PRINT IN A DIGITAL WORLD 2017
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The relationship between brands and consumers has changed dramatically. Consumers engage with your brand wherever, whenever and however they want. In this connected world you have to be a strong storyteller and understand how to merge marketing, content and technology in bold and exciting ways.

Historically, two innovations have transformed the way we communicate. The first is the Gutenberg Press, the second is the Internet. Today we are in the midst of the next communication revolution, where borders no longer exist between print and digital. The possibilities are nothing short of extraordinary.

Brands are creating immersive experiences, bringing together the tactile nature of print and the technological wonders of digital. 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, lights up the night and can even be a snack. Print in a digital world connects on an emotive level in ways that weren’t possible before.

We have scoured the globe to bring potent examples that will inspire you to find your own marketing nirvana. Enjoy the ride, things are about to get interesting.
CREATING IMMERSIVE EXPERIENCES

From 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.
TOYS “R” US

Toys “R” Us mascot Geoffrey is back and he’s brought along some friends. Last year’s “Great Big Toys ‘R Us Book of Awesome” is the largest issue Toys “R” Us has ever produced and includes interactive elements for the first time. Downloading the new Geoffrey Shuffle app unlocks eight special augmented reality spreads, including fun games and content to engage with.

LACOSTE

To celebrate the launch of the LT12 collection, Lacoste created an interactive book that explores the history of tennis and how this sport influences the Lacoste approach to style. The Lacoste LT12 mobile app brings the book’s content to life with a collection of short videos and an augmented reality experience.

RECORD BANK

Belgian financial institution, Record Bank, is taking the hassle out of making a car purchase with their new mobile app, “Get the Car”. This app allows users to scan any automotive print, television, radio or billboard ad to instantly receive a car loan quote. Users can specify different parameters for the loan and book an appointment with their nearest Record Bank.
GARAGE

The fall/winter edition of Garage magazine contains a special augmented cover featuring Willow Smith and Kendall Jenner. Scanning the cover using Snapchat unlocks various unique content using exclusive lens filters. In collaboration with anti-cyberbullying campaign #BeCoolBeNice, users can get creative and change the look of the cover, then share that content with friends.

CANADIAN TIRE

Canadian Tire made an impact with their first traditional catalogue in over a decade. Their massive 200-page “WOW Guide” showcases more than 1,200 items and contains a huge array of connected digital content. Used in conjunction with their retail app, users can scan images within the catalogue for additional product information, how-to videos, reviews, in-store supply and online shopping.

THE NEW YORKER

The New Yorker’s May Innovators Issue includes augmented reality content on the front and back covers. The “On the Go” interactive covers were created by artist Christoph Niemann and feature a yellow-and-black subway car and city skyline landscape that comes to life.
**UNICEF CANADA**
UNICEF Canada partnered with Google Cardboard to create a virtual reality film that allows users to experience life in the Za-atari refugee camp in Jordan. “Clouds Over Sidra” shows how survival kits such as clean water and vaccines are vital. Using Google’s open source platform, UNICEF Canada was able to create a low-cost, fully immersive experience.

**STAR WARS**
To create hype around the release of Star Wars: The Force Awakens, Disney created a virtual reality experience for Google Cardboard, transporting the user into the fictional region of Jakku. The user transforms into a secret agent and is immersed in a stunning virtual reality, which unfolds in a series of story-driven missions.

**THE NEW YORK TIMES**
The New York Times has partnered with Google Cardboard to deliver over one million virtual reality viewers to home delivery subscribers. Their first film, “The Displaced”, follows the lives of three refugee children from South Sudan, Eastern Ukraine, and Syria.
Grey Goose

Targeting the ever discerning and aspirational urbanite, Grey Goose launched a new content platform, Spirit by Grey Goose, that elevates its lifestyle content to engage, entertain and inform.

To extend the print experience to digital, Grey Goose leveraged the magazine editorial to create a mobile-friendly website. They used social media to drive content engagement and leveraged sponsored content on Toronto Life and FASHION Magazine to extend the content’s reach.
FARGO WOOLENS

New Zealand's online streaming service NEON decided to get quirky to promote the second season of Fargo. In exchange for a NEON subscription, users could get access to Fargo Woolens - a darkly humorous collection of knit sweaters, mittens and hats. The integrated campaign was a huge success with NEON securing a record amount of subscriptions.

HOUSE OF CARDS

Netflix decided to take advantage of the political climate as the 2016 US Presidential election campaign kicked into high gear. They developed a marketing campaign supporting a new candidate, Francis J. Underwood from the wildly popular House of Cards series. Anchored by the cheeky #FU2016 hashtag, the fully integrated campaign included various print, digital and social elements.

