

PROMOTING NEWSPAPER ADVERTISING

Annual Conference
WAN-INFRA India 2019

Ulbe.jelluma@printpower.eu
@Printpower

PRINT  POWER

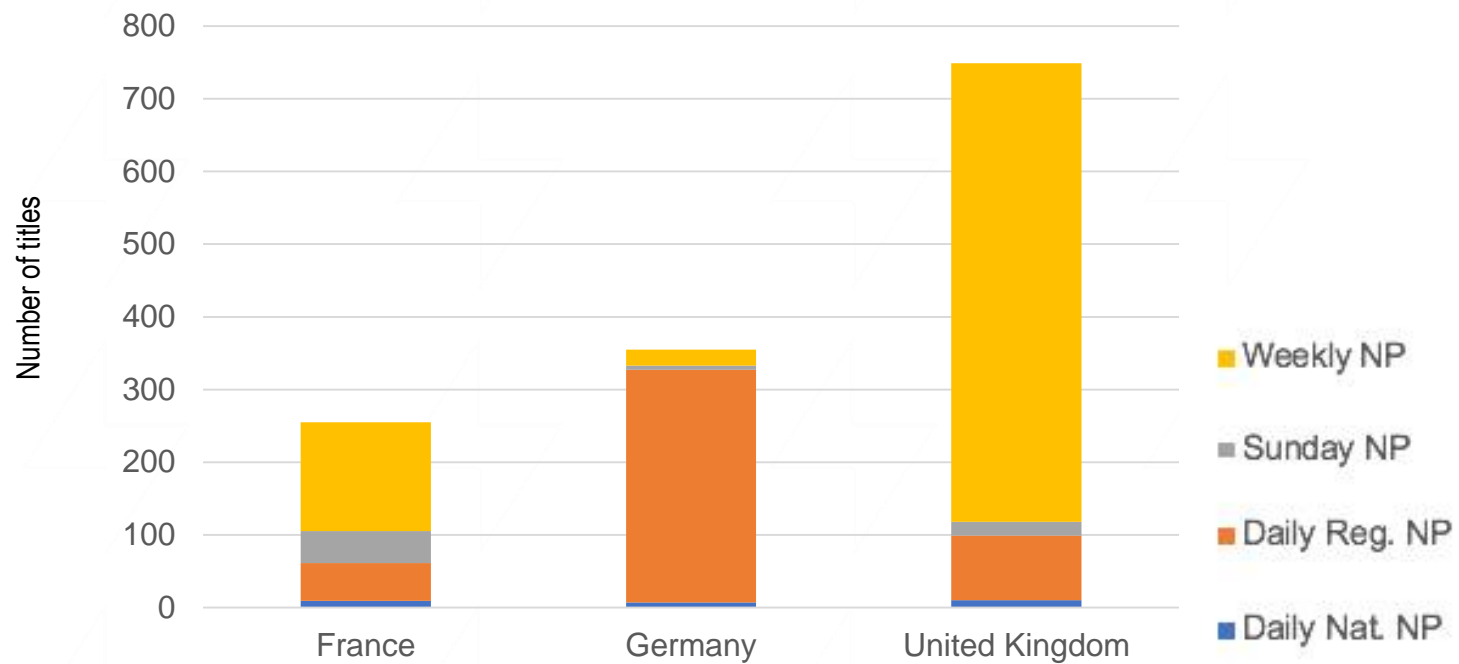
NEWSPAPERS IN EUROPE

- ⚡ Newspapers come in different types
 - Daily National newspapers
 - Daily Regional newspapers
 - Sunday newspapers
 - Weekly newspapers
- ⚡ Penetration of newspapers differs
- ⚡ Many small circulation newspapers
- ⚡ Massive variation in advertising revenues



