

## Welcome to Print in the Mix!

Welcome to the inaugural issue of Print in the Mix, a publication for media specifiers, print providers, and others interested in how print can help maximize marketing campaigns for better ROI—either as a stand-alone product or as one solution integrated with other media.

The Print in the Mix Newsletter highlights select research demonstrating the role of print as a viable information medium in the marketing mix. The source of the newsletter's content is our unique online resource *Print in the Mix: A Clearinghouse of Research on Print Media Effectiveness*. We pride ourselves in delivering reviews of relevant research from a variety of academic and industry sources and doing it in a way that makes it clear how the research was done.

Established with a generous grant from The Print Council, the Print in the Mix Clearinghouse is housed at Rochester Institute of Technology and is published by the Printing Industry Center at RIT. Please visit us at <http://printinthemix.com>

Sincerely,

**Patricia Sorce**

*Administrative Chair of the  
RIT School of Print Media and  
Co-director of the Printing  
Industry Center at RIT*

**Ben Cooper**

*Executive Director,  
The Print Council*

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# DMNews Direct Mail Survey 2007

DMNews Survey on Direct Mail and the Environment Conducted by Pitney Bowes

“ **Though the EPA states that advertising mail is responsible for 2 percent of all municipal waste – close to 85 percent of respondents believed that direct mail counted for more than a third to a half of municipal waste.** ”

Conducted by Pitney Bowes and commissioned by DMNews, 1,000 US consumers were surveyed on their attitudes towards the environment and the impact of direct mail. The study found consumers value and use direct mail, overestimate direct mail's environmental impact, and are open to industry efforts to police itself.

## Results:

- More than 87 percent of respondents state that environmental conservation and preservation is important/somewhat important to them.
- Close to 90 percent review their mail daily while 9.8 percent look through their mail often.
- Nearly 45 percent of respondents used a new business thanks to direct mail, 33 percent contributed to a non-profit for the first time thanks to information received in the mail, and more than 30 percent renewed a relationship with a business after a lapsed period of time due to direct mail.
- When rating possible harmful environmental activities, direct mail was ranked second-to-last in terms of adverse environmental effects. Driving one's car (27.4 percent), wasting water/electricity (21.7 percent), littering (21 percent), using non-recyclable produced materials (10.4 percent), and air travel (7.8 percent) all exceeded direct mail and catalogs (6.9 percent) as the top perceived harmful activities.
- More than two-thirds of respondents said their opinion of direct mail would improve if they knew there was a "green mail" label awarded by a third party such as the EPA, and if undeliverable mail were kept to a minimum with correct addressing capabilities.
- Close to two-third have not heard of DMA's No-Cost Mail Preference Service (MPS) opt-out service. Only 15 percent of respondents had registered with DMA's Mail MPS.

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## > DMNews Direct Mail Survey 2007 *continued*

### Take Aways:

- Pitney Bowes Executive Chairman Michael Critelli attributes the overestimation of direct mail's environmental impact to its ubiquity in our lives today -- consumers "dispose of mail every day, whereas the other big items are probably disposed of less frequently."
- Keeping in mind that the immediacy of mail and the attention it gives to a company's marketing message, opportunities abound for direct mailers to pursue cost efficient and environmentally friendly mailings. This survey represents a call to action for the industry to both do more to lessen its environmental impact and better educate the public about what it is doing in that area--consumers want more choice in the mail they receive. ■

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## iProspect Offline Channel Influence on Online Search Behavior Study

August 2007. Commissioned by iProspect.com, Inc. and conducted by JupiterResearch

“

**Nearly 40% of online searchers influenced by offline channels ultimately make a purchase.**

”

This study examines the influence of offline marketing channels, such as television, print, radio, and word-of-mouth on Internet search and purchase behavior. Over 2,300 consumers answered questions about behaviors, attitudes, and preferences as related to new media and devices.

### Results:

- Offline channels have a clear influence in driving consumer to search the Internet for more information -- 67% of online search users are driven to perform a search based on company name, product or service name, or slogan because of an offline message.
- Exposure to offline advertising results in online purchases – nearly 40% of online searchers influenced by offline channels ultimately make a purchase. This impressive conversion rate demonstrates the synergistic relationship between offline and online channels.
- Consumers report that magazine/newspaper ads (30%) and word-of-mouth (30%) were most effective in generating online purchases.


