

# THE SURPRISING DURABILITY OF PRINT



Overall, local marketing shrunk from \$109 billion in 2000 to \$90.5 in 2010. Yet, in the same period, the amount directed to local online marketing unsurprisingly leapt from \$1 billion to \$13. But in the rush to abandon print collateral, marketers have overlooked one very important detail:

People still want things.

Things, actual things they can hold and play with and puzzle over. This is where the tangibility of bingo cards, FSIs, coupons, table tents, and bottleneck hangers will never be exceeded. And it's why marketers like Apple, Amazon and Starbucks place such emphasis on ensuring that even the smallest aspect of their product or packaging reinforces and grows their already indelible brands. Even their throwaways are almost worth keeping.

The best way to get your brand in the mind (and hands) of the public, immediately, is to ramp up what your field representatives can offer their prospects, in Print.

## WHAT IF YOUR BRAND ISN'T INDELIBLE, YET?

### THE PAPER-THIN BIG STICK

Print is paramount for building brands, no matter the size or how well-established. Print is for the sales rep who feels empty-handed without a physical leave-behind for his prospec:, an object, brochure, postcard, letterhead, or even a white paper is something far less likely to be overlooked or forgotten than is the fate of so many emails or online promotions. Print, beautiful, legible, full of "brand" is the foundation stone of even the smallest brand.

The opportunities to wield the weighty “Print” media baton are many. But before taking on the issue of “How”, let us examine more of the “Why”.

**EXCLUSIVITY:** Your printed material is yours alone.

**TARGETING:** Local data, transmuted into print, equals branded information landing where it’s needed, and when.

**DURABILITY:** Consider the phrases, “Get in writing”, “Cold, hard cash”, and “The check’s in the mail”, and you understand why people still don’t trust an iPhone tap or rely on an email to generate and exploit a lead.

## **THE HOW: BRAND ASSET MANAGEMENT IN THE NEW AGE OF PRINT**

“Brand” is not the most important thing to your people, no matter what they tell you.

Success, measured in quantifiable, real-time results are what even the most vested brand evangelist is really all about.

Or should be.

Your people will care the most for your brand when they see how the elements of your carefully conceived marketing plan express themselves as sales at the local, regional, national or international levels.

From the brand asset manager’s point of view, the problem with local flexibility is the danger that local or field reps will take liberties with brand elements in the exploitation of their local opportunities.

You want to reward those on the team who are taking the brand aggressively to the consumer, but you want to assure top-to-bottom consistency in messaging for sales, new product introductions, re-brands, sweepstakes and other point-of-sale messaging opportunities.

## **THESE TIMES DEMAND THE TIMES ROMAN. THE ARIAL. THE HELVETICA.**

The imperative to keep everything, from visual, logo, typographic and messaging elements “On-Brand” is just as important to the small or business start-up as it is to GEICO, whose marketing budget topped \$400 million in 2012.

By placing in the hands of your brand people an easy-to-use, “Soldier-Proof” system for managing your brand assets and adjusting content in print, you press home the print advantage of speed, real-time knowledge, and cost-effectiveness to seize chances as they arise.

A budget for print is a proven lead generator, and a budget kept in reserve for print provides you and your representatives a contingency budget for the opportunities you can't necessarily point to, but know lie ahead on the horizon. Such real-time responsiveness almost always affords more flexibility than the locked-in budgets for broadcast or national buys.

## **PRINT IS DEAD. LONG LIVE PRINT!**

Packages and print ads and flyers and sales sheets and funny t-shirts and wrapping paper will outlast us all. Market-wide, the budgets for print keep on growing. According to a recent study, total world print revenue is projected to grow 8%, up from \$584 in 2011, to \$668 (U.S. \$billion) in 2017. Honing your print capabilities at the local level will provide your brand with the flexibility and precise messaging to capitalize on opportunity.

Print, enabled by digital brand asset management, is earning the renewed respect of brand managers and field representatives alike for its ability to support and force-multiply the other, more expensive elements of the regional or national brand campaign—from the ground up.

