

The Value of Print

The BPCC Annual Education Conference
A Conversation With
Kerry C. Stackpole, President
Printing and Graphics Association MidAtlantic

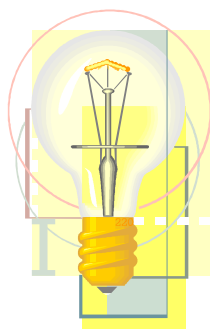


I'm Kerry Stackpole
Nice to meet you !

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email: kerry@pgama.com



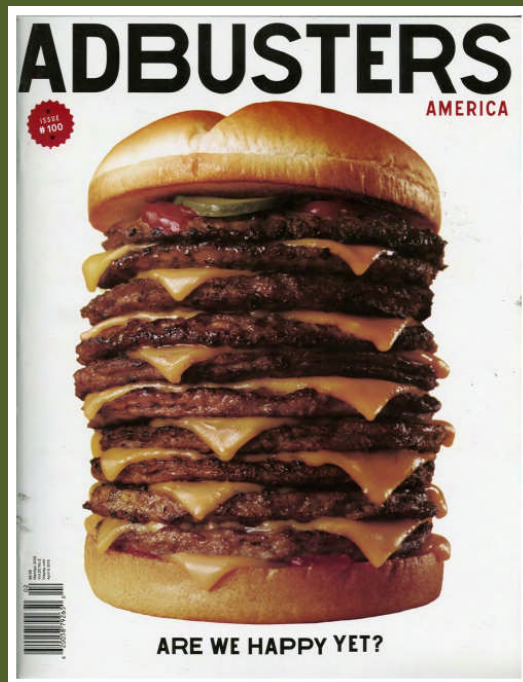
Q: How long does it take to change a light bulb?



A: 131 Years...

63 Trillion
SPAM E-Mails Are
Sent Every Year.

Source: McAfee The Carbon Footprint of E-Mail



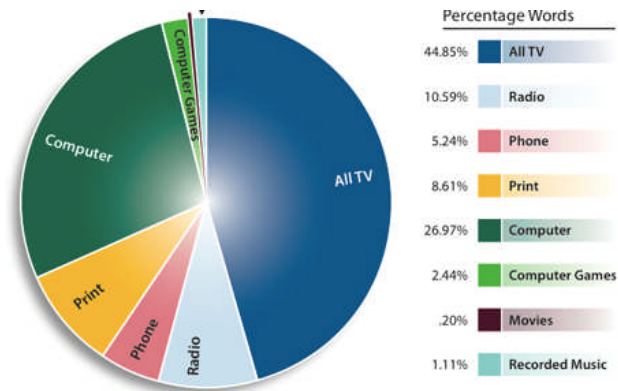
As we add more and more to our lives, do we understand the consequences?

How does the complexity and increasing levels of technology benefit our lives...

A Few Things We Can't Ignore.

- Multi-channel marketing strategies incorporating direct mail/print, broadcast and digital are now essential.
- Direct mail is increasingly more personalized than digital communications.
- Synchronized marketing delivers...
 - 4 x Revenue.
 - 6 x R.O.I. (Return on Investment)

Americans consume 3.6 zettabytes of data annually.



Buy a fish in Boston, save a tree in the Amazon.

Use a Tablet, Save a Tree.

In a single year Americans receive 19 billion catalogs in the mail. That boils down to 3.6 million tons of paper *at the cost of 53 million trees. Ouch.*

WWF launches PDF that cannot be printed to "save trees".

Please consider the environment before printing this e-mail.

Stop Junk Mail, Save a Tree. Stop Junk Mail, Save a Tree. Stop Junk Mail, Save a Tree.

Save Time, Paper and a Tree



It's All About The Money. *Seriously?*



Maybe It's About The [Social] Messaging?



| Medium | Global | US |
|-----------------------|--------|-----|
| Word of Mouth | 78% | 80% |
| Newspapers | 63 | 73 |
| Consumer Opinions | 61 | 66 |
| Brand Websites | 60 | 61 |
| TV | 56 | 64 |
| Magazines | 56 | 64 |
| Radio | 54 | 65 |
| Brand Sponsorship | 49 | 53 |
| E-Mail (I signed up) | 49 | 62 |
| Ads Before Movies | 38 | 44 |
| Search Engine Ads | 34 | 37 |
| Online Banner Ads | 26 | 26 |
| Text Ads Mobile Phone | 18 | 21 |
| AVG. TRUST RESPONSE | 49% | 55% |

Trust In Advertising – a global consumer report conducted by Nielsen Company. Online survey of 26,486 Internet users in 47 markets.

