

Promoting the Effectiveness and Sustainability of Print Media

**Jonathan Tame – UK Country Manager
Print Power and Two Sides Campaigns**

BPIF - Two Sides and Print Power Campaigns - September 2014



Print and Paper
have a great
environmental
story to tell



www.twosides.info

The Two Sides and Print Power campaigns

Print media remains one of the most powerful and sustainable forms of communication. Yet consumers and users in the world of digital media are now distracted and enticed by a wide range of alternative media choices.



Print Power promotes the use and effectiveness of print media in a multi-channel market, to media and marketing professionals across Europe



Two Sides informs paper users everywhere that print and paper is an attractive and sustainable means of communication

European Countries participating in the Print Power and Two Sides campaigns

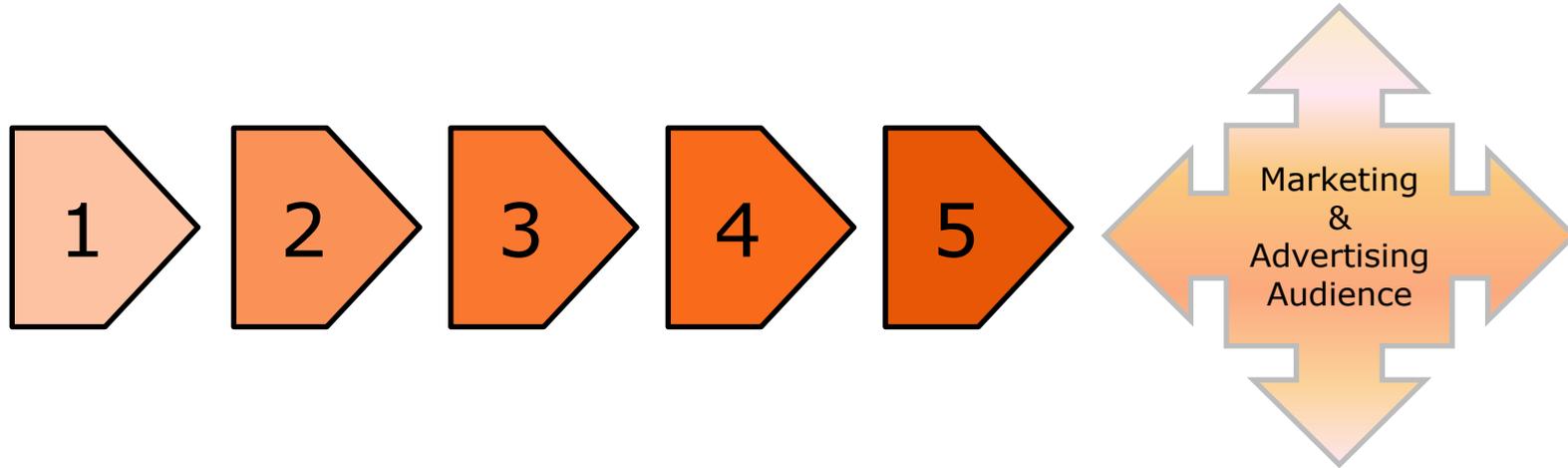
- 13 European Countries
- 150 People
- €1.7m Cash Funding (2013)
- €10m Benefit in Kind

Not-for-profit

A Unique Multi-Industry
Cooperation



Partners



1. Pulp & paper production AF&PA, APIA, CEPI, Eurograf, EPIS, TAPPI
2. Paper merchants EUGROPA., NPTA
3. Printing, Envelopes INTERGRAF, ERA, VDMA,, FEPE etc.
4. Publishing FIPP, FAEP, EPC, WAN-IFRA, INMA,
5. Postal & distribution PostEurop, IPC, Distripress



Creative
Inspirational
Tactile
Honest
Dramatic
Vivid
Effective





- Print Power B2B magazine published in 9 Languages & distributed in 11 countries
- Targets media and marketing professionals, promoting the use and effectiveness of print as part of the media mix
- Distribution about 70,000 copies
- Magazine content available off line and searchable on multi language websites



Clear layout with strong visual appeal
Full of facts and graphics

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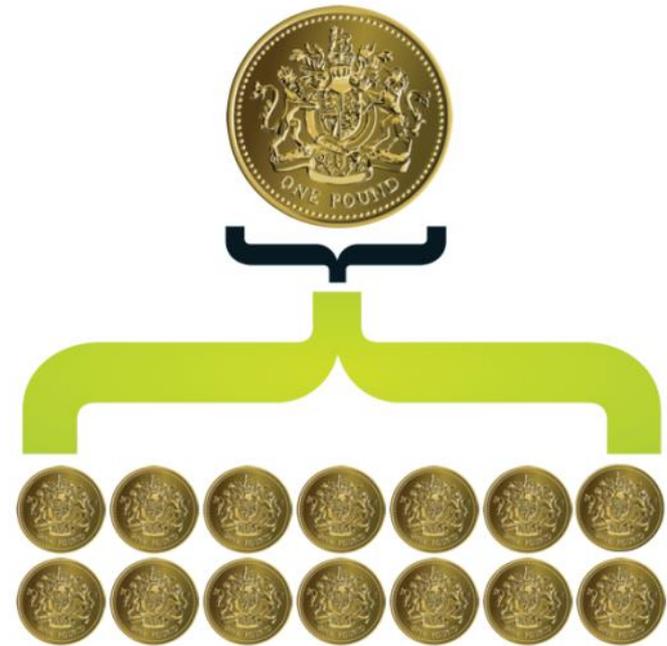
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Research and Facts



79% of consumers will act on **direct mail** immediately, compared to 45% who say they deal with emails straight away.

