



keep reinventing

# Market Trends & How YOU Can Leverage Them!



Hello!



## **BORIS HUGHES**

Business Development - North America

Graphics Solutions Business

HP, Inc.

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**Digital Print is  
everywhere.....**

**All the time!!**

# Digital print is everywhere today

8 AM	9 AM	10 AM	4 PM	6 PM	7 PM	9 PM
------	------	-------	------	------	------	------





# Digital print is everywhere today

8 AM

**9 AM**

10 AM

4 PM

6 PM

7 PM

9 PM



# Digital print is everywhere today

8 AM

9 AM

10 AM

4 PM

6 PM

7 PM

9 PM





# Digital print is everywhere today

8 AM

9 AM

10 AM

4 PM

6 PM

7 PM

9 PM





# Digital print is everywhere today

8 AM

9 AM

10 AM

4 PM

**6 PM**

7 PM

9 PM





# Digital print is everywhere today

8 AM

9 AM

10 AM

4 PM

6 PM

7 PM

9 PM

7:30  
PM





# Digital print is everywhere today

8 AM

9 AM

10 AM

4 PM

6 PM

7 PM

9 PM

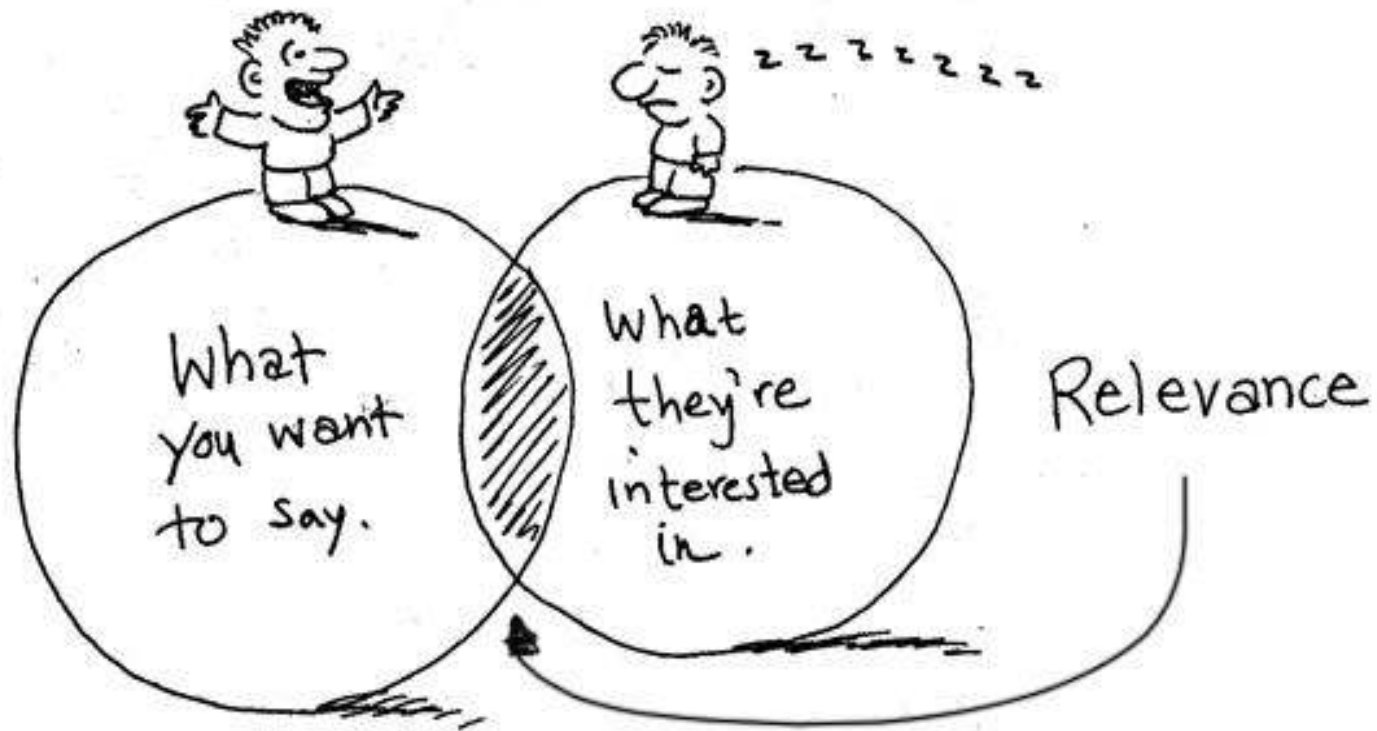




# WHY?



# Relevance



**CONTENT**  
*is King*



- Gary Vaynerchuk, Entrepreneur

**CONTEXT**  
*is GOD!*

# North America is changing



The consumer, the technology & the data



# 20 years ago, most people did not even have email



Cloud



Social



Mobility



Big Data

In the last 60 seconds  
there were...



277,000 new tweets



2,460,000 pieces of content shared



347,000 photos shared



4,000,000 Google search queries



204,000,000 emails sent



1,820TB of data created



217 new mobile web users

By 2020: **30** billion  
devices

**47** trillion GB  
data

**10** million  
mobile apps

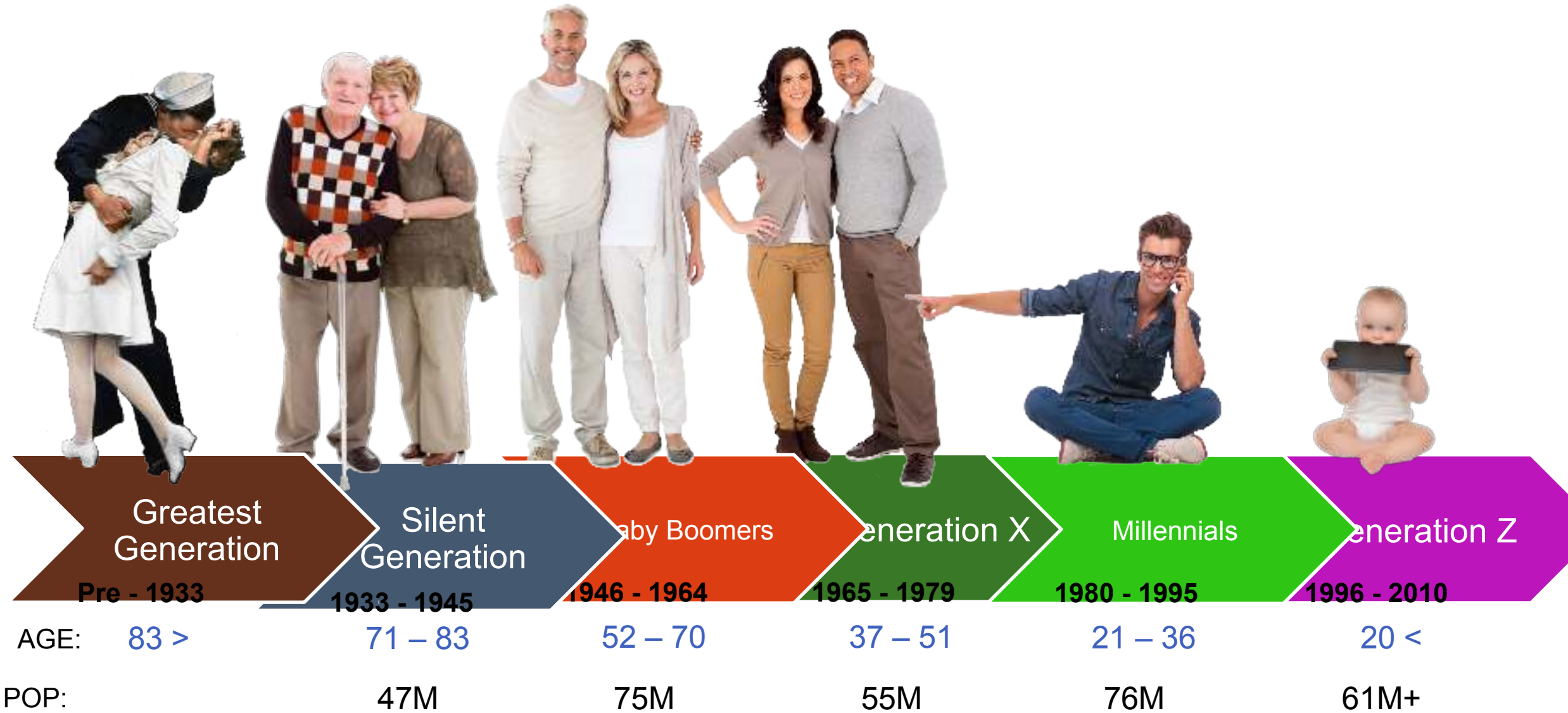
...for **8** billion  
people

# The NEW Consumer

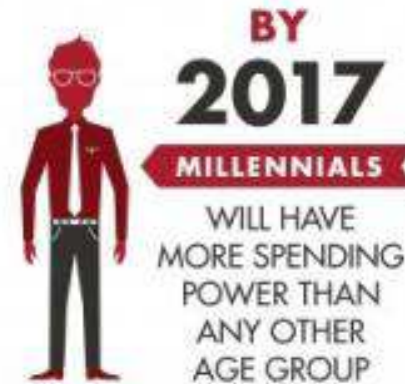
Your customers are chasing them- and it's not easy







