

# Why the Print Media is relevant for Marketing Communications, today and tomorrow.

## *An advertiser's point of view*

Giovanni M. Fabris  
Bucharest, 26 March 2013

## Sharing Ideas and Experiences ...

- Advertisers' mission and objectives
- Today's opportunities and threats
- The Opportunity from Digitization
- Information for decision making
- Existing and New metrics
- Conclusions

## Our mission (1)

### The Customers

As "Commercial Communicators" we work to:

- Get - and stay - in **contact** with **people**: our present and future **customers**:
  - deliver **messages**, with **commercial content** and container (the **media**) in harmony and **supporting** each other,
  - establish **connections** in the appropriate **context** (place, time, need, mood...)
- Ultimately: **engage** in lasting, mutually beneficial Brand-Customer **relationships**.

## Our mission (2)

### Shareholders Stakeholders

All This:

- while **optimizing** the available **resources**,
  - **human** and **financial**,
  - from the Advertiser *and* its Partners,
  - from the Media and its Partners
- to accomplish each Organization's **business objectives**, both *immediate* and *long term*.
- Ultimately: drive our Companies' **long term**, and **profitable growth**.

# How Advertisers' objectives are reached ?

The 3 Necessary **conditions**:

- Messages **are delivered** to the Customers with the right **intensity**, at the right **time** and **context**,
- The **contact** between the Messages and the Customers is **established**,
- The expected **effect** takes place
  - *Short term: **marketing** and **sales** results*
  - *Long term: **brand**, **marketing**, **business** development & **profitability objectives**.*

## The *changed* Media Marketplace (1)

Facts:

- **Demand** for Communications, Information and Entertainment is constantly **growing**.
- **Supply** - the "media", *means* to deliver them - expands and adapts, to satisfy the Demand.

The interacting, long term **drivers**:

- **Education**,
- **Social & Economic Systems**,
- **Productivity**: >Time, >Purchasing Power, <Costs

... with **Technology** and **Innovation** as **enablers** (not *initiators*).

## The *changed* Media Marketplace (2)

The **arrival** of a **new "Media"** ....

- Never replaced *old* ones,
- Took share of time *and created new demand*,
- Stimulated change and improvement,
  - Radio on Print
  - TV on Radio and Cinema
  - TV on Print
  - Internet and Digital on ... *all*

.... **with Advertising** and **Commercial Communications**

participating in the process all the time:

- Relationship and Engagement with Customers
- *Economic-Business models.*

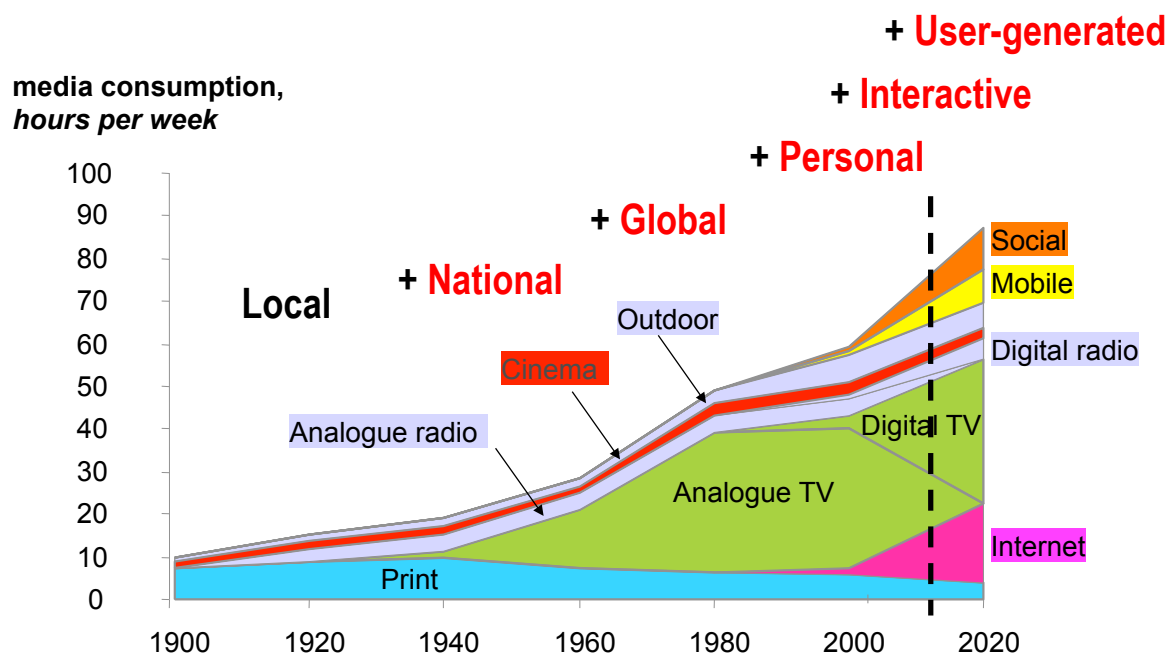
## The *changed* Media Marketplace (3)