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## > Offline Channel Influence on Online Search Behavior Study *continued*

### Offline Channel Exposure Driving Online Searches

Offline Channel	% of Online Searches
TV ad	37%
Word-of-mouth	36%
Magazine/Newspaper ad	30%
Store location	20%
Radio ad	17%
Billboard, indoor or sports venue sign	9%
Company name/ad on vehicle	10%
None of these prompted a search	33%

#### Take Aways:

- With two-thirds of study respondents driven by offline messages to perform online searches for more information on a company, service, or product and for four out of ten of those respondents to then make a purchase, demonstrates the growing importance of integration and synergy between offline and online campaigns.
- Marketers need to ensure that offline advertising contains easy to remember website addresses and memorable keywords so potential customers can go on to successfully search online for additional information—with the goal being a resulting purchase. 



## Fast Fact

### Consumers Keen to Avoid Online Ads

“ Over 75% of consumers find online ads more intrusive than print ads. Almost two-thirds of consumers report paying more attention to print ads than online ads. ”

Source: Deloitte's 2007 State of the Media Democracy study. Conducted by the Harrison Group, over 2,200 consumers between the ages of 13 and 75 surveyed.

## Fast Fact

### The Value of Inserts and Circulars

“ More than 90% of consumers who read ad inserts use the pieces for more than just price comparisons. More than 50% of those who read them do so for at least three reasons: clipping coupon, assisting in making shopping list, browsing for new products or styles. Additionally, 45% of respondents use inserts to look for recipes, while 37% say they helped steer shopping trips the same day they read the insert. ”

Source: Vertis Customer Focus, 2008. Customer Focus® is Vertis Communications' proprietary annual study tracking consumer media and buying behavior across a wide variety of industry segments and media including advertising inserts, direct marketing, and the Internet.



## Measuring Media Effectiveness: Comparing Media Contribution Throughout the Purchase Funnel

Commissioned by Magazine Publishers of America (MPA) and conducted by Marketing Evolution

“ This study shows that magazines add an important influence to all segments of the purchase funnel, especially the most noteworthy category of purchase intent. ”

This study is an aggregation of twenty cross-media accountability studies (performed by Marketing Evolution from 2004-2006) measuring media impact across the various stages of the consumer purchase decision-making process: brand awareness, brand familiarity, brand imagery, purchase intent.

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## > Measuring Media Effectiveness *continued*

### Results:

- Marketing campaigns that had the greatest impact on the purchasing decision making process used a synergistic media combination.
- In examining different media combinations, the addition of magazines to a media campaign consistently produced the most successful results.
- Throughout the purchase funnel, magazines were the most consistent performer versus other media studied. Across 20 studies, magazines produced a positive result in more stages of the purchase funnel and in more ad campaigns than TV or online.

### Aggregate Trends across the Purchase Funnel

Media	Total Brand Awareness	Brand Familiarity	Brand Imagery	Purchase Intent
Magazines	78%	93%	82%	80%
TV	69%	69%	68%	57%
Online	56%	67%	57%	26%

% of 20 Studies in Which Purchase Funnel Metrics Were Positively Influenced by Medium

### Effectiveness of Individual Stages of the Purchase Funnel:

- While each medium achieved an increase in consumer ad awareness, magazines were most successful, followed closely by TV, and trailed by online.
- TV was the strongest overall medium in building top-of-the-funnel brand awareness, with magazines following a strong second as an effective means to engage consumers. Online ads showed a distant third. Magazines excelled in promoting brand awareness in the categories of automotive and entertainment advertising.
- Magazines and TV both performed well in increasing consumer familiarity and knowledge of a brand. Magazines showed strongly in increasing customer brand familiarity for autos, entertainment, and pharmaceutical products.
- Brand imagery communicates “the message” and influences perception. Overall, TV and magazines were more likely to produce positive brand associations than online ads and consistently showed a positive influence across all categories. TV did particularly well in the electronics category and magazines led the way in the entertainment category.

