MARKETING ADVISOR

Buy Paper, Save the Planet?

tfg the foley group

What Do Millennials Really Want?

With Millennials representing the highest percentage of the American population, marketers need to know how to reach them effectively. Whether it's through direct mail, email, or social and mobile media, Millennials want to be reached on their own terms.

Millennials are defined as consumers between 18 and 34 years old. They number 83.1 million, more than the Boomer generation, and represent more than one quarter of Americans. They also represent a coveted $200 billion in annual spending.

Millennials are not only more deeply tied into digital media than previous generations, but they are more fickle as consumers. They are extremely price conscious and have little brand loyalty.

As shoppers always looking for the best deal, Millennials love loyalty programs. On behalf of Excentus, Ipsos eNation polled 1,000+ U.S. consumers to compare Millennial loyalty program preferences with those of their Generation X and Baby Boomer counterparts ("The Road to Rewards: What Drives Millennial Loyalty?"). Researchers found that Millennials are more likely to earn rewards from retail stores, oil/gas credit cards, travel programs, and professional or industry associations.

In terms of their preferred program types, Millennials rank them in this order:

Retail/brand coupons (26%)

Fuel savings rewards (25%)

Instant discounts at the cash register (23%)

To reach Millennials, marketers need to use a mix of channels. These consumers are very tech-savvy, but they respond to direct mail, too. In fact, according to data compiled by Direct Marketing News, 90% of Millennials see direct mail as reliable and 57% have made purchases based on direct mail offers. But they love their mobile devices. One-third prefer to check their rewards status on a mobile app—twice that of Gen Xers (16%) and more than five times the rate of Baby Boomers (6%).

Because of their price-sensitivity, Millennials are more easily swayed than other generations. Excentus found that they will change where they eat, where they shop, and where they dine just to save $.50 to $1.00 per gallon on gas through a rewards program.

Millennials represent tremendous buying power, and treated right, they'll reward brands for catering to them.

How to keep Millennials loyal?

1 Offer a loyalty program. "Getting a deal" is critical to Millennials. It is even better when the deal is unique to them.

2 Have a mobile app for your program. If this is how Millennials want to interact, then give them what they want.

3 Keep them up to date on the deals they earn. Use a mix of channels—direct mail, email, and mobile.

4 Be social. Millennials are deeply tied into their social networks, and referrals and input from friends is critical to their decision-making.

5 Keep in frequent contact. Relationships are critical to Millennials, and regular contact is important to them. But give them a choice in frequency, too. Note their channel preferences and honor them.

Buy Paper, Save the Planet?

Have you bought into the idea that using paper is bad for the environment? If so, here are some data that might surprise you.

Over the last six decades, the net volume of trees on U.S. timberland increased by 58%. Did you read that right? Yes, *increased* by 58%! If you're in Canada, the forest cover has remained stable over the last two decades.

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Our country's forests aren't in danger of disappearing anytime soon. They are actually growing!

By investing in paper-based communications, you are helping America's timberland continue to flourish. Did you know that most pulpwood harvested in the United States (89%) comes from private land? (Here's a quick fact: Most harvested trees are used to make lumber, not pulp and paper. In the U.S., only 36% of the annual timber harvest is used for paper and paperboard. In Canada, it is only 13%.)

The income landowners receive from selling timber encourages them to maintain and renew this valuable resource. If forests weren't creating income for landowners, what would happen to them? History shows that this land would be at high risk for development for agriculture or real estate. So the more paper you buy, the more you support the preservation of our nation's timberland.

It gets better. When you invest in paper-based communications, you are not only preserving our nation's forests, but when you choose paper certified by one of the industry's certifying organizations, you can also be sure that the pulp is being harvested in a sustainably managed way.

Among those to watch for?

❋ Program for the Endorsement of Forest Certification (PEFC)

❋ Sustainable Forestry Initiative (SFI)

❋ American Tree Farm System (ATFS)

❋ Forest Stewardship Council (FSC)

These organizations are set up using standards and guidelines that ensure that the pulp and paper industry benefits local economies and forests. When buying paper, look for stock that carries the logo of one of these organizations.

The takeaway? Continued use of paper and other wood products may be a key factor to maintaining a healthy forested landscape for future generations.

Want to share these facts with a colleague or a friend?

Check out the video created by Two Sides North America. URL: **http://www.twosidesna. org/US/Paper-and-Sustainable-Forestry-Video**

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5 DESIGN MISTAKES TO AVOID

Graphic design is one of the great creative arts, and the possibilities of print and online layouts are limitless. But even the best graphic designers need to be reminded of simple design truths, too.
Here are five design truths that every designer should know.

1.
LIMIT YOUR FONTS.

Today's layout software gives you seemingly unlimited options in font choices. But as in most things, just because you can doesn't mean you should. Most experts use the rule of thumb of a maximum of three fonts per layout.

2.
DON'T OVER-KERN OR OVER-TRACK.

Tracking and kerning allow you to adjust the spaces between letters and words in a paragraph. This can be a convenient way to pull up widows and orphans and fix awkward line breaks, but use these techniques sparingly. If done right, adjustments shouldn't be noticeable. You don't want to end up with words that look like they've been slammed between two concrete blocks or stretched like salt water taffy.
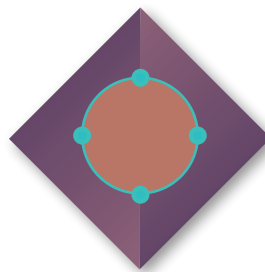
3.
## USE VECTOR FORMAT FOR GRAPHICS.

Save graphics in vector format, especially if you will be enlarging them. Digital images are made up of millions of pixels. If you enlarge graphics too much, they will become pixelated. Vector format allows you to adjust sizing without losing crispness. No matter what channel you use—print, email, mobile, online—your graphics should look great.

4.
AVOID OVER-USE OF STOCK PHOTOGRAPHY.

Using royalty-free (or even free) images can keep costs down, but they tend to look "stock" and without creativity or uniqueness. Some images are so generic that you see them being used multiple places. You don't want yours to be one of them!
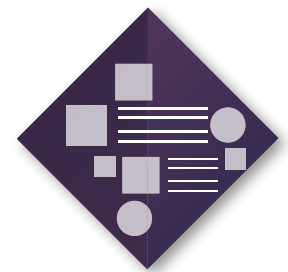
5.
DON'T CROWD!

It's tempting to try to cram as much information into the layout as possible, but remember that white space is your friend. White space is clean and inviting. It draws the eye in. Instead of using heavy text, tell your story through graphics, bulleted lists, and pullouts. This makes information easier and faster for people to read and retain.

Graphic design is an art, not a science, but these simple steps will ensure that your print, email, and online designs look clean and professional every time.

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1661 Front Street, Suite 3
Yorktown Heights, NY 10598
www.tfgny.com

Marketing Services
Design • Print • Mail
Document Management

About Us

Both businesses and non-profit organizations achieve their strategic objectives with digital, offset and large format printing, mailing and customized promotional products.

Our approach identifies an organization's needs and current challenges within their market. Our services include design, targeted direct mail, email marketing, SMS text marketing, design, website and microsite development, trackable 800 numbers, integrated QR codes and personalized URLs. All of these services can be easily integrated with print, signage, and promotional products for a fully customized marketing solution.

About This Issue

Programs used:
InDesign CS6
Illustrator CS6
Photoshop CS6

Paper used:
100# Dull Text

Ink used:
Superior Ink

Computers used:
Mac G5

Press used:
Heidelberg 5-color MO
19" × 25" sheet size

Bindery used:
Standard Horizon Booklet Maker