



# PRINT IN A DIGITAL WORLD

2016

TREND REPORT

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**[stjoseph.com/2016-print-in-a-digital-world](http://stjoseph.com/2016-print-in-a-digital-world)**



# THE WORLD OF ENGAGEMENT IS AN EVER-SHIFTING PLACE.

The marketing model used to be a simple one - to interact with people... you would figure out a target demographic... what you wanted to say to them... a unique selling proposition... develop some hooky, inspiring creative... and then wheel a dump truck of money up to the media agency who fulfilled on reaching that demographic... and blammo... you were capturing market share and off to the Marketing Hall of Fame. Well, it doesn't exactly play that way today. As digital has permeated the world, our engagement framework has moved from a Marketing Model - "I have something I need to tell them" - to a Content Model - "What are they interested in?" Why? Because, a brand is no longer what we tell the consumer it is - *it's what consumers tell each other it is.*

And the way consumers engage with brands has dramatically morphed. Consumers can now intermingle with a brand in a cacophony of ways - retail stores, pop-ups, print, signage, online, mobile, social, wearables - it's endless. They access products and product information instantaneously. Today, you have to be a storyteller for this connected world, merging marketing, content and technology in bold, exciting ways. You need to understand the 'omnichannel multiverse' in order to navigate it, so that your stories connect with audiences throughout the blending and blurring ecosystem of print and digital – providing *true engagement* and *true benefit*.

As we can all verify from our own journeys, social is playing a big role across the buying cycle and, paired with other online channels, it is emerging as a multitasking medium. Marketers are experimenting across these various journeys and research indicates that there is a strong switching and acquisition momentum towards digital, yet print still plays a powerful role, oftentimes cutting beautifully through the clutter of our digitally saturated world, making for a well-balanced ecosystem approach - nirvana. Marketers are looking for new thinking and are challenging mental models of what marketing needs to be in our *connected and ever more measured world*.

We hope this Trend Report inspires you to mix, match and marry the exciting world of print and digital and find your own nirvana.



Michael Chase  
CMO, St. Joseph Communications







**VISUALIZING  
BRAND STORIES**

## **DISRUPTIVE EXPERIENCES**

From smart phones to desktops, tablets to wearables, we live in a world full of real-time digital experiences. As over-saturated consumers continue to receive these experiences, real disruption comes from content that lives beyond swipes and taps and promotes a wider sensory connection.

## **BRAND PUBLISHERS**

In 2016, Brands will continue to blur the lines between news and advertising by telling richer stories. Building lasting customer engagement is based on serving, educating and entertaining them; shifting the focus off “selling” and towards creating “value” and “relevancy”.

## **EVERYONE PLAY NICELY**

Telling a story is more than just words, media and formats. Consumers want to be surprised, delighted and feel connected with a Brand across multiple touch-points. Brands will continue to push the boundaries of the customer journey; optimizing content to ensure consistency and more importantly progression from one stage (and channel) to another.



## TELHANORTE



Brazilian retailer Telhanorte wanted to dramatize that any new construction project begins with some destruction. The retailer designed a cement cover for two popular Brazilian construction publications targeted at select subscribers, professionals and architects who had to 'break' through the front cover in order to access the encased magazine.

## TRAMONTINA



To promote their new cookware line, Tramontina created the *Bíblia Definitiva Do Churrasco*, or *The Bible of Barbecue*. Each "page" provides an authentic Brazilian grilling experience with usable charcoal, igniter fluid, an apron, knife sharpener and even a cutting board and serving dish.

## GÖTEBORGS



Swedish auctioning house Göteborgs hired antiques expert Peder Lamm to scan the Internet for antiques from houses that were currently for sale. After the image was downloaded, Peder circled all items of interest and sent the postcard to the homeowner asking if they wanted to sell more than just their house.



## TIME



The largest magazine publisher in North America, Time Inc., is letting marketers buy print ads with the same automated technology used to buy digital ads. This move is aimed to help streamline the print buying process and allows Brands to buy both print and digital media simultaneously.

## CREATIV



In March 2015, online social network Creativ began publishing a new print magazine curated with the content its users submit online.

## NESCAFÉ



Nescafé created an unexpected way for two people to share a real moment together. Deeming reading a newspaper a “rather lonely moment”, Nescafé included two pop-up paper mugs and instant coffee inserted into morning newspapers to help readers connect with each other.



