



FUEL EMOTION WITH PRINT

The new role of print
in the media mix

Canon

Michael Krebs, Canon Europe

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FUEL EMOTION WITH PRINT



A hand holding a smartphone is the central focus, with a digital overlay of various icons and a central speech bubble. The background is a blurred image of a person's hand holding a phone, overlaid with a semi-transparent grid of hexagonal icons. The central speech bubble is white with a dark blue background and contains the text 'FAKE NEWS!' in white, bold, sans-serif font. The icons include a TV, a smartphone with a magnifying glass over a speech bubble, a laptop with quotation marks, a globe with 'WWW' and a mouse cursor, a thumbs-up icon, a group of three people, a network diagram, a magnifying glass, a gear, a cloud with a download arrow, a microphone, and a Wi-Fi symbol. The overall theme is digital media and misinformation.

FAKE NEWS!

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The image features a central, torn piece of white paper. On this paper, the words "Alternative Facts" are printed in a large, bold, black serif font. The paper is set against a background of a repeating pattern of the German word "LÜGE" (Lie) in a smaller, black serif font, arranged in diagonal lines. The overall composition suggests a theme of deception or the replacement of truth with falsehood.

Alternative Facts

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INFORMATION & MEDIA OVERLOAD ...



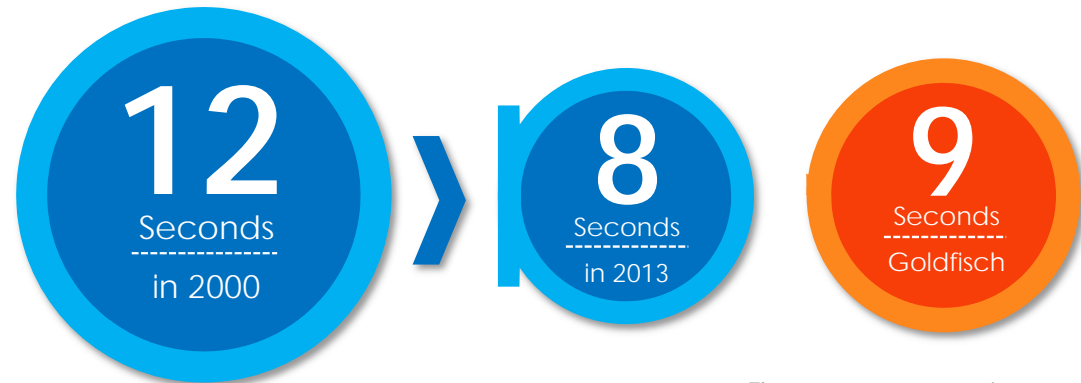
Companies and agencies around the world aim to attract the customer's **attention** ...

The problem – due to **multi-screening** and **social media**, people have a much shorter attention span.

INFORMATION OVERLOAD ...



The average human
attention span ...



The average attention span
of a goldfish is 9 seconds ...

Quelle: Statistic Brain Research Institute

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GDPR

GENERAL DATA
PROTECTION REGULATION

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EVEN GOETHE KNEW ...



WHAT YOU
HAVE IN BLACK
AND **WHITE,**
YOU CAN
CARRY HOME
CONFIDENTLY.

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FUEL EMOTION WITH PRINT

- Print is helping to fuel emotional engagement with consumers:
 - Different formats
 - More customised content
 - Created in almost real-time
- In a noisy digital world, print creates trust – people trust printed advertising 4.4 times more than social media *
- The most important companies from the "digital economy" rely on print

*Source: Print Power 2017



FUEL VALUE – PRINT'S POTENTIAL

- Achieves emotional cut-through that digital marketing cannot
- Stimulates deeper and more focused engagement with content
- Effective in helping brands rebuild consumer trust
- Offers lead times that replicate the immediacy of email marketing
- As measurable as digital

**PRINT'S NEW
POTENTIAL
IN THE AGE
OF DIGITAL
FATIGUE**

FUEL VISION – FROM ONLINE TO OFFLINE

“Everything that can be personalised online can also be personalised in print. By intelligently using our customer data, we can respond to each customer's personal preferences and user behaviours, enabling us to add a personal touch to the promotional material we create and increasing the conversion rate to buy.”