MARKETS ARE DIFFERENT

Number of titles

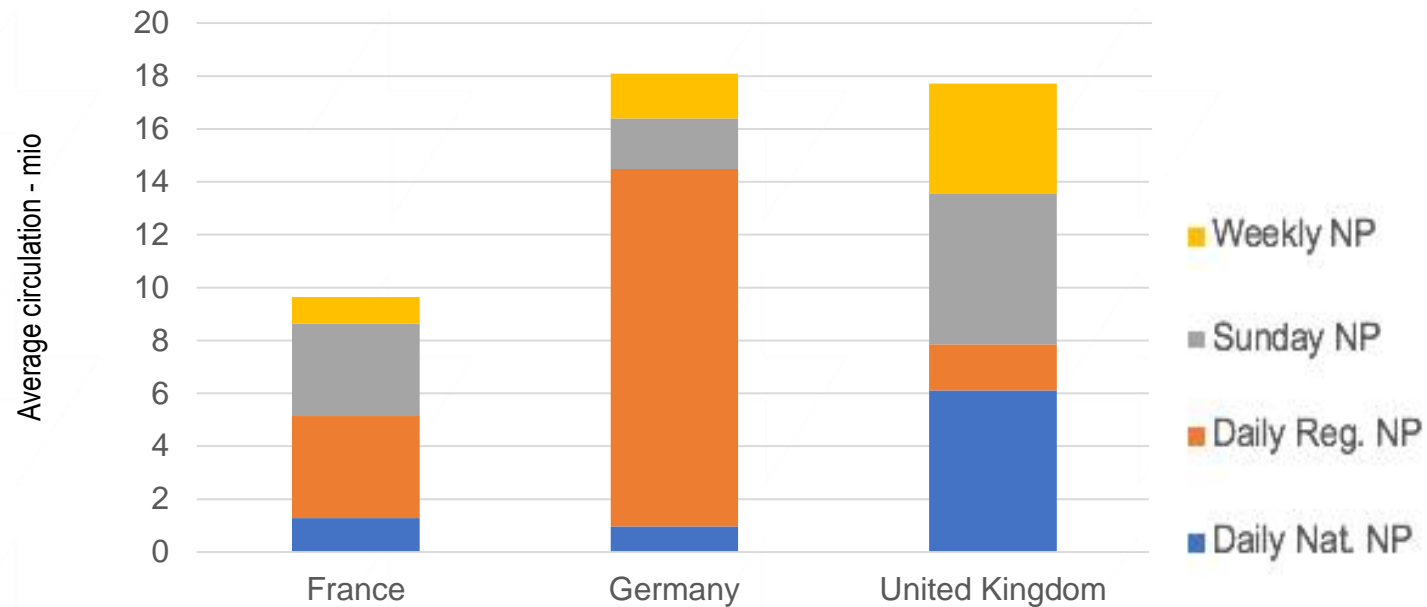


Source: WAN-IFRA, World Press Trends 2018



DIFFERENT DOMINATING TYPE OF NEWSPAPER

Average circulation



Source: WAN-IFRA, World Press Trends 2018



DIFFERENT PERCENTAGE SUBSCRIBERS

France 48,5%



Created by hunotika
from Noun Project

Germany 71,9%



Created by hunotika
from Noun Project

UK < 40%



Created by hunotika
from Noun Project

Source: WAN-IFRA, World Press Trends 2018



NEWSPAPER ADVERTISING SPEND

Per capita

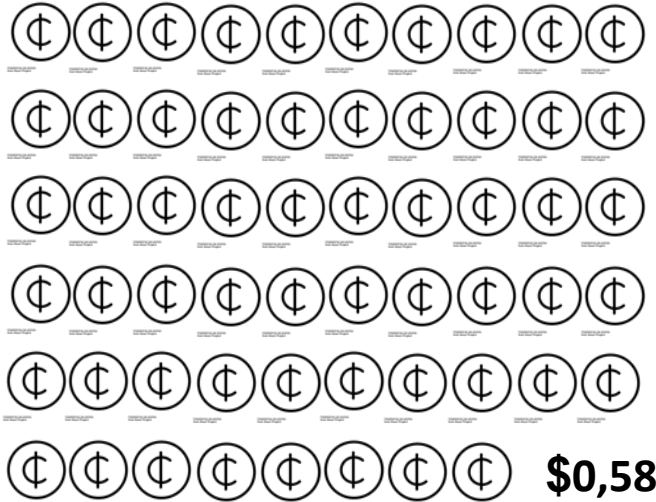
France

67,221 mio inhabitants
total ad expenses newspapers **\$709 mio**

Ⓢ **\$0,01**

Germany

82,850 mio inhabitants
total ad expenses newspapers
\$4,793 mio



UK

66,186 mio inhabitants
total ad expenses newspapers **\$1,411 mio**

Ⓢ Ⓢ **\$0,02**

Source: ZenithOptimedia 2018



CASE: CREATING READER LOYALTY

The Sun

largest newspaper in UK (circ. 1.358.945)

- ⚡ Printing unique code in each copy of the newspaper, daily
- ⚡ Loyalty programme called Sun Savers
- ⚡ Collect 28 codes and enter on website equals £5 in Sun Savers wallet
- ⚡ With Sun Savers wallet possibility to buy promotional items



DAILY CODES IN PAPER

THE Sun

RAFFLE

IS THIS CODE WORTH **£50k?**

9P7N TELX

DON'T WORRY THIS IS STILL YOUR SUN SAVERS CODE TOO!

Join Sun Savers - download the app or sign up at sunsavers.co.uk

Opt in to The Sun Raffle

Enter your unique code

YOUR CODE

18+ UK only (excludes Isle of Man & Channel Islands). Multiple code collect. See full T&Cs at sunsavers.co.uk/terms

THE Sun SAVERS

Edited by GIBELLE WAINMAN

Friday, May 4, 2018

Cuttings!

CHEAP WAYS TO SPRUCE UP YOUR GARDEN

DEAL OF DAY

CHEAP TREAT

My Sun Savers fiver

SECURITY on Monday

BUY AT BANK

SAVE £100

SAVE £20

SAVE £30

SAVE £35

SAVE £38

SAVE £40

SAVE £42

SAVE £45

SAVE £48

SAVE £50

SAVE £52

SAVE £55

SAVE £58

SAVE £60

SAVE £62

SAVE £65

SAVE £68

SAVE £70

SAVE £72

SAVE £75

SAVE £78

SAVE £80

SAVE £82

SAVE £85

SAVE £88

SAVE £90

SAVE £92

SAVE £95

SAVE £98

SAVE £100

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REGISTER CODES ON WEBSITE

The screenshot shows the Sun Savers website interface. At the top, there's a navigation bar with the Sun Savers logo, 'Join', and 'Sign In' buttons. Below this is a blue banner with the text 'JOIN SUN SAVERS TODAY'. The main content area is titled 'JOIN' and contains a registration form with the following fields:

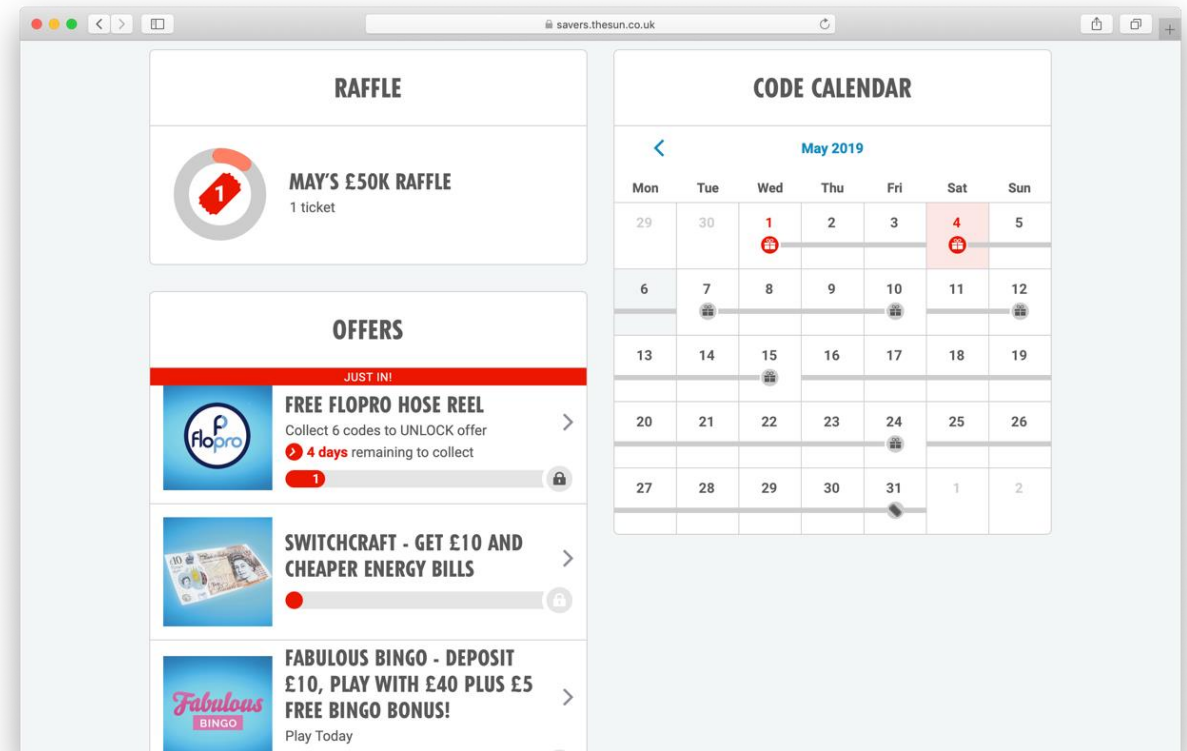
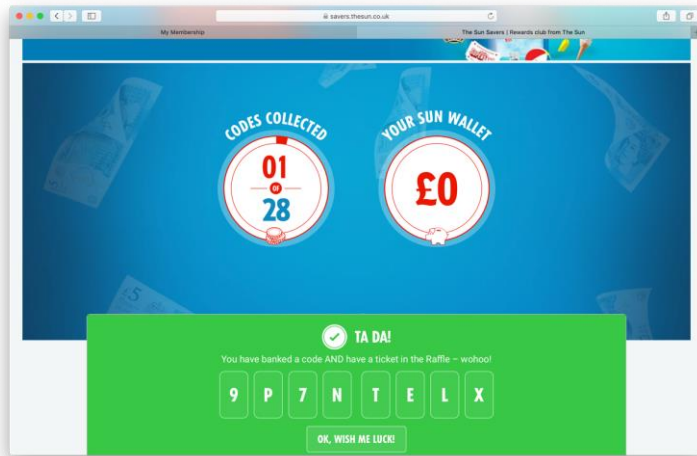
- Email:
- Confirm Email:
- First Name:
- Last Name:
- Date of Birth: Day Month Year
- Password:
- Confirm password:

Below the password fields, there is a note: "Please enter a password between 8 and 20 characters and include numbers".

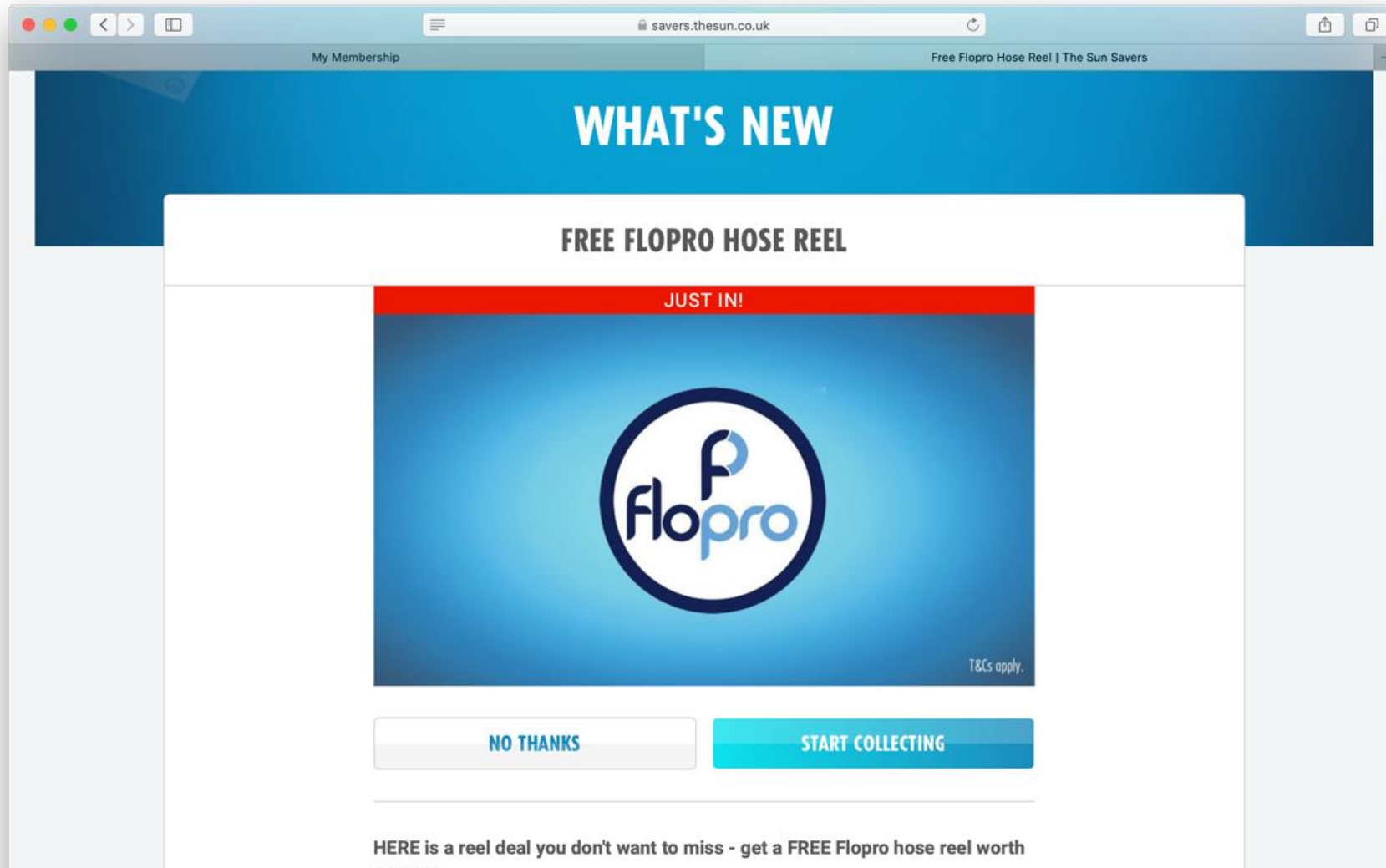
The graphic is a welcome email for a user named Katy. It features the Sun Savers logo at the top. The main text reads: "KATY WELCOME TO SUN SAVERS". Below this, it says "Hi Katy," followed by a paragraph: "WOO HOO! Welcome to Sun Savers! It's fantastic you've decided to join us. This is the only place to get priority access to our amazing Hols from £9.50 and so many more exclusive rewards." Another paragraph follows: "And of course, Sun Savers is the only rewards club where you can bank real fivers just for reading The Sun. Every 28 unique codes you collect from the paper puts £5 cash in your Sun Savers wallet. It's unbelievably easy money." At the bottom, there is a red button that says "GO TO YOUR ACCOUNT".



CODES COUNTER AND CALENDAR



PROMOTIONS ANNOUNCED ON SITE



The screenshot shows a web browser window with the URL `savers.thesun.co.uk`. The page features a blue header with the text "WHAT'S NEW". Below this, a white box contains the promotion details. At the top of the white box is the text "FREE FLOPRO HOSE REEL". Below that is a red banner with the text "JUST IN!". The main content of the white box is a blue gradient image with the Flopro logo (a stylized 'P' inside a circle above the word "flopro") in the center. In the bottom right corner of the image, the text "T&Cs apply." is visible. Below the image are two buttons: a white button with the text "NO THANKS" and a blue button with the text "START COLLECTING". At the bottom of the white box, the text "HERE is a reel deal you don't want to miss - get a FREE Flopro hose reel worth" is displayed.


