

Promoting print media in Europe

# WHAT IS PRINT POWER?

# Pan-European cross-sector initiative to promote Print Media\*

*\* magazines / newspapers / customer magazines  
direct mail / door-to-door brochures / catalogues*

The Print Power project launched in November 2009  
by 4 European trade associations

- **Intergraf** (printing industry)
- **Eugropa** (paper merchants)
- **Cepifine** (fine paper manufacturers)
- **Cepiprint** (publication paper manufacturers)



To cope with 3 immediate challenges

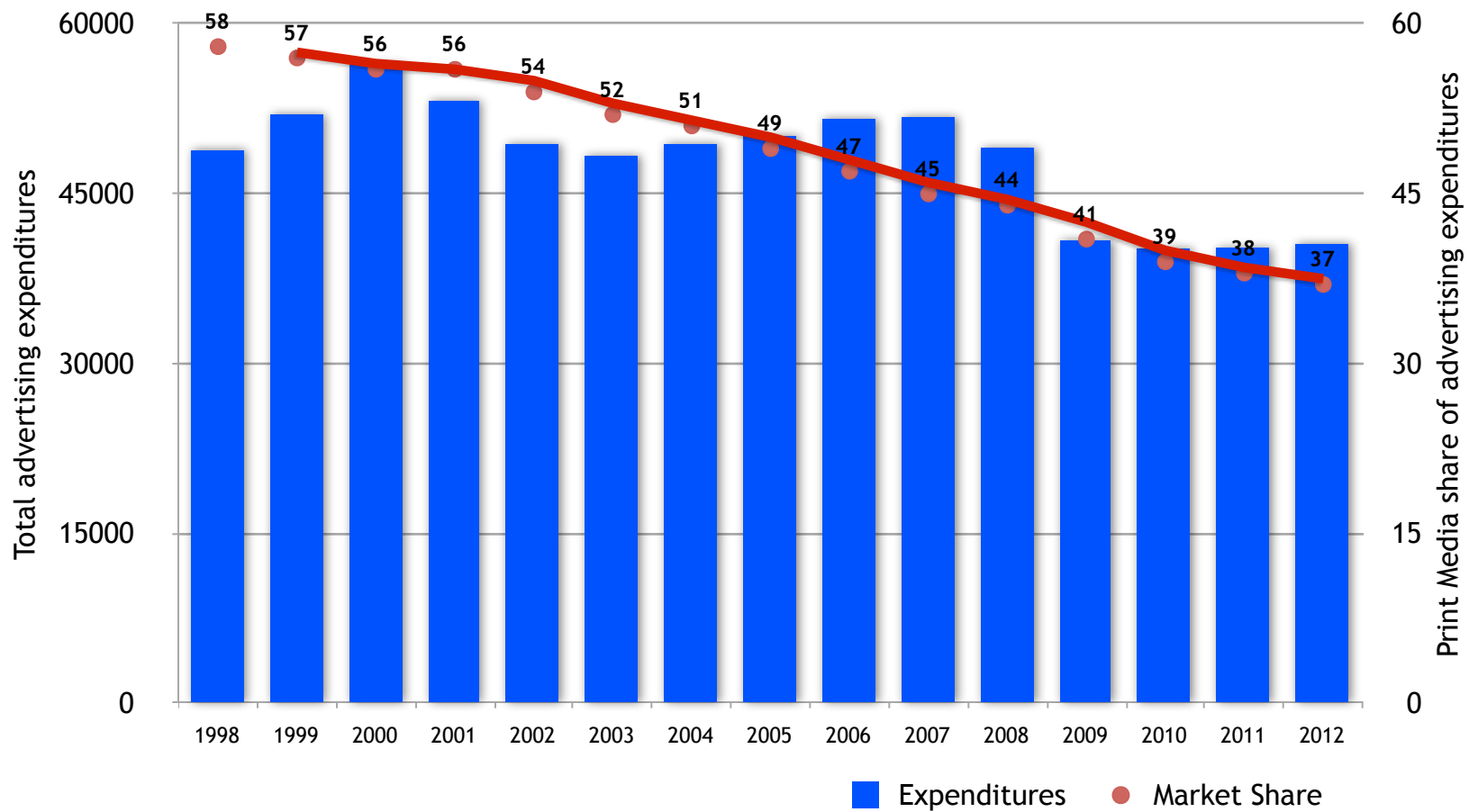
### *Structurally*

- Substitution by electronic media
- Sustainability misconceptions

### *Cyclically*

- Recession-based budget cuts

## ADVERTISING EXPENDITURES



# Objective

*To strengthen the position of print in today's multi-media world and maximize print media's share in total marketing & advertising spending in Europe.*