Susan Fulczynski
Process & Project Manager, Bonprix

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TRANSACTIONAL PRINTING – EVOLUTION STEPS



TRANSACTIONAL MARKETING – TRANSFORM COSTS INTO REVENUES

Personalisation

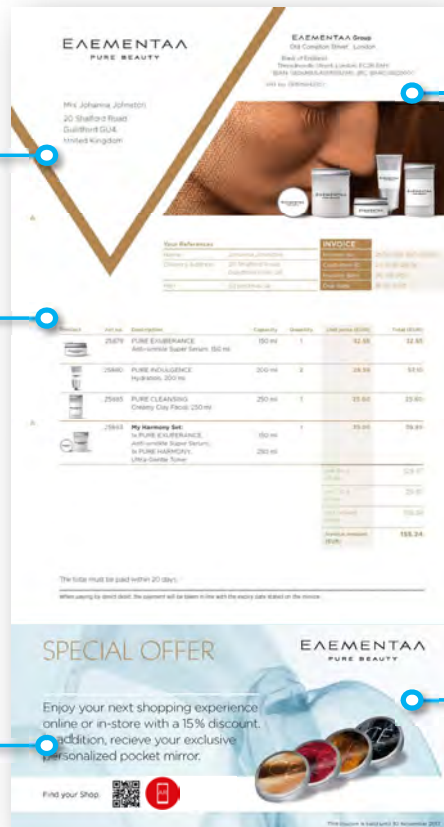
Relevant and important customer data

Information

Clearly structured and legible, improved speed of payment

QR / AR / PURLs

Integration of multi-media & personal landing pages – control of demand, multiple touchpoints



Consistent branding

Corporate design of the company

Transactional Marketing

Cross-/upselling potential – relevant marketing messages based on buying behaviour

High-volume Transactional Marketing with Canon:

Reduced costs – using existing mail stream

- ▶ By including marketing messaging or inserts into transactional communications already destined for the mail stream, you will reduce direct mailings and save money.

Added value – doing more business ...

- ▶ By incorporating targeted marketing messages, you can significantly elevate the value and effectiveness of your transactional communications while reducing costs.

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AUGMENTED REALITY – THE LINK TO THE ONLINE WORLD



AUGMENTED REALITY
Connection of print
and multimedia

- Marketing materials
- Technical documentation
- Training



Canon AR
App



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TRANSACTIONAL COMMUNICATIONS HAS POTENTIAL



Letters, bills and statements are the largest part of customer communications. They are central to customer experience. Transactional printing is a massive, largely hidden marketing opportunity.

- ▶ Every transactional document represents a substantial communications opportunity (more than 95 % are read)
- ▶ Each guarantees a chance to talk and be heard (according to InfoTrends people spend on average 4 minutes reading transactional documents)
- ▶ Each document can help to build a positive customer experience

Transactional mail will always be used. It still remains a more impactful piece of mail than its electronic alternatives. It has the potential to transform itself from transactional documentation to become a central force in customer communications – and a fundamental part of the marketing mix!

CANON'S TECHNOLOGY INNOVATIONS



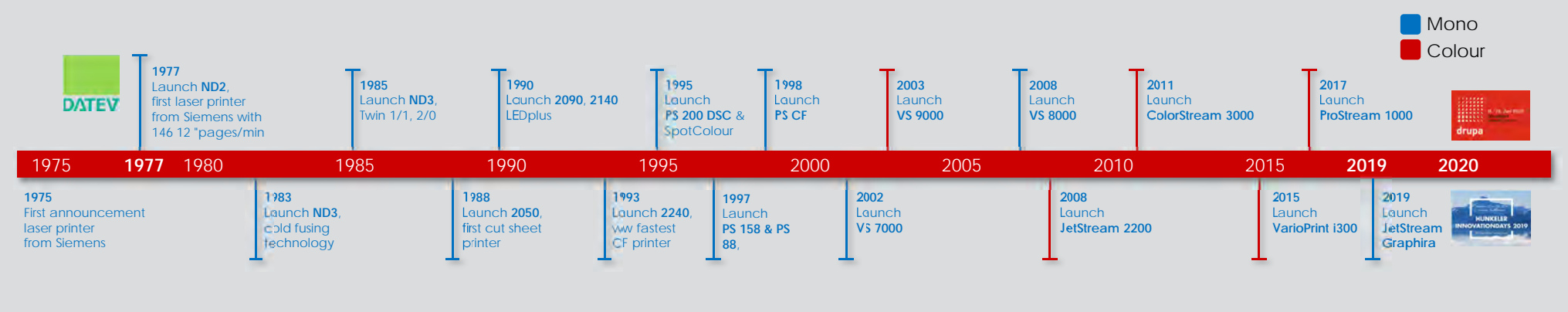
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CANON – VISION TOWARDS GROWTH



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THE EVOLUTION OF OUR PRINTING SYSTEMS ...



