



THE
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ISSUE

ARE YOU READY FOR THE COOKIEPOCALYPSE? ● DIGITAL DIVIDE ● YOUR DATA

● THE HIDDEN ENVIRONMENTAL COSTS OF DIGITAL ● DATA, IT MATTERS ●

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TWO SIZES FITS ALL

Discover the importance and impact that data has on your digital and print campaigns, and learn the tech-terminology to help you understand what it all means.



YOUR DATA

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OPINION

WEB HEATSET
MAGAZINE PRINTING
RETAIL & LETTERBOX CATALOGUE
HIGH VOLUME IN-LINE FINISHING
ENHANCED SPEED TO MARKET
INLINE MAILING
SUBSCRIPTION MANAGEMENT
INSERTING & LODGEMENT
SUBSCRIPTION RENEWAL
PERFECT BINDING
SADDLE STITCHING
FULL MAIL-HOUSE SERVICES
DATA MANAGEMENT
TOITU ENVIROMARK
DIAMOND CERTIFIED
COVER EMBELLISHMENTS
POSTAL ANALYSIS
SPOT UV/LAMINATING
INSERT & FLOW WRAP
LABEL LODGE
INNOVATION



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EDITOR

FROM THE EDITOR.

Data isn't a new concept.

Some could even argue that our ancestors collected data in ancient times and wrote it down on tablets or papyrus – how many crops they harvested that year, or noting down an inventory of cattle.

Either way, it's become obvious that humans love to observe and collect information, hoping to find the pattern and trends among the numbers, and finding the story behind the data.

In this issue we explore the rise of artificial intelligence and what it means for universities across Australia. We take a look at the hidden environmental costs of digitalisation and the effectiveness of using a database for your print campaigns.

Our feature pieces discuss the advancement of data collection and the difference between 'big data' and 'small data', and the pros and cons that follow suite. We examine the rise and fall of cookies and third-party data, along with the ever-evolving legislation around data and what it means for your business.

Lastly, our experts in this issue are Michele Levine, CEO of Roy Morgan as our Thought Leader, helping us distinguish the best practices for data cleaning, and our Final Word from Sam Dobie, Creative Director for Inclusive Creatives, giving us the run-down of what it means to thrive in a creative environment, adopting outside-the-box thinking when engaging in client management.

Loved reading this issue and a big thanks to all of our contributors for making this a jam-packed bible of data practices for your real media campaigns.

As they say, the detail's in the data. ●

George Tzintzis
Editor in Chief

VoPP
mag:

FIND OUT MORE

VoPP Mag is an Australasian initiative dedicated to balancing channel discussion across the marketing landscape in a multi-media world.

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PAPER PACKAGING

Zoe Northwood

With **social media** being flooded with beauty DIY’s, health tips, and hair and skincare routines by influencers, it’s clear that younger generations are increasingly valuing what they put in and on their bodies. Not only that, young consumers are becoming more environmentally conscientious. As we see a movement towards sustainability and preferences for nature-friendly products, 67% of Millennials prefer to buy from sustainable brands as of 2021.¹

As this shift continues, we’re seeing more beauty companies switch to alternative sources for their hair and skincare products by using vegan ingredients, nature-based formulas, and most importantly, paper-based packaging.

sk*p Using natural ingredients, including honey from their own farms and eco-friendly paper-based packaging, sk*p (simply be kind to our planet) creates skin and haircare products for a generation dedicated to health and the planet. Not only that, they’re also pioneers in the movement to reduce plastic waste in the beauty industry. Their innovative BeautyCarton™ is a fully recyclable and shower-friendly, paper-based packaging product that uses 95% less plastic than traditional beauty packaging, furthering the movement towards plastic reduction in the industry.²

The Good Hippy A brand that strongly values honesty in their products, The Good Hippy, use natural formulas and eco-friendly packaging that aims to give back to the earth while revitalising hair and skin. With 100% vegan ingredients, glass containers, biodegradable packaging and zero plastic waste, this brand believes that care in each step of the beauty process produces real results, and that skin and hair care should be a therapeutic experience for both the body and the earth.³

Sources: 1. How Life Unfolds, 2021; 2. sk*p, 2022; 3. The Good Hippy, 2022



Zoe Northwood

The power of print has never been demonstrated more profoundly than in The Rape Page, Ogilvy’s Cannes Lions silver-winning campaign for Rape Crisis that went viral, reaching an incredible 7.1 million South Africans. Rape Crisis estimates that a shocking 40% of South African women will be raped in their lifetime, with only 8.6% of the perpetrators being convicted.¹ Many people mistakenly believe that evidence can be collected in a plastic bag, however, DNA

evidence can actually degrade in plastic. Something as simple as wrapping belongings in paper, which has greater preservation qualities, can make all the difference. Ogilvy partnered with Rape Crisis to target vulnerable areas in South Africa. A stark sentence in heavy black type font stands out against a sea of white, stating ‘When raped, use this page.’ The ad says to preserve the evidence by wrapping clothes in the newsprint, rather than having evidence lost in plastic.²

Sources: 1. Ogilvy, 2021; 2. Print Power, 2021



CAMPFIRE STORIES

George Tzintzis

Small Fires is an organisation birthed from the imagination of Grace O’Hara and Paty Galán, and the alarming lack of diversity within picture books for children. With less than 25% in 2018, featuring a character that wasn’t white or wasn’t an animal, these two incredible women have made it their mission to cherish the diversity of our world and are dedicated to reflecting all children in their publications. Their focus on multi-lingual products is driven by a desire to make their range as accessible as possible. Their latest initiative, Campfire Stories, is proudly supported by the City of Melbourne and is an ongoing monthly project that publishes short-form stories, championing print with their charming booklet style format.

Source: Small Fires, 2023

Japan

PAPER TRADITIONS AROUND THE WORLD

Zoe Northwood

Globally, we see paper play an important part in many different cultural celebrations and traditions. From paper lanterns in China to cardboard piñatas in Mexico, we take you on a journey to explore some of the most paper-centric traditions featured in festivals and holidays from around the world.

Japan

During the first few days of the New Year, many people practice *Kakizome*, also known as the first writing of the year. Through calligraphy, people of all ages write poetry, words of luck and aspirations for the new year on paper. The papers are later burned to bring the words to fruition.

China

The Lantern Festival marks the end of the traditional Lunar New Year celebrations, where festival-goers create and decorate paper lanterns with images and Chinese characters to then light and release into the night sky.

France

In France, and other European countries, a paper fish is integral to their annual April Fool's Day celebrations, or in this case, April Fish! Children of all ages attempt to attach a decorated paper fish to each other's backs without being noticed.

Australia



Philippines



France



China



Denmark

Denmark

A yearly tradition for the Danish is to create a 'Christmas Heart' in anticipation of purchasing their Christmas tree for the holiday season. The ornament is made of red and white paper interwoven in the shape of a heart. Once the hearts are constructed, it is time for the family to get their tree.

Australia

Typically found on the table at Christmas lunch, these paper-wrapped cardboard tubes known as bonbons are cracked open and tend to hold a paper-based gift inside, namely a paper crown or a festive joke.

Mexico

Traditional Mexican piñatas are usually spheres with seven picks extending outwards, however, due to paper's creative flexibility and prowess, piñatas these days are found in a variety of shapes, sizes and colours. Participants are then blindfolded and swing at the piñata with a large wooden stick until it breaks open, bursting with small gifts such as candy or fruits.

Philippines

Every Christmas season, decorated, ornamental and often star-shaped lanterns called *parols* are made of bamboo and paper. The lanterns are hung throughout the towns during Yuletide and symbolise light and hope for the season.

Source: How Life Unfolds, 2022

SELFIE DYSMORPHIA

Zoe Northwood

Cannes Lions gold winner, Dove employed the use of print to deliver a striking message for its campaign, highlighting the lasting damage caused by editing apps that set unrealistic beauty standards. Dove uncovered that by the age of 13, 80% of girls have edited the way they appear on social media. Responding to the disturbing level of selfie dysmorphia, a rise in cosmetic surgery and teen suicides, Dove addressed the self-esteem crisis by photographing real girls aged 9-13 and showing images of their natural selves alongside heavily manipulated shots. The contrast was startling and highlights the beauty pressure felt by millions of young girls daily.

Source: Print Power, 2022

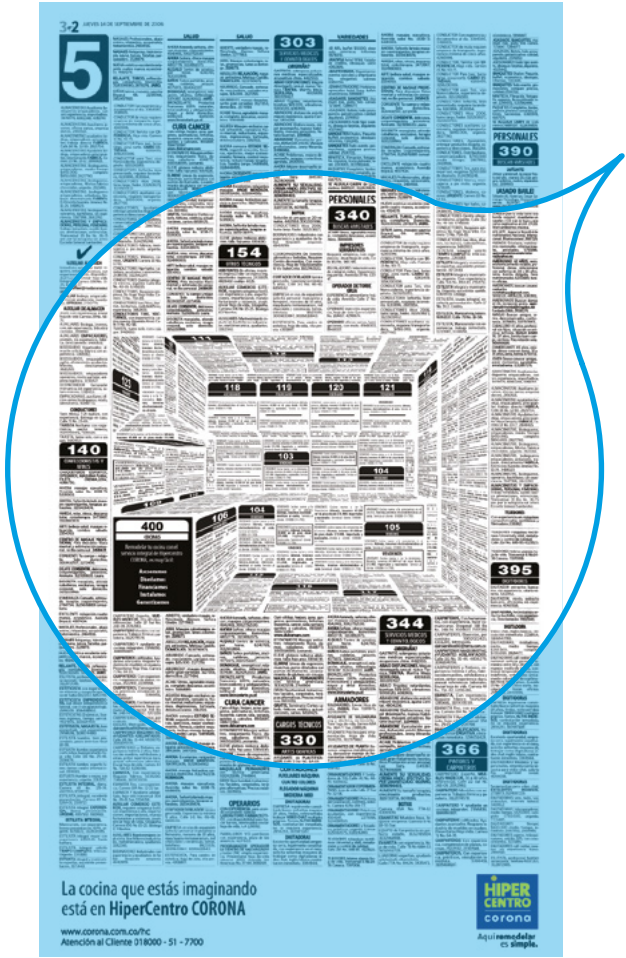
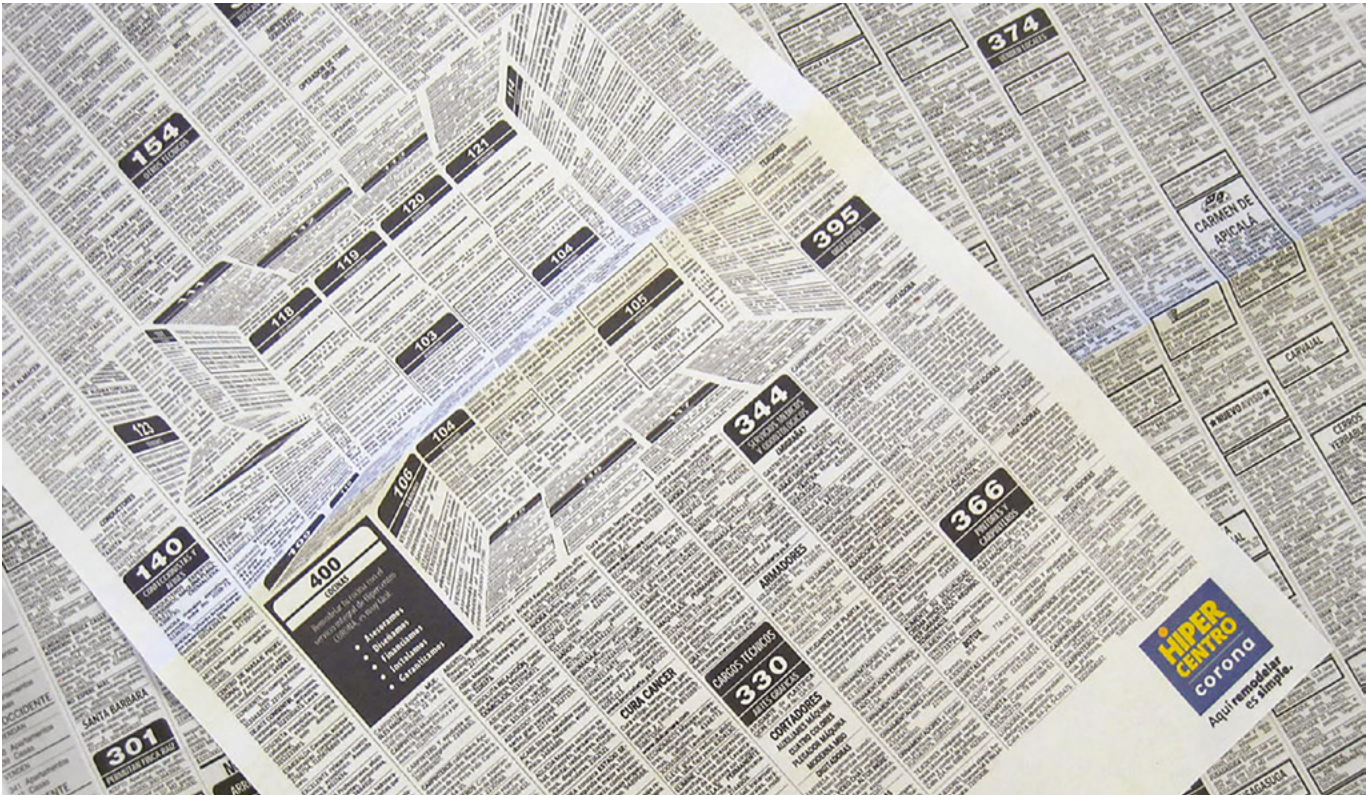
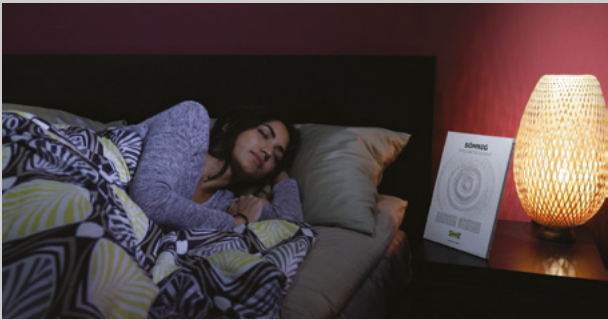