BURGER KING

To promote the UN's International Day of Peace, Burger King proposed a collaboration with McDonald's to create the most iconic burger ever, the McWhopper. Burger King placed a full-page open letter to McDonald's in the New York Times and the Chicago Tribune, inviting McDonald's to visit mcwhopper.com. The site hosted the full peace proposal, along with packaging concepts and recipe ideas. While McDonald's chose not to participate, other companies including Denny's, Wayback Burgers and Krystal joined forces to promote the cause.
L&P M

People only read an average of about two books a year in Brazil. To promote reading, Brazil’s biggest pocket book publisher L&P M Editores created a collection of small paperbacks, using some of its most popular titles, that also work as subway tickets. The book cover was embedded with RFID cards that were readable by the turnstile scanners at the subway entrances. Each book came with 10 free tickets that could be recharged again online.

WHISPER

In India, menstruation is treated as a shameful curse. To discourage, and debunk many of the myths associated with menstruation, Whisper launched an integrated campaign to empower women, and defy certain traditions and taboos, including ‘touching the pickle jar’.

REI

In the retail world, REI did the unthinkable. During last year’s Black Friday, once deemed the holiest day of shopping, the retailer closed its doors and paid employees to #OptOutside. The campaign launched with a print ad in the New York Times and was amplified using online ads and an #OptOutside meme generator.
TOMMEE TIPPEE
Baby brand, Tommee Tippee, is helping new parents deal with the abundance of unsolicited advice they receive. Their #ParentOn integrated campaign gives new parents baby wipes made from a recycled mix of parent books, magazine articles and blog posts.

NHS BLOOD AND TRANSPLANT
Last year, NHS Blood and Transplant launched their Missing Type campaign where major brands removed the letters A, B and O from logos to emphasise the absence of donors for those blood types. The integrated campaign spanned 21 countries and included various brands including Microsoft, Marmite, Tesco and Google.

PERSIL
Persil’s “Dirt is Good” campaign shocked everyone by highlighting that children now spend less time outdoors than a prison inmate. The campaign, which runs in 78 countries, uses print posters, direct mail and hard-hitting emotional video interviews with inmates to get parents involved in resolving the issue.
BRIDGING THE GAP.
The emergence of new channels and technologies are creating new opportunities for marketers. Virtual reality and augmented reality are bridging the gap between print and digital like never before. Downloadable apps can be easily introduced to individual campaigns, while more sophisticated brands are integrating these technologies into their own mobile platforms.

SEQUENCE MATTERS.
More and more twists and turns are being added to the consumer journey. To avoid getting lost, it’s imperative marketers understand how consumers are moving simultaneously between devices. This is key for developing an effective communication strategy across multiple touchpoints. Changes in both frequency and sequence can have a huge impact on how consumers interact with your brand.

EXCITING THE SENSES.
From smartphones to desktops, tablets to wearables, we live in a world full of real-time digital experiences. To make a real impact, content has to live beyond swipes and taps. It has to make a deeper sensory connection.
The beauty of print is that you can reach out and touch it, and now you can even eat it. It's about more than paper and ink. Print advertising is a fine art, bringing together craftsmanship, design and storytelling in a way that engages and inspires.
VOLKSWAGEN

Volkswagen celebrated the GTI’s birthday with a printed book entitled “Eat the Road”. The book features beautiful images of roads from all around the world that are so beautiful, you’ll get hungry for more. And that’s okay, because the reader can peel away edible sections within the book for a snack.

MERCEDES-BENZ

The Mercedes-Benz G-Class is made for exploring unchartered territories. It’s for the adventure-seeking driver, who is excited by the idea of never knowing who or what may cross their path. The Mercedes-Benz “Tribal Report Guide” equips drivers with a stunning and informative description of indigenous tribes around the globe, along with helpful tips on how to navigate through their beliefs and customs.

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SAKS FIFTH AVENUE
The Saks Fifth Avenue print magalog is coveted by fashionable shoppers everywhere. The magalog brings together content and commerce beautifully with pages upon pages of high quality editorial and curated collections sold at the store.

TAM AIRLINES
To celebrate the anniversary of its Milan to São Paulo route, Tam Airlines decided to get personal with its passengers by creating personalized onboard magazines, called Ownboard. Facebook Connect was leveraged during the online purchase process to access information about passengers’ friends, likes, places and photographs. This information was used to generate a customized magazine for each passenger and placed in their seats.
**IT'S NOT OK**

New Zealand's It's Not OK launched a campaign to raise awareness of domestic violence in affluent homes. Their "Paradise Hill" campaign includes a four-page feature in Homes Magazine, highlighting the fictional Ashworth family in their modern home. Clues are left throughout the spread insinuating domestic abuse and to remind the reader that family violence can affect any household.