My Membership

Free Flopro Hose Reel | The Sun Savers

WHAT'S NEW

FREE FLOPRO HOSE REEL

JUST IN!



T&Cs apply.

NO THANKS

START COLLECTING

HERE is a reel deal you don't want to miss - get a FREE Flopro hose reel worth



PROMOTIONS ANNOUNCED IN PAPER



HOSE REEL... GO WITH THE FLO!

Worth £69.99

10,000 up for grabs

THE SunSAVERS

2 FREE tickets to day at races

2 FREE tickets to Thorpe Park

DOWNLOAD THE FREE APP - TODAY'S CODE IS ON PAGE 20

Reminders of current promotion, and future promotion



RESULTS AFTER 18 MONTHS

- ⚡ Sun Savers replacing Sun Perks
- ⚡ From 30.000 members to 800.000
- ⚡ 22% of members entering codes during two weeks
- ⚡ Selling value: Sun Hols campaign: 2 mio additional visitors, 2 mio hols sold
- ⚡ Sun Savers stopped decline of circulation with 5 percentage points (from 8%)
- ⚡ Programme to feature ads in future
- ⚡ Co-owner of rich database that can be used for other activities



CASE: CREATING RELEVANCE

- ⚡ Publisher of regional weekly newspapers
- ⚡ 20 titles including oldest regional French title, total circulation 265.000, many with circulation < 10.000
- ⚡ L'Observateur, with 9.000 copies most sophisticated development



READERS AND ADVERTISERS

RELEVANCE

Geo differentiating advertising



2/ L'OBSERVATEUR DE L'ARRAGÉES **ÇA RESTE**
entre nous

ON FAIT LES COMPTES 345 La loi de finances pour 2014 a augmenté de 345 points le CTA. Ce montant est passé de 977 milliards en 2013 à 1 322 milliards en 2014, soit une hausse de 14,6%.

9,3 Le montant de dépenses en moyenne par habitant en 2014 a augmenté de 9,3 milliards de francs par rapport à 2013, soit une hausse de 14,6%.

Les potins de la petite place

LE TOP DES ANTONIEMES ENFIN DES MÈTRES DE LA PRODUCTION

En 2013, les Antoniemes ont été les seuls à avoir enregistré une hausse de production. Cela s'explique par le fait que les entreprises de ce secteur ont bénéficié d'une baisse de la taxe sur la valeur ajoutée (TVA) de 11% à 10% à partir du 1er janvier 2013.

UN TEMPS POUR SOUScrire LA MARCHÉ DE LA PRODUCTION

Le marché de la production a été en baisse en 2013, mais les entreprises ont commencé à redresser la tête en 2014. Cela s'explique par le fait que les entreprises ont bénéficié d'une baisse de la taxe sur la valeur ajoutée (TVA) de 11% à 10% à partir du 1er janvier 2013.

TOUR DE FRANCE 2014 : FAUVILLE REPRÉSENTE LE PAS-DE-CALAIS POUR LE PRIX DES COMMUNES LEADER

C'est l'annonceur de la commune de Fauville qui a obtenu le prix des communes leader pour la première fois. Cela s'explique par le fait que les entreprises ont bénéficié d'une baisse de la taxe sur la valeur ajoutée (TVA) de 11% à 10% à partir du 1er janvier 2013.

LE RÉGÉNÉRATEUR ALAIN ALPHER BALANCE

QUALITY TIME

The world's most advanced timepiece. The iWatch 3000 is a precision timepiece that is also a work of art. It is made of stainless steel and has a gold-plated case. It is water-resistant and has a battery life of up to 30 days.

2/ L'OBSERVATEUR DE L'ARRAGÉES **ÇA RESTE**
entre nous

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LE RÉGÉNÉRATEUR ALAIN ALPHER BALANCE

