

connect

June/July 2013

by MAIL PRINT

Visual Learning

How imagery is changing the way we process content

Based on a visual angle of one minute

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$\frac{200 \text{ FT.}}{61 \text{ m}}$

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T O Z L P E

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D E F C Z P O

$\frac{25 \text{ FT.}}{7.62 \text{ m}}$

INSIDE

The Inbox | 4

Visual Learning | 6

How Print Can Coexist with Generation Y | 10

Post PC Revolution | 12

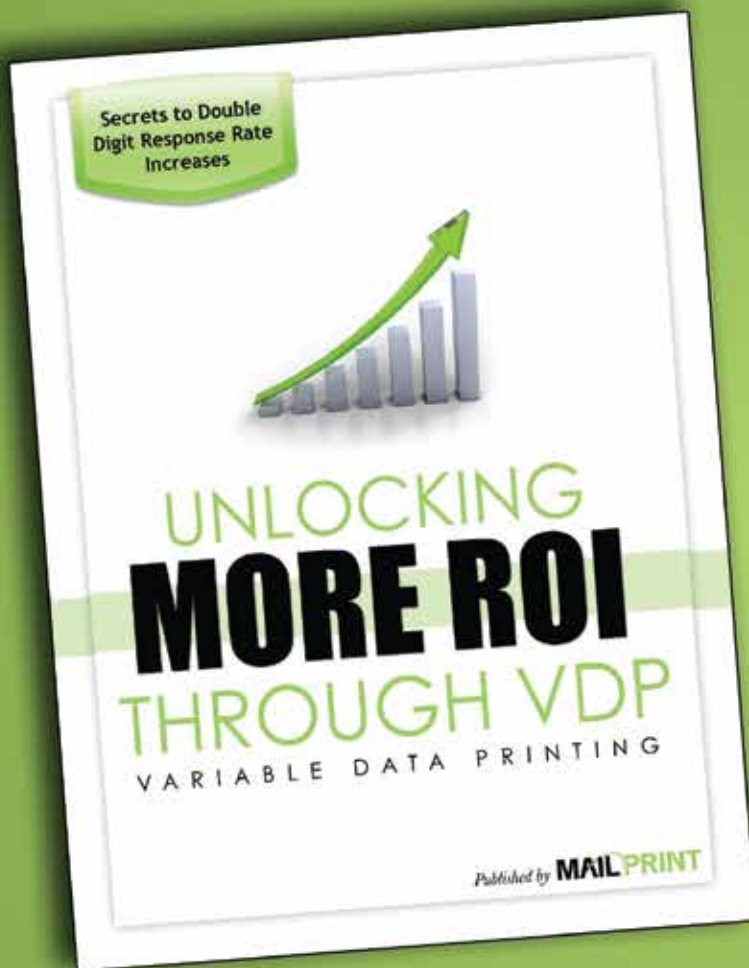
From Where I Sit | 14

Who's Using What | 15



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MAILPRINT
INNOVATION DELIVERED

Do You Have Good Marketing Sense?

You've heard the old adage, "A picture is worth a thousand words." Our need to absorb more content has made us more visual – something that really has become fun and is a sure way to get customers to stay engaged and buy more.

We have a couple of features that delve into the artistry of marketing and the dynamics of the changing landscape. Our cover article, "Visual Learning," discusses the theory that we learn through pictures more than words.

According to Jason Ryan Dorsey, who is featured in our second article, the power of sensory marketing is evident when you're trying to reach the Gen Y crowd. Marketers using print can reach Gen Y consumers – they just need to cater the message and call to action in a different way than in generations past. Dorsey says his Gen Y counterparts prefer print pieces with more photos and less text, and with calls-to-action that direct to a digital platform.

And when considering the importance of developing a print and digital marketing strategy to reach consumers of all ages, you can't ignore mobile — the bridge that links the physical and digital worlds. When was the last time you didn't look at your cell phone for a full 24 hours? We're

a truly mobile, constantly connected culture because of our phones. With a seemingly infinite amount of potential in mobile marketing, the last thing you can do is risk not exploring possibilities in this realm. The rise of mobile marketing was one of the biggest trends in 2012 and will continue in 2013.

We know that marketing is about building trust, showing compassion and demonstrating understanding. But it's also about creating engaging marketing pieces and becoming memorable in your clientele's world.

All the Best,
Gina M. Danner

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CONTENTS

- 3 **Publisher's Letter**
- 4 **The Inbox**
- 6 **Visual Learning**
- 10 **How Print Can Coexist with Generation Y**
- 12 **Post PC Revolution**
- 14 **From Where I Sit**
- 15 **Who's Using What**

She said it...