To What Extent Do You Trust The Following Forms of Advertising?

(% responding “trust completely” or “trust somewhat”)

What’s is the world’s goal for using digital media?

“Marketing is entering a new phase that transcends the mere coordination of messages across digital and physical channels.

In this era of integrated marketing, advertisers will knit messages and media to involve consumers in a continuous brand experience”

—Forrester Research

Building trust with a customer is difficult if your messaging is an annoyance to them, rather than a benefit.

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5 New Market Expectations

Media Agnostic
On-Demand
Mass-Customization
Personalized Content
Real Time.

Mass Media Is Alive and Well

More than **25** magazines have circulation over 2.5 million copies every issue.

17 magazines with circulation over 3 million copies every issue.

There are **10** magazines with circulation over 5 million copies every issue.

There are still **4** magazines with circulation over 20 million copies every issue.



The most effective way to communicate with your customer is the way they want to be communicated with.

The Future of Visual Media

**Deliver the relevant message,
via the relevant medium,
to the relevant customer.**

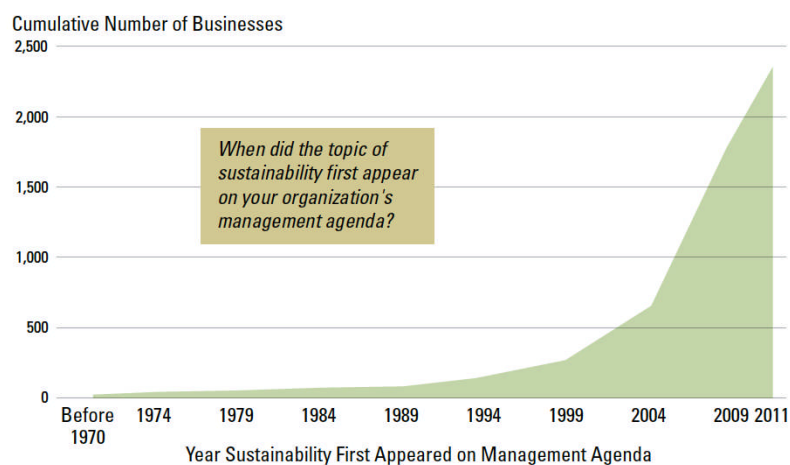
**Has Sustainability Really Reached
A Tipping Point?**



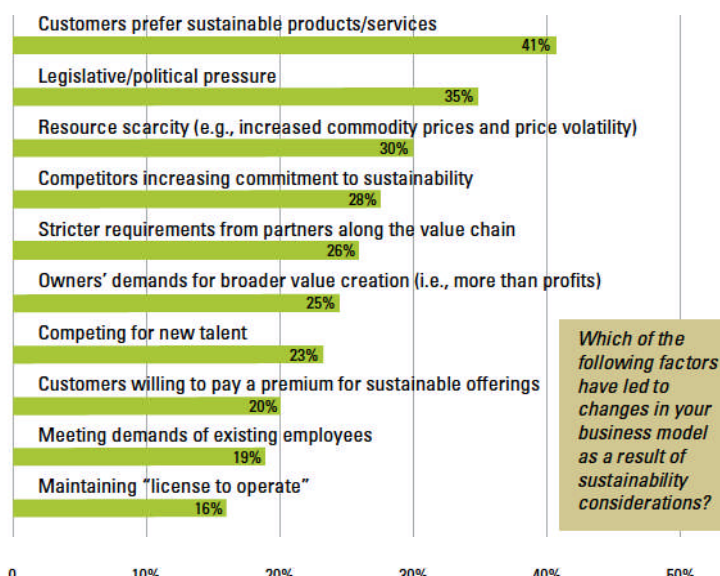
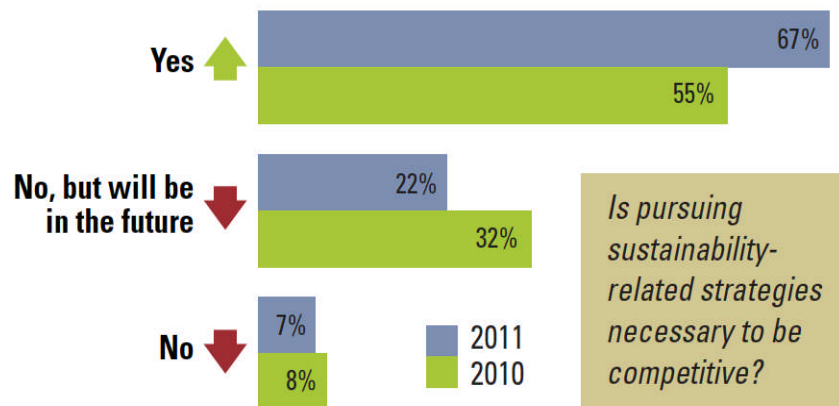
Defining Sustainability

Sustainability is the ability to endure. It encompasses the concepts of stewardship and the responsible management of resource use.