L'Observateur

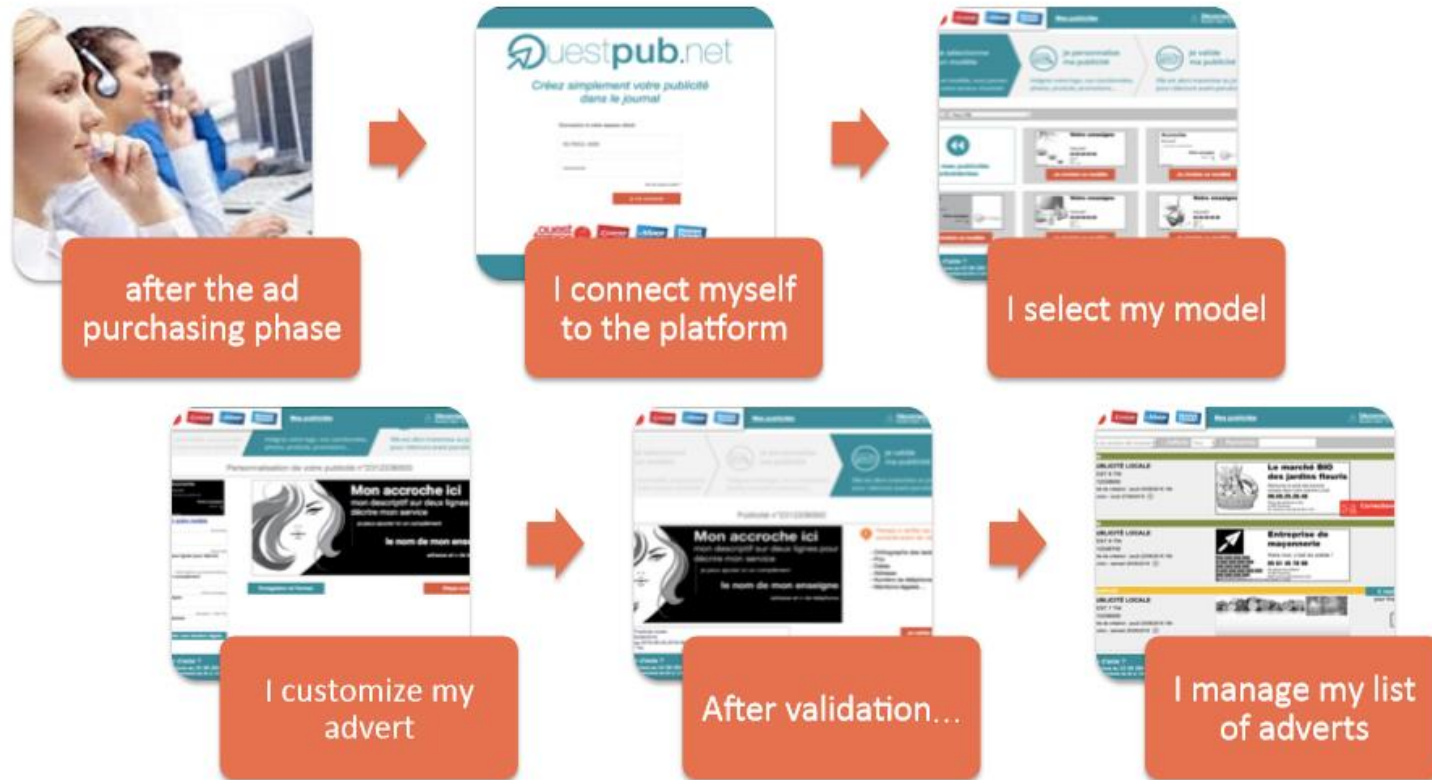
SECON SOPHIE, 30 ANS ARRAS

IL Y AVAIT L'IMPRIMÉ | IL Y A EU LE NUMÉRIQUE | VOICI LE NUMÉRIQUE IMPRIMÉ



SELLING ADVERTISING

Ad planning tool



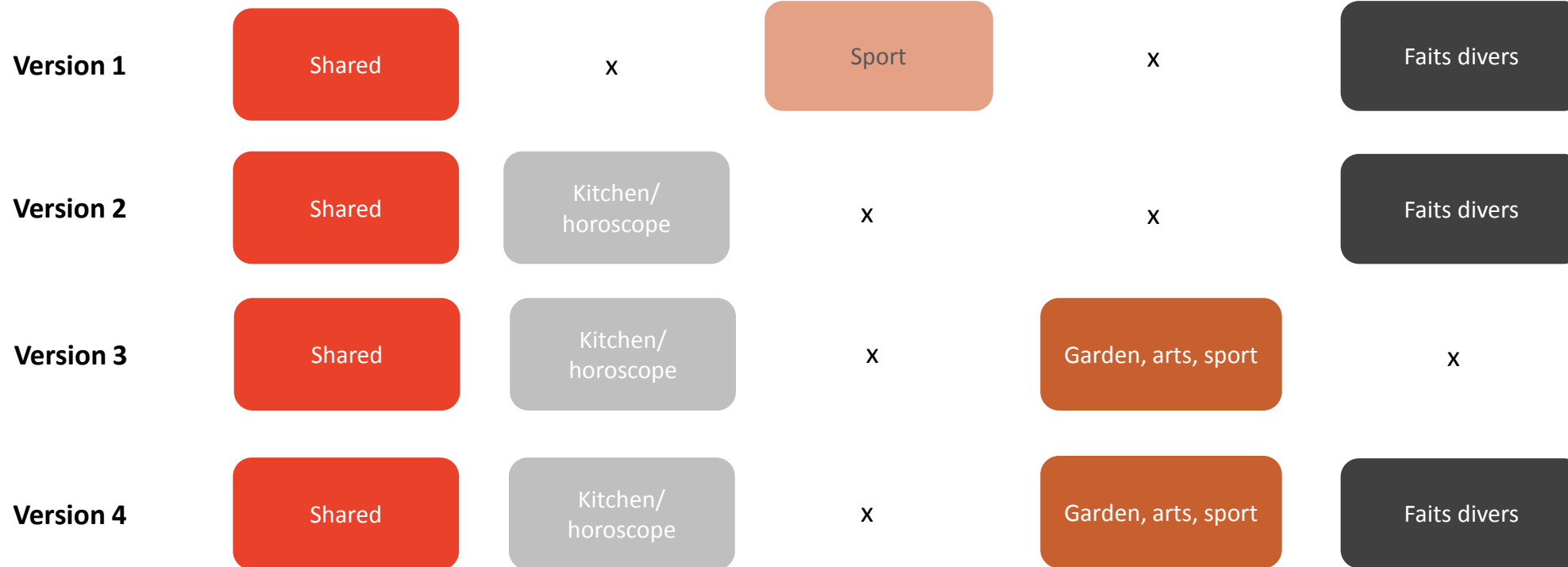
CHOOSE PREFERRED VERSION

1. Print, digital, print + digital
2. Region (4)
3. Content (4)



CREATING READERS RELEVANCE

Four content options for readers



DIFFERENT REGIONS, CONTENT, READERS AND ADVERTISERS

MAUBEUGE
Il menace son ex depuis sa cellule de prison Page 10

BAVAY
La grande foire revient ce week-end Page 11

BAVAY
Les travaux autour du Cardo, c'est parti !
L'ongtemps repoussés, ils ont été lancés lundi, pour une durée de six mois. Retrouvez tous les enjeux de ces travaux et quelques conseils pratiques pour éviter les gâchis. Page 5

BAVAY
Geb illustre la vie des papas gamers et on adore Page 12

CYBERATTACHE
Personne n'est à l'abri de se faire pirater Page 13

MARIGNIES
Natur en jeux sera en fête ce samedi Page 8

HÔPITAL
Le privé, toujours en ligne de mire Page 10

HOMOPHOBIE
Le Fil lance sa première journée de lutte Page 12

4 Avenue Franklin Roosevelt 59600 Maubeuge - 03 27 64 96 70 - contact@lafrontiere.fr - www.lafrontiere.fr 1,40 €

Week-end 12 mai 2022 N° 2044

ISSN 2293-2081 P. 1,10 €

La Sambre
La Frontière

HAUTMONT À LA UNE
Il menace son ex depuis sa cellule de prison Page 10

VILLAGE DE MARQUES
Une étape supplémentaire a été franchie Page 11

FESTIVITÉS DE L'ASCENSION
Pendant 4 jours, la ferme s'invite en ville
Du 25 au 28 mai, le centre-ville d'Hautmont verra au rythme de nombreuses animations, Au programme, des animaux, des jeux, des concerts... Et c'est gratuit ! Page 3

CYBERCRIMINALITÉ
Les conseils d'un spécialiste pour éviter les attaques Page 4

ST-RÉMY-DU-NORD
Des animations pour tous les âges ce samedi 20 mai Page 5

HOMOPHOBIE
Le Fil lance sa première journée de lutte Page 7

BOUSSOIS
Figure du sport, O. Doom n'est plus Page 14

BAVAY
Geb, l'auteur de BD qui veut percer Page 15

4 Avenue Franklin Roosevelt 59600 Maubeuge - 03 27 64 96 70 - contact@lafrontiere.fr - www.lafrontiere.fr 1,40 €

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ISSN 2293-2081 P. 1,10 €

La Sambre
La Frontière

JEUMONT À LA UNE
Le Fil lance sa première journée de lutte Page 2

MAUBEUGE
Les conseils d'un spécialiste en cybersécurité Page 4

JEUMONT
Un train vers Charleroi, du bon pour Jeumont ?
Le groupe de travail autour du transport ferroviaire mis en place pour un prolongement vers Charleroi de la ligne Paris-Maubeuge. Celui-ci passerait forcément par Jeumont. Page 21