THIS AD SENDS YOU TO SLEEP

Zoe Northwood

Boosting brand recall is the holy grail of advertisers, and Ikea’s SÖMNIG (Swedish for sleepy) and Mamac Ogilvy’s flat pack print ad certainly leaves a lasting impression. How? Through an ingenious use of both embedded smart technology and infused printing inks, the printed ad emitted a white noise that masked unwanted sounds, and produced a subtle lavender smell that relaxed your muscles. Designed as a sleep aid, it tapped into your senses and served as an impactful reminder that if you ever want to replace your bed, then Ikea’s are guaranteed to give you the best night’s sleep ever. A fine example of how print can offer a tactile, multi-sensory experience that has the power to boost brand recall by up to 70%.

Source: Print Power, 2020



OPTING FOR OPTICAL

George Tzintzis

Everyone loves a good magic trick, especially our brains. That’s why optical illusions in advertising are a powerful tool and why brands keep coming back to them.

Columbia-based creative director, Felipe Salazar, and graphic designer, Karen Castañeda, transformed boring newspaper classifieds into an ocular mind boggle – turning simple typography into an effective campaign for the brand HiperCentro Corona.

Readers were left puzzled when flipping through their morning paper, and that upon further inspection, realised the text revealed a miniature 3D kitchen, countertops and stove included. Simple, smart and a compelling way to get readers talking about your brand through the power of print.

Sources: My Modern Met, 2014; Digital Synopsis, 2023

MAIL FOR MENTAL HEALTH



Lilian Bernhardt

To **increase social** connection and reduce the harmful impacts of isolation, Australia Post and Beyond Blue partnered to deliver 3 million blank postcards to foster meaningful interaction with mail. The postcards included mental health and well-being tips, as well as contact details for the Beyond Blue support service. The postcard campaign was a way to get people talking about mental health and supporting each other. It also demonstrated the power of paper and the written word, highlighting the beauty that is found in personalised, handwritten messages amidst a landscape of texting and digital interaction.

Sources: Australia Post, 2022; Beyond Blue, 2021



Lilian Bernhardt

Global e-waste is the fastest-growing waste stream in the world, with the UN estimating that at the current rate, global e-waste will reach 74 metric tonnes by 2030. These discarded materials hold overlooked value, with at least 7% of the world's gold discarded in broken or old electronics. The Royal Mint has launched the world's first jewellery company to ease these issues using 100% recovered gold from electronic waste for their products. The collection, titled '886', features a series of necklaces, earrings, rings and bracelets produced at The Royal Mints plant in South Wales. The company combines traditional manufacturing methods with innovative engineering skills to create highly distinctive and sustainable pieces. The collection aims to create jewellery that will retain its value for multiple generations.

Source: Royal Mint, 2022



GEN Z AND SUSTAINABILITY

Zoe Northwood

Generation Z, also described as the 'sustainability generation', cares more about ethical and environmentally friendly practices and purchasing habits than any other generation. Born between 1995–2010, Gen Z are the first 'digital natives'. Having grown up with the internet, this young generation have had greater access to information from an earlier age than any other demographic.¹

Gen Z are more acquainted to making informed purchasing decisions, with 73% willing to pay more for an ethically sourced product – more than any other generation. Alongside this, 75% of Gen Z prefer to buy according to the 'greenness' of products over brand names when making purchasing decisions. In Australia, 39% of Gen Z refuse to buy from a brand that is not sustainable.²

These preferences extend to employment, with the younger generation choosing to work for more sustainable businesses. A company's failure to address the demands of Gen Z risk, not only their company reputation, but also their future workforce.

Gen Z's demand for sustainable practice has influenced the actions and mindsets beyond themselves. Across all generations, consumers are prepared to spend a higher amount on eco-friendly products now compared to two years ago.³ It is Gen Z's activism that pushed the formation of a more environmentally conscious community.

In March 2022, Australian students across the country marched to demand climate change action from the government in the 'School Strike 4 Climate Australia' protest. As the largest generation cohort and 20% of Australia's population, brands are unable to ignore Gen Z's demands, with both their profits and the planet dependent upon them.⁴

Sources: 1. Forbes, 2021; 2. CNBC, 2021; 3. World Economic Forum, 2022; 4. InSites Consulting, 2022



THOUGHT LEADER

With over 30 years' experience as a researcher, CEO of Roy Morgan Research Michele Levine has led thousands of surveys, including many of the largest research projects ever undertaken in Australia, many of which continue to play a critically important part in shaping our society today.

George Tzintzis

Why is research so important in today's climate?

In today's fast-changing and increasingly digitised world, it's more important than ever to have accurate information about the forces that are driving consumers and influencing their thoughts, behaviour, preferences and consumption decisions.

Research is an indispensable part of the bedrock of understanding the different forces that drive consumer behaviour. Roy Morgan's understanding of the mind of the consumer delivers unique and valuable insights into what drives the average Australian. In addition to the consumer mindset, Roy Morgan has a strong focus on the economic pulse of Australia via several weekly, monthly and quarterly indicators. These indicators provide our clients with timely insights into how Australian consumers – and businesses – are dealing with the rapidly evolving macroeconomic environment and, what their feelings and opinions mean for driving future consumer behaviour across the economy.



So, why is research essential in today's climate? If you can't measure it, you can't manage it. And if you can't manage it, you can't fix it.

What statistical analysis tools and database software have you previously used? What are your favourites and why?

The pre-eminent statistical analysis tool we use is the ASTEROID software user interface. This is an easy-to-use tool with minimal experience and enables users, including ourselves and our clients, to interrogate the Roy Morgan Single Source consumer database, arguably the best consumer database of its kind in the world. Another favourite we use at Roy Morgan is Tableau which is an easy-to-use statistical analysis tool that functions in an attractive user interface.

We predominantly use Tableau as a data analysis and visualisation tool in our day-to-day work. The data fed into Tableau is prepared using Google Big Query. Although not strictly a statistical analysis tool, another favourite we use is Python programming language. Python's simplicity, versatility, rich ecosystem and active community make it a great tool for beginners and experts alike.

What are some best practices for data cleaning? What are the steps you take?

We put in place a number of checks to identify poor-quality responses, seeking to eliminate what is known as speeding and pattern (also known as straight-lining). Parameters for such checks are specific to each survey, but for example, we seek to identify responses that have been completed too quickly (which indicates a lack of consideration for answers, and the likelihood that the respondent is completing answers at random), or where the respondent is using the same response continually. We will, for example, identify repeated and excessive use of the 'don't know' and 'prefer not to say' answer options, and remove them. We also oversample to allow

headroom for the removal of problematic records while maintaining the required overall sample size – this is undertaken within a rigorous quality assurance process.

Describe your most complex data project from start to finish. What were the most difficult challenges, and how did you handle them?

Our most complex recent data projects are probably those that link survey data and machine-based data, device movement data and then new survey data. However, the most interesting project throughout the pandemic is 'Taking the Pulse of the Nation' – known as the "TTPN". The dynamic nature of the survey means the questions are constantly changing on

In your opinion, what do you think is the most important message businesses need to know about how data can help their organisation?

We live in the data era – it is central to everything that businesses encounter in the modern hyper-connected and digital world. The world of data grows at an exponential rate that is simply impossible for any one person to fully comprehend – and especially the myriad ways that different sets of data interact and inter-react and shape the wonderful and exciting world that we live in. Roy Morgan works as a living organism to bring together complex data sets on all the significant industries in Australia.

With this wide and rich understanding of data, we have developed valuable

"Investing in data is an investment in the future of a business – it shapes its future."

a monthly basis to keep up-to-date with the changing focus of the survey, which leans heavily into the current socio-economic issues.

This project represented a learning curve for team members on how complex data projects can frequently present novel and unforeseen challenges, and require agile responses and an intimate connection with the data being collected, analysed and eventually passed through to key stakeholders. This impacts everyone involved in the project, constantly refining how the nuts and bolts of collecting data in complex segmentation arrangements can translate into an illuminating and richly informative output in the eventual hands of national stakeholders, including media companies.

segmentation tools to distil the maximum value for businesses looking to solve problems and find a competitive and comparative edge on their competitors. For instance, Roy Morgan's Helix Personas incorporates values, beliefs and attitudes, which are the best predictors of consumer behaviour. Businesses, brand owners and media agencies can then optimise marketing spend to effectively message those potential customers and, at the same time, find, and grow new markets. To truly grasp the marketplace in which a business operates, understanding the factors that drive consumer attitudes, behaviour, and spending decisions is vital – and data is central to that understanding.

