



WELCOME CHANGE.

Fujifilm 'Welcome Change' Seminar Series at PacPrint

The relevance of print – the world has changed and we welcome it

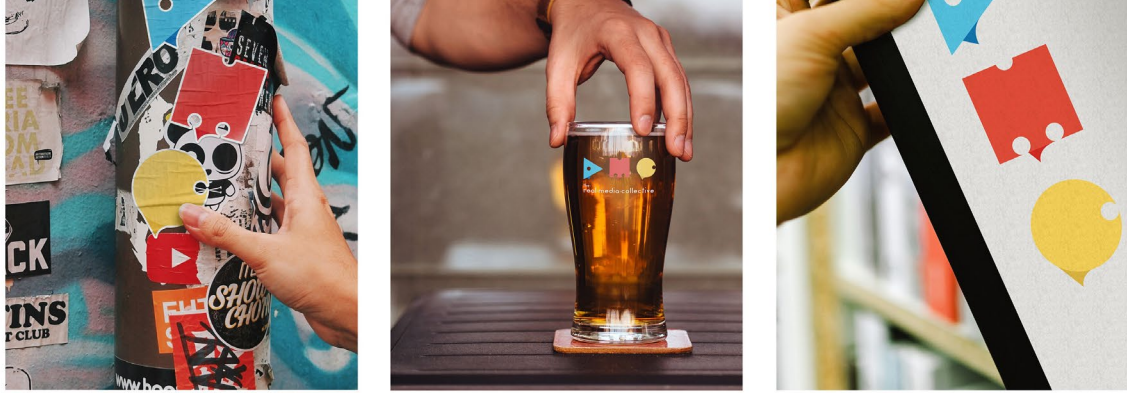
Kellie Northwood, Chief Executive Officer, The Real Media Collective

28th June

29th June

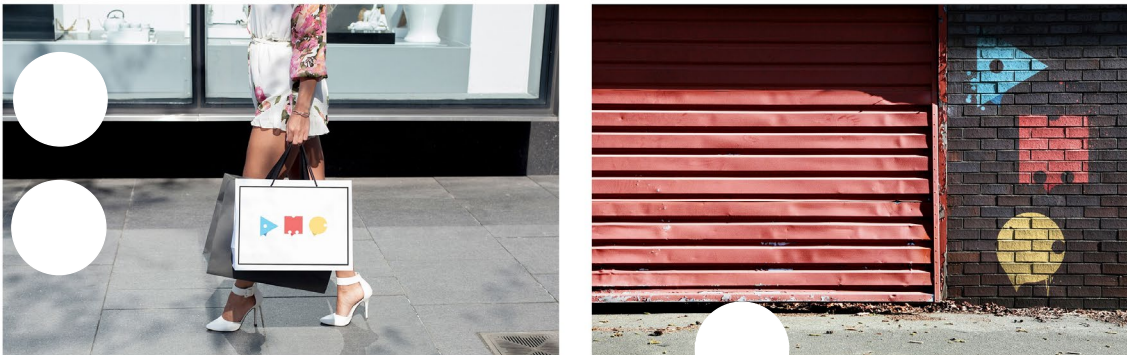
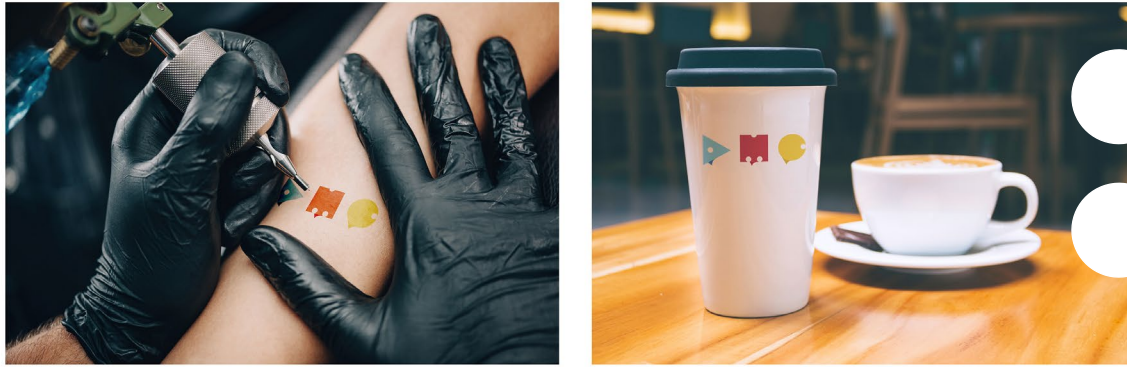
FUJIFILM
Value from Innovation