Research Direct Mail Association



ON AVERAGE, FOR EVERY £1 SPENT ON DIRECT MAIL, £14 IS GENERATED, WITH SOME CAMPAIGNS GOING UP TO £40¹

NEWS PAPERS

- **48%** OF CONSUMERS SAY THEY 'USUALLY NOTICED' ADVERTS IN LOCAL NEWSPAPERS (46% IN NATIONAL PAPERS)
- **35%** OF CONSUMERS SAY THEY ARE LIKELY TO PURCHASE FROM ADS THEY SEE IN LOCAL AND NATIONAL NEWSPAPERS

OPTIMAL MEDIA MIX IN EUROPE

FOR FMCG, THE OPTIMAL MEDIA MIX IS
PRINT/30%
TV/40%
ONLINE/6%
OTHER/24%

FOR SERVICES, THE OPTIMAL MEDIA MIX IS
PRINT/35%
TV/30%
ONLINE/15%
OTHER/20%

BPI



CUSTOMER MAGAZINES
ARE PICKED UP ON AVERAGE 2.7 TIMES AND
KEPT ON AVERAGE OVER TWO WEEKS



FOR EVERY €1 SPENT, MAGAZINES GENERATE

- **€1.47** FOR FMCG CLIENTS
- **€1.89** FOR FINANCE ADVERTISERS
- **€11.31** FOR TELECOMS ADVERTISERS²

MAGAZINES PRODUCED FOR BRANDS DELIVER 70% OF THE CIRCULATION OF THE TOP 10 MAGAZINES IN THE UK AND REACH OVER NINE MILLION PEOPLE⁸



- **84%** OF PEOPLE TEND TO OPEN ALL OF THEIR POST
- **48%** OF ADULTS HAVE DONE SOMETHING IN THE PAST 12 MONTHS AS A RESULT OF RECEIVING DIRECT MAIL, INCLUDING 14.2M THAT HAVE PURCHASED A PRODUCT
- **19%** OF PEOPLE KEEP AN ITEM OF DIRECT MAIL FOR FUTURE REFERENCE
 - THE ONLINE COMPONENT OF CAMPAIGNS PAYS BACK 62% MORE AND THE TV COMPONENT PAYS BACK 37% MORE WHEN THERE IS DIRECT MAIL IN THE MARKETING MIX

68%

OF CONSUMERS SAY ONLINE ADS ARE "ANNOYING" AND "DISTRACTING"⁷



www.twosides.info

NET-A-PORTER Case Study from on-line to Print

An increasing number of internet brands are turning to print to engage with their customers



“In the same way you have to have a Facebook page and an Instagram account and be on mobile and have a website, you also need to be in print.” - Natalie Massenet, founder.

NET-A-PORTER

Case Study from on-line to Print



- A luxury on-line shop
- Magazine created for a well established audience
- On sale in 60 countries
- Creates competitor differential
- Delivers aspirational ideas and inspiration to a targeted audience
- Communicating with clients through a variety of different touch points

Other on-line traditional brands journeying into print include; Boden, Ocadolife, Achica Living, Matches and even Google. Think Quarterly – “a breathing space in a busy world”



Google mailing to leading CEOs



Print Power Website

www.printpoweruk.co.uk

13 Country websites

11 Languages

- Facts
- **Case Studies**
- Innovation
- News



The screenshot displays the Print Power website interface. At the top, a woman is shown reading a newspaper titled "The News". To her right, a black banner contains the text "Add Print, Add Brand Engagement" and "How much will brand engagement print media to your online campaign?". Below this, a red button with a white right-pointing arrow is visible, followed by the text "VIEW THE CORRECT PER".

Below the banner, there is a video player. The video title is "Back to Vinyl - The Office Turntable". The video player shows a desk with a laptop, a lamp, and a window. A play button is overlaid on the video. Below the video player, the text "The multi-media mailing" is visible.

On the left side of the video player, there is a small image of a stack of papers and a green background. Below the image, the text "media strategy?" is visible, followed by "ed by", "views or", "intent) that", "es. Magazines,", "cial media are all", and "value. Good source".

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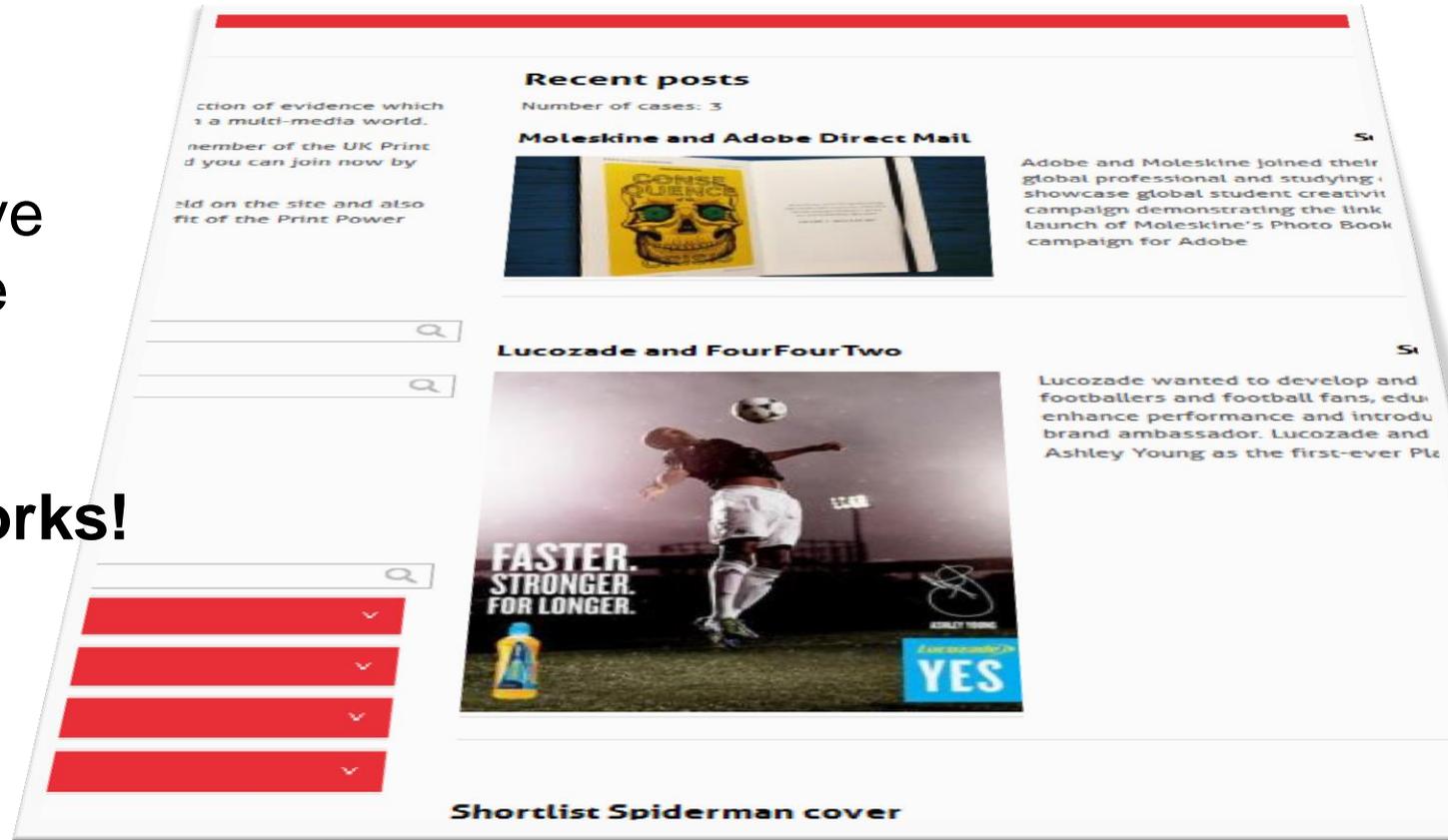


www.twosides.info

Case Studies platform

Building the comprehensive library of case studies on;

Why print works!



