



**The Print Council Newsletter**  
**February 2007**

We would like to welcome you to our inaugural Print Council email newsletter. We plan to send you monthly newsletters, as well as information updates as they become available. In the past, you have asked that we place you on our mailing list. And as we go forward, it is our hope that you wish to continue to receive our information, especially as the Marketing Clearinghouse comes online within the next few months. If you would like to have our emails sent to additional individuals in your company, please send an email to Joanne Vinyard ([jnvinyard@msn.com](mailto:jnvinyard@msn.com)) or to Ben Cooper ([bycooper@wms-jen.com](mailto:bycooper@wms-jen.com)). Or if you wish to be removed from the list, please let us know.

In this update, we want to bring to your attention the research and case studies found below. In the future, these newsletters and other resources will be posted on our website for you to review.

**Research Online**

*Media Preferences of Hispanics, Chinese, and Haitian*—Erik Sass of MediaDailyNews, reported that the age and date of arrival of immigrants are the most important factors shaping media consumption patterns—it is based on their cultural reference. Language and media preferences shift generationally. (Mediapost.com, 11/27/06)

*Advertising Research Foundation Will Release Online Advertising Playbook in Spring 2007*—Intended for brand managers and small- to medium-sized agencies, this book will provide a core body of knowledge, which can be used to make basic decisions and ultimately increase marketers' Internet budgets. (Mediapost.com, 11/7/06)

*Outsell Inc. Study: Search ads to rise 39%, online ads to grow 18%, “pay-per-click” online ads down 1%, print media will grow 2.7%, TV and radio down by 3.5%* (BusinessWeek.com, 2/6/07)

*Marketers to Increase Online Direct Marketing, But Overlooking Analytics*—Among the findings in Alterian's transatlantic annual survey: 85% of survey respondents expect to increase their 2007 online direct marketing expenditures; 50% plan to increase offline direct marketing spend. Specific channel investments—81% increase in email marketing, 50% in direct mail. 35% integrate email with other channels. 70% apply basic or no analysis to their email campaigns; 29% full analysis; 32% of marketing service providers report full email data analysis; 57% of agencies carry out basic analysis while 23% carry out full analysis. (Center for Media Research, Research Brief, 1/22/07)

*Ad Inserts and Circulars Major Influence on Clothing Shopping*—Vertis Communications study states that 51% of adults use ad inserts and circulars to decide where to shop for clothing items. (Center for Media Research, Research Brief, 10/19/06)

*Coupons and Inserts Best Ways to Attract Holiday Shoppers*—From a BIGresearch survey conducted for the Retail Advertising and Marketing Association (RAMA)—Shoppers remember their favorite television commercials, but they admit that other advertising can be more effective in helping them determine where they will shop for holiday gifts. More than one-third of shoppers said that coupons (38.7%) and newspaper inserts (34.9%) influenced their decision about where to shop. Consumers also said they are persuaded by word of mouth (29.0%) and direct mail (19.4%). (RAMA press release, [www.nrf.com](http://www.nrf.com), 12/15/06)

### **White Papers Online**

**What's in the Mailbox? The Impact of One-to-One Marketing on Consumer Response**—In the January 2007 study, Winterberry Group partners with three leading marketing service firms (Intel, Responsys, and Vertis Communications) to explore how 1-1 communication tactics are being executed and how consumer and marketer behaviors are re-shaping promotional engagement. The key findings identify three primary drivers of consumer response—timing, relevance, personalization—and seven trends that define the application of 1-1 marketing communications.

### **The Future of Catalogs Defined**

The Print Industries Market Information and Research Organization (PRIMIR) published a study, *The Future of Catalogs*, in 2006. The study conducted for PRIMIR by PrintCom Consulting evaluates and profiles consumer as well as business and industrial catalogs, providing volume statistics for 2006 and forecasts thru 2011. It also identifies trends in the catalog merchandising industry and print catalog production. In addition to extensive analysis of industry databases, a physical study of nearly 6,000 catalogs was conducted. In-depth interviews were conducted with catalog merchandisers, printers and their supply chain representatives to gain up-to-date real world insights.

The good news, through 2011, a substantial majority of consumer catalog merchandisers will maintain both print catalogs and weblogs. Many B-to-B merchandisers will also maintain print and weblog offerings, however there will be some loss of print catalogs.

Print catalog marketing and merchandising executives today are intrigued by the internet as a selling tool but do not feel sure about the web's ability to deliver sales. While they feel that they must have a web presence, they are not confident enough in the web's ability to deliver sales to eliminate the print catalog. Without the printed catalog, there may not have been a web order; therefore there is a great deal of research and experimentation with weblogs.

## **American Business Media Partners with Forrester Consulting and Harris Interactive Inc:**

- ▶ ***Business Media Study***—ABM commissioned Harris Interactive to conduct a research study on the use and role of B2B media among corporate decision makers, how different types of media influence corporate decision makers when researching products/services and making purchases. (June 2006)

Among the findings:

- ◆ Different media have different strengths and spur different types of action by executives: B2B magazines push executives to the web to find additional information (79% respondents) or purchase through the Internet (39%). 57% of executives said an ad in a B2B magazine prompted them to purchase or recommend a product.
  - ◆ B2B magazines are considered trustworthy, objective, and raise awareness of products. B2B websites are a source for latest information and their trust is on the rise.
  - ◆ Trade shows allow executives to interact with industry peers and representatives, and are vital for new product awareness.
  - ◆ 21 different BIN categories (from Agriculture to Travel) are explored.
- ▶ ***B2B Digital Marketing Shift***—ABM engaged Forrester Consulting to analyze the trends in B2B digital marketing spend. The study includes 21 industry BIN categories of B2B marketers, their market spend by size of annual revenues, % of budget allocated by tactics (i.e., PR, printed newsletters, printed directories, TV, radio, general business magazines, custom pubs, newspapers, trade magazines, direct mail, online marketing, in-person events), % using those tactics, % of respondents increasing spend by more than 5% in 2008. (Forrester Research, Inc, 2005)

## **Case Studies of Note**

***B-B Direct Marketing Program: How to Combine Search + Web + Postal = Telemarketing + Email***—This case study explores the challenge, campaign critical decisions, and critical stages for marketers in the electronics field. Results: 15% of all incoming prospects convert through multiple stages to become true customers, with the average purchase of \$1300 or equipment per year. (MarketingSherpa, 1/19/07)

***Personal Best: Saab Direct Campaign***—Created by Draft London for a new Saab 9-3 SportWagon, this campaign was designed to appeal to younger active adults. A novel popular during target audiences' youth, "The Race Against Time," was integrated with an online game and direct mail piece. The direct mail piece resulted in a 40% response rate among the "hottest" pool of customers/prospects. The game registered 23,000 and reactivated more than 500 prior/unresponding customers. (*Direct* magazine, October 14, 2006, p.28)

***Chico's Rethinks Its Marketing***—After disappointing sales, Chico's is shifting its marketing plan away from TV and toward direct mail, and is livening up its catalogs. 70% of Chico's shoppers feel satisfied with the new catalog. (MediaPost, 11/30/07)

In closing, let us know how we can help. We look forward to receiving your ideas and recommendations, especially on studies of importance for our members.

With Best Regards,

**Ben Cooper, Executive Director**

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