

# THE ROLE OF PRINT IN THE NEW MEDIA MIX

A professionally prepared  
meeting report from a presentation by  
Mr. Daniel Dejan, creative director and  
print and digital expert.

# EXECUTIVE SUMMARY

**1** The more senses involved in a communication or brand experience, the stronger the likelihood of short- and long-term memory coding. Print is experienced by humans through four of the five senses.



**2** Recent research reveals that print is still valued by professionals and consumers when accurate and personalized.

**3** Ideal role for print is to drive customers, whether consumers or professionals, to online assets where purchase can take place and enriched relationship can be fostered.

## PRINT IS NOT DEAD

With the explosion of the internet and dot.com businesses in the early 21st century, we experienced an equal and parallel explosion of companies reducing or eliminating their advertising and print budgets, and rushing to investing heavily in the new online vehicles. That is where the customers are, right? That is what they want: they are so busy, and nobody wants paper anymore, right? MDs no longer read paper journals but only skim them online. Consumers get all they need to make a buying decision online, and online ordering and credit card acceptance



Daniel Dejan,  
Creative Director

makes catalogues, printed brochures, and brick-and-mortar businesses redundant.

Not so fast. According to **Mr. Daniel Dejan**, Creative Director for North

America with the profitable global company, Sappi, human behavior and facts from research — both proprietary and independent — reveal a different story.

*The biggest challenge marketers have today is the attention span of targets. We have created a consumer society today that anticipates and expects immediate gratification.*

— Daniel Dejan

## From research Sappi conducted in 2004 (as the internet was exploding) and then again in 2012, we learned the following:

- 1 People between the ages of 25 to 44 — a demographic assumed lost to print — valued print as a medium to assist retention, the feeling of ownership, and ego.
- 2 Across all age groups, as income rises, a consumer becomes the target for every company. They become bombarded with a tsunami of marketing messages. So gaining and keeping attention and building a brand experience that is positive and leads to profit is more likely to be successful if it relies on both conscious and unconscious human behavior.
- 3 Brand loyalty starts at age 12, and is highly influenced by the familial experience: what Mom, Dad, and siblings do and say have an impact.
- 4 People between the ages of 12 and 17, a demographic that generally earns no income, is the cause of the largest expenditures of family income.

## THE ADVANTAGES OF PRINT

Contemporary research, especially aided by neuroscientists and functional MRIs, has proven that humans react and interact with print in unique ways, valued by our species. Importantly, these are true across all age groups.

