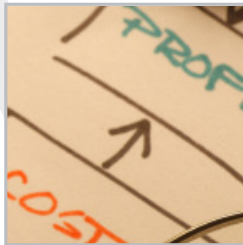
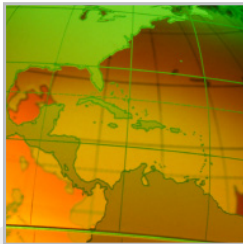


# Direct Marketing Production Printing & Value-Added Services: *A strategy for growth*



Production Printing & Media





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## Introduction

In a highly competitive and digitized world, the success and growth of a business can be attributed to its unique marketing approach and to being in the right place at the right time with the right message. Marketers are looking for the most efficient tools and resources that can make a significant difference to the sales and profitability of their business.

Promotion of products and services through direct campaigning can cut through the clutter and can be extremely effective and powerful for both small and large businesses. Marketers want to stand out and get noticed. The right media mix can involve a combination of several methods including direct mail marketing, direct response, mobile marketing, promotional letters, catalogs and personalized online advertising.

The versatility of direct mail over the years, combined with modern technology, means that it will remain a relevant marketing channel well into the future. While based on printed sheets of paper, direct mail marketing is combining technology to bring about the future integration of offline and online marketing.

Direct mail will be a critical driver for the initial engagement and the recipient will have the ability to seamlessly link to all marketing channels. This will continue to allow marketers ease of coordination and increased ability to accurately track ROI. The physical link with the digital world will drive the future of marketing.

With advances in technology, this benchmark InfoTrends study is designed to look at what the future holds for marketers, consumers and direct mail printers as well as the requirements for support from both equipment and software providers. It will explore how marketers want to leverage direct mail to effectively engage consumers. Consumers will be surveyed to understand market preferences for communications. Successful direct mail service providers will be interviewed to understand how they are leveraging technology today to meet needs for highly relevant personalized communications and the overall impact that digital print and inkjet technology are having on their operations.

## Project Objectives

This study will provide strategy and business development support to help vendors, print service providers, and marketing service providers capture high value pages and services in a cross media world.

### Application Segments

- Direct mail
- Catalogs

### Technology Categories

- Data, composition, workflow
- Printing systems
- Paper
- Inserting/bindery



## Research Insights

- Market opportunity
  - Printing, value-added services
  - Technology
- Organizational best practices
  - Operations – IT, Production, Admin
  - Sales & Marketing
- Customer value & engagement
  - Business need and ROI
  - Data and marketing channels
  - Application transformation

## Geographic Regions

- North America: USA, Canada
- Western Europe: UK, Germany, France

## Market Size Special Tables

- Direct marketing volume - Global market
  - Total pieces and pages
- Print volume – North America, Europe
  - Application by:
    - Technology
    - Coverage
    - Paper type
    - Color
    - Run length/addressability
- Printing systems shipments and installed base – North America, Europe
  - By technology (IJ, toner) by segment (speed & duty cycle)

## Research Methodology

InfoTrends will use a mix of research methods to achieve the objectives of this study. These will include desk research, structured surveys, and in-depth interviews with PSP/MSPs and direct marketers.

### Desk Research

- Government
- Trade associations
- Academic research
- Trade publications
- Vendor and service providers

### Review of InfoTrends Data and Research

- Production Printer Quarterly Placement Tracker
- Cloud-based Workflows & Infrastructures for Graphic Communications
- Substrate Opportunities in Production Color Printing
- The Future of Multi-channel Transactional Communications
- Production Printing Industry in North America
- High-speed Color Inkjet Opportunity: Global Insights from Leading Printers
- Mobile Technology: Making Print Interactive

### In-depth Interviews with PSP/MSPs (20)

- Mid-size and large PSP/MSPs
- Best practices for strategy, services, data, workflow, printing & finishing (software, equipment, paper), pricing, sales & marketing



### **In-depth interviews with direct marketers (50)**

- Mid-size and large brands/direct marketers (catalog, direct mail)
- Business drivers/economics, role of print + digital channels (web, mobile), application transformation, critical requirements from service providers

### **Structured survey with consumers (1,200)**

- Key demographics – age, income, gender
- Opinions/preferences/usage of print + digital channels, value of accurate color and texture rendering (look & feel), interest in value-added print (personalized, interactive), concerns around privacy and environmental issues

### **Secondary Research**

InfoTrends’ senior staff will examine a wide range of existing market information on direct marketers, consumers, and PSPs/MSPs. Information sources will include financial reports, supplier websites and conference presentations, trade journals, and reports by industry trade associations and government agencies. InfoTrends will also leverage research it has previously published as part of its ongoing consulting services.

## **Analysis & Project Deliverables**

InfoTrends’ senior staff will perform an extensive analysis of the research and develop a detailed report about direct marketing production printing and value-added services.

Subscribers to the full report will receive:

- Analysis report (detailed PowerPoint)
  - Executive summary
  - Critical direct marketing trends and statistics
  - Direct marketer findings
  - Consumer research findings
  - PSP/MSP findings
  - Market size
  - Strategy recommendations
  - Data tabulations and charts (Excel, PPT)
- InfoTrends will deliver a personal presentation using an interactive webinar (2-hour conference call)

## **Project Time Line**

<b>May-June:</b>	Early subscriber registration
<b>August:</b>	Market research
<b>Mid-September:</b>	Analysis and presentation development
<b>Late-September:</b>	Publish report
<b>October:</b>	Personal presentation



## Terms and Conditions

### Liability for Advice

Although reasonable efforts will be made by InfoTrends to ensure the completeness and accuracy of the information contained in written and oral reports in connection with the proposed study, no liability can be accepted by InfoTrends for the results of any actions taken by the client based on the report's information, opinions, or advice.

### Copyrights

InfoTrends retains all copyrights. The reproduction of any materials is prohibited without written consent from InfoTrends.

### Confidentiality

InfoTrends will use its best efforts to ensure that any confidential information obtained about the client and its business during the course of the proposed study is not, unless agreed otherwise in advance, disclosed to any third party without the prior written permission of the client. InfoTrends retains the right to re-use any non-proprietary information as part of its ongoing market analysis.

## About InfoTrends

InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

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### Authorization Form

		Subscriber Rate
		\$24,995
<b>Subscription includes:</b>		
Written report	x	
PowerPoint Presentation	x	
Data Tabulations and Charts	x	
Personal Presentation and Discussion	x	

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