

Print stages a comeback

Dianna Dilworth
March 01 2011

Electronics giant [Sony](#) turns to print marketing collateral to drive a "wow" factor. During the holiday season, it worked with its direct marketing agency, The Agency Inside Harte-Hanks, to create full-color inserts reminiscent of mini catalogs, which ran in newspapers across the country. The marketing pieces gave recipients information on where to buy the hottest Sony holiday gifts in their local stores...

While emerging channels such as social media and mobile will continue to garner headlines, multichannel marketers realize that direct response print campaigns remain a frequent, though perhaps less talked about tool. Marketing spending on direct mail actually increased 3.1% in 2010 to \$45.2 billion, according to January 2011 figures released by the Winterberry Group, a marketing intelligence consulting firm. Insert media grew 2.4% to \$800 million.

This year those categories will only grow more, says the [Winterberry Group](#). It predicts direct mail to increase by 5.8% to \$47.8 billion and insert media to jump 9.1% to \$900 million. While direct response print suffered a 3.6% decline in 2010 to \$15 billion, it is expected to nudge up 2% this year.

"Even though companies have widespread interest in digital channels, not all of these channels are mature enough and scalable enough for the customer acquisition needs right now," says Jonathan Margulies, a director at Winterberry Group. "By contrast, direct mail and insert media, for example, are proven, well-established media when it comes to delivering the kind of steerable response that many marketers are looking for," adds Margulies. "Print is very reliable in a way that the digital channels aren't yet."...

To read the entire article, please visit [DM News](#).