

An aerial night view of a city skyline, likely Dubai, featuring numerous skyscrapers illuminated with various colors (blue, red, white). The city is partially obscured by a thick layer of fog or low clouds, creating a dramatic and atmospheric scene. The sky is a deep blue, and the city lights create a warm glow against the cool tones of the fog and sky.

IS THIS THE TIPPING POINT FOR PRINT ADVERTISING?

ULBE JELLUMA | PRINT POWER EUROPE | #PRINTPOWER

TIPPING POINT

A dramatic photograph of a surfer riding a massive, curling blue wave. The wave is a deep, vibrant blue, and the surfer is a small figure in the lower right, riding the inner curve of the wave. The sky is filled with white, fluffy clouds, and the overall scene is dynamic and powerful.

Competitive channel issues

- ⚡ Metrics
- ⚡ Effectiveness
- ⚡ Safety
- ⚡ Buzzwords
- ⚡ Lack of transparency

TIPPING POINT

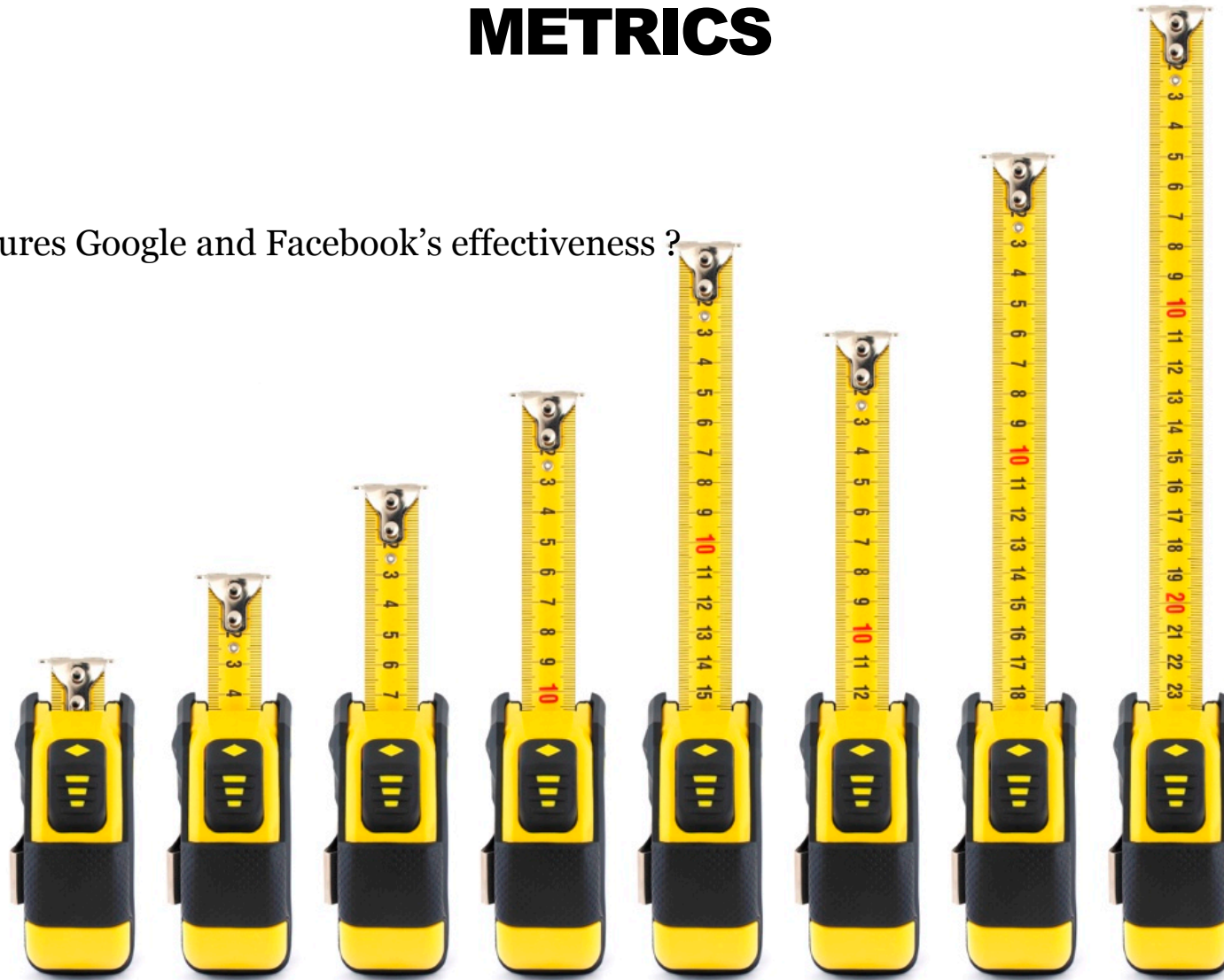
Print advertising

- ⚡ Lean back
- ⚡ Traffic driver
- ⚡ Kids & Millennials?
- ⚡ Multi-media effectiveness
- ⚡ Trusted & transparent

ISSUES COMPETITIVE CHANNELS

METRICS

Who Measures Google and Facebook's effectiveness ?



METRICS

BUSINESS | MEDIA & MARKETING | CMO

Facebook Overestimated Key Video Metric for Two Years

Social network miscalculated the average time users spent watching videos on its platform

- ⚡ Due to the miscalculated data, marketers may have misjudged the performance of video advertising they have purchased from Facebook over the past two years. It also may have impacted their decisions about how much to spend on Facebook video versus other video ad sellers such as Google's YouTube, [Twitter](#), and even TV networks

The Wall Street Journal

Advertising & Promotion

Grid of logos for Advertising & Promotion sub-sectors: Mobile Marketing, Display & Programmatic Advertising, Search & Social Advertising, Native/Content Advertising, Video Advertising, PR, PPL, and Email Marketing.

