



Paper vs. Pixels

Is print really disappearing as a marketing tool? Based on the latest research, this could not be farther from the truth. There are several reasons that print is, and will continue to be essential to marketing. Not only does paper have environmentally friendly features such as easy recyclability, carbon storage, and a renewable primary material sources (wood, recycled and alternative fibers), readers simply prefer to use paper. Even with improving technology, print media provides better comprehension, retention, and less fatigue than on-screen media.

Technology has advanced rapidly; e-readers and tablets have become a very popular tool for reading and yet, nothing seems to trump a real printed piece. According to the November 2013 issue of Scientific American magazine, most people understand and remember text better on paper rather than on a screen. Many companies are realizing this and heading back to print to stabilize their growth.

One may wonder how The Scientific American can be so sure of this conclusion and the answer is in the research. With over 100 comparative studies to explore differences of how people read and comprehend on paper versus screens, researchers found that screen-based reading can dull

comprehension because it is more mentally taxing and even physically tiring than reading on paper. E-ink reflects ambient light just like the ink on a paper book, but computer screens, smart phones and tablets shine light directly on people's faces. Prolonged reading on glossy, self-illuminated screens can cause eyestrain, headaches and blurred vision. In an experiment by Erik Wastlund, then at Karlstad University in Sweden, people who took a reading comprehension test on a computer scored lower and reported higher levels of stress and tiredness than people who completed it on paper.

People are not used to the restrictions of an electronic screen. There is no easy skimming ahead to get a little peek, no thickness or thinness to gauge one's progress, no mental map of where something is on a page and no unique user experience. Many times a computer is used to for other purposes and is also a distraction zone. It seems safe to say that screen-based reading is still not up to par with traditional paper.

You can read this article at Scientific American's November issue go to: <http://www.scientificamerican.com/article/the-reading-brain-in-the-digital-age-why-paper-still-beats-screens/>

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Electronic screens have been shown to reduce concentration, whereas paper lowers eye strain and enhances one's ability to comprehend what is on the page. —Source: The Scientific American

- When recalling part of what was previously read people often picture it on the page. A page has many landmarks that make for a stronger memory.
- A reader will quickly flip pages of a book to compare sections or to scan ahead.
- Paper and ink reflect ambient light. Computers, smart phones and tablets emit light. This will develop eye strain and tax concentration.
- The thickness of the book with read and unread pages help form a coherent mental map of the text by providing a frame of sense of place much better than a computer progress bar.



Generation Gaps in Marketing

It isn't a flashback from years spent in school, hoping to get a good grade. It's good marketing. It is a way of testing the effectiveness of a change in a marketing piece by using it simultaneously with the original piece on different test groups. The terms are simple: (A) is generally accepted as the control group, or the existing design. (B) is the item with the change, or the "challenger." Let's say sign (A) has a red button for "Order Now." The company would like to know if they would have a higher number of orders if their button were green. So they create a green button for (B) and let a portion of their

audience see this new button in hopes that their orders will increase.

Use AB testing to get track changes in consumer behavior, test your marketing piece on a different demographic, and find the effectiveness of one method over another at driving traffic/sales/inquiries.

With AB testing you can customize everything from the color of an "order now" button on a website to a completely different user experience. Check out these examples of A/B testing:

- Direct mail: half postcard half letter set.

- E-mail vs. direct mail.
- Different colors or images in a direct mail piece
- Call to actions ("While supply last" vs. "Sale ends on Sunday").
- Split offer (30% off your complete order vs. Free shipping on orders over \$100.00).
- The possibilities are endless! Ask us about our successful AB tests; we are happy to help you succeed with your own.

THE ESSENTIALS: WHAT GENERATIONS CARE ABOUT, AND HOW YOU CAN REACH THEM

GENERATION	LIKES	DISLIKES	HOW TO REACH
GREATEST GENERATION Savvy Savers	Save and stay healthy	Hard to read/navigate signage in stores. Being taken advantage of.	E-mail, message boards
SILENT GENERATION Stable and Loyal	Stability, volunteering, loyalty, images of family and pets. Going into stores rather than shop online.	Change, wasting money, and dealing with new technology.	News talk radio, newsletters, post cards. Have an expert on location at retail outlets.
BABY BOOMERS Brave Advancers	Having a clear understanding of a product. Company Integrity.	To be reminded of age. They have worked hard their whole life and now is the time to play.	Use bold colors, vibrant phrases to encourage activity and bring them into new technology.
GENERATION X Critical Thinkers	Flexibility, independence. Access to essentials via technological devices.	Risks. Traditions. Labels.	Mail. According to a study by USPS, 74% of them read direct mail. They also shop online. Be direct, clear, and celebrate their differences.
MILLENNIALS Option Weighers	Rewards for efforts, quality products, good causes. Instant access.	Bad service/quality, being talked down to or lied to.	Reward them for using their mobile devices with coupons, etc. Align your product with quality and a cause that they can get behind.
GENERATION Z Information Processors	Constant, immediate feedback. Knowledge at their fingertips. They also enjoy giving constant feedback.	To wait!	Provide fast, intuitive ways to get/process information. Phone apps and Google ads.



Running Down Cancer

In 2013, Emerging Services Manager, Jackie Weston got involved with our local Relay For Life Event. She was a team captain and also on the steering committee for the Auburn location.

Merril, Jackie, and the trophies This past August, she repeated the commitment with her team, Cancer Kickers and also urged her Mom, Company president, Merrill Kagan-Weston to start a team. As a 2 year cancer survivor, she joined together with two of the Auburn Soroptimist Clubs to put together team "SSISC": Soroptimist Sisters In Search of A Cure.

Both ladies gave their all to give back to the American Cancer Society. Success was had by all in the form of enthusiasm and fundraising which is just what "Relay" is all about.

Jackie's team garnered two awards during the event, "Highest Fundraising Team" and the "Spirit Award" for Enthusiasm! Merrill's team won "Best Campsite" and Merrill, thanks to generous customers, friends and relatives was the highest individual fundraiser. Between the two teams, over \$25,000 dollars was raised. Our front office now displays the esteemed awards until the next Relay for Life Event when they will be passed on to the next achievers! They are so unusual that they make great conversation pieces for first time visitors! It also gives us an opportunity to talk to other business people about starting up a team.

Feel free to stop by and see them in person!





Pamela Rose Rogers

Customer Service, Office Assistant, and Wide Format Specialist

Pamela is one of our newest star players. She is always on the move! Her favorite quote, by Will Rogers, is “Even if you’re on track, you’ll get run over if you just sit there.”

Pamela is our customer service representative, office assistant, and wide format specialist. She came to us in 2014 with 10 years experience in her field and expert skills in customer relations. Her winning attitude and attentive personality has us running happier and more efficient. Rest assured, you are in good hands when you hear her voice on the other line!

Pamela works hard but she plays hard too. She loves the outdoors, camping at mountain lakes, boating and four wheeling. Recently she has taken up Taekwondo.