MAUBEUGE - JEUMONT
En garde à vue, un policier tente de s'échapper Page 13

HAUTMONT
La ferme s'installe en ville pendant quatre jours Page 10

BOUSSOIS
Figure du sport, O. Doom n'est plus Page 7

COLLENET
Tony veut relancer la jeunesse communale Page 6

BAVAY
Geb, l'auteur de BD qui veut percer Page 15

4 Avenue Franklin Roosevelt 59600 Maubeuge - 03 27 64 96 70 - contact@lafrontiere.fr - www.lafrontiere.fr 1,40 €

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La Sambre
La Frontière

MAUBEUGE À LA UNE
Il menace son ex depuis sa cellule de prison Page 10

Ville Deco Fête des Mères
Opération spéciale -20% sur toutes les robes Page 11

CYBERCRIMINALITÉ
Les clés pour éviter le piratage
Spécialiste de la cybercriminalité à l'université de Maubeuge, Francis Ciel met en garde les utilisateurs d'ordinateurs. Il donne des conseils simples pour éviter le piratage de ses fichiers. Page 3

MAUBEUGE
Grièvement blessée, l'une des girafes du zoo est décédée Page 4

VILLAGE DE MARQUES
Le projet vient de franchir une nouvelle étape Page 11

HAUTMONT
Une ferme en ville pendant quatre jours Page 10

BOUSSOIS
Figure du sport, O. Doom n'est plus Page 14

BAVAY
Geb, l'auteur de BD qui veut percer Page 15

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La Sambre
La Frontière



RESULTS

- ⚡ **After Y1 + 10% subscribers, + 8% news stand sales**
- ⚡ **Increase of local advertisers, because of geo selection and lower ad rates**
- ⚡ **Ad planning platform facilitates planning, creating and uploading ads**
- ⚡ **Competitive newspaper reduced number of editions and circulation**
- ⚡ **Partnership with news-stands to sell personalised subscriptions**
- ⚡ **Cost reductions:**
 - Smaller size, reduced number of pages
 - No plates, less press/ more editorial staff, less paper waste, lower postage cost



WHAT IS PRINT POWER?

An initiative promoting advertising in print media

- ⚡ **Goal:** change perception about print advertising by meeting decision makers
- ⚡ **Key message:** adding print advertising to the media mix increases overall effectiveness of the mix
- ⚡ Addressing media and advertising agencies and advertisers
 - France, Germany and United Kingdom
 - Network agencies of Top 6 agency holding groups
 - Top 10 companies in Luxury, Retail, Automotive, FMCG, Beauty & Toiletries and Finance sector
- ⚡ Providing insight, information and inspiration via website and organise meetings with decision makers
- ⚡ Funded by the European paper industry



PRINT POWER CAMPAIGN OBJECTIVES

2018 - 2020

- ⚡ Change perception of print advertising
- ⚡ Establish business relationships with decision makers
- ⚡ Maintain advertising volume print media and volume printed marcom materials

Increases campaign ROI

What the evidence says

1	TV	10
2	Radio	9
▶	Newspapers	8
3=	Magazines	8
5	Online video	6
6	Direct mail	5
7	Social media (paid)	4
8	Online display	3
9	Out of home	2
10	Cinema	1

EVIDENCE Ebiqity's normative data on profit ROI, scored from highest to lowest. See Appendix 3 for full details on how this ranking has been calculated.

What advertisers and agencies say

1	TV	3.9
2=	Radio	3.4
2=	Social media (paid)	3.4
2=	Online video	3.4
5	Direct mail	3.3
6	Out of home	3.2
7	Online display	3.1
▶	Newspapers	3.0
9	Magazines	2.9
10	Cinema	2.5

PERCEPTION Mean score. Q. Using a scale of 1-5 where 5 is 'very good' and 1 is 'very poor', please rate each medium for its ability to increase campaign ROI. Base: n=19.



2018 - 2020 STRATEGY

Create convincing on-target communication to change people's perception about print media

- ⚡ Select, identify & reach target audience = KPI
- ⚡ Convert to newsletter subscribers = KPI
- ⚡ Meet with frequent readers of content = KPI



CONTENT DRIVEN WEBSITE

PRINT  POWER

WHY PRINT? ↓

CASE STUDIES

EXPERTS

INSIGHT



INSIGHT / 06.02.19

Why print media?

READ MORE

01
The C-Suite change makers

EXPERTS

02
Marketing effectiveness in the digital age

WHY PRINT?

03
Marketing in a changed media landscape

WHY PRINT?

EFFECTIVENESS AND CREATIVITY COVERED ON WEBSITE

EXPERTS / 16 . 05 . 19

Why people need print now more than ever

Words by: Print Power

SHARE [t](#) [in](#) [f](#)

In a world of endless screens, best-selling branding author and expert Martin Lindstrom explains why we're all craving a more tactile experience.



WHY PRINT?

Marketing effectiveness in the digital age

Words by: Print Power

SHARE [t](#) [in](#) [f](#)

It's time advertisers and agencies took a more evidence-based approach to media planning and realised the power of print in the campaign mix



VISION / 19 . 08 . 19

Créativité : le print n'a pas fini de nous surprendre

Écrit par : Print Power

PARTAGER [t](#) [in](#) [f](#)

Considéré à tort comme le parent pauvre du palmarès des Cannes Lions, le print est désormais davantage utilisé comme média de complément au sein de campagnes globales, mais garde des atouts spécifiques que les annonceurs sont en train de redécouvrir.