Investing in data is an investment in the future of a business – it shapes its future. ●

TAKE 6

Sources: Carsifu, 2022; The Drum, 2022; Print Power, 2022; Hubspot, 2021



Who Needs a Lamp?
Why advertise lamps when you can give people an ad that transforms into a lamp? Lladro print ads act like a pop-up book, allowing people to create their own lamp shape by mounting the paper in a corner. This creative ad utilises the quintessential aspect of print advertising and the materialistic value it brings.



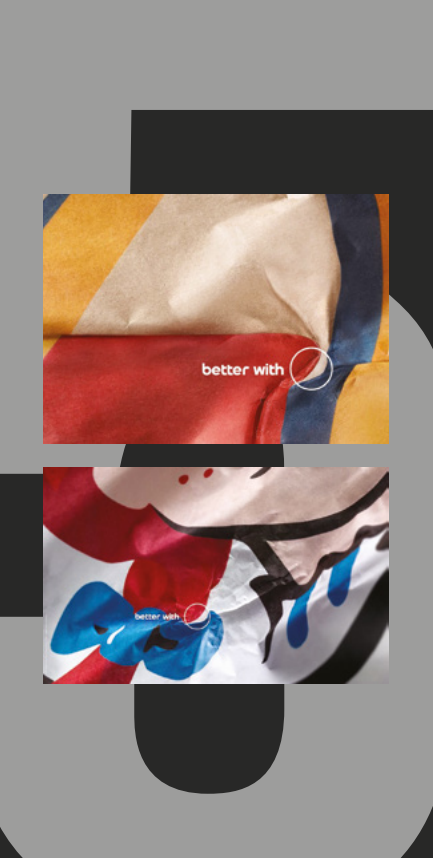
Protecting Partiers with Paper
The Finnish beer brand Karhu has developed an innovative 'Lickalyser', to support party goers in monitoring their alcohol consumption and reduce the risk of drink driving. The single-use 'paper breathalyser' just needs to be licked by a user to quickly test and gauge alcohol levels in the blood stream, with precise technology capable of detecting traces of alcohol from zero to 0.05%. The Lickalyser has been successfully tested at Finland's Solstice Festival, where attendees donned two wristbands, one for access and one cleverly incorporating the new test. Here's to paper, assisting us to party responsibly.



Blue-Out Poetry
Approaching the Carnation Revolution's 50th anniversary, Penguin Books wanted to educate younger generations using the very instrument used for censorship – the blue pencil. Agency FCB Lisbon commissioned a group of artists to reinvent the fascist constitution with illustrations and poems using words selected from the historical document. Inspired by the blackout poetry technique, the images take a symbol of repression and turn it into one of freedom.



Gun-Phographic
Through a series of info-graphics that showed the extent of how firearms are the most common method in suicide, teenager and domestic violence death rates in the US, readers could turn the ad around and see the death stats ominously turn into the shape of a gun. This profound message furthered by the striking artwork encourages readers to recognise the inherently violent nature of guns and acts as an example of the power of the physicality of print and its ability to deliver strong messages in a simple manner.



Subliminal Soda
For 30 years, the top three US burger chains – McDonald's, Burger King and Wendy's – have sold only Coke, while research reveals that 60% of people prefer Pepsi. To prove that burgers are 'Better with Pepsi', Pepsi employed an origami artist to fold the wrappers of each brand to find the hidden Pepsi logos within their own. They then turned the wrappers into striking, close-up images that appeared as ads in national newspapers, social media, and outside of burger chain headquarters and stores. The release coincided with National Burger Day and saw great reception from the public, resulting in three new burger chain partnerships.



Beef? No, Beetroot.
Burger King utilised the visual similarities between vegetable and animal-based products to promote their new plant-based whopper. What initially appears to be meat, is actually red capicum, beetroot and radicchio! Through this print advertisement, Burger King bewilders meat-lovers who are made to second-guess the vegetables shown in the photo with the tag-line, "Sorry for the confusion, meat lovers."

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#FocusOnForward

/ SHORTS

AI, STEP BACK

It's algorithmic anarchy out there.

George Tzintzis

In a race to fight artificial intelligence (AI), Australian universities are having “crisis meetings” about how exams will be marked in the future, due to the rise of artificial intelligence software that is helping students write their essays for them.

Toby Walsh, Scientia professor of artificial intelligence at the University of New South Wales said, “We *should’ve* been aware this was coming ... but we do tend to sleepwalk into the future.”¹

Publishing group, The Brag Media tested the effectiveness and viability of using artificial intelligence in its articles, where the CEO Luke Girgis asserted his position that AI does not mark the end of the news writer (nor print journalism).²

“Just as the invention of the calculator didn’t devalue mathematicians, and Photoshop didn’t devalue the artist, AI writing won’t devalue the journalists and news writers,” Girgis said.

Through the trial, the team was able to use AI tools to help create SEO content, but state they will not publish articles that are solely AI generated.

On another note, tech publisher CNET’s CEO, Connie Guglielmo said the website posted 78 articles that were written by AI for a few months as a trial, at some point even churning out 12 posts per day. However, the publisher was forced to issue large and embarrassing corrections to many.³

AI is generated through a series of coding also known as algorithms. Wenke Lee, Director of the Georgia Tech information Security Centre says, “In the print media age, if somebody was to give me a manipulated version of The New York Times, I would be able to put my newspaper next to yours and find out that mine is different. But now? You and I can very likely see different front pages

of newspapers online because they are customised for individuals, and that’s pretty dangerous because that means I don’t have a baseline to compare what is real and what it not.”⁴

To conclude, Orly Lobel author of The Equality Machine: Harnessing Digital Technology for a Brighter, More Inclusive Future says, “What we need to do is ask questions and be sincere about what our goals are and what trade-offs are between different choices that we are making as a society. This is the history of all human progress: there are always costs and benefits.”⁵ ●

Sources: 1. Original article posted in The Guardian, 2023; 2. Mumbrella, 2023; 3. B & T, 2023; 4. Columbia Journalism Review, 2014; 5. McKinsey, 2022

“Just as the invention of the calculator didn’t devalue mathematicians, and Photoshop didn’t devalue the artist, AI writing won’t devalue the journalists and news writers.”



Digital Divide

In a digitising society, the ability to access and navigate digital technology plays a critical role in one's potential to participate in economic and social life.

Lilian Bernhardt

Digital technologies dramatically impacted the culture of finding and maintaining work, engaging in education, accessing health and government services, appointments and more. The digitisation of services has increased in the wake of the pandemic; however, the opportunities technology can offer are not being shared equally. 2.8 million Australians, approximately 11% of the population, are 'highly excluded' from digital access, with an additional 17% moderately excluded.¹ According to the Australian Digital Inclusion Index (ADII), digitally excluded Australians are most likely to have low levels of education, income, employment, live with a disability, or be over the age of 65.¹ Understanding and bridging the digital divide ensures some of Australia's most vulnerable are not left behind.

Affordability in a cost-of-living crisis

The ADII uses three main indicators to measure digital inclusion: Access, Affordability and Digital Ability. While internet infrastructure is available to most Australians, low speeds, high costs, and lack of confidence and ability to navigate technology limit the use and uptake of these technologies. 14% of Australians would need to pay more than 10% of their income to secure quality, reliable connectivity, and this number jumps to 67% among the lowest-income quintile.¹ This is a significant ask amidst inflationary pressures, with 50% of low-income families struggling to pay for internet access.²

Rural and remote areas typically have lower access to employment, education, income and health services. The Federal Government has committed to making

all of its services available online by 2025,³ however with rural and remote Australians lagging 4% behind the national average in access to reliable connectivity, many worry that existing barriers will be exacerbated if digitalisation is a 'one or the other' outcome.

Literacy and Ability are not one in the same

When access and affordability is not an issue, digital literacy is essential. According to Victoria University, despite the widespread use of digital devices, 27% of Australian 15-year-olds possess low digital literacy skills by international standards.⁴ Digital literacy is defined as, "A level of high proficiency and fluency across digital devices that is at a higher or equal level to that provided via a paper solution," and differs to digital ability, which is, "the ability to operate digital devices at a lower level of proficiency." For older Australians, who are among the most digitally excluded group, digital ability ensures that they can access financial and health services such as MyGov, MyAgedCare, and banking applications, as well as reduce their likelihood of being a victim of a scam or cybercrime. Australians over the age of 65 reported the highest incidences of scams and suffered a combined financial loss of \$82 million in 2022⁵, while 20% of digitally excluded Australians limited their internet use in 2021 due to concerns about privacy and scams.⁶

In contrast, print retains high trust levels as a channel and remains preferred by many. Older Australians report higher readership of traditional media over digital,⁷ and university students prefer print materials for studying due to issues of eye strain, the ability to focus, cost and usability.⁸ Reading via print is proven to lead to higher levels of comprehension than digital, with research showing that individuals who receive their financial information physically better understand their finances.⁹

As we work to bridge the digital divide, we must not forget the role that the paper and print industry plays, producing resources accessible for all. Paper can be recycled up to seven times,¹⁰ and in Australia, paper is part of an industry containing the third largest portion of certified forests in the world.¹¹ The societal balance of print and digital communications is critical, and marrying the online and offline will foster inclusivity while maximising engagement and reach. Australians, and especially our nation's most vulnerable, should not be penalised by a societal rush to digitisation. Bringing our society online will mean little without a population capable of accessing and navigating the technology.

Traditional does not mean tired, and the value of print continues to stand strong in our modern world. ●



"Despite the widespread use of digital devices,

27%

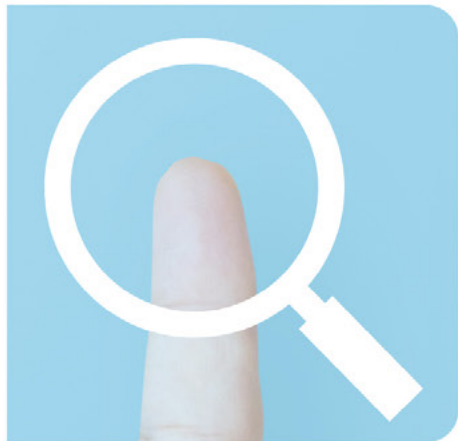
of Australian 15-year-olds possess low digital literacy skills by international standards."

The Mitchell Institute, 2020

Sources:

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10. The New York Times, 'Q&A Through The Mill', 2010
11. Responsible Wood, 2022

YOUR DATA



Harnessing its Power as a Campaign Weapon

When it comes to marketing, whether it's through a traditional or digital lens, curating the perfect messaging and targeting your customer with pinpoint accuracy can be a bit like finding a needle in a haystack.