“I’m thinking of advising a client to produce a customer magazine. Can you tell me if this will help to build their brand?”



Why Print Media?



Catalogues/
Magalogues



Customer
magazines



Direct mail



Door drops

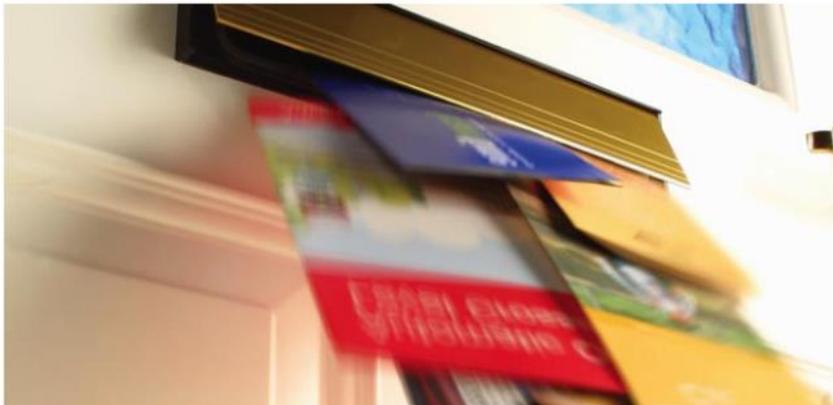


Magazines



Newspapers

SEVEN REASONS WHY DIRECT MAIL DELIVERS



1

The mail moment

Direct mail enters an individual's home and is consumed on a one-to-one basis. This gives you much more time with your customer, time that's invaluable in raising awareness, persuading, convincing and engaging them in a relaxed environment at a time of their choosing. In a Belgian study, the majority of consumers consider the 'mail moment' as a 'privileged moment', with 61% saying they enjoy looking through their mail and 69% always curious to see what's in their mail (Bpost, 2011). Since everyone only has one letterbox, it follows that direct mail attracts a singular focus and a level of attention that other media cannot reach.

2

Sensory experience

The physicality of a mailing – the feel of it in your hands – adds another dimension to the brand experience. The weight and quality of the paper gives a sense of value to the mailing and encourages the consumer to keep it for longer. Customers of 58 out of 60 UK companies prefer to receive print mail rather than email (Ebiqity, 2011). Since your message isn't tied to the newsstand or the television screen, you can stimulate and entertain your customers, encouraging them to reassess your brand and drive response. Along with heat-sensitive inks, one of the most popular ways to stimulate response is the use of fragrance-infused paper, which brings the consumer's sense of smell into play. Since smell enhances memory recall, it can be an important factor in creating brand loyalty. Research has shown that 47% of consumers are more likely to open a piece of mail if it has a scent (BMRB, 2011), while brand impact increases by 30% when two senses are used – a figure that rises to 70% with three (Brandsense, 2008).

Print and Paper
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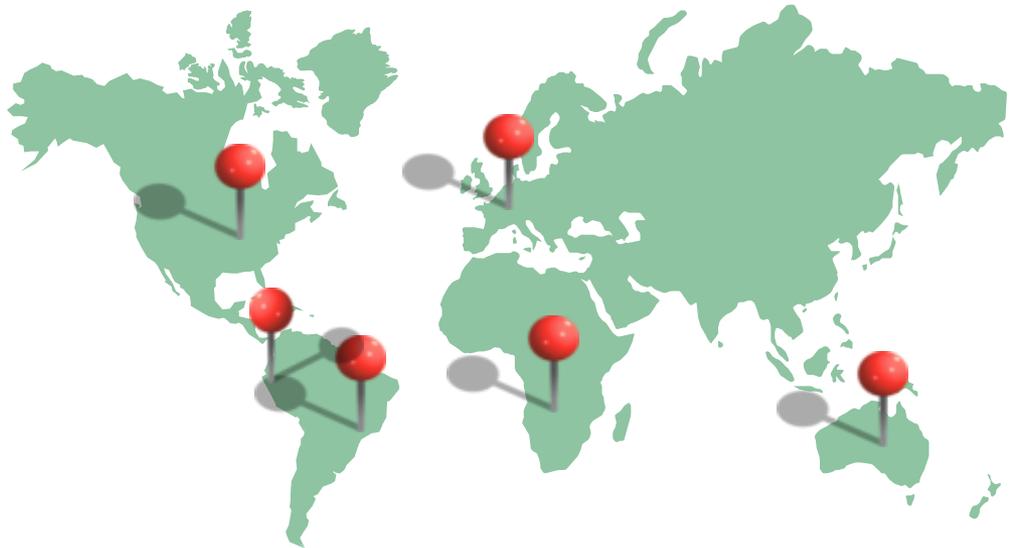


www.twosides.info

Two Sides informs paper users everywhere that print and paper is an attractive and sustainable means of communication

Campaigns active in;

- Europe
- US
- Australia
- South Africa
- Brazil
- Columbia



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Print and Paper
have a great
environmental
story to tell



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The paper industry has a great environmental story to tell

Two Sides sets out the facts, such as:

- Only about 11% of the timber harvested worldwide is used directly by the pulp and paper industries. Fuel and timber are the main users
- The European paper industry sources more than 80% of its wood and its wood pulp from within Europe and the total area of European forest is now 30% larger than in 1950 and increasing by 1.5 million football pitches each year
- 68% of paper is recovered for recycling in Europe
- 54% of the energy consumed by the European Industry originates from biomass

The paper industry has a great environmental story to tell

...and alternatives are not necessarily more sustainable

- 2% of the UK's current energy requirement is demanded by data centres. Roughly the same as the airline industry
- Half of a typical UK household energy requirement could be needed to drive IT equipment; laptops and PCs, in the next 10 years
- One e mail, with a 400k attachment, sent to 20 people, is equivalent to burning a 100w light bulb for 30 minutes.
- 60/70% computers are left on all the time. This is equivalent to:
1.5 billion one bar electric fires on for one hour costing £150 million