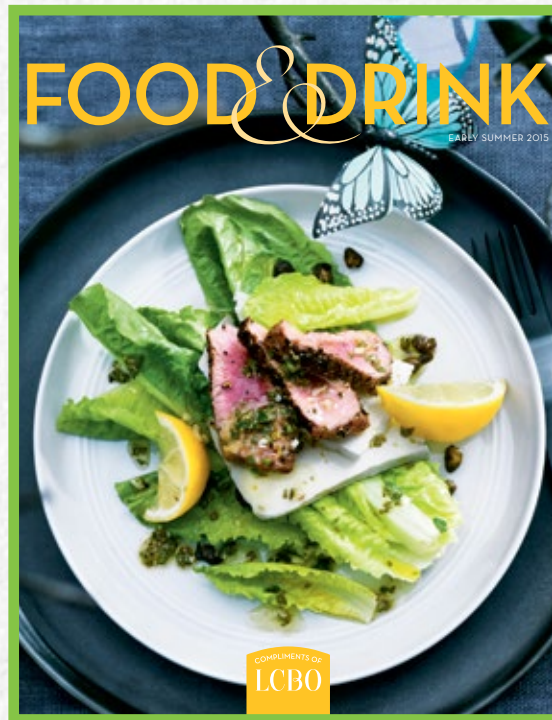
After several years of decline, printed catalogues are experiencing a renaissance as Brands continue to evolve how they engage with customers. From Sears, JCPenney and Pottery Barn to Athropologie, Restoration Hardware and Ikea, retailers are focusing on editorializing their catalogue to pull consumers online and in-store. As content evolves, many retailers are finding that print catalogues are often where many new customers start their brand journey; researching brand products and consuming often elaborate brand stories that barely resemble the traditional catalogues of the past.

## SHOPPERS DRUG MART



Re-launched in 2011, Glow Magazine positions Shoppers Drug Mart as “Canada’s Beauty Experts” and is a central component of its multichannel content platform. The magazine provides a seamless flow of beauty and health expertise across all touch points while aligning its editorial calendar to Shoppers Drug Mart’s in-store promotional and marketing initiatives.

## LCBO



The Liquor Control Board of Ontario (LCBO) uses a series of magazines and product guides to push consumers to its retail locations and promote responsible entertaining. The two magazines, *Food & Drink* and *Vintages*, along with corresponding product guides have a combined total readership of over 2 million, rivaling totals from other leading Canadian paid-circulation magazines.

## RESTORATION HARDWARE



Restoration Hardware believes that when it comes to their catalogue, bigger is better. Their 13 source books are published once a year in a single package and serve as a design library for customers to reference for inspiration throughout the year.



## BIRKS



Luxury jewellery retailer Birks recently launched its branded magazine *1879*, targeting a younger, more modern consumer. The biannual magazine targets readers interested in fine jewellery, travel, food and design while reinforcing Birks as the leading lifestyle experience brand.

## AIRBNB



In November 2014, accommodations marketplace Airbnb launched a new quarterly magazine as part of their strategy to connect consumers with unique product offerings. The publication, *Pineapple*, focuses on the connections between the Airbnb community and the locations where they live and travel.

## UBER



In 2015, Uber launched a quarterly print magazine for its 150,000 drivers, *Momentum*. The publication, which Uber drivers designed and curated together, focuses on industry news and driver health, business and operating tips.



# VOLKSWAGEN



To promote the off-road capabilities of its vehicles, Volkswagen gave select customers the opportunity to enjoy the “great outdoors” without leaving their homes. The military-style medical box housed an off-roading kit that included various humorous and playful items including an illustrated guide, fake blood and spray on mud to playfully replicate the off-roading experience they were missing.

# NEUTROGENA



Neutrogena worked with Brazilian magazine Caras to create an interactive cover highlighting the benefits of their Deep Cleaning Wipes. The wipes were sampled within the magazine and allowed readers to rub the make-up off the actress featured on the cover.





58%

**OF ONLINE SHOPPERS SURVEYED BROWSE CATALOGUES FOR INSPIRATION BEFORE MAKING A PURCHASE ONLINE.**

Source: Direct Marketing Association

In a collaboration between Toyo Ink, Sappi Paper, Kirshenbaum Bond Senecal + Partners and Classic Color, BMW transformed their new M6 sports car into a printing press that created its own promotion materials. BMW revved up the 560 horsepower M6 to lay down a tire track on sheets of paper. Using special tanks in the trunk, the ink was put on the wheel tread before going on the paper. Each unique piece supported the Impressive on Paper, Devastating on the Road direct mail campaign.



**CONNECTIONS ARE  
EVERYWHERE**



## **THE 'ALWAYS ON' GENERATION**

In contrast to any other period in human history, we have the ability to remain connected to content at all times in all locations. This provides consumers with instant and continuous access to Brands and their content.

## **IT'S A COMPLICATED JOURNEY**

The emergence of new channels is further complicating the customer journey for Marketers. Consumers will continue to move between devices and engage with Brands across multiple channels, often simultaneously. Understanding the role each channel plays within a customer journey is the new utopia.

