

**multi
sense**

Institut für
multisensorisches
Marketing

THE POWER OF PRINT

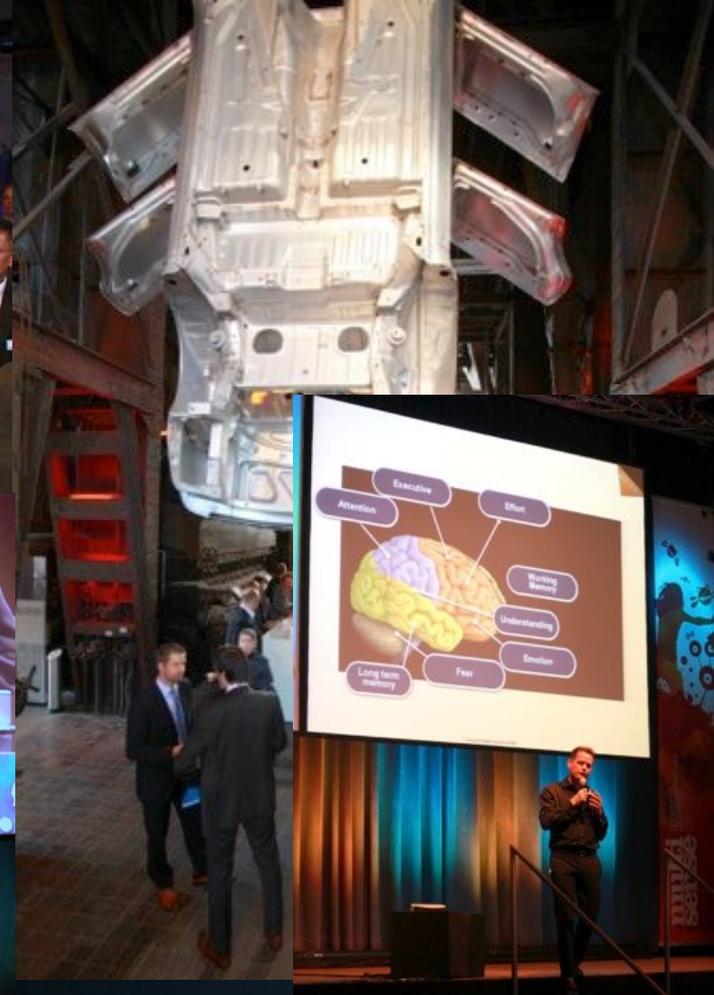
The Creatura Meta-Analysis on the
advertising effect of print

Olaf Hartmann





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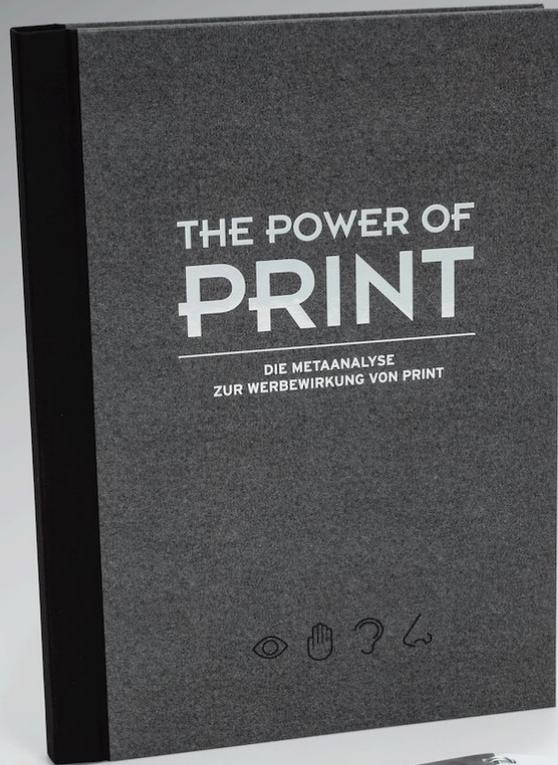
THE POWER OF PRINT

- How does print effects the attention?
- How does print influence memory and credibility?
- How does print increase value perception and willingness to buy?
- What are the benifits of a print based media mix in a digital age?

Basis: 300 international scientific sources, trend- and market studies, recent insights from neuro science and psychology + interviews with leading scientist and marketers