“SEO and social media are converging into content marketing optimization. Businesses create content their prospects are interested in. Naturally they want to maximize the results they get from each piece of content they create. The best method for doing that is by optimizing the content for search engines and spreading the word to their existing fan base on social media platforms.”

– Lisa Parmley, founder of BusinessBolts.com, on what the new age of content marketing means to your brand

Get your social media on



Tell me if you heard this one: Social media marketing has arrived. According to a recent report by *BtoB*, 96 percent of marketers engage with social media in some fashion. In addition, the “Social Media: From Marginal to Mainstream” report says that 47 percent of B2B marketers are “very involved” or “fully integrated” with social marketing and that social media activities command 6 percent of the average B2B marketing budget. Interestingly, only 41 percent of marketers say they make any attempt to measure social’s return on investment, the report shows.

55

The percent of marketers who plan to increase their digital marketing budgets this year, according to a survey by the Society of Digital Agencies (SoDA). The report, “2013 Digital Marketing Outlook,” also shows that 34 percent will keep their digital marketing budgets flat, while 11 percent plan to decrease them.

73%

of consumers prefer direct mail for brand communication.

Source: Epsilon

1.4%

increase expected for the direct mail industry over the next five years.

Source: IBISWorld

69%

of businesses are dissatisfied or only somewhat satisfied with how social media is measured.

Source: Mediapost.com

4.4%

the average direct mail response rates compared to email with a 0.12% average response rate.

Source: Direct Marketing Association

4 ways to make **big data** work for you

While big data analytics continue to become more mainstream; many businesses struggle to see how they can apply advanced analytics to their own business models and achieve a sustainable and worthwhile ROI. To help you set your game plan, Pitney Bowes recommends the following best practices for strategic planning around your data and spending:

No. 1

Demonstrate the business value of every data project or exercise to senior executives

No. 2

Focus spending on staffing with advanced analytics and reporting skills

No. 3

Think about whether centralizing data, data management and/or data analytics will help deliver business value

No. 4

Create and nurture the discipline of repeating like data analytics exercises, over time, to measure changes in business results and client or consumer behavior, over time

Consumers say...

- 81%** say they would try a product after they receive a free sample.
- 61%** say a product sample is the most effective way to get them to try a product.
- 65%** say they would prefer to have samples mailed to their home.
- 89%** say that an accompanying coupon would increase the perceived value of the mailed item.

Source: Arbitron and Edison Media Research



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The digital age has ushered in fundamental changes to the way we communicate. Experts contend that being literate today requires more than just the ability to read and write. It's about decoding and encoding text. Most of us can look at a photograph and quickly determine what it means. In fact, our eyes actually can register about 36,000 messages per hour. But visual literacy is the ability to not only understand a visual language (decode images), but also create a visual language (encode images). Unfortunately, many of us are not so proficient at encoding visual language. We either lack the technical skills or the artistic ability to communicate effectively with images. That makes us vulnerable to becoming visually illiterate in the 21st Century.

How imagery is changing the way we process content in the 21st Century

By Lorrie Bryan

Do you consider yourself visually literate? Are your photos among the 250 million uploaded to Facebook each day? Do your tweets include an image? Do you know how to take and send photos and videos with your smartphone? Have you discovered the communication value of Instagram and Pinterest? Do you know how to tell a story and create an effective presentation using images in a PowerPoint presentation? Ever hear of Haiku Deck, Keek or Vine? Are you truly among the visually literate, or are your visual communication skills, unfortunately, inferior to those of most middle school students in this country?

So many questions.

Dr. Kimberley Lyles-Folkman, an instructor at The Art Institute of Atlanta who earned her doctorate researching visual thinking, says our culture quickly is shifting away from text-centric communication to visual-centric communication. "For so long, we have considered text to be the best way to communicate. But now, because of technological changes, we are seeing visuals taking a front seat

and starting to drive the way that we communicate. This doesn't mean that text is going away, but increasingly people want to see images and use images to tell their stories."

Truth be told, most people are naturally visual learners. "The statistics show that we generally retain information longer when it is supported with images, and technology has made it easier for us to use images to communicate," Lyles-Folkman says. "Visual communication is becoming an agent of change. When we talk about 21st Century literacy, that now includes understanding and using visuals. And I don't think this change would have happened without the shift to the digital age."

Science & Art

These days, optimal visual communication represents a melding of science and art – you increasingly must have technical proficiency coupled with a fundamental knowledge of artistic design to get your message across. And, while a lot of people have developed the required technical skills – they know how to download and drop in text and images – they lack an understanding of the fundamental artistic elements of good design.