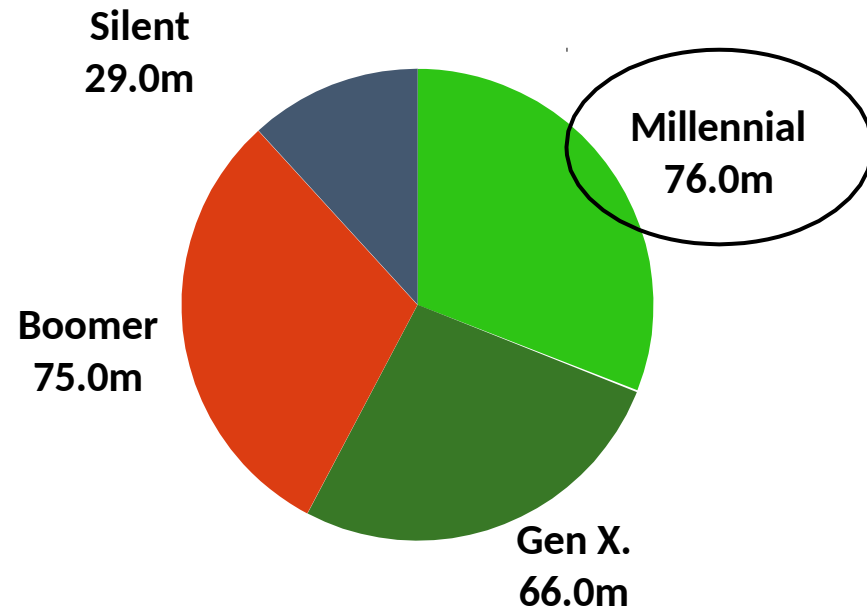
Millennials will spend \$200 billion in 2017 and \$10 trillion over their lifetimes as consumers, in the U.S. alone- Forbes.com



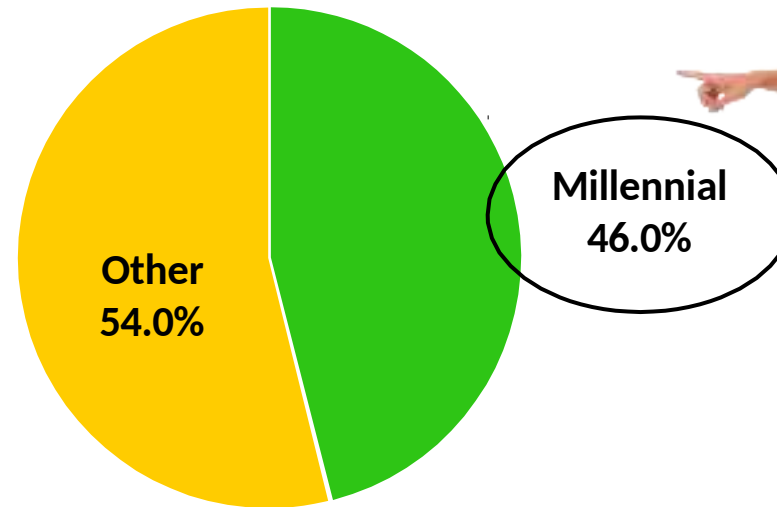


Why should you care?

## *The Largest Generation*



## *The Largest Workforce*



33% have sign off authority  
on purchases >\$10,000



# WHO ARE MILLENNIALS?

LARGEST GENERATION YET

MOST  
ETHNICALLY  
& RACIALLY  
DIVERSE

80  
MILLION  
IN THE U.S

2.5  
BILLION  
WORLDWIDE

BORN BETWEEN



1980

"GEN Y"

2000

GREW UP

ALONGSIDE TECHNOLOGY



You  
Tube



DOMINANCE OF  
SOCIAL NETWORKS



## DO THEY MATTER?

% OF WORKFORCE  
IN THE COMING YEARS

50%  
▲ BY 2020

75%  
BY 2030

ASPIRE  
TO

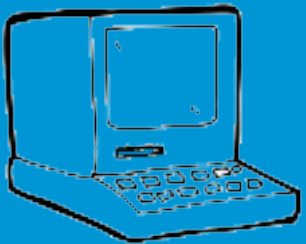
MAKE A  
DIFFERENCE  
W/ THEIR WORK



CONFIDENT  
HAVE HIGH  
EXPECTATIONS  
ACHIEVEMENT  
ORIENTED



# Millennial are born between 1980 & 2000



Millennial make up **21%**  
of consumer discretionary  
purchases,

WHICH IS ESTIMATED TO BE OVER A TRILLION DOLLARS IN DIRECT BUYING  
POWER

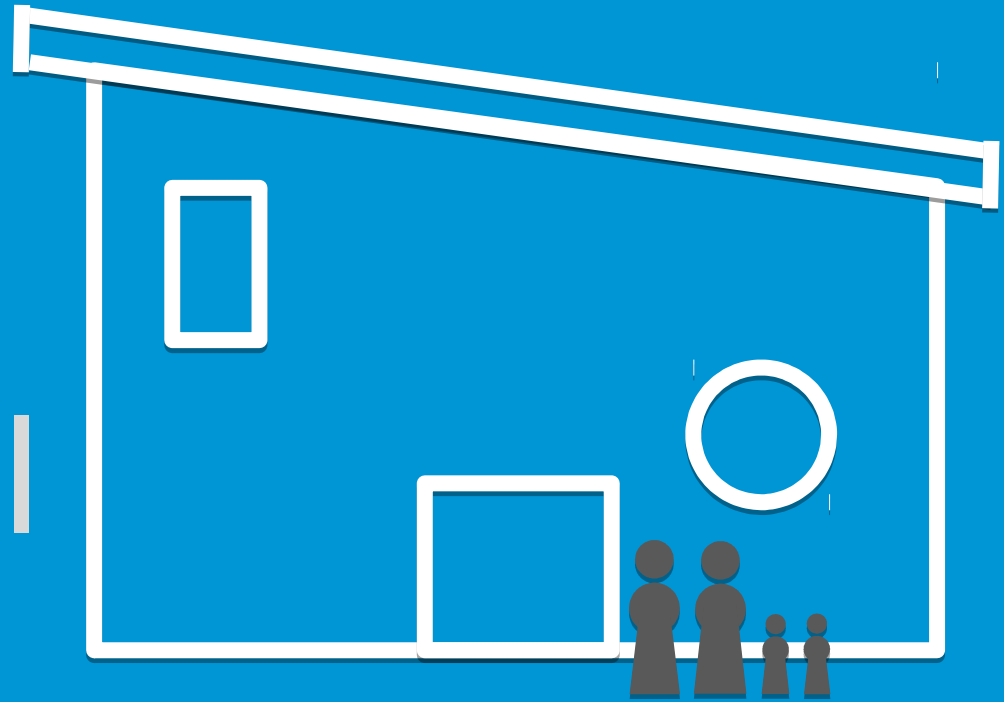
AND A HUGE INFLUENCE ON OLDER GENERATIONS.