The Overall **Trend**:

*"Free the User from time-space and content constraints, for full access and interaction":*

- **Out of Home/Outdoor**: Digital, interactive ...
- **Print**: Free Newspapers, Web, Newsletters, Tablets
- **Cinema**: digital projection, real time for live events, multi-theater, entertainment centers
- **Radio**: multi sets, MP3' s, podcast, satellite, web-Radio, ...
- **Television**: Local (& Global), PVR, VoD, video-Podcast, Portable devices, ...
- **Digital technology** by itself, *and major cross-media enabler.*

# (Long Term) Trends in Media Usage



Sources, European Media Research, Forrester, 2012

## The today's Media Marketplace

- "Abundance of *choice* and *customization*,"
- "Free the Person from time-space and content constraints, full access and interaction" even in the traditional media,
- Endless opportunities to "*mix media*"
  - by the **customer**: information and distraction
  - by the **advertiser**: to communicate with the customer.
  - by the **media**: multiple channels, diversified content
- **Interaction**, dialogue are possible and frequent,
- Customer can **reverse the process** and "communicate" back about the Advertiser.
- *The Print Media*, with all others, *participates* in these trends.

## Threat or Opportunity?

In typical "marketing" terms:

- where some see the risk to deal with *fragmented* and *elusive audiences*...
- ... Other see the *opportunity* to communicate with *segmented* and *selective persons*,
- ... who listen to our story because it is *relevant* for them, at that point in time,
- ... and comes from a **Brand** (a *source*) which proves it "understands" them, by sharing language, interests, values,
- ... and offers to be *part* of (*partner in*) *their life*.

*segmentation = opportunity*

## The "segmentation" opportunity

What will *make the difference*?

- How well we *know* the *people* we want to talk with
  - who they are, the media they use,
  - their business potential, how they live and feel, *what they expect from us*,
- How good we are at *creating content* and *communication* relevant for *each person* of the "target" groups ...
- ... And *select* the right *media* (or *media-mix*, or "*platform*") to deliver it.

*An opportunity, if we have the knowledge  
= research + expertise + tools*

# The person-media "relationship modes"

The 3 person-media relationship "modes"

- **Interruption:**
  - *media* creates the content, keeps the initiative
  - "linear": video, sound (TV - Radio - Cinema)
- **Participation:**
  - *media* creates the content, the *person* has the initiative
  - "full access": text, image, (Print)
- **Interaction:**
  - the *person* creates [the] content, has the initiative
  - "modification-creation": forums, blogs, social

*the Internet provides a platform for all*

# The Opportunity from (for) the **Print** Media

For its readers, **Yesterday**, **Today**:

- "on demand" text and image, editorial & commercial, on a static but convenient, direct access format
- Provides **fresh** information and analyses, keeps tracks of events (dailies).
- Large **variety** of titles with credible / authoritative editorial content meets most areas of interest and ideological orientations.
- Easily **available** through multiple channels: newsstands, subscription, friends / neighbors ("pass-along").
- Generally **affordable**, thanks to the semi-commercial business model – or even free ("pass along").

