

WHITEPAPER

# THE FUTURE OF PRINT IS ON TV

## How Print Advertisers Are Changing the Channel

Some marketers are turning to digital to complement evolving print efforts. Or turning to print to reduce reliance on digital. But there's another traditional channel that's been evolving right alongside print over the years: TV advertising. It's time performance advertisers give TV another look.



A RIGHTFUL RENAISSANCE WITH CHALLENGES

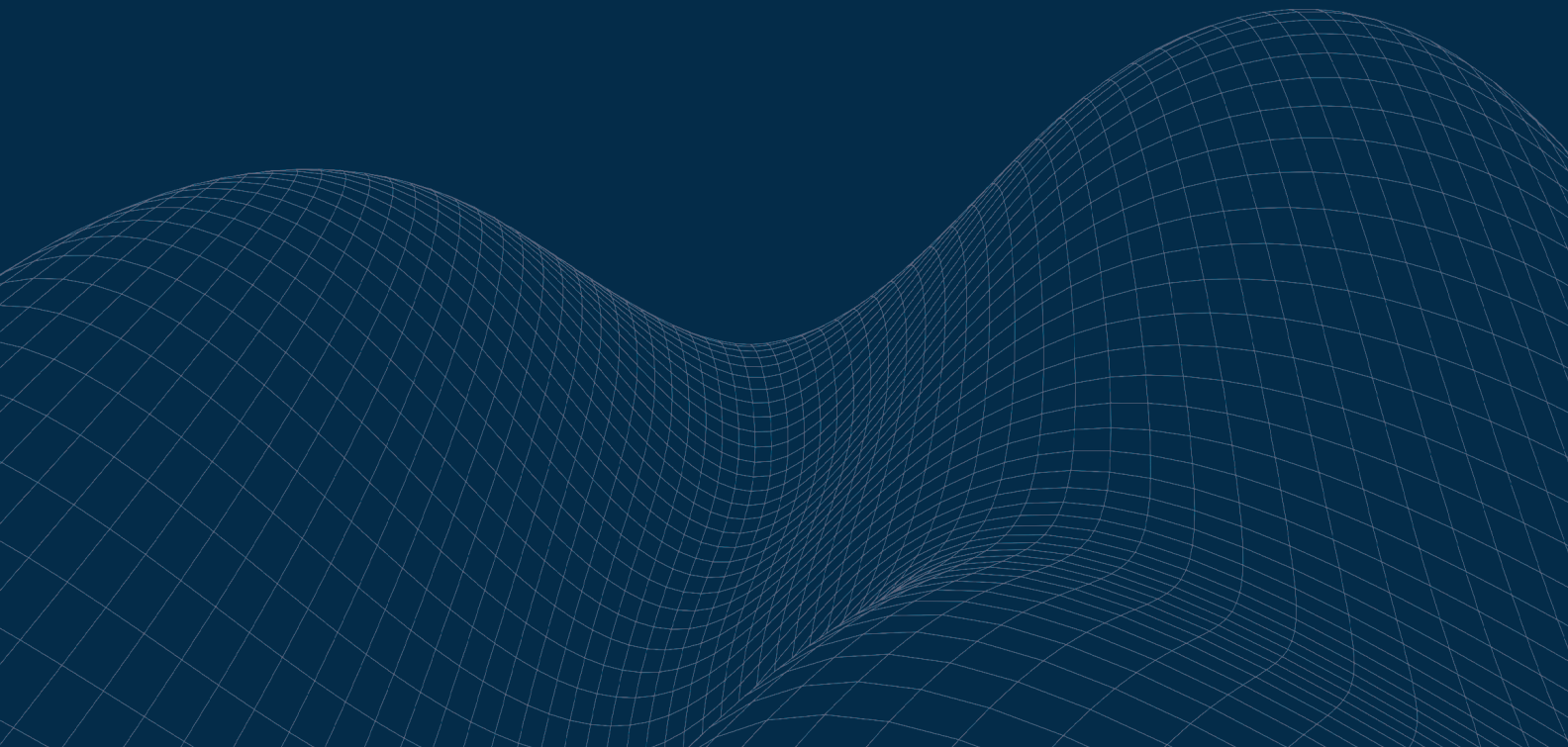
# THE FINE PRINT ON PRINT

## Key takeaways

Traditional mediums like print are making a comeback.

Still, environmental concerns and supply shortages push print advertisers to pursue other channels.

TV advertising is an often-overlooked option for performance marketers.



The term “print” can conjure a vast array of emotions and opinions—both positive and negative. Its storied history takes us from hieroglyphics to Gutenberg’s printing press to the modern marketer’s perspective: catalogs, direct mail, newspapers and magazines.

With tech giants, led primarily by Apple, placing restrictions on consumer data collected through Meta and other digital channels, traditional mediums like print are making a comeback. These moves by the tech sector come at a time when marketers were already beginning to question the return on investment of expensive digital ads given consumers’ short attention spans and banner blindness.

