



Professional Print Survey among Natashas and Marcos/Patricks

Birgit Friedwagner

December 2019

Main objectives and the target group of the study

Main topics:

- Paper selection
- Brand awareness
- Info channels



Target group:

- Natasha – creative agencies
- Marco/Patrick - printers



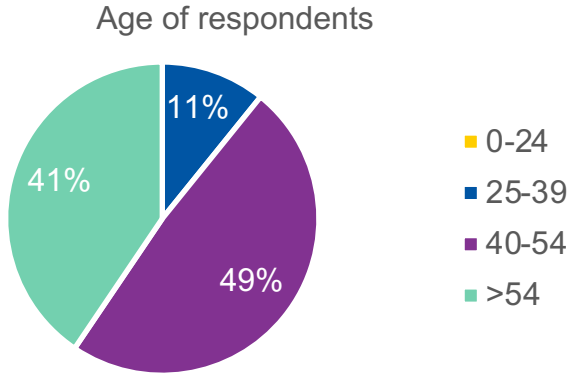
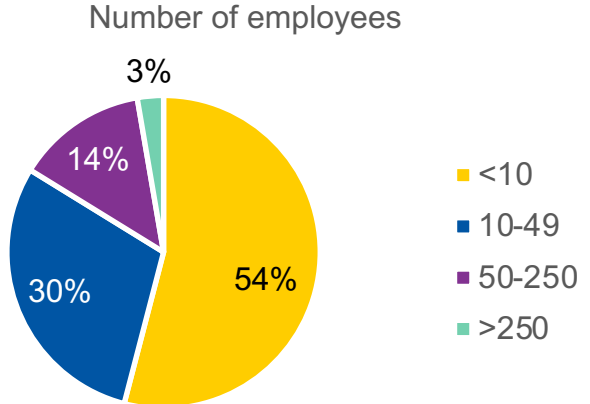
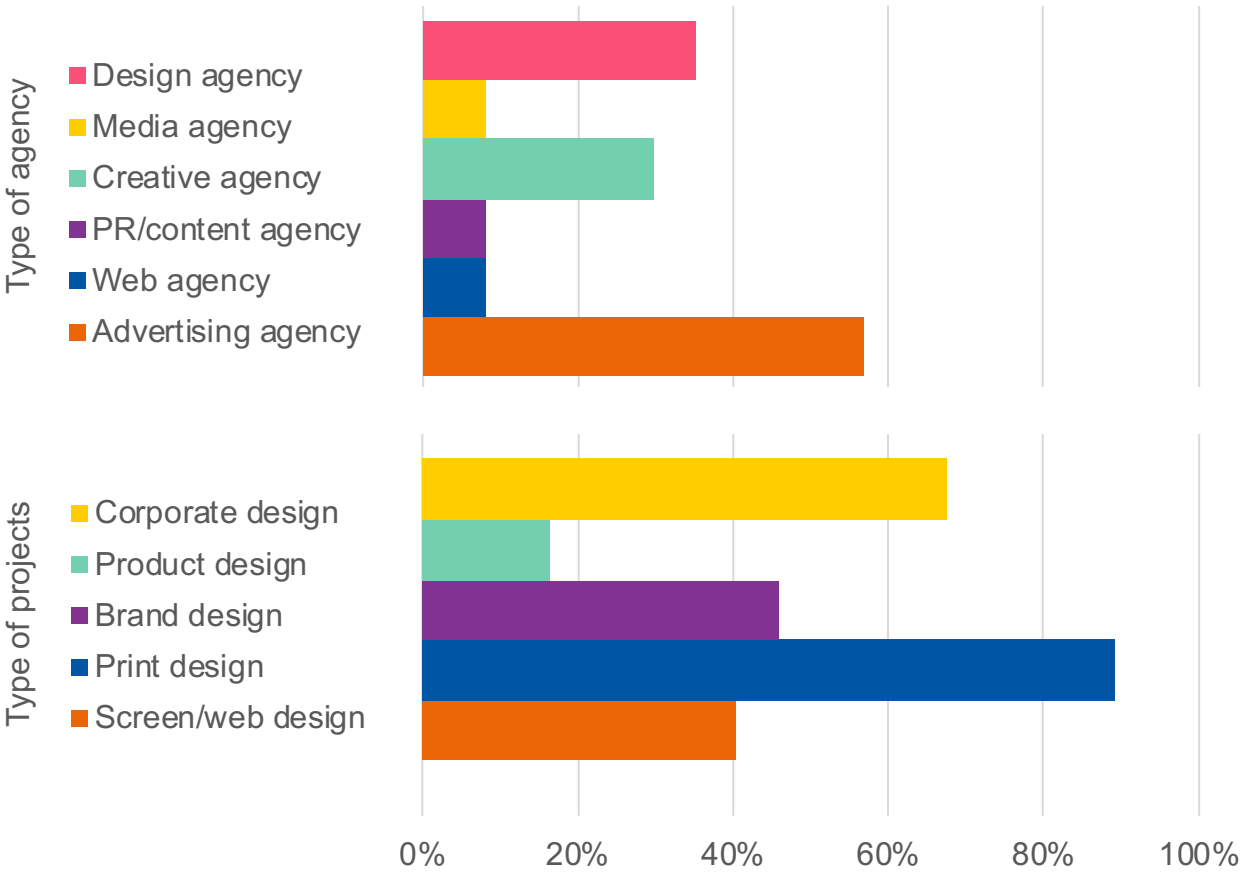
Methodology

- Online survey with a duration of ~5 min
- In Germany in German language
- Invitation sent by IGEPA to their contacts
- Involvement of Mondi was not disclosed
- Field time: 22 October and 31 October

	Natasha		Marco/ Patrick	
Addressees	513		2,428	
Openings	320	62%	1,002	41%
Klicks	76	13%	311	15%
Respondents	65	13%	249	10%
Completion rate		55%		76%

Who are the Natashas who took part in our survey?

100% of Natashas said they are involved in their company's selection of paper for print projects



Who are the Marcos/Patricks who took part in our survey?

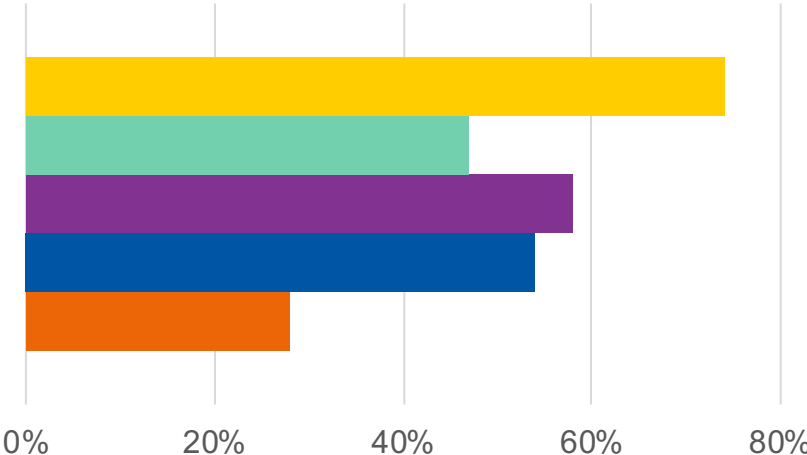
99.2% of Marcos/Patricks said they are involved in the selection of paper for print projects in their company

95.6% of Marcos/Patricks said they are involved in their company's purchase of paper

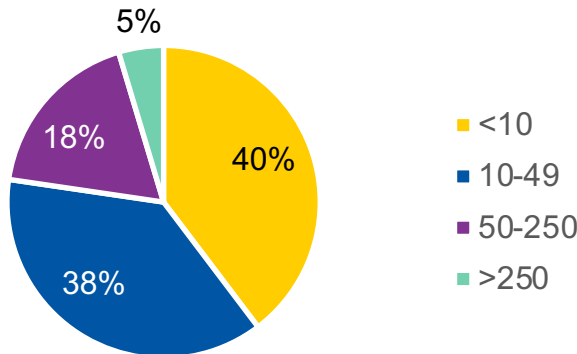


Type of projects

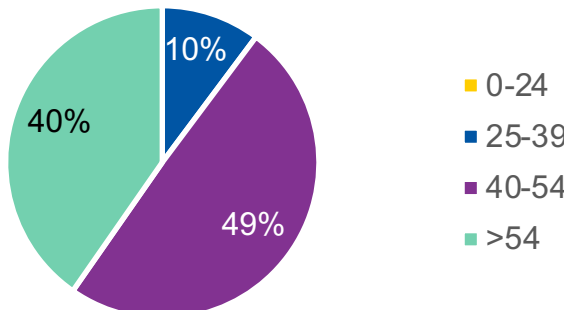
- Marketing materials
- Corporate publishing
- Books
- Editorial (Magazines)
- Packaging