“I have seen a lot of presentations and emails where the communication was compromised and the flow broken by bad haphazard design – the font is too small or busy, the photos are distorted or pixilated, the colors are distracting, and there is no deliberate hierarchy,” Lyles-Folkman says. “The power of an image is definitely enhanced when the communicator understands these basic design principals.”



Combining the effectiveness of video with the proven success of personalization, many companies are using personalized videos as part of a multimedia marketing campaign.

DID YOU KNOW?

About 40 percent of all nerve fibers connected to our brains are linked to our retinas

Source: The Visual Teaching Alliance

Like many successful graphic artists today, Sheri Wilson, senior art director for award-winning *Atlanta* magazine, combines strong technical skills with her artistic talent to create compelling visual communiqués. Her left brain helps her master the technical aspects, while her right brain provides the empathy and artistic impetus. For Wilson, considering hierarchy is essential to her design process.

“What will be the most powerful thing to the reader – the headline? The photo? Base your design off of that,” Wilson advises. “If you have a really powerful photo, consider having a more subtle headline. Make sure nothing is competing and that the reader sees the

components in the order you want them to. Consider what you want the reader to feel when he looks at the spread – all design elements should help build on that feeling.”

If you have the science but lack the artistic foundation, Lyles-Folkman suggests sticking to templates. “That way, at least there will be consistency in the alignment and text size, and the flow of your communication won’t be interrupted. When the flow is broken by poor design – pixilated or small photos, inappropriate fonts and colors – you lose your audience, and the power of the images is diminished.”

If you want to create something more engaging than basic Power Point, Lyles-Folkman suggests trying Haiku Deck, a simple new presentation app for iPad, which features big pictures and an economy of words. The app’s popularity is soaring. “It’s easy to use, and it’s great for pitching an idea, teaching a lesson or telling a story with images and simple text.”

Visual Communication & Videos

At this year’s Ad Age Digital Conference, one of the nation’s premier events for exploring marketing, technology and media, there was lots of talk about the growing prominence of visual communication and the emerging role of video. According to conference research:

- More than 1 billion unique users visit YouTube each month
- More than 4 billion hours of video are watched each month on YouTube
- 72 hours of video are uploaded to YouTube every minute
- 70 percent of YouTube traffic comes from outside the United States
- YouTube is localized in 53 countries and across 61 languages
- In 2011, YouTube had more than 1 trillion views, or around 140 views for every person on Earth

Just back from the Ad Age Digital Conference, Judy Salzinger, professor and program coordinator at Savannah College of Art and Design-Atlanta, says the industry consensus is that video is the biggest thing in communications and is getting bigger. “Video is going

“For so long, we have considered text to be the best way to communicate. But now, because of technological changes, we are seeing visuals taking a front seat and starting to drive the way that we communicate.”

– Dr. Kimberley Lyles-Folkman, Instructor, The Art Institute of Atlanta

to take over – it already is – and the power of images is growing. Storytelling is essential, and, with video, it's much easier to tell your story effectively.”

Videos & Personalized Marketing

Combining the effectiveness of video with the proven success of personalization, many companies are using personalized videos as part of a multimedia marketing campaign. Larry Zusman, an expert in direct marketing and the new director of video personalization at

experience and boost your visual literacy. Vine is a mobile app by Twitter that enables you to create and post short video clips. Video clips created with Vine have a maximum length of six seconds and can be shared or embedded on a variety of social networking services.

Keek is a free online social networking service that enables you to upload video status updates (which are called Keeks) via a smartphone. Users also have the option of sharing content to other major social media networks and embedding their Keeks into a

DID YOU KNOW?

About 65 percent of the population are visual learners

Source: The Visual Teaching Alliance

XMPie, says the company's uDirect Video addresses the need to incorporate dynamic content into cinematic-quality movies, and link to them from other personalized media such as email and web pages.

“With uDirect Video, marketers and service providers can create and generate attention-getting, personalized videos with motion-picture visual effects,” Zusman says.

If you're interested in harnessing the power of video as a marketing tool, it's a good idea to play with it yourself – get some hands-on

blog or website.

All of you should know your way around YouTube and Facebook – venues that help develop the technical skills and fundamental artistic competency essential to engaging effectively in a visually-orientated society. It's hard to imagine not being able to read, write and share ideas. But in the 21st Century, visual literacy is not only empowering, it is necessary to participate fully and share ideas in our newly emerging visual culture.