Content & Experience

Grid of logos for Content & Experience sub-sectors: Mobile Apps, Interactive Content, Content Marketing, Optimization, Personalization & Testing, DAM & MRM, SEO, and CMS & Web Experience Management.

Social & Relationships

Grid of logos for Social & Relationships sub-sectors: Call Analytics, Social Media Marketing & Monitoring, Advocacy, Loyalty & Rewards, Feedback & Chat, and CRM.

Commerce & Sales

Grid of logos for Commerce & Sales sub-sectors: Channel, Partner & Local Marketing, Sales Automation, Enablement & Intelligence, Affiliate Marketing & Management, Ecommerce Marketing, and Ecommerce Platforms & Carts.

Data

Grid of logos for Data sub-sectors: Audience/Market Data & Data Enhancement, Marketing Analytics, Performance & Attribution, Mobile & Web Analytics, Dashboards & Data Visualization, Business/Custom Intelligence & Data Science, PaaS, Cloud/Data Integration & Tag Management, DMP, and Predictive Analytics.

Management

Grid of logos for Management sub-sectors: Talent Management, Product Mgmt, Marketing & Finance, Collaboration, and Projects & Workflow.

BUZZWORDS

More budget invested each year in adtech (est. 16% of mkt budget)

BUZZWORDS

Advertisers are failing to lead on media

- ⚡ Advertisers and agencies agree most advertisers see media as complex headache, they are focused on media buying and efficiency rather than planning and effectiveness.
- ⚡ Both advertisers and agencies believe that advertisers in general are leading media decisions from procurement rather than marketing

Global Media Thinking Survey, Feb 2017



EFFECTIVENESS

Shifting attitudes: the case for investing in newsbrands

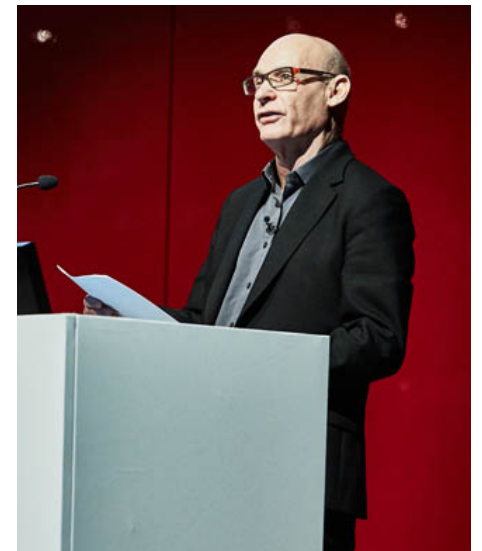
02 Mar 2017 | [David Pidgeon](#)



