



THE FUTURE FOR PRINT MEDIA IN 2022

Insider predictions from the industry experts





Ulbe Jelluma

Managing Director,
Print Power Europe

As we emerge from one of the most globally impactful periods after WWII, different sectors are resetting to a new normal. A number of industry shifts have taken place, both new and ongoing.

- Digital developments have taken an enormous leap forward (some say an incredible 10 years of progress was made in just two years), and that includes in publishing too.
- We're increasingly seeing a generational influence on issues like climate change and mental health.
- The pandemic has influenced media consumption. Reading from paper has increased considerably over the last two years. We've seen that in the success of book sales, direct mail and doordrop responsiveness.
- There's been an increase in fake news and in some countries, a growing lack of trust in institutions.
- Privacy rules that limit the sharing of third-party data means trusted brands will benefit.
- Governments believe they should have more control over BIG tech.
- Emerging technologies as the Metaverse, AI and cryptos will become more important in different sectors.
- Brands need to demonstrate responsible behaviour in domains such as sustainability and equal rights, part of the company's ESG standards.
- One short-term impact is raised paper costs.

So what does 2022 have in store for advertising and print advertising? As Simon Frazier from the IPA confirms in this year's Making Sense report, the combination of both digital and non-digital media has the greatest potential for brand building today. And traditionally opposed media platforms often work far better in harmony with each other than in competition. The report demonstrates that if brands want to grow in the long term, there should be a brand-building balance between digital and non-digital channels.

I hope that brands and agencies overcome the misconception that offline media is not as effective. Particularly as several studies like those from Ebiquity continue to demonstrate the effectiveness of print advertisements and direct mail.

We've asked experts from different sectors for their insight into what they predict for the print and printing industry in 2022.

Representing publishing is Juan Señor; for printing & e-commerce, Ludovic Martin; for magazine publishers, James Hewes; for paper manufacturers, Marco Eikelenboom; for direct marketing, Tim Bond; for e-commerce brands, Susan Fulczynski, and for advertising and media, myself Ulbe Jelluma.

Has the pandemic made print more popular?

In a triumph of affirmation last year, a number of research studies brought positive news for print advertisements. They reinforced that print provides a boost to digital, and that it scores highly for audience attention versus social media.

But how else have the last few years changed print's course?

COVID-19 and its lockdowns have impacted the paper and pulp industry. Paper production has slowed due to significant capacity closure, meaning stocks have run low and prices have soared due to input costs and increased energy surcharges. In 2020, demand dropped more than consumption, because clients used the paper they had in stock to reduce costs and minimize cash-flow problems. So in 2021, as well as there being a certain rebound of the business, clients also tried to re-fill their inventories. This has created an order frenzy, with clients trying to

buy before a new price increase is announced.

The flipside? As we spent more time at home, we relied on digital outlets, accelerating our mistrust of social media and its propensity for fake news. This in turn has fostered a greater trust in print.

