



October 2007 Newsletter

- **Print Council Graph Expo Panel Presentations**
 - **Welcome New Member—Electronic Document Services Foundation**
 - **Fast Facts from *Print in the Mix***
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At Graph Expo, The Print Council had the opportunity to showcase, with the help of expert panelists, what it is set up to do--provide research, information, and tools to promote print as an effective medium.

Dr. Pat Sorce reviewed the Print in the Mix site. Its content is expanding on a weekly basis. More about this later in my email.

Jim Mikol, Leo Burnett, spoke about the changing consumer and his world; how we need to engage the consumer at the point of content/sale/experience; and how we need to provide proof of performance with accurate metrics (ex, touches and turns vs. viewers and readers) in a way that the client perceives value in the offering.

Cat Moriarty, USPS Advertising Specialist, spoke about current research, case studies, and survey data available from the USPS and www.delivermagazine.com website. The USPS and Deliver magazine staffs are conducting two marketing campaigns--one to approximately 20,000 print providers and another campaign to marketing executives.

Charlie Calhoun presented his unique perspective on how Jacob North is actively marketing its capabilities in order to expand business, including such tools as MySpace.

Print in the Mix Research to View

We are continually updating and adding to the content on the Print in the Mix site. It is our plan to alert you when new research becomes available so you can utilize the information. I would like to bring to your attention two studies of note that can be found as Research Summaries:

Dimensional Relationships of Recall and Recognition Measures... Journal of Advertising.

Awarded "2006 Best Paper," the authors examine the responses to print ads and the aspects that trigger ad detail and brand recall. This study is important in advancing the understanding of ad effects and their ability to reach the consumer.

The Corporate Decision Maker's View of Business Media, Business Media study, 2006.

Nearly 600 executives were surveyed on the use and role of B2B media in decision-making and purchases. B2B media builds awareness for advertised brands and generates hits on websites for additional information. Select findings:

- B2B magazines are considered trustworthy/objective and are the top source for learning about new products.
- Six in 10 executives said that an ad in a B2B magazine prompted them to purchase or recommend purchase of a product or service.

(These two studies can be found on the Print in the Mix site under the Research Summaries section at www.printinthemix.rit.edu)

Welcome EDSF

We would like to welcome the newest associate member of The Print Council. The Electronic Document Services Foundation (EDSF) actively sponsors academic research, several of which are posted (or are in the process) on the Print in the Mix site.

If you discover or learn of interesting research that we should know about, please send it to us so the information can be included in the *Print in the Mix* site. We have been fortunate to hear from several members. This partnership is critical and we appreciate your input, your thoughts, and recommendations.

Sincerely,

**Ben Cooper, Executive Director
The Print Council**

Print in the Mix **Fast Facts**

Offline Channels Drive Online Searches and Purchases.

67% of Internet users searched for a product, company, service, or slogan that they heard or saw offline.

Top 3 Search Influencers

- TV -- 37%
- Word of Mouth -- 36%
- Magazine/Newspaper Ads -- 30%

TV was tops for searching, but actual purchases generated were:

- 30% by magazine/newspaper ads
- 30% by word of mouth

(Source: Jupiter Research, June 2007)

Print in the Mix
Fast Facts--Industry Numbers

Comparative industry data can be found in the *Fast Facts* section of *Print in the Mix*.

For example:

- 2007 Ad Spend by Media Type (i.e., direct mail, TV, magazines, Internet, etc)
- US Ad Expenditures by Medium, 2006-2010
- Print Markets Industry Segments (shipments, employees, establishments)

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

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