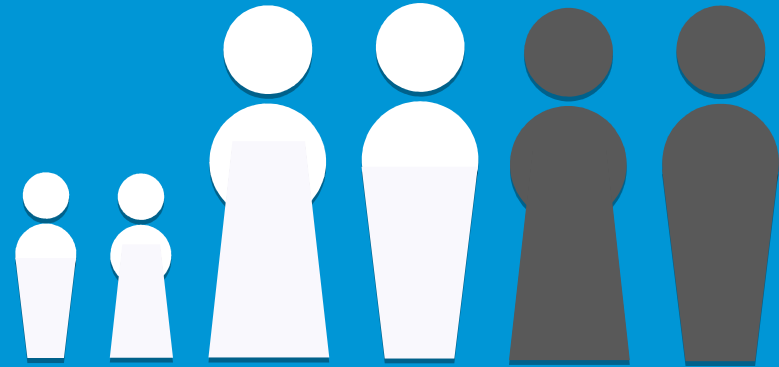
# 53% of Millennial households,

ALREADY HAVE CHILDREN.



1 in 4 Millennial  
households,

ARE PARENTS TODAY.





# Millennial believe parenthood is a partnership

64%



DADS

50%



MOMS

BELIEVE THAT THEY HAVE EQUAL RESPONSIBILITY OF CHILD CARE



# Almost 50% of Millennials

WOULD BE MORE WILLING TO MAKE A PURCHASE  
FROM A COMPANY IF THEIR PURCHASE

# SUPPORTS A CAUSE

BRANDS THAT STAND FOR MORE THAN THEIR BOTTOM LINE RECEIVE



# 37% of Millennials

SAY THEY ARE WILLING TO PURCHASE  
A PRODUCT OR SERVICE TO SUPPORT  
A CAUSE THEY BELIEVE IN,  
EVEN IF IT MEANS PAYING A BIT MORE



MILLENNIALS ARE KNOWN AS

Content creators and users,

**46%** OF MILLENNIALS POST ORIGINAL PHOTOS OR VIDEO ONLINE

that they themselves have  
created



“that’s all great... but we sell  
print”



Buyers of all generations appreciate personalized communications

Global professionals who find personalized communications valuable:

**Younger Millennials: 78%**

**Older Millennials: 73%**

**Gen Xers: 68%**

*Source: LinkedIn, October 2016*

# Brands can leverage digital in so many different ways!



## Loyalty Retention Acquisition Awareness Onboarding

Consumer



B2B



Seasonal



Ethnic



Regional



Local



Cause



Event



# Beyond the Myths: Young Adults Do Read Physical Mail

You know the stereotype: Millennials are digital natives, glued to their smartphones, and the only way for marketers to reach them is through social media.

**84% of Millennials  
take the time to look  
through their mail.**

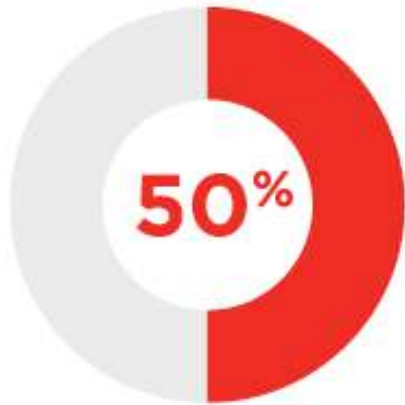
**64% would rather  
scan for useful info  
in the mail than email**

The truth is, Millennials respond to a low-tech marketing approach that's been around for centuries: Paper in a mailbox.



# Breaking through the Clutter

Some marketers believe that the digitally engaged are suffering from digital fatigue.<sup>1</sup>



**Nearly half** of Millennials  
ignore digital ads.<sup>2</sup>



Yet **only 15%** say they  
ignore direct mail.<sup>2</sup>

Apparently direct mail—which comes only once a day—has become a novelty to this audience. Studies show Millennials enjoy receiving mail even more than non-Millennials. In fact, 50% of Millennials say they like to discover what the mail brings every day and consider time spent looking at and reading it time well spent.<sup>3</sup>

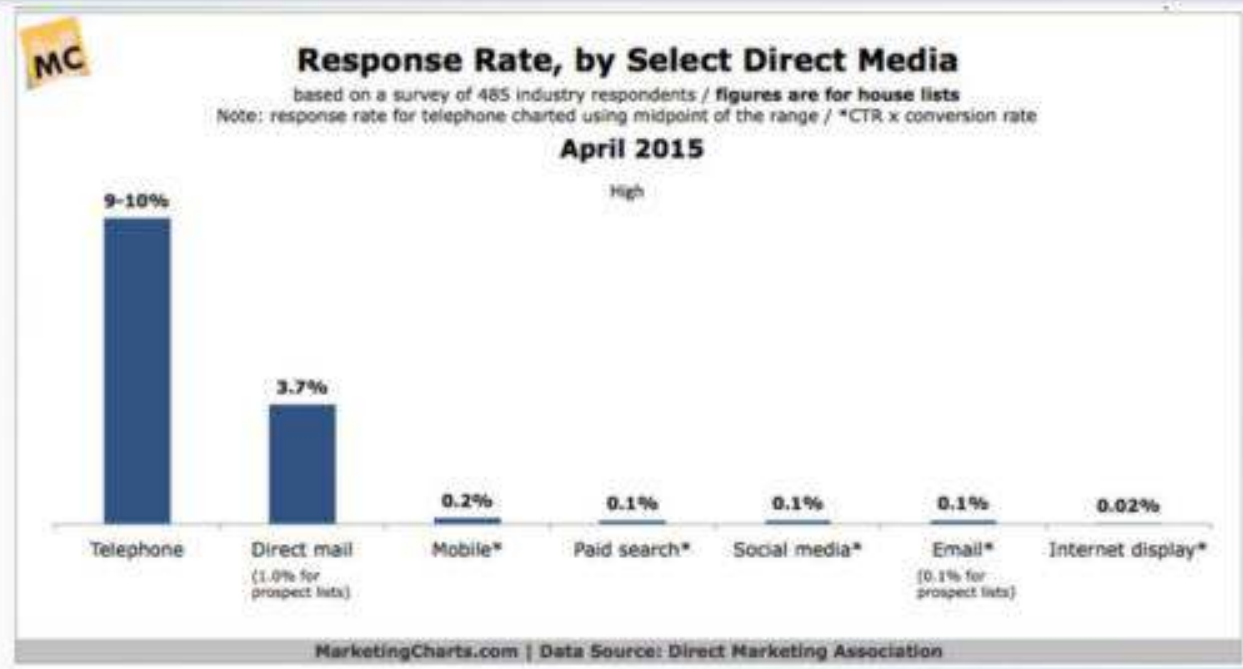
1. Kurt Allen, "Live from Loyalty360 Expo: Best Western Rewards Bets Millennials and Direct Mail," Colloquy, April 29, 2015.

2. *Millennials: An Emerging Consumer Powerhouse Quad Graphics* March 2016.

3. *USPS Mail Moments: 2016 Review*, March 2016.

# Brands continue to spend on electronic advertising

Brand	Q4 2017 Digital Advertising Spend
<a href="#">Amazon.com</a>	\$71,698,800
<a href="#">Procter &amp; Gamble</a>	\$54,920,300
<a href="#">Hulu</a>	\$52,682,500
<a href="#">Microsoft</a>	\$49,604,600
<a href="#">Verizon</a>	\$48,053,300
<a href="#">Merck &amp; Co.</a>	\$45,117,600
<a href="#">Best Buy, Inc.</a>	\$43,561,800
<a href="#">Google</a>	\$42,548,100
<a href="#">GEICO</a>	\$40,073,100
<a href="#">Nissan</a>	\$38,131,100
<a href="#">Sony Games</a>	\$36,186,000
<a href="#">Ford</a>	\$34,774,300
<a href="#">State Farm</a>	\$33,169,700
<a href="#">Citigroup, Inc.</a>	\$32,706,200
<a href="#">Unilever</a>	\$32,379,100
<a href="#">Apple Inc.</a>	\$31,697,200
<a href="#">Chevrolet</a>	\$28,537,800
<a href="#">Toyota</a>	\$26,305,700
<a href="#">LG</a>	\$23,562,100
<a href="#">AT&amp;T</a>	\$23,044,800



Shouldn't we see this as a glaring opportunity.....!!!