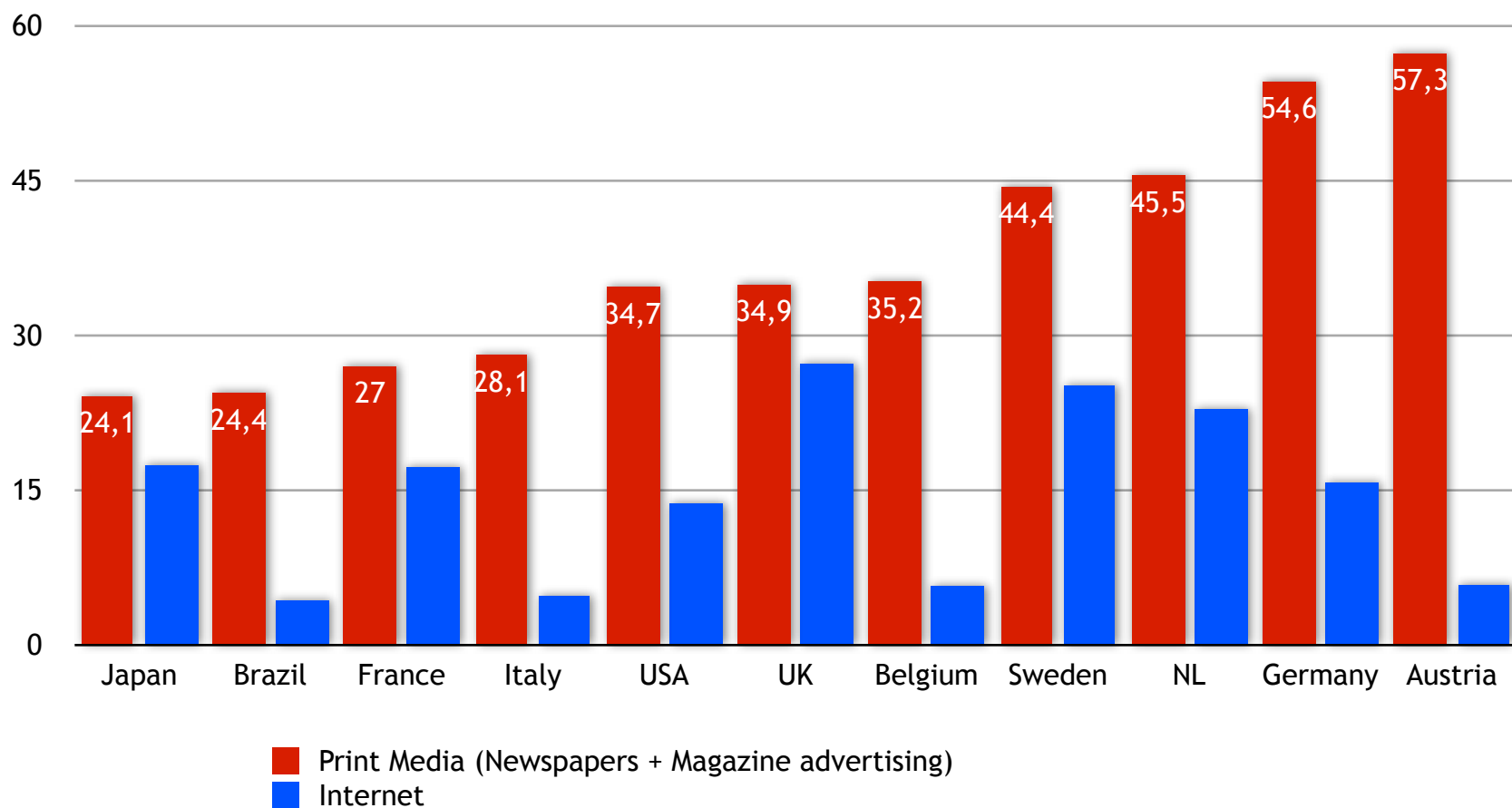
*by*

- Promoting the effectiveness of print (Print Power)
- Demonstrating the environmental friendliness of print (Two Sides)

*and*

- Uniting the entire print media value chain

## WHERE IS THE ADVERTISING MONEY SPEND



Source: ZenithOptimedia 2011





# PRINT POWER IN EUROPE

# Who are our partners?

*from upstream to downstream*

- Pulp & paper manufacturers
- Paper merchants
- Printers
- Printing equipment manufacturers
- Ink manufacturers
- Envelope manufacturers
- Magazine publishers
- Newspaper publishers
- Postal operators