Academic perspective:

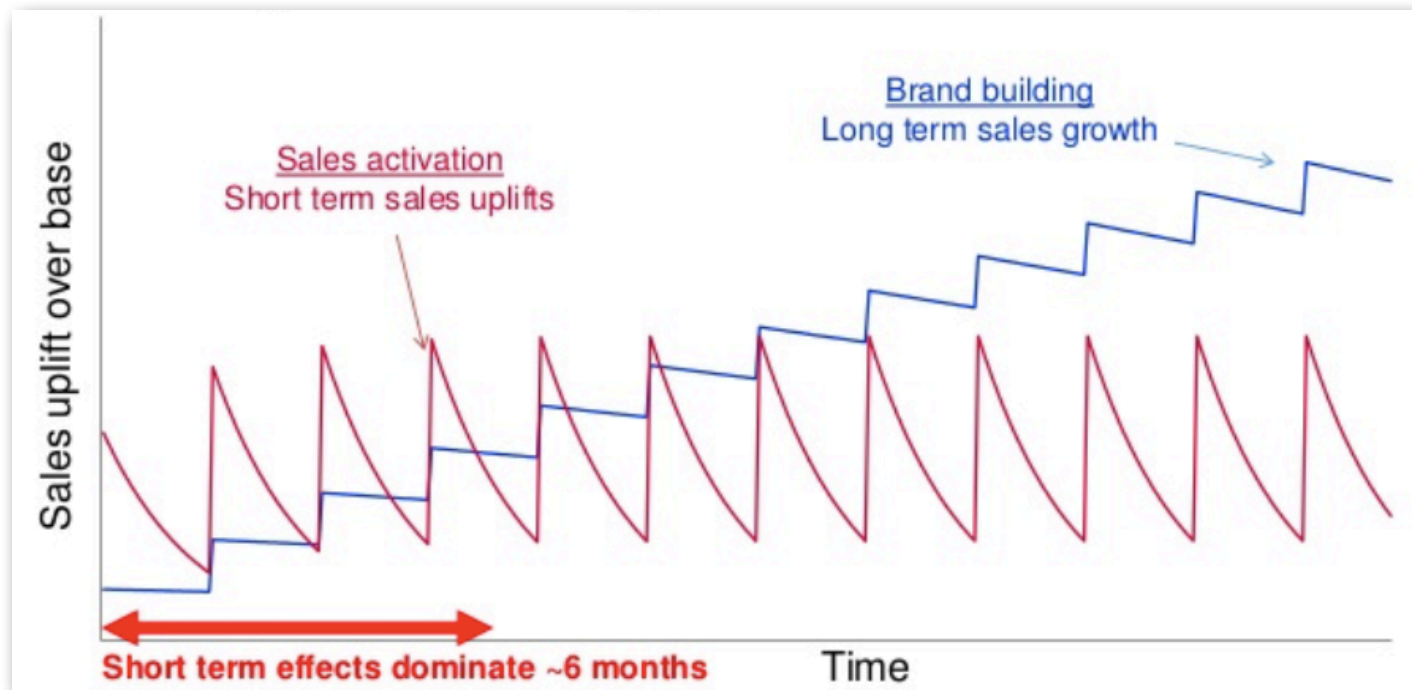
- ⚡ "Proportion of adspend into short-term sales activities have increased **beyond the optimum** for building shareholder value"
- ⚡ "Adspend is flowing away from newsbrand because marketers disregarding available evidence, and instead follow emotional instinct to invest in shiny and new"

Patrick Barwise, Shift, March 3 2017



EFFECTIVENESS

Short-term vs Brand building



EFFECTIVENESS

Advertisers wasted over £600m on non-viewable ads last year

- ⚡ “In the final quarter of 2016, only 49% of banner ads served met the IAB and Media Ratings Council’s recommendation that 50% of the ad was in view for at least one second - 5% lower than at the beginning of 2016”.