## **IT'S A BRAVE NEW PHIGITAL WORLD**

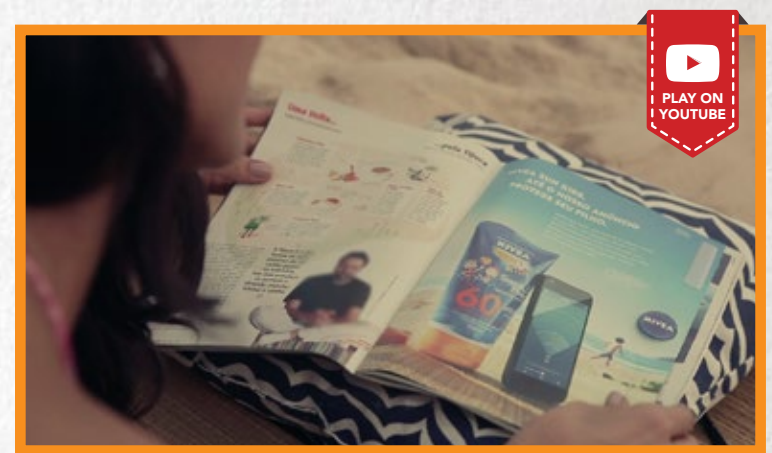
Who says print and digital don't mix well together? As we outlined last year, the lines between the two worlds are constantly blurring with the Internet of Things phenomenon continuing to push boundaries and build a communications network between both physical and digital environments.

## ANOTHER



During Paris Fashion Week, AnOther Magazine released a limited edition issue featuring a high-definition digital cover with a bespoke soundtrack to celebrate iconic designer Alexander McQueen. The magazine used LED screen technology to display an exclusive front cover video featuring a provocatively dressed Rihanna.

## NIVEA



This Nivea ad promoting its sun skin care line included a detachable bracelet that could be worn by a child to connect to a free companion smart phone app. With help from the app, a parent can set the maximum distance a child can wander before an alarm sounds.

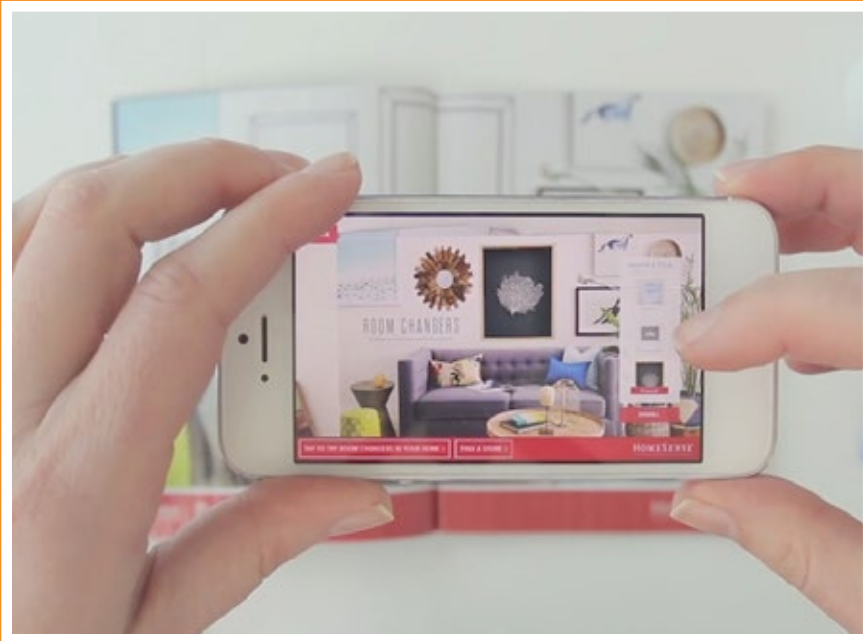
## C&A



Fashion retailer C&A ran a print ad in Brazilian magazine Contigo that allowed readers to 'like' a range of outfits, with activity then automatically appearing in their Facebook news feed. The 'likes' were also sent to a display in their Morumbi Shopping store, highlighting the most popular outfits from the promotion.