Sustainability Gains Visibility

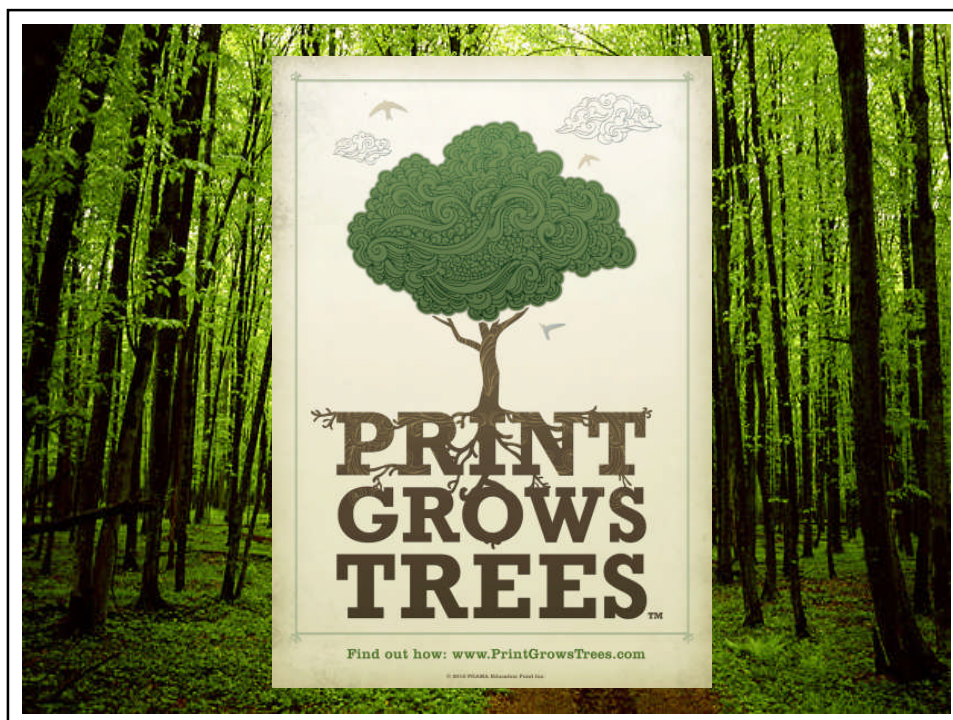


Competitive Positioning



Total paper consumption in North America declined 24% between 2006 and 2009.

The average North American consumed 154 lbs. less paper in 2009 than in 2006, an amount equal to 15,000 sheets of copy paper, or a stack almost six and a half feet high.







How Do CHANGING “SOCIAL NORMS” DISRUPT INDUSTRIES?