Virtual Warming, Costing The Earth, BBC,

“Reading the news online for more than 30 minutes can consume 20% more energy than reading a traditional newspaper”

Source: Swedish Royal Institute for Technology

E-waste is now the fastest growing component of the municipal solid waste stream

- In Europe e-waste is increasing at 3 – 5% a year, almost three times faster than the total waste stream
- The amount of electronic products discarded globally has skyrocketed recently, with 20-50 million tonnes generated every year.
- Electronic waste (e-waste) now makes up 5% of all municipal solid waste worldwide”

Source: Greenpeace, the e-waste problem,



Two Sides Website

www.twosides.info

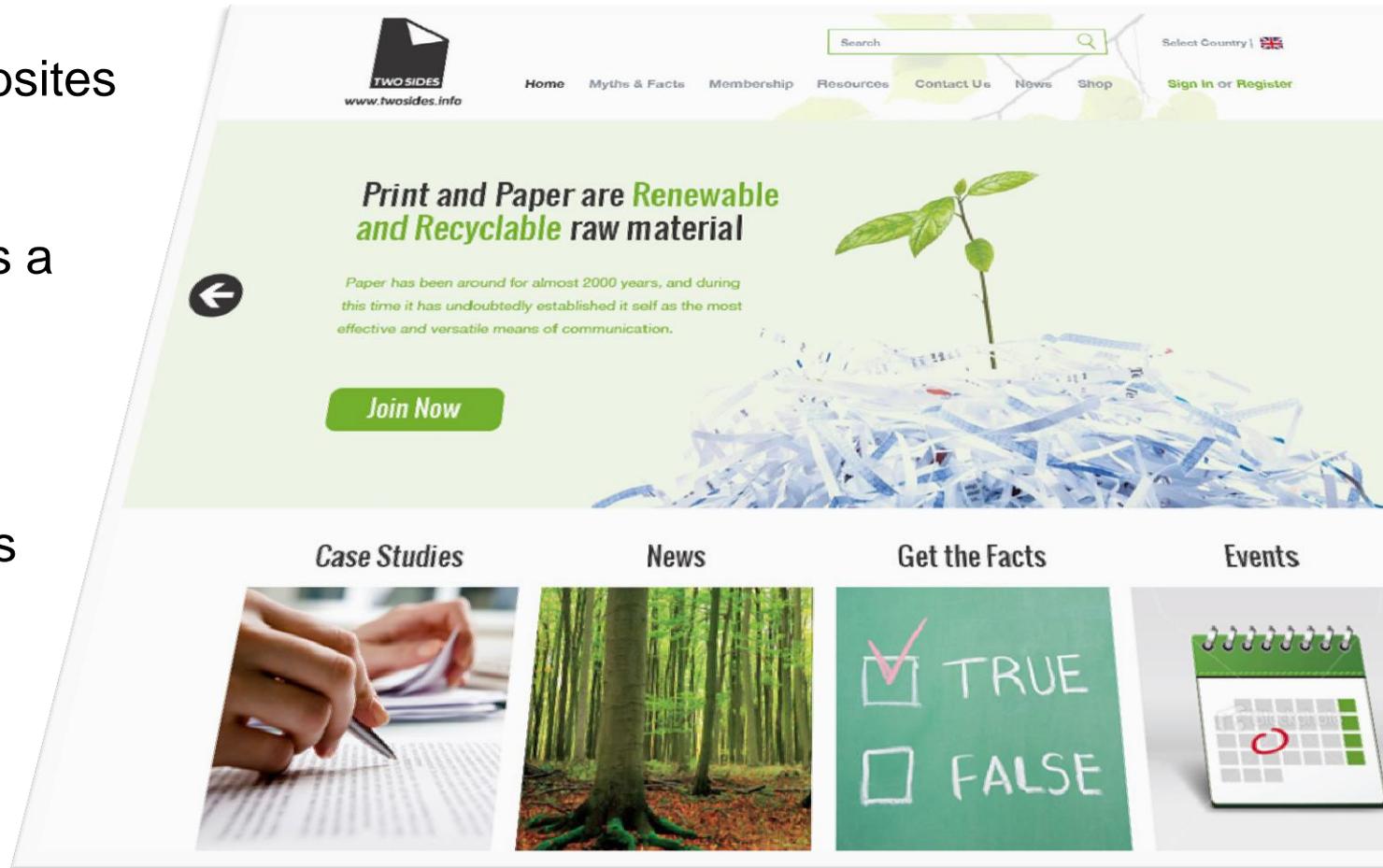
Resources-laden website at the centre of the campaign

