

Image improvement for the printing industry using social media

The printing industry has been struggling with the problem of image for a long time. For many young people today, printing is seen as outdated in the structures of work, as an insecure job due to the veil of digitization, as unsustainable or worse, the printing industry is not even noticed by this target group. Yet print is simply everywhere and simply omnipresent. Young people lack the awareness of these things. Without print there would be no guidance systems, without print we would be blind, and without print the world we know would sink into chaos.

What could be the reason for this?

My team, consisting of Sedef Kasim and me Kevin Gnabry, thought about how to approach this topic and to get to the bottom of the causes of this phenomenon. We have come up with interesting and conclusive results, which we have pursued through reflection and careful research.

An interesting point was that many young people had prejudices that were fed by the internet. Negative headlines about the printing industry deter young people from taking a closer look at the subject. Another finding suggested that young people's usage behaviour played a decisive role in determining how they view and influence opinions. Studies such as the Shell Youth Study, for example, have shown that 93% of young people in Germany use the Internet every day. In addition, about 73% use social media and stream content themselves and emulate their role models. More than half of them can be influenced by social media in their opinions and values. People apply for jobs via the Internet and companies that are strongly represented in social media are considered transparent and trustworthy. According to the Shell study, young people want to have a work-life balance because leisure time is now almost more important than just money. The working climate must be right. Influencers on social media are followed and listened to. This can be explained by the fact that these people have helped themselves to fame by their own efforts and now have influence on society. Therefore the opinion of influencers is important for young people.

The usage behaviour and the values and views have obviously changed. The increase in information acquisition and the rapid technological leap mean that companies and people who do not react quickly enough to change, are being wiped out by the digitalisation wave and are falling by the wayside.

But the printing industry is dependent on young people. In a report by the BVDM (German Printing and Media Industries Federation), it has been proven that the quality of products suffers the scarcer the staff, which in turn causes a reluctance to buy products among recipients and leads to a downward spiral in the opposite direction.

Based on these facts, we decided to link Influencer to the printing industry in a campaign.

By splitting Influencer into clusters to find out which influencers were possible and which of them overlapped in print.

Graphic

Our research has shown there is infact an overlapping between Influencer and print.

Since a couple of years Influencer publish their own Books. Where they teach how to cook, craftingbooks or they even publishing books about their life and how they made it to be successful. Best examples for such Influencers are Jojosawa and Montana Black. Companies like CPI in Germany are specialized in this new Sector. It is a growing market. These Books were printed digital and on demand.

These books are besstselling Products and they were bought by the young people we want to attract with this campaign.

On the basis of surveys in the closer environment we have created personas that come from different environments. Mainly young people between 18 and 25 years, people who use social media. Scenarios were analysed and played out.

