



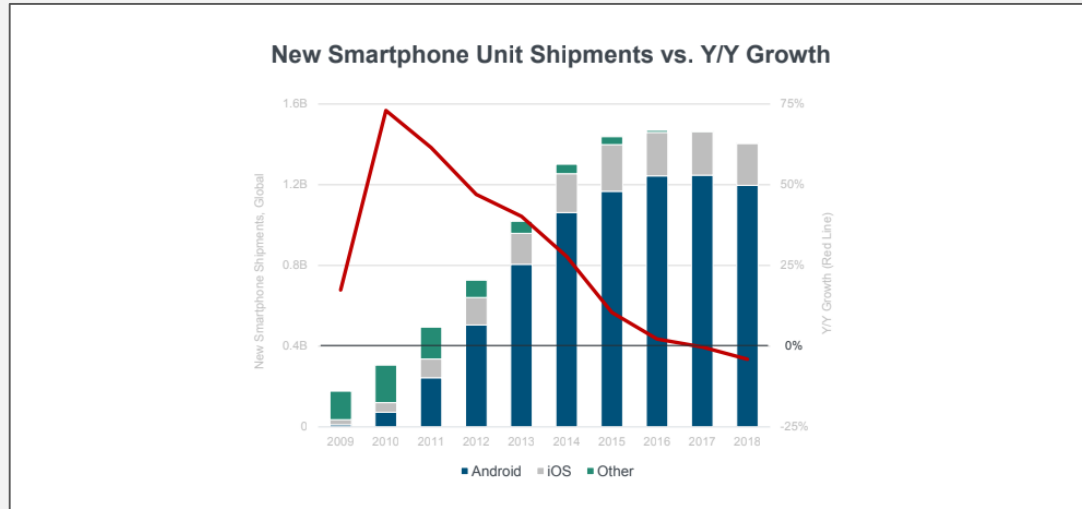
Zag

when
others
zig

Carl Kirby
Lauren Sutton

Waitrose Partner &
Marketing Manager (and print geeks)