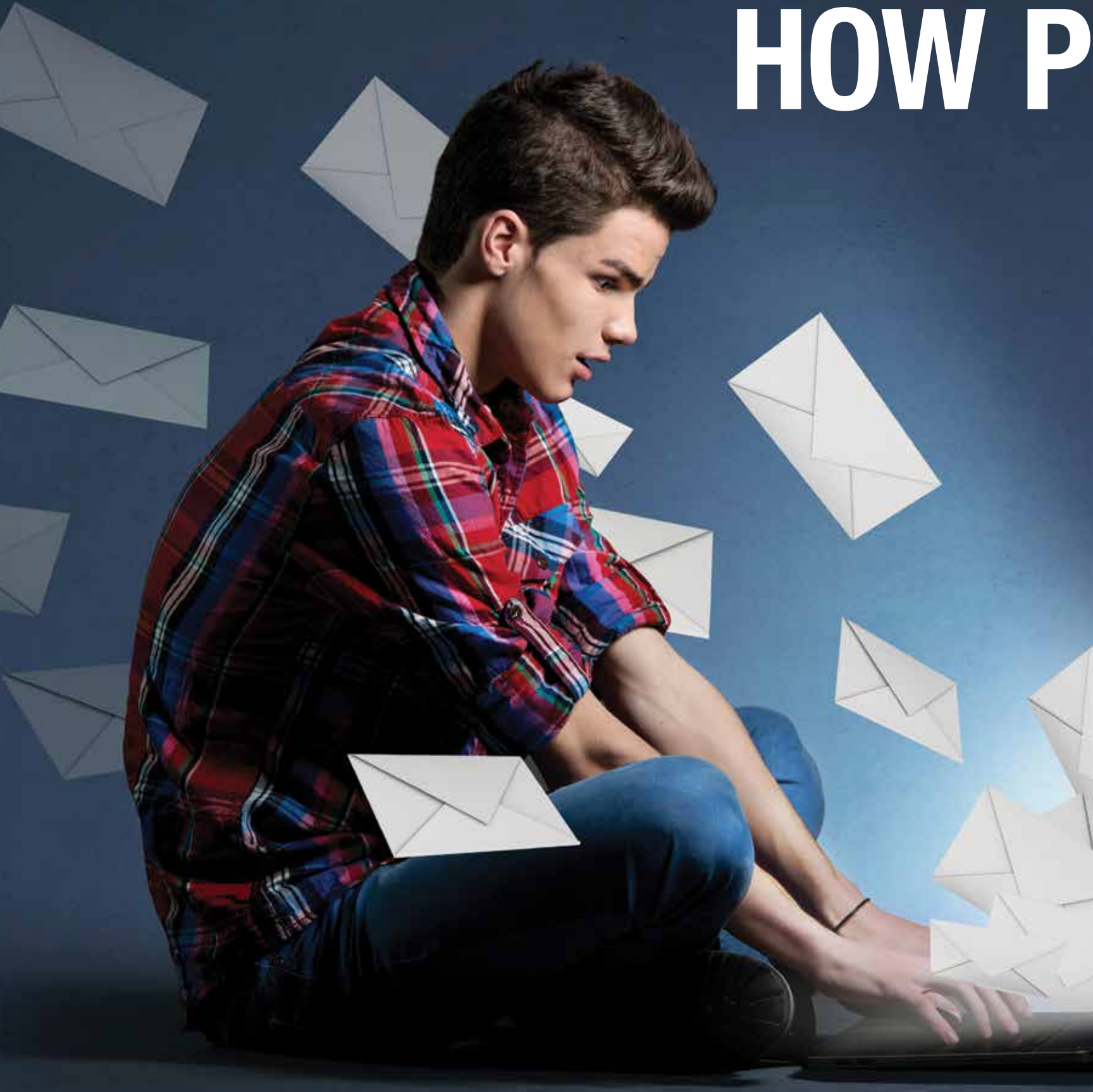
DID YOU KNOW?

The brain processes visual information 60,000 times faster than text

Source: The Visual Teaching Alliance



HOW P



PRINT CAN COEXIST WITH GENERATION Y

We all have theories on how to best market to Generation Y (also referred to as Millennials). The industry is saturated with articles on how this group of young adults' (born between 1977 and 1995) spending power will continue to grow. Some marketing leaders believe this group only responds to marketing messages when they come through an electronic device or a social media site.

One thing is certain: Generation Y is completely dependent on their technology, so you would assume this approach must be true. Have you ever witnessed a Gen Y lose their phone? Their world comes to a screeching halt.