4

sectors covering entire value chain

2+

million people employed

20+

central partners

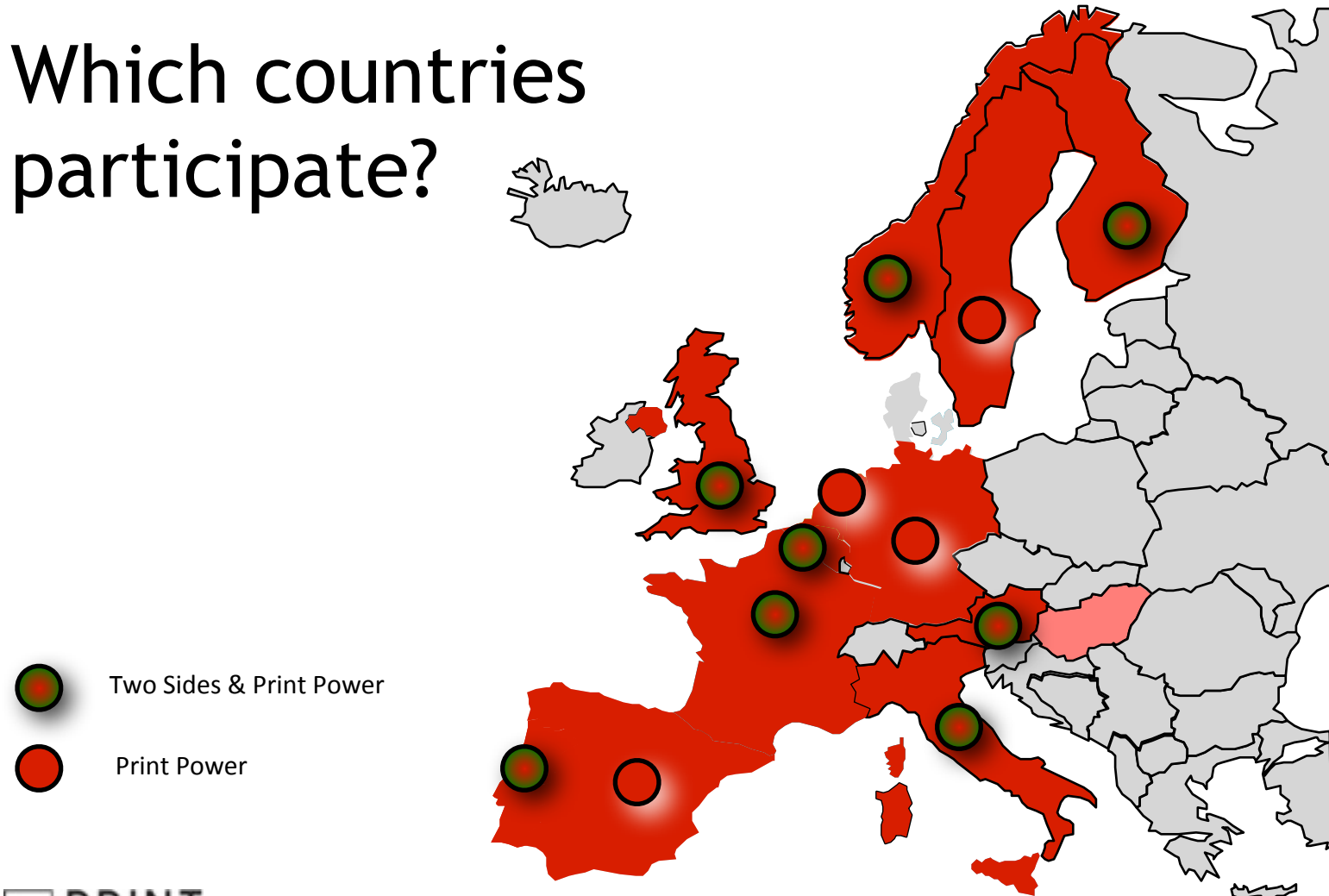
1000+

local partners

13

countries

# Which countries participate?





# PRINT POWER CAMPAIGNS

# Two messages

- Activities promoting the **EFFECTIVENESS** of print media
- Activities promoting objective information about **SUSTAINABLE** aspects of paper and print