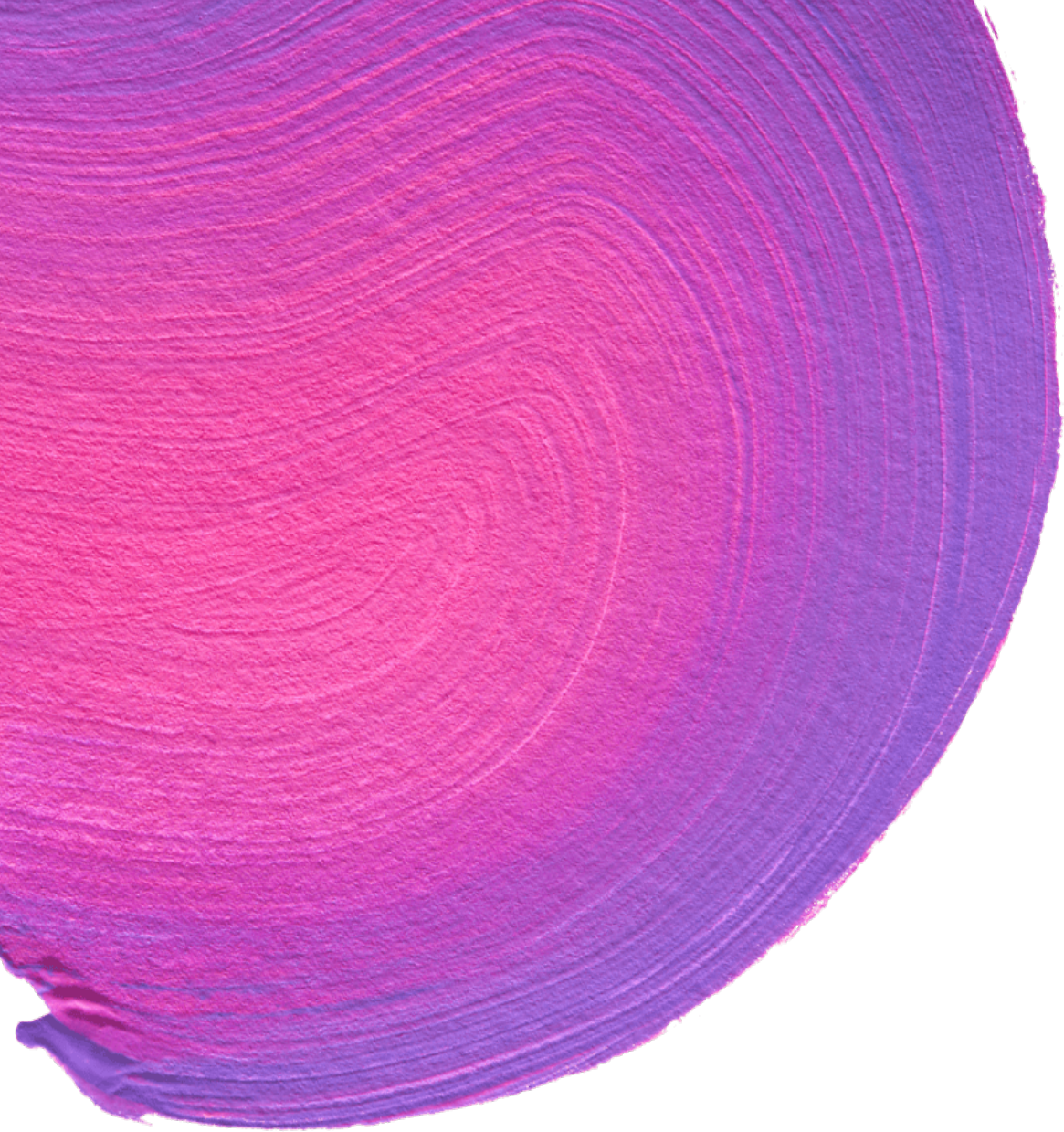


Number of employees



Age of respondents





Paper selection

Who chooses the paper?

How often do creative agencies specify the paper in their orders?



63%

41%



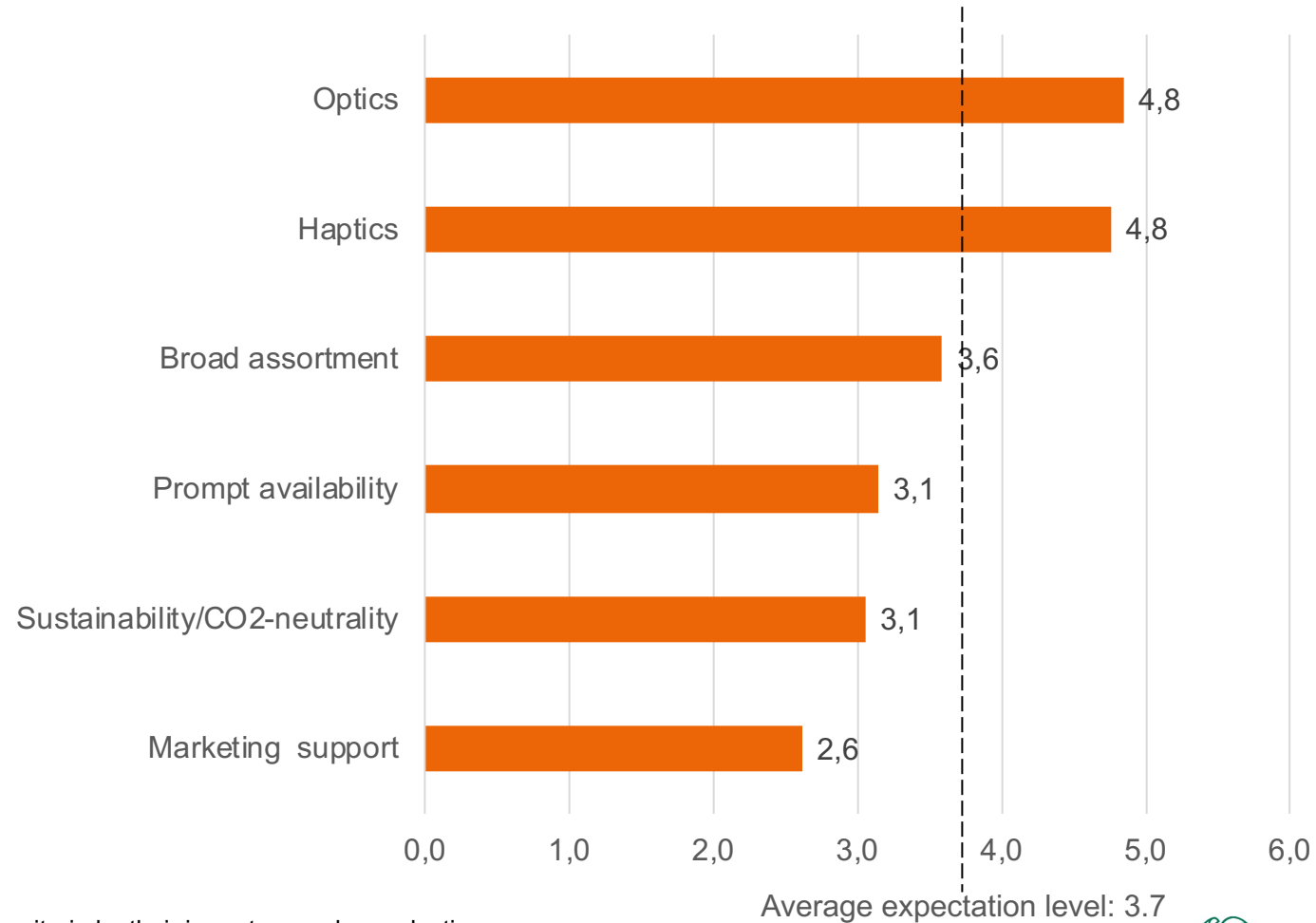
Question to Natasha: In how many percent of your orders with printers do you specify the brand?

Question to Marco/Patrick: In how many percent of your orders from creative agencies does the customer specify the brand?

Respondents: 63 Natashas, 247 Marcos/Patricks

Which criteria are the most important when choosing a paper?

