



## November 2007 Newsletter

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2007 has been an important year for the Print Council. We have added eleven new members, initiated a successful arrangement with the Rochester Institute of Technology, and produced new marketing tools for the industry including the Print in the Mix research website.

We currently are working on new projects for 2008 that were recommended by the Print Council Marketing Committee that will show print's effectiveness based on research from the Print in the Mix site and other verifiable sources. These will also include practical tools on how to communicate the print message and how to find valuable partnerships.

The projects include a series of articles to be placed in trade, association, and media publications; marketing seminars for print providers to be held in several areas of the country; and further integration of the Print in the Mix website with the members of the Print Council.

At this year's Graph Expo, we handed out a toolkit of marketing materials to all attendees, which included the Why Print brochure, the Why Print continuity postcard set, two EDSF studies, plus excellent marketing materials from the USPS. If you were not present for that event and would like to receive a toolkit, please email Joanne Vinyard [jvinyard@msn.com](mailto:jvinyard@msn.com) for a copy.

### **European Community Initiates Print Sells Campaign**

Organizations in 13 European countries are working together to demonstrate that print is the best way to communicate an offer and to build a brand. This group includes a wide range of organizations, including printers, magazine publishers, paper manufacturers, postal organizations, and associations.

The Print Sells campaign focuses on 450,000 key decision makers in 13 European countries in 6 languages. The campaign is made up of direct mail, magazine advertisements, inserts, corporate communications, and the Print Sells website. To learn more about the campaign and to view related print media case studies, go to [www.printsells.org](http://www.printsells.org)

### **Why Print Brochure Now in Many Languages**

The Print Council's Why Print brochure is now available in several different languages and we would like to thank two of our members, Kodak and Xerox, for their hard work in producing these translations. The languages are Spanish, Italian, Portuguese, and French. In addition, Xerox has translated the brochure files into a digital print version.

### **Welcome to our Newest Members**

And finally, we would like to recognize and welcome our newest Print Council members--GLS Companies of Minneapolis MN and Hickory Printing Group Inc. of Hickory NC. We appreciate their support and commitment to the industry.

Let us know how we can help and please send along your ideas.

Sincerely,

Ben Cooper  
The Print Council

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### ***Print in the Mix Fast Facts -- Consumer Trust Toward Ad Media***

**In the Nielsen Online Global Consumer Study of 26,486 Internet users in 47 global markets, the following were chosen as the most trusted forms of advertising:**

- **Word of mouth 78%**
- **Newspapers 63%**
- **Online consumer opinions 61%**
- **Branded websites 60%**
- **Magazines 56%**

### ***Fast Facts--Top Issues Facing Senior Marketing Executives***

**The Association of National Advertisers surveyed more than 100 senior executives about the issues that directly impact their marketing decisions and plans in 2007.**

- 1. Integrated marketing communications**
- 2. Accountability**
- 3. Aligning marketing organizations with innovation.**
- 4. Building strong brands.**

Fast Facts can be found at <http://printinthemix.rit.edu>

***Become a Print Council Member. Support the research, studies, Print in the Mix marketing clearinghouse. Receive targeted analysis, early research announcements, and additional products as part of your membership. Contact Ben Cooper at (202) 973-5977.***