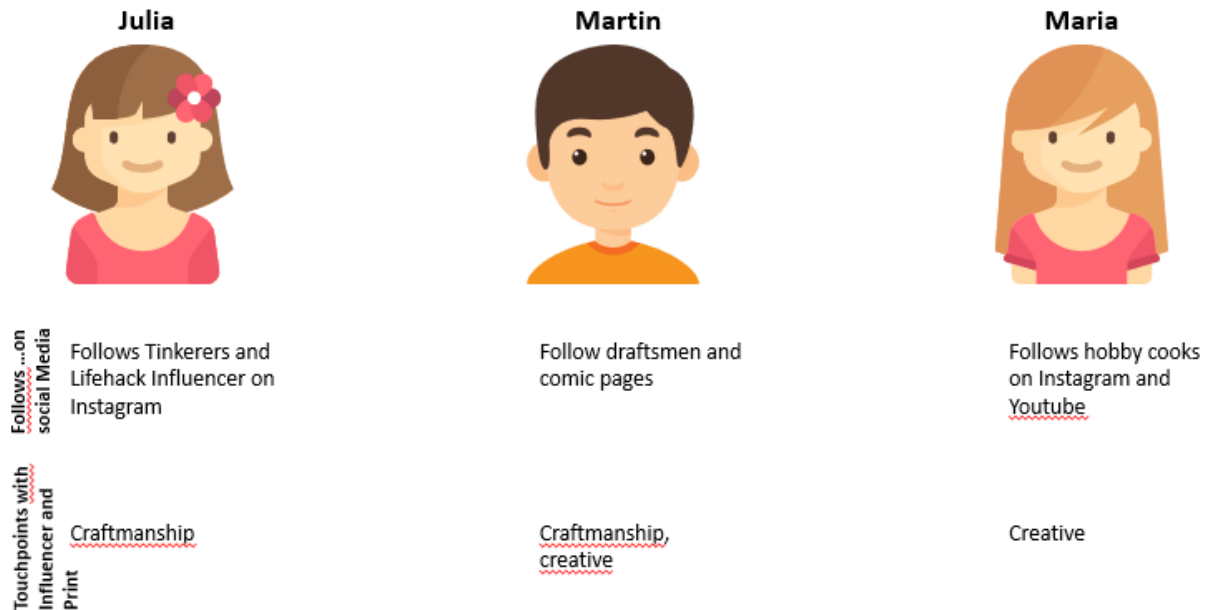
Targetgroup analysis

	Julia, 21	Maria, 24	Ahmet, 18	Martin, 19
				
Job	Looking for a Job Has an Degree in Chemistry	Distribution	sports student	Profession: Product design
Hobbies	Videogames, and programming	Travel, Cooking, eating out	Bouldern, Travel	Painting, drawing, reading mangas
Expectation	Flexibility	Responsibility, Prestige is important, good income	Reliability/ good working atmosphere	Sustainability is important (private and at work)

From top to bottom we have divided them into profession, hobbies and values.

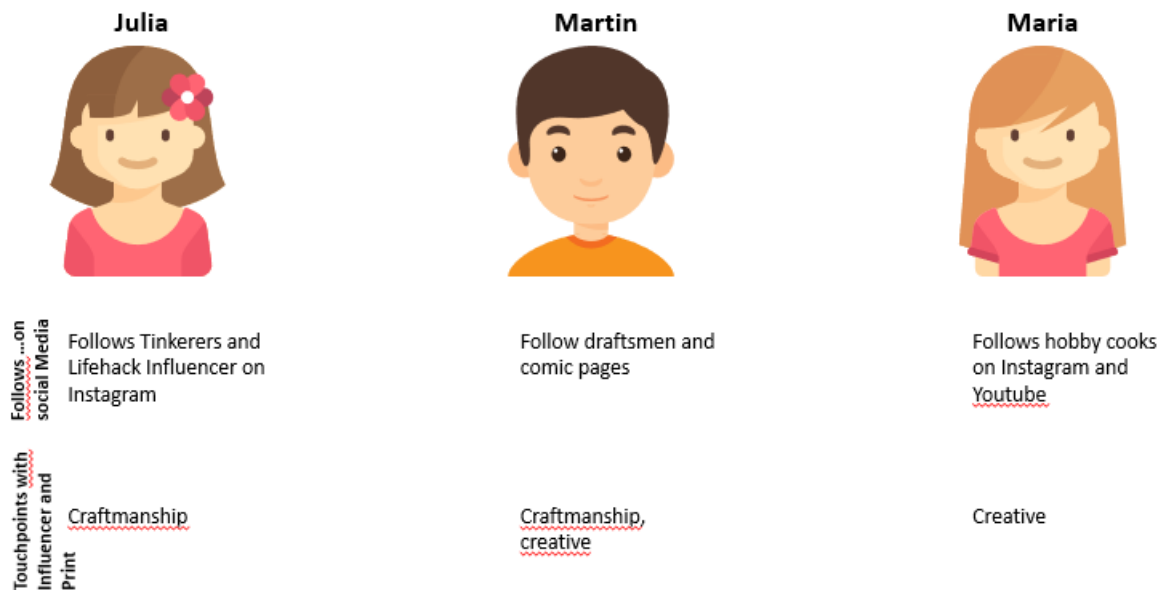
Then we looked at the extent to which the people overlap with the printing industry, based on their attributes.

