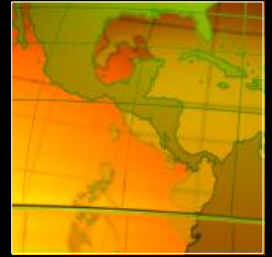


# HP Color Effectiveness Study

*Business & Consumer Survey Results*

*Prepared by: InfoTrends*

9/9/11



# Overview

- **Objective and Scope**
- **Business Survey Results**
  - Business Demographics
- **Consumer Survey Results**
  - Consumer Demographics
- **Summary and Recommendations**

# Objectives & Scope

- **Objectives**

- Administer objective test of the relative benefits, in the eyes of both the document recipients and the document owners, of documents with greater or more effective use of color versus those without

- **Scope**

- Quantitative survey with 22 questions
  - 307 office document producer (business) interviews
  - 319 consumer interviews

# Summary and Recommendations



# Summary

Anticipated effectiveness of color with printed direct mail items

	More like to read because of color	
	Consumer	Business (view on consumers)
Flyer / postcard	90%	91%
Newsletter	92%	91%
Brochure	79%	82%
Invoice	64% (28% indifferent)	63% (22% indifferent)
Presentation	n/a	82%

- **Readership of invoices is the least affected by the addition of color**

# Summary

	Mean: 1-5 scale (5=Strongly Agree)	
	Consumer	Business (view on consumers)
My customers and prospects/I am more likely to NOTICE a mail piece that that is printed in full color than one that uses little to no color.	4.7	4.4
My customers and prospects/I am are more likely to RESPOND to a mail piece that that is printed in full color than one that uses little to no color.	3.5	3.9
My customers and prospect/ I'm more likely to pay bills sooner when the due date and other key pieces of information are highlighted in color	2.6	3.3
Use of colored paper is a good substitute for printed color pictures and / or graphics	3.0	3.1

- **Businesses perceptions of how consumers respond to color are mostly accurate**
  - Color is slightly more effective in helping consumer NOTICE mail than what businesses anticipate
  - The use of color for invoices does very little to encourage faster bill pay

# Recommendations (1 of 2)

- **Utilize color in direct mail items that are soliciting a response in order to be the most effective in getting notice by consumers**
  - Consumers are inundated with direct mail, so getting NOTICED is half the challenge for businesses
- **Understand that the subject matter is the primary reason that direct mail is or is not read and/or discarded before opening**
  - Color's main purpose is to get the consumer to look at the document, but ultimately the consumer has to care about what he/she is looking at
  - Document owners should do a better job of using the available data mining tools to reduce the volume of mail sent to those who will not be interested

## Recommendations (2 of 2)

- **Utilize less color in direct-mail that is not soliciting a response (primarily invoices)**
  - Consumers are almost always going to look at invoices and business documents because the mail is not a solicitation and it requires action
  - People are going to respond eventually, and color does not encourage people to pay faster