**23,000
Print Buyers**



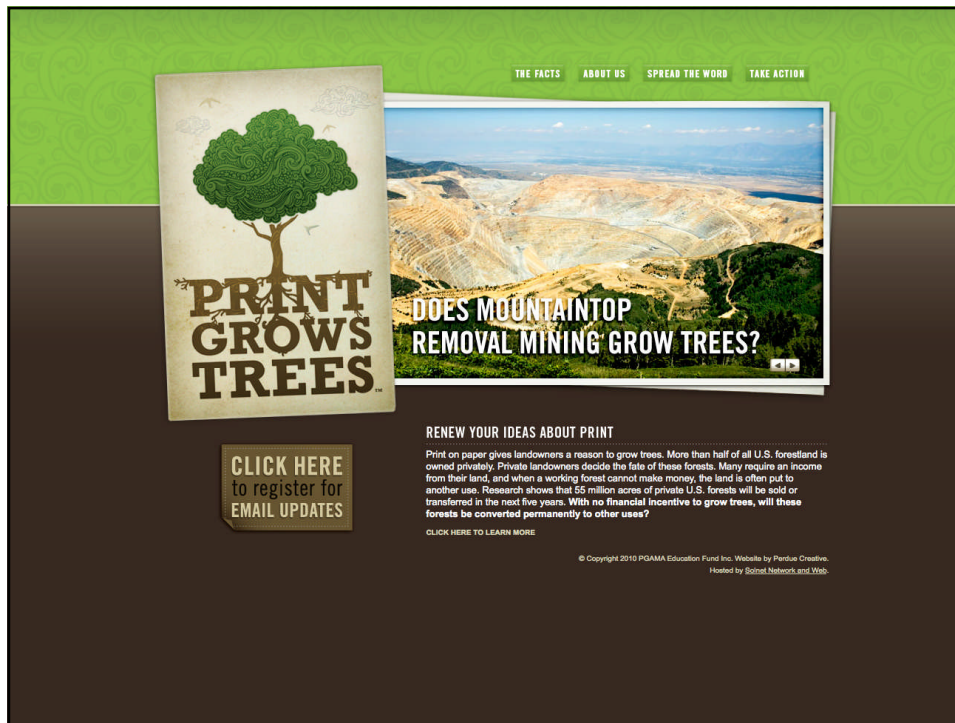


**40,503
Ad Agencies**



**But Who's Talking To
The Other
528,720,588 Print
Consumers in North
America?**








WHAT REALLY MATTERS
THE BIG PICTURE


Cutting down trees is not sufficient in itself to cause deforestation. The Food and Agriculture Organization of the United Nations (FAO) defines deforestation as "a non-temporary change of land use from forest to other land use or to the depletion of forest crown cover to less than 10 percent. Clear cuts (even with stump removal), if shortly followed by reforestation for forestry purposes, are not considered deforestation."




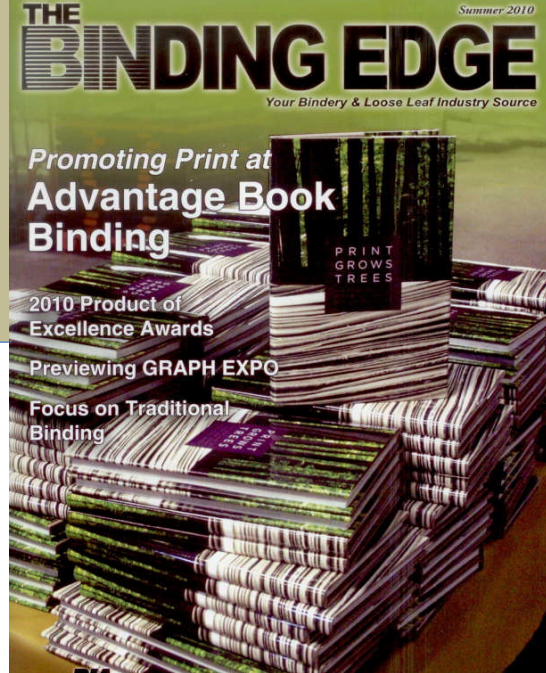


Chris Webbert


VP, Sales & Marketing







THE BINDING EDGE
 Summer 2010
 Your Bindery & Loose Leaf Industry Source
Promoting Print at Advantage Book Binding
 2010 Product of Excellence Awards
 Previewing GRAPH EXPO
 Focus on Traditional Binding
 Official Publication of the Binding Industries Association



engage opportunity
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What people are saying...

This is a great campaign. Thanks for doing something positive for print.

I am sooooo tired of the "Think before you print" line that so many people add to their email signatures.

We need more of this information to get out to the public. The public and cyber city people are SO misinformed. Thank You!!!!

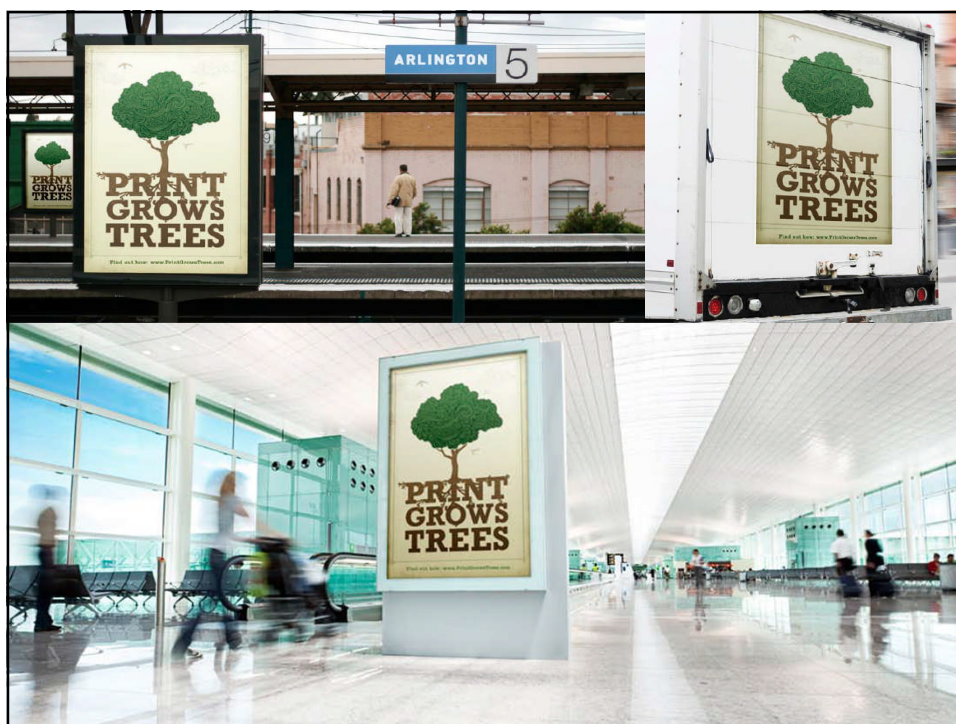
I am very happy to see your Campaign. This message has to go out to people and to educate people about what they think they know but it's not true. Thank you.