Sometimes ignoring change can get you in trouble!





# TEAVANA®

JCPenney

 **BlackBerry**



# Sears



# Where is the marketing spend going?

Outsell, Inc. Annual Advertising and Marketing Study 2016			
Digital	\$Billions	Rank	% of Total
Own website	\$76	1	20.1%
E-mail marketing	\$25	3	6.6%
Search	\$23	4	6.1%
Mobile	\$23	5	6.1%
Own social engagement	\$20	8	5.3%
Social media	\$13	14	3.4%
<b>Total Digital</b>	<b>\$180</b>		<b>47.6%</b>
Broadcast	\$Billions	Rank	% of Total
TV	\$66	2	17.5%
Radio	\$16	11	4.2%
<b>Total Broadcast</b>	<b>\$82</b>		<b>21.7%</b>
Print	\$Billions	Rank	% of Total
Direct mail	\$21	6	5.6%
Custom print	\$20	7	5.3%
Magazines	\$17	9	4.5%
Newspapers	\$16	10	4.2%
Directories	\$13	15	3.4%
<b>Total Print</b>	<b>\$87</b>		<b>23.0%</b>
Other	\$Billions	Rank	% of Total
Own events	\$15	12	4.0%
Trade shows	\$14	13	3.7%
<b>Total Other</b>	<b>\$29</b>		<b>7.7%</b>
<b>Total</b>	<b>\$378</b>		<b>100.0%</b>