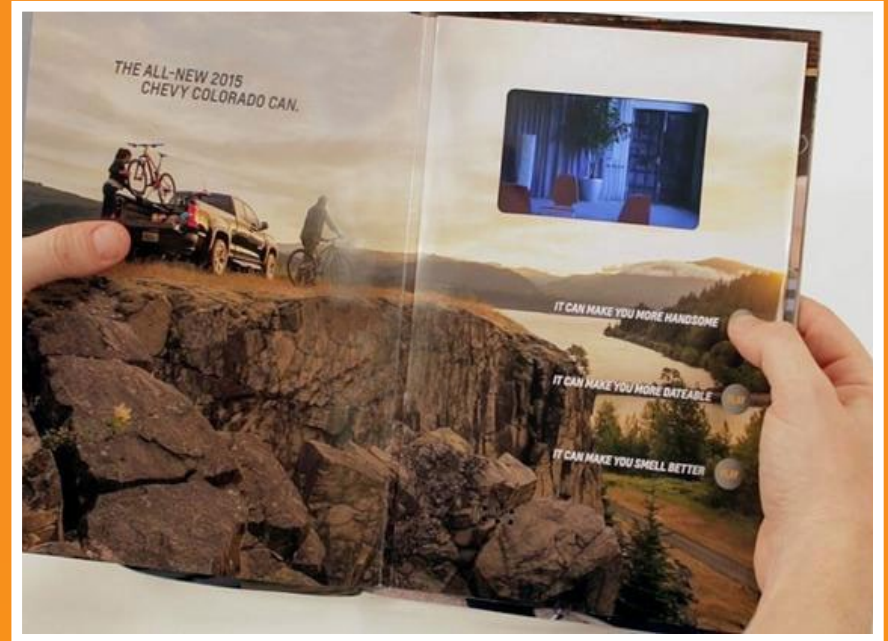


## HOMESENSE



Retailer HomeSense launched a national magazine ad campaign encouraging consumers to use mobile app Blippar to see how their space can be transformed with small additions – or what it calls “room changers.” Using augmented reality the reader can configure the products within the magazine, helping to determine their style and decoration preferences.

## CHEVY



To promote its Colorado truck line, Chevy published a digital print ad that appeared in approximately 10,000 editions of Esquire and Popular Mechanics. The automaker leveraged external data to determine which readers fit the profile of a Colorado buyer and should receive the ad.

## MACY'S



Often considered the pioneer of omnichannel retail, Macy's builds communication, inventory and conversion ecosystems across the company. Its omnichannel strategy focuses on creating synergies between online and brick-and-mortar locations based on emerging customer shopping preferences. These synergies are created through the use of technology and its extensive database, which allows Macy's to provide consumers with relevant content on their preferred channels, whether it's online, print or both.

**"As an omnichannel retailer, we strive to provide a seamless experience for customers who shop with us in-store, online or via mobile devices."**

- Martine Reardon, Chief Marketing Officer

## TORONTO LIFE



Devoted to Canada's most dynamic metropolis, Toronto Life engages with readers across its various print and digital platforms. With a focus on evolving media habits, Toronto Life publishes various types of multi-platform content (from long form editorial, special interest publications, integrated events to social) ensuring its community of readers can choose when, where and how they connect with the brand.

**"Toronto Life lives in a truly multi-platform media ecosystem, but I can say with confidence that there is nothing comparable to the power of engagement we see in print. If print magazines didn't exist, we would be compelled to invent them to better engage with our audience."**

- Ken Hunt, Publisher of Toronto Life



## IKEA



The IKEA catalogue (or “bookbook”) is an iconic piece of content marketing. The catalogue which gets highlighted, ripped, scratched and stickied is part of IKEA’s overall multi-platform communication ecosystem that enables print and digital technologies to work harmoniously. For example, the 2015 catalogue offers an interactive digital version and mobile application that allows consumers to virtually try out IKEA furniture in the comfort of their own homes using augmented reality.

**“It is really about staying relevant. It goes beyond just e-commerce, to create the relevance for consumers in order for IKEA to stay top of mind, it is really about transitioning to more of an omnichannel retailer.”**

- Leontyne Green-Sykes, Chief Marketing Officer (IKEA USA)

## FRANK & OAK



Frank & Oak is a rare example of a digital fashion retailer using traditional communication practices to disrupt a modern, tech savvy consumer. Central to their business objective is ensuring that the consumer’s expectations are always exceeded, regardless of why or how they engage. Building an omnichannel ecosystem (that includes mobile, retail and a biannual print magazine) and a content engine that rivals most publications allows Frank & Oak to focus on delighting their customers and providing them with a simple personalized brand experience.

**“Retailers will have to become savvier in how they set up their brick-and-mortar locations and online storefronts. As the lines become more and more blurred, retailers will need to make sure their strategies are truly omnichannel.”**

- Ethan Song, Chief Executive Officer



## MOLESKINE



Embracing the connection between print and digital, Moleskine extended their notebook lines through partnerships with Adobe, FiftyThree, Livescribe and Evernote, allowing customers to digitize printed content and upload it through their mobile application.

## NOKIA



Nokia's #LumiaBizTrial campaign offered business owners the opportunity to test various Nokia smart phones for 30 days free of charge. Along with the smart phones, the direct mail package included a personalised letter, foil-stamped customer quotes and a 7" video screen showcasing the setup process.