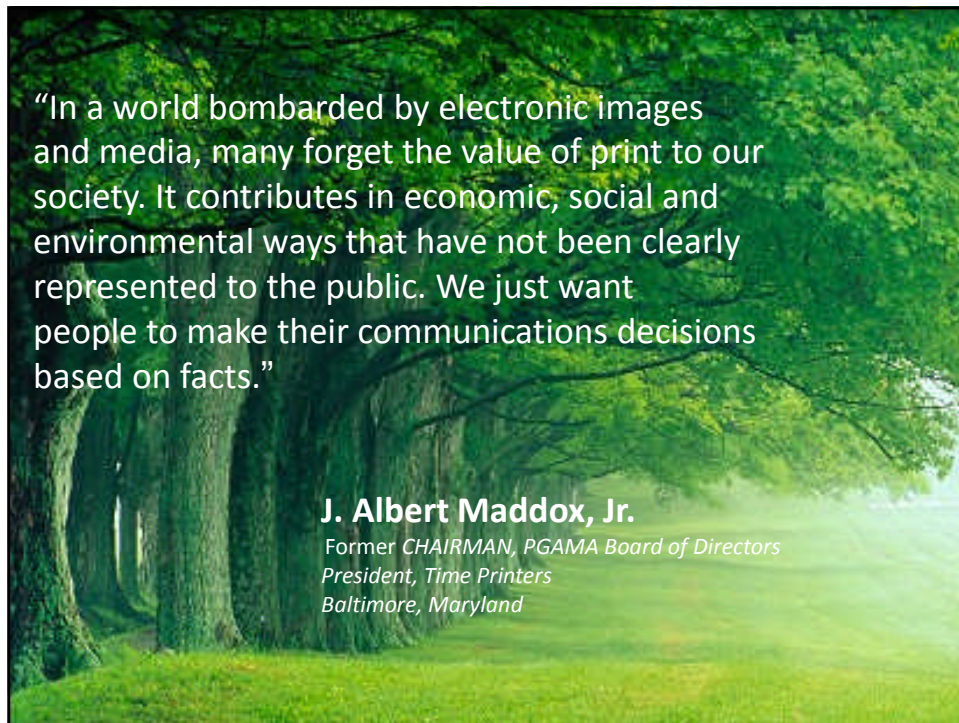
LOVE this website! I love any promotion that promotes the effectiveness and usefulness of Print on Paper. Good job with this.

This is great! we need to spread the word and keep educating the consumer.

As part of our Green Team here at the Firm, I have found information such as yours to be highly valuable to better educate our office personnel and our







Help Your Students...



Be Their Better Self.

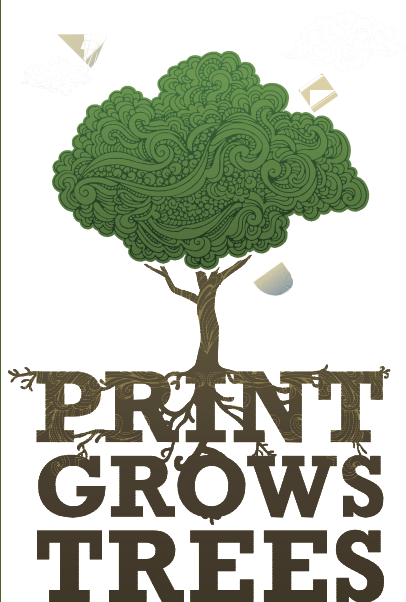
Contact Us

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Find out how: www.PrintGrowsTrees.org

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Think Differently.

Steve Jobs
1955-2011