REACH NZ





Tim MacMillan
Analytics Expert,
REACH NZ

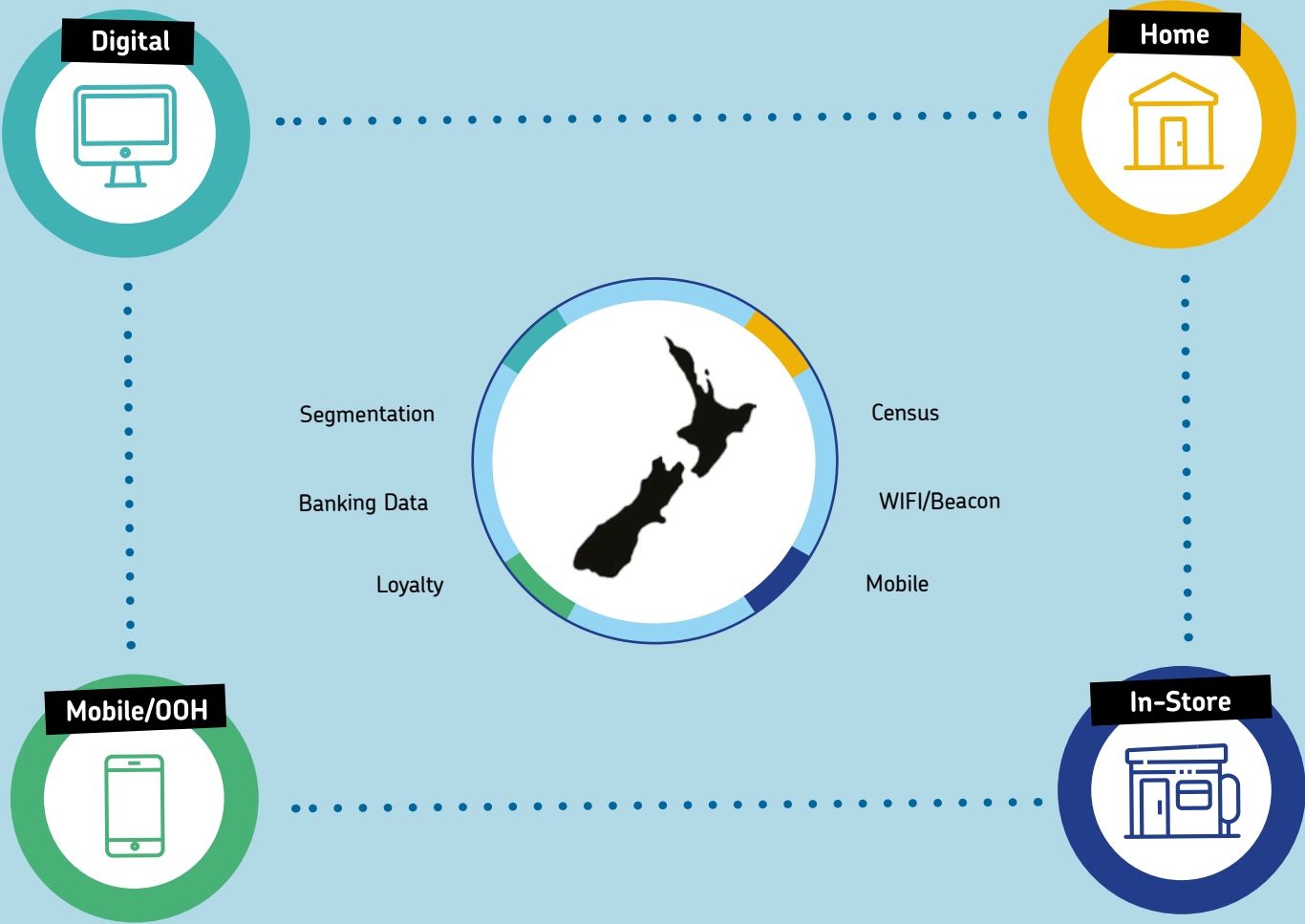
Fortunately, with the right data analysis, you can tailor your marketing and connect with your audience in a way that resonates and converts. It's all about understanding who your customer is and painting a full picture through data, about where they're located, their age, gender and preferences.

To understand exactly how this works and the best ways to leverage data, we sat down with resident Analytics Expert from REACH, Tim MacMillan. Get the low down below with three easy steps to get started.

Profiling Your Perfect Customer

Data profiling is the process of collecting various data points relevant to your audience and analysing this data to build a 'profile' of your audience. From there you can create relevant audience segments that you can then market to. This data can come from a mix of your own first-party data and third-party sources. Most businesses will have some level of customer data, from CRM, loyalty program, warranty information, Point of Sale, e-comm orders, or any other touch point with your consumers.

If we stitch all of that together and bring in data from a wider ecosystem, like census demography, store visitation, brand loyalty, market performance, etc., the layering of these data points can then be used to build rich audience profiles. MacMillan says, "Often companies have an intuitive idea of who they're marketing to, but data profiling allows us to really drill down into what those people look like, where they live, their behavioural patterns, and subsequently tailor your messaging and mailer or direct campaigns in ways that connect better."



The Best Campaign Results Lie in The Data

On its own, each data set is typically unstructured and doesn't provide information specific or useful to businesses in isolation, but through analysis, structuring, then weaving the information provided together, we're able to give the data context and create a 'story' around customers that can be used to inform marketing decisions.

This is where the gold is.

"At REACH we use this method to create audience profiles that deliver ROI for our clients through a layering of location and customer data," commented MacMillan.

If a client is currently sending unaddressed mailers or flyers to a number of areas, but they find their conversion rates from these drops are low and they're looking to increase their return on investment from letterbox marketing, our first step would be to layer together location data on where their audience is based, as well as census data to understand what types of people live within these areas, and make strategic decisions on which specific addresses to send marketing to.

Painting a picture of who the audience is allows us to tailor multiple versions of a mailer to speak to different demographics accordingly, and even implement an 'addressed send' to targeted households. While sending tailored mailers to specific

addresses based on data driven audience segmentation can be more expensive than an unaddressed broad send, more often than not, the ROI and conversion rate is significantly higher. It's fair to say that, "In our experience, data driven marketing that ensures the right messaging reaches the right audience will always trump casting the net wide."

SO, WHAT ARE MY OPTIONS TO MAXIMISE ROI?

“It’s all about turning hypotheses about your audience into data-based facts, and using that information to leverage your marketing efforts and drive ROI.”

“Data helps companies translate what they’re seeing in spreadsheets into real life, logistical growth decisions”



1.

Visualisation of Data

One of the biggest challenges companies are faced with when it comes to harnessing the power of data for marketing purposes, is finding an effective way to visualise data and make key decisions off the back of it. In order to truly maximise ROI from data profiling, it’s important to make sure that data is communicated clearly.

This is where data visualisation comes in. We take the unstructured data points, organise them for context, and transform spreadsheets into easy-to-understand roadmaps and graphics that allow businesses to understand the data and make decisions effectively.

2.

Know Thy Client, Grow Thy Business

Understanding every angle of your ideal customer allows businesses to make decisions that can entirely change the way they operate, from marketing to logistics.

Through understanding who is buying your products and services, how often they’re making purchases and the why behind their behaviours, businesses have an opportunity to understand what’s working and what is not. Let’s take customer churn for example. You can see exactly where conversions are dropping off as well as where marketing efforts are soaring – maximise opportunities within your existing database and look for opportunities to grow.

It’s also not just about the marketing, through data analytics REACH has helped businesses determine where their next franchise should be and the best catchment areas to build and develop territories around. “Data helps companies translate what they’re seeing in spreadsheets into real life, logistical growth decisions,” commented MacMillan.

3.

Spend Efficacy

Data profiling enables businesses to make decisions that save money, but deliver the maximum return. It’s all about turning hypotheses about your audience into data-based facts, and using that information to leverage your marketing efforts and drive ROI.

THREE EASY STEPS TO GET STARTED WITH DATA

All Sound a Bit Hard?

If you'd like to find out how we can help you to harness the power of data profiling and supercharge your marketing ROI, get in touch.
www.reach.nz | 0800 REACH US



1.

Define Your Ideal State

The first step we would recommend is taking some time to define your ideal state for your business and marketing efforts.

- How do you want to grow?
- What does success look like?
- What are the industry benchmarks?
- What ROI would you like to see?

The best way to profile data is to first have an understanding of what you'd like to achieve, so you're able to tailor your efforts and analysis accordingly.

2.

Understanding Where You Are Now Through 'Gap Analysis'

A gap analysis is an examination and assessment of your current performance for the purpose of identifying the differences between your current state of business and where you'd like to be. We'd recommend doing a stock take of how your current business model is performing and marketing efforts are going. This way, you'll be able to identify areas to improve quickly, and measure improvement and growth along the way.

3.

Test Your Hypothesis and Begin to Use Data to Make Decisions

Once you have a solid understanding of how your business is performing and areas where you can improve, as well as a fully formed idea of the direction you'd like to head, it's time to engage in data analysis to test your hypothesis about your current audiences and make data driven decisions.

We know that good strategy starts with the facts, and there are some many sources of data that can be used to paint a vivid picture of your audience and inform strategic decision making.



That badass CEO feeling
when you know over 60%
of consumers who read
your letterbox mailer will
purchase something*

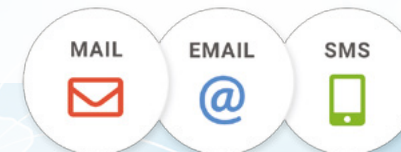
*Roy Morgan research... not just something we made up

#joymail #joynotjunk #joyisthenewjunk
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PAPER > PIXELS

Digital data breaches affect thousands of Australians and cost millions of dollars every year. Yet, reducing digital fraud could be as simple as putting pen to paper.

Lilian Bernhardt



Data breaches have gained widespread attention as businesses of all sizes become reliant on digital data and cloud computing. 2022 was a particularly prolific year of cyber-attacks, with a record number of 890 data breaches reported to the Office of the Australian Information Commissioner. Some of the most notable attacks include:

OPTUS: 9.8 million customers’ personal information was compromised in a major data breach. Names, birth dates, addresses, phone numbers, passport and driver’s license numbers were exposed.

MEDIBANK: 200GB of customer files were extracted and stolen, impacting 9.7 million current and former customers. The breach included the exposure of 160,000 customers health claims, leaking their service provider names and codes associated with diagnosis and procedures.

TELSTRA: 130,000 customers’ personal details were exposed in a large-scale data breach. Customers private phone numbers were made public, including 1,600 customers which were published in an online version of a White Pages directory without consent.

The cost of data breaches

The majority of company information breaches are caused by malicious or criminal attacks, and these are the most expensive to remediate. These data breaches come at a cost to both company and consumer. A recent study by the International Business Machines Corporation estimated an average cost of \$4.1 million per data breach to Australian companies participating in their research.

The importance of robust controls

To minimise the further risk of harm to individuals, organisations must have vigilant and robust controls in place, such as fraud detection processes.

Information and Privacy Commissioner, Angelene Falk, stresses the importance of being on the front foot when it comes to digital data breaches.

“As personal information becomes increasingly available to malicious actors through breaches, the likelihood of other attacks, such as targeted social engineering, impersonation fraud and scams, can increase,” she says.

The impact of digital fraud on consumers

Australians lost a record amount of more than \$3.1 billion to scams in 2022, a notable increase from the \$2 billion lost back in 2021. As digital fraud and scams rise, so do the anxieties of consumers regarding the safety of their personal data. Research by CommBank found that 57% of Australians reported becoming more concerned about scams over the past twelve months. This is particularly true for the digitally excluded, who may be less able to protect themselves online due to lower levels of digital ability or access. In 2021, 20% of digitally excluded Australians limited their internet use due to concerns about scams.

Paper statements a safer bet for consumer protection and privacy

There has been a recent trend of companies and service and utility providers urging a switch to digital communications, and removing or charging consumers for their preference of paper statements. This decision fails to recognise the benefits, not just for comprehension, financial literacy and for easing the impacts of a digital divide, but for privacy and consumer protection. Paper statements are a secure and reliable way for customers to record-keep and track personal finances and provide physical and irrefutable evidence against system and business transaction errors.