Smartphone use has more than doubled in the past decade

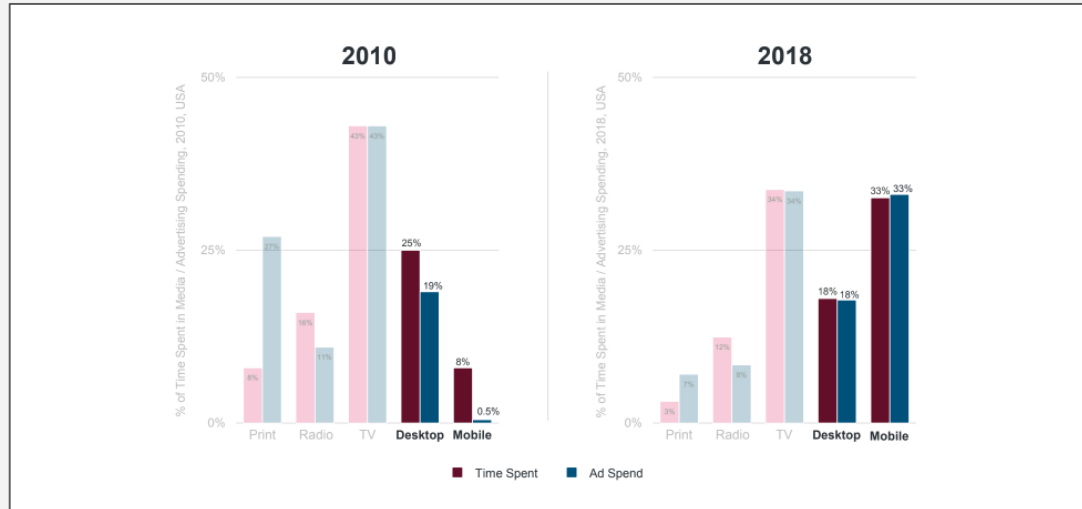


Global new smartphone unit shipments



Michael Sohn, AP © NBC News

The is reflected in advertising trends



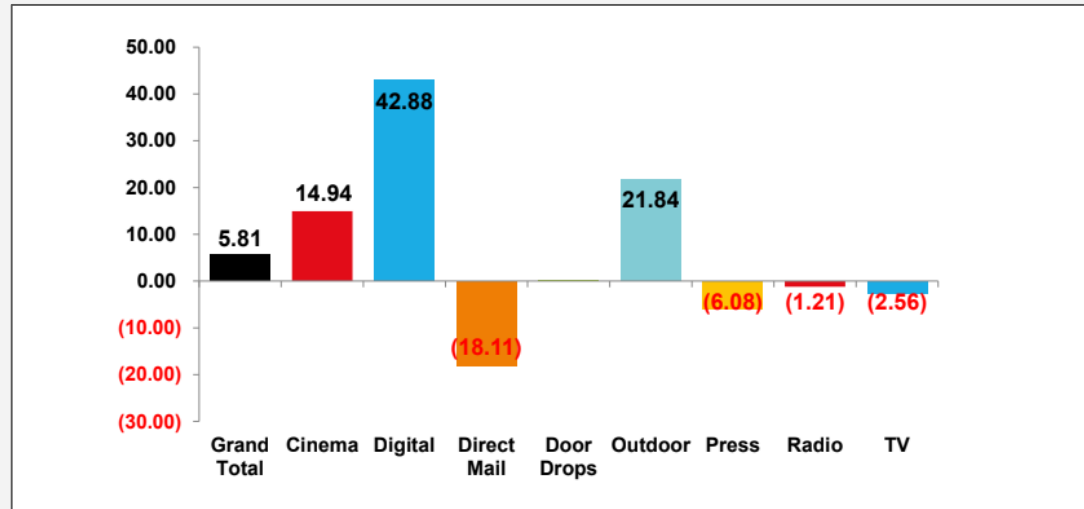
Time people spend with media vs money spend on media

IAB & PwC data for full year 2018 & 2010 © Bond Internet trends 2019

**This is the
new normal**



Investment in print has stagnated

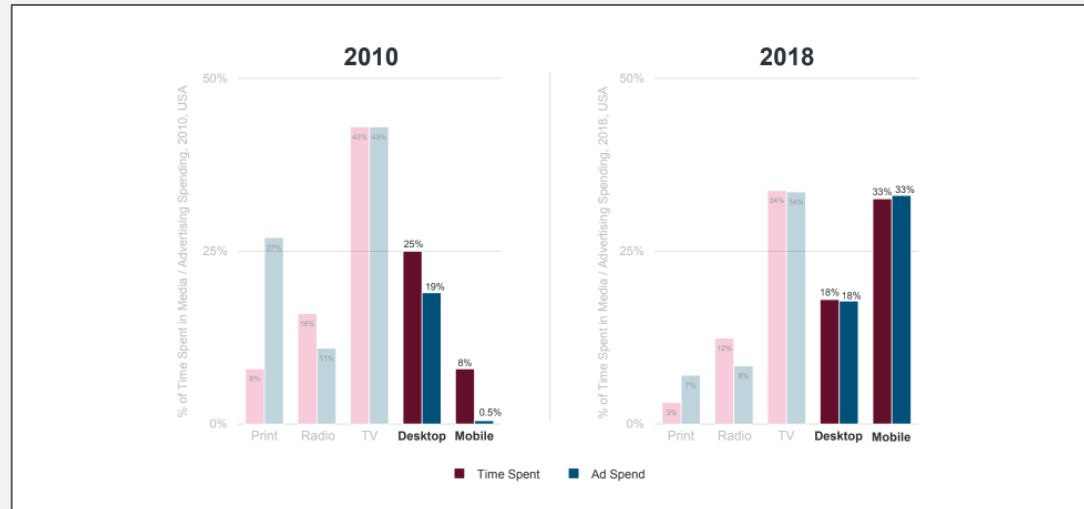


UK rolling 12 month media spend

A close-up, low-angle shot of a shower head. The shower head is dark and metallic, with a circular nozzle at the top. Water is spraying out from the nozzle, creating a misty, white cloud of water droplets. The entire scene is bathed in a deep blue light, giving it a monochromatic, ethereal feel. The background is dark and out of focus.