## Two brands:



## One organisation:



— *THE* —

**EFFECT**

— *I* —


**HAVE ON**


**PEOPLE**

**IS ALMOST**

**SCARY**

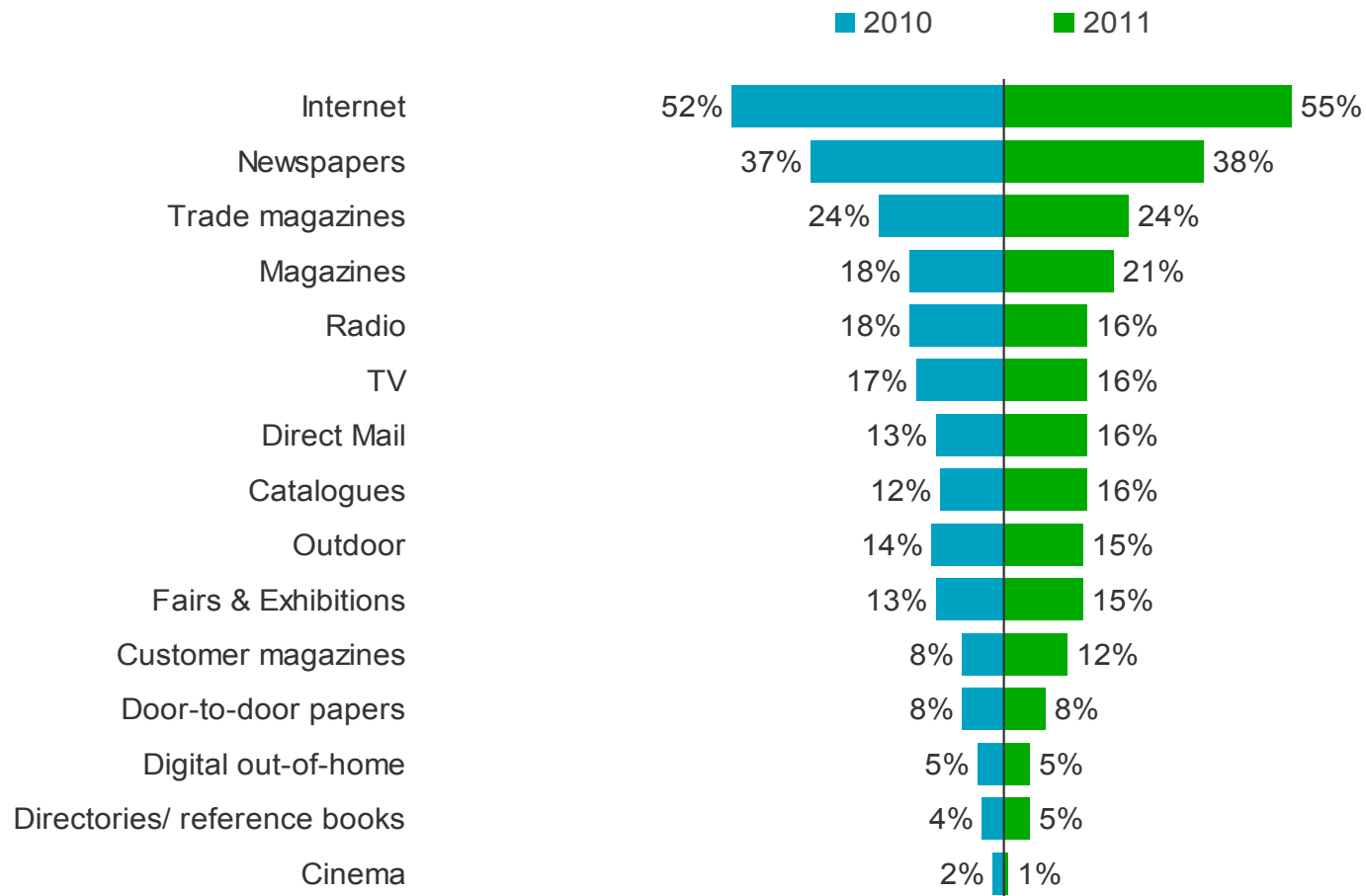
I am the power of print. When news is presented in a magazine, readers attach more importance (33%) to it than when the same news is presented on television (20%) or on the Internet (10%). Learn more about print media at [printpower.eu](http://printpower.eu)

 To order the brochure, download reader at [www.upcode.fi](http://www.upcode.fi) on your mobile and scan the code using this reader.

 **PRINT POWER**  
ADD PRINT, ADD POWER



## Which media are perceived as most effective?



Source: Synovate Perception Study 2011

# 1.5 million football pitches of new trees. Every year.

Did you know that the area of forest coverage in Europe is increasing at the rate of 1.5 million football pitches every year!