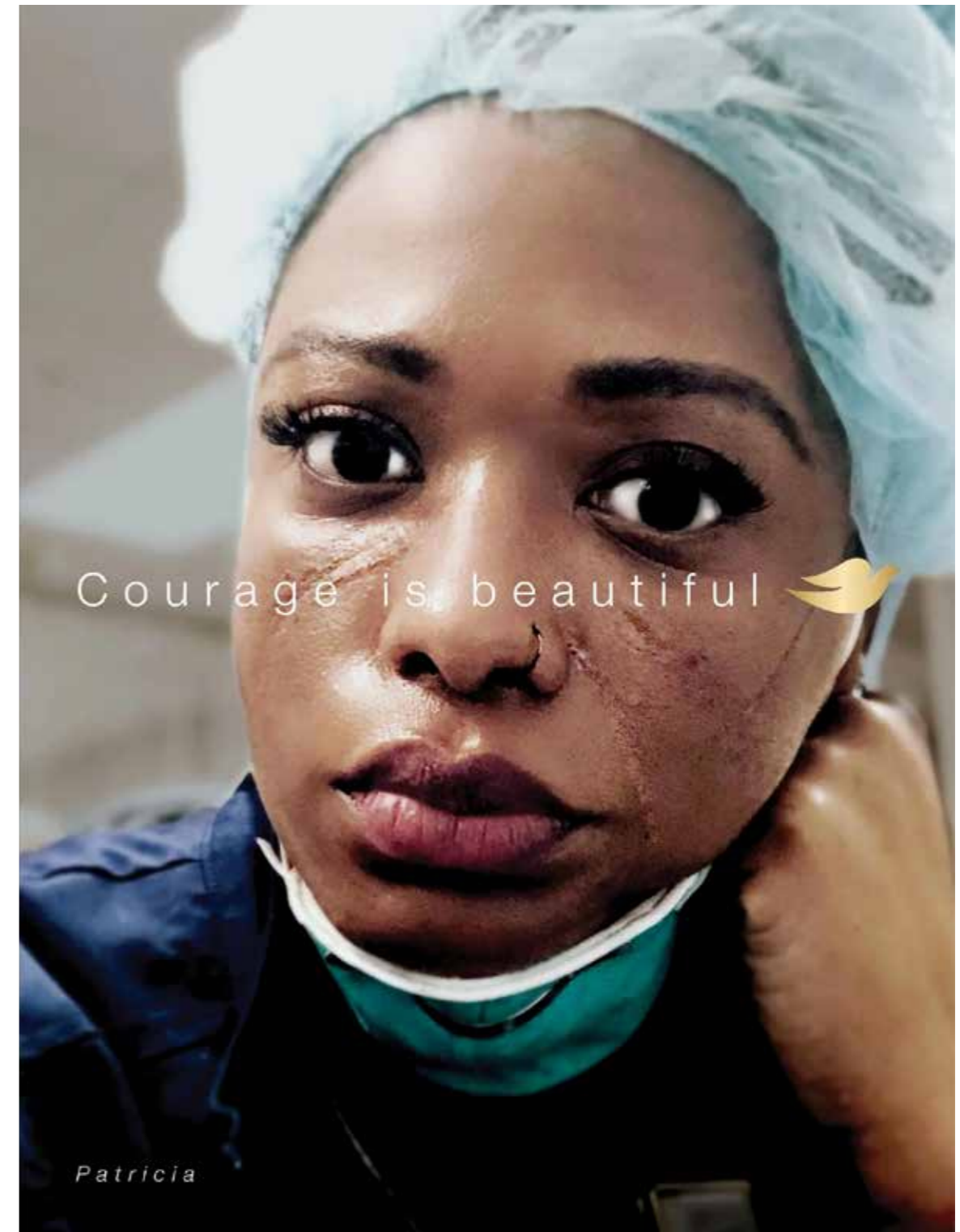
Take the success of direct mail. Research by the Joint Industry Committee for Mail (JICMAIL) found that interaction with mail has increased, with door drops far more likely to be read and kept in the home. Consequently, door drops deliver a greater volume than advertisers pay for.

Also, sales of printed books have skyrocketed. According to KVB Boekwerk, in The Netherlands, 5 per cent more books were sold in 2021 than in 2020 – that's more than 43 million books. According to Nielsen BookScan, the UK enjoyed a 3 per cent increase on 2020, with sales worth an incredible £1.82bn.

What's next for print? Read on to find out what the industry insiders predict... →

2021 PRINT WINNER:

Ogilvy's Cannes Lions, Grand Prix winning campaign for Dove, Courage is beautiful. Who will be the winners in 2022?



JUAN SEÑOR

President of INNOVATION Media Consulting



‘My predictions?
Continued growth of
reader revenue, and a
focus on weekend print
editions with more and
more print supplements.’

President of INNOVATION Media Consulting Juan Señor says: ‘The migration from digital to print has been universal and irreversible, but for the daily print experience, weekend print is growing globally. People associate print with a defined cognitive experience with a beginning and an end. As a long read, lean back medium, print for news is becoming a bookazine proposition, not a quick read proposition.’

Luxury defined

Print for advertisers is best used for prestige and for its keepsake elements. Think haute couture versus Prêt-à-Porter in digital.

Prolific weekend print

My predictions? Continued growth of reader revenue and a focus on weekend print editions with more and more print supplements.’

JAMES HEWES
President & CEO of Fipp.com



‘For those that get it, they will continue to build a portfolio of diverse revenue streams – including a profitable and perhaps even growing print business.’

President & CEO of Fipp.com
James Hewes says: ‘Consumers have spent a lot more time at home during the pandemic, probably more than they’ve ever done in their lives! We’ve seen a dramatic increase in print subscription numbers for many publishers, as people look to relax in the face of dramatic events in the world around them. We also saw dramatic increases in digital subscription and web traffic numbers. All of this suggests people were reading more and – crucially – not just about Coronavirus! The expectation should be that these new reading habits continue, as it looks like emergence from the pandemic will be slow and steady, not sudden and dramatic.’

Print innovation is key

We must continue to highlight innovations. We produce an annual report on innovation in magazine media and every year, without fail, we uncover new innovations in

print. It never ceases to amaze me that a medium which is hundreds of years old is still capable of new things.

