exacerbating the delay in falling to sleep if using a phone before you close your eyes.*



#### Easier to Absorb Information

There is a **greater degree of focus when engaging print**. It is easier concentrating on one piece of media, as opposed to your inbox and messages flashing up if you are online.

Additionally, it has been proven that you take in more information and concentrate more on content if delivered in print versus digital media. As proof, how many times have you printed a document out to give it a final read through?





## Screen Addiction

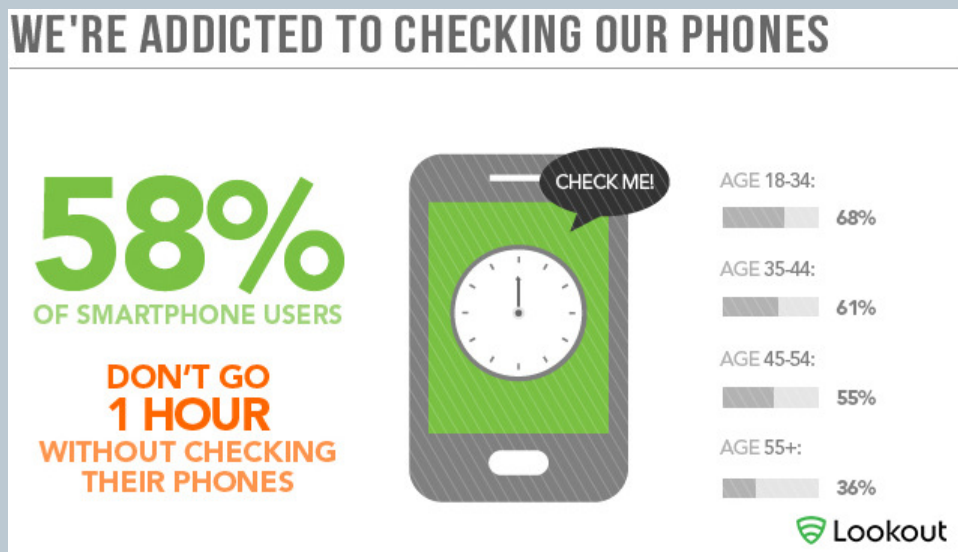
Society and human interaction is being impacted by screen addiction. The nomophobia effect has been built into mobile technology, making us feel uneasy if we do not view a message or notification that has been sent us. In fact, according to research by OpenMarket, 81% of Millennials open text messages within 90 seconds of receiving them.

Look at any restaurant or bar, and you will see people ignoring others as they interact with their phone. The art of conversation is being lost.

You can now go on Digital Detox weekends. Some businesses are even starting No Email Fridays to try and reverse the **decline in human interaction**.

The good news for print, is that there does not seem to be an issue with print addiction – unless you engrossed in a good book!

### The Scary Stats on Screen Time



## 5. ENVIRONMENTAL



Perhaps previously maligned, paper and cardboard are increasingly being seen as environmentally friendly products.



### Customer Perception

The customer is increasingly holding the upper hand with a relationship with brands. Perhaps the voters' biggest concern, particularly among a younger audience, is the environment. Organisations need to take account of this and review the materials and processes they use and their impact on the planet.

**Customers are increasingly questioning business processes and ethics.** This has been seen, for example, with the use of plastics, energy sources, unnecessary traveling and farming practices. There has perhaps historically been greenwash about the paper and packaging industry; however, a more transparent world is developing where print will have the opportunity to stand on its own two feet.



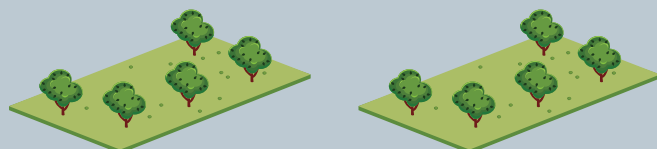
### Much Maligned

A paperless office is definitely of benefit to productivity and the environment, but what about for an individual. Paper has been much maligned, but with increased recycling and managed forests, **responsible print is now pretty responsible!** The Two sides campaign is helping to change perceptions.

Taking into account manufacturing of hardware and processing power usage, then an eReader only has an environmental advantage over physical books once you exceed reading 100 books.