**NORWEGIAN AIRLINES**

Leveraging the power of real-time marketing, Norwegian Airlines is hoping to turn heartbreak into bookings with a new tongue-in-cheek advertising campaign. Just days after the separation announcement of Angelina Jolie and Brad Pitt, the airliner ran an ad with the headline "Brad is single", to promote their one-way ticket price to Los Angeles.

**METRO**

As the largest fish retailer in Europe, METRO prides itself on providing customers with the freshest selection possible. To prove this promise of freshness, they launched their "Daily Catch" campaign. Fish is wrapped in the daily newspaper of the location it was caught, and a sticker reveals the fishing date.

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JOE FRESH

FASHION Magazine partners with Canadian retailer Joe Fresh on its September 2016 cover featuring supermodel Karlie Kloss. Via an editorial-driven eight-page cover gatefold and second cover, FASHION has executed a first of its kind branded integration spanning both print and digital platforms. The extended cover gatefold, which includes FASHION directed original photography of five Joe Fresh looks, opens up to a second cover featuring Karlie Kloss.
RAISING THE ROOF

Raising the Roof, a Canadian non-profit organization working to end homelessness, created a fake billboard announcing a new homeless shelter in Toronto’s trendy Leaside neighbourhood. This billboard included a hidden camera, capturing people’s reactions and a phone number to ask questions or express concerns. The stunt helped raise awareness on homelessness in Toronto.

NANDO’S

The Restaurant Nando’s is perhaps most famous for its unique PERi-PERi sauce. To symbolize the fact that the PERi-PERi spice is what binds the Nando’s community together, the restaurant launched the PERi-THREAD – a piece of cotton yarn infused and dyed with PERi-PERi spice. The introduction of the thread was announced in a unique direct marketing book.

DREXEL UNIVERSITY

School spirit can be lacking when students are learning online rather than on campus. Drexel University’s online programs wanted to create a sense of community by sending out a Welcome Kit to new online students. This Welcome Kit was an interactive piece that would build Drexel pride and bring a more human connection to online learning.
PEQUENO EDITOR
To educate children and promote environmentalism, Argentina's Pequeno Editor published a biodegradable book that grows into something special. Using a special print process, each page was embedded with Jacaranda seeds. Children could plant the book in soil and see it eventually grow into a full-size Jacaranda tree.

PÚBLICO NEWSPAPER
Portuguese newspaper, Público, commemorated the first anniversary of the Charlie Hebdo attack with a direct mailbox containing 50 red pencils tied together in the shape of a stick of dynamite. The piece was delivered to specific media outlets around the world, each containing the message: 'In the battle for free speech, every drawing counts. Keep drawing.'

TALWAR BINDI
Millions of women across rural India suffer from breast cancer, fibrocystic breast disease and complications during pregnancy. Most cases are linked to an iodine deficiency. To combat this, Talwar Bindi developed an integrated campaign that included a bindi, a traditional symbol of beauty that women adorn on their forehead, that doubles as an iodine patch.
**LAND ROVER**

Valued *Land Rover* drivers in China were sent a handmade, personalized direct marketing scroll. The 2.8-meter scroll, when unfurled, illustrated the journey from city to mountain top, emphasizing that Land Rover drivers can conquer all terrains.

**ANDY WARHOL MUSEUM**

Everyone loves a fun scavenger hunt, especially an Andy Warhol fan. To promote a new exhibit, *The Andy Warhol Museum* published several beautifully produced books and hid them throughout the Pittsburgh area. Clues to their location were revealed through social media. When all of the books were returned to designated places on a large bookshelf in The Warhol’s entrance, they completed an image of one of Andy Warhol’s iconic works.

**3CORAÇÕES**

3Corações extra strong coffee flipped the idea of bedtime stories upside down to create a book of “Awake-Time Stories”. The book contained 16 original scary stories, printed on detachable coffee filters that dissolve into a cup of extra strong coffee when boiling water is poured over them.
SWIPE

Targeting London’s hip millennial audience, Swipe is a free magazine offering the best of the internet in print. Swipe curates articles and photos from online media partners and prints them as a news and lifestyle magazine.