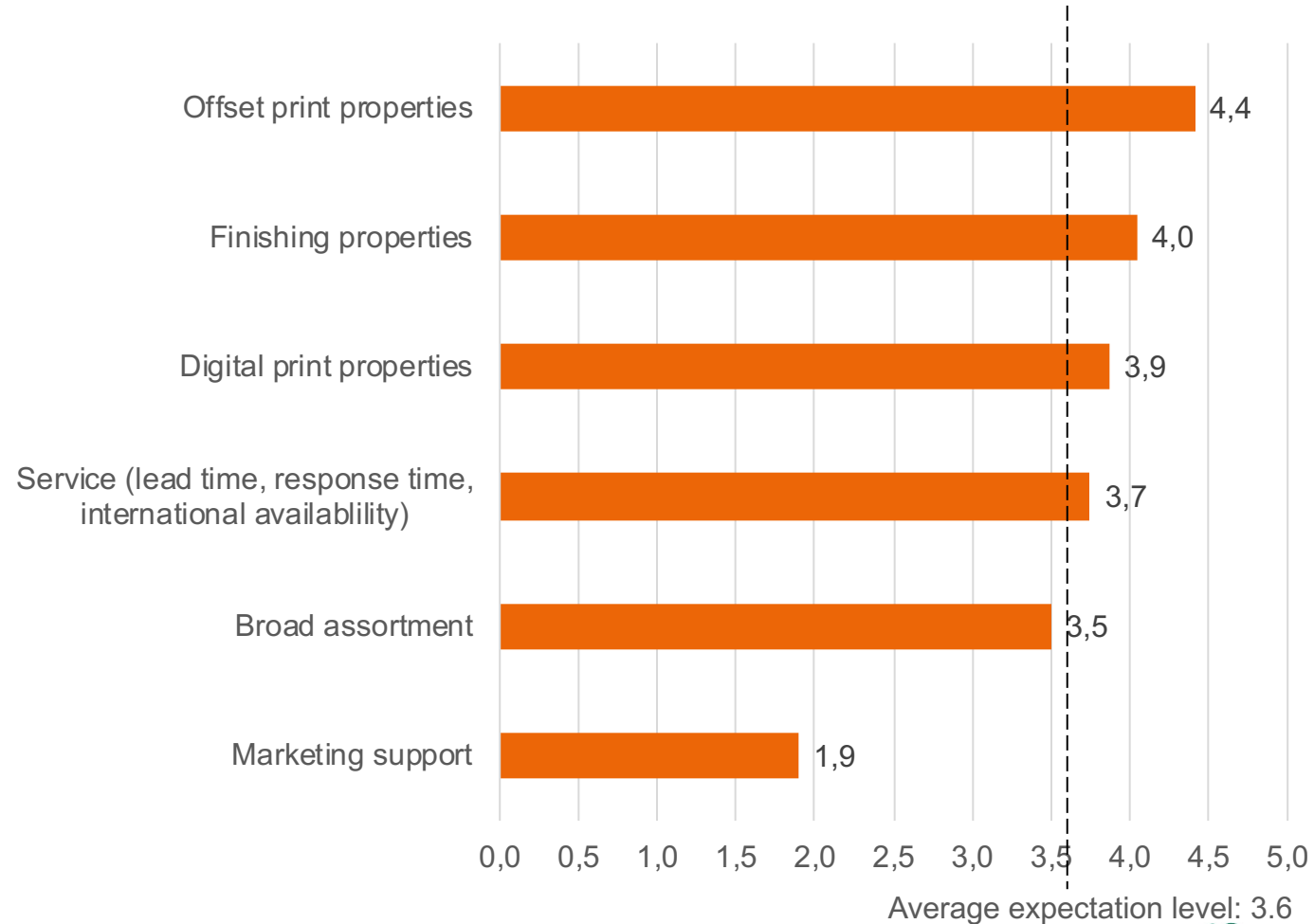
Respondents were asked to rank the criteria



Question: Please rank the following criteria by their importance when selecting a paper.
Respondents: 55; considering all respondents who started ranking at 1

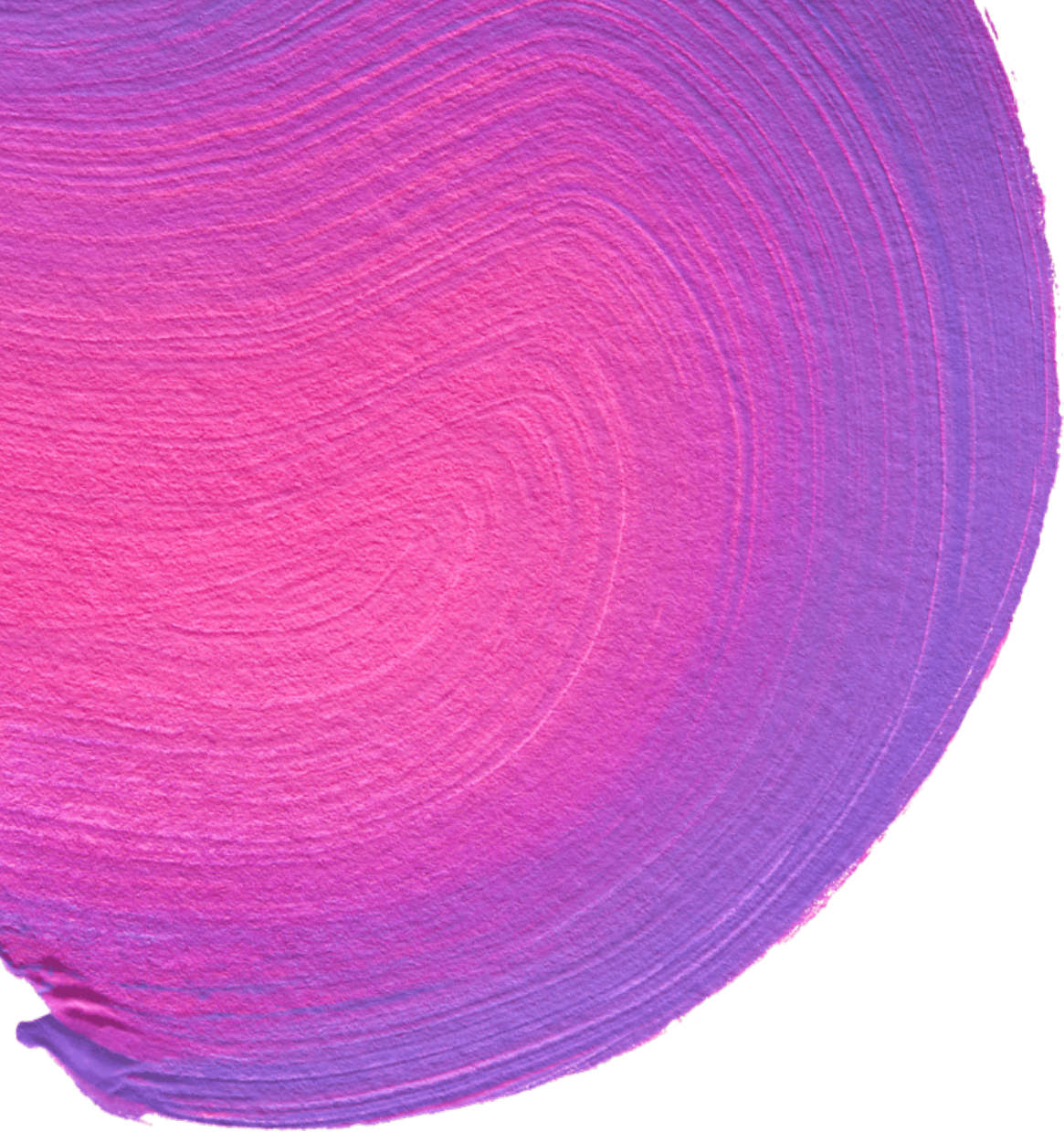
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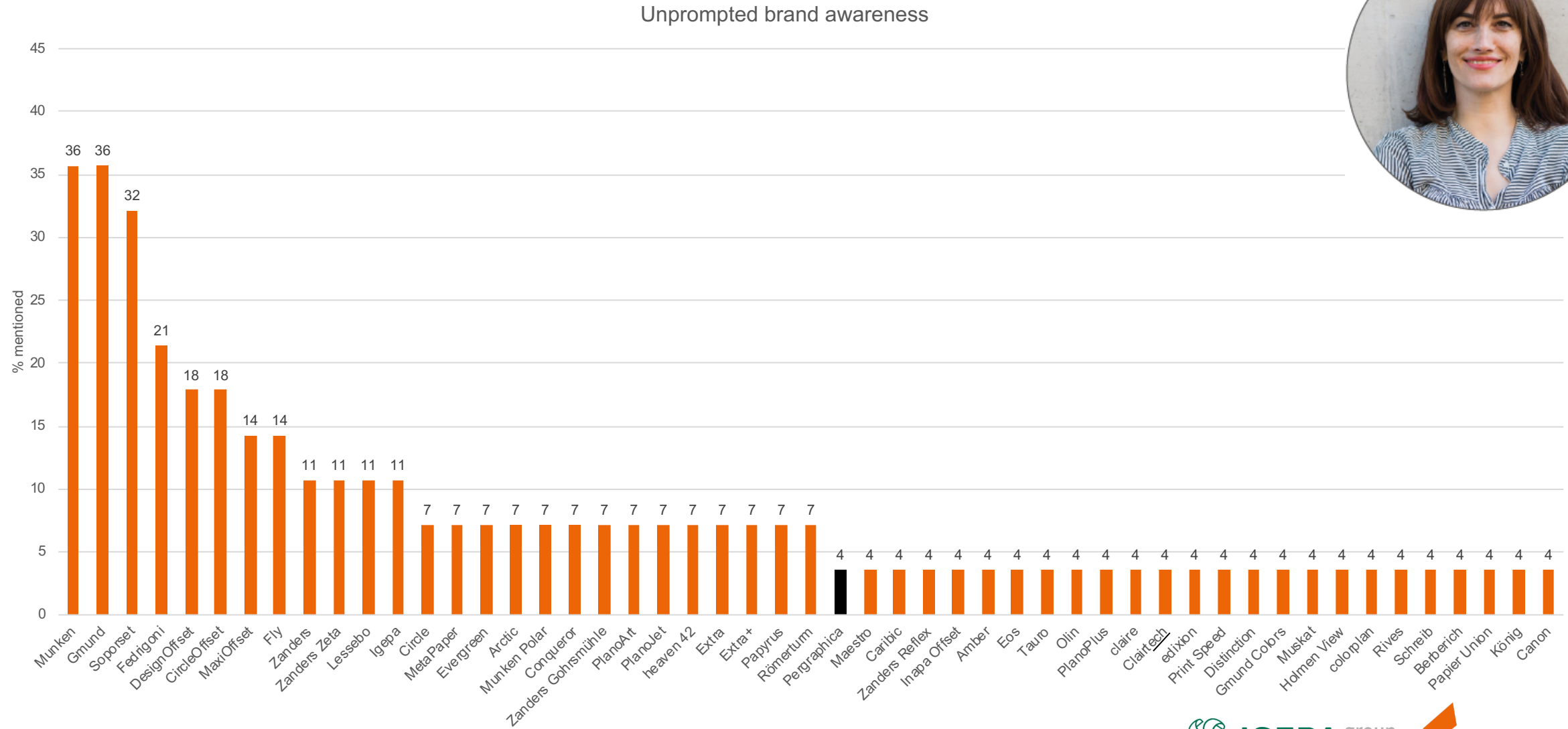
Respondents: 201; considering all respondents who started ranking at 1