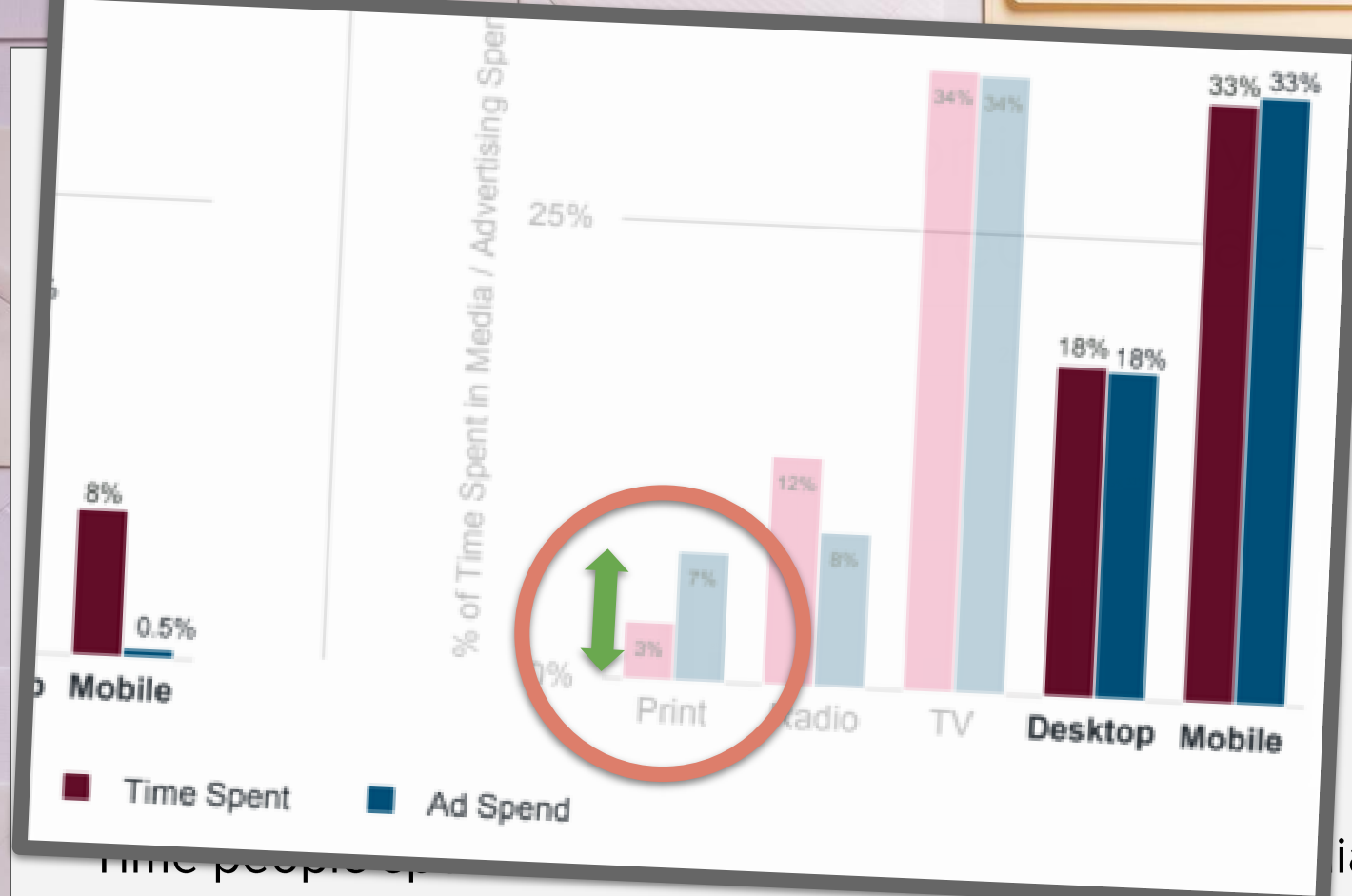
**Another
look**

While spend may have fallen, print is winning investment versus its reach

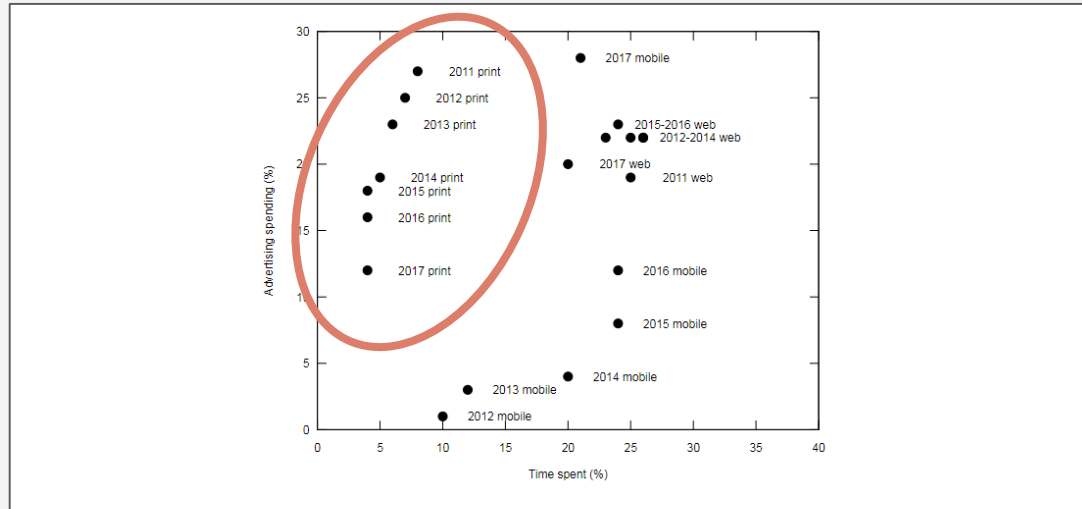


Time people spend with media vs money spend on media