#### Print expands our forests

For every tree cut down in Europe to make paper, 10 more are planted





## Packaging

The Plastics debate has brought paper, cardboard and biodegradable materials to the fore as **the packaging of choice**. However, it not only the environmental credentials that are of benefit, but with the growth of digital printing, businesses can more cost effectively produce shorter runs, avoiding potential wastage from over production.



## Technological advancements

Digital printing can make sure you only receive the information you need within a piece of print, helping **reduce irrelevant print** and weight of items being transported.

Polywrap is being replaced by paper wrap, and envelop windows are being replaced by self-mailing packs. Making an increasing proportion of a mailing recyclable.







*Section 2*

# BUSINESSES

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Discover why in an increasingly digital world, brands are reverting to using one of the oldest of our media

## 6. ENGAGEMENT



Using print can help you deliver a greater engagement with your customer.



### Making an Effort

As mentioned, recipients, who are often customers, will feel you have made an effort if you write to them; and if you have written or printed something, then you have taken the time to consider before sending. Therefore, **something in writing is important**.

This leads to research from MarketReach, where 70% of customers say receiving mail makes them feel valued, compared to 30% for email.



### Deeper Levels of Interaction

In the words of Martin Lindstorm, author of Brand Sense: “It is inherently built into our brains that you have to read things in a superficial way when it’s on a screen, but studies are showing now that when you read things on paper, you actually recall the information and you are more emotionally engaged”.

Indeed as proof of this, how often have you worked on a computer and then printed it out for a final check? Finding things you never noticed on screen.

In an age of clutter, **mail is memorable**. Long-term memory encoding was 49% stronger for content delivered by mail than email – with long-term memory encoding correlating to decision making and purchasing.

65% of respondents say they will give advertising mail their full attention, versus 30% for email according to a recent survey by MarketReach.



## Adding Layers

If you make a communication more personal in terms of content, it can also make it more engaging. It's not just about adding someone's name and offers of products they might like, instead **ensure imagery and editorial content reflects the profile of the individual**.

The latest data, asset management systems and technology lets you control imagery to make a brand feel more personally aligned.



## Surprise

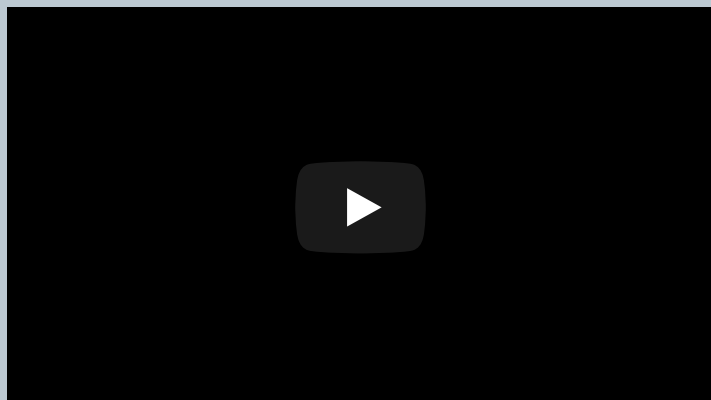
Younger age groups (digital natives) may never have received printed communication, and are definitely not muddled by the old world of perceived junk mail. It can therefore bring a high level of surprise and positive engagement.

In fact research by MarketReach shows that the highest level of engagement with Direct Mail is in the age group 18 to 24, with 59% taking action in response to mail in the last 6 months (source MarketReach)

### Case Study - Own Board

Check out this video for Own Board magazine, showing how you can rally engage with passengers.

Click image to watch



## 7. TRUST



In a time of mistrust, mail is trusted



### People Trust print

There is an issue with the **increasing distrust and invasiveness of digital media**. Political parties are seen as beginning to influence elections through the unauthorised use of personal data and profiling.

Before GDPR, email got out of hand with people drowning under a deluge of often unsolicited messages.

Happily, for print, it is not seen as an intrusive media. Indeed 87% of consumers believe mail is trusted, compared to 48% for email.



### Legally Binding

Wills, Deeds, Contracts and Legal Documents are still done in writing, using a physically signed piece of paper as undisputable evidence.