Brand awareness

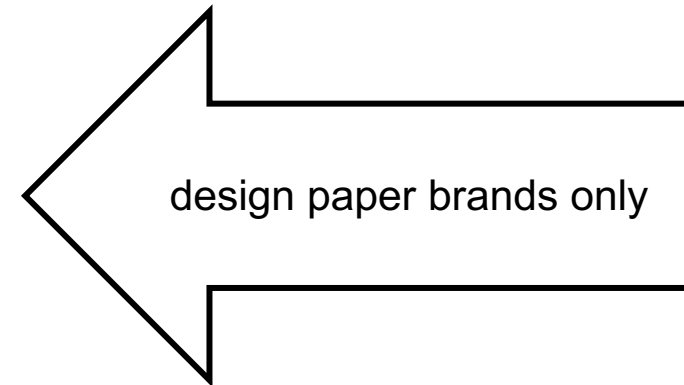
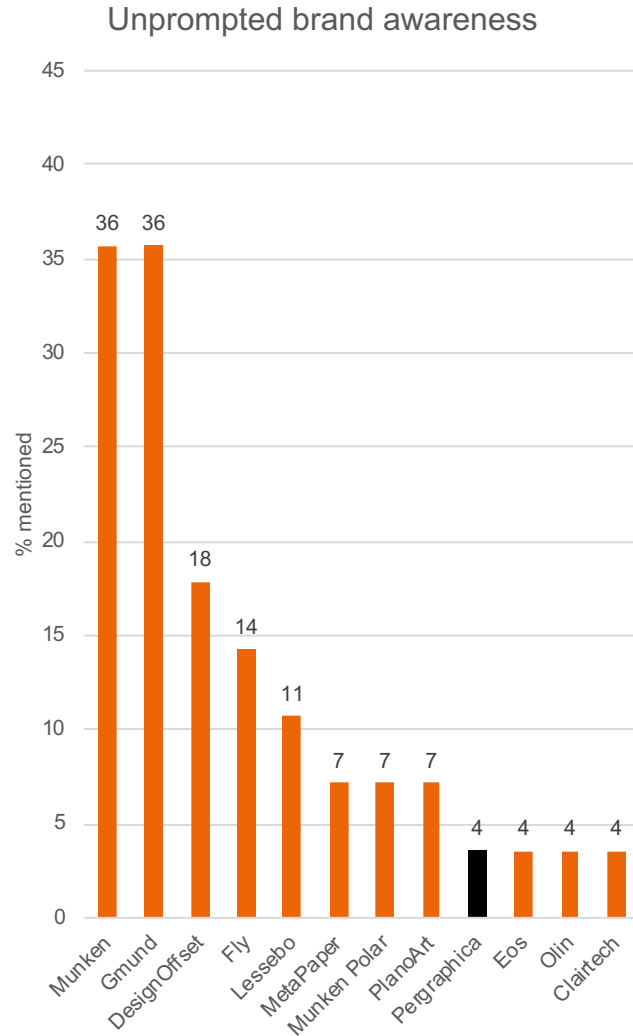
Which brands of premium uncoated fine paper do you know?

Unprompted brand awareness



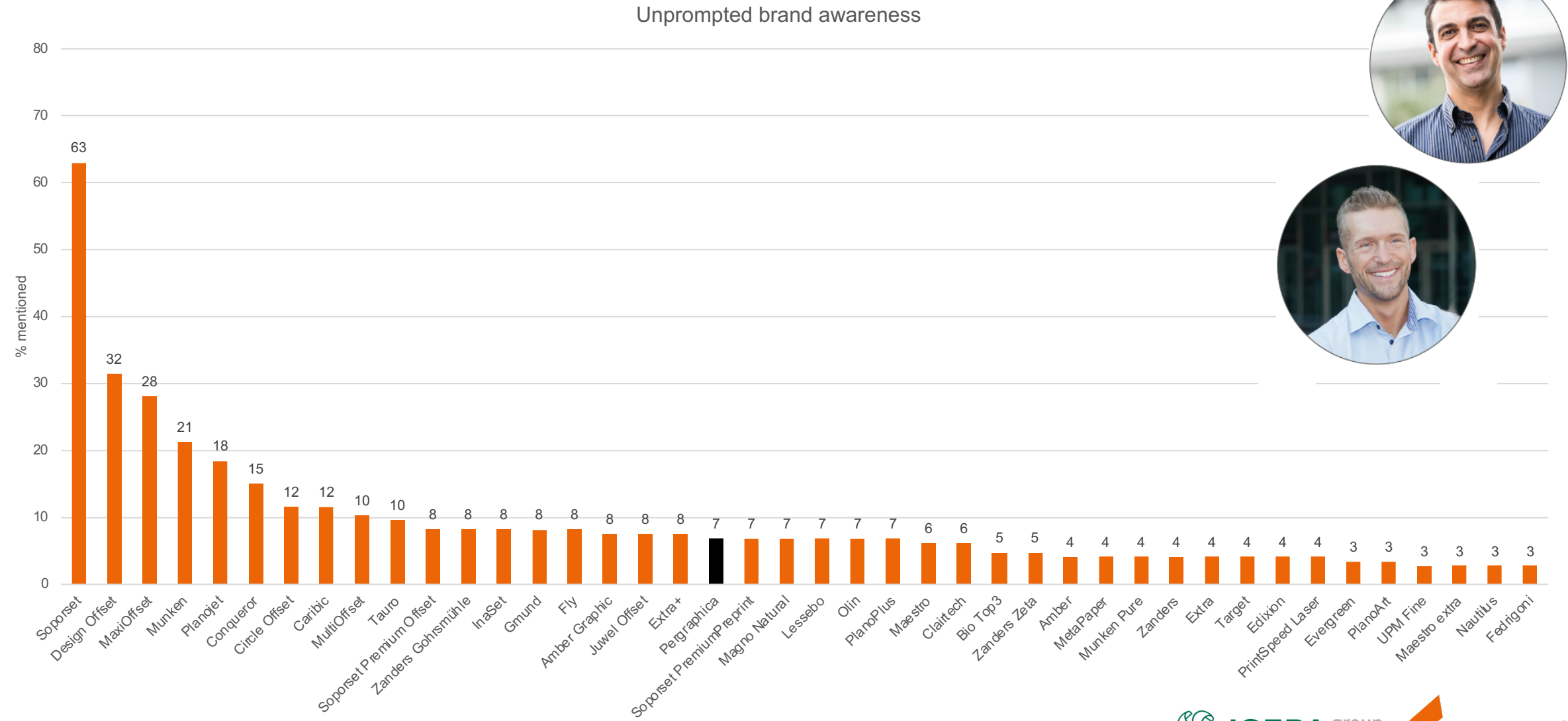
Which brands of premium uncoated fine paper do you know?

Unprompted brand awareness



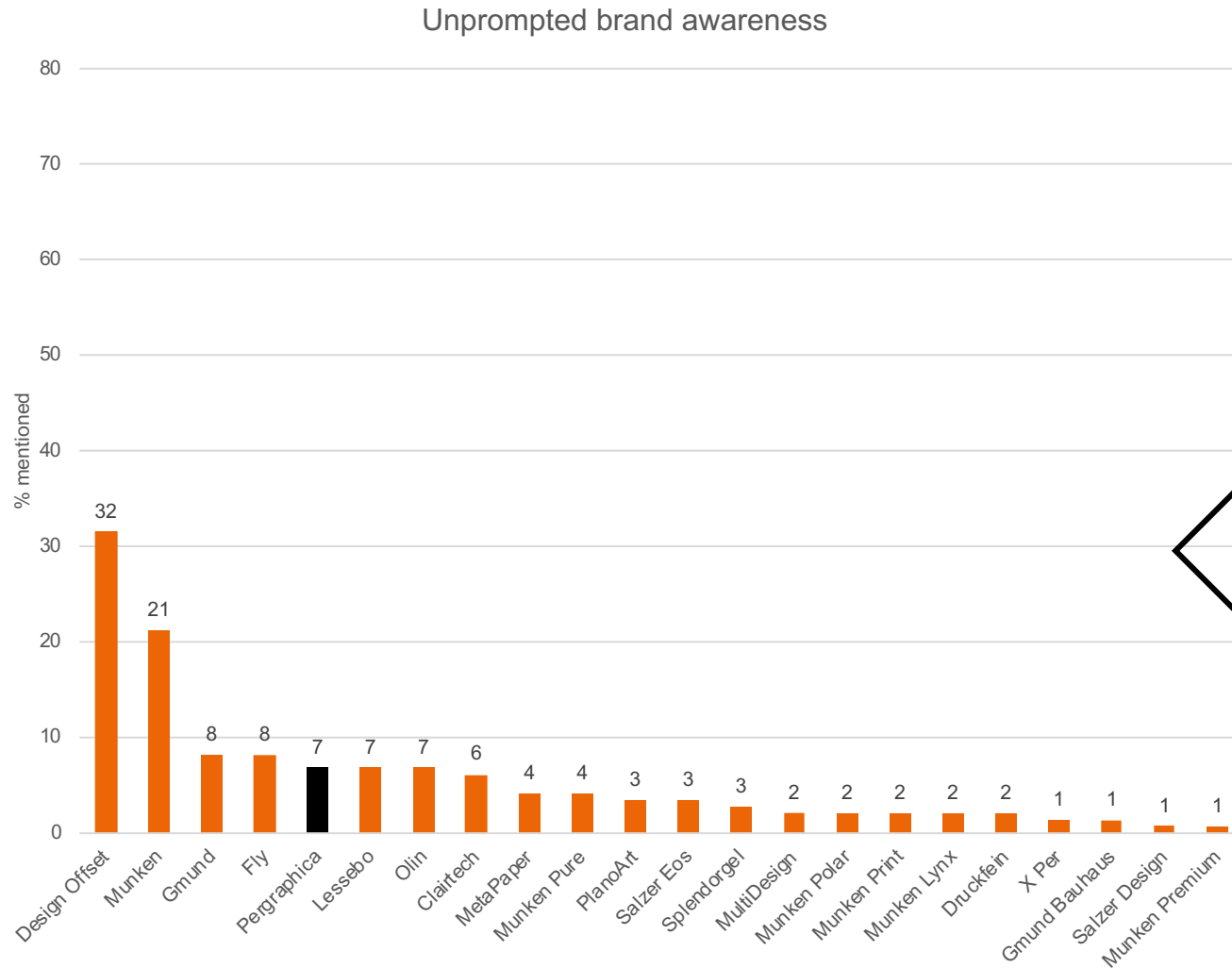
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Unprompted brand awareness