FACING BRANDS AND AGENCIES

Round Tables and The Drum

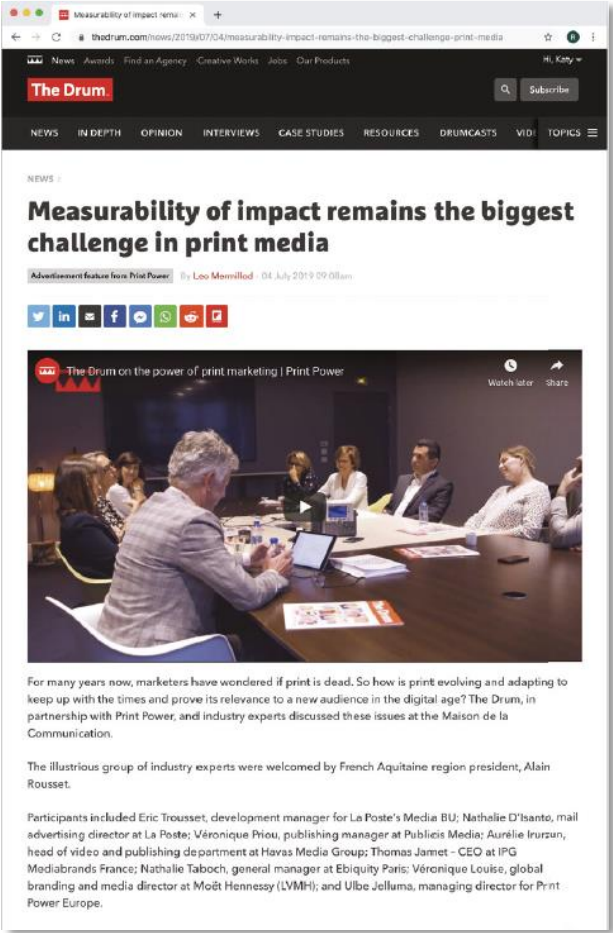
Article and newsletters

Article and video views: 9,804

 Total delivered: 5,108

 Unique opens: 736


 Total Clicks: 599




The Drum

Measurability of impact remains the biggest challenge in print media

Advertisement feature from Print Power | By Leo McMillan | 01 July 2019 09:08am





The Drum on the power of print marketing | Print Power

Watch later | Share

For many years now, marketers have wondered if print is dead. So how is print evolving and adapting to keep up with the times and prove its relevance to a new audience in the digital age? The Drum, in partnership with Print Power, and industry experts discussed these issues at the Maison de la Communication.

The illustrious group of industry experts were welcomed by French Aquitaine region president, Alain Rousset.


Participants included Eric Troussel, development manager for La Poste's Media BU; Nathalie D'Isanto, mail advertising director at La Poste; Véronique Priou, publishing manager at Publicis Media; Aurélie Irurzun, head of video and publishing department at Havas Media Group; Thomas Jamet - CEO at IPG Mediabrands France; Nathalie Taboch, general manager at Ebiquity Paris; Véronique Louise, global branding and media director at Moët Hennessy (LVMH); and Ulbe Jellama, managing director for Print Power Europe.



3:40

How brands are approaching print marketing | Print Power

646 views • 1 month ago



3:36

Peter Markey, TSB Bank on the power of print

117 views • 3 months ago



FACING BRANDS AND AGENCIES

Beat the Bullsh*tter party game



CREATING THE SALES FUNNEL

Nurturing campaign


Hubspot-based acquisition and loyalty campaigning using database of 17k, integrating website visits, newsletters and social media interactions leading to lead qualification


- ⚡ Nurturing campaign for new subscribers
- ⚡ Multi-step campaigning including various emails and ebooks




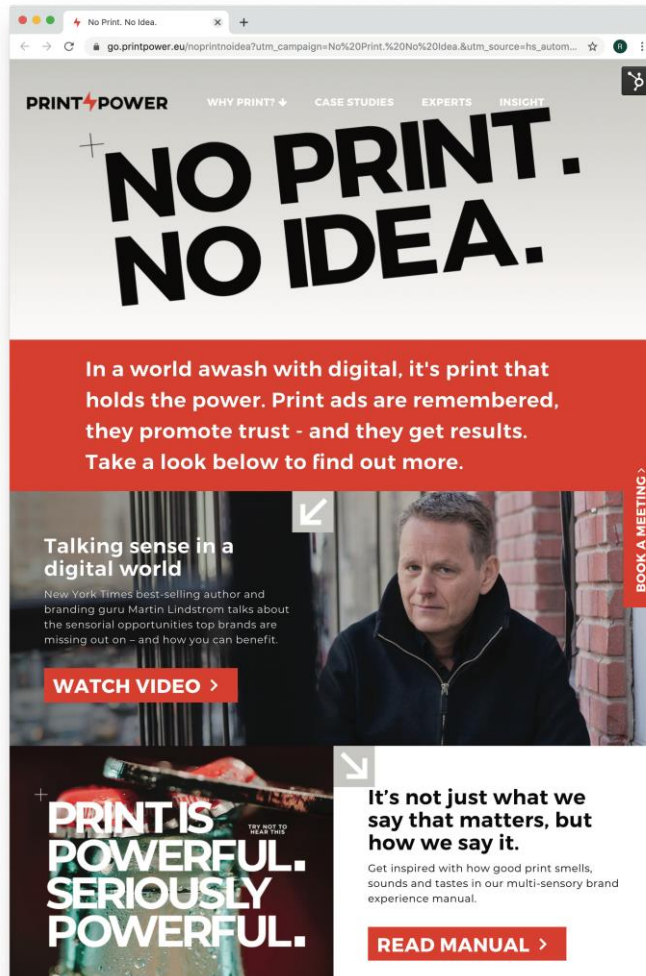
CREATING THE SALES FUNNEL

NPNI

 Total delivered: 17,997

 Unique opens: 4,757

 Total clicks: 405



The screenshot shows a web browser window with the URL go.printpower.eu/noprintoidea?utm_campaign=No%20Print.%20No%20Idea.&utm_source=hs_autom.... The page features the Print Power logo and navigation links for 'WHY PRINT?', 'CASE STUDIES', 'EXPERTS', and 'INSIGHT'. The main headline reads 'NO PRINT. NO IDEA.' Below this, a red banner contains the text: 'In a world awash with digital, it's print that holds the power. Print ads are remembered, they promote trust - and they get results. Take a look below to find out more.' The page is divided into two main sections. The top section features a video thumbnail with the text 'Talking sense in a digital world' and a 'WATCH VIDEO >' button. The bottom section features a thumbnail with the text 'PRINT IS POWERFUL. SERIOUSLY POWERFUL.' and a 'READ MANUAL >' button. A vertical sidebar on the right side of the page contains the text 'BOOK A MEETING >'.

NO PRINT.
NO IDEA.

THE BRAND
EXPERIENCE
MANUAL.
How to create unforgettable, effective print advertising

ATTENTION
MEMORY
AND
EMOTION.
Why touch makes print so powerful
In association with Dr Andy Myers, Walnut Unlimited



CREATING THE SALES FUNNEL

Effectiveness

+
**LESSONS
IN (PRINT)
LOVE.**

Cannes 2019 and the case for creativity

LESSONS IN (PRINT) LOVE

C-SUITE CHANGE MAKERS

+
**HOW CAN WE
CONVINCE
CMOS TO SHED
THEIR PRINT
BLINKERS?**

Let's go back to where brand success really starts. With building a grass roots belief in marketing within leading companies. There's a positive shift happening. And CEOs are validating marketing's mission.

ALL TOGETHER NOW
A report by McKinsey & Company concludes that an organisation's ability to drive growth depends on the strength of a CMO's rapport with the C-suites in their company. That's partnerships with the CEO at every level - from sales, finance and product innovation to finance, technology and HR. It's this C-suite collaboration that puts a company and its brands firmly on the road to greater marketing effectiveness and financial gains.

