



## **TRMC promotes - launches small business members and in-home media campaign to print buyers**

*For immediate release*

The Real Media Collective announced today the launch of a campaign to promote members, specifically small to medium sized enterprises, to assist in stabilising volumes and keeping doors open. In addition, all members will have access to the newly launched extension to the existing VoPP campaign – with a focus on In-Home Media.

“Our smaller members do not have marketing teams, and often the sales team consists of the owner/operator who are very busy working on their businesses during this time. The Collective has a strong print buying community across our database who are actively involved in our VoPP campaign seeking information on creative ways to print. We thought, what better way to promote our small business members than to introduce them to each other,” commented Kellie Northwood, CEO, The Real Media Collective.

In addition to promoting members, the Collective is launching a new campaign focus to encourage customers to invest in print marketing while Australians are at home. The campaign will include over 100 case studies, nickable charts, fact sheets and research white papers as well as a media section with marketing experts promoting print marketing and general marketing investment during this time.

“Our VoPP campaign has been running for several years and over that time we have built up over 10,000 marketers, agencies, industry stakeholders and more who have subscribed to the magazine, eNews and Awards portal. We now print and distribute 15,000 VoPP magazines. This is an engaged audience seeking information about the power of print, what better an opportunity to promote to them our members and how critical In-Home Media is to a captive audience in every Australian home during this time,” commented Northwood.

The In-Home Media campaign highlights the research showing readership, effectiveness and brand statistics for print marketing, direct mail, catalogues and magazines. With case studies linking print as the highest channel pushing consumers to online purchases, social connectivity and brand awareness.

“We know 76% of Australians pay more attention to letterbox marketing than any other channel, higher than television and radio, 74% of Australians go online and make a purchase from reading a direct mail piece, Australians spend 77 minutes reading magazines and print marketing is the number one most trusted media channel over all others. All of these can be delivered into the letterbox away from screen time overdrive – brands and marketers will be wise to invest in print now more than ever to build market-share and brand equity,” commented Northwood.



“The World Health Organisation has advised people to switch off current affairs and news surrounding COVID-19 to ensure mental wellness and reduce anxiety, print media in the home is the perfect media for brands and marketers to communicate in a far more engaging way,” furthered Northwood.

The VoPP site will add a ‘Resource Tools’ section which will include education and home-schooling materials with age appropriate colouring-in tools, book literacy guides, neuroscience of learning on paper and links to Department of Education materials that people can print in their homes and part of a broader global campaign run under the Two Sides partnership.

Members will have access to this section which will also include advertisements and promotional elements businesses can use across their social media, websites and printed collateral to promote the power of print specific to their business outputs.

Retailers and brands will be provided research on the importance of using print during this time to assist in recall, attention and reference guides for Australians understanding the best way to enter a store, new signage rules, hours of operation and more.

“Print, across all channels, is the best brand builder and more effective to communicate messages that are remembered and remembered well. People keep printed pieces in their homes and offices longer and refer to them over time, all critical attributes during this time,” concluded Northwood.

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## Media Information

Kellie Northwood is the Chief Executive Officer of The Real Media Collective, an industry association representing the paper, print, publishing, mail and distribution sectors across the Australian and New Zealand landscape.

Northwood also holds the Executive position for the Australasian Paper Industry Association (APIA).

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