# The Opportunity from (for) the Print Media

For its **readers**, **Today**, **Tomorrow**: as a "**Media Brand**"

- Unique **role in life of people**: near exclusive producer of "**participation-mode**" editorial & commercial content
- **Digital** offers **beyond-current-platform** opportunities:
  - distribution: timely delivery, updates
  - timed-dated commercial content
  - readership occasions: any-time anywhere
  - rich content, extensions, links, archives
  - ... by ("thanks to") a **trusted media brand**.
- Unique opportunity for Audience Measurement
  - from **generic contact** with the media
  - ... to **timed exposure** to specific **content**.

# The Opportunity from (for) the Print Media

As an **advertising medium**, single or in a mix, **today**:

- To reach virtually any target or target segment, with the right intensity, relatively timely
- Provides appropriate, favorable-trusted editorial context, although no control on "where and when" read
- Endless creative solutions, from spectaculars to advertorials.
- "propose" (vs "interrupt"): potential for *earning* time, attention, involvement, of customers
- Connect "exclusively", in a one-by-one relationship
- Cost efficient if properly targeted



# The Opportunity from (for) the Print Media

## Extended Commercial opportunities as "Media Brand" :

- Additional content "on demand",
- Dynamic, timed / updated commercial messages
- Rich content, multi-media advertorials
- Interaction:
  - links to websites, social, discussion forums
  - promotions, games, events, "tie-ins" ...
  - direct marketing ...
- ... fulfill today's customer relations imperative of *transparency and mutual respect.*

## ***Information from Audience Measurement systems is needed - by all:***

- ***the Media***: to understand readers & develop readership
- ***the Media***: to value, measure & sell space for commercial communications
- ***Agencies***: to create commercial content
- ***Advertisers (Agencies)***: to plan & evaluate

## Which Audience Measurement ? (1)

- **Circulation Audits and Audience Research, as they exist today:**
  - "Currency", unit of count for trade
  - Trust
  - Consistency across time and space
- Maintain, extend, improve quality and reliability.

## Which Audience Measurement ? (1+)

- **Measurement of New Platforms could provide opportunity for key improvements:**
  - issue and content (page) specific
  - when (potentially: where)
  - for how long
  - exposure & interaction with advertising
  - information published frequently/continuously,
  - "horizontal" analyses for cumulation, repeat reading
  - duplication with other digital content
  - potential to become a "currency"
  - improve accountability, allows post-analyses

## Which Audience Research ? (2)

**Multi-media:** as people's life *and* most media strategies:

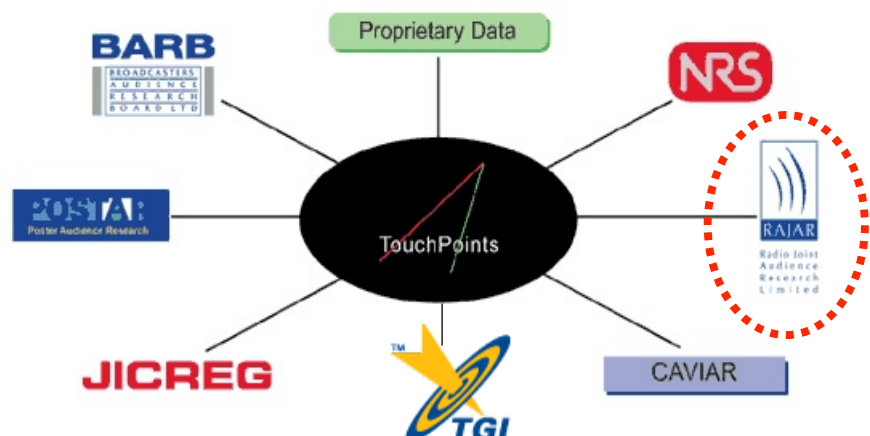
- **"Holistic"**, with the Person (the customer) at the center:
  - All activities, at home and outside: exclusive, main or simultaneous, including the use of media.
  - Provide information about context: where, with whom, doing what else, mood.
  - ... and consumption, use of other media, retail, events.
- **Key for Print**, as:
  - Readership develops across platforms, competes with other media
  - Used in strategies as component of a media mix.

