



The POWER of Print!



vs **Digital**

Isn't Digital Replacing Print?

"Coupons appear to be a rare example of a product that hasn't been adversely affected by the digital world."

-Money Magazine, June 16, 2016

"A decade ago most companies were heralding the arrival of a new golden age of branding. They hired creative agencies and armies of technologists to insert brands throughout the digital universe. Viral, buzz, memes, stickiness and form factor became the lingua franca of branding. But despite all the hoopla such efforts have had very little payoff." -Harvard Business Review, March 2016

"Traditional media are more effective from an engagement point of view." -Martin Sorrell, CEO of WPP (World's largest ad agency), June 23, 2016

"Millennials are still more likely to use a coupon they received in the mail than one they came across on an app or website. Somehow, in the upside-down world of couponing, digital is actually more difficult than paper." -Forrester Research, June 2016

"Marketers are reassessing the level of investment in the digital area because they are beginning to question what they are really getting in terms of return on investment." - Bob Liodice, CEO, Association of National Advertisers, 9/27/16

"Recall was 70% higher among participants who were exposed to a direct mail piece (75%) than a digital ad (41%)."

-Forbes Magazine, 9/20/16

What About Social Media?

"It turns out that consumers have little interest in the social media content that brands churn out. Very few people want it in their feed. Most view it as clutter – as brand spam." -Harvard Business Review, March 2016

"Procter and Gamble, the biggest advertising spender in the world, will move away from ads on Facebook that target specific customers, concluding that the practice has limited effectiveness" - Wall Street Journal 8/9/16

"Inviting customers to follow their brands on social media was the top choice among marketers (77%) However only 20% of consumers favored this method." -The Center for Media Research, March 9, 2016

"Revelations that Facebook overestimated by up to 80% the average time people spent watching video ads on its platform shocked the media and marketing world." -Wall Street Journal, 9/27/16