It is important to understand how we move forward as marketers, given the fact that smartphones have taken the place of just about everything: CDs, calculators, watches, calendars, video game consoles, home phones, TVs, photo albums, trips to the bank, cameras, GPS, pen and paper, alarm clocks, video recorders, newspapers, address books, computers, invitations, social interaction and the list goes on.

Because of this, some brands believe the best, and maybe only way, to market to this generation is through social media or an integrated email campaign. But I am not so sure this is completely true. With a massive amount of brand messages coming at them in digital formats, how do you break through the different messages they receive and really get their attention?

One idea that may be overlooked is printed mail (and yes, that is mail with stamps). Consider incorporating a direct mail piece

into a campaign using multiple touch points, including a printed piece.

Lamont Swittenberg, managing director at Luminosity Marketing, says, "Sending something by direct mail is a way of breaking through the clutter because they do receive so much communication that comes digitally, and you still can't replace the personal touch from direct mail."

With that said, you still need to think beyond a traditional direct mail print piece and understand how to speak to this generation in a way that makes them say, "That's just cool."

"The leap for marketers is to recognize the different lens Gen Y applies to reading their mail and adjust the marketing message to make those Gen Y differences a measurable advantage," says Jason Ryan Dorsey, author of "Y-Size Your Business." For instance, Dorsey says Millennials prefer pictures and directions to an online video rather than long blocks of text or fancy words.

Although there are many industry leaders teaching us how to "speak Gen Y," Dorsey is a great resource, being a proud member of this generation himself. You can find more information to help guide you in all marketing touch points to this group of young adults at www.jasondorsey.com.

Heather Hill works in Marketing and Communications at Nosco, a health care packaging and solutions provider based in Gurnee, Ill.

CONSIDER SOME OF THE FOLLOWING WHEN BRAINSTORMING PRINT IDEAS:

- Personalize it — Gen Y likes to feel special.
- Keep it visual (if it's cool enough, it may even end up pinned to the wall).
- Treat them like a VIP.
- Make them feel deserving.
- Give them a challenge.
- Believe in them.
- Connect them to a cause or a part of a community for the greater good (Gen Y wants to contribute to a cause).
- Add a QR code or drive them to your social media sites.
- Make it interactive — always explore things they have not seen before.

THE POST-PC REVOLUTION IS HERE — DON'T PANIC!



According to Gartner, 2013 marks the year that more people globally will access the Internet through mobile devices versus desktop computers.

THERE ARE CURRENTLY MORE THAN
1.038 BILLION
SMARTPHONES IN USE



that's 1 out of every 6.7 people on the planet.

MOBILE USERS ARE
FIVE TIMES MORE
LIKELY TO
ABANDON THE TASK
IF THE SITE ISN'T OPTIMIZED
FOR MOBILE.

79%

WILL SEARCH
FOR ANOTHER SITE TO
COMPLETE THE TASK.

MEDIA TABLET SALES

in 2012
118.9
MILLION

by 2016
369.2
MILLION
tablets will be sold

Google estimates by 2013
MORE PEOPLE WILL USE
MOBILE PHONES THAN
DESKTOP PCS TO GO ONLINE.



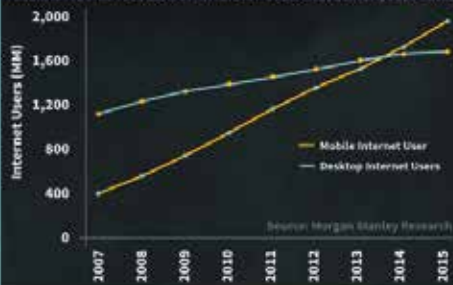
IN THE LAST 16 YEARS

97 98 99 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14

1 BILLION
SMARTPHONES SOLD

THE NEXT
ONE BILLION
WILL BE SOLD
IN JUST THE
NEXT 2 YEARS

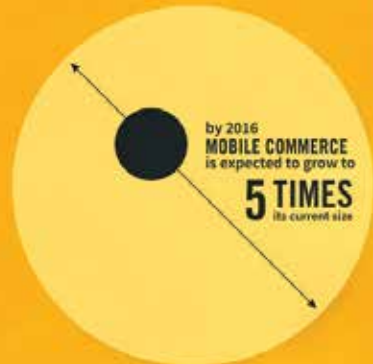
GLOBAL MOBILE VS. DESKTOP INTERNET USER PROJECTION, 2007 - 2015



Shopping / Commerce

Global Stats

Gartner predicts the
448 M
M-Paym



Retailers

52%
of surveyed retailers
DO NOT YET HAVE A
MOBILE OPTIMIZED
WEBSITE



Douglas Adams had it right. In the late 1970s, “The Hitchhiker’s Guide to the Galaxy” introduced the concept of a hand-held device that contained the sum total of all universal knowledge. In 2007, Bill Gates and Steve Jobs re-mixed this idea by talking about a “post-PC” world, a time when the PC went the way of the Dodo bird. Although the fight over terminology made for entertaining media posts, it’s stunning how fast the post-PC vision has come to pass. The Internet is the now source of universal knowledge and smartphones/tablets are the devices nearly everyone is glued to for hours every day. At least on this planet, science fiction has become reality.

