

Did Print Power change anything for the paper industry?

Euro-Graph, General Assembly 2022

Ulbe Jelluma, 23 November 2022

PRINT⚡POWER

Promoting print media

From awareness to community



14

years



€10 mio

investment



57%

of all print use advertising related



Effectiveness of print advertising



Promote print media:

To increase/ stabilise/ limit decline of use of advertising in newspapers, magazines, direct mail, catalogues and door drops



Addressing
media pros, strategy & creative people at
agencies and marketing pros at brands



Reoccurring strategic questions



Effectiveness and/or sustainability



All countries vs most important



Local vs central organisation



Communicate via print vs online



2008

One-off activity

Central production -decentralised operation



2009-2016

Building network

Involving countries

Creating awareness

Unbalance admin and campaign budget





A LOT OF REGULAR OR TEMPORARY POSITIONS REQUIRE THE PERMANENT PRESENCE OF PRINT

Judith Franssen,
Director of International Marketing RANDSTAD
Second largest in the world, present in 44 countries, turnover almost € 13.000 million

Print: a permanent presence in Randstad's marketing mix - Although Randstad's core business is the recruitment of temporary staff, the company likes the permanence of print.
Online media are gone in a flash, whereas print is long lasting. That's why Randstad uses magazine and newspaper ads, advertorials or editorials to reach companies and candidates.
Randstad likes print because the medium gives it more time to convey a message or explain complex topics.

Print gives the company more control over the environments in which its ads appear - something it can't control in the case of billboards or online ads.
At Randstad campaigns often integrate print media in a communication mix with other channels and techniques. Another reason why print is a permanent presence... which is well-placed to grow.
Learn more about print media at printpower.eu

To order the brochure online, take a picture of this code with your mobile.



ADD PRINT, ADD POWER



I
AM THE

POWER

OF

PRINT

I
AM A
BOOST
TO
YOUR ROI

I am the power of print. When I'm used in integrated FMCG campaigns, overall ROI is at least 70% higher. Using the optimal % of magazines in the overall mix boosts effectiveness even further. Read the BrandScience analysis for further results on www.printpower.au



Very limited media support



PRINTPOWER

AUTUMN 2015_PROMOTING THE EFFECTIVENESS OF PRINT MEDIA THROUGHOUT EUROPE



Why are digital brands spending millions on print?

GOOGLE IT (OR JUST OPEN TO FIND OUT)



THE COMPLEX MEDIUM

How print can improve understanding and memory

DM GETS PERSONAL

Discover how profitable effective targeting can be

INTERNAL INCENTIVES

Why big business is turning to print to engage their staff

ENGAGEMENT PARTY

Reaction to Sir Martin Sorrell's comments about print



PRINT
POWER

ADD PRINT, ADD POWER



65.000

copies, 11 languages



Reach & readership unclear



2017-2022

Creating community
Focus 3 main countries
Strongly reduced budget



Creating & nurturing community of
paper media effectiveness pros



Print Power :
destination for print effectiveness insight,
inspiration and information



Cut through the # :) @ * !

PRINT  **POWER**

Get the facts at www.printpower.eu



Meeting media & marketing directors France, UK and Germany

The Drum

NEWS >

The true power of print advertising is undiminished by a fall in spend

Advertisement feature from Print Power By **Chris Sutcliffe** - 10 June 2019 11:32am

Planning the marketing mix - London discusses the power of print

The Drum

NEWS >

Measurability of impact remains the biggest challenge in print media

Advertisement feature from Print Power By **Leo Mermillod** - 04 July 2019 09:08am

The Drum on the power of print marketing | Print Power



Media Directors at Cannes Advertising Festival



Speaking at conferences, meeting, in-house presentations, podcasts

Vanavond in Z-Advertising:
 Ulbe Jelluma (Print Power) over
 de toekomst van print, om 20u op Kanaal Z

EEN INITIATIEF VAN Roularta Advertising




The KEY POINT PODCAST
 POWERED BY KEYPOINT INTELLIGENCE

12 JANUARY · 54 E1 · 32 MIN
The Relevance and Power of Print
 The Key Point Podcast

German Sacristan, Keypoint Intelligence's Director of On Demand Printing & Publishing, sits down with advertising agency veteran Ulbe Jelluma to discuss why print remains an effective and vital part of a communications channel strategy. Among the other areas of interest are challenges and bottlenecks as well as how to enable the power of print long into the future.

Canon EMEA
 193,958 followers
 2mo ·

Tijdens het Canon Insight Webinar gaven Ulbe Jelluma en Valery Bartels grafisch dienstverleners inzicht in de wijze waarop marketeers en bureaus kijken naar print. Ze gaven inspirerende praktijkvoorbeelden o...

See translation

INSIGHT WEBINAR
 De nieuwe rol van print in marketing
 Bekijk de opname!

Webinar - Canon insight rapport met Ulbe Jelluma en Valery Bartels
 b2binfo.canon-europe.com · 1 min read



Eef de Ridder · 1st
 Vice President Commercial and Industrial Printing EMEA at Ricoh Europe
 1w ·

I recently had a catch up with Ulbe Jelluma, MD of Print Power in Europe, discussing how intelligently personalised print, combined with engaging content, drives action. Ulbe has some great examples to share, so please check out our latest interview.

#RicohEuropeGC #directmail #personalisation



Canon EMEA
 202K followers
 20h ·

Is print media dead? Not in the slightest. So where are its ambassadors? In our new episode of Print Matters - a Canon Podcast, Ulbe Jelluma, marketing...

