

INSTORE
COMMUNICATIONS,
BROCHURES &
CATALOGUES

PRINT . YOUR BRAND IN THEIR HANDS



PRINT . YOUR BRAND IN THEIR HANDS.

PRINT. YOUR BRAND IN THEIR HANDS.

NOTHING PUTS YOUR BRAND IN YOUR CONSUMER'S HAND LIKE PRINT.

Why do companies continue to print and distribute promotional literature in an increasingly virtual world? Why are Point of Sale displays so important in a world where up to 50% of purchases are unplanned? Well, because the majority of sales still happen in the real world. It's where consumers are faced with the "moment of truth."

Studies show that 3 out of 4 buying decisions are actually made in the store. You'll understand therefore why promotional posters, point of sale material, brochures, catalogues, coupons and other "buy me" attention devices are so vitally important. It's where the rubber hits the road. If your advertising starts the seduction process and gives your customer the idea, it's the in-store promotional material that ties the knot, and gets your product in their hands.

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YOU CAN HAVE AS MANY AS

237

SHOPS

IN THE WORLD...

AND STILL PRINT

192.000.000

CATALOGUES.*

* European Consumer Buying Habit Study conducted by Point of Purchase Advertising International (POPAl)

CASE



The 2006 edition of IKEA's catalogue was the world's most distributed print run. Published in 27 languages, it circulated in 35 countries.

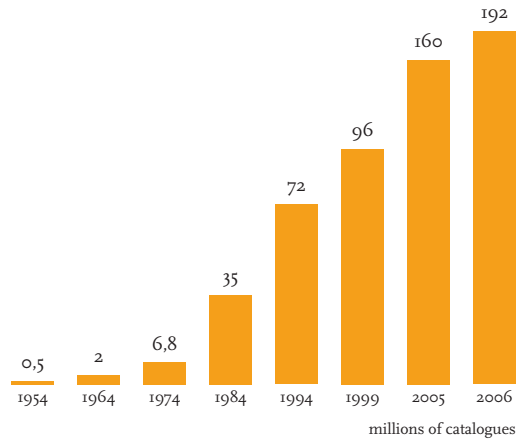
IKEA published its first catalogue in 1951 and only opened its first showroom 2 years later. According to IKEA Group, "the catalogue is our most important marketing channel." The company targets the catalogue to people who are likely to be or become IKEA customers in terms of their demographic attributes and their likelihood to travel to the store.

IKEA distributes its catalogue door-to-door and has it also available in the shop.



KEY FACT

The IKEA catalogue is mass distributed to a substantial number of households in the store's primary market area, year after year, door-to-door, free of charge.



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SOME BROCHURES ARE MORE
THAN JUST **WHAT YOU DO**
AND **HOW YOU DO IT.**

THEY'RE STATEMENTS OF WHO

YOU REALLY ARE.



Brochures and catalogues are great mobile show rooms, and they're portable too. Sometimes small enough to slip into your customer's pocket, or grand enough to grace the coffee table, they are an excellent place to showcase your brand and give information about what you do, and who you really are.

While they can vary in style and content, from the detailed and stylish corporate brochure to the technical specification sheets, they all let customers read them in their own time.

Customers often want a brochure of the product to maintain awareness of it and its benefits. In many instances, they can act as virtual salesmen when you are not there. And for high implication products, customers appreciate and value the facts and the story behind the brand.

Displayed simply in take-one racks or given ceremoniously by the sales representative, brochures are a link that is both personal and timeless.



Formula 1 stretches the limits of motor racing, and this “Goodbye Limits” brochure does too. Done for the Williams F1 Team, and featuring the driver Antonio Pizzonia, it explains in graphic detail what goes on behind the scenes.



Omega produced an award-winning brochure for Baselworld. The jury was particularly impressed with its use of metallic inks to represent the silver and gold on the watches. The whole package harnessed the latest technologies to produce a brand that was “head and shoulders above all the others.”

*Gold award winner in the General Print Category, Sappi Print awards 2006.

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22%

OF READERS

WOULD **PAY** FOR
THEIR CUSTOMER MAGAZINE.

CASE

CUSTOMERS LOVE THEIR BRANDED MAGAZINES.

And they work too. Not only do they help sell more, they drive retention and promote loyalty. They are an opportunity to create a new link with your customer via interesting and relevant content, and this in a transparent and intimate manner. They communicate your brand positioning precisely and enhance awareness. And while they do all this, they have the chance to be picked up by second or third readers – to attract still more customers into your fold. Few other media can claim to do this as comprehensively and as cost-effectively as customer magazines.