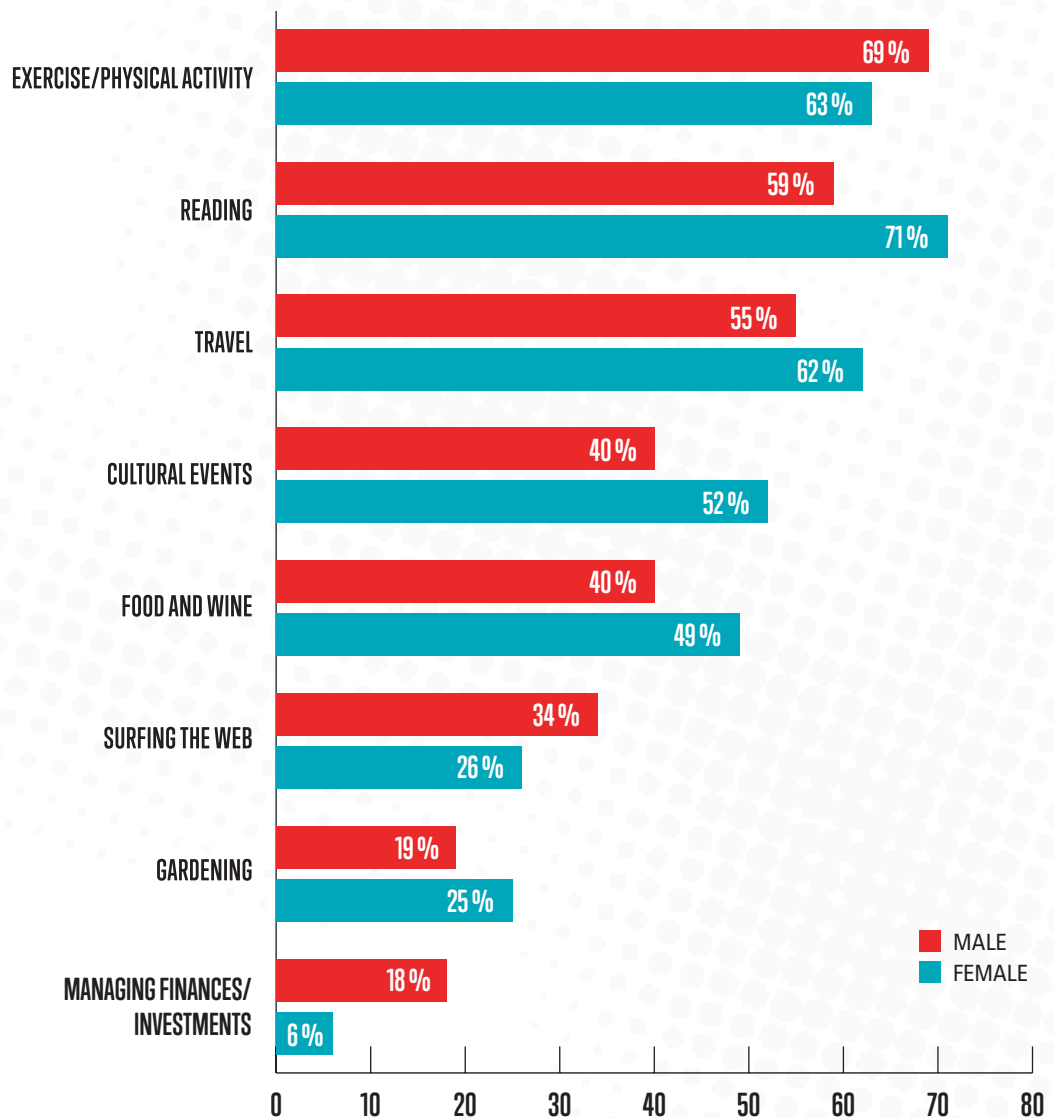
- Print is consumed using four of our five senses: sight, touch, smell, and sound. This enhances recall, emotions, and brand familiarity.
- Print is perceived as permanent: compared to online, which can often change, printed materials are perceived as real and reliable.
- Print has an element of craftsmanship: unlike some online content, printed materials have been edited, proofed, vetted, often by both an internal body and a third-party organization (e.g.: the PAAB, the CSA, peer review editorial boards), making it high quality.
- Print aligns with the positive desire of ownership. It is ours to keep and refer to. Do you have any customers with a stack of the *New England Journal of Medicine* on their desk or floor?

## PRINT AND MDs

Mr. Dejan presented results from recent surveys of health care practitioners. Among the observations, the research revealed the following:

- 1 Even though these health care practitioners have a hectic schedule and full clinical reading schedule, their #1 activity in leisure after exercise is reading.