While the list of former catalog-heavy brands is long, lifestyle brands like Anthropologie and Restoration Hardware are reshaping the catalog as a high-end publication that engages consumers on a tactile level. Even digital-age DTC retailers like Wayfair are making catalogs and direct mail part of their marketing strategy. “[Catalogs] give us that extra real estate... to tell richer product stories and invite customers into all that Wayfair has to offer,” says Kara O’Brien, head of offline marketing at Wayfair.

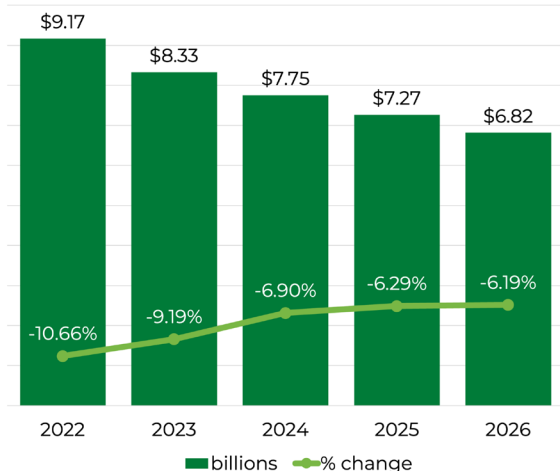
**“We are seeing  
a huge resurgence  
in direct mail.”**

— Polly Wong, President of Belardi Wong,  
a DTC marketing agency working with  
brands like Parachute, Levi’s, Untuckit,  
Pottery Barn, and Williams Sonoma

And while print advertising has also been declining in the marketer’s toolkit for many years, even digital giant Meta has used full-page print advertisements in publications like the New York Times. Clearly, even tech sees the value in print—and the decline appears to be leveling off.

## Print ad spending

US, 2022-2026



Source: [eMarketer](#)

Print advertising is also shaking off concerns about the reputation of the news media. In the wake of fake news and media distrust, concerns about brand safety in the news has abounded. Yet, several studies have found positive consumer sentiment for advertisers in the news including one by the Interactive Advertising Bureau (IAB) that revealed 90% of consumers have either a positive or neutral response to brands that advertise within the news.



So while rising digital costs, questionable ROI, and restrictions on consumer data may have prompted many to shift back toward print, the medium is not without continued, legitimate challenges. Long-time cataloger H&M discontinued its efforts in the space citing environmental sustainability as a concern. Plus, the prices of paper, ink and printing have been on the rise for decades. In 2020, supply shortages and publishers in lockdown meant long timelines and canceled orders for many. Marketers overly reliant on print deeply felt the negative impact on their businesses.

A February 2022 study cited by Harvard Business Review stated that marketers predicted traditional advertising spending would increase by 2.9% that year. Just six months earlier, their prediction was just 1.4% growth. Whether marketers have been turning to digital to complement evolving print efforts or turning to print to reduce reliance on digital, there's another traditional channel that's been evolving right alongside print over the years: TV advertising.

It's time performance advertisers give TV another look.