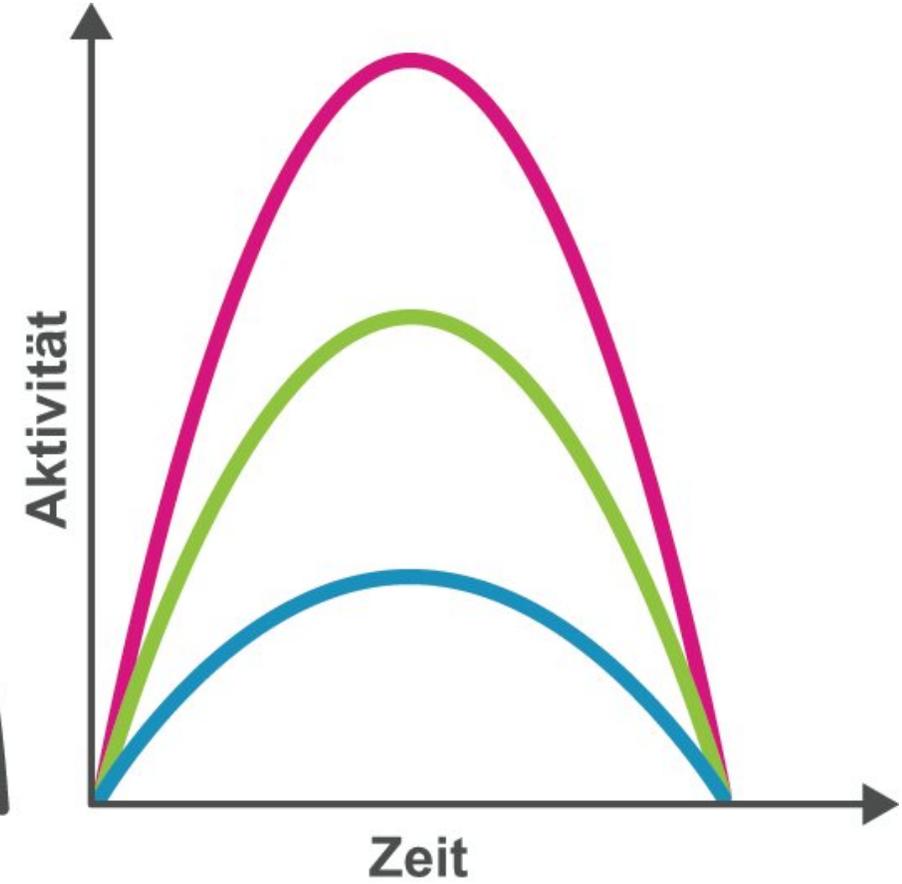
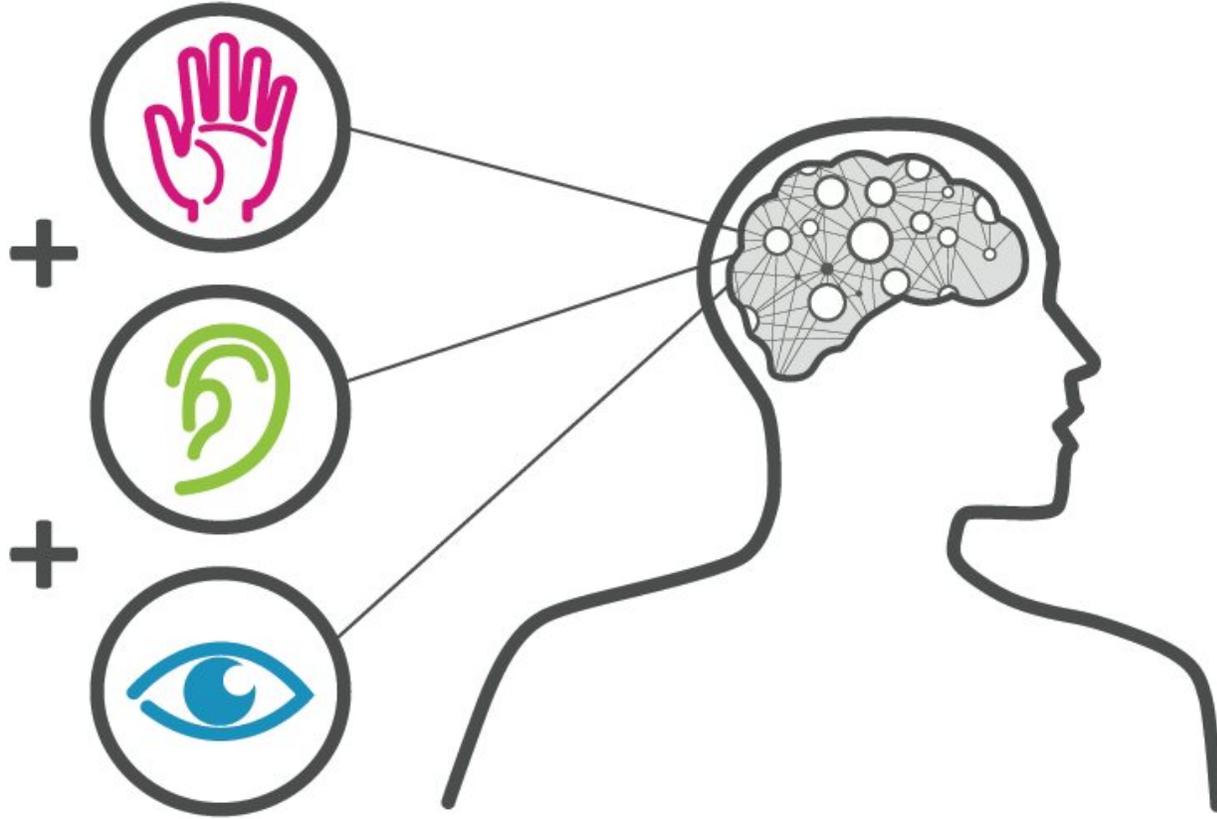
The ARIVA dimensions of sensory marketing



