



CTRL+P FOR IMPACT

***Turning digital-first campaigns
into real world experiences***

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PRINSPIRATION



LET'S GET PHYGITAL

33% of direct mail leads to a commercial action such going online to make a purchase or use a voucher.

Campaigns with mail in the mix are **52%** more likely to report ROI effects.

43% more likely to report revenue uplifts.



IMPACTS OUR TRUST

71% *of people completely trust the mail they receive.*

99.1% *of people expressed a positive sentiment supporting print's **credibility**.*

58% *of mail is retained for future reference.*

✓ **CREDIBILITY**

✓ **PERMANENCE**

✓ **PERSONALISATION**





PRINT SWEEP THE BOARD

Experts predicted 2024 would be the 1st truly digital general Election.

More than **25%**
of all voters reported that they kept mail packs until just before the election, giving it a very long shelf life.

PERSONALISATION IN PRINT

Personalised marketing
Is interacted with **x4.5**
on average.

Global sales
increase of **33%**

51% of twitter users in the
UK mentioned Coca-Cola using the
name or hashtags.





**TURN ANYTHING
INTO YOUR**

TOOLSTATION



TOOLSTATION GOT PERSONAL & PHYGITAL

10% *increase in
website traffic.*

£1million

Saving on costs

Targets smashed by

300%

- ✓ **DIGITAL**
- ✓ **PHYSICAL**
- ✓ **DIGITAL**



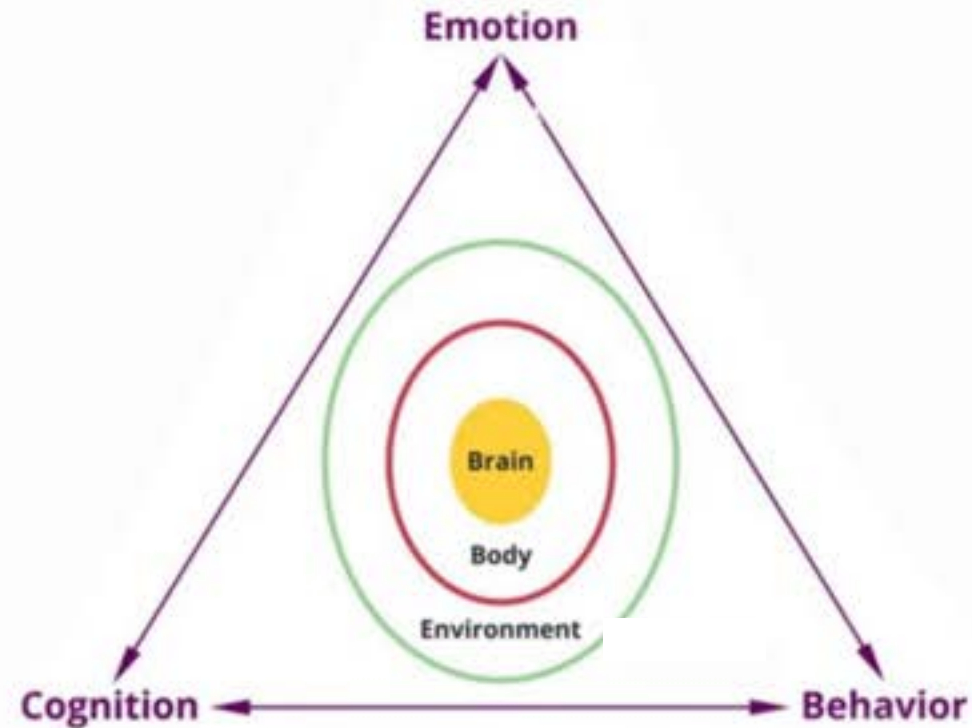


THE (NEURO) SCIENCE BIT

We think with our bodies, not just our brains.

*Touch something...
process it faster...
remember it longer.*

*That's why **print sticks...**
it's physical,
it's felt,
it's remembered.*



ROYAL MAIL - EAT OUR WORDS

74%

*felt more positive
about the Royal Mail brand.*

£1.17m

*revenue from £210k
investment.*



print
.com

DOES AGE HAVE AN IMPACT?



77%

of Gen Zs and younger Millennials rate mail favourably.

82%

of Millennials expressed a higher trust in print over digital.

88%

prefer a blend of physical and digital.

THE POWER OF PRINT

*Builds brand **trust** & **credibility***

***Permanence** increases
awareness*

***Personalisation** strengthens loyalty*

***Engaging the senses** makes it memorable*



ADVENTURE AWAITS



**LET'S CREATE
A WOW TOGETHER**