

**DYK**  
DID YOU KNOW SERIES

## IN PRINT WE TRUST

HOW PRINT CAN  
CUT THROUGH THE  
DIGITAL CLUTTER



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# DID YOU KNOW?

## 4 REASONS WHY PRINT HAS THE EDGE OVER DIGITAL MEDIA CHANNELS

It's no secret that digital marketing channels are extremely crowded. But what's more concerning for marketers is that it appears consumers are becoming numb to digital messaging; a recent survey found that 57% of those surveyed strongly dislike ads that play before a video, and 43% of people say they don't even watch them.<sup>1</sup> When you add in marketing emails, social media ads and PPC campaigns, it's easy to see why marketers are looking to print as a more clear, direct pathway to their customers.

### WHY IS PRINT EXPERIENCING SUCH A RESURGENCE?

A recent survey of more than 1,000 office workers found that 87% of those surveyed spent an average of seven hours per day looking at a screen, and more than half of those reported some level of fatigue as a

result of digital overload.<sup>2</sup> Print not only provides a much needed reprieve from the digital deluge, but it has a number of important benefits in helping you effectively communicate with your target audience.

### SOURCES

<sup>1</sup> <https://hbr.org/2022/04/why-marketers-are-returning-to-traditional-advertising>

<sup>2</sup> <https://www.mcleanhospital.org/essential/digital-burnout>

<sup>3</sup> <https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1044&context=bled2014>

<sup>4</sup> <https://www.marketingsherpa.com/article/chart/channels-customers-trust-most-when-purchasing>

<sup>5</sup> <https://www.uspsdelivers.com/millennials-and-mail-5-myths-and-the-truth-behind-them/>

<sup>6</sup> <https://www.linkedin.com/pulse/5-reasons-print-advertising-works-sabline-carbaugh/>

Even in this digital age, print is still a powerful communication tool, in part because of how our brains are wired. Here are some unique advantages only print can provide.

### PRINT HELPS WITH BETTER RETENTION AND COMPREHENSION



Reading in print as opposed to on a screen helps your brain understand, dissect and make connections with more complex information. Due in part to the lack of distraction that comes with reading on digital platforms — device notifications, digital ads or links to other websites — the print communication channel makes it easier for your audience to focus on the information at hand and better retain the content of the messaging.<sup>3</sup>

### CONSUMERS BELIEVE IN PRINT



A recent study found that 82% of people trust print advertising more than any other communication channel.<sup>4</sup> This makes print a powerful tool in growing your brand in a way that consumers are readily receptive to, and it also helps marketers create a sense of trust and loyalty with their customers — and this can pay big dividends down the road.

### PRINT IS TANGIBLE



Something tangible has more value and importance than something intangible, and this gives print a significant leg up in cutting through the clutter of the digital communication channel. For example, a survey of millennials found that 75% of participants said receiving print mail made them feel special,<sup>5</sup> and in the case of direct mail, things like finishings, textures and speciality inks can help marketers increase the tactile and tangible value of print.

### PRINT MOTIVATES PEOPLE TO ACT



When it comes to motivating your audience to take a desired action — whether that's to request a quote or attend an event — print reigns supreme. In fact, a study found that 79% of consumers are more apt to respond to a specific call-to-action in print compared with only 45% with emails or other kinds of digital channels.<sup>6</sup> Simply put: Print has the power to move people.

### RESOURCES

No matter the print project, Accent® Opaque can help you take advantage of how effective print can be. Check out all the basis weights and finishes at [accentopaque.com](https://accentopaque.com).