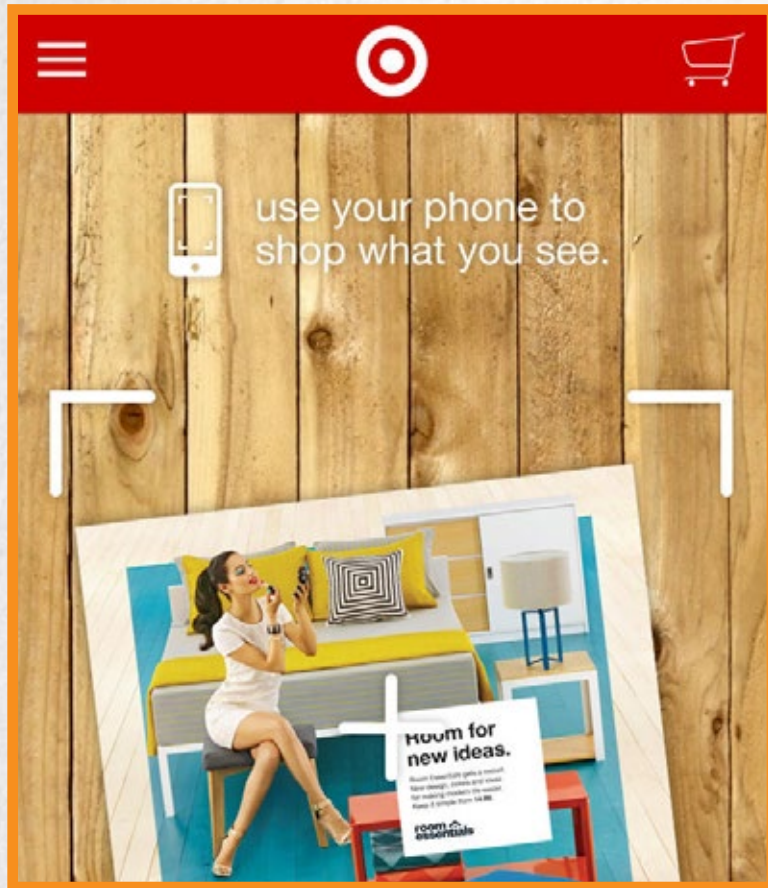
## TACO BELL



Taco Bell Canada is (humorously) turning up the heat to promote its recent #FieryDLT campaign. The integrated campaign features both a print and digital calendar with 12 Taco Bell enthusiasts dressed in firefighter uniforms holding its new Fiery Doritos Locos Tacos.



## TARGET



Last year, Target launched a new mobile application, In a Snap, that works with its fall print catalogue. The mobile app allows users to scan products from its catalogue (and various magazine ads) to view and purchase them within Target's e-commerce site.

## DALZIEL + POP



Dalziel + Pop, a creative agency based in London, is developing interactive retail displays by screen-printing with conductive inks. The displays allow users to interact with up to 48 display elements that produce different light animations, allowing retailers to tell unique stories through these playful interactions.

## KFC



Our smartphones have become such a prominent component of our digital lives that we find it increasingly difficult to put them down – even when enjoying a meal. KFC has addressed this obsession (and the greasy screen byproduct) by giving patrons in Germany paper tray liners with built-in Bluetooth keyboards, so they can text away while munching on their extra crispy chicken.

## VOLVO



Volvo partnered with Google Cardboard to promote the launch of its redesigned XC90 SUV. The paper goggles are paired with an Android app that creates a stimulating sensory experience of being in the XC90's cockpit on a leisurely drive in different environments.



## NOVALIA + DJ QBERT



Novalia worked with DJ QBert to create the world's first interactive DJ Decks in an album cover for the release for his *Extraterrestria* album. Users can touch the paper (which connects via bluetooth to a smart phone) allowing them to scratch, mix and fade any songs from the album.

**71%**

**OF CONSUMERS  
SURVEYED PLAN TO  
'WEBROOM' BEFORE  
MAKING THEIR  
FINAL PURCHASE  
IN-STORE.**

Source: Accenture



**MORE THAN INK ON A PAGE**

# MORE THAN K ON A PAGE



## **DON'T USE THE 'T'-WORD**

We can't think of ink and paper in the same way anymore. It floats. It saves the environment. It works well in the digital world. And most importantly, it creates deep connections with consumers. Today, Print is anything but 'traditional'.

