

# Ten Trends Invigorating Marketing Print

Now is an ideal time to run printed marketing campaigns. With many of us working from home for the past year, we are used to living our lives online. Even as restrictions lift, hybrid working is set to continue. Here print stands out and puts your brand front and centre.

Here are ten trends to give your next campaign a boost:

## Resurgence in print



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The pandemic has changed our media habits. Home became the focal point of our lives and rapidly accelerated digital transformation. Yet print is one of the original in-home media channels. In fact, a Royal Mail study found that the impact and importance of mail grew during the pandemic. Which is precisely why **41% of businesses are reporting increasing their spend on ad mail in 2021**.

In addition, GDPR and privacy regulations are more relaxed for print than email marketing. So, you can reach new customers more easily.

## Personalisation

Print campaigns are becoming increasingly targeted. Big data allows greater segmentation based on past purchases, browsing activity and demographics. Meanwhile, **digital printing has become quicker and cheaper compared to traditional offset presses**. As a result, today's marketers can produce small runs of highly personalised marketing print – enabling resonant, relevant campaigns.

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## Storytelling



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We've been bombarded with digital media, and feelings of online fatigue and screen burnout have intensified. Print cuts through, providing the **perfect space for visual storytelling**. The variety of formats and finishes enables you to create impact, communicate your story and engage your audience. It also perfectly reinforces digital messaging in a physical item.

## The appeal of craft skills

Because social media is highly visual, it has been a perfect platform for artists and craftspeople to showcase their talents. As a result, **craft skills such as calligraphy and illustration** have enjoyed a renewed appreciation. As brands seek to align their campaigns with what consumers are reacting to online, craft skills are gaining an increasing presence within print design.

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## Colours to reflect mood



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Colour can reflect our collective mood, which is something to consider in your print designs. This year, the **Pantone Colour of the Year 2021** draws on our recent experience. They've actually selected two colours, Ultimate Gray and Illuminating, conveying a message of strength and hopefulness that is both enduring and uplifting.

Practical and rock solid but at the same time warming and optimistic, the colour combination is designed to express resilience and hope – perfect for these times.

## Spot UV

At one time, glossy print was in vogue. Then matte took over as a symbol of understated refinement. Today, the two can be combined to **highlight specific design elements** such as a title, logo or image. Spot varnishing allows a glossy coating to be applied to a specific area of an otherwise unfinished surface, creating contrast between the two.

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## Foil stamping

Brands can add a premium touch to their print using foil stamping to incorporate metallic elements within their designs. This versatile technique can add a subtle sheen or be used to incorporate **dazzling holographic or fluorescent features**.

## Interactive print finishes

As companies compete for increasingly striking and attractive designs, new finishes have been developed which mimic digital effects in physical settings. For instance, **electroluminescent ink appears to glow animatedly**, making it perfect for eye-catching point of sale pieces. Meanwhile, **thermo colours change hue when exposed to heat**, allowing highly engaging documents that respond to a reader's touch.

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## Texture



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## Graphic design

Design software has grown increasingly advanced, equipping designers with tools and functions previously reserved for niche experts. Yet, good print design takes notes of trends. In 2021 key design trends include sustainability, optimism and playfulness, retro vibes and authenticity. **Leveraging these styles reflects what is happening in the wider world, helping you to better connect with your audience.**

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## Make an impact!

Together, these trends give marketers a greater toolbox for planning impactful print campaigns - whether you seek to recreate digital visuals in physical settings, reflect the current climate and connect with people, or try new attention-grabbing finishes. The creative possibilities are vast before the ink has even hit the paper.

**To find out more about our print services, visit [www.officeteam.co.uk/print](http://www.officeteam.co.uk/print)**

### References

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