IAB & PwC data for full year 2018 & 2010 © Bond Internet trends 2019



And pound for pound, print keeps on out-performing digital channels

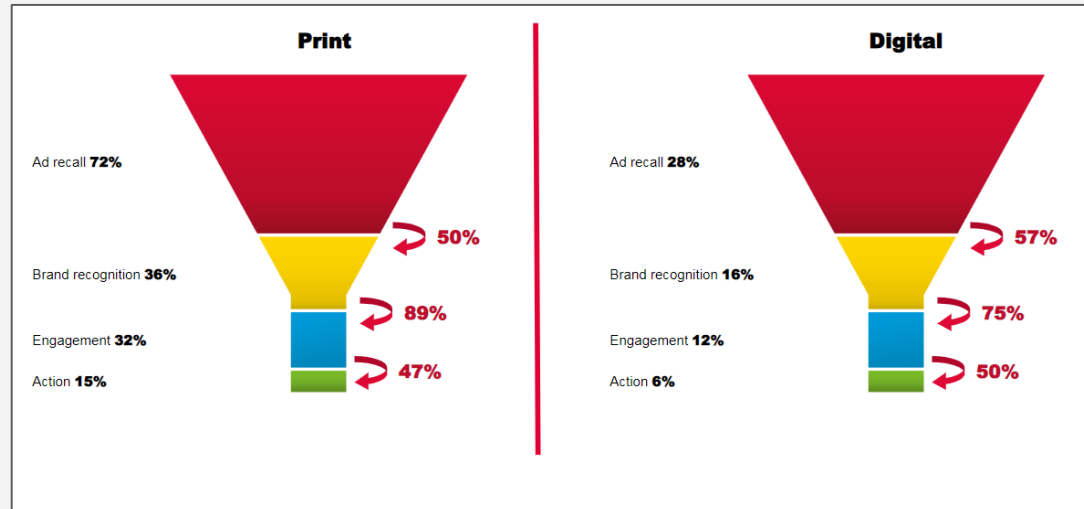


Time people spend with media vs money spend on media

Just a bit slow
to move on?

