

The Page

Print Power and Two Sides Quarterly Newsletter



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Sir Martin Sorrell Promotes the Power of Print

Sorrell underlined his belief that the strong engagement people have with print media is an important metric, saying: "I think there's a legitimate argument as to whether time spent by consumers is the right metric or whether it should be engagement, and there's some really strong evidence that engagement with traditional print is greater than that engagement with so-called 'new media'." Adding "measurement penalises traditional media and it advantages online because the standards of viewability, for example on video online, are much lower than the standards that we apply on the offline side".



"There's some really strong evidence that engagement with traditional print is greater than engagement with so-called 'new media'." SIR MARTIN SORRELL



Subscribe to the Print Power Magazine www.printpower.eu/subscribe

The Print Power magazine showcases how successful brands use print within their campaigns. Using famous brands and personalities in the world of media, the magazine brings to life the tremendous power of print to build brands and influence opinions.

Written by experts, the Print Power magazine is published twice a year in 9 languages and is distributed to media and marketing professionals in 11 European countries.

Find all these stories alongside hundreds of case studies and inspiration items on the new Print Power website. All the latest news promoting print as a powerful and effective medium in today's digital world. www.printpower.eu

Inside this issue:

The Page 01

Sir Martin Sorrell on the value of print engagement
Print Power Magazine, Ensure You Receive Your Copy

The Page 02

Fact Sheets
Power of Print Seminar

The Page 03

Learning and Literacy Research
No Wonder You Love Paper Campaign and Competition
Anti-Greenwash local and global success

The Page 04

Coming Up Next Quarter...
Our New Members

Two Sides Launch 11 Comprehensive European Fact Sheets

Despite print and paper having a great sustainable story to tell, there are still misconceptions that using paper and print is wasteful and responsible for deforestation.

To help address these concerns and better inform consumers, businesses and generally any user of paper and print, Two Sides has published 11 Fact sheets covering a wide array of environmental and social Issues. In addition to the sustainability of print and paper, these facts sheets also cover other key topics, like the important role of print and paper play in literacy and learning.

A full list of the fact sheets are detailed below;

- Electronic communication
- "Go Green-Go Paperless" messages are misleading
- Harvesting trees through sustainable forestry
- Paper is one of the few truly sustainable products
- Paper is one of the most recycled products
- Paper production supports sustainable forest management
- Paper's carbon footprint is not as high as you think
- Print and paper play a key role in learning and literacy
- The paper industry uses a lot of renewable energy
- Why challenge anti-paper environmental marketing claims?
- Wood-based paper and non-wood based paper



Don't forget as members, you can personalise the fact sheets too.
Email us at info@twosides.info or login to the member's page to download.

The Power of Print Seminar

On November 3rd 2015 at Stationers Hall, 160 attendees heard from ten leading industry experts who shared their knowledge and provided an overview of our industry today. The brand marketing experts, alongside media and marketing specialists explained how print is still relevant and a unique, powerful, and effective channel of communication.

One of the major themes of the day was how creativity and innovation continue to push the boundaries in print. Richard Hale, 'creative paterfamilias' at Google evidenced this with notable campaigns such as the World Health Day campaign in 2014 where ad agency Leo Burnett teamed up with Sri Lankan newspaper, Mawbima. They impregnated the inks with citronella as a mosquito repellent to help protect against malaria. The results? They sold 30 percent more papers that day and subscriptions rose by 300,000.

The seminar was a resounding success, selling out weeks before the event!



This year's seminar will be on
Tuesday 1st November at Stationers' Hall

RESERVE YOUR PLACE NOW!

info@powerofprint.info

Campaign and Competition

Our No Wonder You Love Paper Campaign launched in April 2015. Adverts, appearing in UK national newspapers, magazines and online, were offering 60 people the chance to visit a European paper mill to learn about sustainable forestry and paper-making. This popular competition received over 4,000 entrants.

The competition closed on January 31st, the winners have all been booked onto their trips, and we look forward to sharing their experiences with you in the next issue...

