



A PRIMIR White Paper on...

North American Brand Owners' Influence on the Printing/Purchasing Process

A brand owner is responsible for the decision to use print, whether it is a marketing piece, advertisement, direct mail, packaging or some type of publication. In today's changing marketplace, brand owners are increasingly demanding of print providers. They look to printers to help differentiate the brand owners' products in a market that proliferates with digital and social channels.

This trend is coupled with a diffusion of responsibility for marketing and marketing decisions. Print is purchased by many others than "print buyers." Marketers are becoming more prominent and they, in turn, see print as only a small part of a larger project.

Finally, print is being purchased differently. Brand owners are relying increasingly on purchasing print electronically, or automatically, or through "print management companies."

To understand this changing print buying environment, PRIMIR has commissioned this study to provide a broad overview and better understanding of the roles and responsibilities of brand owners in the print business. The study includes information gathered for earlier studies, plus a new quantitative survey of 115 print buyers and printers, supplemented by 20 interviews with print purchasing professionals and brand owners.

TREND #1

Print buying is becoming more diffuse. Buyers regularly interact with multiple departments. Print buyers will not always be found in the most familiar departments.

> The printing industry should focus its efforts on corporate marketing departments. Printers should develop closer relationships with marketing departments instead of focusing all of their efforts on print buyers.

Print increasingly is part of an overall campaign, integrated with other channels of communications.

> Printers should develop an aptitude for helping customers integrate print in multichannel campaigns. This will add value to their services in brand owner's perceptions.

TREND #2

TREND #3

Printers need to bring new and exciting ideas about print to clients and prospects, and find ways to add value around the printed product.

> The printing industry should develop educational campaigns for marketing environments. Printers are the number one resource for print specialists working within marketing. They depend on printers to showcase innovative technologies. Educational efforts should be a steady combination of print materials, social activity, webinars, and in-person sessions and seminars. The focus should be on innovation as well as on how print integrates successfully with other channels. Most print buyers want printers who do much more than "just print."

Printers are not brought in when marketers decide whether to print. They typically are not consulted in the early developmental stages of a campaign. The companies trust the print specialists on their staff to communicate the need, value, and budgets.

> Printers need to accept that marketing campaigns are generally multichannel. They should develop an aptitude for helping customers integrate print in multichannel campaigns. In addition, as print production specialists become rarer, the challenge is working with marketers and other business people who have little or no print manufacturing knowledge. The print industry must look for innovative ways to showcase print to marketers.

TREND #4

TREND #5

The people buying print are rarely involved in measuring its effectiveness.

> Printers need to gain access to development meetings in which marketing channels are determined. This should be a primary objective for printers. The goal is to develop a consultative relationship that allows printers to bring new ideas to the table and to aid clients in creating more effective campaigns by devising more sophisticated ways of measuring success. Fine-tuning the results of a campaign often is as important as developing an idea in the first place.

THE DECISION TO USE PRINT for a marketing campaign is usually made by a group. Marketers, project managers, and creative directors collaborate, developing the strategy and discussing which channels would be most effective. A team works out the details of integrating the channels involved, developing budgets and assigning specific

responsibilities within the timeframe and budgetary guidelines.

Today, the function of sourcing print is spread out among several units. More and more print buyers work within marketing environments. Within marketing, this function is divided between marketing communications and advertising, and brand or product management.

Every effort by the print industry to promote the use of print and educate business people should focus on innovation. Marketing and educational efforts cannot be apologetic or sound desperate. It is important that print be presented as meaningful and relevant, demonstrating that print plays a role in the multi-channel marketing mix.