As Glenn Reynolds, University of Tennessee Law Professor points out, paper records are inherently more secure from attack than electronic records.

“To steal, or hold for ransom, 10 million electronic user records ... all you might need is a cracked password and a thumb drive. To steal that many records on paper, you’d need a fleet of trucks and an uninterrupted month.”

It is important that consumers retain their right to paper statements, and this sentiment is shared among many Australians. ●

Sources: Office of the Australian Information Commissioner, 2022-2023; Sydney Morning Herald, 2022; The Guardian, 2022; IBM, 2022; ACCC, Scamwatch 2022; Public Journal of Health, 2019; Toluna, 2021

“74%

of Australians surveyed in 2021 believe that they should have the right to choose how they receive communications.”

Toluna, 2021



CARTONBOARD, BJ BALL ARE HERE TO HELP!

Wood fibre plays a vital role as renewable and highly recyclable alternatives in the battle against single-use plastics in packaging. BJ Ball are proud to offer a range of sustainable packaging boards to the New Zealand market.

BJ BALL

Not sure? Get in touch!

BJ Ball offers a variety of resources and assistance to help you choose the right stock for your packaging project—this includes the recently released Packaging Boards Selection swatchbook and the Cartonboard Made Easy guide .

To receive copies of both please contact your friendly BJ Ball representative or email: sales.packaging@bjball.co.nz

To browse the packaging range head to www.bjballpackaging.co.nz

When selecting a cartonboard or paper for your next packaging project, BJ Ball encourages you to consider the design, application and disposal elements of the raw materials needed to promote a circular economy.

A Natural, Renewable & Highly Recyclable Material

There is a greater need, now more than ever, for packaging to be sustainable throughout the entirety of its life cycle. This helps reduce poor material choices that are damaging both brand reputation and the planet. As a natural, renewable and highly recyclable material, paper-based packaging can act as part of the solution to this crisis.

Smart Packaging

Well-designed, produced and responsibly disposed-of packaging provides multiple benefits. It is important to consider incorporating eco-design at the inception stage of packaging, use responsibly sourced raw materials, and efficient processes driven by renewable energy during manufacture. Reusing or recycling packaging wherever possible is essential. As is appropriate end-of-life solutions, such as incineration for energy generation or composting.

Recycling Stats

Paper and cardboard are the most recycled packaging materials in Australia and New Zealand. From 2018–2019, 63% of all paper and cardboard was recycled, the highest of any packaging material. This exceeded the 56% of recycled metallic, 45% of recycled glass and, the mere 18% of recycled plastic packaging.

As well as this, in Australia and New Zealand, we source fibre from sustainably managed and certified forests. The growing and harvesting of which is carefully controlled.

Sustainable Packaging

There is an undeniable need for packaging in our society. It plays an essential role in minimising damage to a product when in transit, while extending a product's life cycle. An additional benefit to paper packaging is that using sustainable packaging helps brands positively connect with consumers. Toluna demonstrated this in a 2021 survey, which found that Australian and New Zealand consumers are adapting their purchasing behaviours to reflect shifting environmental preferences. The survey showed consumers are actively taking steps to reduce their use of plastic packaging as well as avoiding retailers that are not actively trying to reduce their use of non-recyclable packaging. The study also showed that almost half of all consumers would pay more for a product if it came in sustainable packaging.

The Natural Choice

Paper packaging is the natural choice. It is durable, attractive, recyclable and biodegradable. It serves as an essential component of the circular economy. Not only is it the ecologically responsible option for business owners, but it is also proven to be the most preferred by customers.

The BJ Ball Board Series provides both one and two-sided options for anything that needs a bit of substance — from general and food grade packaging, through to document cover grades and stocks suitable for direct mail. If it's board you are looking for then, the BJ Ball swatches are the place to start.

Understanding the data that feeds into production solutions is critical.

Gordon Loch

Now more than ever customers need support in building strong databases, and how you can offer this support to them is the first step in your data journey. If you don't have strong data, the print quality, the creative and the campaign won't work - you need to use good data management principles to ensure any print campaign is impressionable. Understanding this and the data that feeds into your production solutions is critical. If completed successfully, it can play a profit-boosting role for your businesses.

A strong print campaign protects ongoing revenue, while managing and assisting your customers with their data management provides an additional sticky point across engagement with them. Data management can be work-flow driven, similar to your business. The first approach for a commercial print company to consider is how to engage and develop a data management solution by breaking the service offering into three key areas.

Data Processing and Management

Data processing management involves managing data on a digital platform, i.e., database format. For your business, becoming skilled in this area can provide interactive engagement (backwards and forwards in the supply chain) which can open up revenue opportunities from a single order.

Customer Acquisition Data

Customer acquisition refers to bringing in new customers or convincing people to buy your products. It is a process used to bring consumers down the marketing funnel from brand awareness to purchase decision. The cost of acquiring a new customer is referred to as customer acquisition cost (or CAC for short). Customer Acquisition Data

includes prospective customers and is not always as qualified customer data sets, however, is a good opportunity to build and convert prospects to customers and record stronger ROI across print and mail campaigns.

Data Analysis Services

Data analytics is the science of analysing raw data in order to make conclusions about that information. The techniques and processes of data analytics have been automated into mechanical processes and algorithms that work over raw data for human consumption.

"If you don't have strong data, the print quality, the creative and campaign won't work - you need to use good data management principles to ensure any print campaign is strong."

Not all data is alike. There are patterns you can build upon and offer your customers- an opportunity to leverage from those patterns and trends. You should always explore opportunities to grow your business revenue and understanding a new work-flow to add to your business services is never easy. However, data management services are a seamless marriage, which if managed well, can build stronger engagement with your customers and see an increase in profitability. ●

Source: The Real Media Collective, 2021



data, It Matters



ARE YOU READY FOR THE

In 2024, Google will eradicate the third-party cookie ... for good.

Lilian Bernhardt

COOKIEPOCALYPSE?

While privacy campaigners will rejoice in the decision, marketers and advertisers will cross their fingers. With 75% of marketers at least somewhat reliant on third-party cookies for their marketing strategies, one can assume that this decision will have large ramifications.¹ It begs the question: How can marketers adjust to the changing landscape while honouring consumer privacy concerns and continue to meet their data targets? And, what does this decision mean for the paper and print industry?

According to Google, the move is a way to offer consumers more control over their privacy and personal data on the web. Currently, each time that you visit a website a small amount of information (a cookie) is sent to your device and stored within your web browser. Brands have been using this information for years to track website visitors, collect data to develop targeted ads for targeted audiences, and learn about customer web history and behaviour.

What Google is proposing is to change how cookies gather information about you, moving the process from individual to group tracking. Companies will still be able to gather personal data, but only enough to put you within a larger group, allowing you to keep your anonymity. Google is going to stop selling web ads targeted to individual user browsing habits, while the Chrome browser will no longer allow cookies to collect that data.

Digital Solution:
Privacy Sandbox

One way that marketers can pivot through the changes is by using Google's new program and approach to internet-based advertising, 'Privacy Sandbox'. The software works through determining a series of topics based on the user's main interests over a week period, deduced from their browsing history.² Topics are only retained for three weeks and then deleted, and users are equipped with more control over their own information – given improved ability to see and control how their data is shared while still providing marketers with useful information.

"75%
of marketers are at least somewhat
reliant on third-party cookies for
their marketing strategy."

Salesforce, 2022

Traditional Solution:
Loyalty Programs

A traditional method of data collection is loyalty programs, which are an excellent way to grow and retain customers and build brand trust and loyalty. Loyalty programs are quite popular in Australia and New Zealand, with Aussies signed up to 98 million loyalty schemes in 2021³, around 4.4 per person, and 97% of the Kiwi population signed up as a member of at least one retail loyalty program.⁴ While these programs provide retailers and marketers with excellent information and knowledge about their customers, they often falter when it comes to transforming this into real results. Understanding consumer preference is essential for better outcomes.

Research by Visa found that 74% of customers prefer loyalty programs that offer smaller, and more accessible rewards with the ability to redeem more frequently.⁴ Swapping out slow rewards programs requiring customers to save for bigger rewards over time for this preferred method will add more satisfaction and positive association with brands. This is even truer for millennials, with 82% preferring small options,⁴ where catering to consumer preference will improve consumer engagement and sales over time.

"74%
of customers prefer loyalty programs
that offer smaller, and more accessible
rewards with the ability to redeem
more frequently."

Stuff NZ, 2023

The Opportunity For Print

One industry that could feel the benefits of a cookie-less society is print marketing. Direct mail is a tried-and-tested channel that could be seen as the physical form of online marketing, with companies utilising complex data streams to target consumers with the ideal profile for purchase. While it may not be as instantaneous as internet advertising, the effect of receiving a sales message through the post has remained effective over time, proven advantages and a measurable ROI.

An increase in privacy and security will be a good thing for the individual consumer and the wider commercial market, while the rising awareness of the digital's weaknesses brings balance back into the marketing landscape – benefiting the mail and print industries. All channels, digital included, possess strengths and weaknesses. Amidst rising anxieties about scams, misinformation, and the online world, print and mail bring back a much-needed sense of trust, tactility and recall. ●

Sources:
1. Salesforce, State of Marketing Report 2022
2. Cyberclick, 'Google Topics, What It is And How It Will Work in Cookie-Free Advertising', 2023
3. The Guardian, 'Data for a discount: are customer loyalty programs ever a good deal?', 2022
4. Stuff NZ, 'How Businesses Can Disrupt Traditional Loyalty Programmes', 2023

The Stats on PUBLISHING

This survey came about as a result of several general discussions about shared concerns regarding diversity and inclusion in publishing and book culture.

George Tzintzis

In late 2022, a survey on diversity and inclusion was conducted and funded by the University of Melbourne and the Australian Publishers Association, to help the industry understand how its workforce doesn't always represent the breadth of its culture, and to help play into what should be published for all potential readers.

Participation

Responses came from 989 individuals across all areas of the publishing industry including: children's, independent, scholarly and journals, schools and education, tertiary and professional, and trade. Responses came from large, medium and small publishing houses, and from freelancers and self-employed professionals. The total estimate of the Australian publishing workforce is 3700 to 6300 individuals, suggesting a response rate of between 15.6% and 26.75%.

Key Findings

Fewer than 1% of Australian publishing industry professionals identify as First Nations. 10.5% identify with a European culture (other than British), compared to an estimated 18% of the Australian population. 8.5% of respondents nominate as Asian cultural identity, compared with 17% of the Australian workforce.

21% of respondents identify as LGBTQ+. This compares to estimates of 11% in the Australian population. The majority of LGBTQ+ respondents are open or partially open about their sexuality at work.

35.4% of respondents were experiencing mental health conditions at the time of responding to the survey. This compares with 25% of respondents to a similar survey of the UK publishing industry in 2011, which itself was an increase from 20% in 2020.

24.7% of publishing professionals report having a long-term health condition or disability including a physical or mental health condition. 5.2% of respondents have a disability.

33.6% of respondents come from backgrounds that could be described as lowers middle or working class. 24.8% of respondents were located in places other than Sydney or Melbourne.

The Australian publishing workforce is highly educated. More than 85% of respondents hold a degree, and more than half hold at least one postgraduate degree. This compares to 24% of the Australian population holding an undergraduate degree. 48% of respondents attended private schools, compared to around 30% in the Australian population.



What Next?