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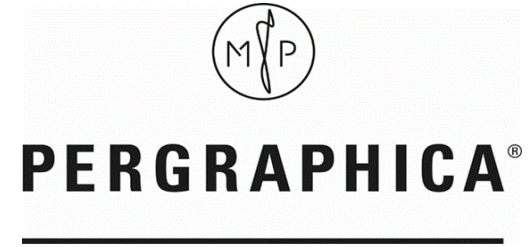
Unprompted brand awareness



design paper brands only

Do you know PERGRAPHICA®?

Prompted brand awareness



YES
37%

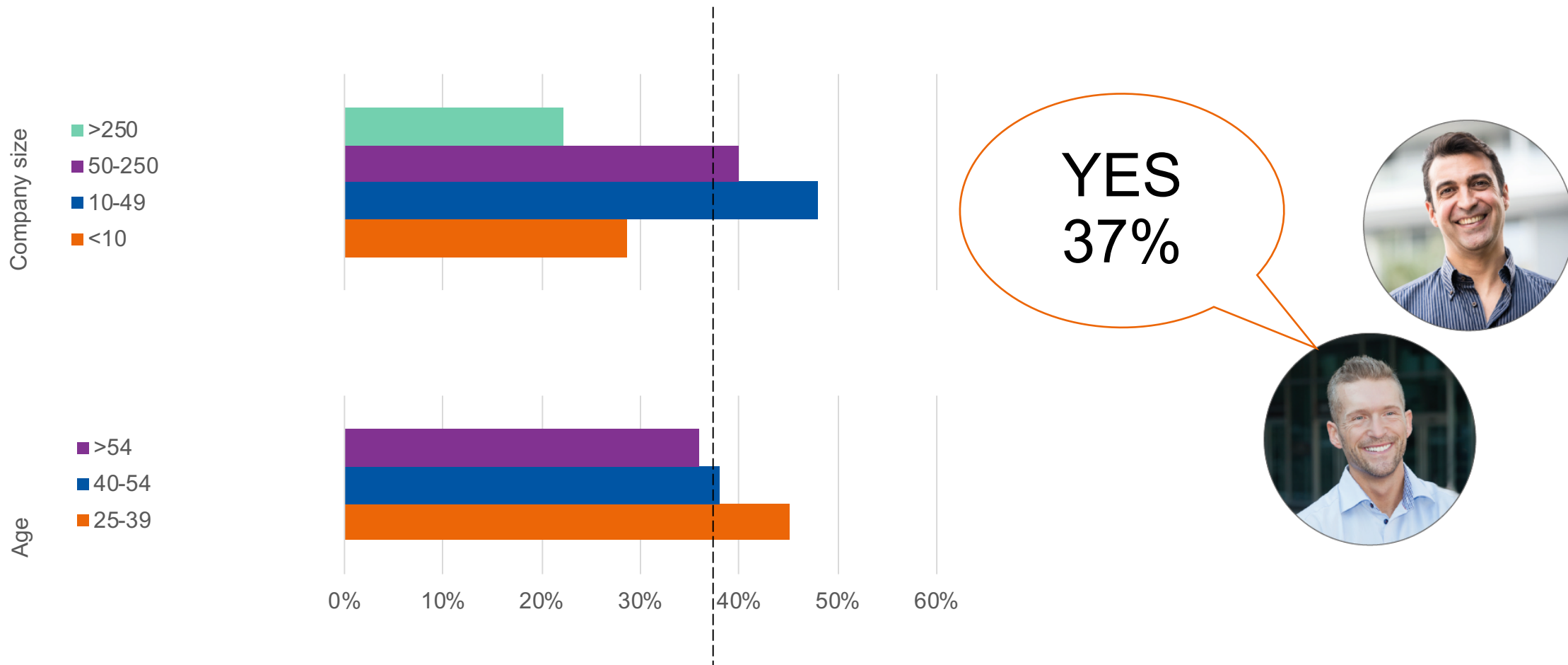
YES
37%



37%

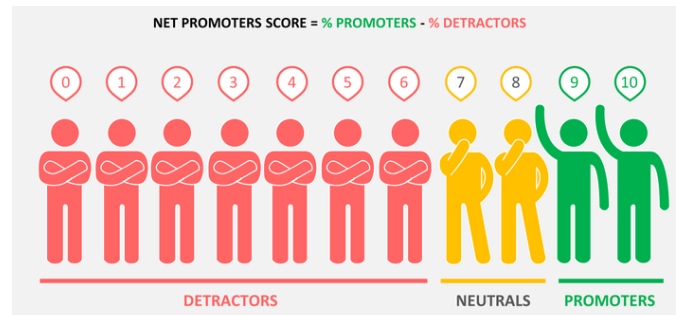
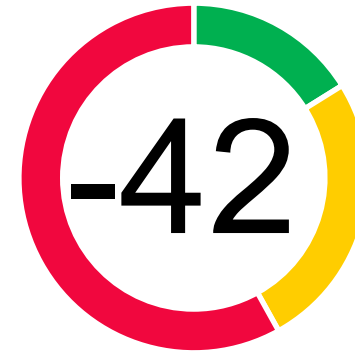
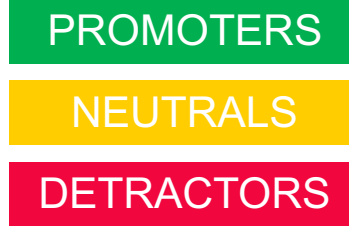
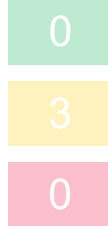
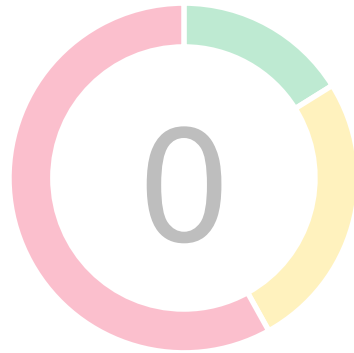
Who is more likely to know PERGRAPHICA®?

Younger respondents or respondents from medium sized companies



How likely would you recommend PERGRAPHICA®?

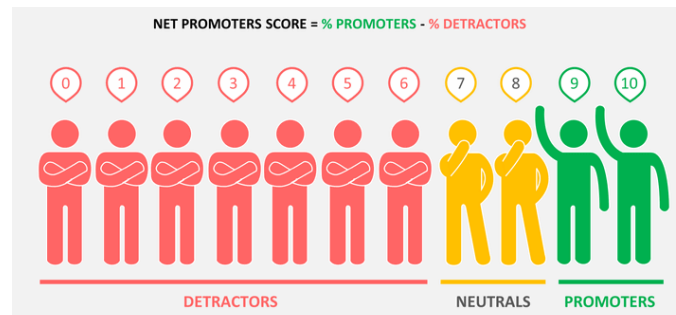
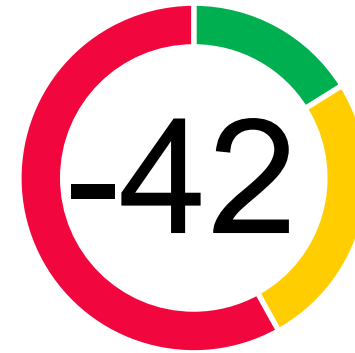
Net promoters score