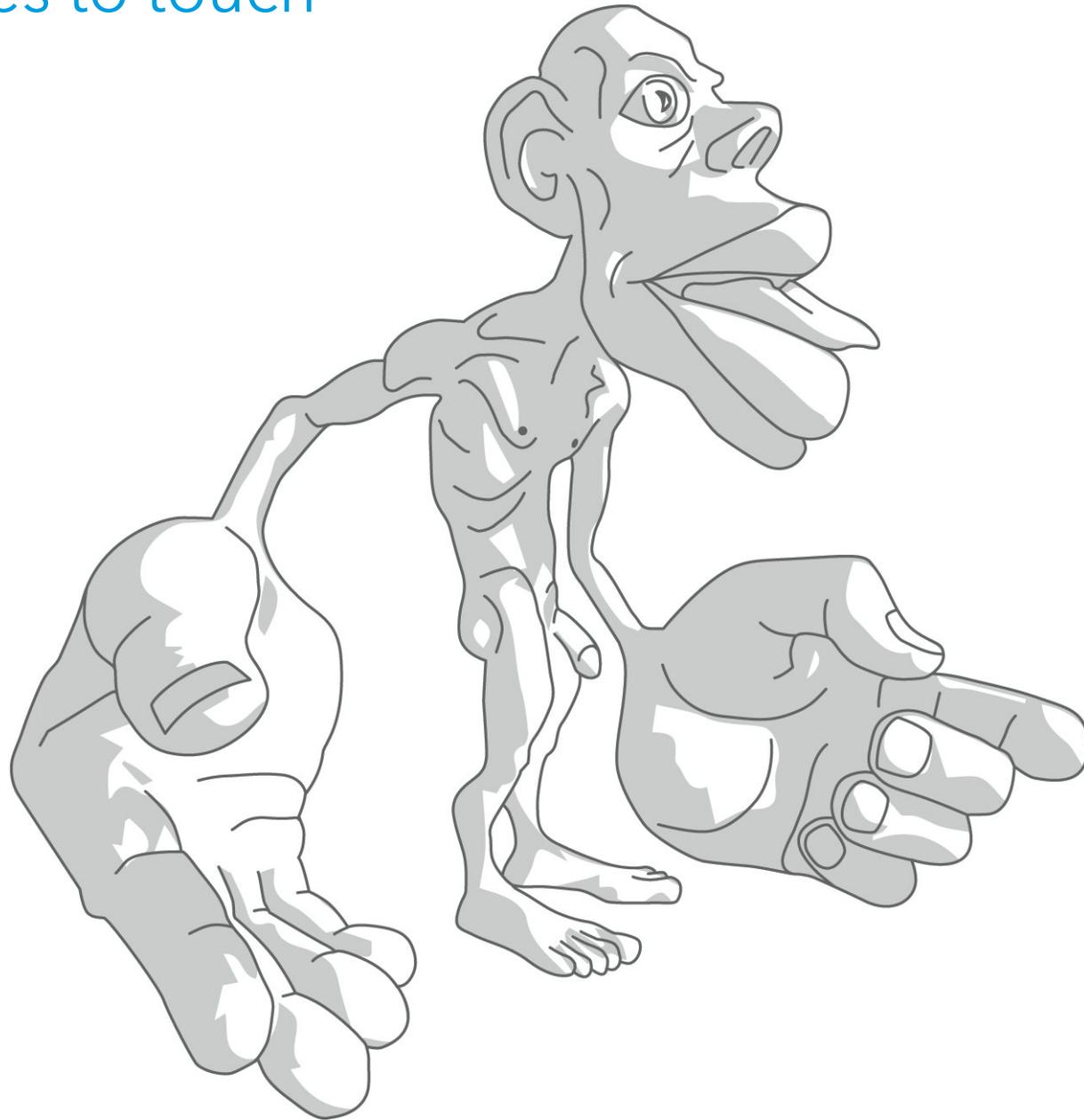


www.creatura.de/metaanalyse

Multisensory Enhancement



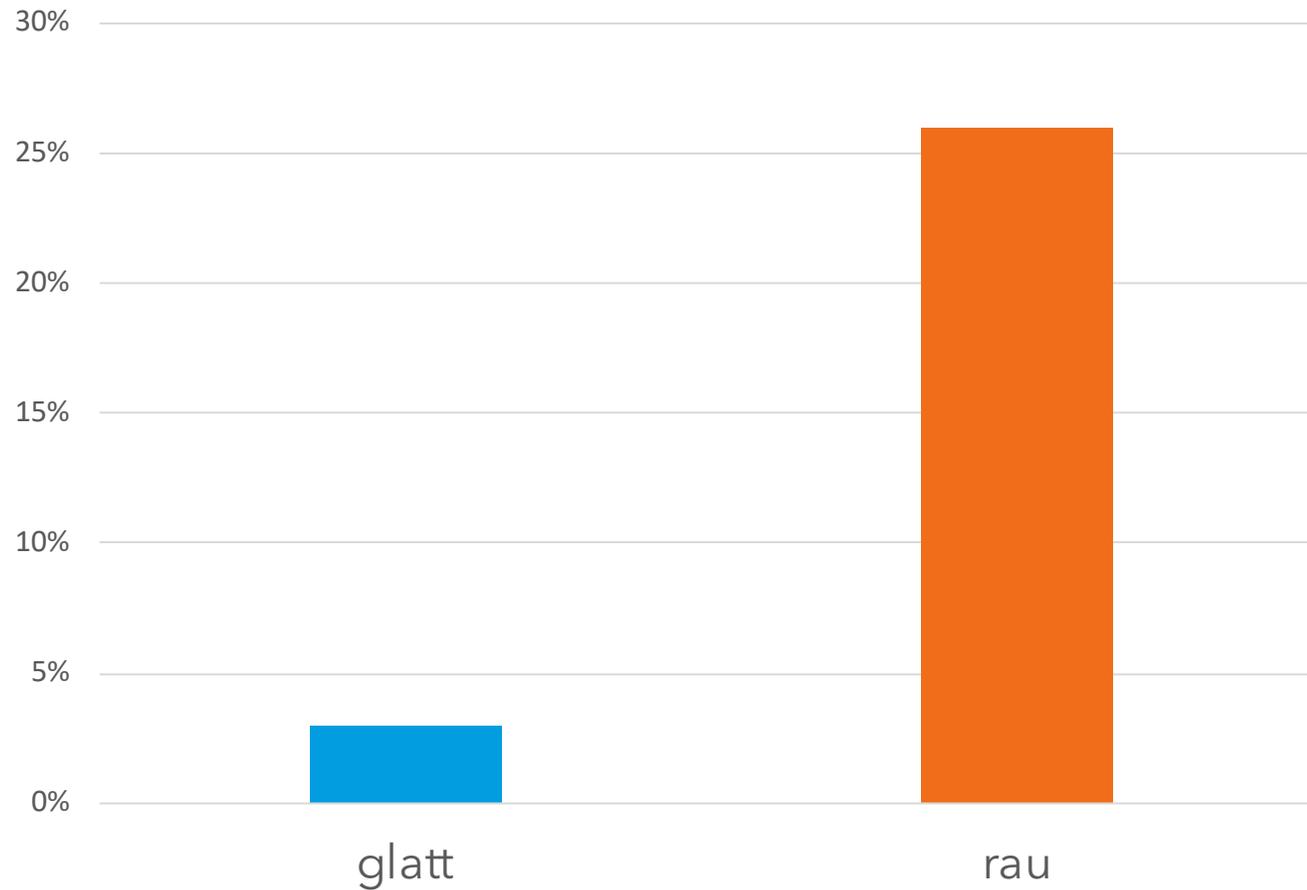
Our brain loves to touch