Mediatel Newslines, Jan 19 2017

EFFECTIVENESS

Werbespendings

P&G spart 100 Mio Dollar Online-Werbung und merkt es nicht

**P&G will kein Geld mehr an Bots verschwenden und hat die
Digital-Spendings gekürzt. Ohne größere Einbußen. Noch mehr
steht auf dem Prüfstand.**

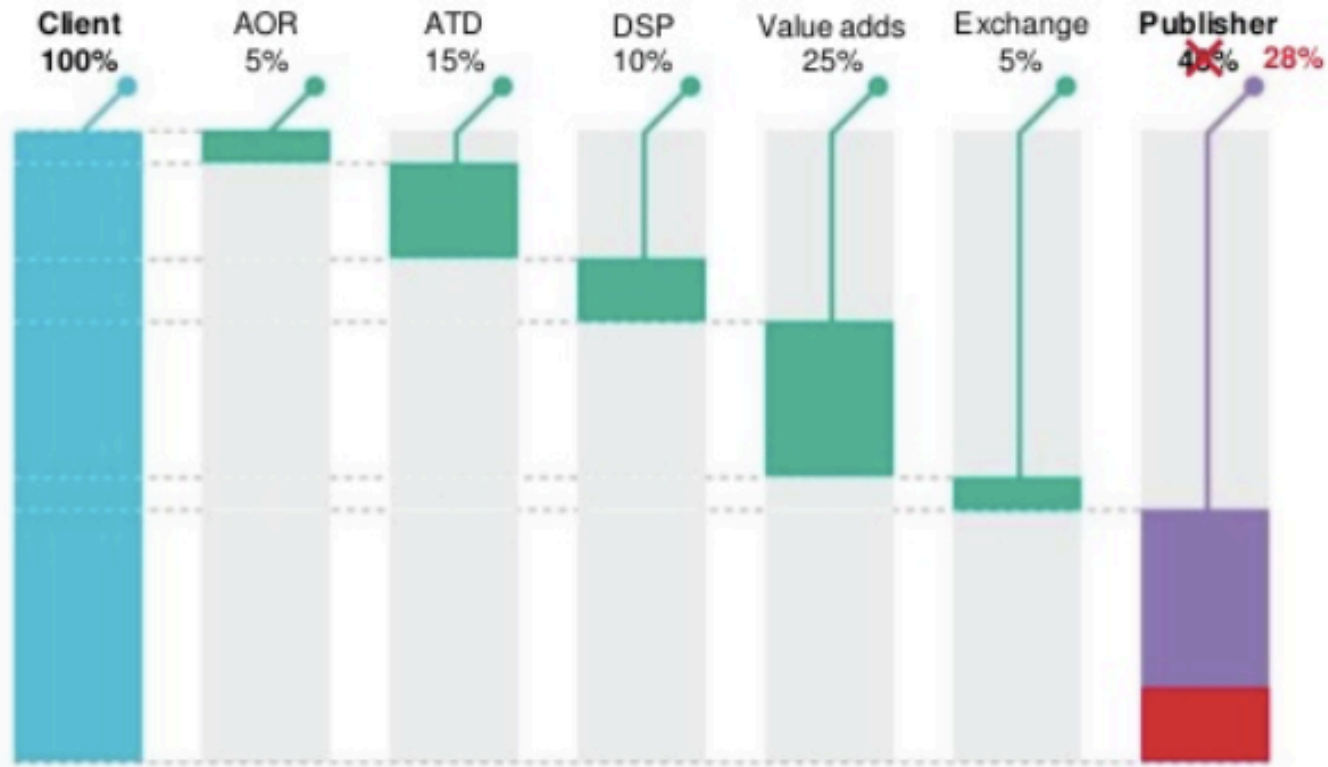
W&V, August 2017

EFFECTIVENESS



LACK OF TRANSPARENCY

How the money may be split between the various stakeholders, in typical programmatic 'stack'



LACK OF TRANSPARENCY

Agencies balk as P&G plans to cut another 50% from its roster and bring more media capabilities in-house