15 Country Websites

9 Languages

10,000+ Visitors a month

- Facts
- Case Studies
- News

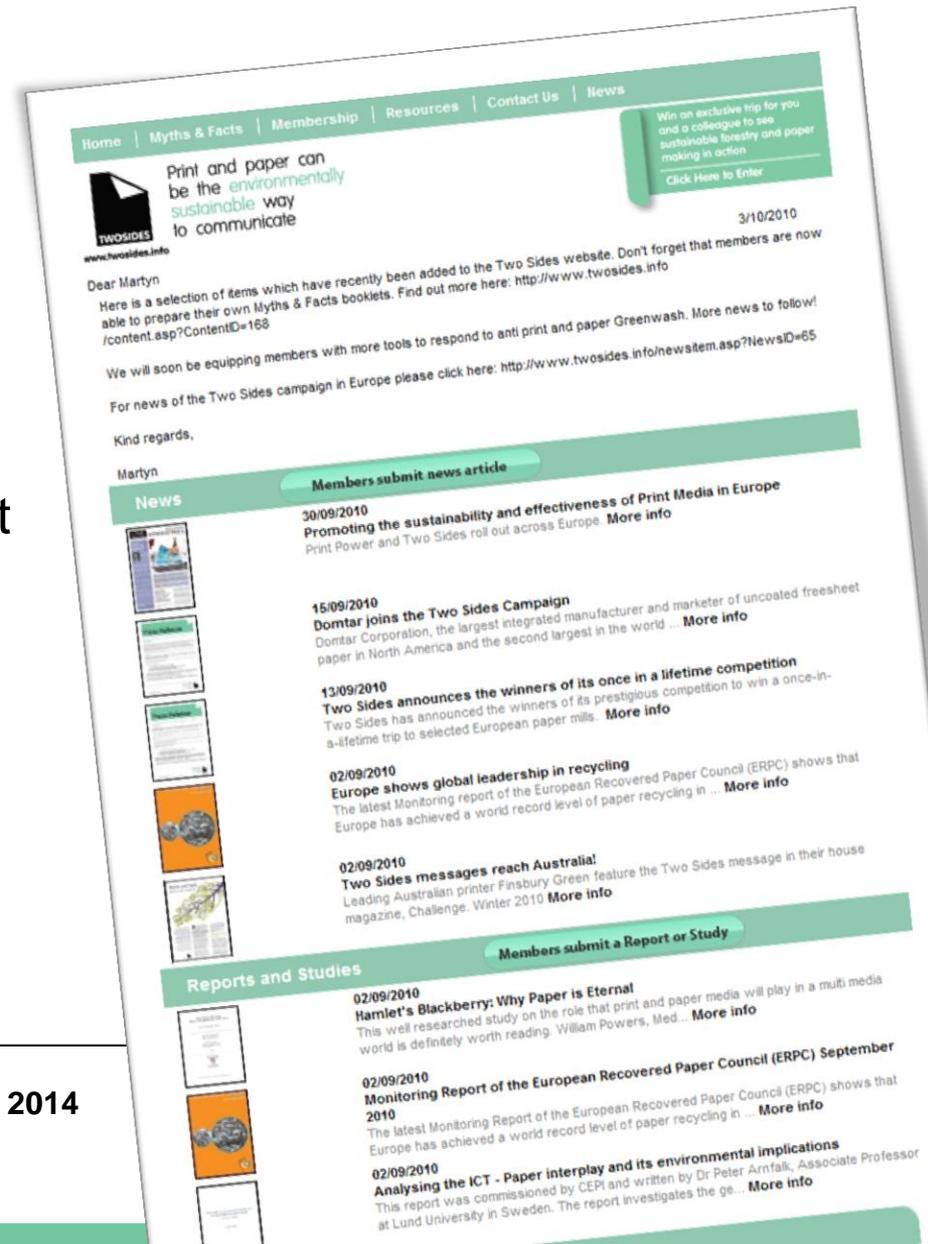


The 'Two Sides' campaign

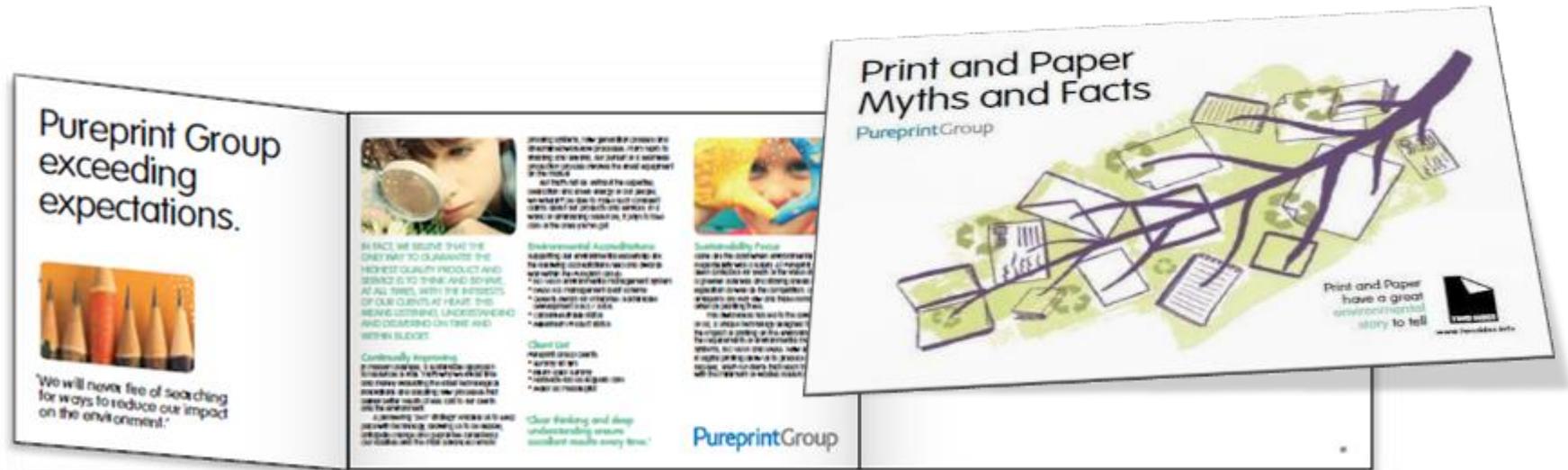
'Two Sides' Newsletters

- Communicates to members and all site registries
- Up to 50,000 newsletters now sent globally each month

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'Two Sides', Myths and Facts Booklet



- Personalisation possible for all members
- Published and available in many different languages, German, Finnish, Italian, Portuguese, Japanese.....

The 'Two Sides' campaign

'Two Sides', addressing Greenwash

BT

*'Do your bit for the environment and go paper-free
'Save ££'s and trees with paper-free billing'*

Outcome

BT have now changed messaging and do not refer to 'saving trees' or 'e-billing being environmentally more friendly'.

Two Sides will now continue discussions with other major Corporates.

Two Sides has credibility and can debate with authority.



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POWER
ADD PRINT, ADD POWER

environmental
story to tell

TWO SIDES

www.twosides.info

The 'Two Sides' campaign

'Two Sides', addressing Greenwash

UK - Successful outcome!

- 83% of Banks
- 64% of Utilities
- 100% of Telecoms

have changed their messages!

Activity on-going in UK and other European countries

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Press Release

*43% of major Banks, 70% of Telecoms and 30% of Utilities
Greenwash sanctions*
Research carried out for Two Sides reveals that major UK Corporates are flouting advertising regulations and risk reporting to the Advertising Standards Authority

15 November 2010, London, UK – Two Sides has announced details of a national campaign to educate Corporate companies (i.e. Banks & Building Societies, Utilities and Telecoms) and prevent them from misleading or factually incorrect environmental claims. This follows research of the major banks, telecoms companies; many who are using the environment in their marketing message to promote lower cost electricity and services.

Two Sides is the European initiative to promote the responsible production and use of print and paper, and its use as an attractive, practical and sustainable communications medium.