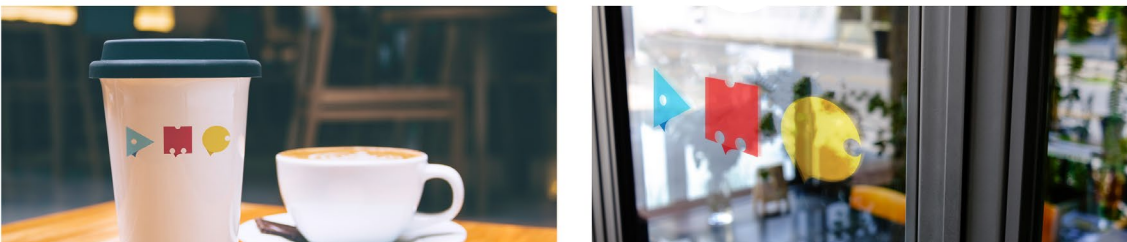


Still relevant? Absolutely.

The world has changed,
we should welcome it.



Understanding print's role
in a post-pandemic world





A VIP ACCESS PASS TO THE LETTERBOX.



20.1M AUSTRALIANS EVERY DAY.

56% 18-34YO TRUST LETTERBOX MARKETING.

83% OF AUSTRALIANS BRING THEIR LETTERBOX CONTENT INTO THE HOME.

82% CONSUMERS TRUST PRINT ADVERTISING (82%) OVER TELEVISION (80%), DIRECT MAIL (76%) AND RADIO (71%) WHEN MAKING A PURCHASING DECISION.

\$5.5BN RETAILER MARKET SHARE INCREASE WHEN COMPETITOR LEFT THE LETTERBOX.

PACKAGES BRING MINDFULNESS AND JOY.



51% OF AUSTRALIANS PREFER PRODUCTS ORDERED ONLINE TO BE DELIVERED IN PAPER PACKAGING.

43% WOULD SPEND MORE ON A PRODUCT IF IT WERE PACKAGED USING SUSTAINABLE MATERIALS.

41% ARE ACTIVELY TAKING STEPS TO INCREASE THEIR USE OF PAPER PACKAGING.

55% WOULD BUY MORE FROM RETAILERS WHO ARE REMOVING PLASTIC FROM THEIR PACKAGING.

WE ARE IS SUSTAINABLE AND LOCAL.



87% PAPER IS RECYCLED IN AUSTRALIA, WE ARE ONE OF THE LARGEST RECYCLERS IN THE WORLD.

600,000 AUSTRALIANS ARE EMPLOYED IN PRINT AND RELATED SERVICES INDUSTRIES.

2X ANNUALLY THE CLOUD CONSUMERS TWICE AS MUCH ENERGY AS THE UK, AND GROWING.

70% AGREE THAT PAPER FROM SUSTAINABLY MANAGED FORESTS IS IMPORTANT.

DISCOVER THE WONDERFUL WORLD OF PAPER

PAPER LOVES TREES

New Zealand has 2.1 million hectares of plantation forest, of which just a little over 1.7 million hectares is productive area, this is additional to the 9 million indigenous hectares that are preserved.