ESPN

To honour the man who didn’t play by the book, ESPN transformed a Rules Book into a platform to praise the playing career of Kobe Bryant. ESPN completely transformed the NBA’s Rules Book using paint, illustration, stencil and needlework. Each page represents an important moment of Kobe’s career, such as his 81-point game and his 5 championship rings.

OGILVY & MATHER

With the expiration of the publishing copyright of Adolf Hitler’s Mein Kampf in 2016, Ogilvy & Mather worked with nonprofit group Gesicht Zeigen!, to reclaim the conception of the words ‘Mein Kampf’ in an effort to combat right-wing extremism and intolerance. The book, “Mein Kampf Against Racism”, spotlights 11 diverse individuals who have fought against xenophobia and injustice.
**ABRAXAS**

To celebrate the launch of its ultra-premium ale, Abraxas, SAB Miller published a print ad with a hidden message that could only be revealed by using the flashlight on your smartphone.

**FROG BOX**

Frog Box is a service that provides movers with green plastic boxes that are returned after use. To promote their service, Frog Box created a three-part ad series that pointed out the flaws of packing with cardboard boxes.

**PIRAN & PORTOROZ TOURIST BOARD**

Every year on St. George’s Day, the Piran & Portoroz Tourist Board organizes a festival to honour the famous salt produced in the region. To promote the festival, the tourist board created a print ad that required a bag of salt to reveal a message celebrating Piran & Portoroz culture.
RENAISSANCE OF CREATIVITY.
Brands that excel at storytelling are likely to grab consumer attention regardless of channel. Telling a story takes more than just words. It’s about making a connection on a personal level. That’s where the power of print comes in, you can hold it, smell it, and yes, even eat it. Print amplifies your digital content, helping you connect on a deeper level.

RISE OF HUMAN BRANDS.
Now customers are looking for brands to take real, meaningful and even painful actions to make their lives, and the world we share, a better place to live. Creating a connection takes more than the right price point, brands need to be accountable global citizens.

MAKE YOURSELF USEFUL.
Now print advertising can go further than the recycling bin. Sure, it delivers a brand message but once that has been received, what happens next? Whether it transforms into a much needed cup of coffee, grows into a tree or acts as a nutritional supplement, print has the ability to work harder and leave a lasting impression.
We can’t think of ink and paper in the same way anymore. It illuminates. It saves the environment. It excels in the digital world. And most importantly, it creates deep connections with consumers. Today, print is anything but traditional.
PARLEY FOR THE OCEAN
Adidas partnered with the conservation organization Parley for the Oceans, to design a shoe made almost entirely of trash from the sea. The sole features sustainable cushioning, and the upper is 3D printed using materials reclaimed from illegal deep-sea fishing nets and other waste pulled from the ocean by the Sea Shepherd Conservation Society.

TACTILE BOOKS
The University of Colorado Boulder, in partnership with the Tactile Picture Book Project, developed customizable and inclusively designed tactile 3D printed picture books for children with visual impairments. These books replaced specific words with 3D figures embedded directly into the page.

AIRBNB
AirBNB highlighted the magical side of Paris by creating a video using a custom-built 3D zoetrope that showcased various Paris locations. Each of the 680 characters, and countless other tables and chairs, were individually 3D printed and hand-painted to bring a whimsical scene to life.

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ING launched an ambitious project to create artwork based on the work of Dutch artist Rembrandt. The project, entitled "The Next Rembrandt", uses 3D printing and a dataset of over 168,000 painting fragments to create its own masterpiece. Using deep learning algorithms and facial recognition techniques, this project showcased what data and technology are capable of creating when working together.
MCDONALD’S

McDonald’s is always trying to put a smile on their customers’ faces (smiles are free, after all). In Sweden, they launched a promotion that invited kids to turn Happy Meal boxes into virtual reality headsets called Happy Googles.

In the Netherlands, McDonald’s introduced a high-tech tray liner printed using conductive inks. The tray liner transforms into a personal music production station. With a smartphone, users can create music using in-house produced audio loops, synths, and musical effects.

PIZZA HUT

Last year, Pizza Hut created a cardboard pizza box that transformed into a movie projector powered by your smartphone. This year, they followed up with a playable DJ deck. Users can mix, scratch and release their inner DJ by tapping and sliding their fingers over controls printed with conductive inks.

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INTERMACHÉ

French supermarket chain Intermarché is doing its part to help France eat healthier. To reduce sugar intake, they developed a six-pack of chocolate desserts branded “Sugar Detox”. Each dessert cup contains less and less sugar, helping to reduce sugar intake by half.