Embrace change

My predictions? We very much see the industry in two camps – those that ‘get it’ and those that don’t. For those that get it, they will continue to build a portfolio of diverse revenue streams – including a profitable and perhaps even growing print business. Digital subscriptions and e-commerce will dominate their thinking, but it is the range of opportunities to engage with readers that is the driving force.

For those that are still struggling to adapt to a changing industry, 2022 is the year when they really have to bite the bullet and embrace change. You can’t cut your way to growth and, after two years of the pandemic, there is nothing more to cut anyway!’



MARCO EIKELENBOOM
CEO of Sappi Europe

Chief Executive Officer of pulp, packaging and speciality papers company Sappi Europe, Marco Eikelenboom says: 'A significant proportion of the world's population has been consuming unprecedented levels of media to keep itself entertained whilst staying indoors. However, consumption has not been the same across generations and the type of media we are consuming has been affected by generational culture gaps. People's time that would have otherwise been spent on outdoor activities, has now been spent on the sofa.'

Regardless of what type of content we are consuming, the fact is that every generation has been relying on their devices during this pandemic to inform and distract more than ever before, creating a huge opportunity for media companies to engage a captive audience. Although print media has been riding this wave at somewhat lower levels, the proposition of being a credible and trustworthy alternative to digital media has definitely increased print's importance.

Print 2.0

Print should still be a part of any marketing campaign, not to leave social media ads out or skip on e-mail campaigns, but to integrate them as the different

'The key is creativity! Creative advertising is more memorable, longer lasting, works with less media spending and builds a fan community faster.'

medium. It is the best way to see a return on investment and print campaigns will reach newspaper and magazine readers, but also appeal to the digital and device-loving generation! Print 2.0 has its place with all generations and should make use of any new technology available. The key is creativity. Creative advertising is more memorable, longer lasting, works with less media spending and builds a fan community faster. Print in the media mix starts to become more and more unique and therefore original and more creative. Advertisers will notice this difference and will not forego on a fair part of print creativity in their media mix.

Appealing to print buyers

My predictions? After almost two years of restrictions and lockdowns it appears that much of the world is at last beginning to experience a period of growth. However, this growth comes with a number of challenges, which will most

likely have a key impact on the paper and printing industry's performance, profitability and investment decisions over the coming year. Already being experienced are rising costs in materials, energy, labour, shipping and distribution. This in turn will put pressure on paper producers and printers to look at trying to increase their prices. This will not be easy as print buyers will probably be looking to contain or even reduce the price they pay for print media.

The industry will therefore be in for some interesting discussions on this with customers and it will be crucial to start thinking how the print media value chain can even better add value, so as to justify any increases.'



TIM BOND
 Director of Insight at
 the Data & Marketing
 Association (DMA UK)

Director of Insight at the Data & Marketing Association (DMA UK), Tim Bond says: 'The pandemic accelerated a trend that has developed over recent years – the transition from non-digital to digital channels.'

However, according to the DMA's latest Acquisition and the Consumer Mindset report, this is not to say that physical media will not continue to have a significant role in future brand awareness and customer engagement campaigns – in-store (38%) and magazines/newspapers (25%) remain popular sources for brand discovery. Mail is also one of the most preferred methods of engagement by Baby-boomers (52% stated this). It also has a higher degree of relevance compared to many other marketing channels such as phone and social, according to older generational cohorts. In fact, post-pandemic there are already early signs that mail is playing a crucial role in encouraging consumers back in-store – according to data from JICMAIL.

Print is a keeper

Print mediums have always had a unique place in the marketing mix, as their tactility offers brands the opportunity to make a meaningful physical connection with customers. Figures from

'Print continues to find new ways to create even more engaging experiences through innovations and integrations.'

JICMAIL highlight the real impact advertising mail can have, with customers returning to items they receive multiple times, as well as these items remaining in the home for over a week.

Finding its niche

Print continues to find new ways to create even more engaging experiences through innovations and integrations. Whether these are new experiences with the print media or bringing together the non-digital and digital worlds through technology, I'm personally excited to see what creative brands can and will do. Jaguar Land Rover won this year's Gold for Best Use of Mail at the DMA Awards. They created a direct mail 'offline configurator', to stimulate interest, educate people about the different models and options available, and help them overcome choice paralysis when they came to configure their car.

Bounce back

My predictions? After a challenging couple of years for the entire industry, I expect and hope to see 2022 be the year we're able to bounce back. The pandemic has changed how many of us live, work, play and shop, but as restrictions are lifted, and some sense of normality returns, the early signs for this year are encouraging. As with anything business-related, the opportunities are there for those who identify and utilise them – mail might just come back stronger than ever.'