Forests are an inherently renewable resource. In Western Europe 42% of the land area is now covered in trees and this area has grown by 30% since 1950. Paper, from this expanding resource, is also a truly recyclable material.

So when you need to communicate consider Print and Paper. For impact, user friendliness, responsiveness, touch and enjoyment, there's nothing that can be more successful or powerful.

Renewable, Recyclable and Powerful.

### WIN!

Win an exclusive trip for you and a colleague to see sustainable forestry and paper making in action!

To enter and for more information go to [www.twosides.info](http://www.twosides.info)

Print and Paper  
have a great  
environmental  
story to tell



[www.twosides.info](http://www.twosides.info)

# How do we measure success?

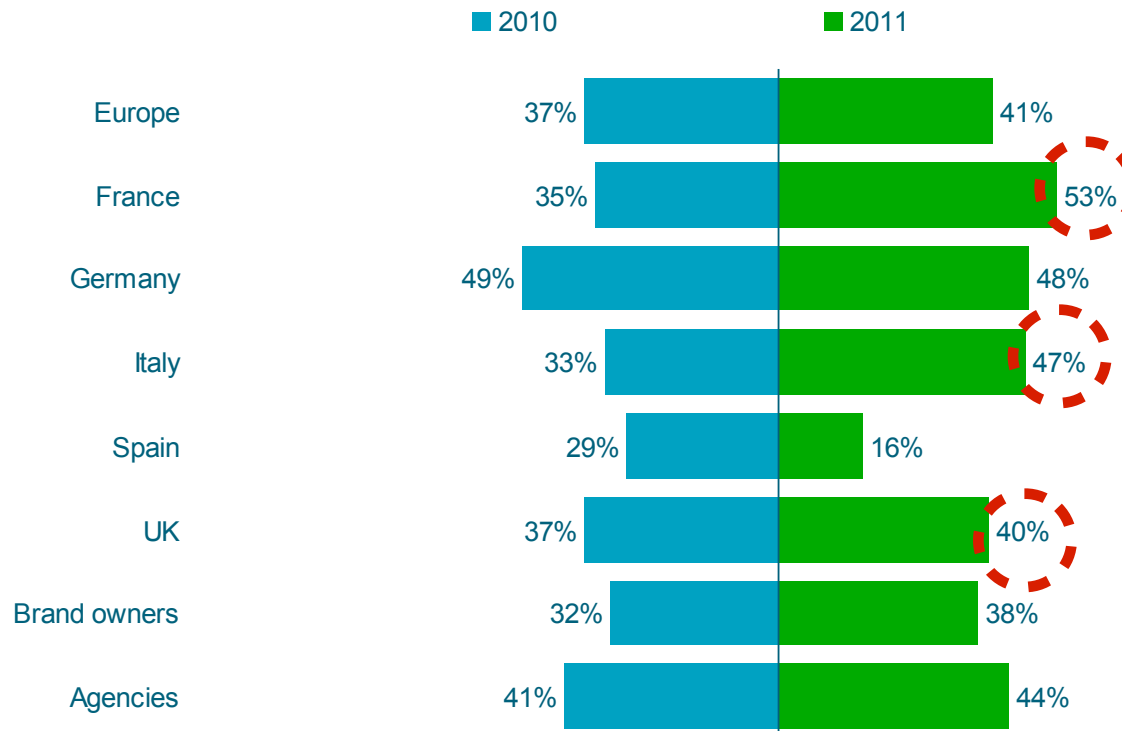
## *Quantitative Measurement*

- Media exposure
- Website activity and engagement
- Annual perception study decision makers
- Tracking print media expenditures
- Tracking direct mail expenditures
- Removal of anti-print messages by Corporates and other bodies