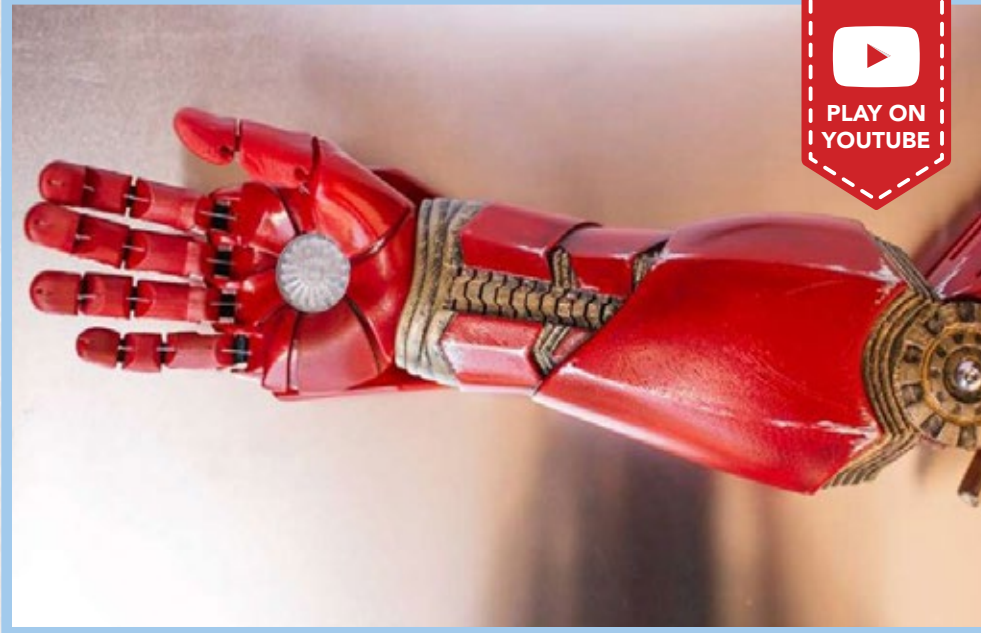
## **CHANGING THE WORLD**

From health care and architecture, to retail and marketing, 3D printing has the ability to completely transform the way we think, create and consume products. While this industry is still in its infancy, it has the ability to completely redefine our lives.

## **THE BESPOKE ECONOMY**

We live in a world where both time and space are precious. New technological advances mean printed material can be more customized and specialized than ever before. It results in printed content that is more targeted and more relevant for consumers.

## COLLECTIVE PARTNERS



In conjunction with Collective Partners, Limbitless and Robert Downey, Jr. surprised a young boy with a bionic arm inspired by the prosthetics used by Marvel's Iron Man. Limbitless technology uses 3D printing to create affordable bionic limbs for children.

## PIRATE 3D



In 2015, Pirate 3D launched a campaign aiming to help physically blind individuals re-experience visual memories using 3D printers. The campaign reproduced photos as three dimensional sculptures to enable the blind participant to experience the activities and physical features within each photo.

## WATER IS LIFE



Access to clean water is one of the world's most pressing issues. To create awareness around this problem, charity group Water is Life created 'The Drinkable Book' that both educates the reader on water safety and can also function as a low-cost water filtration device. The pages in the book are made with silver nanoparticle-coated paper that is able to filter 99.9% of all bacteria from contaminated water.