## An Example: the IPA "Touch Points" (UK)



“person-centric, multi-media, holistic  
**time-budget** approach”

“Hub of other  
industry or  
proprietary  
research”

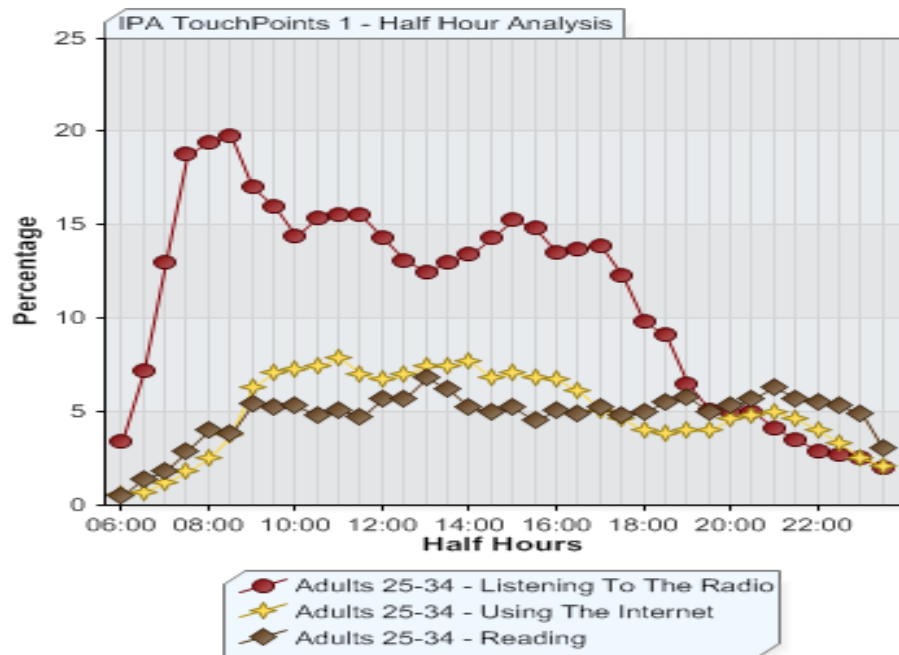


more info: [www.ipatouchpoints.com](http://www.ipatouchpoints.com) or [www.ipa.co.uk](http://www.ipa.co.uk)

## The IPA "Touch Points"



“Radio,  
Reading  
& the  
Internet”



analyses available through a link on [www.ipatouchpoints.com](http://www.ipatouchpoints.com)

## A contribution from the Advertisers: the WFA "Blueprint"



"Advertisers' vision, objectives and recommended actions towards developments of holistic media research and measurement systems."

more info: [www.wfablueprint.com](http://www.wfablueprint.com) or [www.wfanet.org](http://www.wfanet.org)

## Preference for "Joint-Industry" approach

Advertisers believe in, and support Joint Industry approaches:

- Detect and organize needs of all parties,
- Provide, maintain, make available state-of-the art research systems for all parties in the Industry,
- Neutral, as multi-party, acting by consensus,
- Place where national & international experiences meet,
- fair sharing of costs,
- Stable and reliable counterparts for Research Companies
  - trading partner for long term investment
  - control of output, cost efficiency.

*"None of us is as good as all of us"*  
(Ray Kroc, McDonald's founder, 1902-1984)

## Conclusions - Moving Ahead

- Print has a unique role in life of people, complementary to "old" and "new" media ... should have the same in media strategies.
- Reading time can be extended, to other platforms. Many of them may be commercial.
- The Print media and Advertisers have similar missions towards people, (the Customers they share), and their Stakeholders
- Information is needed - from both sides - to take advantage of opportunities:
  - Participate in - encourage Multi-Media Holistic projects,
  - Maintain-improve existing audit and measurement systems: for continuity, accountability.

**Hope you found  
these considerations  
useful ...**

**Thank You for your time and attention.**

*gmf @ fabrismedia.com*