### Physicians Also Gravitate to Reading in Their Leisure Time

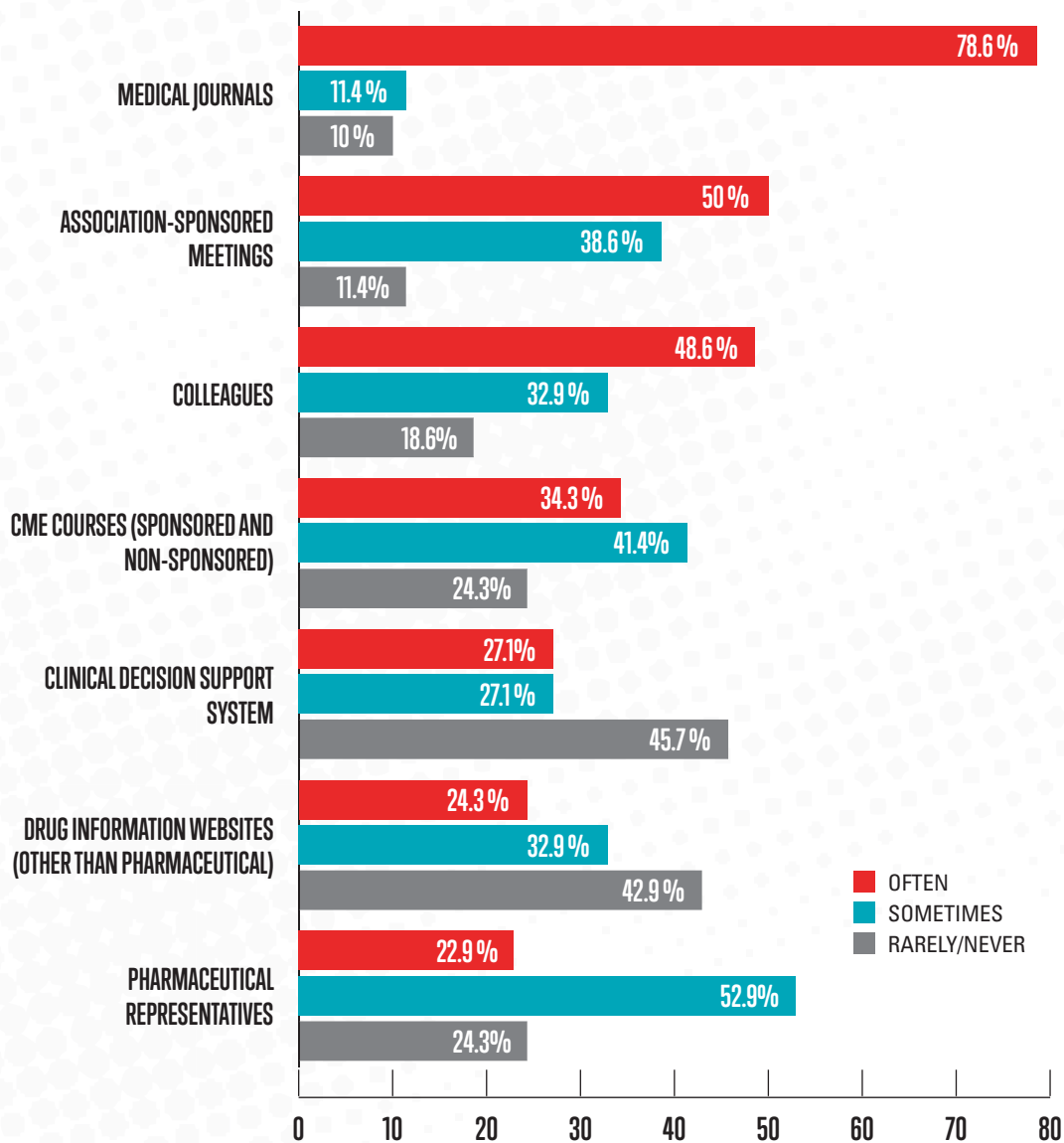


*Medscape Physician Lifestyle Report 2012*

**2** Medical journals remain an often used and credible source for many MDs to keep up with pharmaceutical products.

## Canadian Oncologists

Use the following sources to keep informed about pharmaceutical products.