DRIVING RESULTS WITH TV ADVERTISING

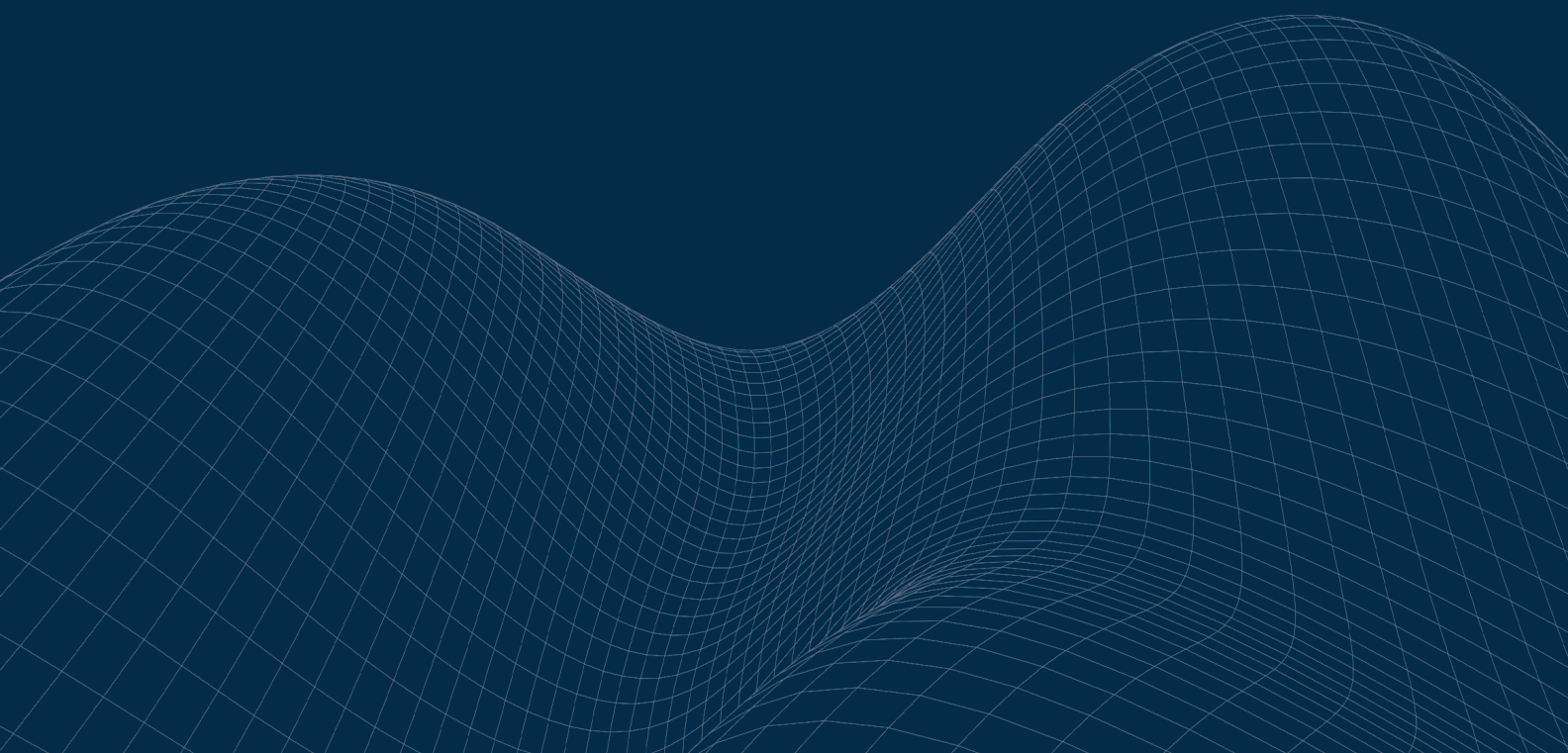
# ANOTHER CHANGING CHANNEL

## Key takeaways

Thanks to CTV and streaming, TV advertising looks very different today.

But linear TV still provides access to the largest audiences.

TV is the most important multiplier in the omnichannel marketer's toolkit.





SVOD. AVOD. FAST. Connected TV. Consumers and marketers alike know TV today looks very different than it did even a decade ago. But people are still watching advertising, even on streaming TV.

In a Kantar study, an average of 22.8% of subscribers to SVOD services that also offer AVOD tiers (Hulu, HBO Max and Peacock), reported switching from SVOD to ad-supported options in the third quarter of 2022 alone. Earlier last year, TV consulting firm Magid found 81% of people who pay for three or more subscription services also use an AVOD service.

Clearly, consumers understand the trade-off. And streamers understand there are limits to what consumers are willing to pay. They're turning to ad-supported tiers to tamper down the attrition that's hurting their business.



While much of the attention in TV advertising has been focused on digital lately, the promise of and significant growth in Connected TV has been largely ceremonial with linear television still dominant, bringing in nearly \$70 billion in ad spend in 2022.

And why not? Like ad-supported streaming, consumers are proving they understand the value of ad-supported linear television. Paramount Network's Yellowstone is defying the belief that a cable network can still drive enviable ratings. The show's season four finale in early January 2023 drove 9.3 million total viewers in Live+Same Day, up significantly from its 5.2 million viewers for its season three finale. It is now the most watched linear program since the season eight premiere of The Walking Dead on AMC in 2017.

With the decades-long fragmentation of media continuing, linear television still offers the best in broad market awareness building with tentpole event opportunities like the Super Bowl. The 2023 Super Bowl saw record numbers, drawing more than 113 million viewers, making it the most-watched Super Bowl since 2017 and helping to prove that linear is still without a formidable rival when it comes to enabling marketers to connect with large audiences.

Further deepening the case for linear, smart TV manufacturers are also making it easy to measure across the entire landscape with Automatic Content Recognition (ACR) technology that can track whatever is playing on the screen—including linear programming. And while people must opt-in to allow ACR tracking on their TV, Smart TV manufacturer Vizio reported 90% of users opted in, making it a practical solution for those who have complained about linear's measurement shortcomings.



**\$70 billion**

linear TV ad spend

The infographic features a large, light green dashed circle. Inside the circle, at the top, is a solid green rectangular box containing the text '\$70 billion' in bold black font. Below this box, the text 'linear TV ad spend' is written in a smaller, black, sans-serif font.



**9 million+**

viewers of Yellowstone  
season 4 finale

The infographic features a large, light green dashed circle. Inside the circle, at the top, is a solid green rectangular box containing the text '9 million+' in bold black font. Below this box, the text 'viewers of Yellowstone' and 'season 4 finale' is written in a smaller, black, sans-serif font, with 'viewers of Yellowstone' on the first line and 'season 4 finale' on the second line.