Most research now shows that we’ve just now reached the tipping point. According to Gartner, 2013 marks the year that more people globally will access the Internet through mobile devices versus desktop computers. The mobility revolution has changed everything. The resulting transformation in consumer behavior is shaking up whole industries. And, if you believe in the law of exponentials (see Ray Kurzweil’s “The Age of Spiritual Machines”), we’re just getting started. It’s still early days!

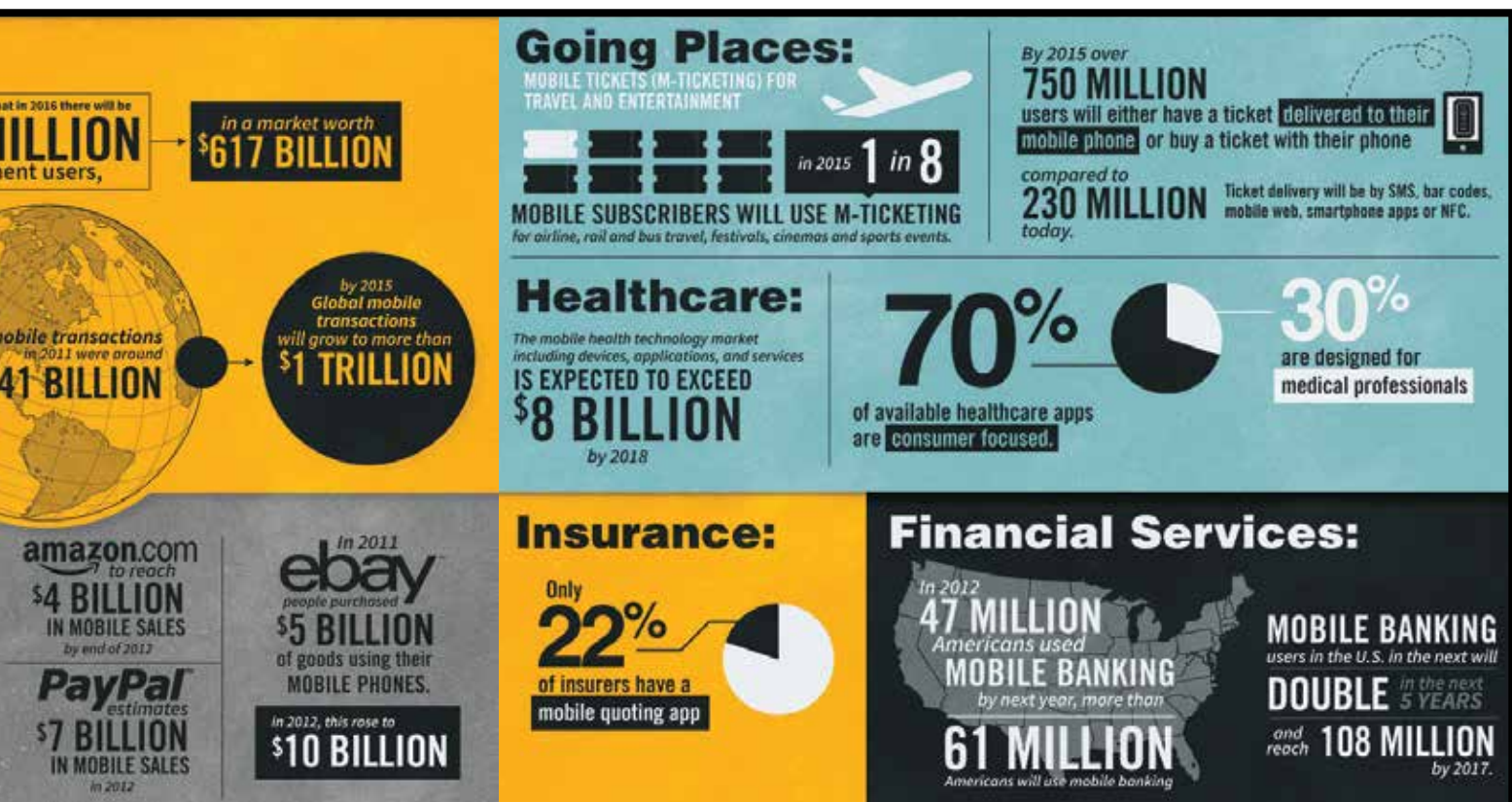
So, what?