PAPER PEOPLE

51,000 Kiwis are employed across the paper, print, mail and distribution sectors. Forestry is a major regional employer, contributing around \$6.4 billion a year to the economy.

PAPER REVOLUTION

Kiwis consume about 735 thousand tonnes of packaging each year, 58% of which is recycled. That's over 426,000 tonnes of waste that is saved from going to landfill.

PAPER LOVES TREES

PAPER PEOPLE.

Support local jobs, learn more about how you can love paper.

The paper, print and packaging industry keeps 250,000 Australians in jobs. From opportunities to sales, engineers to distribution.

By supporting paper, a renewable, recycled, socially inclusive and locally accessible product - you're supporting local jobs and industry.

Contact us at hello@lovepaper.org.au find out more lovepaper.org.au @lovepapernz

Please send me more information about Love Paper.

NAME _____

ADDRESS _____

EMAIL _____

Let us know why you love paper.

☐ I support sustainably sourced paper.

☐ I buy Australian and support local jobs.

☐ I am concerned about internal fraud and security.

☐ I prefer paper because I like to switch off.

☐ I want children to learn and enjoy paper games and activities.

☐ I believe Australians should have a choice in using paper.

☐ I didn't know paper and print had a good environmental impact.

Complete the following and return in an envelope to: Love Paper - Reply Paid 10132, BURNLEY VIC 3121. Postage is free no stamp needed.

Nurture Nature.

WE ARE THE CHOSEN ONE.



50% OF AUSTRALIANS AGREE THAT THEY SPEND TOO MUCH TIME ON ELECTRONIC DEVICES, AND 54% ARE CONCERNED THAT ELECTRONIC DEVICES COULD BE DAMAGING TO THEIR HEALTH.

73% OF PARENTS ARE WORRIED ABOUT THE DIGITAL IMPACT ON THEIR CHILDREN'S PHYSICAL ACTIVITY LEVELS, ATTENTION SPAN AND INTEREST IN PLAYING (62%).

37% OF CHILDREN AND YOUNG PEOPLE HAVE BEEN ANXIOUS OR DEPRESSED BECAUSE OF THEIR TIME ONLINE OR LIMITS TO USE THEIR DEVICE.



TRUSTED IN A WORLD THAT ISN'T.