Terms such as “put that in writing” and “in black and white” express the properties that print has as a **trusted, clear and legally binding, medium**.







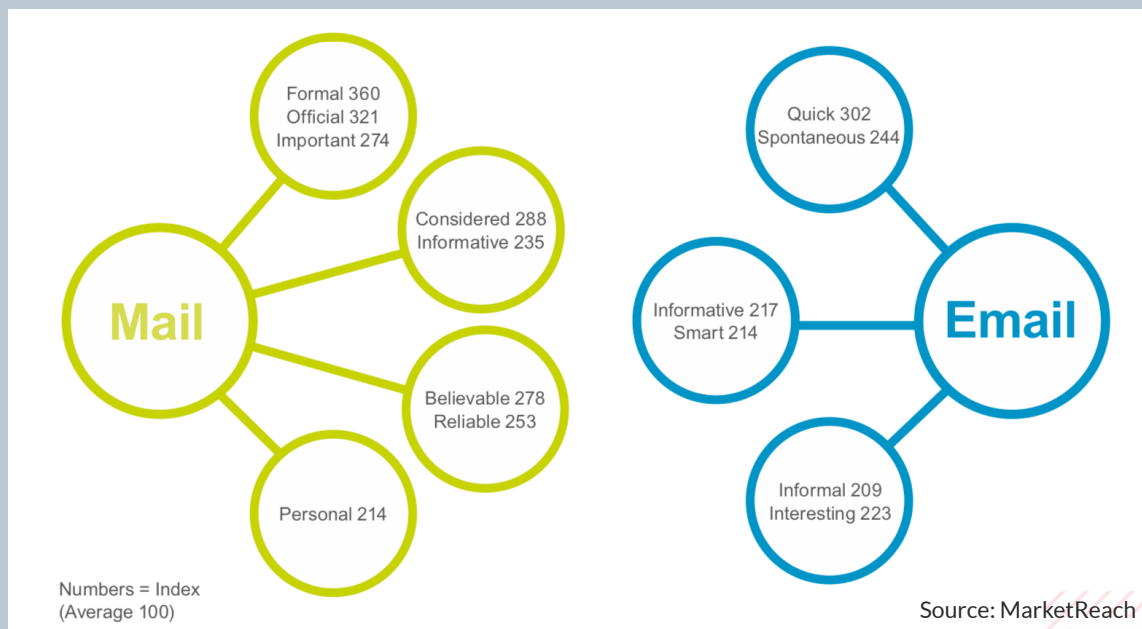
## Reassuringly Expensive

Brands who invest in print are seen as **committing to long-term relationships**. They are not just sending me an offer by the cheapest form of communication, but taking the time and using their money to contact me personally.

Traditionally more time is invested in a print campaign, leading perhaps to more creative and better messaging and therefore engagement.

“If a third party thinks it worth writing to me I must be of value. I will therefore give them time in return by reading the communication”.

### People's perceptions of mail versus email



## 8. BRAND & POSITIONING



Print can deliver unique brand support.

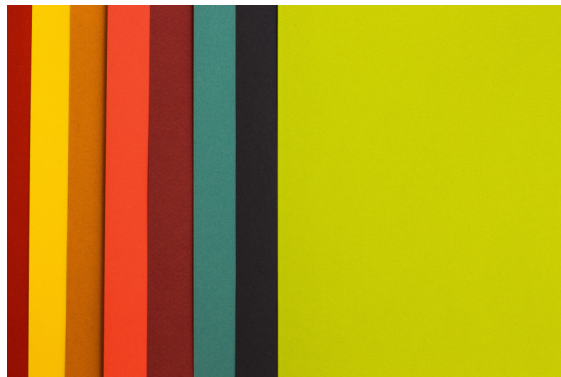


### Values & Positioning

**Playing to senses using print can help convey a brand identity** that is not possible on screen. There is a wider range of papers and finishes than ever now available, for use in both off-set and digital print.

There is no reason that a statement has to be on uncoated relatively light stocks, with inkjet technology advancements meaning that personalisation can take place on a wide range of finishes and weights.