Source: Outsell, Inc., Annual Advertising and Marketing Study, 2016

# Brands are every increasingly using and specifying HP Indigo Digital & Inkjet print

When the BIG BRANDS move- the small and mid tier brands follow



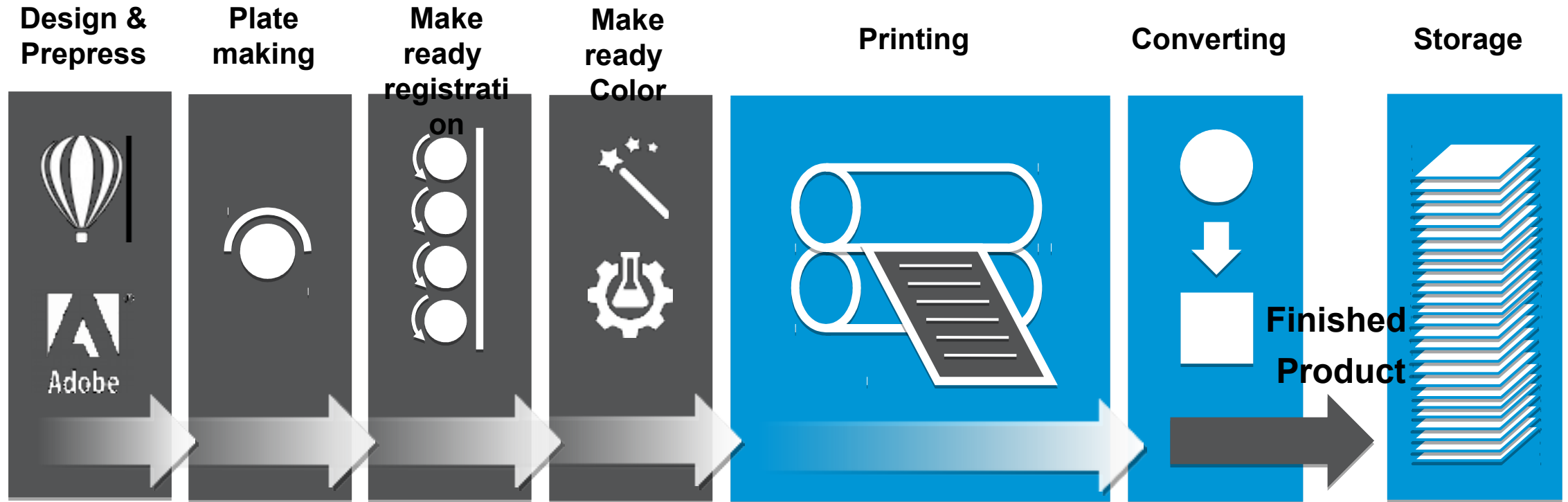
# Brands love Indigo Print



# Why is digital print so **attractive** to brands and retailers...

## Think Product Lifecycle

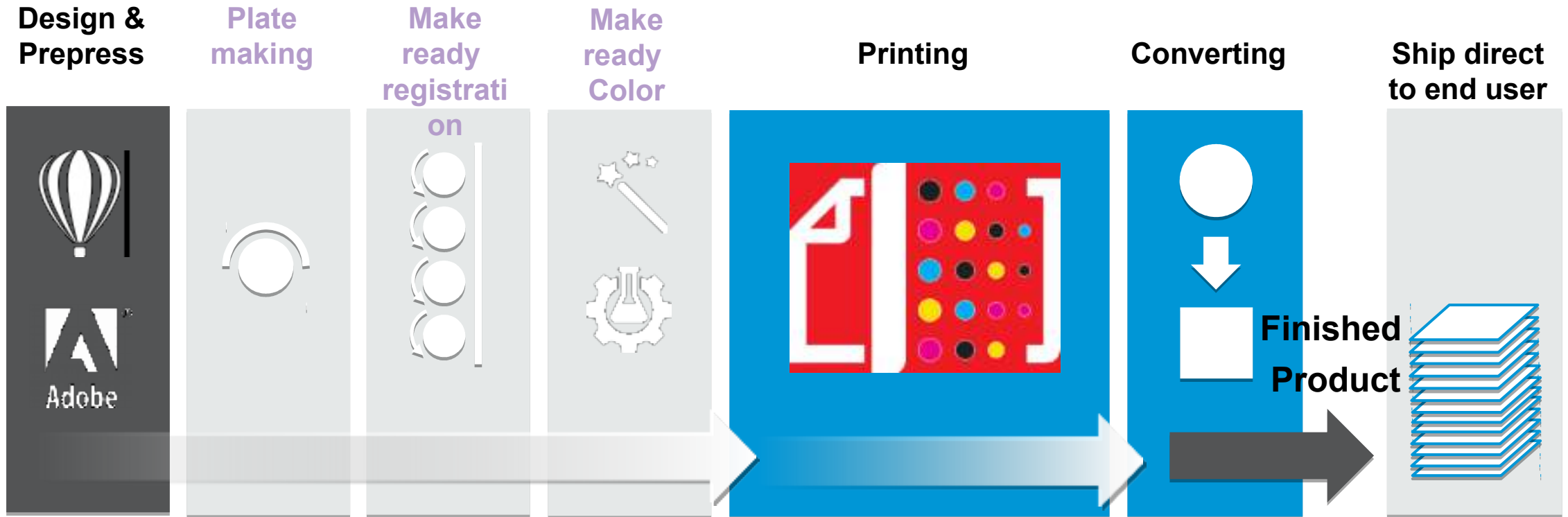
High Level workflow



# Why is digital print so **attractive** to brands and retailers...

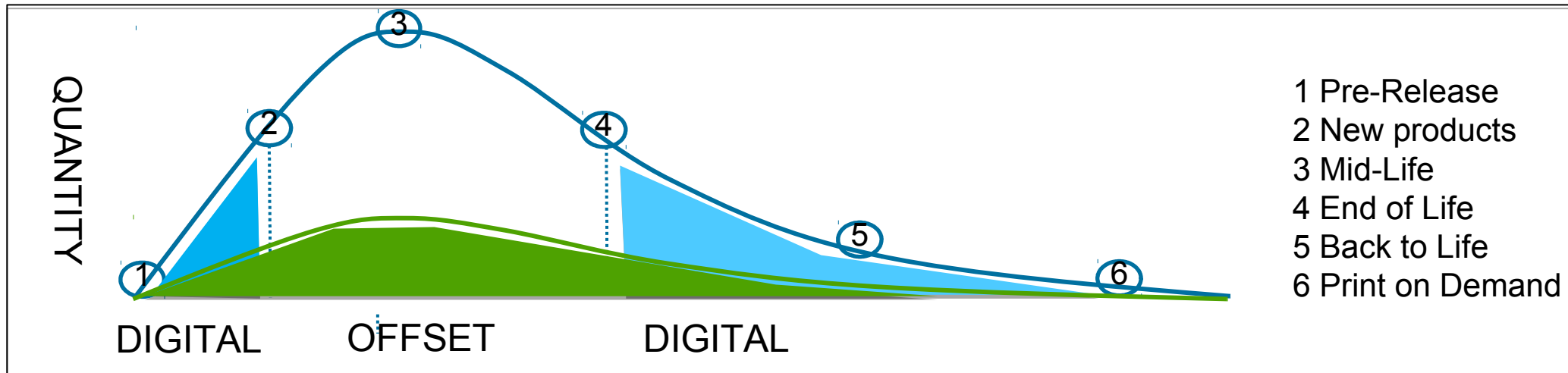
## Think Product Lifecycle

High Level workflow



# Understanding product lifecycle is critical!

- Selecting optimum printing method across the life of a product



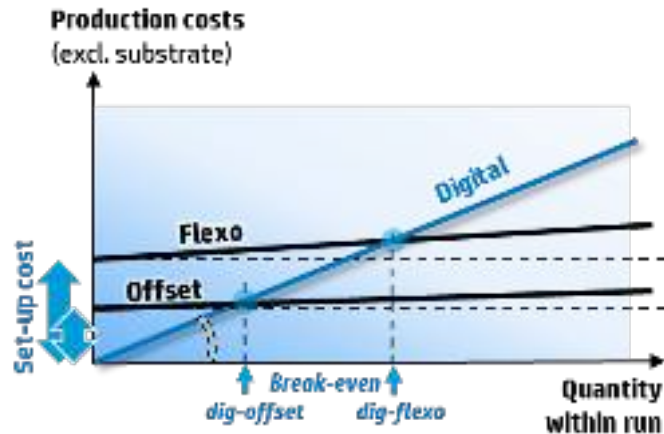
- **High volume products:** Reduces cost structure at the beginning and end of cycle
  - Facilitates test marketing
  - Extends product life indefinitely – Refreshes products and creates on going relevance
- **Low volume products:** Reduces costs and preserves profitability
  - Enables profitable, low volume production
  - Provides product and market flexibility



# Re-imagine your entire business model

## Supply chain

On demand and cost effective short runs



## Time to market

Minimal setup.  
Distributed printing, closer to end user.



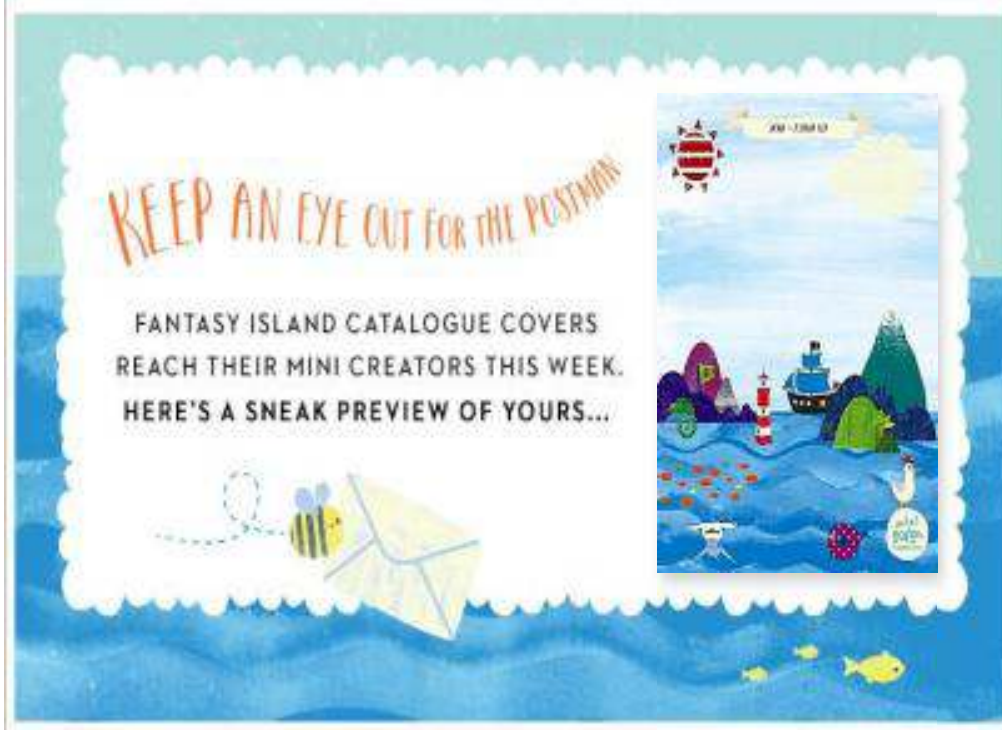
## Customer delight

Targetting and mass customization



# Clothing retailer invites children to design their own **Fantasy Island Catalog**

Boden



# One more thing.....



**INFORMATION**



**MESSAGING**



**AUTHENTICITY**





The Millennial ::  
The purchase of a brand  
is a reflection of their  
values.



The Millennial :: The purchase of a brand is a reflection of their values.

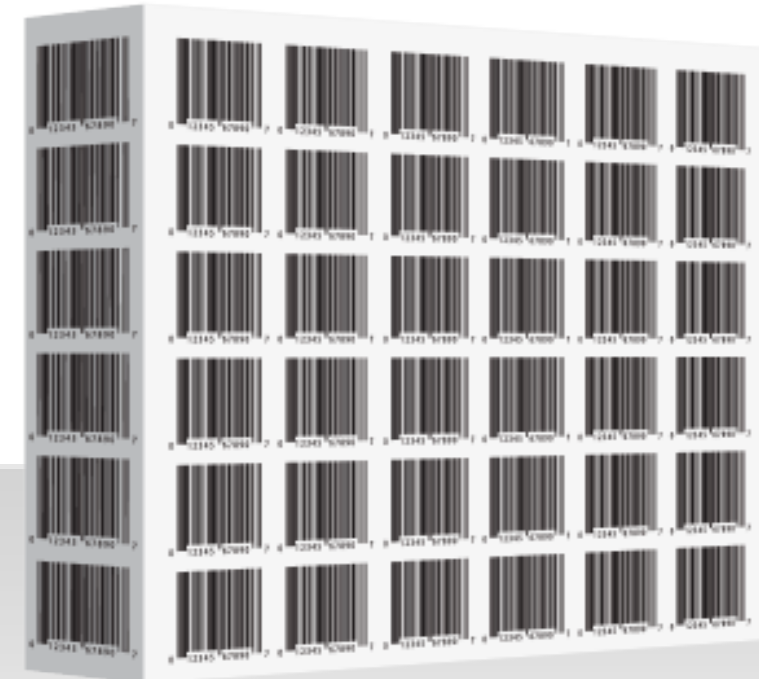


Imagine a world where . . .

**Product Authenticity is verifiable - It's a reality**



**Looks like this**



**Performs like this**

Imagine a world where . . .

**Product Authenticity is verifiable - It's a reality**



## Benefits to Retailers

Scan at any angle

- Faster checkout
- Easier self check-out
- Scans even with damaged or hard-to-read UPC codes



## Benefits to Brands & Consumers

Consumers can access

- Brand-authenticated content
- Inspiration and how-to videos
- SmartLabel™ and more...



# The Millennial :: BAE, Authentic Brands Matters



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# The Millennial :: BAE, Authentic Brands Matters








**Experiences can be dynamically updated,  
instantly**



# The Millennial :: BAE, Authentic Brands Matters

## Serialization — Consumer Engagement








- Unique consumer opportunities such as sweepstakes or contests
- Retailer specific product items

UNIT NUMBER			
0001	0002	0003	0004
			
		WINNER !	