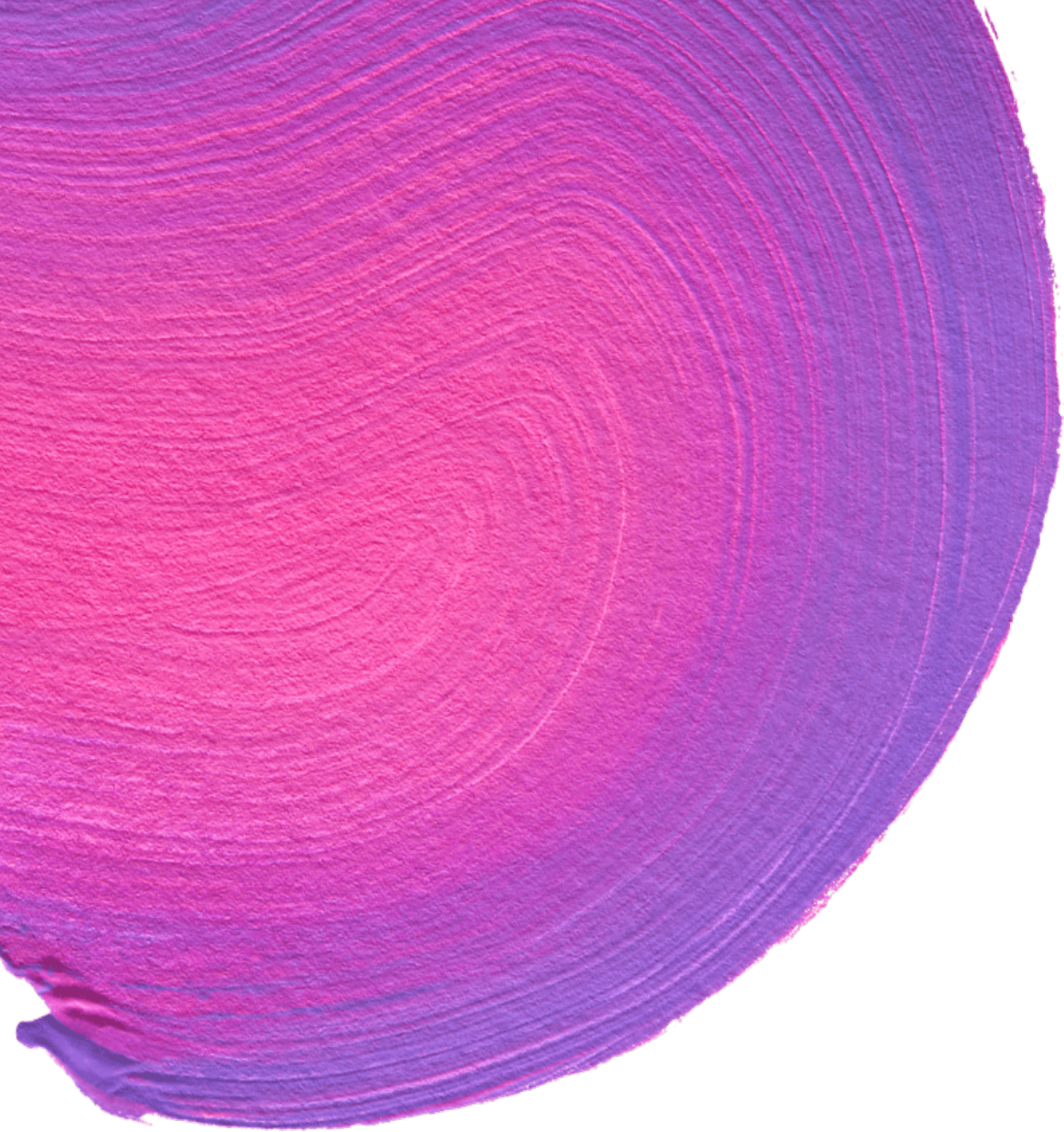


How likely would you recommend PERGRAPHICA®?

Reasons for the detractors not to recommend PERGRAPHICA®

“varying volumes”
“because of the high prices”
“print result i.e. with Gold”