Data reflects what goes on in your workplace. It can tell the story of who you are as an industry and it informs the world of the margins, big or small, and the potholes in your narrative. Whether you're in the paper and print industry or an agency in the marketing and content game, conducting a survey and finding some stats about who works under your roof can drive your organisation to a more inclusive and diverse space. ●

Source: Australian Publishing Industry Workforce Survey on Diversity and Inclusion, 2022
*The survey was open to respondents between 1st March and 8th April 2022, and was distributed by the Australian Publishers Association to: member publishers, individuals by newsletter, by the Small Press Network to their members, publicised in Books+Publishing, through industry newsletters and various social media channels. Survey responses were analysed using Qualtrics software and thematic coding.



- Pre-designed templates
- HTML Email design
- Product UX&UI
- Print & digital

Creative **Design**



Digital *First*
CCM & CX *Experts*

Sustainable
Printing

- 🌿 Print on demand
- 🌿 Personalised prints
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THEIRONMENTAL ENVIRIHIDDENAL ENVIRONMENTAL ENCOSTNOFNTAL ENVIRODIGITALEN

From the escalating problem of e-waste to the increasing carbon footprint of data centres, we look at the impact digital transformation is having on the planet.

Sam Upton

A question: How many old, unused phones and devices have you got in your home? According to a survey by the Royal Society of Chemistry, 45% of homes have between two and five electronic devices lying unused in drawers and boxes, with most people having no plans to recycle.

What many people don't realise is that, while these gadgets may not have much monetary value for the owner, they have huge value for the environment as they contain metals that have to be mined to create new devices - mining that has a huge impact on the environment.

"These devices offer many important resources that can be used in the production of new electronic devices or other equipment, such as wind turbines, electric car batteries or solar panels," said Magdalena Charytanowicz of the International Waste Electrical and Electronic Equipment (WEEE) Forum. "These are all crucial for the green, digital transition to low-carbon societies."

>>

Dark Data

The vast amount of e-waste is just one aspect of the environmental challenges associated with digital media. Another key issue is the exponential increase in 'dark data', the images, files and documents stored in data centres around the world, never to be seen or used again.

With readily available data storage either free or very low cost, many businesses and individuals will simply keep everything. Whether it's presentations never to be used again, identical images and videos automatically stored in iCloud, or unwanted data generated from industrial sensors, there's a lot of redundant files out there. According to the State of Dark Data report by TRUE Global Research, a typical organisation's data is 55% dark, with a third of organisations holding more than 75% dark data.

The problem comes with the amount of energy required to store all this information. According to a report by The Shift Project, the carbon footprint of our gadgets, the internet and the systems supporting them account for almost 4% of global greenhouse emissions, a similar amount produced by the airline industry, with these emissions predicted to double by the year 2025. "What governments have failed to look at so far is the carbon footprint of digitalisation," says Tom Jackson, Professor of Information and Knowledge Management at Loughborough University. "It's like the iceberg analogy: there are big polluters now that are at the top of the iceberg, but hidden beneath the surface are some big issues we are just not seeing yet."

And there's certainly no letup in the amount of data generated. In 2022, the world is expected to generate 97 zettabytes (97 trillion gigabytes) of data. By 2025, it could almost double to 181 zettabytes. It's difficult to imagine such numbers, so consider the size of building used to hold such large amounts of data. Located in Langfang China, Range International Information Group is the world's largest data centre, spread across 6.3 million square feet, which is equivalent to 110 football fields.

"The internet and the systems supporting them account for almost 4% of global greenhouse emissions."

"In 2022, the world is expected to generate 97 zettabytes (97 trillion gigabytes) of data, and by 2025, it could almost double to 181 zettabytes."

The New Plastic

Whether you are responsible for an entire company's digital footprint or just your own, there are a number of things you can do. As an organisation, the first step is understanding how much data the company processes and stores. Then think about how your company uses knowledge and consider how you can save key information without employees constantly having to look it up.

On a personal level, spend some time going through any images and videos stored on iCloud or Google Images, and delete any you don't want. And change the setting on your phone to automatically save every image you take or receive to the Cloud. Once you have done all that, gather every old phone and device in the house and take it to your local recycling centre, making sure you back up any stored information, images or videos before restoring to factory settings.

"We need to rethink the amount of data we are generating as a society," says Tom Jackson. "We need to think about it the same way we have been thinking about plastic; do we really need to have all these apps and devices that are generating and storing all this data?" ●

Sources: Two Sides, 2023; The Conversation, 2022; BBC, 2020; Statista, 2022



THE REAL MEDIA COLLECTIVE

MEMBERSHIP STARTS AT \$500*



REAL

ri:dl/
adjective: **real**;

1. representing media that delivers real results.

MEDIA

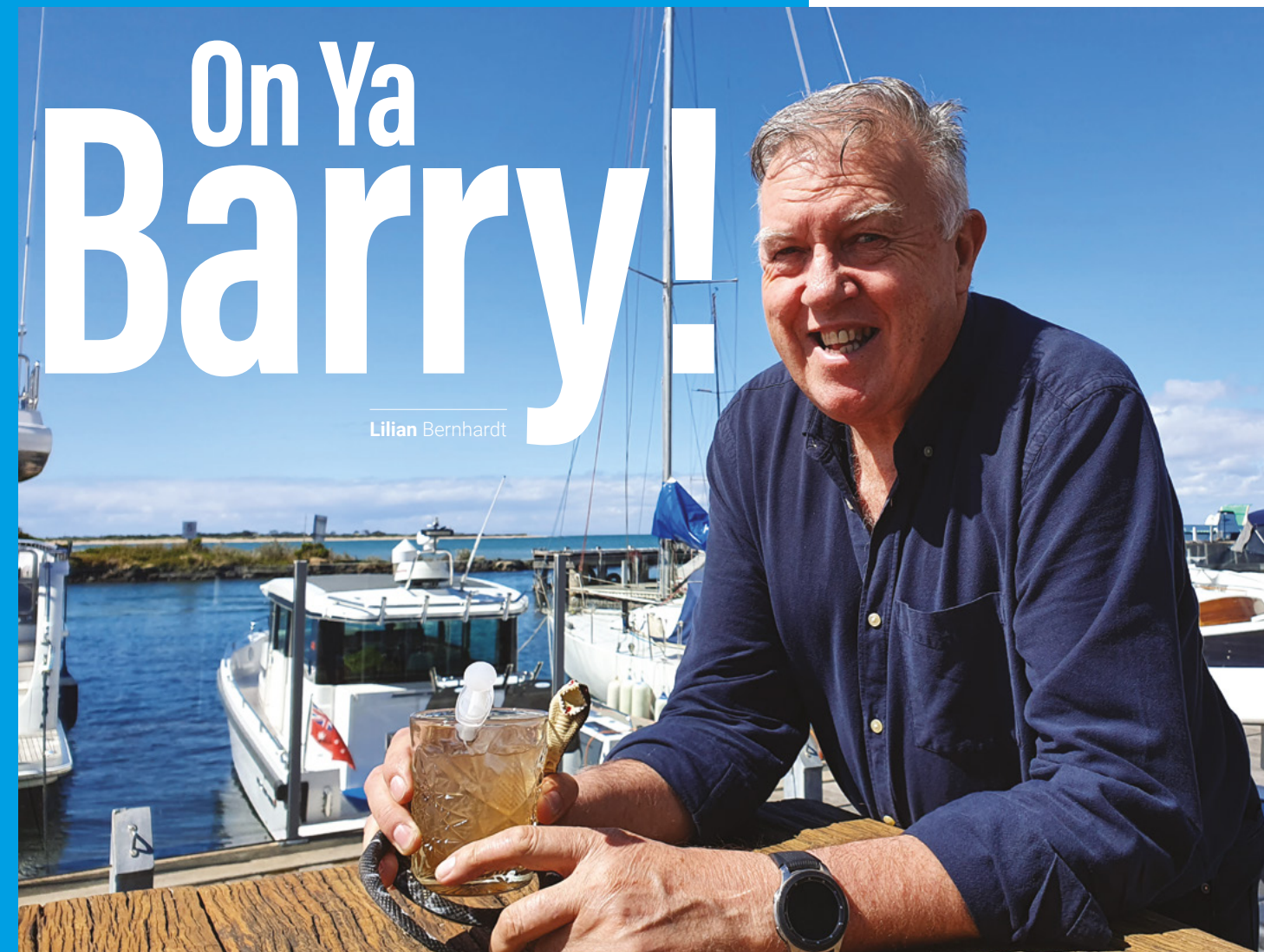
'mi:diə/
noun: **media**;
noun: **the media**

1. channels by which we communicate information.

COLLECTIVE

k 'l kt v/
adjective: **collective**

1. a community working collectively across all media channels.



Until recently, Queenscliff, Victoria restaurant owner Barry Iddles was one of many business owners struggling amidst the nation's labour shortage. Barry was once desperate to find staff, but now receives more applications than he knows what to do with. What was his secret? Direct mail.

In a bid to attract customers throughout the winter season, Mr Iddles designed a postcard which promoted the venue's events, included complimentary offers, and advertised the openings in the restaurant team inviting locals of all ages to apply.

Mr Iddles printed 42,000 copies of the postcard to be distributed throughout Queenscliff and surrounding postcodes, a decision born from

what he considered as direct mails' specificity and practicality.

"I don't know 42,000 people's emails," he said. "If I use Australia Post's postal delivery services I can target specific areas and postcodes."

Mr Iddles also chose postcards as they were an affordable option.

"I think it cost me about \$14,000 to do it. If you go to a recruitment agency to recruit someone, you pay around \$4,000 per person," he said.

"I looked at it as a double-edged sword."

The postcards were successful on all fronts for the restaurant, resulting in a great turnout at the advertised events, of which many sold out. The campaign

also solved Mr Iddle's staffing issue, equipping him with a strong team and a new manager he speaks of with fondness.

Once struggling to fill the roster, he says he now has too many staff and is even considering opening another venue. Mr Iddles restaurant has gone viral gaining coverage across Australia and New Zealand due to his inclusion and employment of mature-aged locals, with 12 staff over the age of 50.

In the print industry, Mr Iddles story serves as a testament to the personal and effective nature of print media. Direct mail has a far reach, is personable and inviting and can yield great marketing success.

Just ask Barry. •

TWO SIZES FITS ALL



Consumers have never had more choice over the media they consume or where they consume it.

Sean Smith
CEO – Data Driven Communications
@ IVE GROUP

Marketers have had to respond to a fragmentation of the media environment by creating more diversified and targeted communications that reach their prospective customers wherever they are. For most brands, that means both physical and digital channels. This introduces complexity to marketing campaigns in a way that, for some, questions the value of certain channels to market. >>

"82% of consumers claiming to trust print ads, while 43% trust social media and 39% trust display."

Is Print Media Dead?

In short, absolutely not! The advent of digital has certainly upended the print media industry. Traditional magazines and news outlets have seen digital subscriptions surpass physical subscriptions, and the print advertising industry has had to innovate over the past decade to drive growth and profitability.

With that said, digital hasn't been the death sentence for print that some predicted, and for advertisers, it remains a critical component of any integrated marketing strategy. While digital far exceeds print in its capacity to deliver personalised communications at speed to very specific audiences, print maintains a few critical advantages:

Cut-through: News outlets, entertainment companies, app developers and advertisers are relentlessly competing for our attention when we interact with digital media. To navigate the digital world effectively, we've had to become increasingly adept at filtering out commercial messaging, either sub-consciously or deliberately through ad-blockers or spam folders.