- ⚡ P&G wants to trim its media spend moving forward, and will “automate more planning, buying and execution and bring it in-house.”
- ⚡ Only 25% of digital media makes it to consumers (P&G’s Marc Pritchard)

The Drum, 23 Jan 2018, Campaign, Oct 12 2017

BRAND SAFETY

- ⚡ Mark Pritchard (P&G): the supply chain is “murky at best, and fraudulent at worst”
- ⚡ Keith Weed (Unilever): “a perceived lack of focus by technology companies in stopping illegal, unethical and extremist behavior and materials on their platforms”

Unilever threatens to pull Facebook and Google ads over brand safety fears

February 12, 2018



BRAND SAFETY

- ⚡ Big digital platforms have grown too powerful for marketers
- ⚡ Tensions between Google and Facebook and the advertisers that patronize them have come to a head
- ⚡ Marketers more vocal over variety issues including black-box means by which Google and Facebook ads are measured, rampant fraud, and failures to guarantee ads will appear in a respectable environment

**PRINT
ADVERTISING
STRONG POINTS**

PRINT  POWER

LEAN BACK

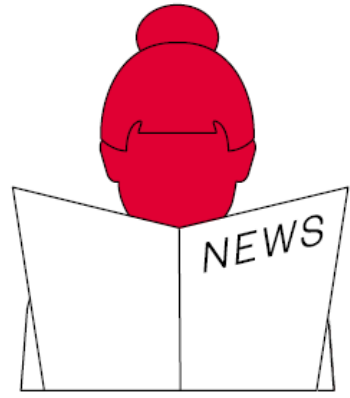
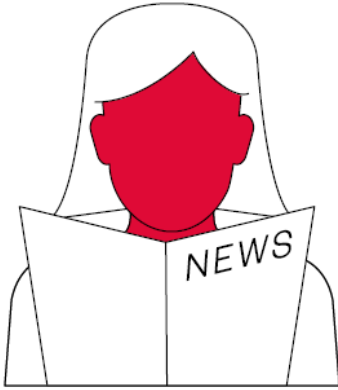