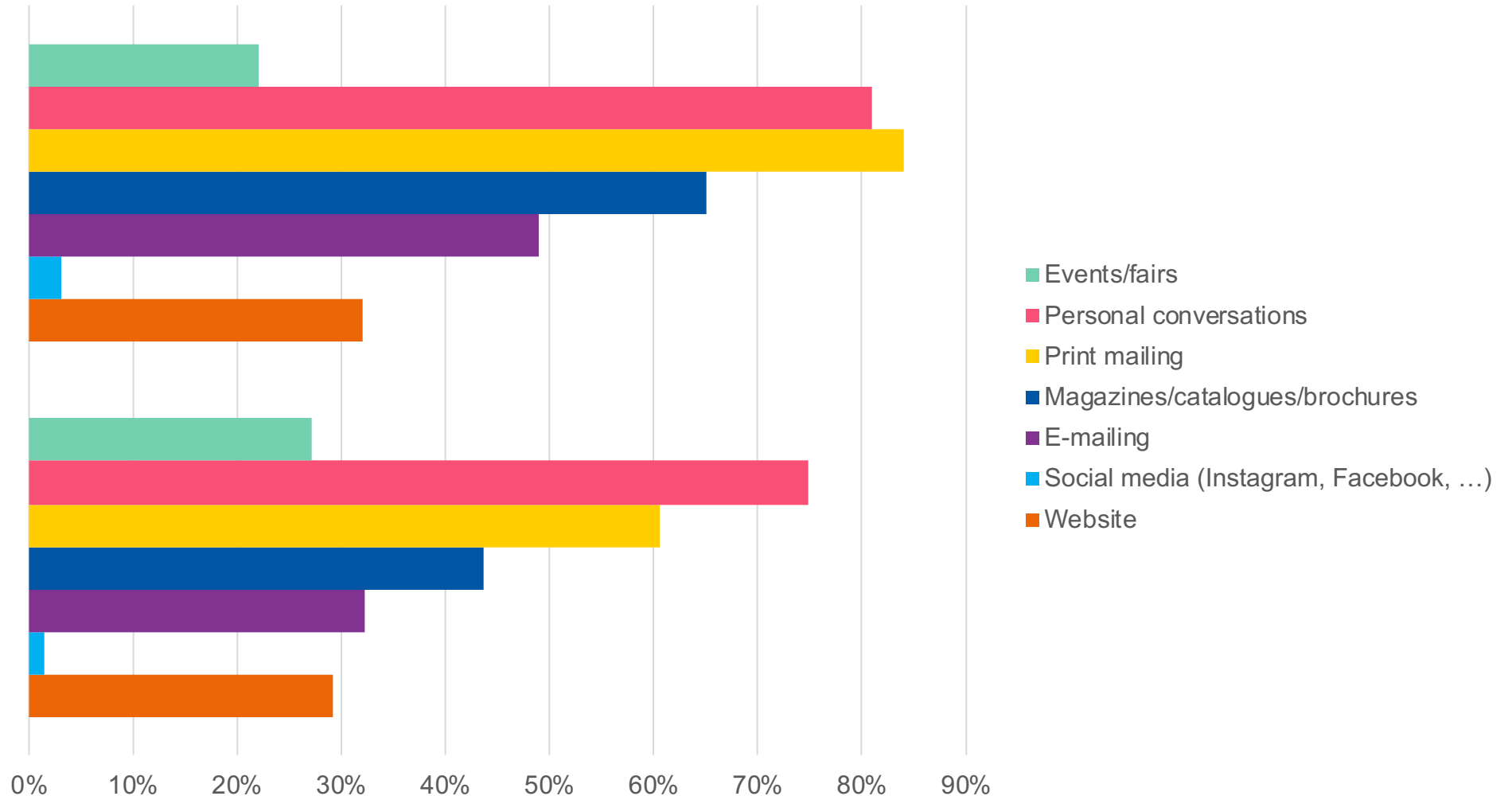




Info channels

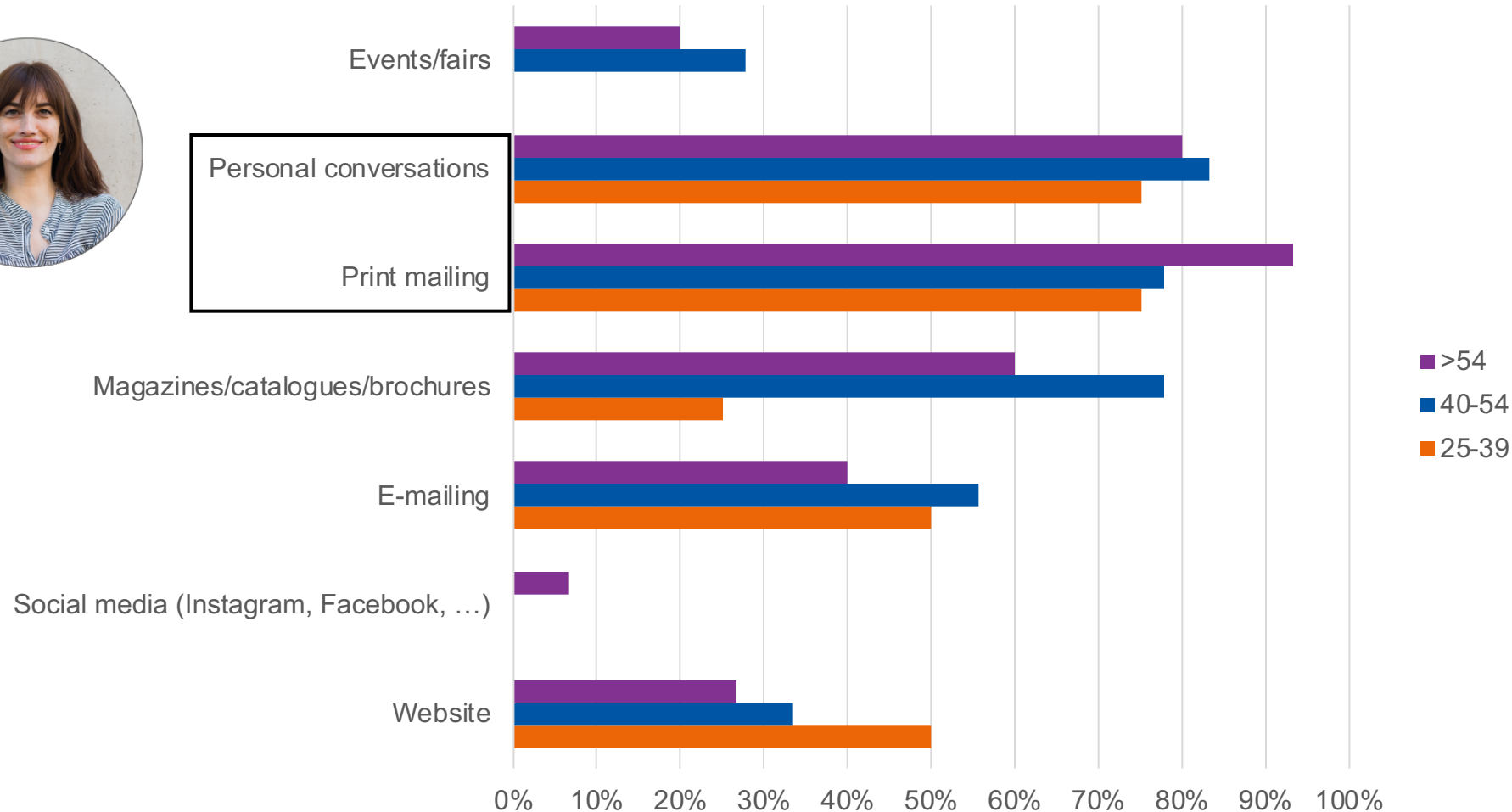
Which channels do they prefer for receiving information?

Personal conversations and print mailings are the preferred channels of information



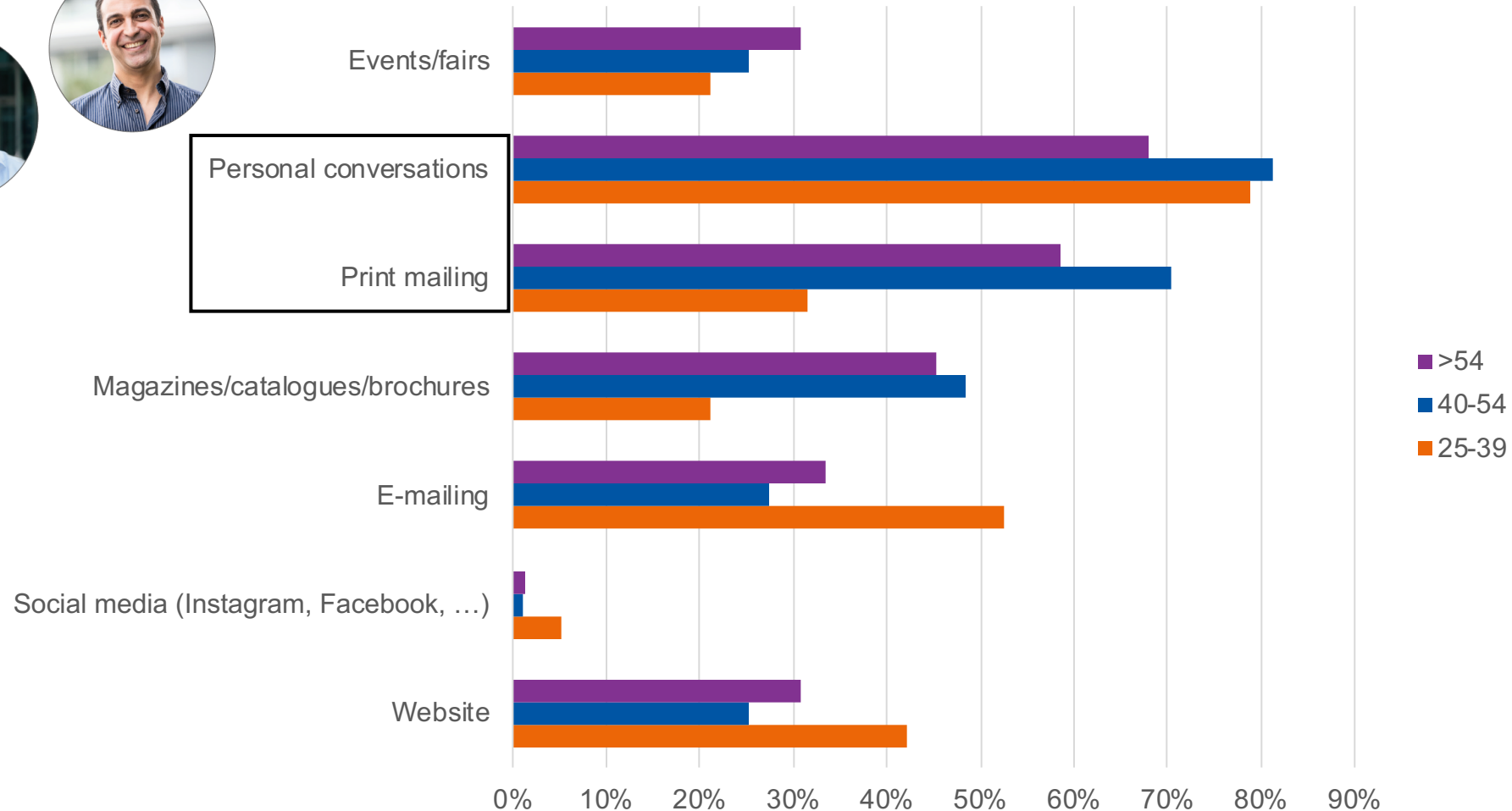
Are there differences in preferences linked to age?

Everybody values personal conversations and print mailing for receiving information

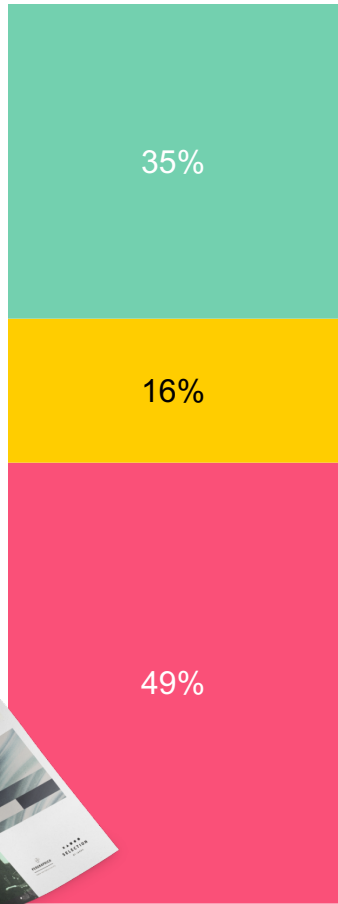


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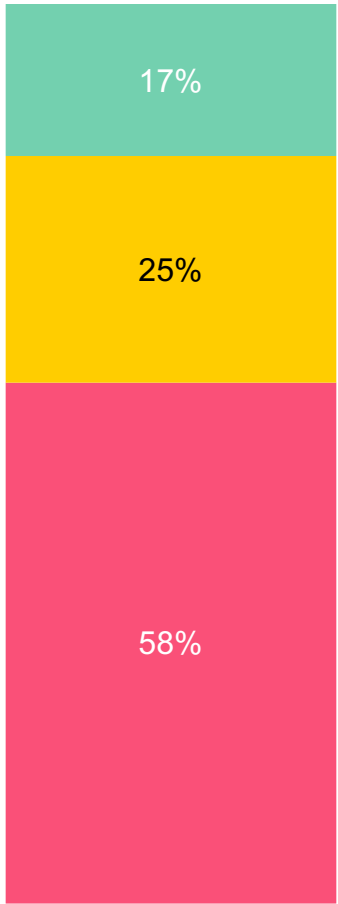
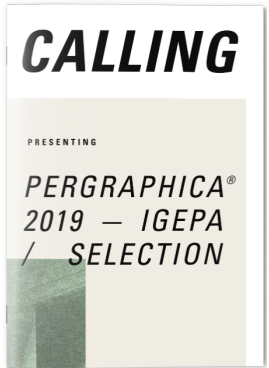
Everybody values personal conversations, print mailing was mostly selected by respondents ≥ 40



Who remembers or read IGEPA's PERGRAPHICA® print mailing?