## BECK'S

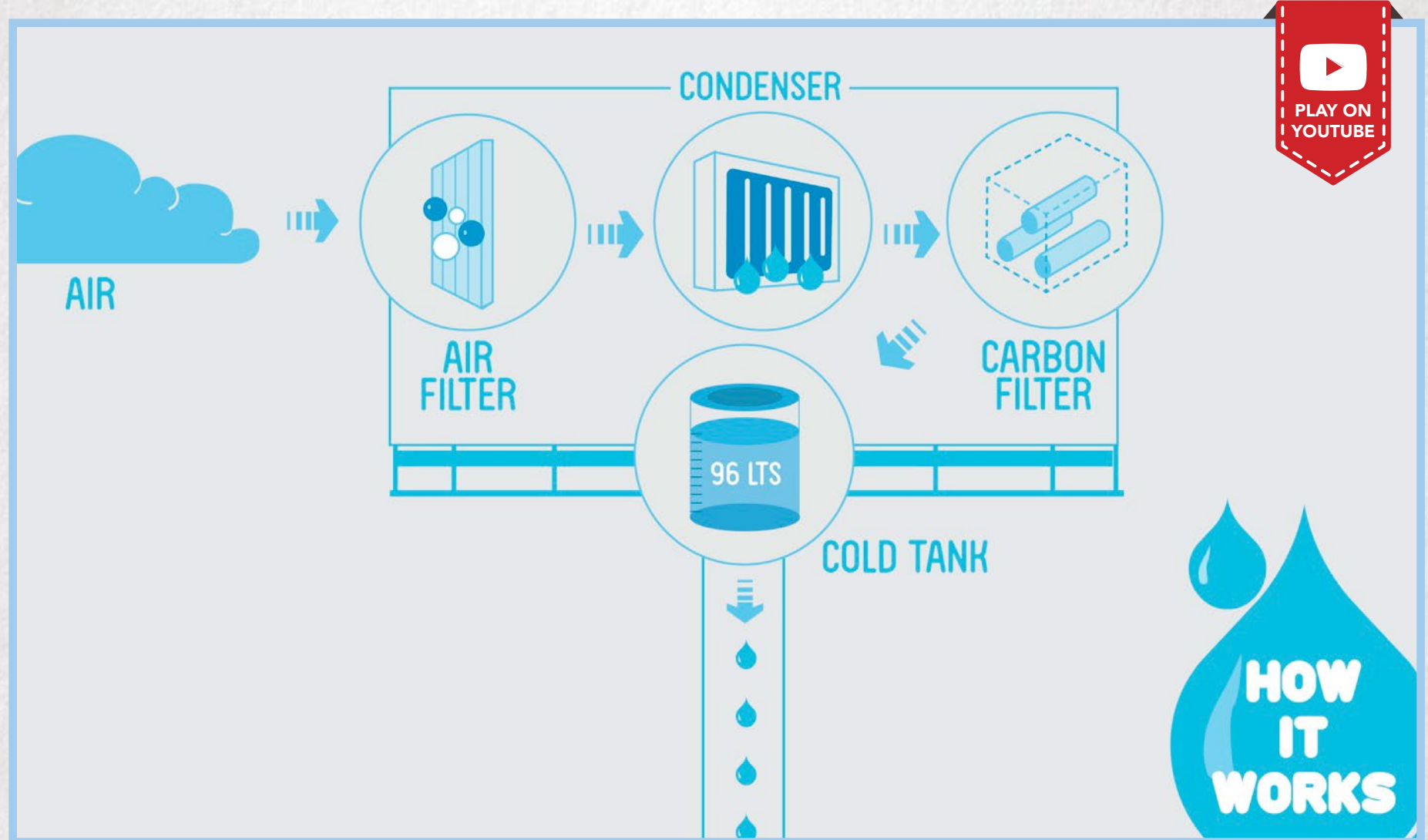


Beck's launched "the world's first playable poster" to celebrate its dedication to music. The playable music posters were developed using technology that included conductive ink as sensors and built-in speakers. Once touched, the poster begins playing contemporary music that the user can remix by interacting with different elements of the poster.

## PEOPLE OF PRINT



To promote the launch of the 3rd edition of Print Isn't Dead, People of Print invited users to customize the design of the front cover of the magazine. Each user-generated magazine cover was individually typeset creating a series of words, phrases and even text art.



To combat the environmental pollution that comes from building a new campus, Peruvian engineering university UTEC created an air-purifying billboard that filters the equivalent of about 1,200 trees or 100,000 cubic metres of air per day with an effective reach of up to 5 blocks. Lima, Peru gets around half an inch of rainfall per year, yet the atmospheric humidity is around 98 percent. While this can pose a problem for drinking water, Peruvian engineering university UTEC saw it as a potential opportunity. They were able to create a billboard that draws moisture from the air and turns it into much needed clean drinking water.



## WEARABLE LIFE SCIENCE



Wearable Life Science has developed an active apparel with printed electrodes, sensors and control units that monitor athletic performance while sending real-time updates to its proprietary mobile application.

## PAPER REBIRTH



Chinese nonprofit Friends of Nature has created a printer cartridge that uses water instead of ink. The "ink" prints normally on a page but fully fades within 72 hours, allowing users to give their paper an environmentally friendly second life.

## ROHINI

Rohini has manufactured the world's thinnest LED lighting solution (called LightPaper) by mixing ink and tiny LEDs together and printing them out on a conductive layer. This technology allows Rohini to embed lighting to nearly any surface, shape or application.



## MY 365 DAYS IN PRINT



Launched in January 2015, My 365 Days in Print is a custom-made journal featuring an individual's Facebook profile highlights for the previous year. Users have the ability to edit and customize pages within the journal before it is printed and delivered to their doorstep.

## MEGANNEWS



MegaNews launched an autonomous newsstand that only prints publications when they are ordered. Consumers can browse more than 200 different magazines, newspapers and journals and receive a high quality, freshly printed copy on demand.