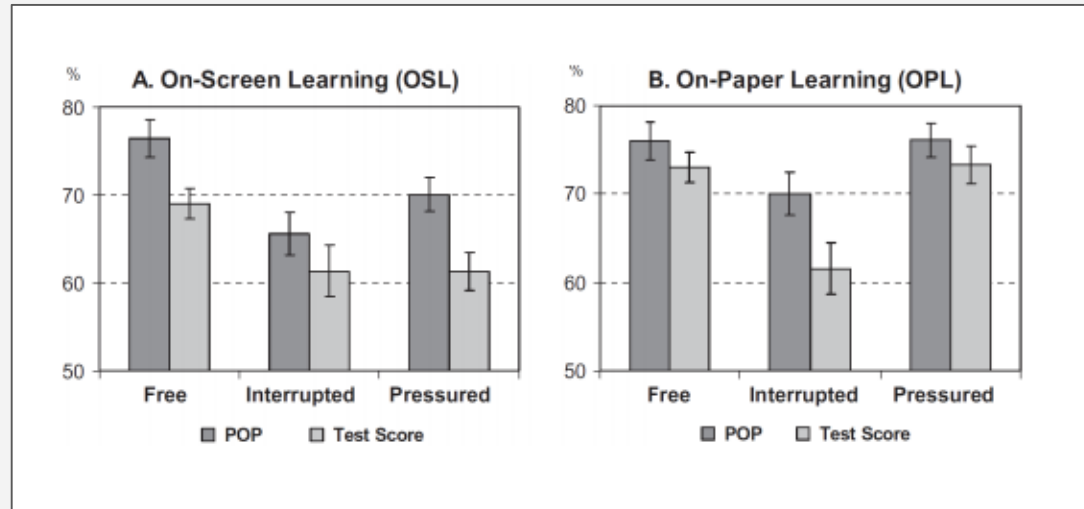


More persuasive



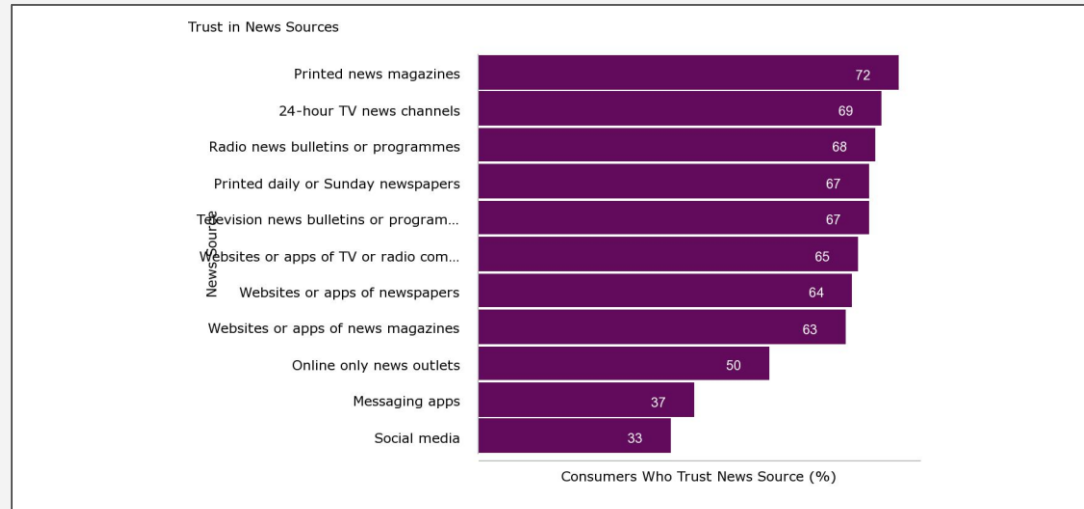
Print delivers more recall and response than digital ads

More effective



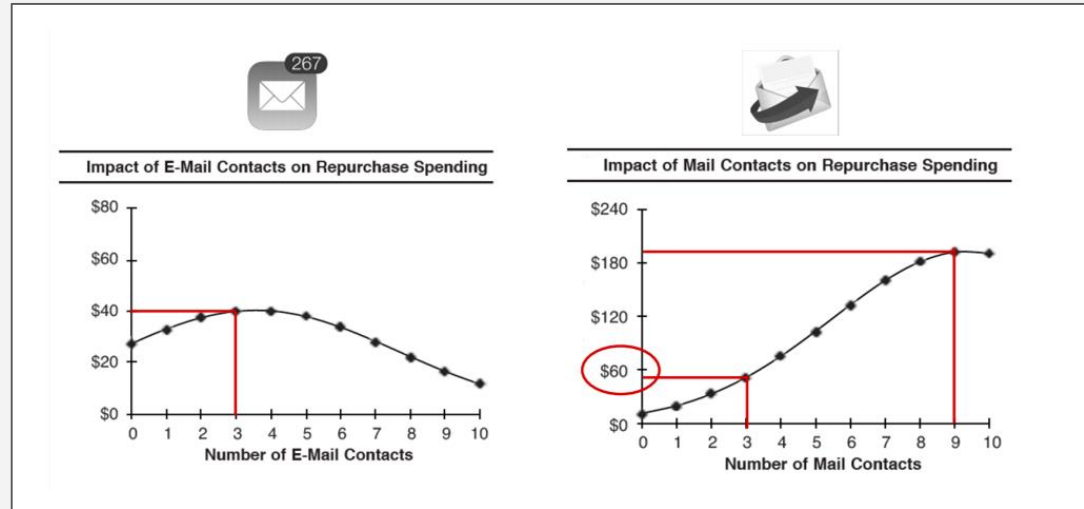
Reading from paper is more effective than from screen