## *Qualitative Measurement*

- Positive industry perceptions and enthusiasm

### Have you heard or seen advertising to support print media?



Source: Synovate Perception Study 2011

# ORGANISATION

# How are we organised?

## ***Centrally***

Central office Brussels

Marketing & Sustainability Team

## ***Locally***

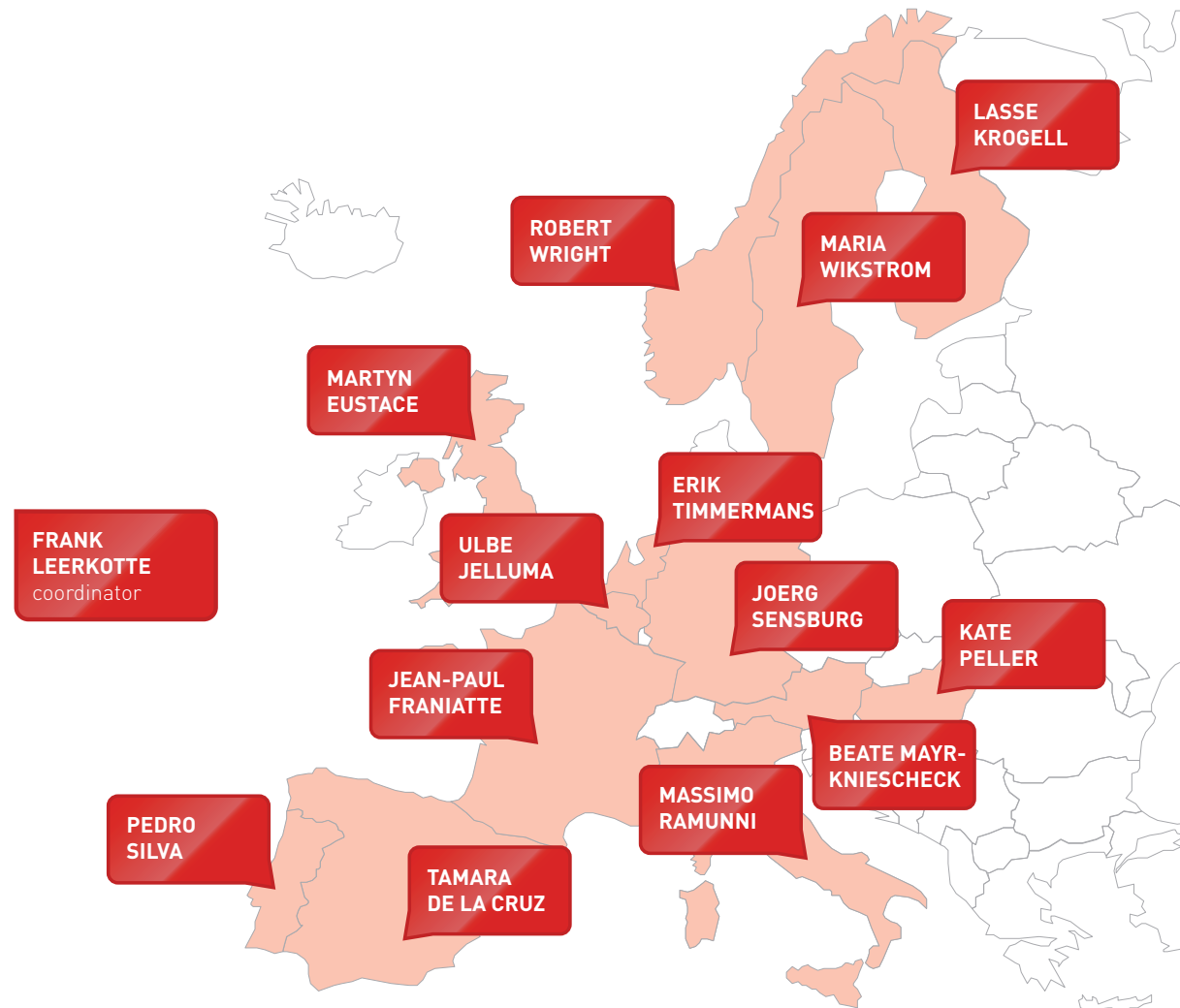
Print Power organisation (representing all partners)

Country Managers Group

## ***Control***

Board (representing partners)

# Country committee



# Board of directors

Representing print value chain sectors  
Supervising the Print Power project

**JAN CLASEN** (chairman)  
CEPIPRINT  
Norske Skog  
*publication papers*

**BOTOND SZEKENYI**  
POSTEUROP  
*postal*

**JONATHAN  
ERVEN**  
News International  
*newspaper publishers*

**HAVARD GRJOTHEIM**  
INTERGRAF  
07 Group  
*printing industry / digital printing*

**THOMAS  
HEINE-GELDERN**  
EUGROPA / PaperlinX  
*paper merchants*

**WOLFGANG PFARL**  
CEPIFINE  
Sappi  
*fine papers*

**DANIELE FIASCA**  
FAEP  
Mondadori  
*magazine publishers*

**THOMAS HAUSER**  
Manroland  
*offset printing*



# Marketing Team

Developing the messages and creative materials for the Print Power effectiveness campaign