ULBE JELLUMA
Managing Director,
Print Power Europe

Managing Director of Print Power Europe Ulbe Jelluma says: 'People have rediscovered the value of reading from paper. They have rediscovered the value of having something physical in their hands that will not fade or disappear in seconds. Something they can put aside and restart reading, without feeling pressured for time. They have had the time and attention to give to reading longer form content. More time and attention also implies increased response rates for direct mail and door drops.'

Creative potential of print

The marketing and advertising industry is conservative despite the technological and creative innovative power. The majority of brands and agencies are not leading when it comes to technology and creativity. That also includes innovations in effectiveness measurement. As studies from Ebiquity have proven, decisions for media budget allocation are based upon perception and not on facts. However, contrary to common beliefs, there is a substantial level of print innovation in the industry. One of the tasks of Print Power and more broadly of the entire sector is to get these innovations on the radar of the marketers and ad people. The likeability of advertisements is a predictor of

'...the combination of print and digital or TV creates higher effectiveness scores. Advertising in print media in 2022 should be flourishing.'

print advertising effectiveness. These innovations enable more likeable ads and more effective ads. There's absolutely no reason to not use this amazing creative potential.

Print's impressive returns

My predictions for 2022? Encouragingly, there has been no change in the effectiveness of advertisements in newspapers and magazines over the last couple of years. Yes, circulation figures are down, but that leaves the effectiveness unaffected. We know that the use of direct mail, door drops and catalogues has increased because of the increased time at home. Effectiveness data shows that these printed channels have also scored higher than during the pre-Covid period. And we know that the combination of print and digital or TV creates higher overall effectiveness scores. In fact, one of the key takeaways from WAN-IFRA's World Press Trends report reveals that print

remains incredibly powerful for advertising, with 30.3 per cent of total revenue coming from print advertising, and 25.9 per cent coming from print circulation. Therefore, on purely rational grounds, I would argue that advertising in print media in 2022 should be flourishing.

However, decision-making in advertising is not always as rational as one might expect with the overload of research and data. It will be the task of the paper manufacturers, printers, print equipment producers, publishers, other print media channels and companies that depend on printed materials, such as mailing companies and kiosks, to continue to promote the use of advertising in print among the marketing and advertising sector.'



LUDOVIC MARTIN
E-Commerce consultant,
expert in web-to-print
solutions and founder of
the Print.Watch blog)

E-Commerce consultant, expert in web-to-print solutions and founder of the Print.Watch blog Ludovic Martin says: 'We've seen an acceleration in marketing spend shifting from print to web. This has had an impact on hand-to-hand support, reduced by the pandemic.'

'I think the worst weakness of print (no interaction, no digital output, passive reading, no spying), is in fact, its best strength.'

Trust in print

The recent research around print's highly scoring power of attention and recall didn't change my point of view about print, but rather confirmed what I already thought about it. There's a digital fatigue, and print media is appreciated for its comfort, relevance and passive mode, especially regarding data privacy. I think the worst weakness of print (no interaction, no digital output, passive reading, no spying), is in fact, its best strength. In the face of data breaches or hacking, print is often the most secure option.

Paper's positives

My predictions? I think it will be a difficult year for the industry because of shortages, the end of the pandemic, lack of events and price increases. But longer term, I strongly believe people will rediscover print's benefits – for them, for their privacy and for the planet.'



SUSAN FULCZYNSKI
Project and Process Manager
for fashion retailer bonprix

Project and Process Manager for fashion retailer bonprix Susan Fulczynski says: 'The pandemic has had a very big impact on print, and thus on customer behaviour. Plus, the costs for paper, printing and postal services are rising. As a result, the cost of journals is also going up.'

We are an e-commerce retailer and have reduced our catalogue runs due to the rising costs. I can see from my own buying

'...the Germans have learned how to use QR codes... You can now use these codes in print catalogues and mailings to better link offline with online...'

behaviour that I use more digital channels than offline.

Connecting print to digital

However, we have a positive insight in Germany due to the pandemic. Through the Corona warning app, the Germans have learned how to use QR codes and AR. You can now use these codes in print catalogues and mailings to better link offline with online and create a better experience.'



LET'S TALK ABOUT HOW PRINT CAN BOOST YOUR CAMPAIGN

Why does print deserve its place in your marketing mix?

It's colourfully disruptive in a same-size-fits-all, digital landscape.

It has integrity, a greater scope for creativity and proven long-term ROI.

Do you have questions about the power of print and its measurement?

Print Power has a wealth of compelling evidence to share with you.



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