Two Sides is targeting companies who claim that switching to online communication is better for the environment without supplying verifiable supporting evidence. Martyn Eustace, Two Sides Director, says "This research shows consumers and encourages them not to use paper when in fact it may be the sustainable way to communicate. Greenwash of this nature is creating a false impression about the sustainability of print and paper, and has a detrimental effect on the print and paper industries."

In recent years companies have improved their awareness of corporate responsibility and sustainability, but are seeking to gain environmental credibility whilst reducing costs, many are using misleading "green" claims to encourage customers to receive their bills or communications online, claiming that this is "better for the environment". This is unsubstantiated and damaging to the print and paper industry. The research shows that organisations who still use paper are more likely to generate a traditional bill, which is more likely to be read and acted upon than an email or online communication who still print.

The Two Sides campaign

Two Sides activities are backed by research;

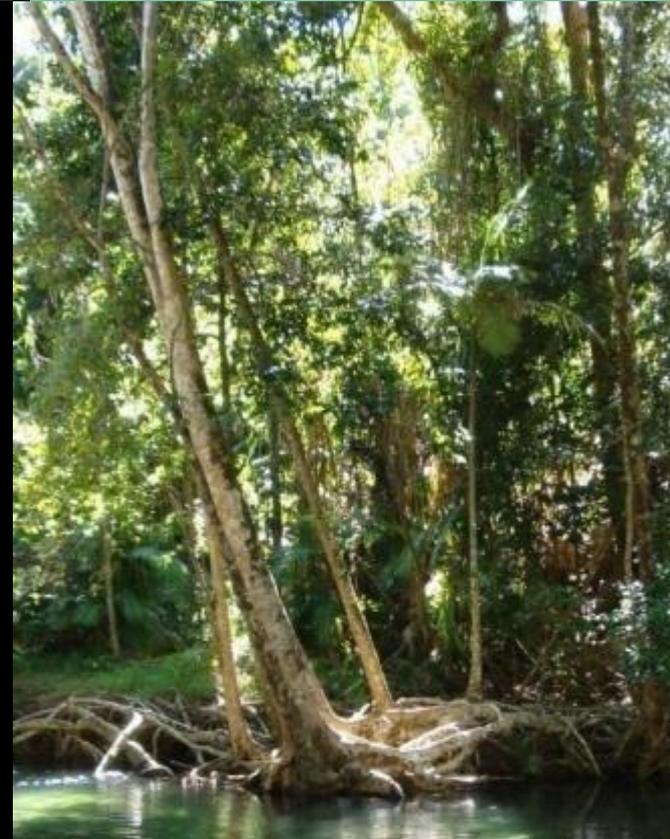
- Consumers are still associating paper with forest loss
- Consumers don't think reading on paper is a sustainable way to read

Consumers' Environmental Perceptions of Print & Paper

There is a belief that forests are under threat from the use of paper

Paper and Forests

- 76% believe that there is a connection between paper manufacture and loss of tropical rainforest
- 73% are concerned about print and paper's effect on forests



A multi country survey commissioned by Two Sides, September, 2011
Not for distribution outside of the Print Power/Two Sides organisation

Consumers' Environmental Perceptions of Print & Paper

E-communication is regarded as more environmentally friendly

What's the most environmentally friendly way to

	Electronically	On Paper
Newspapers	67%	13%
Book	52%	28%
Magazines	62%	17%
Mail	71%	10%



A multi country survey commissioned by Two Sides, September, 2011
Not for distribution outside of the Print Power/Two Sides organisation

No wonder you ♥ paper

Talks directly to consumers

Promotes the attractiveness and sustainability of print across Europe



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Print and Paper
have a great
environmental
story to tell



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'No wonder you love paper'

Campaign focuses on two simple facts

Did you know that forests in Europe, which provide wood for making into paper and many other widely used materials, are 30% larger than in 1950? In fact they're increasing by 1.5 million football pitches every year.†

If you love reading your favourite newspaper, isn't it good to know that it's made from natural and renewable wood.

†World Forest Resources, 1953 and UN FAO Global Forest Resources Assessment, 2010

Did you know that almost 70% of paper across Europe is collected and recycled? In fact it's one of the most recycled materials of all.†

Magazines are printed on paper from natural and renewable wood which is all good to know if you love reading your favourite magazine.

† Monitoring Report of the European Recovered Paper Council, (ERPC), 2010



French newspapers and magazines



100% more informed
30% more forests

No wonder
you ♥
paper



Did you know that forests in Europe, which provide wood for making into paper and many other widely used materials, are 30% larger than in 1950? In fact they're increasing by 1.5 million football pitches every year.*

If you love reading your favourite newspaper, isn't it good to know that it's made from natural and renewable wood?

*World Forest Resources, 2012 and FAO Global Forest Resources Assessment, 2010.

To discover some surprising environmental facts about print and paper, visit www.printandpaper.info



Print and Paper is a joint initiative between the UK's leading print and paper manufacturers and the UK's leading environmental organisations.

Print and Paper:
The environmental facts may surprise you.



Mainstream UK national newspapers

ALLISON PEARSON
Who on earth is this
Kim Kardashian?
Photograph by [unreadable]



PETER OSBORNE
Osborne must choose
between his two jobs
Continued from page 1



HENRY WINTER
England are ready to
banish their penalty
demons
By Henry Winter

The Daily Telegraph

Thursday, June 21, 2012

Two thirds of doctors in retreat from strike

Medics reject industrial action
in face of growing public anger

By Barbara Smith and Richard Wood
SUPPORT for the nation's doctors' strike has collapsed, with only a third of the 100,000 GPs who would be affected to be on strike today.
In May, the British Medical Association (BMA) announced a 10-day strike to protest at the government's plans to cut NHS funding by a billion (£1bn) per year over the next five years.
But it is clear by the daily deluge of letters that the vast majority of GPs do not support the strike. A survey of 20 GPs in the south of England found that 60 per cent of them would not strike.

