

# Catalogues

## Top Ten Reasons

# 66%

of 24-25 year old Australians prefer to read catalogues in print rather than online

(ACA, 2013).

# Over 70%

of consumers keep catalogues in their homes for over a month and 34% for up to a year

(DMA, 2013).

### 1. They're effective

Australian consumers rank catalogues and flyers as the number one most effective advertising channel. With respondents ranking the top three attributes as being 'Easier to refer to later' - 72% of respondents, 'Often informative' - 48% and 'Easier to understand' - 42% (ADMA and APost, 2013).

### 2. They're still effective

The Roy Morgan Single Source survey asked Australians to rank the media most useful when making purchasing decisions. Catalogues ranked first across 11 categories, second across 4 categories and third across 2 categories. The highest being Groceries at 52%, Childrenwear and Toys at 44%, Alcoholic beverages at 43% and Small electrical appliances at 41% (Roy Morgan, 2013).

### 3. Easy peasy

Catalogues have many desirable qualities, they are easy to use, have a level of trust, are accessible and portable. They are designed to be picked up and put down, shared with others and answers most questions within the pages. Price, look, colour, size, quality range and performance can all be communicated quickly.

### 4. Audience reach

Catalogues reach over 18.3 million Australians every week and deliver the strongest channel to Australian markets when compared to other traditional channels - television (14 million) and commercial radio (14.4 million) (AARF, 2012, ABS Census, 2011 and ABS Australian Demographic Statistics, 2013).

### 5. Young and old

Those aged 18 to 40 are more likely to view catalogues and flyers as entertaining, while the 40+ demographic are more likely to consider this channel effective because of its relevance and the fact that catalogues and flyers are often informative and easier to refer to later (ADMA and APost, 2013)

### 6. To market, to market

Consistent market sector leaders are Grocery and Discount Variety, with Electrical, Specialty Retail and Furniture forming a second tier segment. Significant growth areas over previous five years include Pharmacy, Auto, Hardware, Take-away and Utilities. Fashion and Outdoor also demonstrated growth in FY13 (ABS, PIAA and ACA, 2013).

### 7. Brand Equity

Catalogues provide a one-to-one conversation between consumers and brands. The emotional connectors to paper and the tactility of catalogues assist companies in communicating vital brand messages. Creative, photography and styling combine to deliver a powerful message on paper, adding to the journey (Two Sides, 2013).

### 8. For those who aren't interested

Consumers who view advertising negatively are significantly more likely than passive groups to enjoy catalogues and Ad Lovers say catalogues and flyers are effective because they are more relevant (ADMA and APost, 2013).

### 9. Seduce me

For high-end products, a catalogue offers an opportunity to draw the customer into the brand's world, giving them an experience that goes beyond the shop window. This experience allows the reader to be seduced by the product or brand, making purchase or other action more likely (Print Power, 2013).

### 10. Influential channeling

The medium with the highest level of influence on shopper purchases remains the catalogue, which is preferred by 37% of respondents to the AMP Capital Shopping Intent Report. This is the case even amongst young shoppers with 28% of 18-24 year olds and 30% of 25-34 year olds nominating catalogues as their first preference (AMP, 2012).