Priming with Print

Rough structure makes people give more to charity

How many people have made a donation?



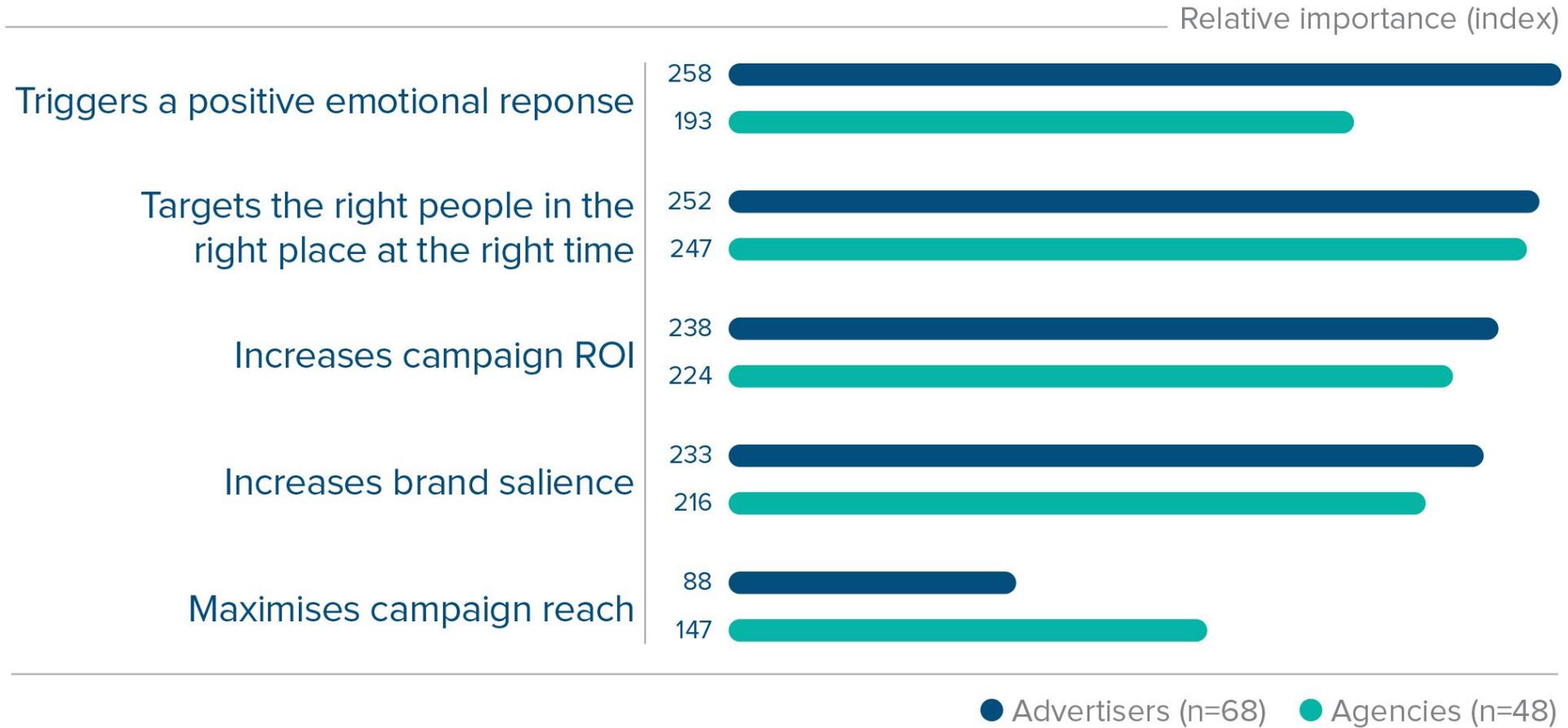
Product launch without print?

