



Bulletin

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It's Print AND Every Other Medium In an Omnichannel Marketing World

Idealliance Chief Economist Andy Paparozzi has been saying it for years: "It's not print OR other media, it's print AND other media." The era of integrated omnichannel media is now firmly upon us as combinations of print and digital technologies are finding more and more mainstream applications every day.

"*Print in a Digital World 2018*" is a compilation of integrated media marketing campaigns from around the world. Assembled by Toronto marketing firm [St. Joseph Communications](#), the volume is itself offered in an interactive format with audio, video, and other digital content. The company's website explains its point of view about what it terms "the omnichannel multiverse":

"The way consumers engage with brands has changed. Consumers can now interact with a brand in a number of ways—retail stores, pop-ups, print, signage, online, mobile, social, wearables—it's endless. They access products and product information instantaneously.

"They have flipped the tables so much so, that a brand is no longer what the brand tells the consumer it is. It's what consumers tell each other it is. As a consequence, brands need to revisit the way they engage with consumers and they need to provide seamless experiences across multiple touchpoints, regardless of channel or device."

Untraditional Applications

St. Joseph Communications spotlights three types of integrated media applications with these explanations:

- **ART, NOT ADS.** "Smartphones to desktops and tablets to wearables, we cannot escape real-time digital experiences. Real disruption goes beyond swipes and taps. It comes from creating a wider sensory and immersive experience." Examples: Amtrak onboard magazine with links to digital articles on travel destinations, Maharashtra Dyslexia Association book with pop-up typography to illustrate the effect of dyslexia.

- **BEYOND THE PAGE.** "Virtual reality and augmented reality are bridging the gap between print and digital like

never before. Downloadable apps can be easily introduced to campaigns, while more sophisticated brands are integrating these technologies into their own mobile platforms." Examples: PEZ candy dispensers with a scanable barcode that unlocks augmented reality games, Castorama children's wallpaper whose images can be scanned to access dozens of bedtime story audios, Tostitos Super Bowl themed bags with a breath sensor that forms a "don't drink and drive" image and provides an Uber access code if it detects alcohol on a person's breath.

- **FAR FROM TRADITIONAL.** "Thinking of print as 'traditional' is an old way of thinking. Paper and ink are innovative. Consumers can cook, monitor their own health, and connect physical and digital channels thanks to a printed piece." Examples: IKEA "Cook This Paper" interactive recipe posters with recipe instructions and ingredients that can be rolled into the paper and baked, TAKE5 packaging that lets users remix music by touching hotspots on the box for 30,000 unique track combinations.

Where is integrated media today? The preface to "Print in a Digital World 2018" offers this assessment:

"The period in which we now live is unique, and we benefit from the mixing and mingling of print and digital....As Brands continue to create cross-channel experiences, bringing together the tactile, sensory nature of print with the real-time technological wonders of digital, the gap between both channels becomes greatly reduced. Innovative print techniques are turning ads into art with craftsmanship, creativity and design. And ink is no longer simple droplets on a page. It makes music, it monitors our health and enables us to make the world a better, more caring place."

Learn More

For more on omnichannel interactive media:

- See the cover story in the next issue of your *Process* member magazine, in the mail to you next week.

- Attend today's free member webinar, "*It's Time to Go Omnichannel*," sponsored by Quadient. Can't make today's program? All Idealliance webinars are archived in Member Resources at www.idealliance.org. Questions? Call (703) 938-1075.

