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Today's modern use of print gives communication a competitive advantage



“THERE IS NOT A SINGLE DAY THAT AN INDIVIDUAL DOES NOT COME INTO CONTACT WITH SOME FORM OF PRINT”

EARLE O'BORN,
PRESIDENT AND CEO
OF THE PRINTING
HOUSE LIMITED

Since the first Canadian printing company opened in 1751, print has been a means for Canadians to share and disseminate important information. Representing the fourth largest, and still growing, industry in Canada, printed words and images continue to progress alongside other developments in communications technology. Now in the 21st century, print has become and continues to be an essential component of a rapidly changing communications industry.

Founded in 1961, and owned and operated by President and CEO Earle O'Born, The Printing House Limited™ (TPH®) has repeatedly been recognized as a leader in the Canadian Printing Industry. Voted 'Printer of the Year' in 2007, Earle understands that print is an essential aspect of communications today. "There is not a single day that an individual does not come into contact with some form of print" says Earle. "Newspapers, magazines, financial statements, books, flyers, post cards, and bills. We see evidence of the print world and graphic communications everywhere."

Print is one of the world's oldest communication mediums, causing some to overlook its impact and power. However, this oversight can be fatal to an organization and their marketing campaigns. Print is powerful, trusted, tangible, and a medium people are still very comfortable with.

For years there have been predictions of the 'paperless office' and that the print world would fade as the online world flourished; however, this has not happened. The greater challenge moving forward is to use the right mix of the broad variety of communication methods available, combined with the right message, targeted to the right consumers, at the right time. Print continues to be an integral part of the solution to this challenge. >



Why does print still prevail?

PRINT HAS LEGACY Electronic communications can be deleted or turned off just as easily as they are produced. A printed piece has legacy and can be kept for long periods of time. It can also be easily shared with others giving advertisers two or three times the reach with every piece. The permanence of print also shows your Customers that your statements have viability and are credible.

PRINT IS PORTABLE With print you do not have to worry about when your battery is going to die or whether you can get online. There is no need to charge it, worry about compatibility issues, or the glare from your screen. Print is highly portable as it can come with you everywhere you go, to both inform and entertain.

PRINT CAN BE BEAUTIFUL Continuously advancing print technologies, software, presses, inks and substrates allow you to make your printed work a personal masterpiece that readers will want to touch and feel. Print allows you to show the beauty of your product or service while giving it tangibility - something electronic media cannot provide.

PRINT CAN INCREASE ROI AND DRIVE YOUR MARKETING MIX Marketers are actually seeing evidence that print functions as a driver of both offline and online sales. Printing still plays a vital role in multichannel marketing. The combination of various media within your marketing mix has the power of doubling your impact versus using one medium alone. Studies have shown that consumers are twice as likely to visit a website that they have been directed to from a mail piece.

PRINT IS SOUGHT OUT BY CONSUMERS Although the success of online shopping has caused some marketers to believe that printed catalogues are a thing of the past, recent research indicates otherwise. A study conducted by U.K.'s Royal Mail found that consumer demand has led to 60% of online retailers to distribute print catalogues. By providing content that supports the retailer's online message, it is clear that catalogues support and drive online business. Studies have also found that online consumers who received a printed catalogue were twice as likely to make an online purchase at that retailer's website.

PRINT IS CREDIBLE Having something in writing that you can share, review, and store provides readers with a degree of reassurance. Although the speed and scope of electronic media can be convenient, the existence of contradictory and



questionable sources makes some readers weary of online media. A study released in 2008 by OTX found that print rated highest in credibility, accuracy, and reliability when compared to television, online, radio, and outdoor media.

Companies continue to leverage the credibility of print for the production of legal information and custom publications such as annual reports. The vast majorities of Canadian public companies make printed copies of their annual reports widely available to existing and potential investors, rather than rely solely on websites or online repositories.

PRINT GIVES THE READER CONTROL Print advertising never interrupts someone during dinner or stops by uninvited. With print, readers are in the driver's seat, allowing consumers to specify how, where and when they would like to interact with an organization. This positive interaction will allow the bond between consumer and marketer to grow strong.

PRINT CAN BE PERSONALIZED Marketing is all about delivering the right message to the right people at the right time. Personalized marketing allows you to do that. Gone are the days when marketers were able to bucket their target consumers into enormous groups and sell cookie cutter solutions. Using variable data printing and 1:1 messaging, marketers can personalize their message, both written content and imagery. Canada Post research shows that 84% of consumers will open a letter, simply if the envelope is personalized.



PRINT IS EVERYWHERE Ultimately, print is all around us. It prevails because of the reasons above, but also because it is abundant, affordable, and ubiquitous.

The question isn't why print, but ultimately why not?

Despite predictions of its demise, it is clear that print continues to be a mainstay of communication methodologies today. It would be naïve to ignore the advent of other technologies, in fact doing so would mean ignoring opportunities to use print to further one's communication objectives, whether used in tandem with electronic media or on its own. Print presents credibility, permanence, trust, and convenience, factors that can support a brand, a mission, and a message.

The beauty of this publication for the 2009 Brazilian Ball is a testament in itself to the points above. Think of what you will do with this publication: maybe you'll bring it home, put it aside to read, hold as a keepsake in order to remember a wonderful evening, or maybe pass along to a friend. Either way, you will be proving the validity and value of printed communication, something that if you think about it, you do yourself each and every day.

WE KNOW THAT PRINT WORKS.

Enjoy the 2009 Brazilian Ball! ●

Q2006, The Print Council, is acknowledged for its contribution



Above: Using variable data printing and 1:1 messaging, marketers can personalize their message, both written content and imagery.

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