

PRINT AND DIGITAL

Your marketing mix

The Internet is vast, digital is huge and the number of social media users is monumental. Facebook has 2.1 billion users, and WeChat has 1.225 billion. The opportunities seem endless and the trackability oh so attractive.

Over the last decade, these numbers have left marketers salivating and committing their advertising dollars. **But is digital media the most effective form of advertising?** Should it garner all or most of our precious advertising dollars?

In short, no.

Print ads carry more emotional weight than digital ads.

According to a study conducted by Bangor University, **print media is better connected to memory because it engages with its spatial memory networks.** And a recent study by the U.S. Postal Service Office of Inspector General and Temple University found that “physical ads triggered activity in the area of the brain (ventral striatum) that is responsible for value and desirability for featured products, which can signal a greater intent to purchase.”

Print ads are trustworthy.

According to survey conducted by MarketingSherpa, **more than four out of five Americans (82%) trust print ads** (newspaper, magazines), while 80% trust TV ads. Online pop-ups were only trusted by a quarter of Americans. Trust in traditional advertising hasn't eroded globally either, with Neilson reporting trust in newspaper ads at 60% and magazines at 58%.

Print ads command higher quality and longer attention.

Not only do **readers engage with print media longer, clocking in at around 20 minutes on average**, physical material is more real to the brain. Researchers from Temple University's Fox School of Business found that participants processed digital ads quicker and spent more time processing physical ads. Since users spent more time with physical ads they could recall the content easier.

It's not Print vs. Digital, it's Print AND Digital.

We love print, we think it's magic, but **really, it's not print vs. digital.** What all of the statistics and studies also tell us as advertisers is that the best marketing plans use a mix of both print and digital. Let us help you mix it up for success.



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Despite continued media fragmentation, the proliferation of online formats has not eroded trust in traditional (offline) paid channels. – NEILSON

Let's not forget that there are few—if any—media that can command the solus attention of their audience in a trusted brand environment, provide a space and context where commercial messages are actively enjoyed and genuinely influence the way people think and behave. –JAMES WILDMAN, TRINITY MIRROR SOLUTIONS

Mixed-media marketing campaigns are much more likely to succeed when they incorporate a print medium. –TEMPLE UNIVERSITY