**MASSIMO  
CURCIO**

Poste Italiane  
*postal*

**RUSSEL  
CROISDALE**

Encore  
*envelopes*

**HAVARD  
GRJOTHEIM**

07 Group / Intergraf  
*printing industry*

**NORBERT  
VERKIMPE**

Bisnode  
*databases*

**ADRIANA  
NUNEA**

Heidelberg  
*offset printing*

**VÉRONIQUE  
TRIPARD**

Antalis  
*paper merchants*

**MANFRED  
WERFEL**

WAN - IFRA  
*newspaper publishers*

**PEDRO  
SILVA**

PortucelSoporcel  
*fine papers*

**TOMAS  
LARSSON**

Stora Enso  
*publication papers*

*magazine publishers*

# Sustainability Group

Developing the messages and creative materials for the Two Sides sustainability campaign

**ISABELLE  
RAGONNEAUX**  
La Poste  
*postal*

**ROBERT  
DONDERWINKEL**  
FEPE  
*envelopes*

**FLORIAN  
NEHM**  
Axel Springer  
*newspaper publishers*

**ANNE-MARIE  
DE NOOSE**  
Intergraf  
*printing industry*

**BOB  
LATHAM**  
PaperlinX  
*paper merchants*

**TERESA  
PRESAS**  
CEPI  
*paper industry*

**JOHN  
SANDERSON**  
UPM-Kymmene  
*paper industry*

**SEBASTIEN  
HOUE**  
PostEurop  
*postal*

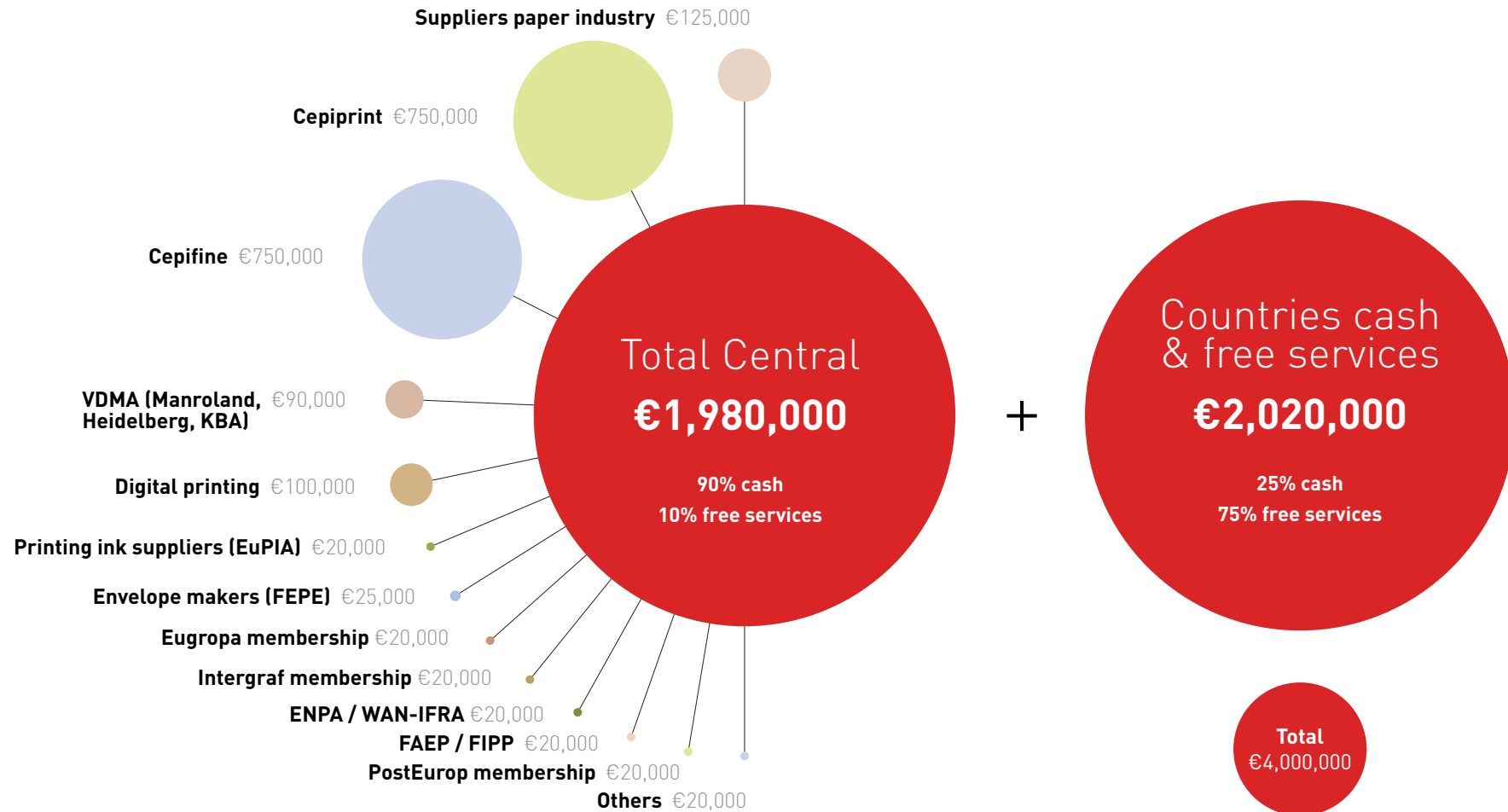
**ROINE  
MORIN**  
Södra  
*pulp industry*