+ 67 % have printed on their own
+ 87 % demand print with next introduction

BE THE ONE
WHO DARES.



Top 5 quality dimensions for media channels



How effective are the different channels?

What **Marketers** think:

1	TV	48.9
2	Online video	41.6
3	Social media	41.3
4	Out of home	39.6
5	Cinema	39.1
6	Radio	38.9
7	Newspapers	36.3
8	Direct mail	36.3
9	Online display	35.5
10	Magazines	35.1

n=116, Bewertung von 1-5

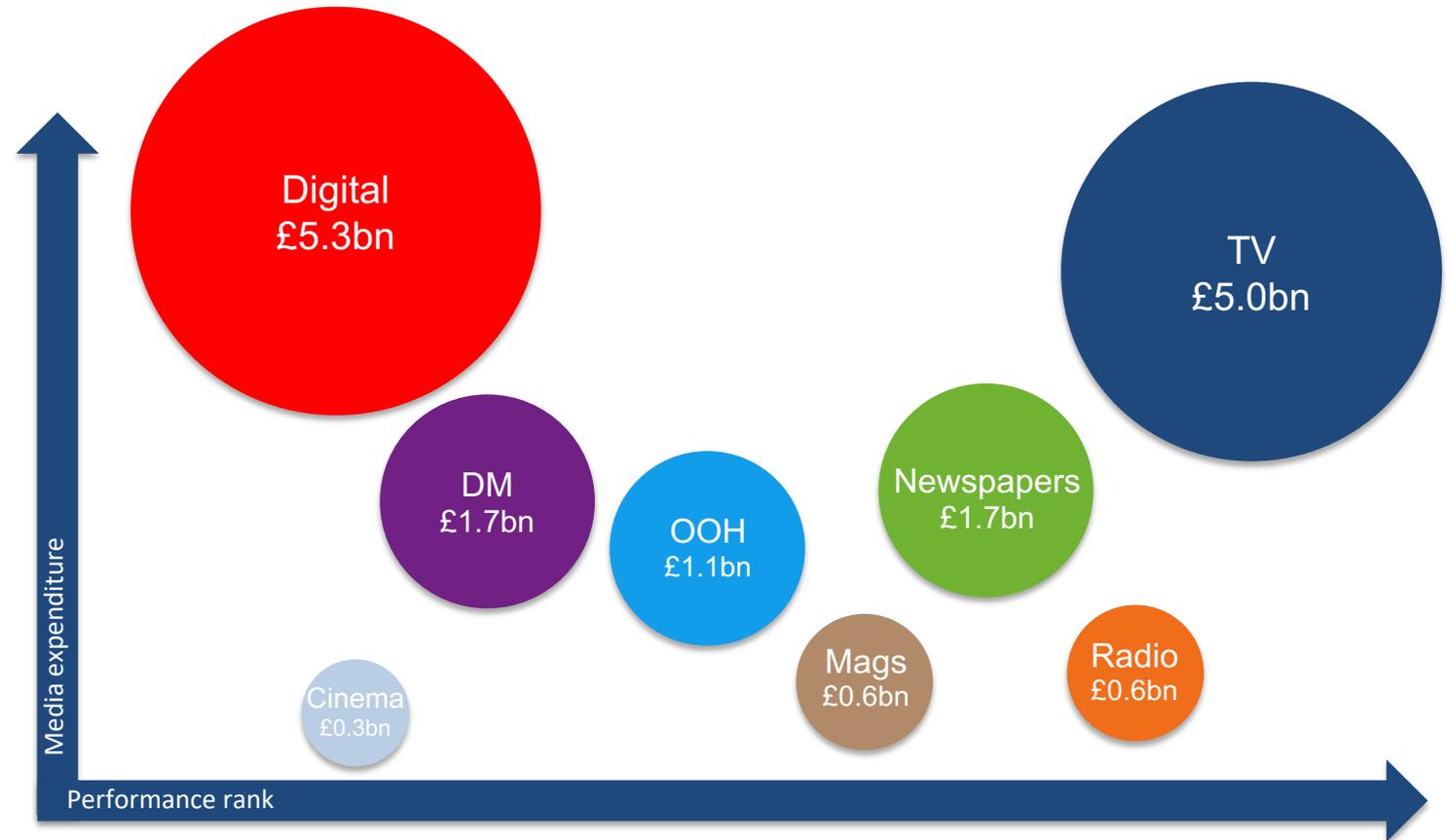
What the **data** says:

