

Region 17 Directory Project

The Future Moving Forward

The current plastic coil bound Region 17 Directory is a popular tradition for most Arabian horse members in Western Canada and in fact, across North America. Current distribution methods (boxes on member's horse trailers traveling to major Arabian horse events across North America) see the Region 17 Directory traveling far and wide and always met with excitement and anticipation. Most Region 17 members have their directory in their homes, offices or trucks for quick and easy reference.

The printed directory is popular and recognized as good advertising value for members. It is strictly a directory for members.

To have a digital version of the directory for online purposes is necessary today. The same files that are used for the Marketing Booklet can be used at no additional cost.

The psychology of advertising suggests that to eliminate the printed directory would not be prudent. It has been proven that there is greater retention of information from the hardcopy, printed word than from the digital equivalent. To have a directory in its current hardcopy form (printed coil bound version) makes good sense. To have the digital version on the website also makes good sense, once the member contact information is removed from the files.

The Marketing Booklets have never really gathered much traction. Simply providing a document that has club information and ads is not of much interest to clubs when going to trade shows or equine events.

Consider an alternative ... If the Marketing Booklet were to have an additional 8 or 12 pages added ... interesting information about the Arabian horse – history, hippology, articles about how to become involved with Arabian horses (leasing / buying/ sharing etc), how to join a club in your area, interesting facts about the Arabian horse, the many opportunities for the whole family to enjoy the versatile Arabian horse, the Gladys Edwards Brown picture etc ... and a new title –

A Newcomer's Guide to the Arabian Horse.

This new Guide could be made available to all Region 17 clubs to use as a quality handout for all occasions to the public; prospective new Arabian industry enthusiasts could be provided with an attractive and informative introduction to the Arabian horse. Of course, with ads and club information right there on adjoining pages, all the information a newcomer would need is right at their finger tips. The Newcomers Guide could / should become the most popular printed piece the Region could make available. It only makes sense that this Guide is also available online. Over time, the number of directories produced could be reduced to the number of members and the Newcomers Booklets could be increased to serve the needs of the Region (perhaps several thousand).

From a **financial perspective**, this useful new booklet should create demand for advertisers. The increased advertising revenue would easily cover the costs of the increased demand for a greater number of Newcomer Booklets and fewer Directories. With the lower production costs for the Newcomers booklets the end result should see an increase in the overall profit being derived from the Directory Project.

Attached:

- Neuroscience report on the effectiveness of print advertising when compared to the digital.
- sample cover for the Newcomer's Guide to the Arabian Horse

**2016
Newcomer's Guide
to the Arabian Horse**



**Region 17
Arabian Horse Association**

What Your Digital Campaign Is Missing, According to Neuroscience

Triggering an emotional response By Evan Tarantino

Sure, digital is the fastest growing category in terms of allocated U.S. ad spend, but there's one form of media that smart marketers are still obsessed with: Print. Print ads are better than both online and TV at increasing brand favourability and purchase intent, according to a Millward Brown meta-analysis of nearly 100 ad effectiveness studies. In other words, this research proves print's favourable attributes that every new media option is trying to tap into—namely trusted content, consumer engagement and validated sales drivers. Here are three more reasons why print advertising is a worthy investment.

1. Print ads drive higher awareness and recall



There's been a lot of scientific research on the print vs. digital debate. For example, **Temple University neuroscientists used brain mapping to discover that people were more likely to remember an ad and its context if they saw it in print as opposed to on a screen. In fact, the print-exposed group showed significantly higher activity in the area of the brain associated with reward processing and desirability**—an actual marketer's dream.

Furthermore, the MPA—the Association of Magazine Media recently released "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?," a whitepaper summarizing a wide body of research about how **consumers' brains process paper-based information differently from information transmitted on screens. The findings suggest that physical materials generate more emotional processing than digital media.**

2. Print increases ad effectiveness across platforms



It's a multi-channel world, and brands need to reach consumers across a myriad of print, broadcast and online platforms to deliver their messages effectively. Millward Brown's analysis found that the combination of print and TV outperformed digital and TV across all relevant metrics. More importantly, the print and TV combination actually gave digital and TV ad recall a boost. Thus, exposure to print and TV in ad campaigns improved consumers' ability to correctly associate the advertised brands with their respective digital advertising messages.

3. Publishers guarantee that print ads generate increased brand sales and positive ROI



Yep, you read that right. Last October, MPA—the Association of Magazine Media introduced the Print Magazine Sales Guarantee. This guarantee assures that print advertisers will see increased brand sales and positive ROI for qualified print campaigns, or their money/space back. To qualify for a campaign, the products and brands must have trackable third-party data, and the advertiser must buy a minimum of 150 GRPs within one magazine media company over 12 months, which must reflect an increase in business. Time Inc., Hearst Magazines, Condé Nast and Meredith Corp. have all conducted similar programs over the past several years, with positive results. For example, ads for the initial brands in Meredith Corp.'s program, Kimberly-Clark and Tyson Foods, helped achieve a sales increase of between 2 percent and 47 percent with an ROI of \$7.45 for every \$1 spent.

From increased awareness and recall to increased digital ad effectiveness, print advertising still plays a vital role in executing successful campaigns. And the industry-wide money-back or space-back guarantee certainly doesn't hurt. If science and advertising have one thing to say: Print is far from dead.

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