Intermarché also created “The freshest orange juice” brand to ensure shoppers were getting the best quality juice. The juice name on the label is determined and printed using the exact minute the juice was made.

KINDO SHOP

Kid clothing boutique Kindo used the traditional bead maze toy as inspiration to develop the look and feel of their brand. From in-store installations to printed labels, receipts and stationary, the retailer incorporated fun, colourful geometric shapes with a modern twist.
Google

Google is using clickable digital posters to make it easy for people in the San Francisco Bay Area to vote in the Google Impact Challenge. The posters let people vote in real-time and are located in local restaurants, coffee shops, bus station shelters and food trucks.

KFC

KFC India has created a meal box that will charge your phone while you eat. While you fuel on chicken, the “Watt a Box” boosts your device with a built-in power bank and USB cable.

THE NORTH FACE

The North Face believes that you should “never stop exploring”. They captured this sentiment in a print ad that can be converted into a lamp powered by water. No need to stop exploring when it gets dark.
IMMUNIZE BC

Vaccinations are a controversial subject in Canada. Immunize BC, a branch of British Columbia’s Ministry of Health, developed a direct mail campaign that illustrates the dangers of non-vaccination. The campaign consisted of a postcard printed with UV-sensitive ink that, when exposed to light, instantly “breaks out” into dozens of measles-like red dots.

OPEL

Opel promoted their new LED Intellilux lights by creating a series of print ads that hid the benefit of their product. Using reflective ink, the complete ad is only revealed when a picture is taken with a flash.

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THALYS TRAIN NETWORK

The Thalys Train Network captured the sounds from Paris, Brussels and Amsterdam and integrated them into three outdoor print posters. Each city was represented by over 1000 sounds, including overheard conversations, street musicians, language lessons and market sellers that can be heard through a headphone jack.

BATTERSEA DOGS & CATS HOME

Pet shelter, Battersea Dogs & Cats Home, launched its “Looking For You” campaign to boost support for the charity. The shelter used printed leaflets containing RFID tags that activated digital billboards as shoppers moved throughout the mall. The digital billboards engaged with people carrying the leaflets making it seem as though Barley, an adorable former Battersea resident, was following them around.

VOLVO

Volvo gave out cans of spray paint in London to promote its IntelliSafe system that protects cyclists and pedestrians. When applied to clothes, bikes or specifically design campaign print posters, the Life Paint glows in the path of a car’s headlights.

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TRINITY MIRROR

English soccer player, Stephen Gerrard, is widely considered one of the greatest midfielders to ever play. To celebrate his career, English newspaper Trinity Mirror created an interactive print ad to commemorate his most famous goals. The ad, entitled Super8, connects to an audio device through conductive inks. When the audio device is placed on the edge of the page, pressing the printed soccer ball buttons triggers dynamic audio commentary for that particular goal.

AgIC

AgIC makes electric circuits more accessible to people of all ages and levels of experience by using conductive inks. AgIC showcased its experience at the Milan Furniture Fair, creating an exhibit of printed posters that transformed into lamps when the lights were off.

Audi

To promote the Audi TT revolutionary Virtual Cockpit, Audi created an augmented touch-based journey. Using conductive print, the brochure transformed into a smart surface, letting you explore every aspect of the virtual cockpit.
BREAK WITH TRADITION.
Thinking of print as ‘traditional’ is an old way of thinking. Ink is innovative. Consumers can camp at night, safely ride a bike and paint the next 3D masterpiece thanks to a printed piece. These are the types of interactions that are meaningful to consumers.

CHANGING THE WORLD.
From the environment and architecture, to retail and marketing, 3D printing has the ability to completely transform the way we think, create, interact and consume products. In marketing, we can use this technology to tell better, more relevant stories.

BRING IT TO LIFE.
Ink is no longer simple droplets on a page. Conductive Inks have the ability to bring anything it touches to life. While still in its infancy, many vendors are beginning to work on lowering costs to make this technology more accessible.
ABOUT US

St. Joseph Communications is spearheading transformational change by redefining the ways in which organizations connect with their customers. Our omnichannel marketing approach lets us build solutions and ecosystems anchored by people, technology and insight that intuitively merge all data and visual assets to create multichannel publishing solutions for all mediums. This gives marketers the opportunity to be more efficient at creating and grouping content while focusing on strategy and analytics. Through these solutions we can deliver the widest array of interconnected solutions across our Content, Media and Print groups. By redefining how brands develop experiences, we build sales, boost loyalty and create evangelists across all communications channels and technologies.

WE TRANSFORM THE WAY BRANDS ENGAGE WITH PEOPLE.