1	TV	107.1
2	Radio	103.2
3	Newspapers	87.8
4	Magazines	79.5
5	Out of home	71.7
6	Direct mail	67.0
7	Social media	65.8
8	Cinema	61.4
9	Online video	57.6
10	Online display	50.0

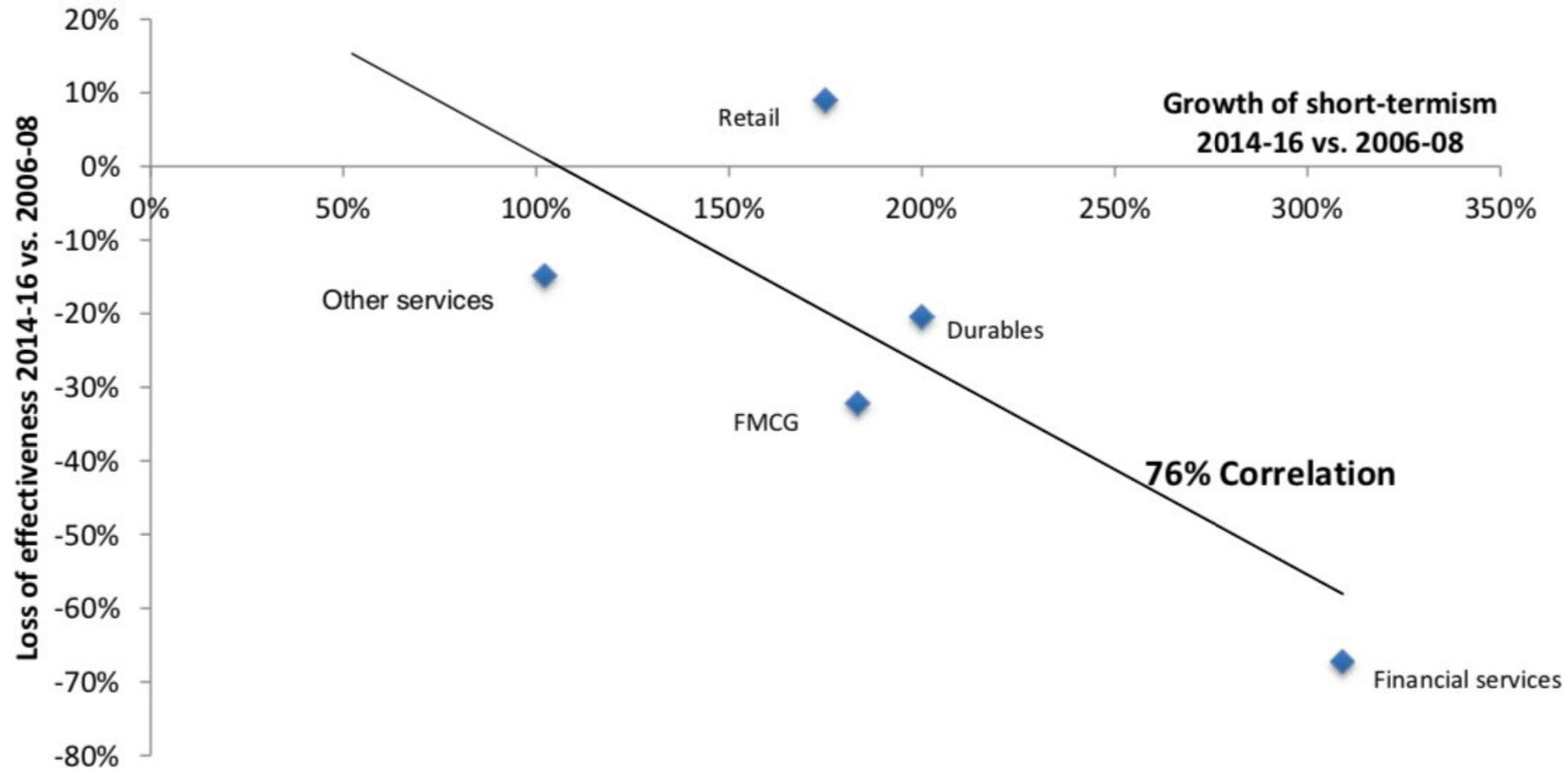
50 Sekundärquellen, 75 Studien + Ebiquty Database

Digital Frenzy

1	TV	107.1
2	Radio	103.2
3	Newspapers	87.8
4	Magazines	79.5
5	Out of home	71.7
6	Direct mail	67.0
7	Social media	65.8
8	Cinema	61.4
9	Online video	57.6
10	Online display	50.0