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## > Measuring Media Effectiveness *continued*

- Purchase intent is most closely tied with the consumer’s likelihood to take action that hopefully results in a sale—and thus is the all-important advertising objective. Magazines outperformed both television and online advertising in driving positive shifts in overall purchase intent.
- Across the five advertising categories followed in this study, magazines ranked #1 in influencing purchase intent in all but electronics where it came in a close second to television:

Purchase Intent Lift by Category

Category	Magazines	Television	Online
Automotive	+5%	+3%	+2%
Entertainment	+6%	+1%	+4%
Electronics	+3%	+4%	0%
General	+4%	+1%	+1%
Pharmaceuticals	+3%	+2%	0%

### Take Aways:

Of the client studies aggregated for this MPA commissioned study, Marketing Evolution, a respected leader in market research, was asked by clients in 16 of the 20 studies to recommend revised spending across media to bring balance to their marketing mix and increase ROI.

Magazines were often under-represented in clients marketing media mix, demonstrating an under-appreciation for the power of print. Overall, the most often advised change was increasing the share of spending allocations for magazines and by substantial amounts.

This study shows that magazines add an important influence to all segments of the purchase funnel—especially the most noteworthy category of purchase intent.

The gains from adding print magazine advertising to the mix are **greater** than repeating ads in the same media. 📄

## Fast Fact

### Personalization Drives Response

“ A study comparing response rates to a range of different direct marketing creative executions yielded the following results:

- A black-and-white piece with no personal information yielded a 1% response rate.
- A black-and-white piece with personalization yielded a 1.5% response rate, as did a full color piece with no personalization.
- A full-color piece with name-only personalization boosted response to 2%.
- A full-color piece with deeper personalization, in the form of a purchase history, yielded a response rate of 6.5% — well above the standard direct mail response rate of 2–4%.

”

Source: InfoTrends/CAP Ventures, The Impact of Color in Graphic Design, April 27, 2005 as reported by the NewPage Response Project.

## Fast Fact

### Consumer Trust: Traditional v. New Media Advertising

“ While new platforms like the Internet are beginning to catch up with older media in terms of ad revenues, traditional advertising channels continue to retain the public's trust.

Ads in newspapers rank second worldwide (behind word-of-mouth) among all media categories, at 63% overall, while television, magazines and radio each ranked above 50%.

”

Source: Nielsen Online Global Consumer Study April 2007, based on 36,486 Internet users in 47 global markets.



## About Print in the Mix

Established with a generous grant from The Print Council, *Print in the Mix: A Clearinghouse of Research on Print Media Effectiveness* is housed at Rochester Institute of Technology and is published by the Printing Industry Center at RIT.

Print in the Mix is a unique resource whose mission is to collect and summarize reputable research demonstrating the role of print as a viable information medium in the marketing mix.

Joining us in this unique endeavor are faculty and staff from universities coast-to-coast who study printing industry trends. Together we review research from a variety of academic and industry resources, distill the quantitative facts and detail how the research was done in order to present top-line synopses for use by media specifiers, print providers, and others as they make the case for “print in the mix”.

Visit Print in the Mix at <http://printinthemix.rit.edu>

Visit the Printing Industry Center at RIT at <http://print.rit.edu>

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## About The Print Council

The Print Council is a business development alliance formed by leaders in the graphic arts industry whose goal is to influence and promote the greater use of print media. Through education, awareness, market development, advocacy, and research, The Print Council serves the industry to develop, maintain, and increase the market for printed goods. In addition, the Council works closely with industry associations, ongoing initiatives, and relevant user groups that share common goals.

For more information, please contact Executive Director Ben Cooper at 202-973-5977 or [bycooper@wms-jen.com](mailto:bycooper@wms-jen.com).

Visit The Print Council at <http://theprintcouncil.org>



# About the Print in the Mix Newsletter

The Print in the Mix Clearinghouse publishes its printed newsletter three times a year and issues an e-newsletter monthly. Subscription is free. To register, please visit us at:

<http://printinthemix.rit.edu>

**Print Council Members:** Additional copies of the printed newsletter are available upon request. Please visit the Clearinghouse web site and click on "Contact Us".

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