Using recycled papers etc, are particularly important for charitable and ethical businesses



### Differentiation

In an increasingly digital world, communicating via print (although not necessarily solely by print) can differentiate a brand. Not everyone uses print media, whilst pretty well every brand has a digital presence. **Zigging whilst others Zag, can help get your brand stand out from the crowd.**



## Open to All

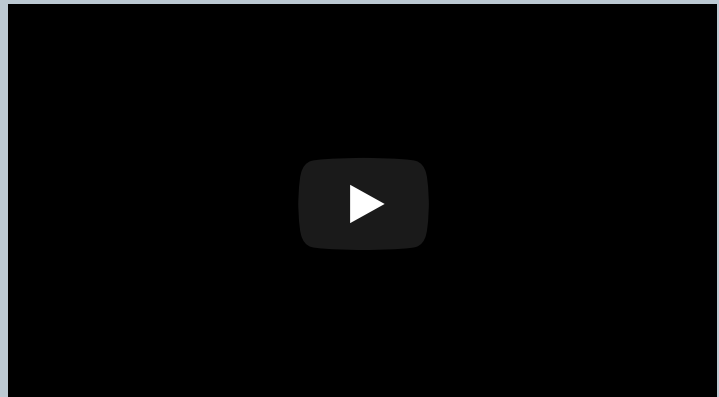
The use of printed media is not only the option for larger organisations.

Smaller and challenger brands can benefit from digital interfaces, technology and associated workflow solutions to produce **high quality output for smaller runs**. This is not only brochures and leaflets, but also personalise mailing campaigns and bespoke, smaller run packaging.

### Case Study - TargetDruk

TargetDruk is an online campaign planning and ordering tool designed by Prografix's Figital team.

Click on the image to watch the video and find out more.



## 9. Customer Journey



It is important to recognise different media have different roles in a customer journey.



### Which Media When?

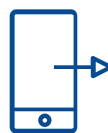
There are very few brands or organisations who will use only one form of media for communicating with customers. It is all about **working out what you are trying to achieve** and then using the most appropriate channel.



Digital for  
news and  
offers



Messaging  
for  
reminders



Apps for  
interaction  
and self-  
serve



Social for  
positioning



Print for  
consideration  
and  
reassurance



### Integration with other media

Work your media together, **making sure each touchpoint has a purpose**, and is consistent.

In recent years the growth of Customer Experience departments has recognised that marketing, digital and operations need to work together. Individuals have a relationship with a whole organisation, not just a department.

As an example of how media can work together, teasing people with digital media that something is on the way to them in the post, then following up with a catalogue to browse through can help drive sales. Alternatively, deliver the catalogue and use digital channels to promote an exclusive offer; this can help someone go back to the printed matter.

Mail can also be a primer and can influence the use of other media – for example, people receiving mail from a brand spend 31% more time looking at that brand's social media content.

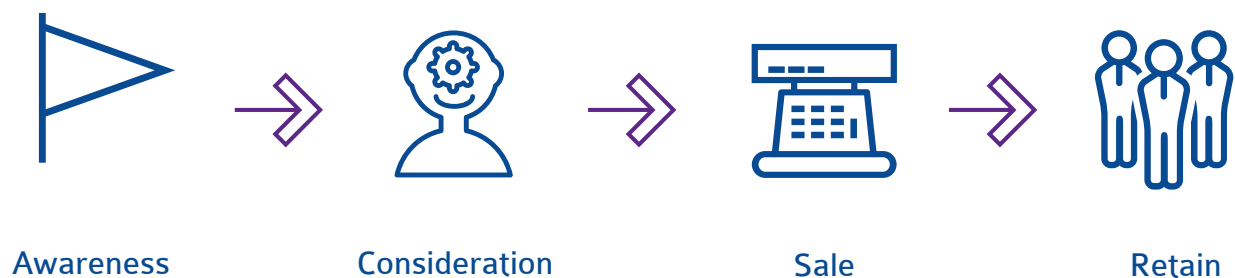




## Pace & Speed

Sometimes bringing a change of pace in an always on world works well.

The classic marketing cycle is:



Broadcast media and digital channels tend to work well for the "awareness" stage, where you are fishing for prospects in a large pool of customers.