Well, if you’re in business — any kind of business — you need to care about this deeply. The decisions you make today about how to go mobile, how you think about web development and how to create amazing customer experiences are critical, as they will affect your business in fundamental ways. As technology advances accelerate, businesses need to think about how to drive agility — the ability to respond quickly to unpredictable change. It’s not about features per se; features are transient. The real meaty decisions now involve how you approach web development holistically to include a wide range of touch points, including mobile, TV, kiosks and more. And how to invest in architectures and approaches that drive better agility with lower cost.

To get things started, take a look at the infographic below that drives home the post-PC perspective.

Welcome to the future!

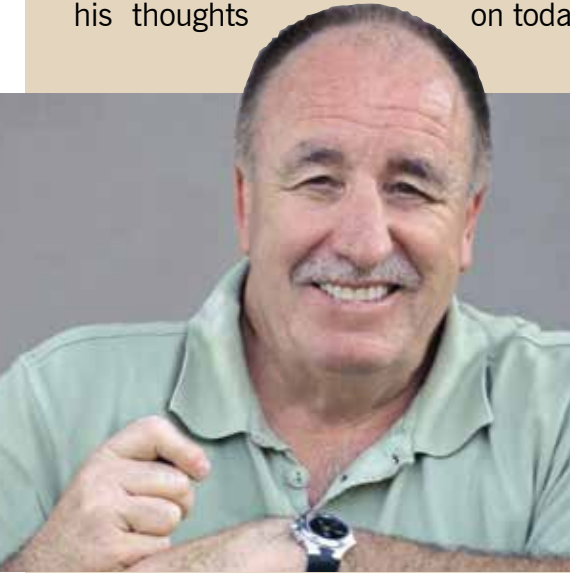
“The Post-PC Revolution Is Here —Don’t Panic!” is used with permission from author Mitch Bishop, CMO of MoovWeb. MoovWeb offers products and services that help its customers take advantage of the mobile revolution (<http://blog.moovweb.com/2013/02/the-post-pc-revolution-is-here-dont-panic/>).



From Where I Sit...

The CMO Council's Donovan Neale-May on getting the most from 'people-produced' content

London. New York. San Francisco. Los Angeles. Silicon Valley. For more than 35 years, Donovan Neale-May has worked the business, agency and media hubs of those storied towns. Along the way, he has consulted with more than 300 companies to create countless imaginative promotional marketing and strategic communications campaigns. In 2001, he founded the Chief Marketing Officer (CMO) Council (www.cmocouncil.org), for which he serves as executive director. Today, the peer-powered network has more than 6,500 members in 110 countries and controls more than \$350 billion in annual aggregated marketing spend. We recently sat down with Neale-May to get his thoughts on today's ever-changing marketing world.



Become relentlessly organized and disciplined in your digital daily life. Do not be diverted or distracted from the purpose and productivity.

As a consumer marketer, you must have a totally granular view of your customers and find ways to interact on personal, rational, emotional and behavioral levels like never before.

B2B marketers need to become far more adept and adroit at infiltrating, engaging and activating corporate accounts through more relevant, targeted interaction and authority leader positioning.

Extracting value and insight from the volume and velocity of digital content derived daily from multiplying sources and channels of "people-produced" content and conversation will be our biggest challenge. Acquiring, converting and keeping customers, while delighting them with new, technology-enabled brand experiences is key.

Become relentlessly organized and disciplined in your digital daily life. Do not be diverted or distracted from the purpose and productivity.

The mass market really is a mass of niche markets.

All the ideas and inspirations I need to create effective campaign actions and deliverables keep me up at night.

Find more time, and then make sure you use it properly.

Sizzle and substance are key. If your customer experience doesn't deliver on the brand promise, don't waste your marketing money.

You must have a relentless curiosity, combined with immense stamina and capacity for hard work and daily discovery.

Mobile Relationship Marketing (MRM) can "engage at every stage" of the customer life cycle.

