

DYK
DID YOU KNOW SERIES

DIGITAL FATIGUE

REACHING MILLENNIALS
& GEN Z WITH PRINT



INTERNATIONAL  PAPER

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DID YOU KNOW?

According to a Pew Research Center survey of US adults conducted in July 2020, 55% of adult social media users said they feel “worn out” by the discourse in their social media feeds — an 18% increase from just 4 years prior.¹ We’ve also seen a drastic increase in remote

HOW TO REACH MILLENNIALS & GEN Z WITH PRINT

work caused by the pandemic, with a separate survey by Pew finding that more than a third of those who are now using video conferencing often are worn out by that, as well.² Taken together, these conditions of our current world are causing major digital fatigue.

OVERCOME DIGITAL FATIGUE WITH PRINT

Digital fatigue is not a brand new phenomenon. Even before the pandemic, the average person was bombarded with 605 emails per month.³ And according to the National Center for Health Research, 25% of adolescents believe that social media has a mostly negative effect on their mental health.⁴

But the news is not all bad. Digital natives like Millennials and Gen Z have responded to digital overload by setting boundaries with their devices — and turning to print for information they trust.

The Boston Consulting Group predicts that, on average, Millennials will increase their spending by more than 10% per capita in the next five years, and members of Generation Z will up their spending by 70% per capita in that same period.⁵ Additionally, Millennials are now making and influencing large purchasing decisions in the workplace.

Reach this group of consumers with print campaigns that are:



PERSONALIZED

We don’t just mean adding <First Name> to a direct mail piece and calling it a day. To truly leverage the power of variable data print, campaigns should use not just data but the *insights behind the data* to target the message and imagery to each individual recipient’s needs. Today’s technology allows us to cross-reference a buyer’s geographical location, marital status, household income, purchase history, and more to craft the ideal next step in their personal customer journey.



OMNICHANNEL

Yes, being online all the time is making us tired, but we haven’t thrown away our smartphones. Millennials and Gen Z still want the ability to engage with a brand or make a purchase on their terms — when they want, where they want. Make it easy for recipients to come back to your print piece at any time and start a conversation. pURLs, QR codes and augmented reality are all great ways to engage on digital platforms.



AUTHENTIC

Gen Z is the most ethnically diverse American generation yet. They value inclusivity and equality, and, according to research by Forrester, they’re vocal about losing trust in brands for not telling the truth.⁶ To connect with these conscious consumers, make sure your marketing is intimately linked with your organization’s purpose so that you can communicate about it honestly.

SOURCES

¹ <https://www.pewresearch.org/fact-tank/2020/08/19/55-of-u-s-social-media-users-say-they-are-worn-out-by-political-posts-and-discussions>

² <https://www.pewresearch.org/social-trends/2020/12/09/how-the-coronavirus-outbreak-has-and-hasnt-changed-the-way-americans-work>

³ <https://www.compu-mail.com/statistics/25-direct-marketing-statistics-for-2020>

⁴ <https://www.center4research.org/social-media-affects-mental-health>

⁵ <https://www.bcg.com/publications/2020/how-marketers-can-win-with-gen-z-millennials-post-covid>

⁶ <https://go.forrester.com/blogs/reaching-gen-z-starts-with-understanding-their-truths>

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