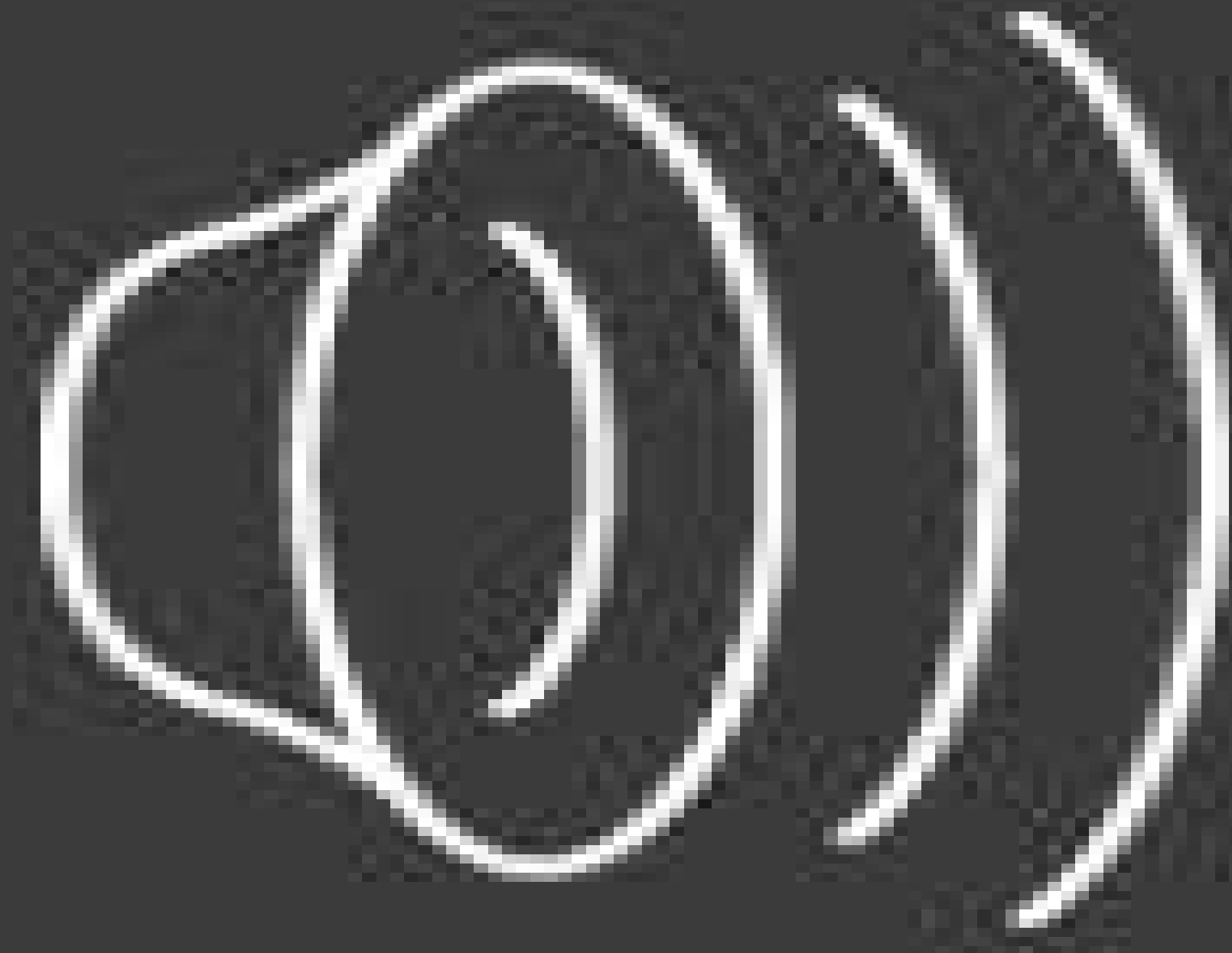
# The Millennial :: BAE, Authentic Brands Matters

## Serialization — Consumer Engagement

- Product counterfeit deterrence
- Quality and batch control in production
- Product recalls – halt at cashier or consumer scan at home

UNIT NUMBER			
0001	0002	0003	0004
			
		ALERT! PREVIOUSLY REGISTERED	





# 2017 HP Advantage Knowledge Center



keep reinventing

## The HP Advantage Knowledge Center- What is it?

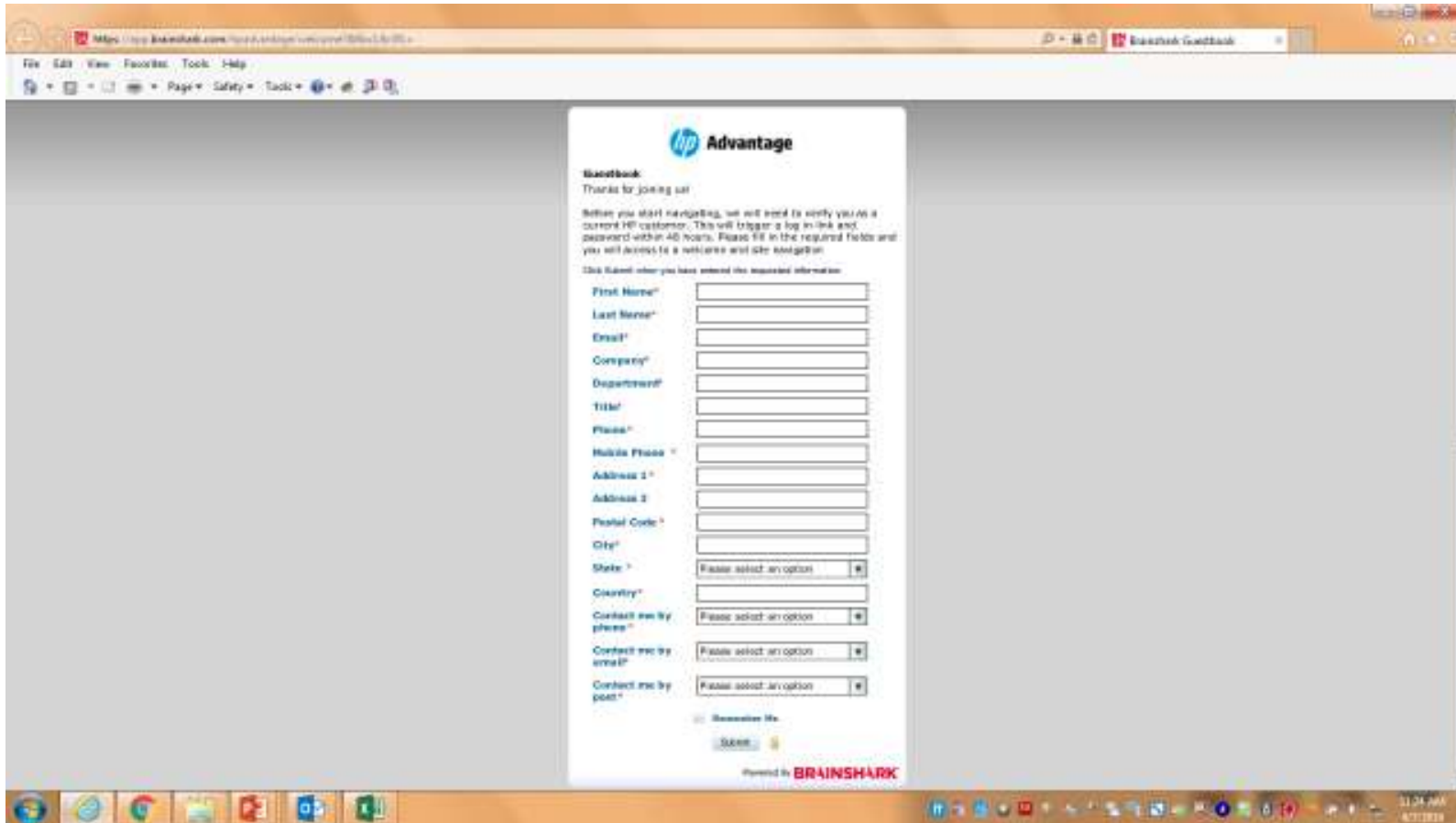


This HP Advantage Knowledge Center is **EXCLUSIVELY** for HP Customer's **Sales** and **Marketing** personnel!