**113 million+**

Super Bowl viewers

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**90% users**

opt in to ACR tracking

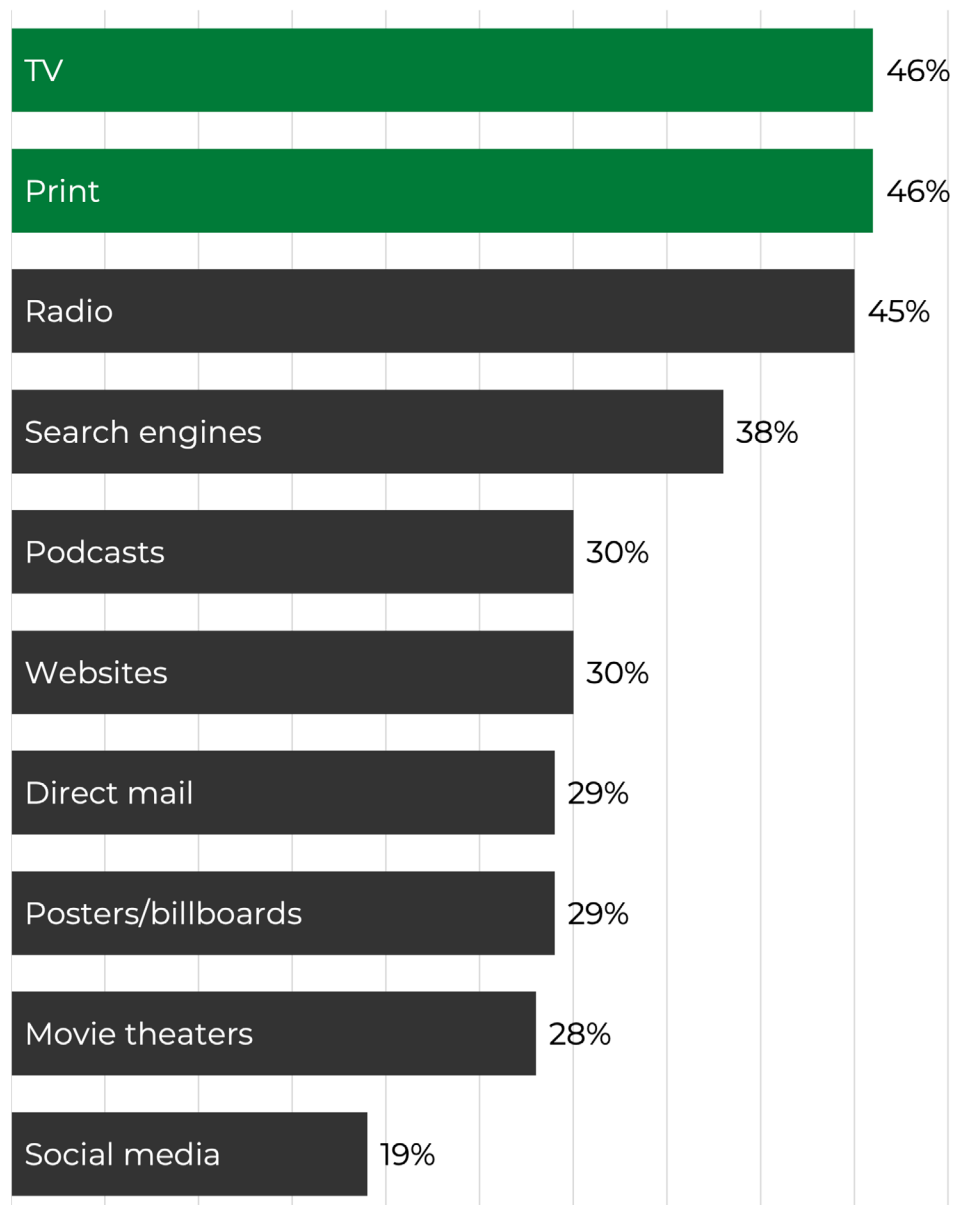
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## TV is not only evolving, it's effective.

The case for TV is already strong. Alongside print, TV is **more trustworthy** than other media. Kantar's 2020 Media Reactions Study found that across global markets, consumers' most trusted advertising environments are all offline media channels with TV ads being the most trusted. The study also found a significant gap between offline and online channels with offline channel average for users' trust at 20%, and just 11% for online channels. A similar YouGov study featured here found similar results.