**ROSETTE  
VAN ROSSEM**  
Sanoma  
*magazine publishers*

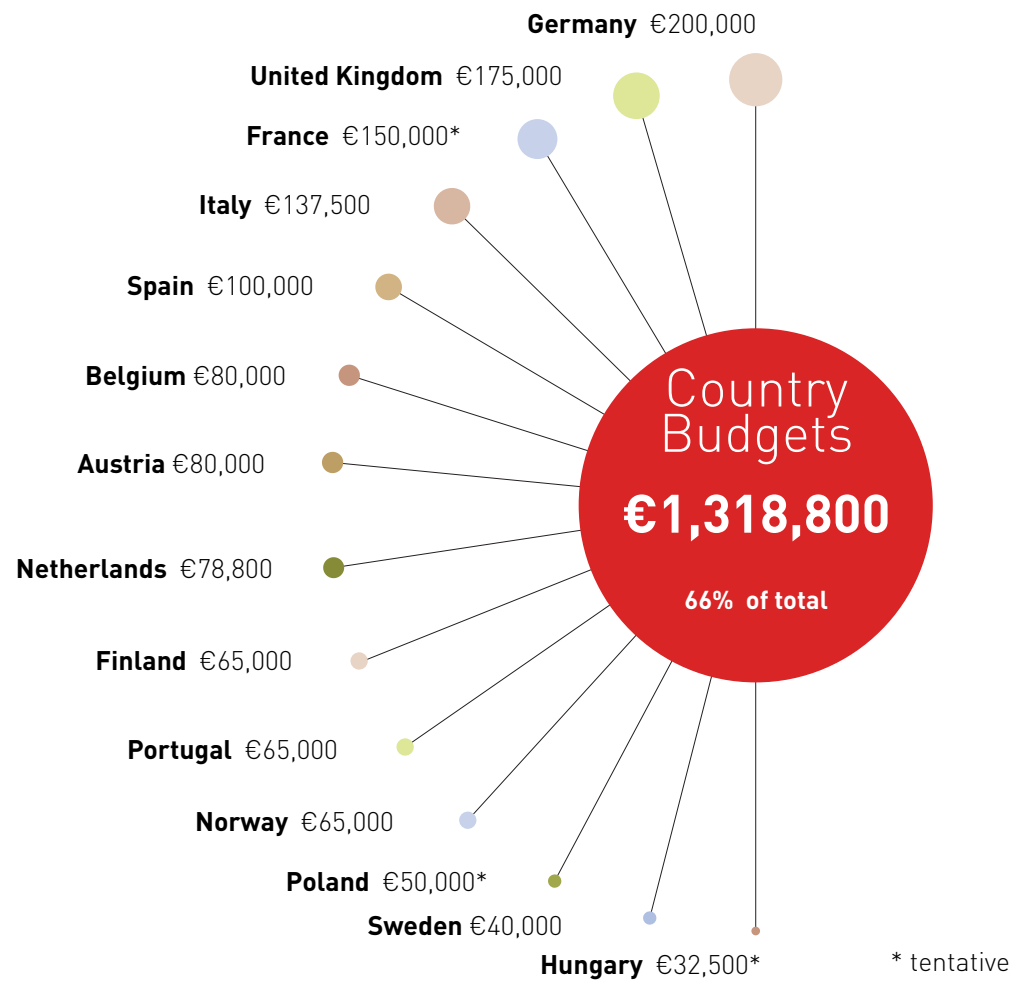


# BUDGET 2011


## BUDGET 2011 - REVENUES



## BUDGET 2011 - COUNTRY BUDGETS



# Thank you !

[www.printpower.eu](http://www.printpower.eu)  
[ulbe.jelluma@printpower.eu](mailto:ulbe.jelluma@printpower.eu)  
 [#printpower](https://twitter.com/printpower)