- ✓ Great place for your existing and new sales and marketing associates to learn more about how to position and sell your HP digital print technology
- ✓ All customers can have access for no cost as long as they are on a service contract- regardless of the type of press

# HP Advantage Knowledge Center- **New Customer first steps**

<https://www.brainshark.com/hpadvantage/welcome>



The screenshot shows a web browser window displaying the HP Advantage Knowledge Center New Customer Signup page. The page has a white background with the HP Advantage logo at the top. Below the logo, there is a message: "Brainshark: Thanks for joining us!" followed by a paragraph explaining that before starting navigation, the user will need to verify their account as a new HP customer. This process involves logging in with a link and password within 48 hours. A note states that once verified, the user will have full access to the HP Advantage Knowledge Center. Below this, a section titled "Click Submit when you have entered the requested information:" contains a form with the following fields: First Name\*, Last Name\*, Email\*, Company\*, Department\*, Title\*, Phone\*, Mobile Phone\*, Address 1\*, Address 2\*, Postal Code\*, City\*, State\* (with a dropdown menu), Country\* (with a dropdown menu), Contact me by phone\* (with a dropdown menu), Contact me by email\* (with a dropdown menu), and Contact me by post\* (with a dropdown menu). At the bottom of the form is a "Submit" button. The footer of the page says "Powered by BRAINSHARK".

First step: Signup

- ✓ Hit the site, complete the information and submit
- ✓ We will verify your account in the next 48 hours and send you your own link and password. This will allow you full access to the HP Advantage Knowledge Center





# HP AdvantageKnowledgeCenter

The HP Advantage Knowledge Center is a web portal, available 24/7, designed to provide easy access to sales and marketing e-learning tools, design templates, press images, white-papers and videos supporting HP Graphics customers to grow their business profitably.

## **Current content on the Knowledge Center includes;**

Tell your Story content

E-Learning material

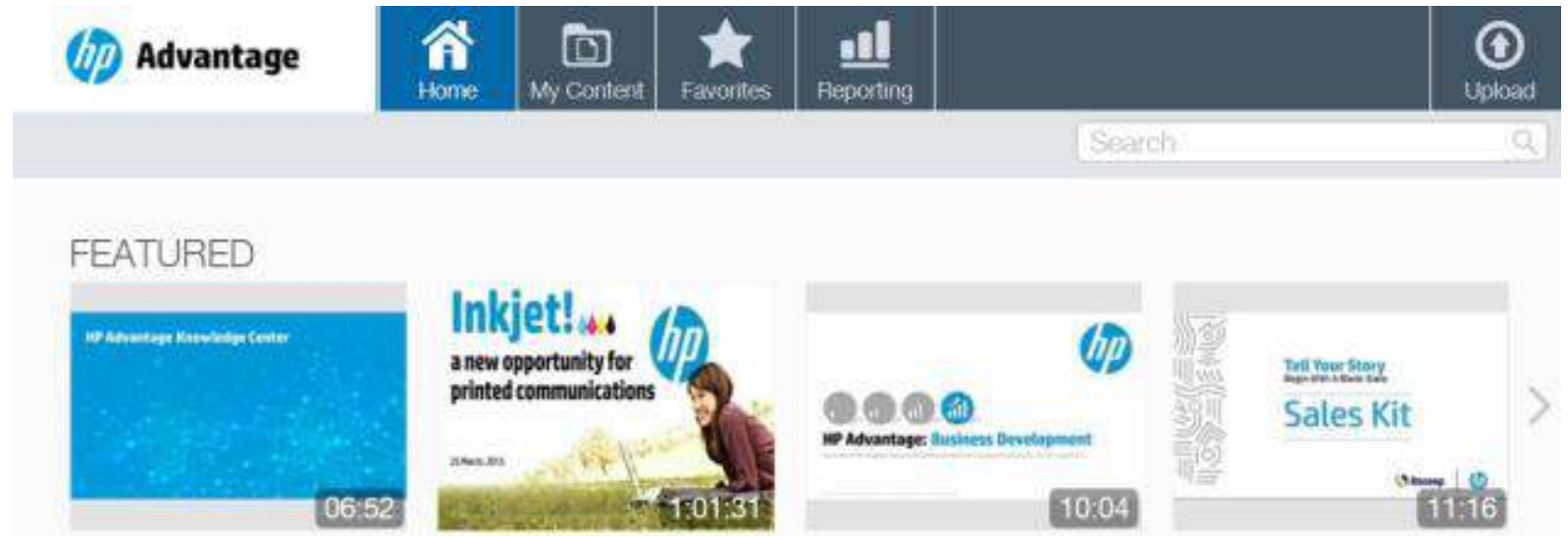
Training sessions

Case Studies

Sample Images

Marketing material

White papers



# HP Advantage Knowledge Center

- Designed by the Business Development team to provide all HP customers easy access to sales and marketing content with the goal of helping you grow your business!
- The door is always open on our 365 24/7 HP Advantage Knowledge Center.
- E-learning: self paced training
- Marketing design templates, helpful guides & calendars, and campaign & event assets
- Press Images and information
- Industry White papers
- Videos
- Brand Case studies
- Recorded webinars

The screenshot displays the HP Advantage Knowledge Center web application. At the top, there is a navigation bar with the HP Advantage logo and icons for Home, My Content, Favorites, and Reporting. A search bar is located on the right. Below the navigation bar, the 'FEATURED' section showcases four video thumbnails: 'HP Advantage Knowledge Center - Start Here' (06:22), 'Welcome to HP Advantage' (10:04), 'Welcome to the Tell Your Story Sales Kit!' (11:16), and 'Adventures in Print Book' (00:10). Each video includes the author's name and the number of views. Below the featured section, there is a filter sidebar on the left with 'Course Types' (Sales Introductory (7), Sales Advanced (8), Marketing Intro... (1), Marketing Advanced (2)) and 'HP Products' (L&P Case Studies (4)). The main content area displays '44 presentations' with a dropdown menu for sorting (date, title, most viewed). Three presentation thumbnails are visible: 'HP Advantage Knowledge Center -' (06:22), '2015-09-22 09:12 HPI Indigo\_BSK -' (1:30:51), and 'Tell Your Story Guide One: Congratulations!' (04:44). Each presentation includes the author's name and the number of views.





# Case Studies

## La Catrina, keeping the spirits alive.



### The Challenge

- There are around 7,000 wineries in the US, but the market is dominated by just seven who claim 80% of the retail shelf space, leaving the rest to fight it out for the remaining 20%. How does a small wine distributor stand out from the crowded wine shelves.

### The Strategy

- Implement a creative packaging strategy for bottles. Rather than utilizing a 3" square printed label, be innovative and utilize the entire 360° bottle and enlist a well known local artist to create designs.



### The Results

- Available only to retailers in New Mexico, South West has sold 80,000 bottles of La Catrina the first two months.
- It has also fielded enquiries around the US.
- A...

## Forza Supplements looks to HP's digital print solutions to make their brand and labels shine



### The Challenge

- The graduated vignette in Forza's logo is difficult to reproduce using flexo and silk print production processes.
- Desire to produce on a silver substrate using white ink as base and deliver 4 color-process, plus additional spot colors.

### The Strategy

- Utilize HP Indigo digital solution to print on desired media and achieve specific color requirements with flexibility in package content design.

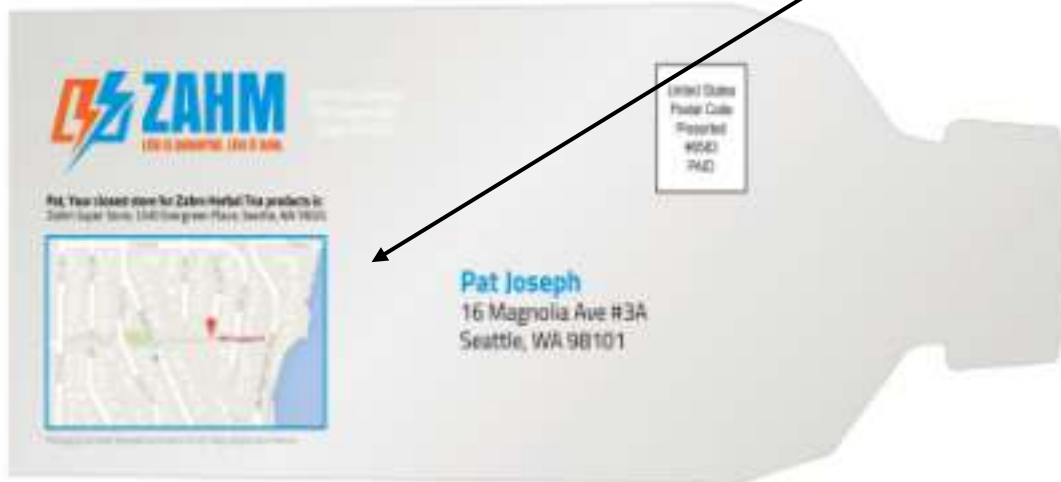
### The Results

- Using HP Indigo digital solution Forza is able to continuously review and adjust packaging based on customer response.
- HP digital printers have changed the development and packaging trial process allowing both the printer and the client to collaborate more effectively and produce labels in less time than traditional methods.