## Types of advertising US adults find trustworthy

Jan 2021, % of respondents



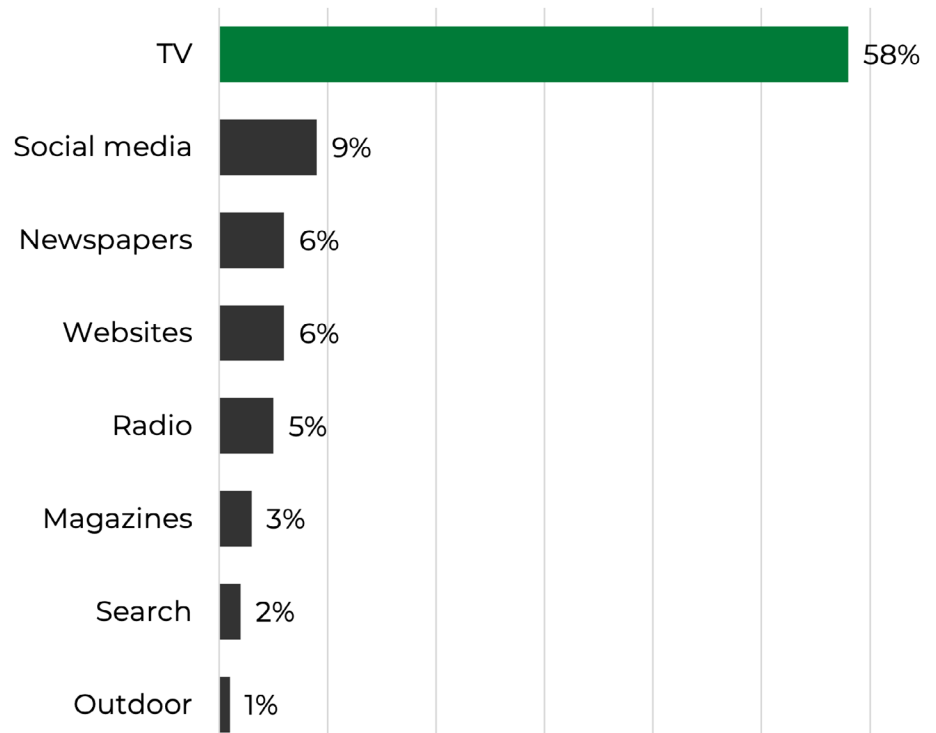
Source: [eMarketer](#)



### It **evokes emotions**

significantly better than other media. Television ads are 9x more effective at making consumers feel emotional than social media ads, according to a 2018 study by UK consultancy Ebiquity of consumers 15-years-old and older.

## TV ads evoke emotion more than other media



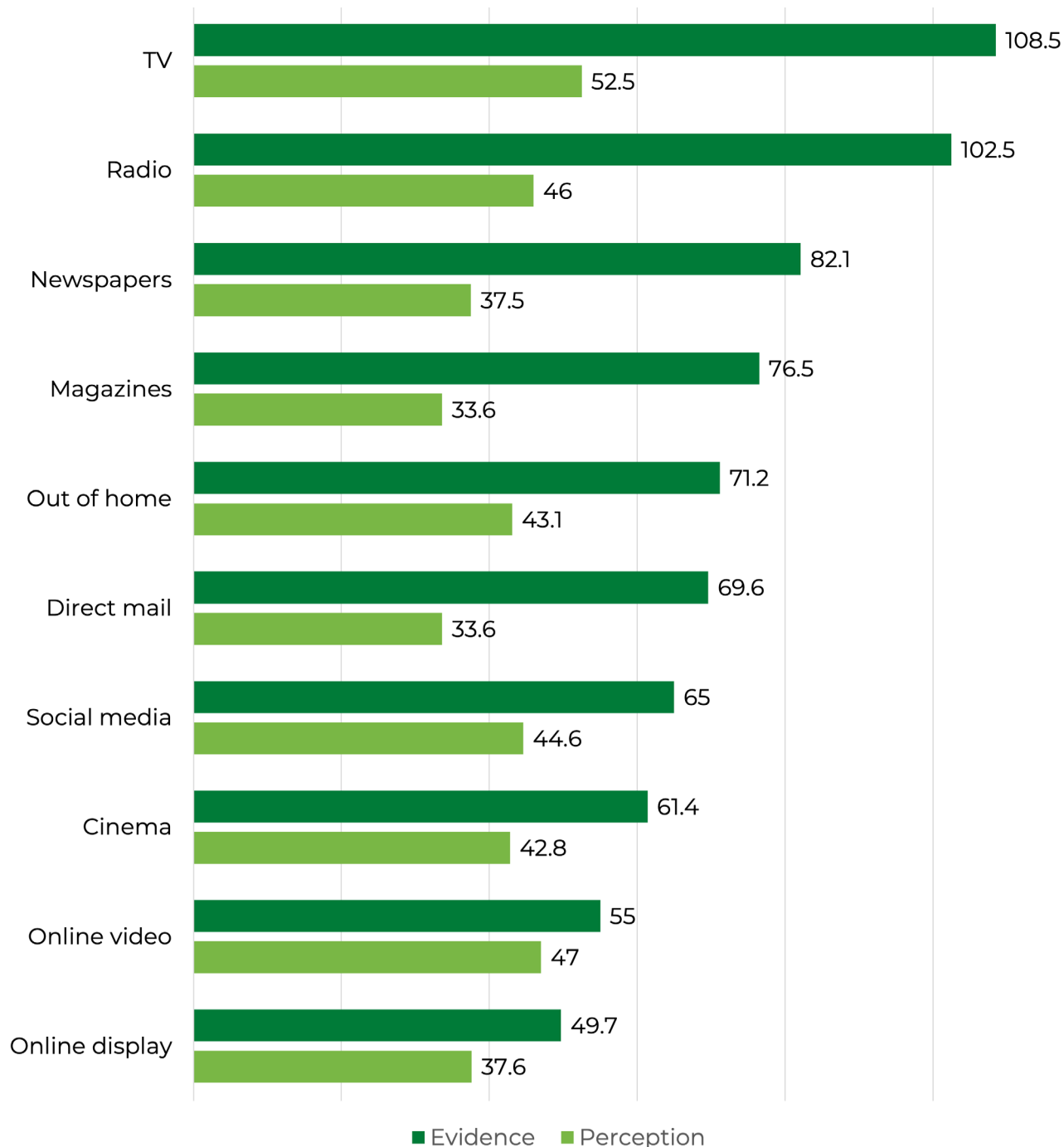
Source: [WARC](#)



