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THE POWER TO MOVE

insights from beyond
the print industry



Mathew faulkner

EMEA DIRECTOR,
MARKETING AND INNOVATION,
WIDE FORMAT PRINTING GROUP
CANON EUROPE

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A legacy of insight for — Print businesses

- Forward momentum
- Changing priorities
- Continued growth

Creating customer value



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Takeaways

- The modern marketing dilemma
- A drift to digital
- Print works, but...
- ...we have some perception issues
- The value gap

Make it mantra



Be creative



Be proactive



Be confident



Be agile



Be digital



Be consultative



Be knowledgeable



Be different



Be multi-channel



Be accountable

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A person with long hair, wearing a plaid poncho and blue jeans, is walking away from the camera down a mossy forest path. They are carrying a brown suitcase in their right hand. The forest is dense with tall trees and sunlight filtering through the canopy.

Q024: a fresh approach

Preparing for the future

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Four futurists



Murray Grubb



Rafael Rodrigues



Beate van Loo-Born



Benjamin Talin

Benjamin talin

- CEO, MoreThanDigital
- Government & Economic Policy Advisor
- Digital Transformation Expert
- Change Management Author



Identity and status

A young woman with long brown hair, wearing a blue knit beanie and a dark jacket with a fur-lined hood, is shown in profile, looking upwards. The background is a soft-focus outdoor scene with sunlight filtering through trees, creating a warm, golden glow.

“Identity and status are powerful drivers shaping the future...”

Younger consumers are hyperflexible about their identity, their loyalty to brands.”

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The shift to virtuality

A person is seen from behind, wearing a VR headset. They are looking at a virtual environment that features a blue and pink digital overlay. The background is dark, and the overall lighting is dim, with the primary colors being the blue and pink of the virtual environment.

“In 30 years we’ll be living and working in the metaverse.

Increasing disconnection from the physical world will dramatically change our relationship with physical goods.”

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~~Social~~ fragmentation

“Traditional target groups
are on their way out.

Brands need to target far
more nuanced audiences.
It’s an age of hyper
personalisation.”



Transformative technology

“AI’s disruptive potential is in process automation, because so many businesses still lack basic infrastructure, like CRM data about their customers.”

Monetising hidden value

“Print’s most valuable asset is that it controls attention at the point of sale.”

It’s about monetising that control of attention.”

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Food for thought

- How you are changing
- How brands are changing
- Imagine the new roles that print can play
- Automate

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The ingredients _ For success

- Put ourselves in the shoes of customers
- Think about customer challenges...
...and solve them creatively
- Print as multichannel content
- Ask questions
- Listen to the younger generation
- Listen outside of the print
'echo chamber'



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Get in touch

Website:
[canon-europe.com](https://www.canon-europe.com)

Email:
mathew.faulkner@canon-europe.com

LinkedIn:
Mathew Faulkner

A silhouette of two hikers, a man and a woman, standing on a rocky mountain ridge. They are both giving a thumbs up gesture. The man is on the left, wearing a blue jacket and a backpack, with his right leg raised. The woman is on the right, wearing a dark jacket and a backpack. They are looking out over a vast, hazy mountain landscape at sunset. The sun is low on the horizon, creating a warm, golden glow that fills the sky and the distant mountains. The foreground shows some dry, scrubby vegetation.

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