A roar of r

ending cuts
for 10
civil

100% more informed
30% more forests



No wonder
you ♥
paper

Did you know that forests in
Europe, which provide wood for
making the paper and many
other widely used materials,
in fact they're increasing by
1.5 million football pitches
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If you love reading your favourite
newspaper, isn't it great to know
that it's made from natural and
renewable wood?



www.telegraph.co.uk
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Mainstream UK national newspapers



Business focussed magazines

ULTIMATE ULTRABOOKS
Super-skinny stunners in every price-range

WHAT LAPTOP
TABLET & SMARTPHONE
OCTOBER 2012
www.whatlaptop.co.uk

BRIGHT KIT LESS THAN £300

BIGGEST LAPTOP BARGAINS
Amazing value, big brand machines from Acer, Asus, Samsung & more

Pay-as-you-go mega deals
Fully featured Android smartphones from £99

ULTIMATE SHOWDOWN
Best tablets and phones
Definitive reviews of the world's top mobile devices

£159 GAME CHANGER
GOOGLE NEXUS 7
GOOGLE'S FIRST TABLET REVIEWED

DEFINITIVE BUYER'S GUIDE
201 PRODUCTS REVIEWED
✓ THE ONLY GUIDE YOU NEED
✓ ALL THE BEST LAPTOP DEALS
✓ MUST HAVE ACCESSORIES

HOT DEAL!
This portable laptop is only **£239!**

future

100% more informed
30% more forests

No wonder you ♥ paper

Did you know that forests in Europe, which provide wood for making ink, paper and many other widely used materials, are 30% larger than in 1959 in fact they're increasing by 1.5 million football pitches every year!

Magazines are printed on paper from natural and renewable wood which is not good to know if you love reading your favourite magazine.

*HAB-Paper Resources, 2012 and UPM/WWF Global Forest Resource Assessment, 2010

To discover some surprising environmental facts about print and paper, visit www.youarepaper.org

Print and Paper:
The environmental facts may surprise you

Young generation focussed magazines



Young generation focussed magazines



Mainstream general interest magazines

100% entretenidos
70% reciclados



Sin duda
nosotros 
papel

precios
papel

Correos



WESTERN
UNION | yes!



ARCHIBUO
CHRISTMAS

ESTRATEGIA PARA
CONSEGUIR UN
PRECIO BUENO
AL COMPRAR

BanCORREOS

100% entretenidos
70% reciclados

Sin duda
nosotros 
papel

precios
papel

Correos

RECARGAS
al instante



Spanish Post Offices!

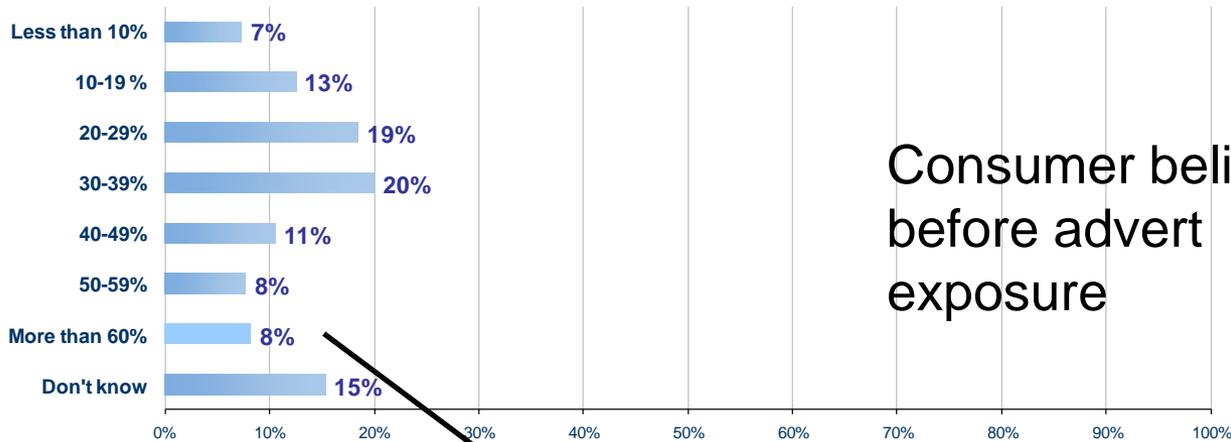
Adverts are changing consumers attitudes

Adverts tested in 6 European countries by IPSOS

After exposure to the adverts:

- Improvement of 18%, from 20% to 38%, of consumers who believe that print and paper is the sustainable way to communicate
- Reduction of 8%, from 80% to 72%, of those who are concerned about the effect on forests by print and paper
- Improvement of 19%, from 58% to 77%, of those who understand that print and paper is based on a renewable resource
- Improvement of 18%, 20% to 38 %, of people who believe that paper records are more sustainable than electronic storage of information

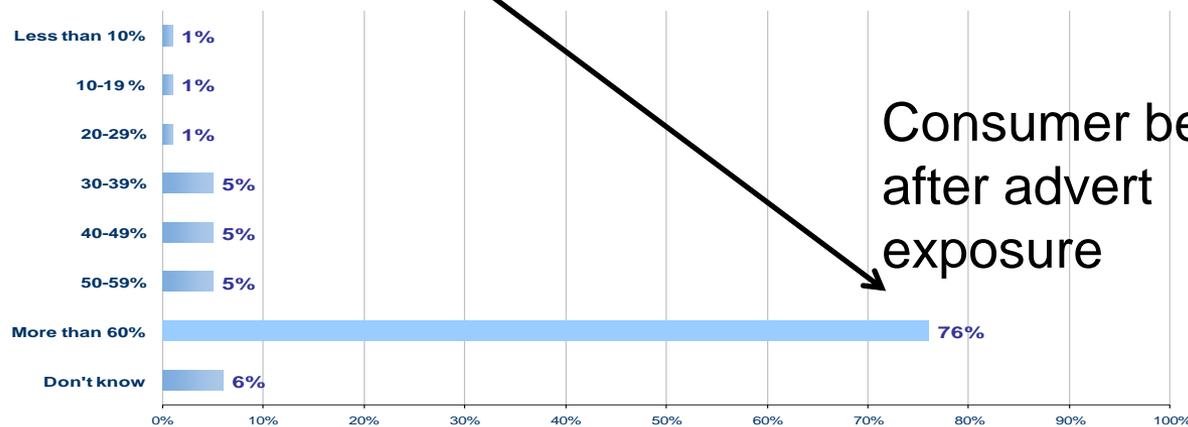
Have we influenced the way people feel about the industry's recycling record?



N: 600 ; % Col.