# Business Survey Results

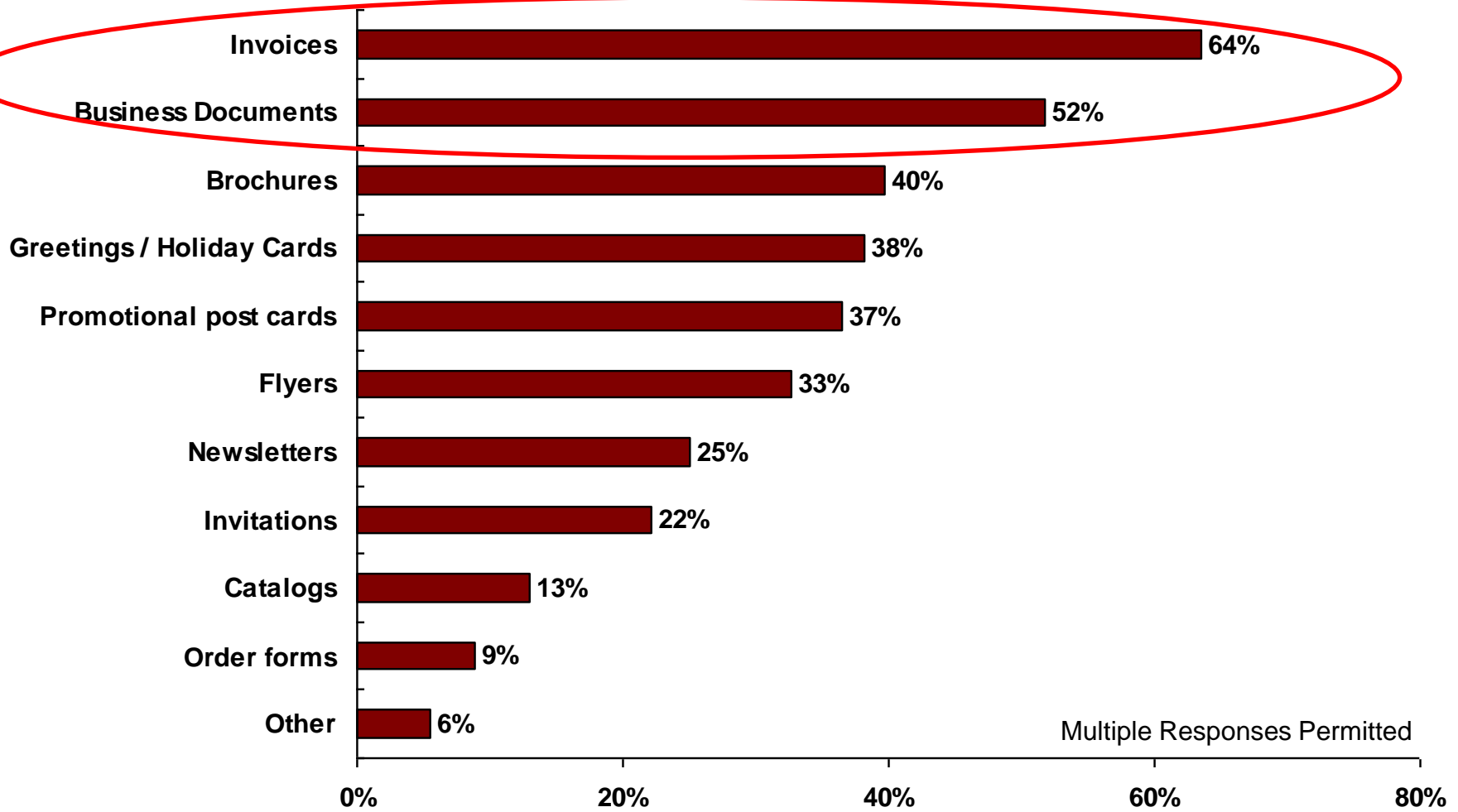
# Key Findings

- **Over 50% of small business office document producers communicate with consumers via invoices or business documents**
  - Brochures, flyers, greeting cards, and other promotional documents are the next most common and these are typically printed in color
  - On average they send out mailings 9 times per month
  - 60% of companies print and send 50 pieces or less per mailing
- **65% of small businesses utilize a third party to help print some of their documents/mailings**
- **56% of documents mailed are printed in B&W only**
  - Consumers GREATLY prefer receiving color documents. The document owners are aware of this preference but are still sensitive to the greater cost of color.
  - Only 21% said they were more likely to use color when printing documents in house
    - 87% cited cost of toner/ink costs as the primary deterrent for printing color
- **62% of businesses feel their mailings are effective to some degree**

# Key Findings Cont'd.

- **Overall, businesses feel that customers are much more likely to read documents that contain color, but this benefit applies much more to promotional documents than to transactional documents**
  - 91% feel that customers would respond better to a full color flyer/postcard or newsletter versus spot color or no color
  - 82% feel that customers would respond better to presentations and brochures that contain full color versus spot color or no color
  - 63% feel that customers would respond better to invoices that contain color versus spot color or no color
    - However, nearly 22% of businesses feel there is no additional benefit to printing invoices in color vs. printing without (more than any other document type)
- **On a scale of 1-5, with 5 as strongly agree, business averaged only 3.3 in believing that invoices with color highlights help customer pay bills sooner**
- **On the 1-5 scale, using color paper vs. printing in color had the lowest average of 3.1**