It **outperforms expectations**. Renewed interest in traditional mediums makes sense when considering perceptions versus reality. The Ebiquity study used qualitative and quantitative analysis to contrast advertisers' perceptions of value across diverse media. Like most of its traditional peers, TV performs 2x better than perception, coming out on top when looking at the evidence of performance.

## Perceptions of channel effectiveness differ from the reality

2020, performance ranking



Source: [WARC](#)



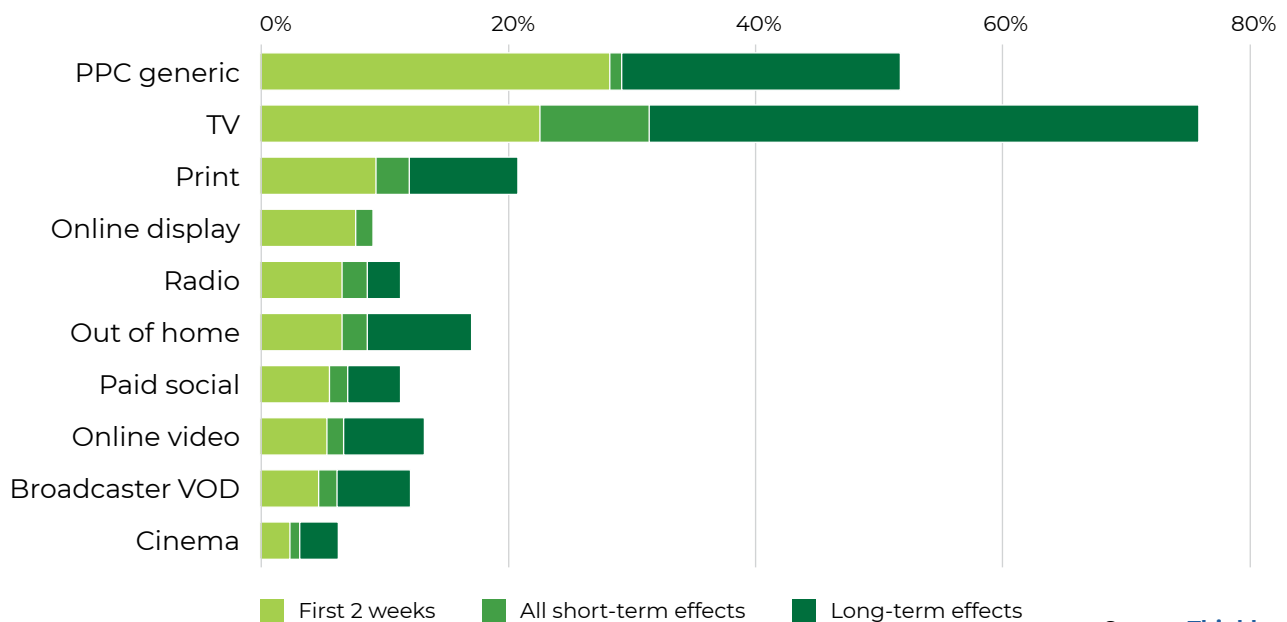


It produces superior **long-term results**. Expectations for business results can force marketers to be overly near-sighted. A 2022 study commissioned by Meta and conducted by Nielsen, GfK and Nepa looked at how traditional and digital media impact long-term ROI. It found more than half of marketing ROI is generated in the long term.

The Ebiquity study further supports TV as the biggest contributor to sales over the long term. It looked at results after two weeks, three months, and three years to find TV generated the best overall volume. It further found that TV averaged 54% of three-year budgets but generated 71% of three-year profits.