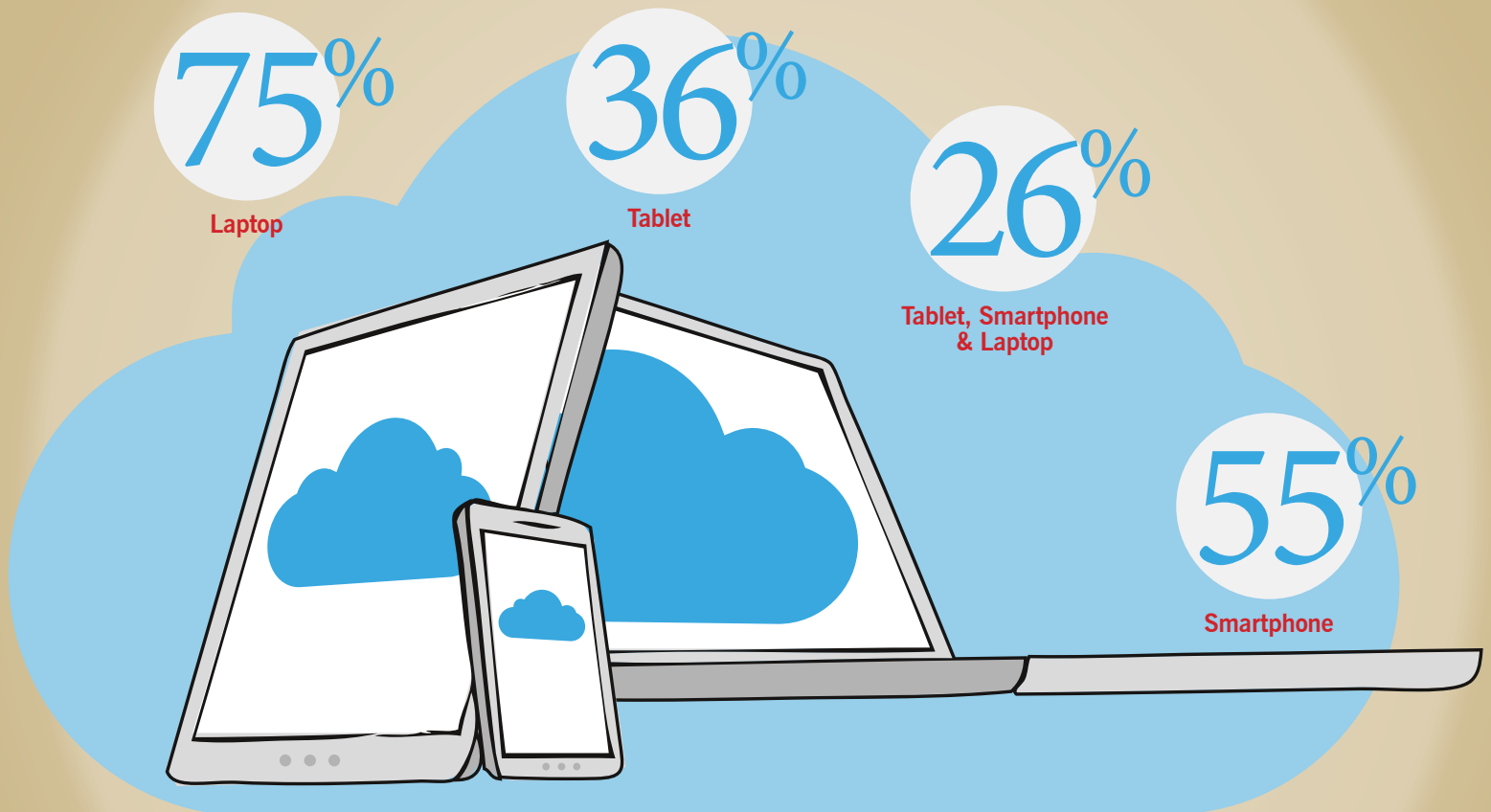
Putting market interaction in the hands of the consumers is transforming the buyer-supplier paradigm. Consumers self-select their brand relationships, and these only endure if there is value, trust and tangible delivery of an authentic, connective experience. ■

Who's Using What

A look at the type of devices consumers with which are checking in

They use them at home and in the office. They use them in coffee shops, bookstores and at the mall. They can be found online, anywhere and everywhere there is a connection. And, thanks to Deloitte's seventh "State of the Media Democracy" survey, we have a feel for the technology, media and telecommunications consumption trends of today's U.S. consumers aged 14 and older. Here's a snapshot of what's being used:

Device Ownership



Most Valued Devices



connect

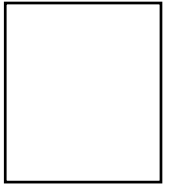
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merg•er [mur-jer]

noun

any combination of two or more business enterprises into a single enterprise.

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Same great people • Expanded equipment offering • More opportunities for you

We are using this opportunity for evolution and growth to create a truly exceptional organization. Be sure to watch for more about our merger and how your organization can benefit from our expansion.

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