

# NOTHING BUT THE FACTS

Your logo here

## Cut through the #@:)\*!

According to the **evidence** – and the **experts** – **print advertising** is an **engaging, effective** part of the campaign mix. Here's all you need to know about it in one indispensable infographic...

## PRINT BOOSTS CAMPAIGN ROI



*“[One] must feel some sympathy for news media, which are perceived as having little to any impact on ROI. In reality, they offer some of the most significant campaign lifts for those clients that can look beyond the bullshit of the ‘death’ of news media and see both the continued potential of print advertising – the campaign of the year so far, KFC’s FCK ad, was a newspaper ad, lest we forget”*

**Mark Ritson:** Marketers are Clueless About Media Effectiveness – Here’s the Proof, Marketing Week, March 2018

### MONEY GROWS ON TREES



⚡ Newspapers can increase campaign ROI by **280%** for retail, **70%** for the automotive sector and **570%** for finance

Newsworks, *The ROI Story*, 2016

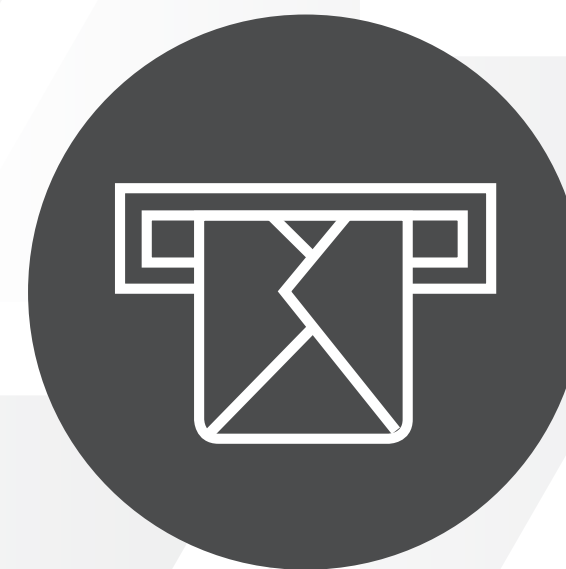
### PEOPLE POWER



⚡ Campaigns including print are **67%** more effective at delivering new customers than those without

Source: Newsworks, IPA Databank Study 2017

### DROP IT LIKE IT'S HOT



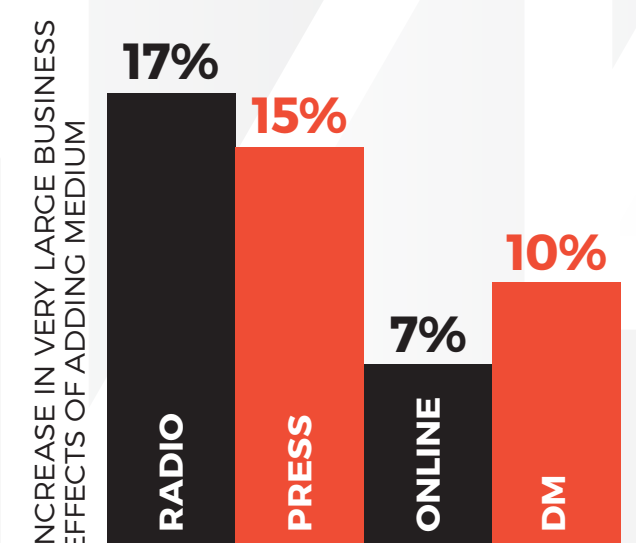
⚡ **90%** of campaigns that included door drops reported a rise in acquisition compared to **59%** for those without

Source: Royal Mail, Doordrop Entries, DMA Awards Meta Analysis 2012-2016

### THE MILLION DOLLAR...



⚡ **The question for marketers isn't print vs digital**, but what each medium brings to the overall effectiveness of a campaign



Source: *Media in Focus: Marketing Effectiveness in the Digital Age*, 2017

Want more evidence that print advertising is a valuable addition to the media mix? **Sign up to our newsletter at [printpower.eu](http://printpower.eu)**

**PRINT** ⚡ **POWER**