It's a model that means marketing is no longer a mythical medium that no one but the marketers buy into. It becomes a word that's valued by all the chiefs in a company as they're part of any advertising conversations right from the start.

In **Marketing's moment is now. The C-suite partnership to deliver on growth**, McKinsey interviewed 60 C-level executives and conducted 200 surveys with another 200. The good news from the report? That 83 per cent of global CEOs say marketing can be a major driver of growth. That's great. So, the CMOs have the green light and the stamp of approval for driving growth, right?

Well the outlook's not so rosy. The survey also found that 23 per cent of those same CEOs 'do not feel that marketing is delivering on that agenda.' And other C-level executives are even more sceptical. **Only half of the CFOs surveyed 'said marketing delivers on the promise of driving growth. And 40 percent don't think marketing investments should be protected during a downturn.'** Even more gloomy is the fact that even though board members are pivotal in marketing decision-making, only three per cent of have any experience of it.

It seems the way a company invests in media channels can depend on the cooperation (or lack of) between the CMO and CFO.

PRINT+POWER

5



CREATING THE SALES FUNNEL

Prints advertising power pocket guide

+ PRINTS ADVERTISING POWER.

A guide to print advertising properties and effectiveness

TRIGGERS A POSITIVE EMOTIONAL RESPONSE

What the evidence says

1	TV	107.1
2	Radio	103.2
3	Newspapers	87.8
4	Out of home	79.5
5	Direct mail	71.7
6	Social media	67.0
7	Direct mail	65.8
8	Cinema	61.4
9	Online video	57.6
10	Online display	50.0

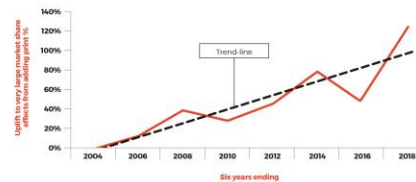
What the advertisers and agencies say

1	TV	48.9
2	Online video	41.6
3	Social media	41.3
4	Out of home	39.6
5	Cinema	39.1
6	Radio	38.9
7	Newspapers	36.3
8	Direct mail	36.3
9	Online display	35.5
10	Magazines	35.1

Evidence Based on sum of scores for all 12 attributes with importance weights applied.

Perception Based on sum of mean score across 12 attributes, with importance weights applied. Base: n=196 (each respondent rated 2 attributes).

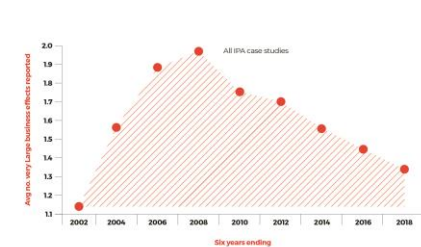
Print is delivering greater market share uplifts over time



Source: IPA Databank, 1996-2018 for profit cases

PRINT POWER

THE DECLINING EFFECTIVENESS OF ALL IPA CAMPAIGNS



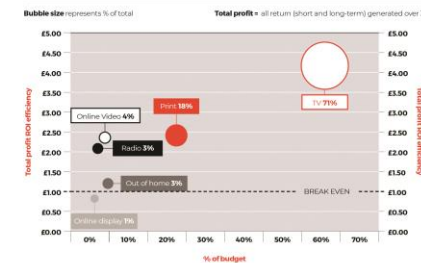
Source: IPA Databank, 1996-2018 for profit cases



Seeing a brand or product in my newsbrand gives me more confidence that it's right for me.

Source: IPA Databank, 1996-2018 for profit cases

Proportion of advertising-generated profit by medium



Source: Profit Ability: the business case for advertising, November 2017 (Equity ROI campaign database Feb '14-May '17 & Campaign Campaign case 1354)

NOTE: Online Video includes Broadcaster VCC, YouTube, Facebook video and online programmatic video



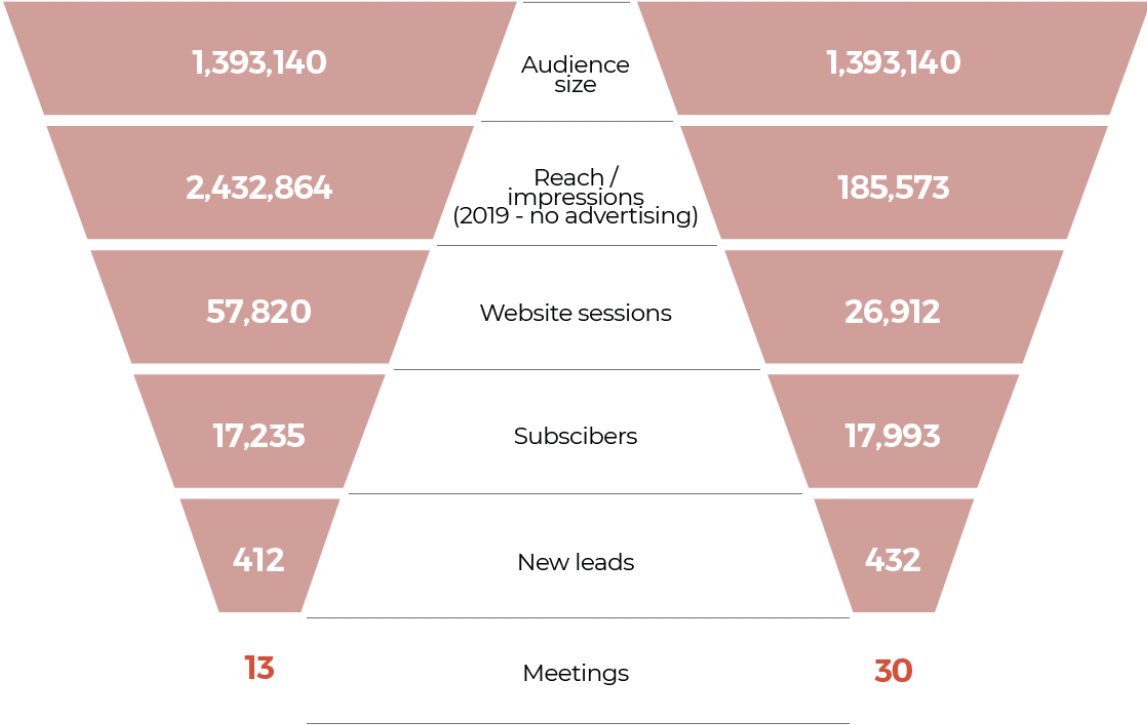
RESULTS

RESULTS YTD:

Website 2018:

Website 2019:

Date range: 1 Jan to 31 August 2019





THANK YOU