By contrast, print provides relief from our chaotic digital lives – an opportunity to sit–down and focus on something that we’re consciously and voluntarily engaging with. It’s in this frame of mind that we *see* print or direct–mail advertising, which is why a print ad impression is much more valuable than a digital impression. Response rates from direct mail ads are around 5–9%, far ahead of paid search (1%), social media (1%), and display (0.3%).¹

Branding: Anybody with \$5 and an internet connection can find their way into your Facebook news feed, but not every brand can run a double-page spread in *Vanity Fair*. The exclusivity and prestige of print advertising has a reputational impact on brands, with 82% of consumers claiming to trust print ads, while 43% trust social media and 39% trust display.²

The impact of data: The effectiveness of print marketing has been enhanced since the arrival of digital. For example, the same data used to deliver personalised, targeted messages through digital can be applied to direct mail campaigns, while QR codes allow advertisers to track user engagement with print campaigns. >>



Integrating Print & Digital

Any advertiser running a major campaign that doesn't leverage both physical and digital media, is failing to maximise the number of touch-points with its audience. The most effective campaigns use a blended approach, capitalising on what digital and physical channels do well respectively.

Here are a few general principles for creating impactful integrated campaigns that leverage the best features of print and digital channels:

Map your user journey: Appropriate channel selection for a campaign is contingent to your understanding of how somebody who's never heard of your brand or your product becomes a customer. You'll want to know:

- How and where they consume media (online and offline)?
- How much research they do prior to making a purchase (and where they do it)?
- What they want to know about your brand/product?
- How and where they like to engage with brands across any communications channel?

Having a clear picture of the user journey will help deliver the right messaging through the right channels at the right time. For example, you might run an awareness-oriented campaign through print, directing visitors to more detailed product information on your website, and ultimately driving sales via email or direct mail. It's critical to understand these journeys, capturing as much data as you can on how users are interacting with them, and optimising your strategy accordingly.

Ensure all messaging is targeted: In selecting channels for an integrated campaign, you're typically going to be faced with a trade-off between targeting and reach. Offline channels allow you to reach a large audience while Facebook or SEM (Search Engine Marketing) help you find prospective customers with very specific characteristics (demographics, location, interests, etc.).

Consider how you might want to tailor your messaging to the audience you're talking to. For example, car ads on TV typically prioritise creating memorable imagery and positive brand associations over messaging on

horsepower and fuel efficiency. The converse would be true of a Facebook campaign targeting motoring enthusiasts.

Use clear CTAs: Integrated campaigns work best when they take people on a journey – from unqualified prospect to qualified lead to customer, and from channel A to B to C. Whenever you want direct mail recipients to seek more information on a website or website visitors to subscribe to a mailing list for example, you'll need very prominent, explicit, calls to action.

Track, monitor & optimise: A campaign strategy is a hypothesis – it lays out how you expect the audience to respond to your marketing activity. What you discover about your audience through pre-campaign research and planning will quickly be eclipsed by insights generated by actual campaign performance (if you're capturing the engagement data you need to find them).

For integrated campaigns, there are a few things that need to be in place before launching that enable you to analyse and adjust your integrated strategy as required through the campaign:

- A well configured web analytics tool like Google Analytics or Adobe Analytics
- QR codes on physical collateral to minimise friction between the offline and online experience (and allow you to track traffic between the two)
- Simplified vanity URLs for offline messaging (e.g., yourwebsite.com/sale) to help people who might hear about your campaign via print or radio easily find the campaign landing page
- Lead generation forms that capture information pertinent to your campaign like email, address, or company
- Conversion pixels for digital campaign optimisation
- Consistent naming conventions that make it easy to break down your data by channel, audience, or creative, and combine data from multiple sources

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“A campaign strategy is a hypothesis – it lays out how you expect the audience to respond to your marketing activity.”

The Supporting Data Driven Infrastructure That Drives Improved Campaign Success

Advances in marketing technology have created new opportunities for greater online and offline integration, but also greater complexity in campaign management and optimisation. As marketers, capture more information about more user interactions, there’s a proliferation of data that requires extensive automation to extract relevant and timely insights. Building a platform capable of ingesting, analysing and visualising data requires significant investment in specialised infrastructure and expertise.

For marketers starting out on this journey, it’s critical to put the following in place:

Data governance: This establishes policies, procedures, and standards for managing the organisation’s data, ensuring consistency, accuracy, and security of what you’re capturing, storing, analysing and distributing.

Data ownership: A critical component of data governance that assigns responsibility for the accuracy and security of datasets. Responsibility is shared between a data owner (typically a marketing manager, product manager, etc.) who’s responsible for defining policies, and a data steward (typically a data or IT professional) who implements those policies.

Data security: The spate of recent cyber-attacks has put data security at the top of the agenda for many IT teams. This year, one in ten consumers reportedly stopped doing business with a company after learning of a data breach.³

Organisations can minimise this risk through:

- Data encryption
- Robust, well- defined access controls
- Secure data storage practices
- Comprehensive training in data security

Transparency: Being transparent about how you use your existing and prospective customers’ data is critical to building trust. 85% of consumers feel it’s important to know a company’s

“85% of consumers feel it’s important to know a company’s data privacy policies before making a purchase.”

data privacy policies before making a purchase.⁴ Marketers should ensure they’re only asking for whatever’s critically important to their strategy, all while making it clear why that information is required.

Data warehousing: A data warehouse consolidates, structures, and stores data from any platform or tool that’s capturing information about your campaign or audience. This involves building automated pipelines between your source systems and the data warehouse to extract, transform and load data on a regular basis.

Data visualisation: Data visualisation tools like PowerBI and Tableau allow marketers to visually represent the data stored in the data warehouse. Typically, this involves building near real-time dashboards that highlight critical trends you might want to respond to over the course of a campaign.

For example:

- What content works best on what channel?
- What are the roadblocks in the email journeys?
- Which audience segments are most likely to convert?

In a fragmented media environment, the capacity to make the most of the large datasets across diversified marketing campaigns looms as a critical competitive battleground. Marketers who develop their communication strategies that leverage the best features of both offline and online channels will have greater success in delivering valued outcomes for their customers and in turn, ROI for their own business. ●

Sources: 1. IWCO, 2023; 2. Marketing Sherpa, 2017; 3. McKinsey & Company, 2022



KNOWLEDGE.

While each marketing channel and medium possesses its own individual strengths, using them in collaboration with one another offers the highest impact of effectiveness. Multi-channel marketing can improve customer trust and numbers, assist in building leads, enhance your targeting, and lead to a higher and faster ROI. Over the next few pages, we will dive into the key qualities and benefits of the five main mediums explored by VoPP, and exemplify their success through a series of case studies.

Print Marketing Print remains a strong part of the marketing mix, providing the perfect platform for creativity and innovation while offering a tactile refuge from our digital world.	Catalogues Catalogues are one of the oldest forms of marketing and remain highly effective as a sales driver, recording the highest weekly reach of all media channels.	Direct Mail Direct Mail is one of the most effective marketing channels, offering an ROI of up to 40% on campaigns.	Magazines Millions of people read magazines each week and with a high readership rate, it is an ideal way to communicate and present your brand to a key target audience.	Brandzines Brandzines are one of modern marketing's true success stories, with the custom publishing industry boasting a \$16b global net worth. This new trend is a powerful tool for brands communicating their message direct.
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PRINT

5 REASONS

- 1
- Creativity**
Print marketing has immense creative potential which brands can take advantage of through using innovations such as lenticular inks, holograms, scented paper or embellishments. These all add an element of memorability to marketing material.
- 2
- Legitimacy**
Print retains higher trust levels than digital channels, and holds a sense of legitimacy contrary to growing fears of spam, viruses and privacy invasion for digital mediums. There is no imminent danger in picking up a printed brochure, making it an attractive option for consumers.
- 3
- Respite From Digital Fatigue**
In a time of digital exhaustion and over-stimulation, print offers people an opportunity to disengage from screens and devices. Users spend more than 6 hours per day on various devices, whether it be watching TV, scrolling social media, or reading press media.
- 4
- A Taste Of Luxury**
Luxury brands can utilise print to create an exclusive look and feel for their marketing items. Finishes such as foiling and spot UV can help to create a lush touch to their campaigns, and entice customers through a sense of indulgence.
- 5
- Hand In Hand**
Print and digital channels deliver the most optimal marketing results when used in collaboration with one another. This aligns with research that has consistently shown increases in ROI when print and marketing tools are adopted across one campaign.



'From Our Family To Yours' is a cookbook produced by Ball & Doggett, Australia's largest distributor of paper and printable materials. The cookbook was produced as a way to self-promote and provide a thank-you gift to suppliers and partners of Ball & Doggett, in a demonstration of gratitude for ongoing support. The book contained a range of recipes selected by staff members. The recipes were ones that had brought staff members and their family's comfort during the lockdown period, and the national team were engaged throughout the whole process to maintain the vision of the publication and to create a personal feel. The book was interwoven with quotes focusing on positivity and optimism, from guests hosted in a 12-week online 'Interview Series' by the company. The deliberate use of five different stocks allowed Ball & Doggett to showcase the creative nature of paper and print and their wide product range, while engaging customers and with a memorable experience. For example, the cover was made of potato starch which was a unique touch, and the cookbook included a Christmas card that contained basil seeds, doubling as a Christmas gift for recipients to plant in their garden. This led to great success for the company, and in the first four weeks of the distribution of the cookbook, the sales in two different stock lines increased by 18-25%.

"In the first four weeks of the distribution of the cookbook, the sales of two different stock lines increased by

18-25%."



CATALOGUES

Leading Australian light retailer, Beacon Lighting uses catalogues as a primary marketing tool for the launch of its new seasonal collections. The Summer 2021 Catalogue was released to be a one-stop location for consumers to view the new products, build brand awareness and drive sales. Beacon applied an integrated communications approach: using TV, POS, EDM's and social media to reinforce the catalogues messaging and appeal to a target audience of 30-65-year-old female renovators, home owners, and home builders.



"The Summer Catalogue resulted in a **52.6%** increase in sales."

Beacon
LIGHTING



5 REASONS

- 1 Building The Brand**
Catalogues have the highest reach of any medium, reaching 20.3 million Australians and 4.3 million New Zealanders each year. This offers brands a significant opportunity to reach a wide audience of customers.
- 2 Information – Packed**
The catalogue is a lightweight and readily available source of information, while still having the ability to answer all customer concerns within its pages. Important information regarding price, look, colour, size, quality and performance of products can all be communicated quickly.
- 3 Accessibility**
The advantage of print catalogues is their ease of use, level of trust and accessibility. They are portable, aspirational and designed to be picked up repeatedly.
- 4 Effectiveness**
Working alongside direct mail, online and digital media, the catalogue's ability to have its results measured quickly and accurately is a significant advantage for the marketer.
- 5 Targeting Opportunity**
Since the main distribution method for catalogues is letterbox, targeting is a key element to ensure you are reaching the right prospect. Whatever demographic you are after, you can reach them.

DIRECT MAIL

5 REASONS



Baby Village created a magazine-standard catalogue 'Buying for Baby' to build brand awareness and loyalty among an invaluable clientele: women at 12 weeks of pregnancy. By distributing 70% of the 35,000 printed copies to hospitals in NSW, Victoria, and Queensland, the company was able to include their magalogues as part of free Mother-To-Be Bounty Bags given at prenatal appointments. The states were strategic, based on the location of their stock, where their competitors were, and where there was a need for quality baby goods, highlighting the usefulness of direct mail. The magalogue and its unique distribution model has proven successful, assisting Baby Village in establishing credibility among customers beginning their purchasing journey and who are likely to spend up to \$5,000 in preparation for their baby's arrival.