Consumer beliefs before advert exposure

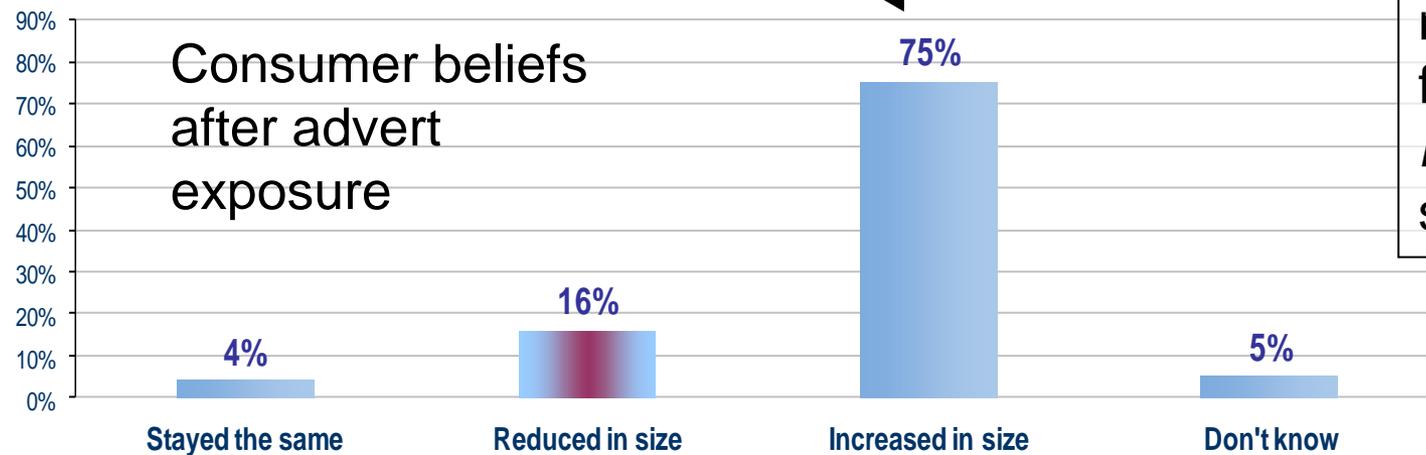
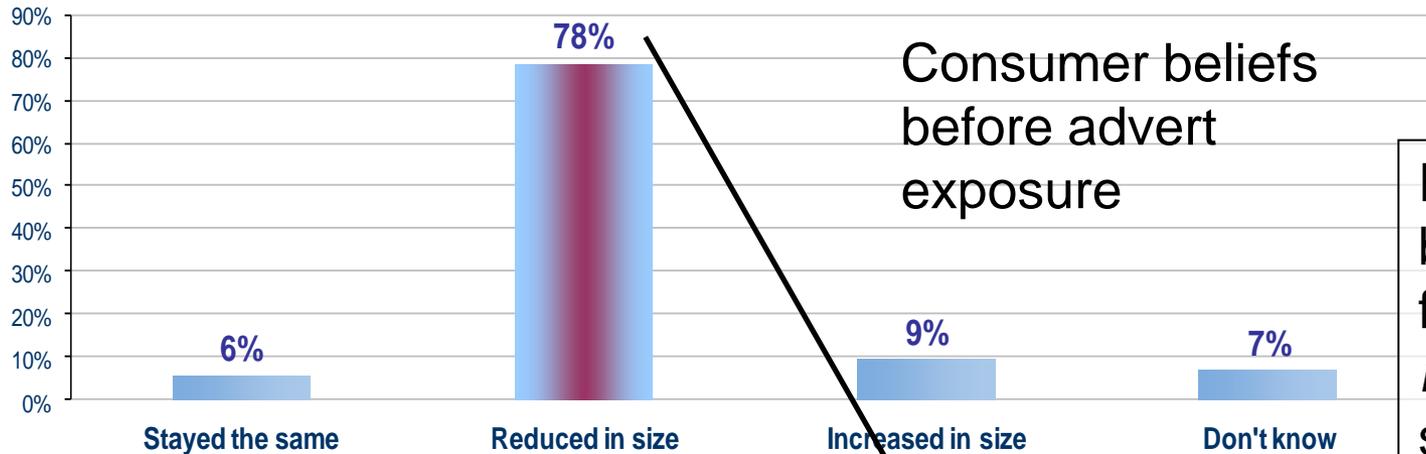
76% now understand that over 60% of paper is recycled, (from 8%)



Consumer beliefs after advert exposure

Have we influenced the way people feel about the size of Europe's forests?

N: 600 ; % Col.



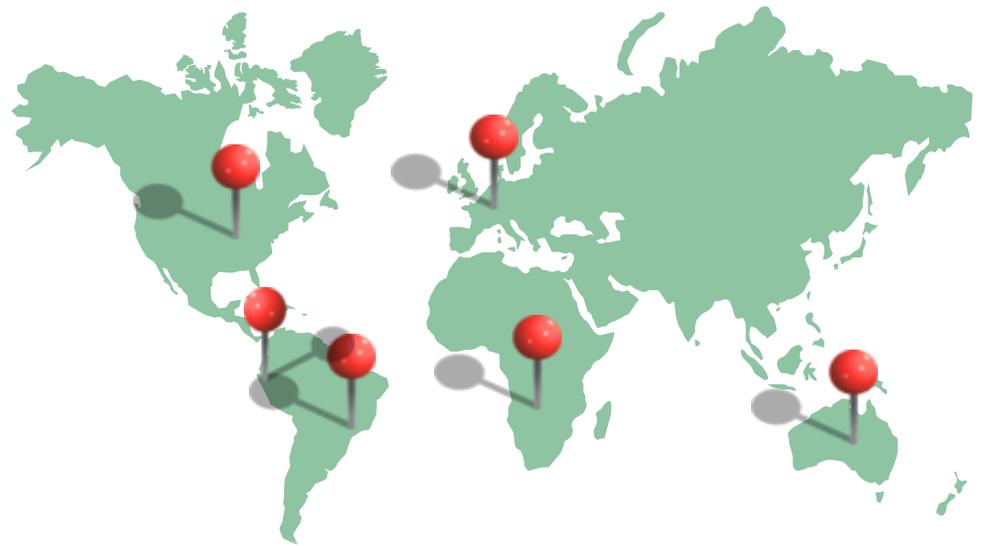
From 78% believing that forests are *reducing* in size, 75% now believe forests are *increasing* in size.

PRINT AND PAPER HAVE A GREAT ENVIRONMENTAL STORY TO TELL

For more information contact;

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Why support the Print Power and Two Sides campaigns?

By uniting all those who wish to see print and paper flourish, the Print Power and Two Sides campaigns deliver powerful messages to ensure that print media remains a vital communications channel for generations to come.

Get access to facts, information, research and tools to help your business promote the effectiveness and sustainability of print.

Cost of membership

£35.00 per million pounds of turnover – Minimum £150.00

Act today and join us

<http://www.twosides.info/Joining-Two-Sides-and-Print-Power>