



September 2008 Newsletter

- ◆ First Anniversary of Print in the Mix
 - ◆ Print in the Mix Fast Facts
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The Print Council is celebrating this month and we want you to be part of the celebration.

Just one year ago, Print in the Mix was launched as the result of the excellent work of our RIT partners and the six university associate editors. Print Council members have been responsible not only for fully funding the clearinghouse but have been involved from the very beginning in the design and development of the site.

According to Pat Sorce, RIT School of Print Media, the goal from the initial stages was for Print in the Mix to be a growing communications tool that demonstrates the positive role of print within the marketing mix, even as it changes and grows each and every year.

Jim Dunn, President of Heidelberg USA and co-chair of The Print Council, says "Print in the Mix research helps companies understand how print works and interacts with other media to successfully reach customers."

Jerry Williamson, CEO of The Williamson Companies and co-chair of The Print Council, adds, "Printers needed marketing and research tools that they could use when demonstrating the value of print to their customers and to the high-level media decision-makers who allocate the budget resources. Those tools and reasons can be found on Print in the Mix, and print providers are reporting positive results from using the information found on the site."

We know that research shows that when print is combined with other media, the campaign produces results. From their most recent survey found in the September issue, *Direct* magazine reports that fewer of the respondents report their e-marketing is more profitable than past offline campaigns. B-B company responses dropped from 35% in 2007 to 17% in 2008; consumer companies dropped from 47% to 41%. The same survey reports that consumer firms indicate that direct mail is their key website traffic driver; B-B rely on word of mouth, although email and direct mail campaigns are gaining fast.

This is just one of many examples that can be found now and in the future on the Print in the Mix website. We are proud to provide this resource and look forward to continuing to build the Print in the Mix clearinghouse into an even greater resource.

I'd like to thank all of our members--print providers and manufacturers--who have taken the step to be supportive of The Print Council and Print in the Mix. These companies realize the importance of promoting print media. They understand the important nature of print--that it conveys a depth of information; is tactile in nature and is portable; has a visual strength and variety that is not possible with the new digital media. And most of all, print has a proven ROI.

We need your help to support the funding for Print in the Mix and our next step that will reach out to the media planners and marketing professionals who make the decisions about which media to include in their campaigns. We will state to these professionals the case that print produces results and should be included in the marketing mix. But we cannot do this alone.

I would to like to have the opportunity to personally talk with you about the future projects of The Print Council and how you can be a part of it. I look forward to your reply.

Sincerely,

Ben Cooper

Print in the Mix

Fast Fact #1--Even Younger Demographics Prefer Direct Mail

Young professionals aged 18-34 prefer to receive product information (ex. coupons) by direct mail vs. email/online. The reason = Privacy

(Source: Peter Meyers, VP, ICOM Information and Communication)

Fast Fact #2-- Top Factors Driving Personalized Marketing Efforts

According to 700 marketing professionals surveyed by the CMO Council, two of the top four driving factors behind their personalized marketing efforts are:

- 1) Increasing retention and loyalty (39%)
- 2) Better use of marketing \$\$ and increased ROI (37%)

(Please go to www.printinthemix.rit.edu to read the complete Fast Fact #2 and additional print market research)

Become a Member of The Print Council.

Support the Print in the Mix research clearinghouse and print awareness campaign; and receive benefits, such as access to Print Council promotional Why Print files and the

Print In the Mix research locator service.

Contact Ben Cooper at (202) 973-5977.