"The magalogue helps consumers begin their purchasing journey and are likely to spend up to **\$5,000** in preparation for their baby's arrival."

- 1 Make People Act**
Direct mail is the most likely form of communication to receive a response, and the cost of every response is measured with accuracy.
- 2 Precision Targeting**
Direct marketing works best when it's made for the recipient, with tailor-made content appealing directly to the consumer. Digital printing technology now makes personalisation even easier.
- 3 Integration**
Adding direct mail to an integrated campaign can raise the campaign's effectiveness by up to 62%, while bridging technologies such as QR codes and augmented reality make it simple for consumers to go from print to digital.
- 4 Get Creative**
Direct mail is unique in that mailings can be produced in a wide variety of formats, using different shapes, sizes, colours and materials to create a surprising and memorable brand experience that will allow marketing material to stay in the home for longer, keeping your brand in the picture.
- 5 Effectiveness**
Reports have demonstrated that people are more likely to read the entire content of a direct mail piece, than they are to read an email.

MAGAZINES

5 REASONS



Bunnings Magazine is the fourth-most read magazine in the country, and one of only six Australian magazines with more than 1 million readers per month. The magazines contribute greatly to sales success for hardware retail store, Bunnings, with featured products driving 3.5 times higher sales growth than consumer sales growth. One case study that exemplifies the way the magazine drives sales is Christmas lights. Every year in November when Bunnings features the lights on their magazine cover, the lights sell out immediately. Festive penguin light sales more than doubled in the first week of the magazine being in-store, and the product sold out nationally within three weeks. Another source of revenue from the magazine, is Media Revenue. The Adex Australia data showed magazine advertising spending declined -31% YOY from March 2020 to March 2021, but in that time period, Bunnings delivered multi-million dollars in advertising revenue and achieved 21% YOY growth.

"47% of 18-to-24-year-olds preferred to read magazines in print forms opposed to digital."

- 1 Escapism**
Magazines offer readers the opportunity to slow down and take the time to sit down with their thoughtfully curated content. Indulging in some screen-free reading time, readers are likely to be more engaged and take in every single page.
- 2 Boost Your Brand**
A growing number of magazines are working alongside advertisers to position brand advertisements beside relevant content. This creates a better integrated and reader-friendly approach sure to pique audience interest.
- 3 Inspiration**
From education and fashion to home and garden, magazines provide style, beauty and much-needed inspiration to the reader.
- 4 Reach Your Target**
The design and placement of your company advertisements in publications, newspapers and magazines can help you reach your target audience, whether it be a niche market or the general public.
- 5 Sustainable Attributes**
As one of the most recyclable resources on the planet, paper has a huge advantage over other materials. A survey completed by Toluna found that 47% of 18-to-24-year-olds preferred to read magazines in print forms opposed to digital.

BRANDZINE

5 REASONS



Douglas Pereira Skin Care is a high-end skincare brand, committed to providing a 'five-star' experience for their customers. The brand hired Poster Boy Printing to produce a booklet that would showcase its products and communicate a message of value and quality to the market. The objective was to create a print marketing piece that communicated a message of value and luxury to the consumer and act as a useful purchasing tool for the reader. The booklet was printed on high-quality stock and was embedded with various QR codes to increase engagement and lead customers to purchase. A QR code on every product page led customers to the website, and the front cover included a front gate with hidden QR codes linking to the brand's online 'About Us' content and a 'Share With Friends' token on the back. A unique touch was a perforated skin care regime schedule that customers could tear out, write on, and use to assist their routine. The booklet received positive feedback and helped to shape sales conversations and increase purchase size. The booklet increased traffic to the brand's website and was overall, an effective sales tool for resellers and technicians to use.



- 1 Engagement**
Magazines are the most effective medium when it comes to engaging your customer, entertaining and informing them while delivering your brand messages.
- 2 Substance**
There's nothing to beat the feel of a magazine. Taken with its portability, ease of use and a sense of glamour, it offers the reader control and entertainment in one neat package.
- 3 Complex Content**
Print works fantastically well at getting across complex content or marketing messages. If you need to explain something in detail, a customer magazine is likely to be the best option.
- 4 Effectiveness**
When it comes to results, customer magazines are among the best. Print offers a vital guarantee of measurability, with brand awareness, sales tracking and ROI calculated within days of the magazines release.
- 5 Targeting Power**
Customer magazines can target any number or group of people due to the versatility of its content, from specialist interest to mass market.

FINAL WORD

Sam Dobie
Creative Director
Inclusive Creatives



Give us a quick rundown on how one becomes a Creative Director for a creative agency.

For me, it was a pretty traditional journey. After graduating from the Royal Melbourne Institute of Technology (RMIT) with a Bachelor of Visual Communication, I spent a few years gaining some 'life experience', and at the ripe old age of 24 decided I knew enough to be able to embark on a career as an Art Director, where I spent my days working at Clemenger, Tasmania with a copywriter putting two and three together to build and execute creative campaigns for clients. There was some time spent studying UX design at Foundry, completing Award School (a finishing school for budding Art Directors and writers) after which I then began lecturing at, and then eventually running the Award School program in Tasmania for a number of years. Finally, I spent four years sitting and four years chairing the Tasmanian Creative Industry Awards 'The Diemens'.

I mention all this because it was this culmination of experiences outside the confines of my 'eight-to-nine' job that gave me the actual life and industry experience I needed to succeed. Basically, it boils down to constantly approaching clients' problems with outside-the-box thinking, listening to others to hear what the real 'need' is, and being able to lead your team as a coach rather than with an iron fist. There is such beauty in collaboration and giving ideas to the room to grow and evolve.

In your own words, what difference does print do for clients and how do they usually respond?

Print has this incredible ability to hold a client's attention and in turn, their

customer's attention. I often refer to it as the 'cereal box phenomenon', where you'd spend ages turning over the Weet-bix box, fascinated by how many bricks of cereal your favourite athlete would 'do', and contemplating if you too could 'do 12 Weet-bix'. And no matter how many times you'd read the box the day before, you'd pick it up again the next morning, and read it all over again, and again and again.

More studies are showing that 'printed' information, for certain people, is easier to consume and retain than digitally consumed information. So, print for me is more than just a 'nice to have', it's an essential tool for communicating with your audience.

"Print has this incredible ability to hold a client's attention and in turn, their customer's attention. I often refer to it as the 'cereal box phenomenon'!"

You've mentioned before that creatives are tactile beings, and that creativity is just connecting things. Can you expand on this for our readers?

Good creatives are born with an innate sense of curiosity. Anybody can learn how to operate Photoshop or a camera, or even print machines. But the truly great craftsmen are people who don't settle for the first solution. They are constantly wondering 'what if?' and exploring their options. It's this hunger that exposes them to a wider world, enabling them to see things from other people's perspectives or the consumer's journey.

How important is female leadership in the industry and what can other leaders do to help?

Is there anybody out there who still thinks it's not important? That's not to say we've got to just go out there and appoint women to 50% of the leadership roles simply because they're women. But there are so many extraordinarily talented ladies out there, who bring a healthy and necessary diversity and perspective to the conversation. The same goes for including people of different races, sexual preferences, religious beliefs, ages and abilities. Creative industries rely on empathy and understanding of the entire country, and if a broad cross-section of that collective public is not represented, how can we

possibly speak to them in a voice they can relate to?

It's also important to look at ways your business can expand its horizons: through pro-bono work, internships, volunteering, or even 'in-house creative' or 'come-and-try' days. Expose yourself to the world around you to attract to keep the industry alive.

Any last words?

Ha, nah, I'm pretty sure I've ranted enough in the above but if what I've said sparks a question, just let me know. ●

VoPP MAG

STAY AHEAD OF THE GAME

VoPP Mag is a bi-annual magazine that takes a fresh look at the qualities of media channels with a print marketing lens. With a mixture of interviews, thought pieces and case studies, the title focuses on successful brands and the role channels play in their marketing campaigns. Content is composed by people whose opinion the readership trust – marketers, agency heads and business leaders.

Be sure to sign up to VoPP Mag to receive your printed edition of the latest news, trends and research on successful print marketing campaigns, inspire new ideas and spark conversation.

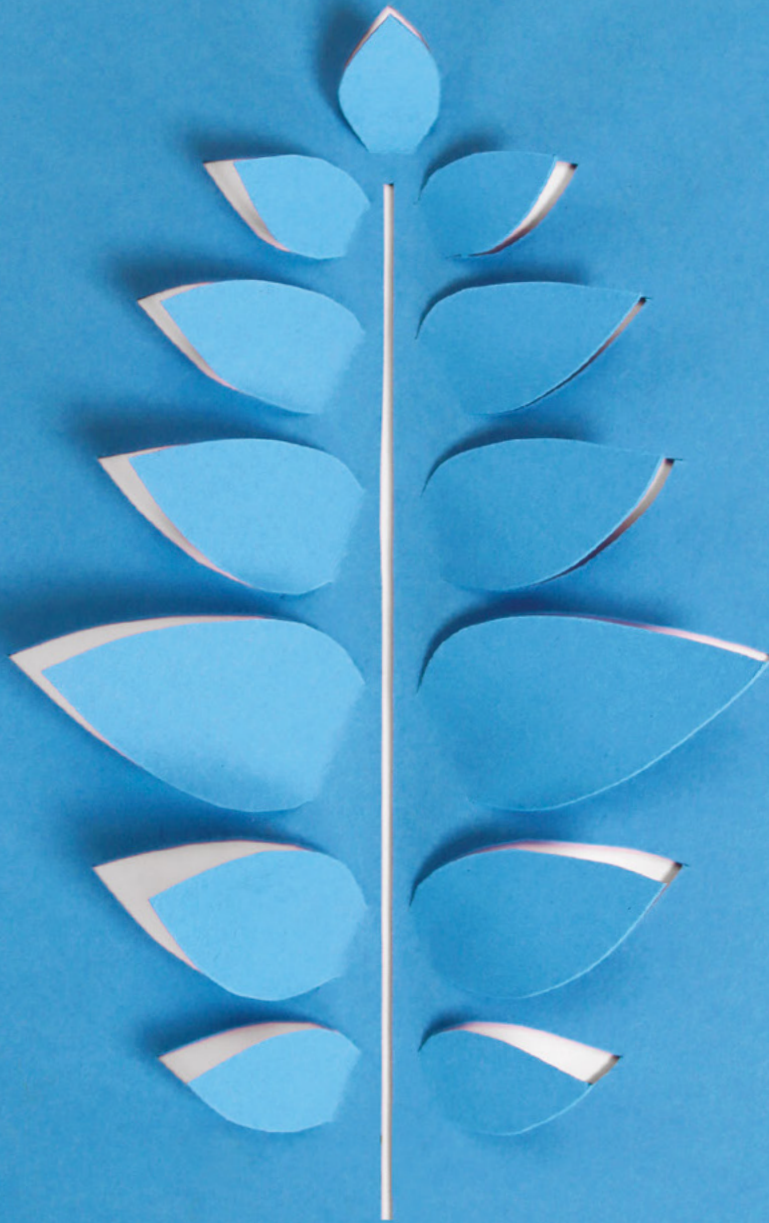
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