Approach - Results from analysis of the personas



In order to get a more precise picture, we went even deeper into the behavior in the area of social media and were able to assign the persons to the respective clusters in which they are.

Approach - Results from analysis of the personas



Based on this information we simulated the reaction or behaviour of the respective personas. How they behave, at what stage of the campaign. We divided the phases in which influencers and companies work together into **4 phases**. Each phase is calculated on a quarterly basis.

1. the teaser

For example, the company can be named as a sponsor.

It is in this phase that the young people hear about a printing company for the first time. And, if necessary, question what is behind the sponsor. Arousing curiosity is the motto here!

2. sensitizing

Mini Campaigns can be launched by Influencer. "Have you ever thought about what the world would look like without pressure?" A world without print. Here, the importance of print should be made clear to young people.

3. promoting and highlighting the industry

Through events that are for example organised by the sponsor (printing company), public attention increases.

Through factory tours with the Influencer, the young people see what is behind the production of their book and how technical and sustainable the printing industry actually is.

4. active advertising with job offers

From this point on, the Influencer has been reporting from the printing industry and creating awareness for almost a year. Now, in the final phase, job offers can be actively advertised. Before, after or during the contributions. There is also the possibility to actively refer to links that take you directly and easily to the company's application portal.

We were able to determine that despite such different personas, all but one person showed positive behaviour or tendencies. This speaks for the success of our concept.

Benefits

For the printing industry

Reach

Possibility to get rid of prejudices through education

Make young people aware of the need for pressure.

For the influencer

Discounts in the production of his book

Possibility to create magazines that are published monthly (to be negotiated) or even free production

How can success be measured?

Through Key Performance Indicators!

Influencers can be measured by clicks, brand mentions, reach, impressions/views, engagement or completed employment contracts or job interviews generated by links of the influencers.

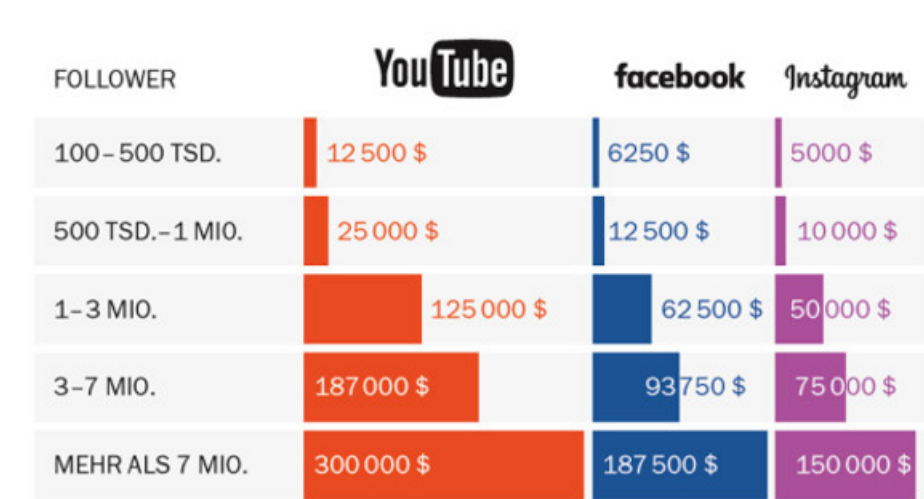
How should the influencers be paid and according to which Criteria?

By the above mentioned indicators. One would have to agree on an assessment and pay the influencer accordingly.

How much does an influencer cost?

The costs can vary from media channel and range.

Youtube and Instagram have the highest traffic in terms of users.



The average per post would be \$5,000. Therefore, the choice of the influencer should be made with care and the phase plan should be well thought out.