**Print works well in the "consideration" stage of a purchasing cycle**, where people have held their hand-up that they are interested in the type of product or service you offer. At this point they are willing to reduce the pace and take time to consider options – a point where print comes into its own.

More direct channels tend to work well when closing the sale, or applications where you can self-serve. Indeed bringing people from an off-line into an on-line environment can help close a deal, as all they need to do is hit a "buy" button.

## 10. RESULTS



People have talked about the demise of print in the past; however, the results that print delivers mean it is still alive and kicking.



### Longevity

Print is here to stay...literally. **It hangs around the house and its disposal is always a considered action**, as opposed to a swipe left that took little thought.

Remember the fact that print is valued, and individuals will want to make sure they have made the right decision before disposing of something that someone has taken the effort to send them.

If you really want to see how print lives in a home, then download MarketReach's excellent Private Life of Mail publication. It includes many great insights; however, the one that demonstrates this longevity is the fact that the average piece of addressed marketing mail stays in a house for 6.8 days, with 27% being retained for over 4 weeks



### Good on its Own

Money talks - **If print did not work, brands would still not use it**, as it is a relatively expensive media compared to digital. Print tends to deliver better response rates and great ROI when used properly.

People don't ignore print, as opposed to some other media – MarketReach state that 94% of addressed mail is processed, i.e. opened, read, shared, displayed or responded to. So as long as you have a compelling story to tell, backed with good creative, then print is a valid media for making sure your customers or prospects takes note of you.

## Case Study - Google

An online brand managed to get a 97% response using off-line channels to promote their B2B services via an interactive piece of print



## Great Together

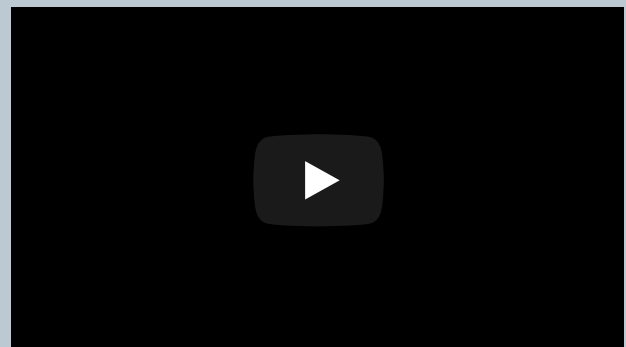
There is much talk of omni-channel, multi-channel etc, but why they hype? Basically, numerous pieces of research show that **media work better when combined**. And that includes print.

Prografix recognised that media can link to one another to great effect – something they call “Figital”. Their clients are recognising the power too. For example, Nivea, using email, to get people online, to then register information to receive a printed item with samples and offers.

## Case Study - Nivea

Integrating online and off-line to enhance the Nivea database and increase sales.

Click on the image to watch the video



# About the Authors



Bartosz Mateja

Bartosz is Founder and Owner of Prografix, a company who push the boundaries for print in an increasingly digital world. He is a strong advocate of "Figital" – linking media to help brands increase their engagement with customer.

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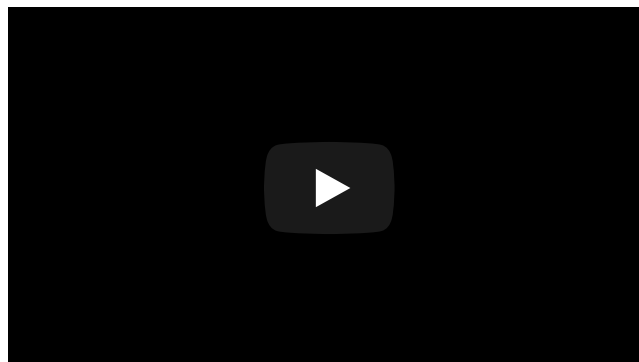
Fraser Church

Fraser is General Manager of CPX Group, a collaboration of some of the world's most innovative Customer Communication Service Providers; previously having worked for brands, agencies and marketing service providers.

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Paper has a great future - far beyond what this video shows



A big thank you to Trefle for making us smile while watching this video, and thanks to Australia Post for the stunning cover image.