## TV's full short-term and sustained effects mean it generates the best volume overall

% contribution to sales

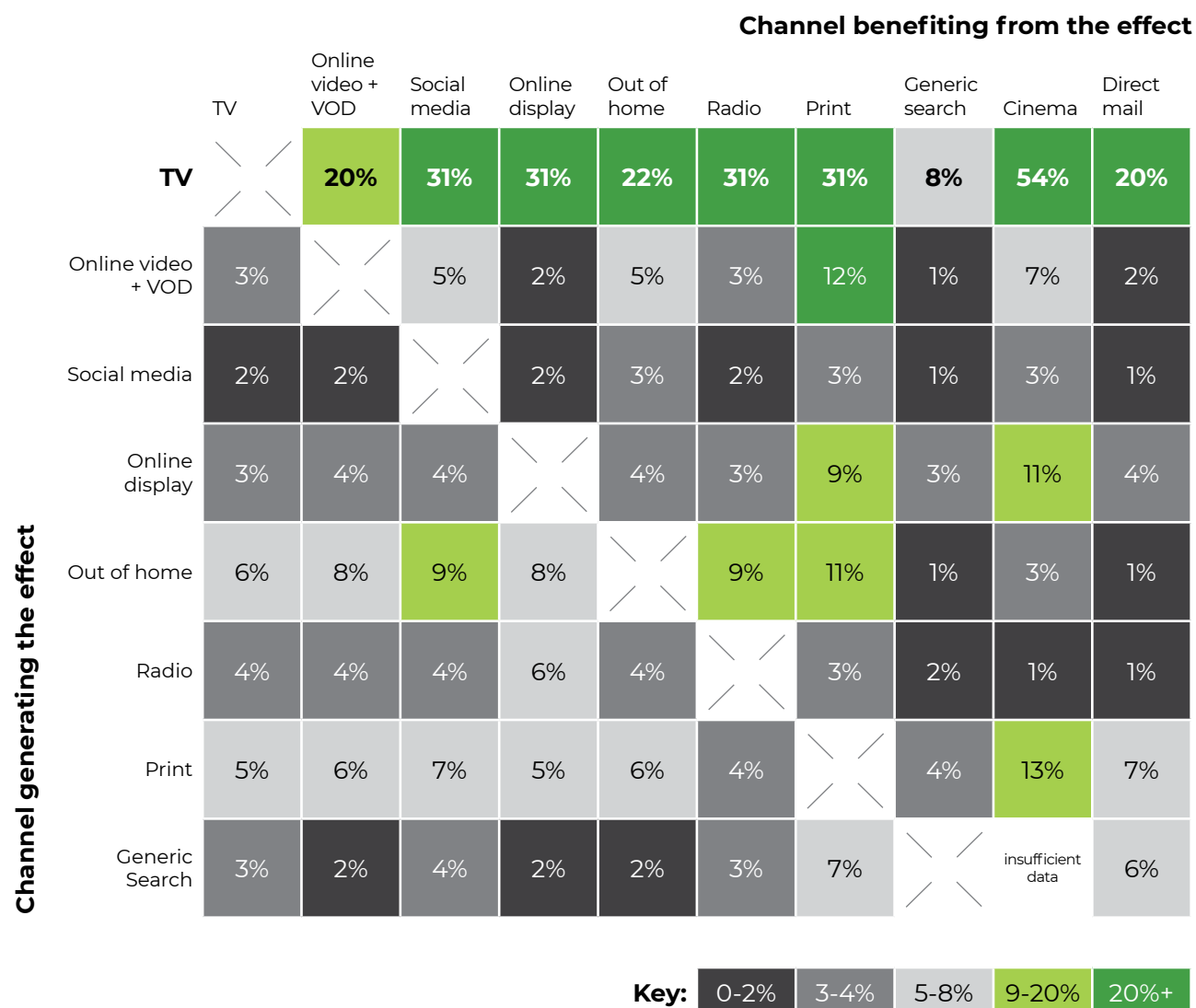


Source: [Thinkbox](#)

In today's fragmented media landscape, there is no one-size-fits-all strategy. And there is no one channel that will guarantee success alone. TV works together with print—and many other mediums—for even greater results. With our own clients, we've specifically seen catalog performance improve dramatically when adding TV to the marketing mix.

There is plentiful evidence to support the need for an omnichannel approach in this fragmented environment, but TV stands out as the **most important multiplier** in the omnichannel marketer's toolkit. A 2019 MediaCom study found that TV boosts the effects of other channels by up to 54%.

## TV boosts effects of other ad channels



Source: [Thinkbox](#)