Participating Mills:

- Sappi
- International Paper
- Stora Enso
- UPM
- Mondi
- Holmen
- Lecta Group
- SCA
- Burgo

No wonder
you ♥
paper



Global Anti-Greenwash Success for Two Sides

In November 2015, Two Sides found 240 of the world's largest organisations using greenwash in their marketing communications. Following intervention from Two Sides, 92% changed their messages nationally and 70% globally.

Martyn Eustace, Chairman of Two Sides, says "We're really pleased that the ongoing efforts and campaigning of Two Sides is having such a significant effect on some of the world's largest and most influential organisations. But there is no room for complacency, and there is still a great deal of work to do tackling the remaining companies that continue to mislead their customers."



Reading from paper or reading from screens.

What do consumers prefer?

Results from the UK-based consumer research highlighted that 84% of respondents understood, retained or used information that had been printed and read on paper much better than information received on a digital device while 83% stated a clear preference for reading print on paper for more complex topics.

The survey also revealed 79% found printed media more relaxing to read, while 60% of mobile/smart phone users (rising to 71% amongst the 18 – 24 year olds) were concerned about how these devices were damaging their health (eye strain, headaches, insomnia).

"The results of the UK survey have lessons for all those who choose the way in which information is distributed, particularly for advertisers, marketers and educators who need to understand how information is being delivered, received, processed and retained," explains Martyn Eustace, Director of Two Sides. "While on-screen reading occupies an increasing amount of consumer time, people's preferences are still for a physical reading experience which they believe it to be a 'safe' medium which is more informative, less distracting and less harmful to their health."

Overall, the survey reported that

79%
of respondents
preferred to read
print on paper
when given the
choice.



To read the full story, please go to
www.twosides.info/Literacy-and-Learning-2015

Coming Up Next Quarter...

We have a truly exciting first half of 2016 lined up for you which is currently keeping us very busy! In summary, the projects are:

No Wonder You Love Paper:

Having announced the winners, we'll be jetting them off during May-June for a 2-3 day fact-finding trip to their chosen paper mill. We promise to bring you all their stories and pictures in the next issue...

Print Power Case Study Platform:

We have just finalised a new Case Studies platform on the Print Power website enabling members to upload branded articles that showcase print's effectiveness. To upload studies, please visit the member's area. If you need additional guidance, please just call. We can't wait to read your recent achievements!

New Myths & Facts Booklet:

We are finalising a fresh, new edition of our popular Myths and Facts booklet. Remember as a member you can personalise this and add it to your own corporate collateral.

The 12th Fact Sheet:

Our collection of Fact Sheets gains a new sibling! Our 12th Fact Sheet focuses on the misuse of environmental claims in corporate email sign offs. The whole set can be downloaded from our website. www.twosides.info/factsheets. Members, remember you can also personalise the Fact Sheets too. There's a whole year's worth of social media content and snippets from these information rich documents alone!

Last, but by no means least, we'd like to wish a very warm welcome to our newest members!

- Association of Print Management in Education
- Belmont Press Ltd
- British Coatings Federation
- DDL Group
- DXG Media
- En route Design and Print Limited
- Expense Reduction Analysis
- GPS Colour Graphics Ltd
- Harlow Printing Ltd
- H&H Reeds Printers
- Impress Print
- Jarshire Limited
- JW Northend
- Kadant Johnson Systems International Ltd
- Kall Kwik Group
- Kingfisher Press Ltd
- Lock Stock & Printed
- Murrays the Printers Ltd
- Ogilvy (Dublin)
- Ovendens
- Peppermint Print
- Poole Projects Ltd
- Secure & Confidential Documents Ltd
- The Print Academy (Yorkshire) Ltd
- Victoire Press Ltd
- Xerox (UK) Ltd

For full details of member benefits and how to join Print Power and Two Sides, go to:

www.twosides.info/Member-Benefits

Contact Us

To discuss membership benefits or for any other information regarding our campaigns, please give us a call or drop us a line; we'd love to hear from you!



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For news, case studies, events and more, go to:
www.printpower.eu & www.twosides.info



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