PRINT MATTERS
 A CANON PODCAST

EPO5: Ulbe Jelluma
 Get confident about print, with Ulbe Jelluma

Print Matters - a Canon Podcast. Get confident about print, with Ulbe Jelluma

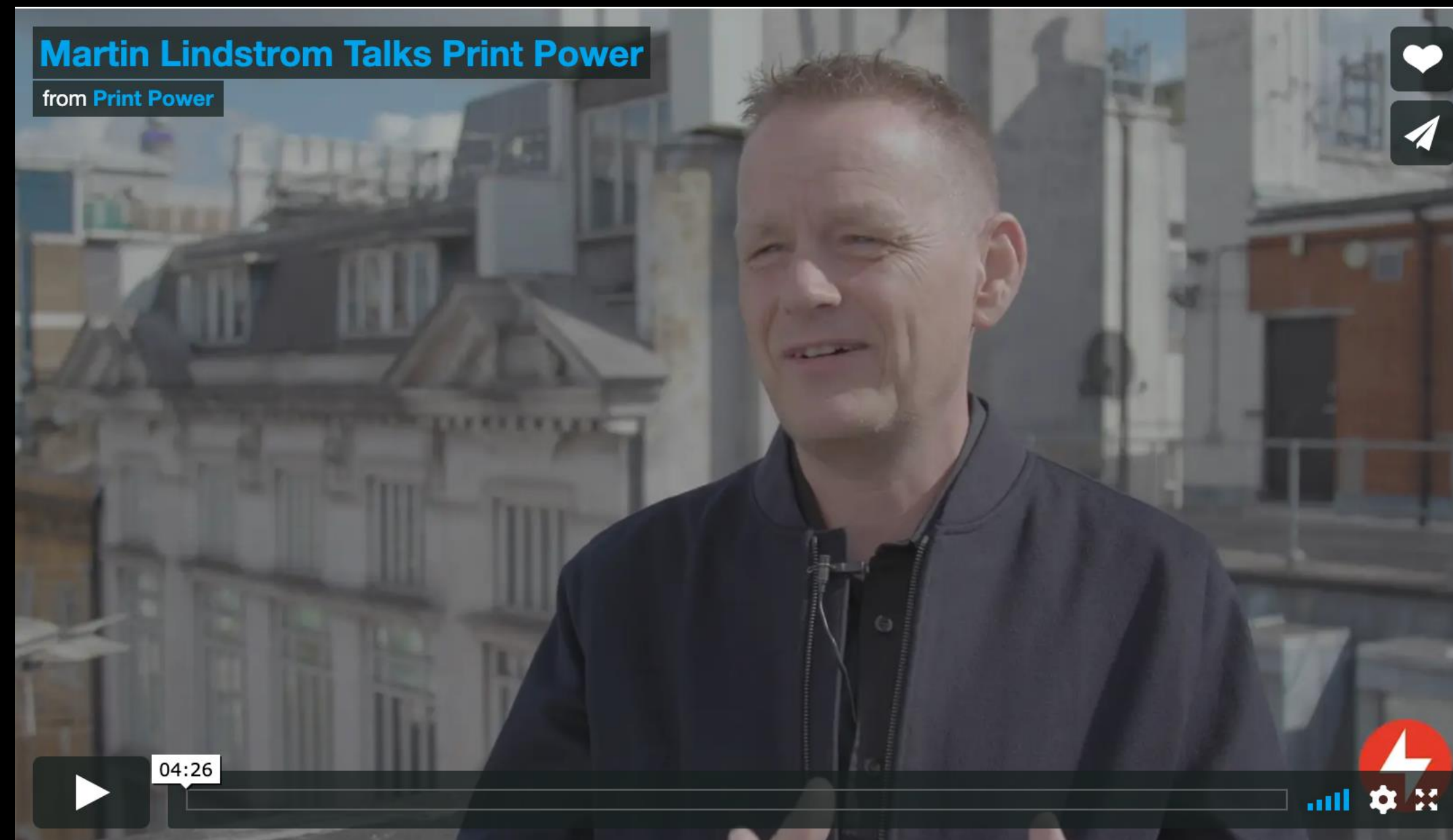
IRVING MASTER CLASS
PRINT ADVERTISING INNOVATION
 February 17-24, 2022

Is print advertising dead?

- What do advertisers think of print and how do we get it on an agency buyer's radar?**
 Sir John Hegarty, Founder, BBH
- Measuring print ads and the effectivity of print advertising**
 Ulbe Jelluma, Managing Director, Print Power Europe
- Using print as part of a multi-platform sell**
 Steve Hutton, Group Sales Director, Stuff



Engage with industry leaders



Results



No answer to additional tonnage



No answer to 'What if we hadn't
invested in Print Power'?



Print Power reached and engaged
with 000 pros



Print Power kept print media on
the radar



Worth the investment?



\$ 362.548.000.000

**Print advertising expenditures 2008-2022*
(Western-Europe)**



How much did Print Power slow
down the decline?



10%, 1%, 0, 1%, 0,01%?



If only 0,01% = \$362 mio
print advertising expenditures



Proxy results



Reach
Website visitors/budget

2019 -18k / 550k
2020 - 14k / 25k
2021 - 20k / 65k
2022 - 22k*/65k



Engagement

LinkedIn

Followers 1469

Engagement rate 5.05



Engagement

Newsletters

Open rate 21,26%

Click-through rate 9,51%



Future?



Print Power:
destination for print effectiveness (on all substrates)
insight, inspiration and information



Thank you for your continued
support

Ulbe Jelluma
ulbe.jelluma@printpower.eu