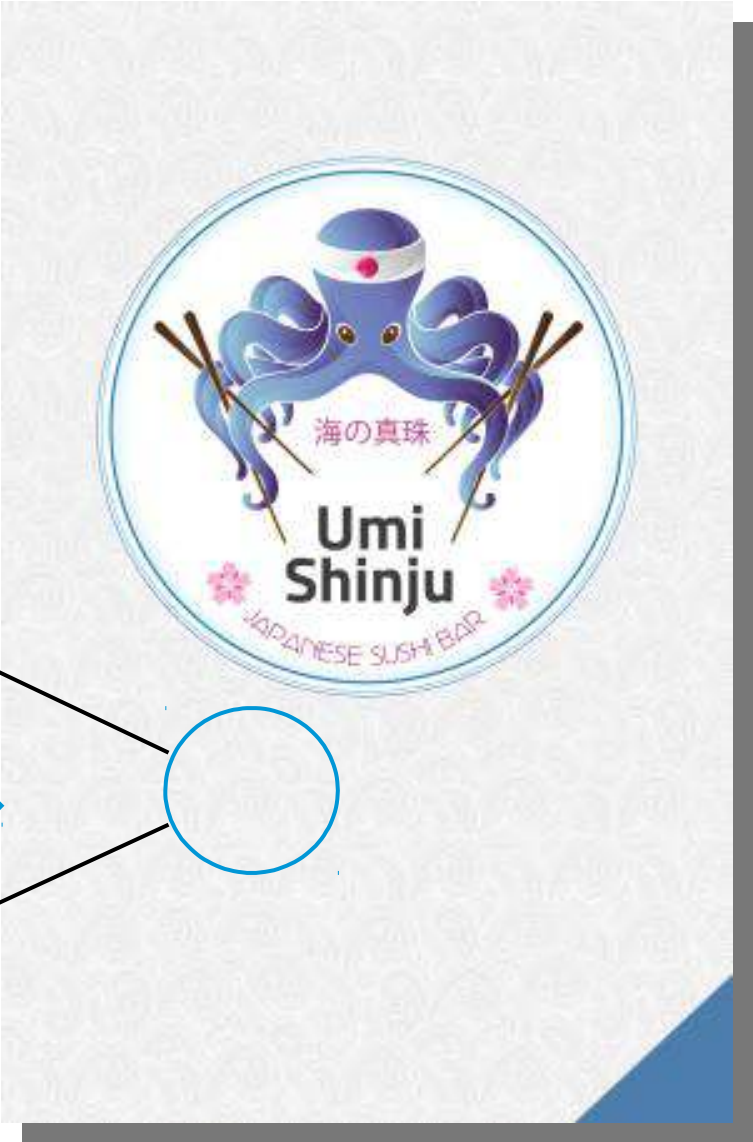
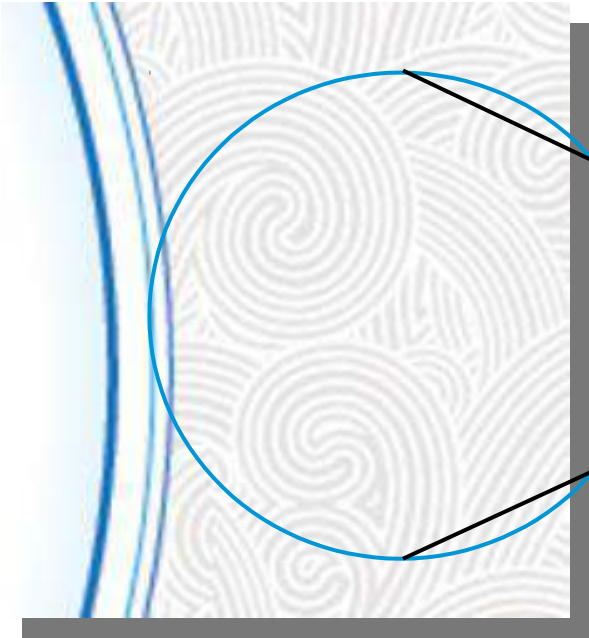
# Dimensional direct mail

- Utilizes full Indigo 20X29 sheet size
- Oversized and die cut to draw attention
- Roll-fold brochure mimics label on bottle
- Brochure folds out to 28" wide, with coupon
- Spec on silver pearlescent stock
- Areas of the pearlescent page are printed with white ink to emphasize and contrast the glistening effect of the substrate
  - White ink: Bottle cap, postal indicia, logo and geo-map





# Raised Ink sample





# UV Red Ink sample

- ✓ Personalized with UV
  - ✓ Front and back
- ✓ Ticket real life example



# Pink Ink sample

Pink ink

- ✓ Personalized for:
  - ✓ Name
  - ✓ Seat
  - ✓ Date
  - ✓ barcode



**Pink Umbrella and the Rainmakers**

Live at the  
**Grand Music Hall**  
**October 27th**  
**Thursday, 8PM**  
Doors open at 7pm



Grand Music Hall - Live Concerts  
443 Grand Ave, Los Angeles, CA 90007

010272016-ROW-A-SEAT21-PREMIUM

Entrance restricted for use only by person named below.  
Please bring a valid form of photo identification.

**Valid for: Jeremy McAllister**  
Row A, Seat 21, Premier Ticket  
\* ticket includes back stage access

**Ticket is non-transferable.**




# Higher Education samples

- ✓ Three versions
  - ✓ Music
  - ✓ Engineering
  - ✓ High tech
- ✓ Focus on:
  - ✓ The degree type
  - ✓ What can you do in the city based on the degree
  - ✓ personalization

Theresa,  
See how different life can be with a college in the heart of downtown Seattle.

- 28 Music venues
- 3,358 Restaurants
- World-renowned Seattle Orchestra
- Over 40 state parks

And so much more ...



**CITY COLLEGE UNIVERSITY**


Theresa, we've got your major! City College has a highly regarded **Music Program**. With world-renowned faculty that still perform nationally, a vibrant local music scene and the newly renovated State Theater—we think that City College University would be your perfect fit.

Theresa Rubenstein  
7408 28th Street  
Apt 1808  
Palo Alto, CA

**What a difference a city makes.**

**CITY COLLEGE UNIVERSITY**

Not just a school but a way of life. So much to offer.




## City College - so much music ...

**Moe's Jazz Club**  
For over 70 years (1943-1953) Club has hosted some of the world's most famous jazz performers.


**State Theater**  
Newly renovated in 2015, our theater draws international music performers. It also houses City College's School of Music—giving you constant access to music that will inspire you.

**Elbow Room**  
An intimate club where small bands and local acts perform nightly. Or perform yourself at their Open Mic night.

**Voxtel Stadium**  
Check out international and national touring bands at this hot concert venue.



**City College University**  
In the heart of downtown Seattle



**CITY COLLEGE UNIVERSITY**

Theresa, you've caught the attention of our faculty at the School of Music. Contact us to schedule a tour today.

**Experienced Faculty**  
Teachers that have real-life experience in the industry, and a network of professionals they can help you connect up with.

**Amazing Facility**  
Our newly renovated School of Music includes the latest in acoustic, recording equipment and comfortable practice rooms.

**Work Study Programs**  
Take advantage of our connections within the Seattle Orchestra and for your chance to connect and study with music professionals.

# White Ink sample utilizing NEON paper

- ✓ White ink on neon substrate
- ✓ Personalized
- ✓ 3 version based on gender
- ✓

Create your own  
personalized  
monster!







REINVENT YOUR  
POSSIBILITIES



Let's talk