Shift to activation correlates with loss in effectiveness



Source: IPA Databank, 2006-2016 for-profit cases

Some do not follow the herd

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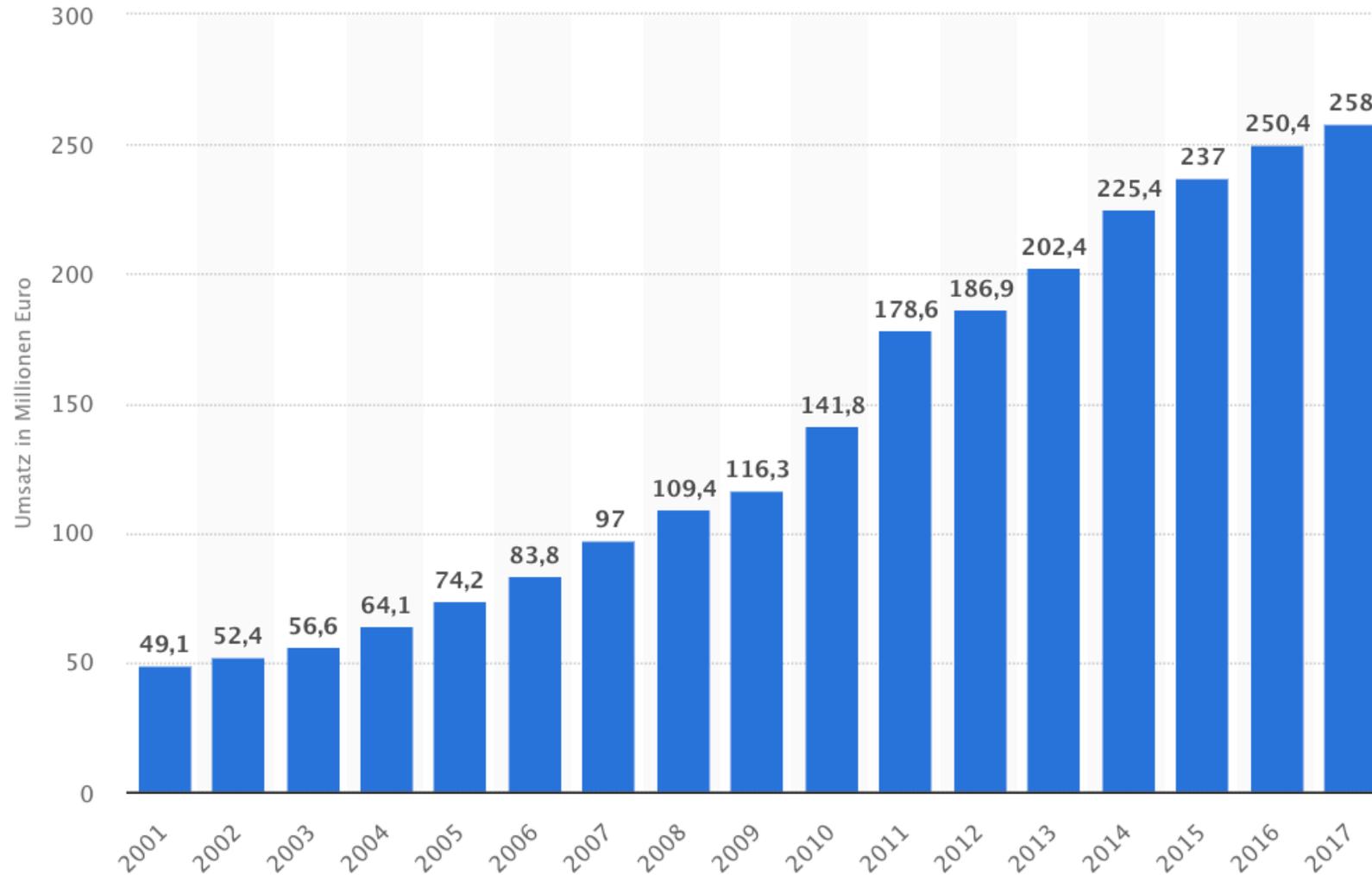


