

■ Paper as an Effective Medium for Reaching Customers

In an era when many businesses are pouring resources into Internet marketing plans, paper continues to be a very effective medium for reaching customers. Surveys show that consumers of all ages still prefer paper-based advertising to electronic formats. Print advertising continues to have a greater influence on buyer behavior than electronic, even among Millennials. Consumers look forward to receiving and reading print advertising while they find email and Internet targeted advertising unappealing.

- In a Shopper Sciences national study commissioned by Google, 5 of the top 6 marketing types consumers reported as increasing their awareness and familiarity with a product or service were paper-based (TV commercial: 37%; Direct mail or catalog from brand/manufacture: 31%; Newspaper ad/newspaper insert: 29%; Newspaper article/review/information: 28%; Magazine article/review/information: 27%; Magazine advertisement: 24%). (RIT, July 2011).
- According to Target Marketing Sixth Annual Media Usage Forecast which surveyed 350+ marketers, direct mail is the channel cited most by B2C direct response marketers as delivering the strongest ROI for customer contact and retention (37%) and acquisition (34%), followed by email. (RIT, 3/1/2012)
- A Dunham+Company survey reveals that print solicitations are driving online giving, not online solicitations. Donors are 3 times more likely to donate to a non-profit online after receiving a direct mail letter than after receiving an email request. (RIT, 5/27/2012)
 - A study of over 2,500 Internet users conducted by the Newspaper Association of America (NAA) found that 73% of respondents had used newspaper printed circulars within the previous month. Respondents especially preferred print circulars over electronic marketing because of the greater portability and ease of scanning of print coupons. (RIT, 4/12/2012)

Consumers prefer print advertising to electronic advertising.

Direct Mail is effective for businesses communicating with customers - for customer contact, retention, and acquisition.

Consumers use print more often than electronic advertising to become aware of, and become familiar with, products prior to purchase decisions.

Direct mail marketing is effective and popular with consumers.

- A Marketing-GAP survey of 1,140 UK consumers revealed 80% of respondents open direct mail. (RIT, 10/3/2012)
- 74% of consumers surveyed by Pitney Bowes in the US, UK, Germany, and France “welcome a monthly offer sent to them via postal mail.” (RIT, March 2012)
- According to the *DMA 2011 Statistical Fact Book*, over 50 % of U.S. consumers report they read direct mail received from retailers and find it useful. Sales driven by direct mail other than catalogs increased \$20 billion from 2010 to 2011. (RIT, 2011)
- Nielsen research reveals that 67% of surveyed consumers read direct mail at least once a week to spot sales and promotions. (RIT, 7/5/2011)
- When these same Nielsen respondents were asked how they preferred to receive advertisements in the future, the top 3 categories were all paper-based:

direct mail (87%), newspapers (86%), and in-store print advertising (86%). (RIT, 7/5/2011)

Those who receive print catalogs in the mail spend more money on online purchases than those who do not.

- A 2009 USPS commissioned study, found a \$21 million difference in online sales per million site visitors between those who had received a catalog at their home address and those that had not. Households receiving print catalogs shop online more often, spend more meaningful time at retail websites, and were found to be twice as likely to make an online purchase. (RIT, 2009).

Paper catalogs have more influence on what consumers buy, both online and in stores, than social media or mobile advertising.

- A survey of 1,000 holiday shoppers who own smartphones revealed that paper catalogs had a greater influence on shoppers' purchase decisions --both in-store and online -- than mobile advertising, facebook, twitter and pinterest. Print catalogs were also more influential than promotional e-mails for in-store shoppers. (RIT, 1/8/2013)

Consumers do not like online behavioral marketing.

- TRUSTe's 2012 U.S. Online and Mobile Privacy Perceptions report shows that consumers are uncomfortable with online behavioral advertising (RIT, 7/16/2012):
 - 58% report they 'do not like' online behavioral advertising.
 - 40% report at least one targeted advertisement has made them feel uncomfortable.
 - 50% plan to opt out of online behavioral advertising to protect and manage their privacy, up 23% from 2011.
 - 53% believe personally identifiable information is attached to browsing behavior.

Newspaper advertising (including circulars) is the leading advertising medium cited by consumers in planning, shopping and making purchasing decisions.

- Data from "How America Shops and Spends 2011," a Newspaper Association of America survey of 2,500 U.S. adults showed 79% of respondents "took action" as a result of newspaper advertising in the previous month, including: clipping a coupon (54%); making a purchase (46%); going online to learn more (37%); and trying a new product or service for the first time (20%). (RIT, April 2011)
 - In a BrandSpark/BH&G survey of over 75,000 U.S. consumers focused on which sources they rely upon to get shopping ideas, 66.9% of respondents listed circulars and flyers; 29.2% listed newspapers; 25.1% listed websites. (RIT, 1/24/2013)
 - Nielsen research reveals that 69% of surveyed consumers read newspapers at least once a week to spot sales and promotions. (RIT, 7/5/2011)

90% of grocery retailers consider weekly circulars their top promotion vehicle of choice.

- In addition, print takes the top three spots in ratings of effectiveness, with retailers listing circulars (newspaper and mail-delivered) and direct mail as the leading drivers of sales. 75% of grocery retailers get increased results from print circulars, with 50%

reporting increased sales and 25% reporting increased customer retention. (RIT, 7/9/2012)

Print sources are more effective than electronic sources at driving QR code traffic.

- In a Pitney Bowes survey of 5,000 smartphone users, respondents indicated they have accessed QR codes from magazines (15%), mail (13%), product packaging (13%), and posters (10%). Websites, email, and television were used to access QR codes by 8%, 5%, and 4% of respondents, respectively. (RIT, 1/15/2013)

Online advertising has less impact on Millennials than advertising in “offline” media such as print, TV and radio.

- In a survey of nearly 2,500 young adults (aged 12-17) in the U.S. and Europe conducted by Research Now, respondents were asked to rate online versus offline advertising (including print, TV, and radio). Respondents were twice as likely to:
 - discuss offline ads with friends;
 - be introduced to a product they later purchased by offline advertising;
 - be annoyed by online ads;
 - try to ignore online ads. (RIT, 2/26/2013)
- In the Research Now survey, Millennials were four times more likely to remember offline ads for a long time than online ads (50% vs. 12%). (RIT, 2/26/2013)

SOURCES

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