Less distrustful



Print is more trusted than digital channels

Less saturated



Unlike email, print delivers compound 'interest'

Actually quite green



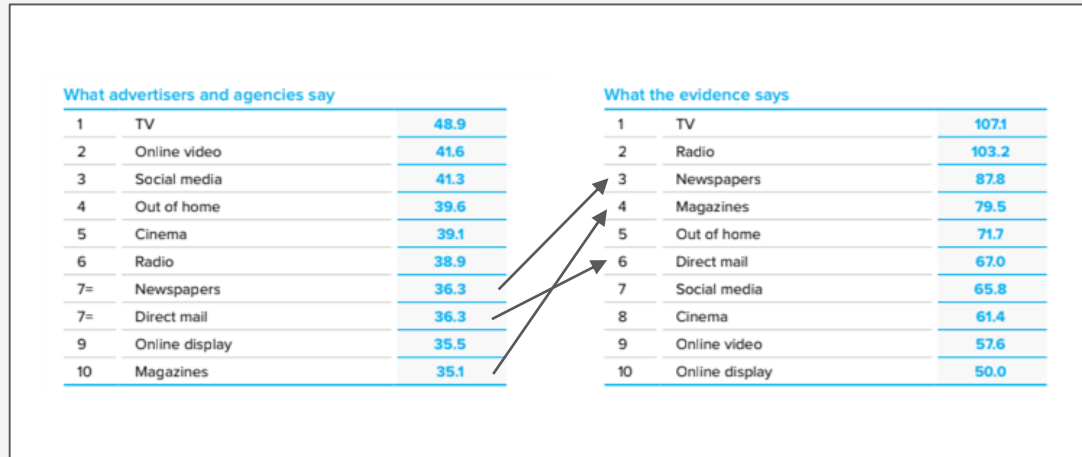
Reforested an area the size of Switzerland in ten years

*Two Sides 'Print & Paper Myths and Facts' 2018
David Maisel % Wired Magazine October 2019*

**But not
everyone
can see
the light**



Some of our peers seem to misjudge the power of print



Channel performance vs advocacy



Everything has beauty
But not everyone can see it

#GIVEPRESENCE @

Reframe the dialogue

A high-contrast, black and white photograph showing the long, dark shadows of two people walking on a paved surface. The shadows are cast from the upper left towards the lower right, indicating a low sun position. The pavement consists of large, rectangular tiles. The text "Get closer to the customer" is overlaid in white, bold, sans-serif font in the center of the image.

**Get closer to
the customer**

A person stands in a grassy field at night, holding a flashlight that illuminates the ground. The sky is dark and filled with stars, and the foreground is filled with green grass and some small flowers. The text "Understand why it works" is overlaid on the right side of the image.

**Understand
why it works**

**Focus on the
innovative**



A young child with short brown hair, wearing a dark blue and white horizontally striped long-sleeved shirt, is seen from behind, walking away from the camera down a wide, arched pedestrian walkway. The walkway has a light-colored wooden floor and is flanked by stone walls and large glass windows on the left. Several other people are walking in the background, some towards the camera and some away. The scene is brightly lit, suggesting daytime. The text "Have faith" is overlaid in white, bold, sans-serif font on the child's back.

**Have
faith**



**We have a
competitive
advantage**



But we
need a
narrative to
displace
myth, not
just hope
and facts

A black and white photograph of a rural landscape. In the foreground, two sheep are visible in a field of tall grass and wildflowers. One sheep is looking directly at the camera, while the other is facing away. The background features a dense line of trees, including a prominent birch tree on the left. The overall mood is peaceful and natural.

Thank you