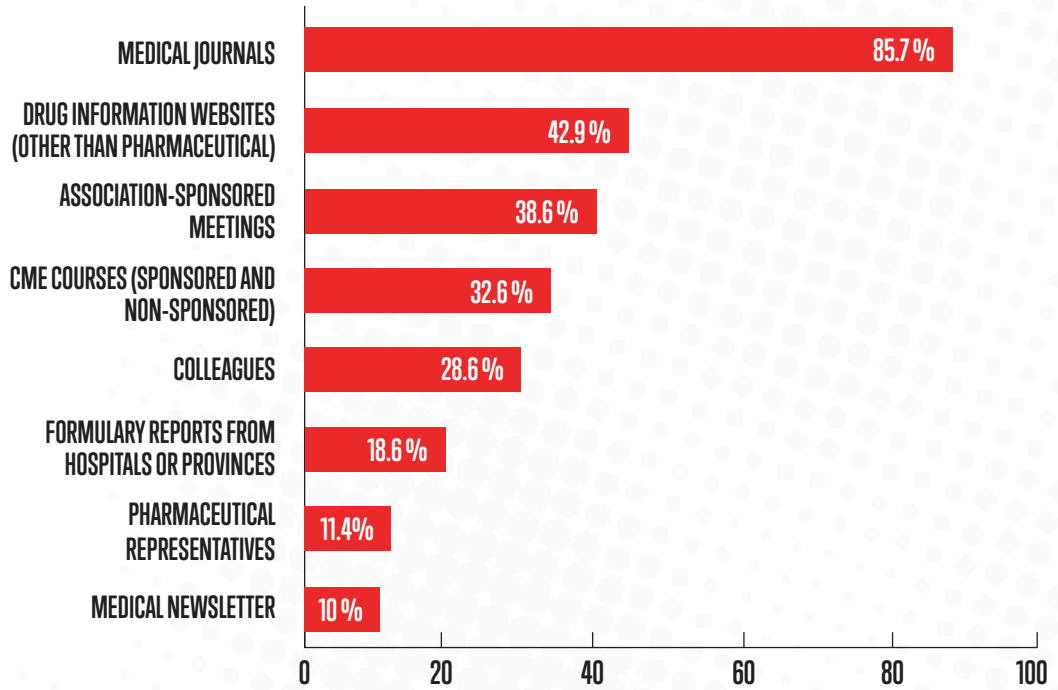


*The Matalia Group, Canada, June 2016*



## Canadian Oncologists

Most credible sources for product information.



The Matalia Group, Canada, September 2016

## PRINT'S IMPACT ON THE BOTTOM LINE

Mr. Dejan cited several examples of how print can drive preset calls to action, based upon Sappi business experience and market research:

- From a 2007 Marketing Evolution study, online activity received a 40% boost due to print advertising exposure.
- Between 60% and 84% of online sales are generated because of direct marketing (email, catalogues, magazines, direct mail).
- Special finishing effects led to an 18% increase in sales.

*As soon as we access mobile content, whether it is a laptop, iPad, or smartphone, we immediately go into "skim-mode." Compared to online, recall of brand names from "ink on paper" is 3 to 1.*

— Daniel Dejan

# APPLICATION TO MARKETING AND COMMUNICATIONS

Mr. Dejan's recommendation is for marketers to use an integrated marketing process that recognizes our tendencies as a species, our knowledge of our targets gained from "Big Data," and the proven benefits of each tool and channel. "Integrated marketing is driven by real time and on-line demand. Print, through magazines and direct mail, is the best

first stage acquisition point." Use print to drive customers to on-line assets, where you can enrich their experience, show them impactful videos, download a document, make a purchase, get their permission to send them your newsletter, participate in a chat room of like-minded consumers, and listen to a testimonial.

## LESSONS LEARNED

LESSON	TAKEAWAY
Print isn't dead or dying.	Print is evolving from a commodity to a higher-quality and specialty experience.
There will be less of it.	What is left will be high-quality in both the physical product and the editorial content.
Content will drive survival.	Use both print and digital mediums where suitable for your audience.
Integrated campaigns = more profit + more revenue.	Print has appeal beyond age and income.



### Additional resources

1. [www.sappi.com](http://www.sappi.com)
2. [www.sappietc.com/article/print-0](http://www.sappietc.com/article/print-0)
3. [www.doctordisruption.com/sensory-branding/are-some-senses-more-important-than-others](http://www.doctordisruption.com/sensory-branding/are-some-senses-more-important-than-others)
4. [www.audiologyonline.com/articles/in-one-ear-and-out-1102](http://www.audiologyonline.com/articles/in-one-ear-and-out-1102)
5. [www.mediajls.com/2015\\_EJS.pdf](http://www.mediajls.com/2015_EJS.pdf)
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10. [www.mediajls.com/16EJS\\_Resp.pdf](http://www.mediajls.com/16EJS_Resp.pdf)

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1. This article was prepared and written by John T. Oster, based upon a live presentation given in Montreal (May 17, 2017) and Toronto (June 13, 2017). Mr. Oster is an independent marketing and branding consultant with over 20 years of experience in the Canadian pharmaceutical segment. [osterjto@gmail.com](mailto:osterjto@gmail.com).
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3. Mr. Oster and Mr. Dejan were hired by Ms. Pat Tramley and Mr. Matt McMullan of JLS Media. They had no editorial input into their work. Mr. Oster and Mr. Dejan are responsible for their own content and opinions.

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