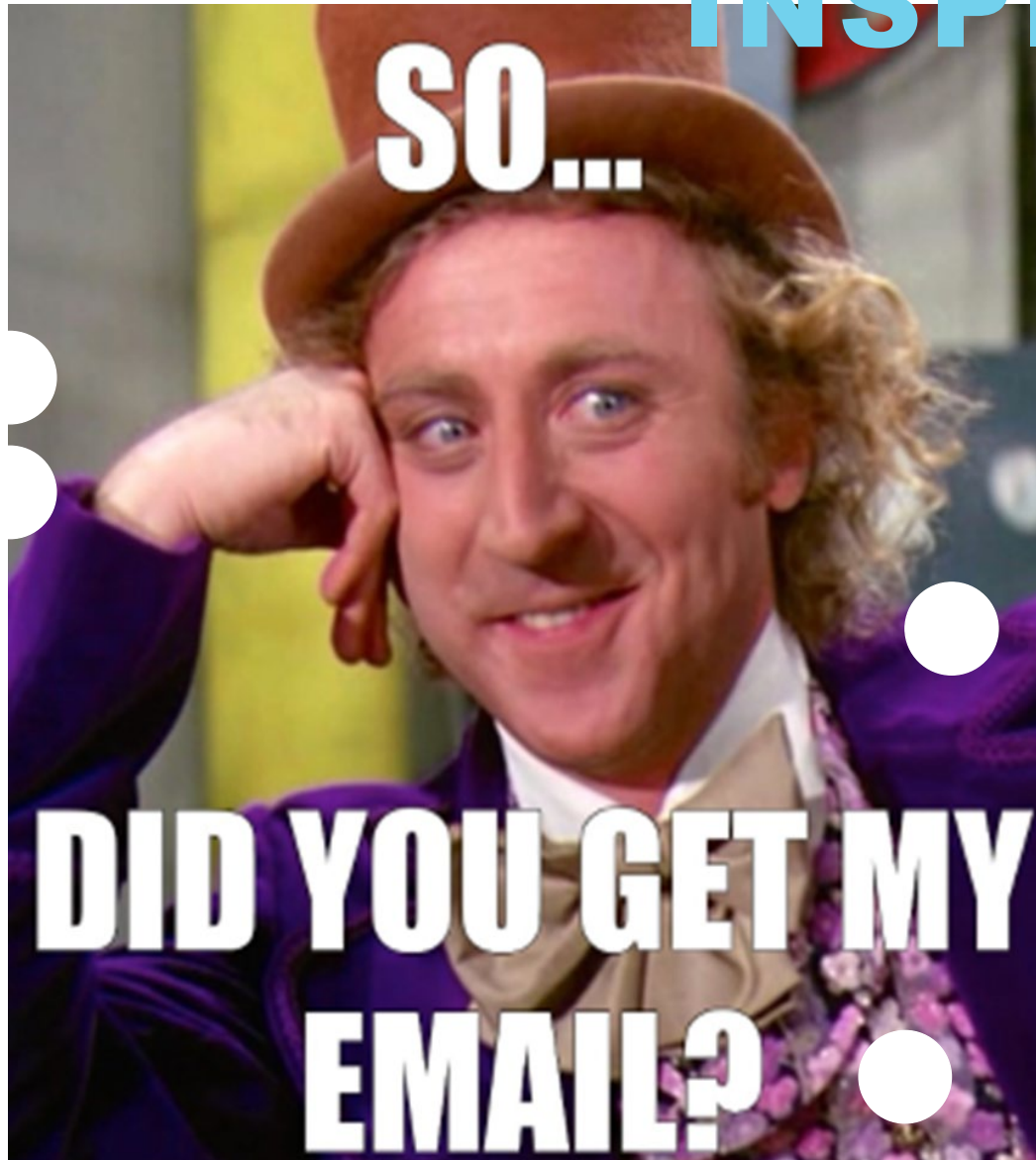


59.4% OF AUSTRALIANS HAVE REPORTED SCAMS THROUGH DIGITAL CHANNELS AS COMPARED TO 1.3% THROUGH MAIL.

64% AGREE THAT THEY ARE BECOMING INCREASINGLY CONCERNED THAT THEIR PERSONAL INFORMATION HELD ELECTRONICALLY IS AT RISK OF BEING HACKED, STOLEN, LOST OR DAMAGED.

\$72M LOST OVER \$72 MILLION IN SCAMS DURING THE FIRST QUARTER OF 2022 (Q1 2022), AN INCREASE OF OVER \$10 MILLION IN THE FIRST QUARTER OF 2021 (Q1 2021).

THE SHINY NEW TOY TO INSPIRE AND DELIGHT.