#1 high-speed inkjet installations in EMEA (2013 - 2018)

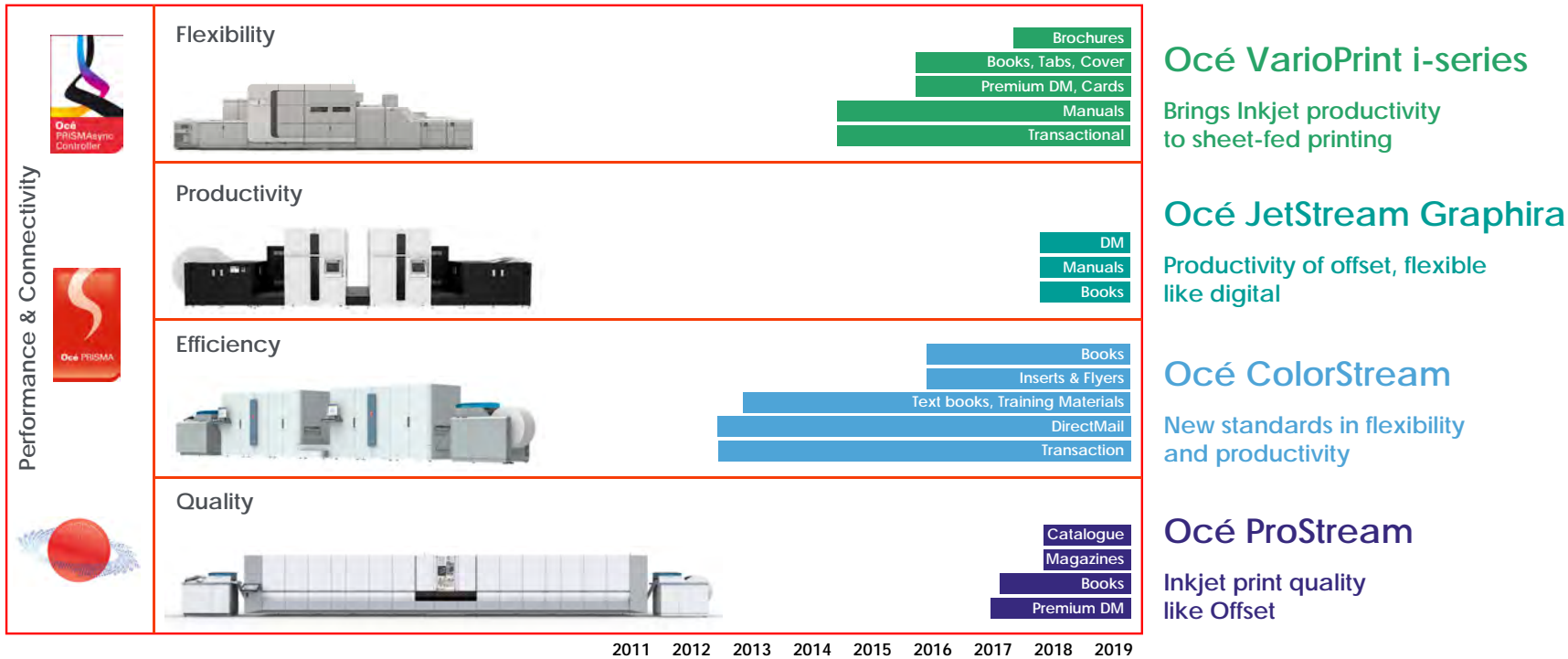
Source: InfoSource

embrace the future
 June 16 - 26, 2020
 Düsseldorf/Germany

drupa
 no. 1 for printing technologies

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THE RIGHT PARTNER FOR INNOVATION



Océ VarioPrint i-series

Brings Inkjet productivity to sheet-fed printing

Océ JetStream Graphira

Productivity of offset, flexible like digital

Océ ColorStream

New standards in flexibility and productivity

Océ ProStream

Inkjet print quality like Offset

OCÉ VARIOPRINT I-SERIES (I-300/I-200)



More than
200 presses
installed
worldwide



22 customers
have multiple
installations

- Hunkeler DocuTrim
- iQuarius MX inks – increased application versatility
- 1000 approved media & growing
- Fogra 51



Peak volumes
8.5 Million
A4 images
per month



Print volume of
Top 10
customers
3.4 Million
A4 per month



Day record
411.000
A4 images



Uptime
90 %
(Reference
75 %)

NEW: OCÉ JETSTREAM GRAPHIRA



- Up to 254 m/min
- New Graphira inks for deep black of trade and specialty books
- Next generation automated wiping system to reduce maintenance

3 customers in
EMEA

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OCÉ COLORSTREAM 6000



- **55 % Market Share** in EMEA (prel. InfoSource 2018 figures)
- First installations in 2017
- **61 %** of these are running **colour**
- **Chroma** version accounts for **20 %** of installed base

**1250 installations
worldwide!**

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OCÉ PROSTREAM 1000 NEW ENHANCEMENTS



10 systems
in EMEA!

- Inline Quality Control enabled by a high-speed camera for automated print quality feedback to support:
 - Nozzle Activity Control
 - Colour Uniformity Control
- Improved sharpness for vectors, lines, inverse or micro text and edges
- Increased media range up to 300 g/m²
- Demonstrated with Hunkeler Generation 8

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USE THE EMOTIONAL POWER OF
PRINT TO GROW YOUR BUSINESS ...

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THANK YOU

Michael Krebs
European Director Sales EU18
Commercial Printing