Audi Magazine has a circulation of 8 million, in 70 countries and 29 languages.



KEY FACT

The DMA UK's Participation Media 2005 survey showed that customer magazines generated the highest positive response (34 percent) amongst a series of Direct Marketing options, with more consumers making a purchase, asking for more information or passing along to a friend or family member than any other DM format.

KEY FACT

53% of consumers and 44% of business customer magazine readers say that they are more likely to purchase products when they have been featured in a customer publication.

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THERE IS **ONE** INVESTMENT
OPPORTUNITY NEARLY **EVERY**
BANK AGREES ON.

POINT OF **SALE**

BROCHURES & LEAFLETS.

CASE



Nordea bank is the largest financial services company in the Nordic region. It, like other banks, has been a firm believer in point of sale literature. According to Jukka Perttula, Executive Vice President, Marketing at Nordea, “we know now that our customers want information on our products in a format that is easy to read and easy to understand, brochures for every product and service we sell. We see brochures as a good investment.”

Product brochures - almost irrespective of the category - need to convey complicated information in a simple way. An arresting title, the customer benefit and the key features of the product or service are the basics. And if necessary, some facts and figures on how the offer performs. Customers enjoy having the leaflet to hand, and where better to inform them than at the point of sale ?



Banks aim to use their customer's waiting time to best effect by offering choices at the point of sale, choices that can make a difference to how they manage their finances. As Mr. Perttula confirms, "customers take what they want, when they want it - and almost invariably ask at the counter for the service they need. It's one of the best investments in communication we make."

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COUPONS WORK **HARD**
TO EARN THEIR LIVING



AND THEY CAN BE

CREATIVE TOO.



CASE

HairClinic in Belgium were inspired to use print in a rather unusual and creative way. Being a hair loss clinic, they wanted to capitalise on that other great “fall” - namely the first day of autumn!

They scattered fake printed leaves on the ground, with the message “Are you also beginning to lose it?” This example shows the simple power and the versatility of the printed leaflet to be both action and image, on the one hand to draw customers into the store, and at the same time convey a piece of the brand story.



KEY FACT

The buying habits of 39% of consumers are significantly influenced by shelf coupons, and 35% of them are significantly influenced by other in-store communications.* And when coupons are redeemed, 47% of them come straight from the pack, 29% were found on the shop shelf, while the rest came from outside the store.**

*Source: Simultaneous Media Usage Survey (SIMM VIII) by BIGresearch 2006.

**Source: PromoControl.High Co.

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THE PAPER INDUSTRY

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NUMEROUS SUPPLIERS TO THE PAPER
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THE PUBLISHING INDUSTRY

MAGAZINES : **FIPP, FAEP**

DIRECT MARKETERS

FEDMA

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INK MAKERS : **EUPIA**
PRINTING MACHINE MAKERS : **VDMA,**
HEIDELBERG, MAN ROLAND, KBA

THE POSTAL INDUSTRY


POST : **POST EUROPE**
ENVELOPE MAKERS : **FEPE**
12 EUROPEAN POSTAL SERVICES

BY THE UNITED PRINT CHAIN



SMELL THE DIFFERENCE

SPECIAL EFFECTS CREATE EXTRA IMPACT

A close-up photograph of brown leather with a pebbled texture and white stitching. A circular callout with a dashed white border is centered in the image, containing text. The background is a warm, reddish-brown color.

Scratch here
and smell the leather.
Special printing processes
are able to reproduce the
actual smell of leather in a
most authentic way.

**YOU WANT TO PUT YOUR BRAND
IN YOUR CONSUMER'S HAND ?**

GET STARTED TODAY

Point of sale material is the door to immersing your prospect in your brand world. Promotional posters, point of sale material, brochures, catalogues, coupons and other 'buy me' attention devices are vitally important. It's often the decisive point of contact to get your product in your consumer's hands.

Go to WWW.PRINTSELLS.ORG for more information.

YOU WILL FIND:

- > PRACTICAL TIPS AND LINKS
- > ADDITIONAL CASE STUDIES
- > HOW YOUR COLLEAGUES CAN RECEIVE THESE BROCHURES

PRINT SELLS IS SUPPORTED BY
THE EUROPEAN POSTAL ORGANISATIONS