333.6 BILLION EMAILS

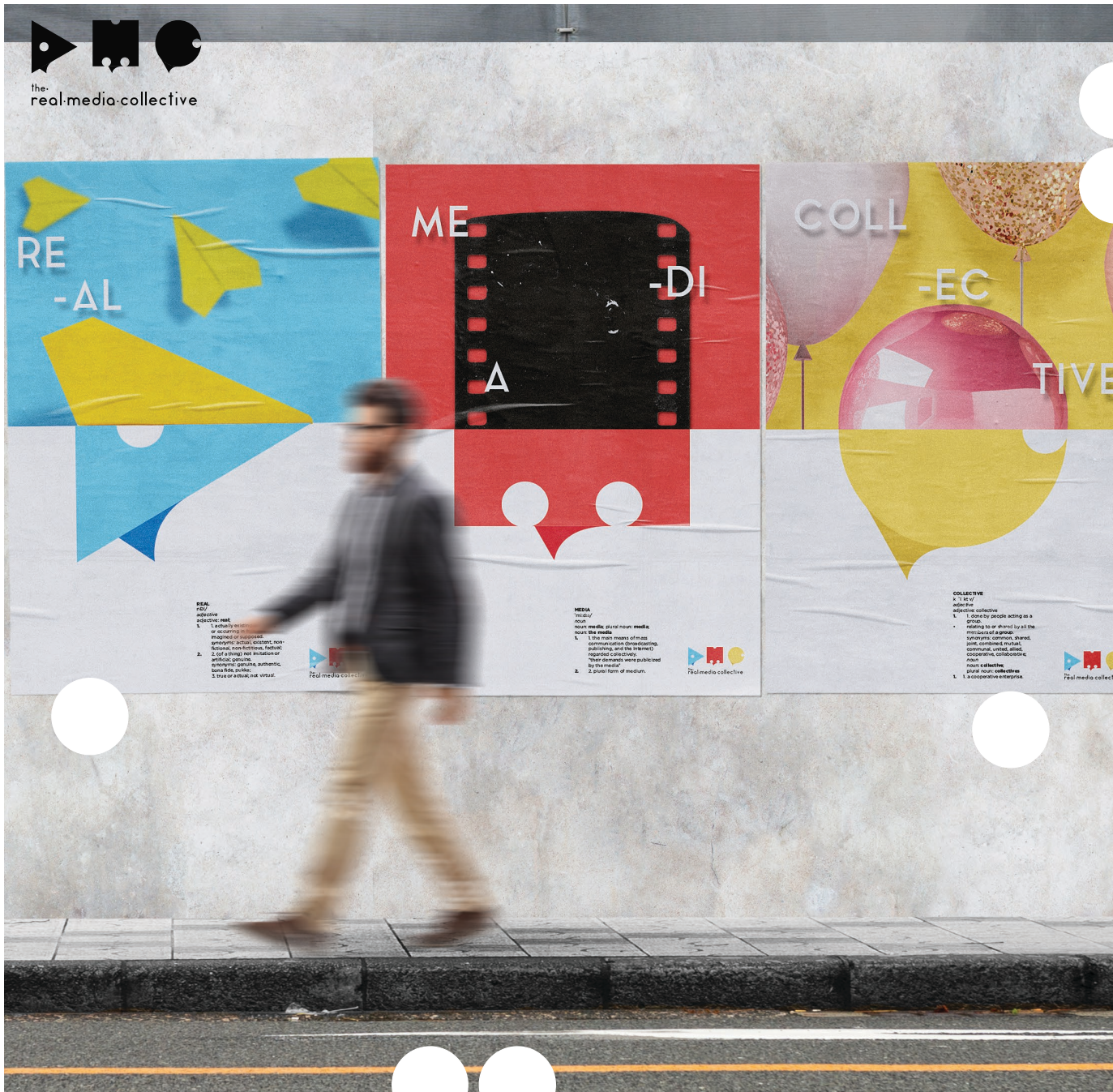
WERE SENT AND RECEIVED EACH DAY IN
2022, THE FIGURE IS EXPECTED TO INCREASE
TO 376 BILLION DAILY MAILS IN 2025.

ALIVE, EXCLUSIVE AND OURS TO SHARE.

LIMITED ONLY BY OUR IMAGINATIONS.

EMBRACE THE NEW CHANGE,
UNDERSTAND OUR STRENGTHS AND
HOW CONSUMERS VIEW PAPER AND
PRINT. TIME TO CHANGE OUR
APPROACH TO MARKET.





THANK YOU

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Check out more examples:

www.vopp.com.au

www.lovepaper.org.au

www.therealmediacollective.com.au