Olymp in Print

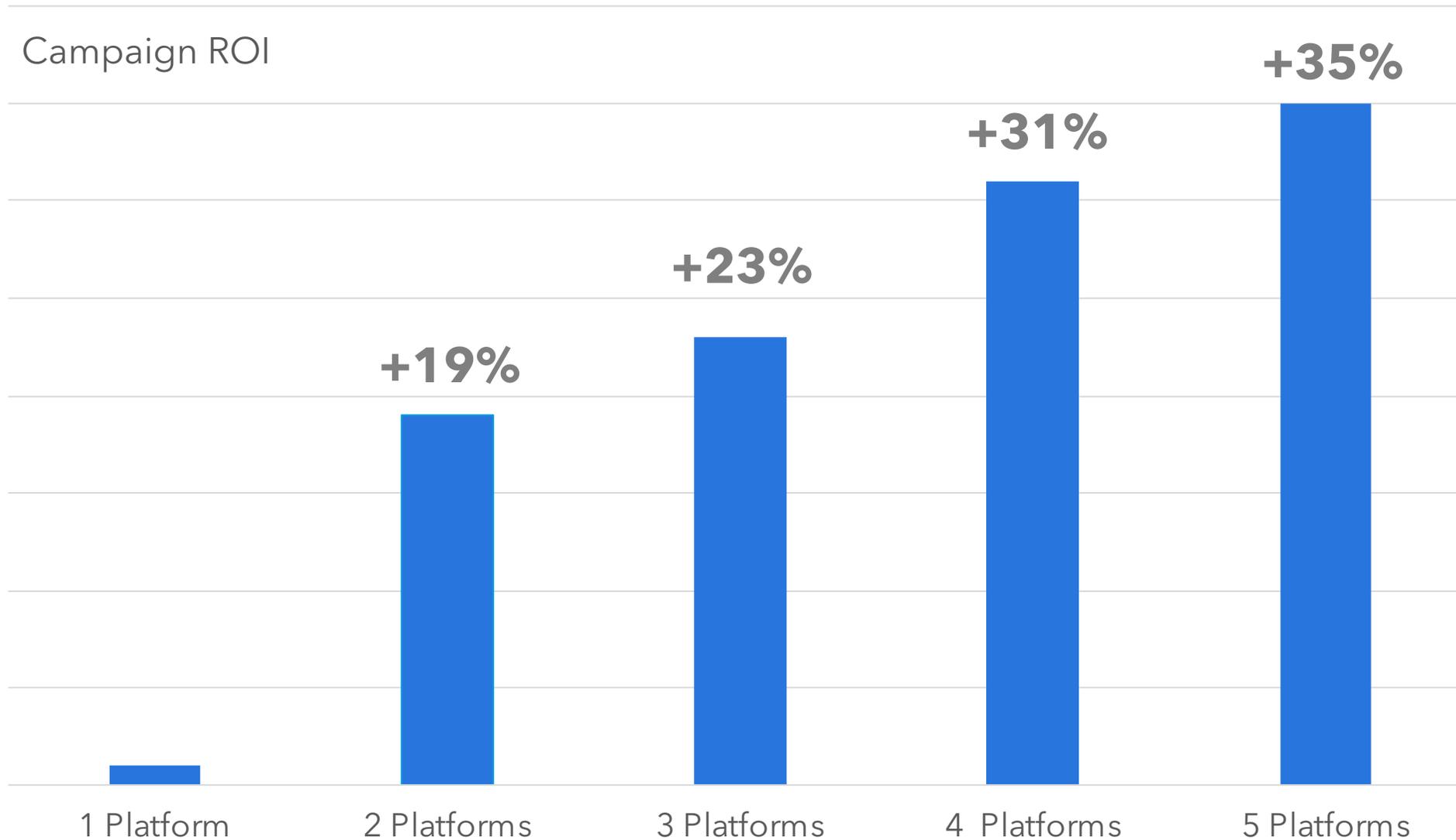


The Revenue Mount Olympus

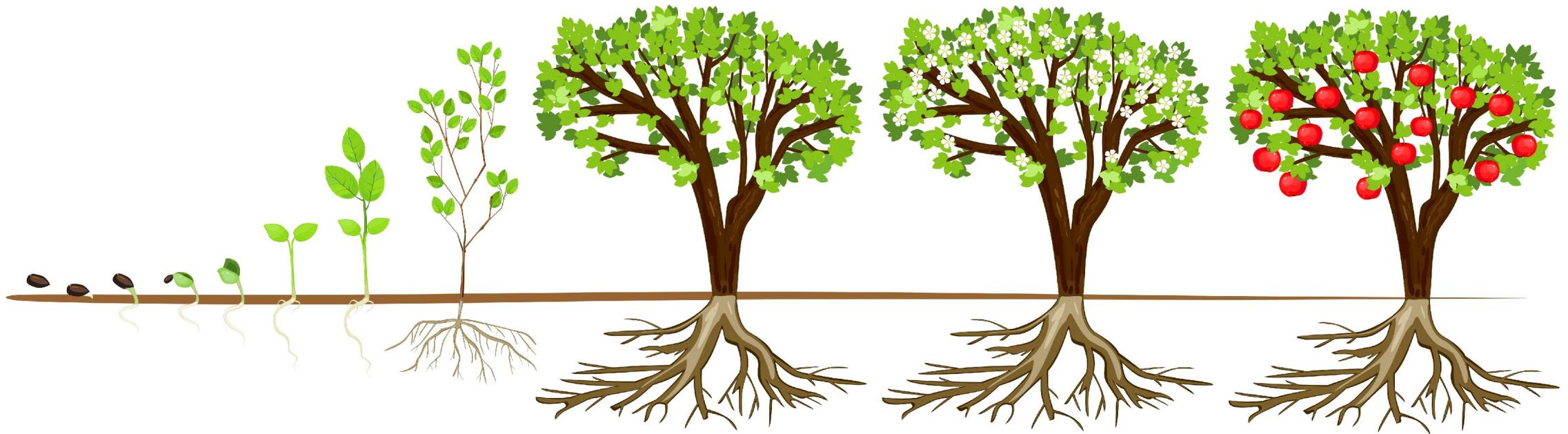
Turnover Olymp Bezner GmbH & Co. KG



Crossmedia delivers better results



Online picks the fruits, classic strengthens the trunk



... and print can do both!

The background is an abstract composition of organic, overlapping shapes in shades of blue, green, and purple. The colors are vibrant and somewhat saturated, creating a textured, layered effect. The shapes are irregular and fluid, resembling natural forms like leaves or water droplets. The overall aesthetic is modern and artistic.

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