LEAN BACK

Print readers spend a lot of time with their paper



Daily newspapers



Sunday newspapers

Source: UK, IPA Touchpoints 2017

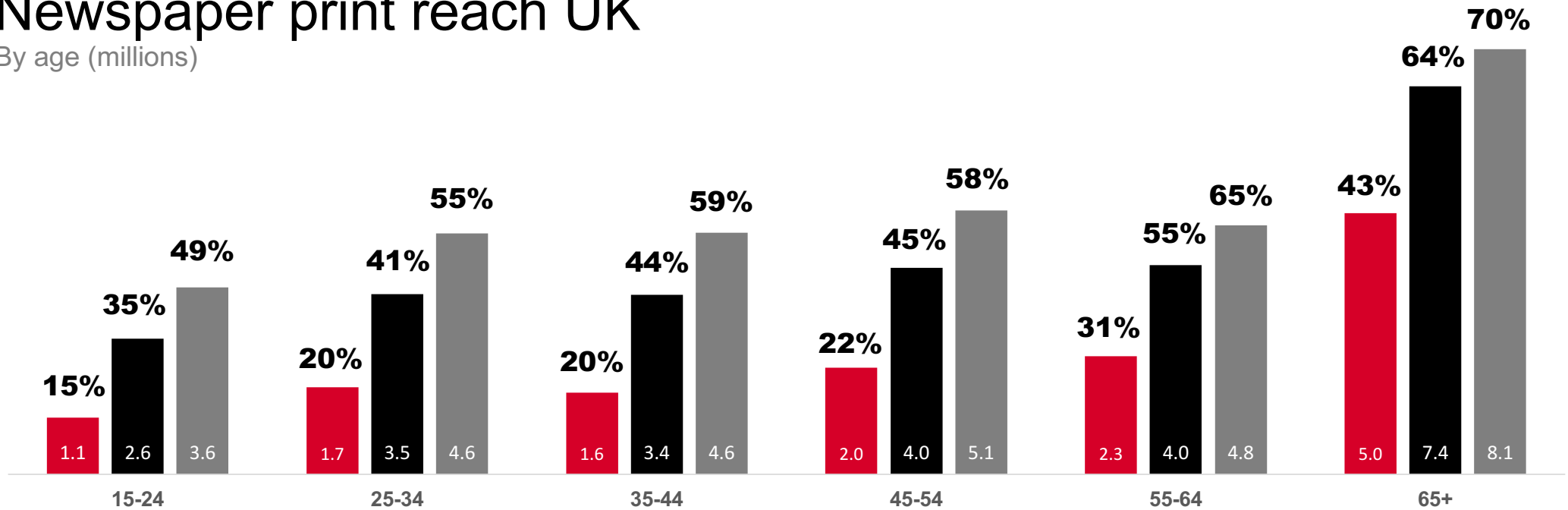
LEAN BACK



KIDS & MILLENNIALS

Newspaper print reach UK

By age (millions)



Source: UK, NRS PADD Oct 2016 – Sep 2017

■ Daily

■ Weekly

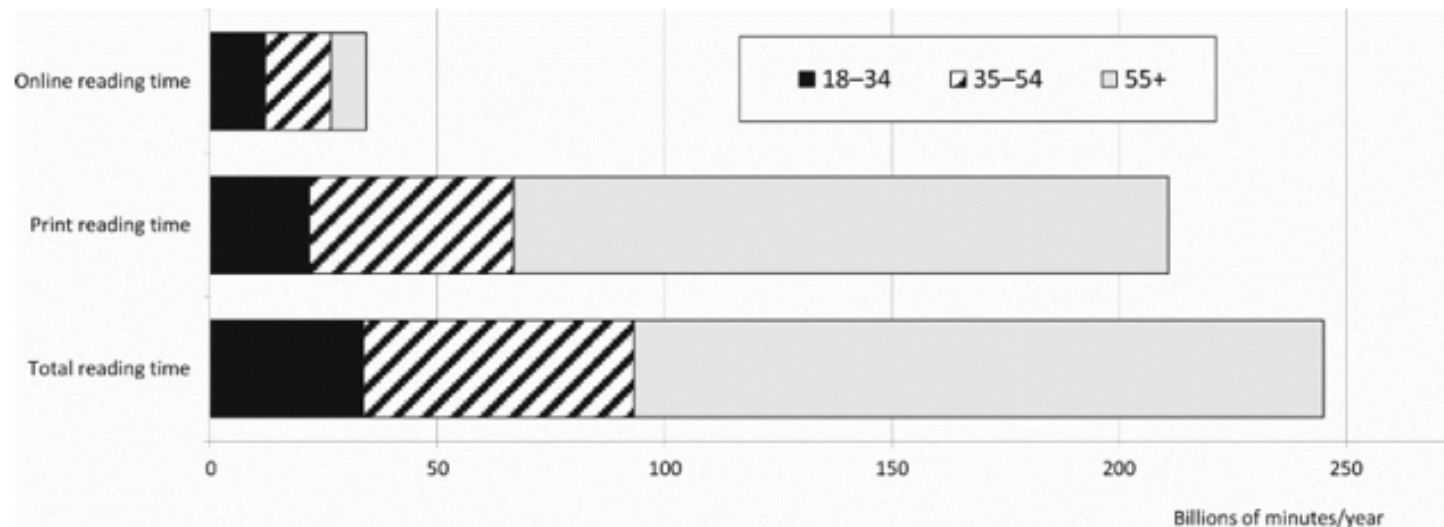
■ Monthly

PRINT  **POWER**

KIDS & MILLENNIALS

Young Brits spend more time with newspapers in print than online

Total reading time print and online editions of 8 UK newspapers (2016)