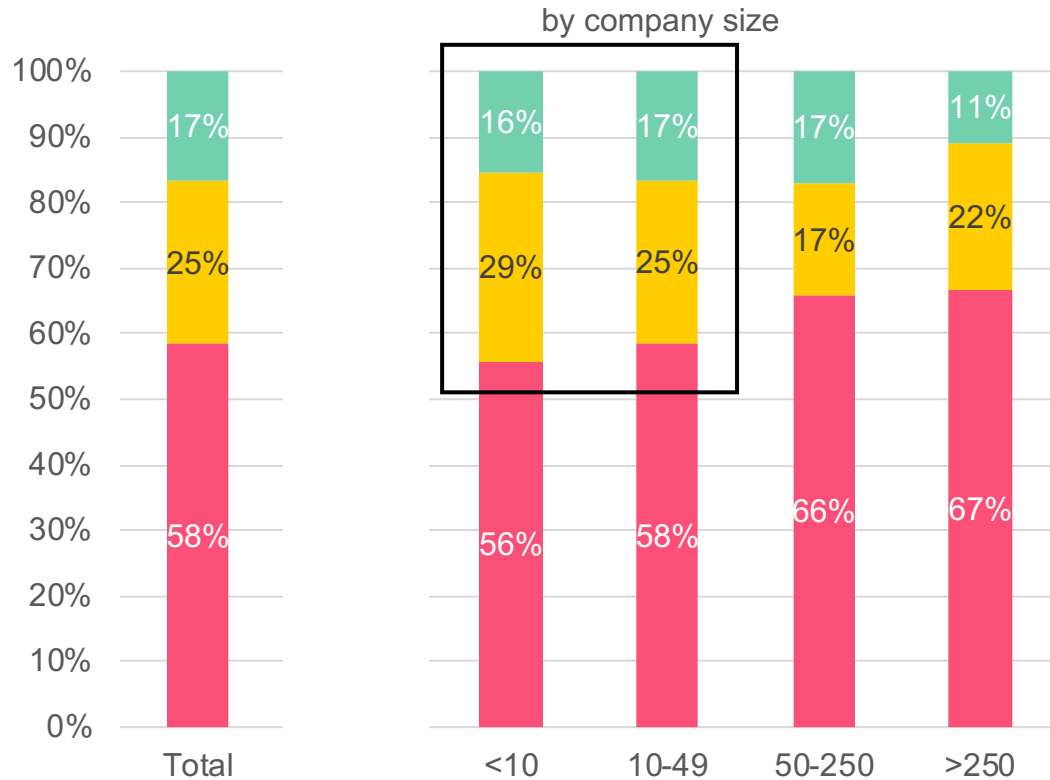


- I read that print mailing.
- I remember that print mailing, but didn't read it.
- I don't remember this print mailing.

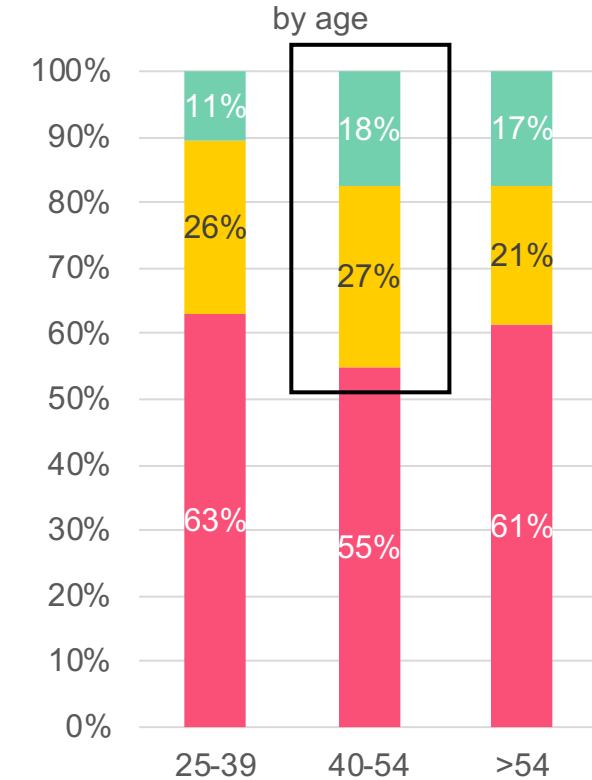


Who is more likely to read and remember the mailing?

Smaller companies tend to remember the print mailing more than larger companies

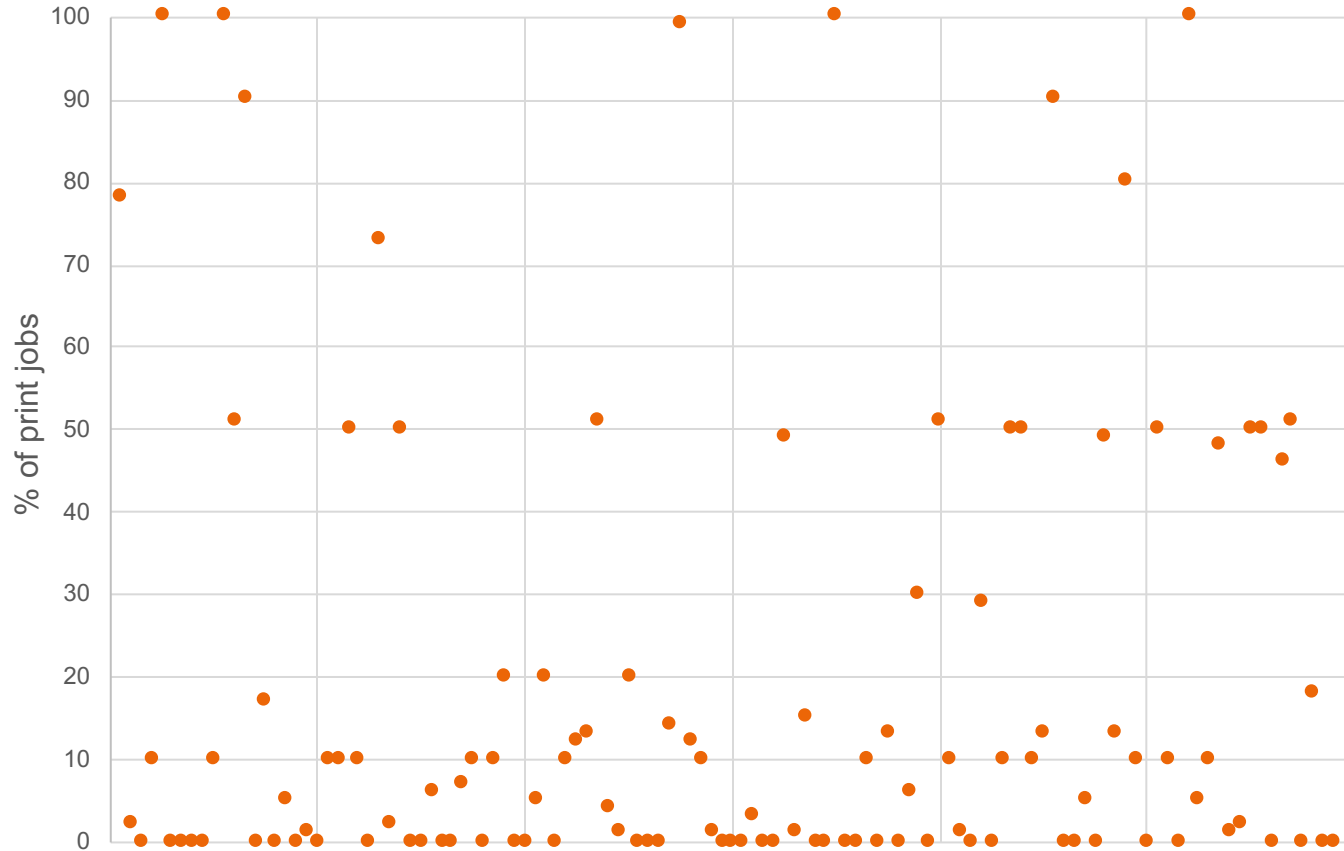


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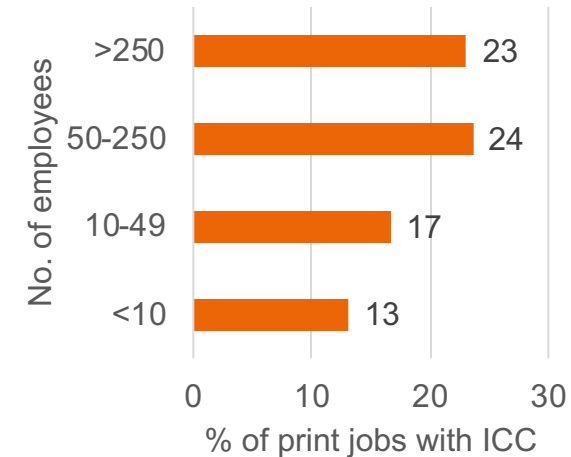
How often do printers work with offset print profiles (ICC)?

% of print jobs done with ICC



On average, offset print profiles (ICC) as recommended by the producer are only used in

18% of print jobs



Key learnings

Selection process

Natasha specifies the paper brand in over half of her orders with printers.

Selection criteria

Optics/haptics and print/finishing properties are the most important criteria. Assortment, availability and sustainability are ranked much lower.

Brand awareness

Unprompted brand awareness is low, prompted brand awareness is at 37%. Medium size companies and younger respondents have a higher awareness.

Brand rating

Few respondents promote the brand. We need to investigate this.

Info channels

Personal conversations and print mailings are the way to inform both Natasha and Marco/Patrick. However, the Vienna Calling mailing wasn't so memorable.



Thank you!