GIVING TELEVISION ANOTHER LOOK

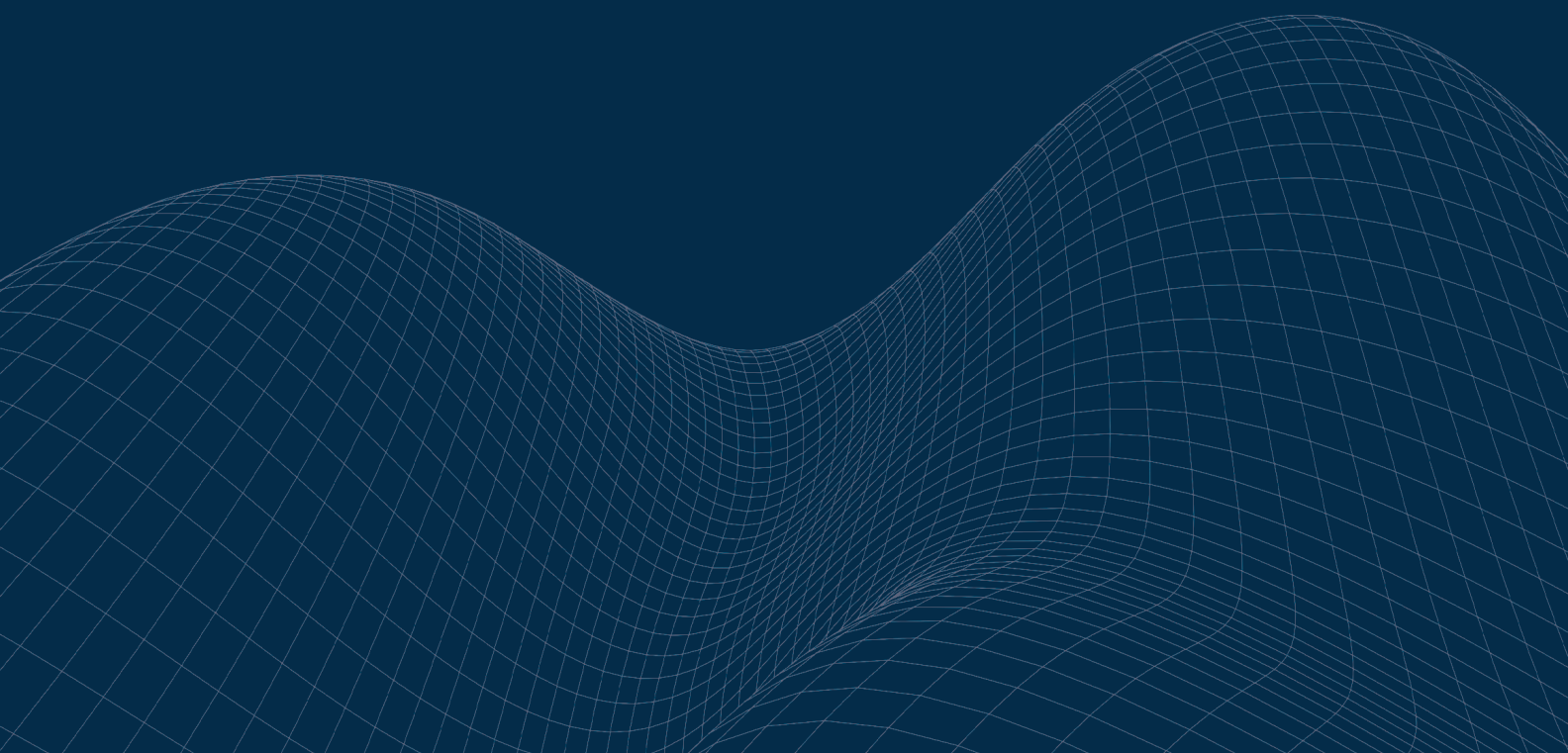
# HOW PRINT ADVERTISERS CAN SUCCEED ON TV

## Key takeaways

Print advertisers transition well to TV thanks to shared marketing principles.

TV maximizes print advertising efforts while reducing risk.

Of course, the right approach to TV is also crucial for success.



Of course, TV isn't the right marketing channel for everyone, but those invested in print mediums tend to transition especially well to TV. Why?

### **Results mindset**

A shared history of direct response marketing. This "focus on results" mindset helps marketers go into TV advertising with the tools needed to make sure TV remains an accountable performance driver.



### **Audience target**

A shared older audience target. Advertisers with a history in print, especially catalogs, tend to connect well with older demographics. This audience is especially reachable on national TV. 84% of linear TV viewers are 35 or older.



### **Mass-marketing**


A shared belief in the value of mass-marketing. For many businesses, most potential customers aren't currently in the market for your product or service. This makes it important to reach a broad audience that includes non-customers. After all, reaching and converting non-customers is the only way to drive sustainable, substantial growth.





Recognizing the importance of reaching a broad audience is key for success on TV. The most successful TV advertisers approach the channel with the intention of scaling, and print advertisers typically already know the value of mass reach. As environmental sustainability plays an increasingly important role in business decisions, print will likely see increasing costs and limited returns, hindering its ability to truly reach the masses effectively. Adding TV to the mix helps maximize the impact of current print efforts while reducing the risk that comes with over-reliance on a single channel.

Of course, the right approach to TV is also crucial for success. To drive meaningful results on TV, think strategically about the best ways to connect with your audience, accurately measure the impact of TV across both the short- and long-term, and opportunities for ever-evolving technology to improve your outcomes.



TV advertising is a powerful channel. Done right, it can become an essential growth driver for your business. At Marketing Architects, we use an approach called **All-Inclusive TV** to help advertisers drive profitable growth on TV. Connect with us at [marketingarchitects.com](https://marketingarchitects.com) to learn more.





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