Here are at least three trends explain the growth in print media share:

### **TRENDS**

1. There is a widening void left by publishers fleeing print that small and franchised brands still desperately need. There is a need to replace the old budget-friendly, localized, targeted B2B and B2C messages that used to arrive in print. Marketers, particularly at the local level, still demand the flexibility, responsiveness and durability of print.
2. Self-publishing is filling the void left by this retreat, combining with real-time wireless command-and-control for centralized brand assets as well local flexibility and cost-effectiveness for those on the front lines of the brand. Moreover, there arises the opportunity to craft and communicate lasting, lead-generating, attention-commanding branded messaging of high quality and local immediacy to fill the gaps left by other media.
3. Print provides needed collateral for the new, internet-wise comparison shopper. The information density and durability of print offers a clean platform for lead-generating, branded messaging.

# UTILIZING DIGITAL TO EMPOWER PRINT

## TRANSLATING DIGITAL TO PRINT

The shortcoming of most digital asset management systems is in translating online brand assets into properly designed, visually impactful, message-rich print collateral. They just can't do it.

Yes—until you need a little something you can fold into an envelope, or drop on someone's desk, a sales sheet, a brochure or some other piece of collateral—conventional brand asset management systems will suffice.

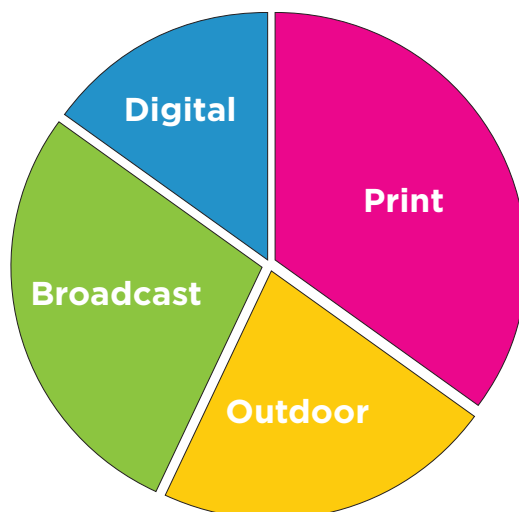
But to go a step farther, and translate all that real-time, digital data-managed goodness, your brand should continue to treat print as one of its primary channels of communication (B2C and B2B alike), and not as an afterthought.

The money brand managers invest in creating the optimal flexibility of responsive, responsible, easy-to-use brand asset management puts the tactical flexibility your field force demands at their command. And yours.

## LOCAL IS DIFFERENT FROM NATIONAL

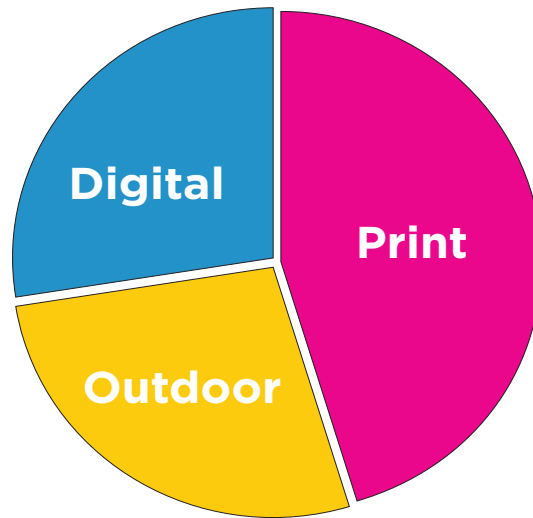
Your local marketing budget should not simply mirror the brand's national budget. Certain channels which benefit the brand at the national level may be wasted on the franchisee or store owner, and vice versa. The charts below reflect 1. what Pica9 considers to be the typical ratio of channel budgeting on the national brand level, and 2. how that budget should be adjusted to meet local marketing needs.

**NATIONAL BRAND LEVEL  
MARKETING BUDGET**



Broadcast media takes up a considerable portion of the typical national budget, and rightly so. But we believe that at the local level, the marketing budget should be adjusted, so that the percentage set aside for Broadcast media is absorbed by Print, Digital, and Outdoor marketing—all of which effect a greater level of egagement at the local level.

**LOCAL LEVEL  
MARKETING BUDGET**



Put Print in the hands of the people who need it—and use it—most. From coupon-cutters and two-for-one fajitas fans, to your own co-workers up and down the line. From showroom to boardroom, Print provides a desirable physical durability to your brand offering.

At Pica9 we believe the campaign strategy for strong brands should recognize that money for local affiliates' broadcast budget will almost always be more advantageously spent on Print. The remaining items of your marketing budget should then expand proportionately, to absorb their fair shares of the newly freed monies.

Nothing will replace print. And now that it's possible to brand with it better and more cost-effectively than ever, call Pica9 to learn how to plaster it everywhere.