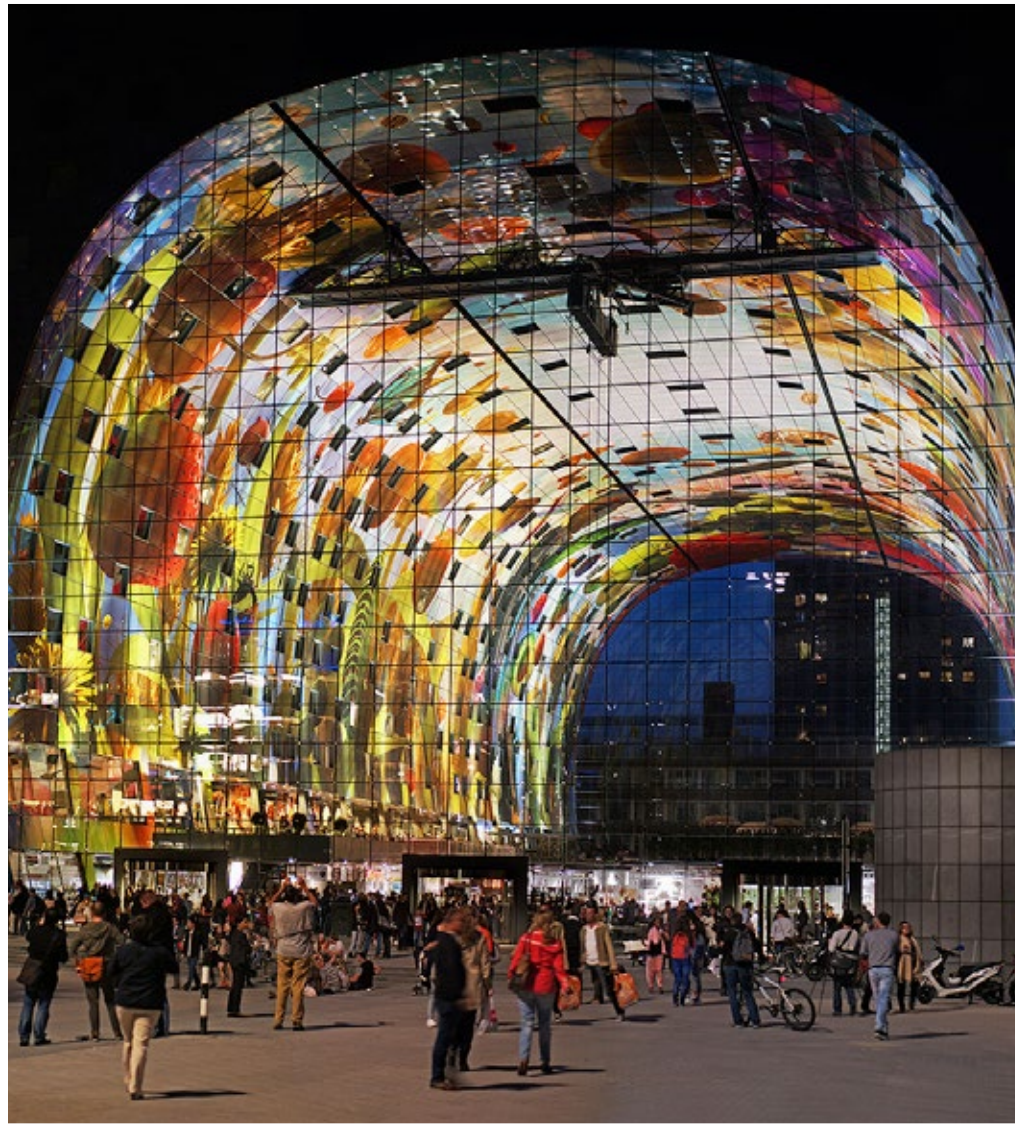
## PRYNT



Launched in 2015, Prynt is a smart phone case with a built-in printer that allows users to print and share photos on the go.



# MARKTHAL ROTTERDAM



Dubbed the “biggest artwork in the world” the Markthal Rotterdam is 36,000 square feet of vibrant animal and plant life designed by artist Arno Coen. Each panel is printed on aluminium panels using sublimation; a unique printing method whereby the temperature of ink is raised until it becomes a gas and then penetrates the coated panel to form a solid.

**44%**

**OF CONSUMERS  
VISIT A BRAND'S  
WEBSITE AFTER  
RECEIVING DIRECT  
MAIL MARKETING.**

Source: Direct Marketing Association

## ABOUT US

St. Joseph Communications is spearheading transformational change by redefining the way in which organizations connect with their customers. Our omnichannel marketing approach lets us build solutions and ecosystems anchored by people, technology and insight that intuitively merge all data and visual assets to create multichannel publishing solutions for all mediums. This gives marketers the opportunity to be more efficient at creating and grouping content while focusing on strategy and analytics. Through these solutions we can deliver the widest array of interconnected solutions across our Content, Media and Print groups. By redefining how brands develop experiences, we build sales, boost loyalty and create evangelists across all communications channels and technologies.

Simply put? We transform the way brands engage with people.

**st Joseph**  
Communications





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