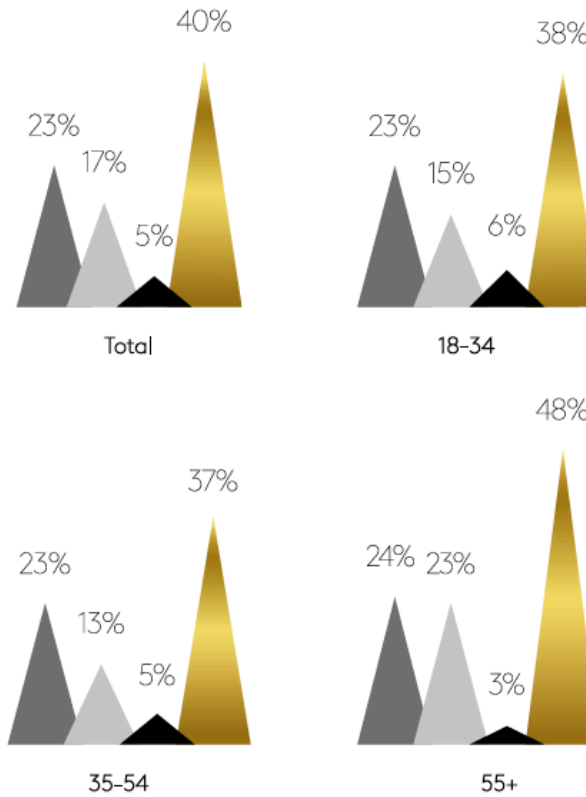


KIDS & MILLENNIALS

NYT Celebrates Kids' Love of Print with New Section



KIDS & MILLENNIALS



- Bought a newspaper at a newsstand shop
- Bought from another source
- I have a printed newspaper delivered at home or work
- NET: Bought a paper

MULTI-MEDIA EFFECTIVENESS

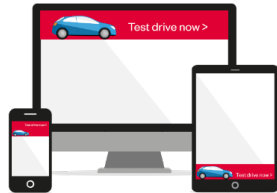
Multi-platform newsbrands boost the effectiveness of other media



Newsbrands make TV
54% more effective



Newsbrands make online
video **50% more effective**



Newsbrands make online display
24% more effective



Newsbrands make **social**
media twice as effective

Source: IPA Databank UK case studies 2012-2016 (52% of all cases)

PRINT  **POWER**

Multi-media effectiveness



Touching print ads
increases purchase
intent by

24%

+16%

Would be glad
to try

+22%

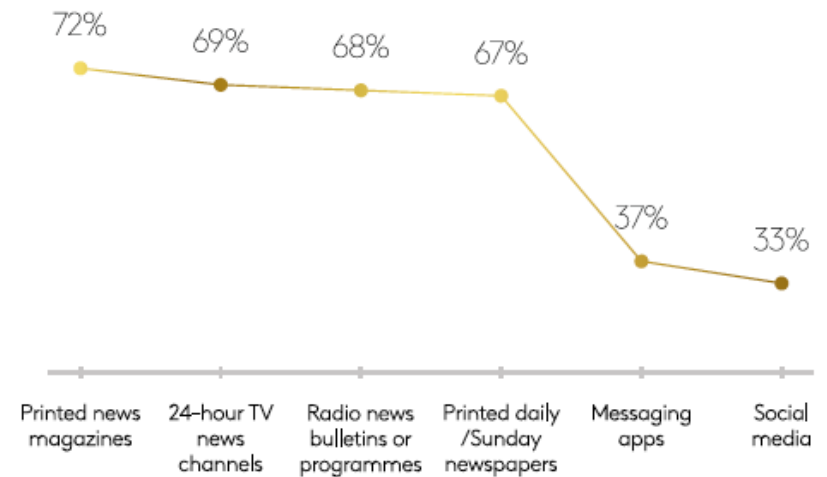
Would
recommend

Source: Newsworks, Touching is believing, 2015

PRINT  **POWER**

TRUSTED & TRANSPARENT

- ⚡ Continued high trust for printed media
- ⚡ Those who trust newspaper brands are 65% more likely to pay more attention to advertising on sites they trust
- ⚡ No over-complication, no buzzwords buying print ads = WYSIWYG



PRINT POWER

- ⚡ Promoting the use of print media as an advertising channel in UK, France and Germany
- ⚡ By demonstrating the effectiveness of advertising on paper
- ⚡ Addressing media & advertising agencies and brand owners
- ⚡ Check out printpower.eu

Grap this momentum and be confident and positive about print

THANK YOU

ATTENTION

Ulbe Jelluma
printpower.eu
#printpower



26/02/2018

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