# Q3: What types of documents do you mail to your customers and prospects?

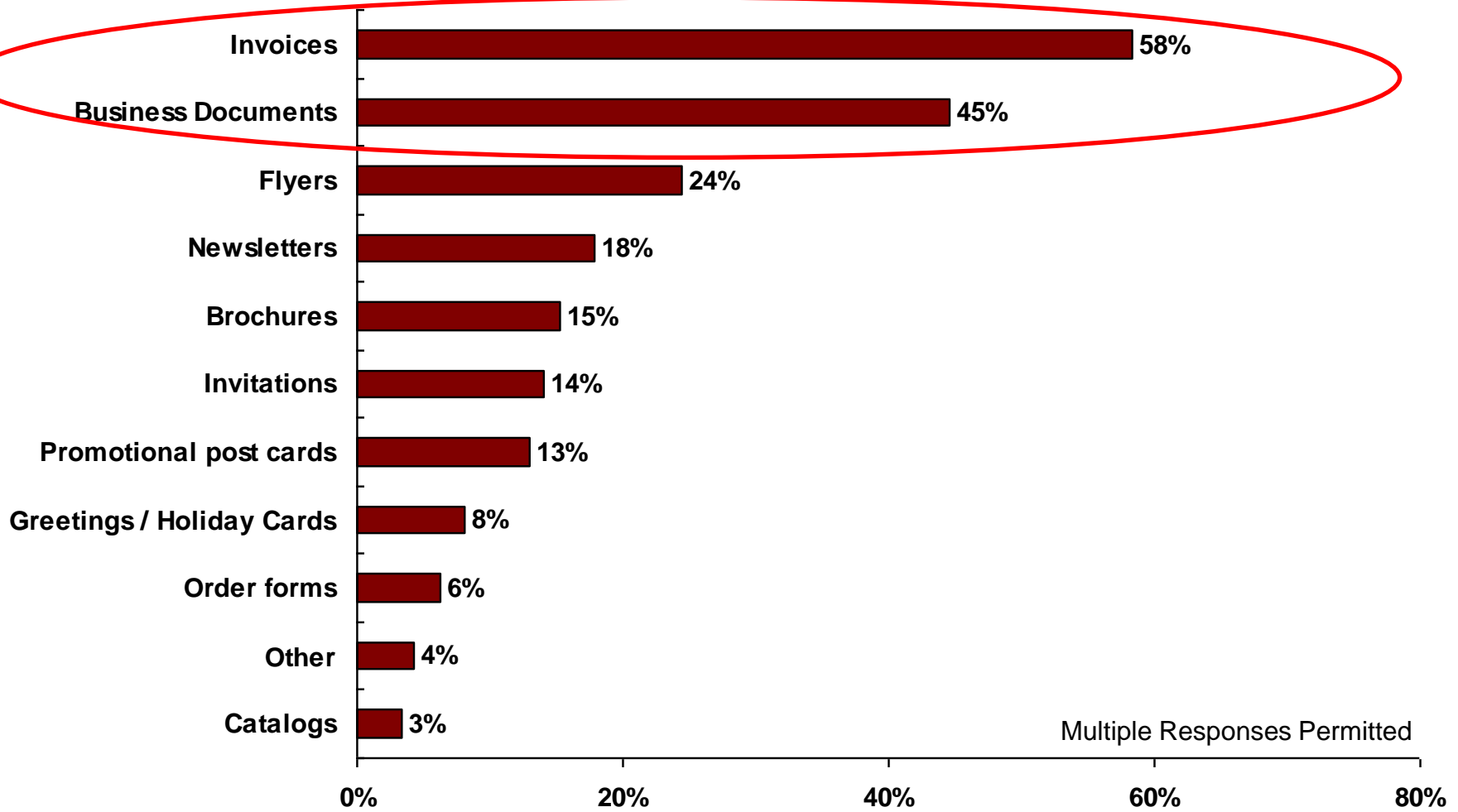


N = 307 small businesses (fewer than 100 employees)

# Proclivity To Print

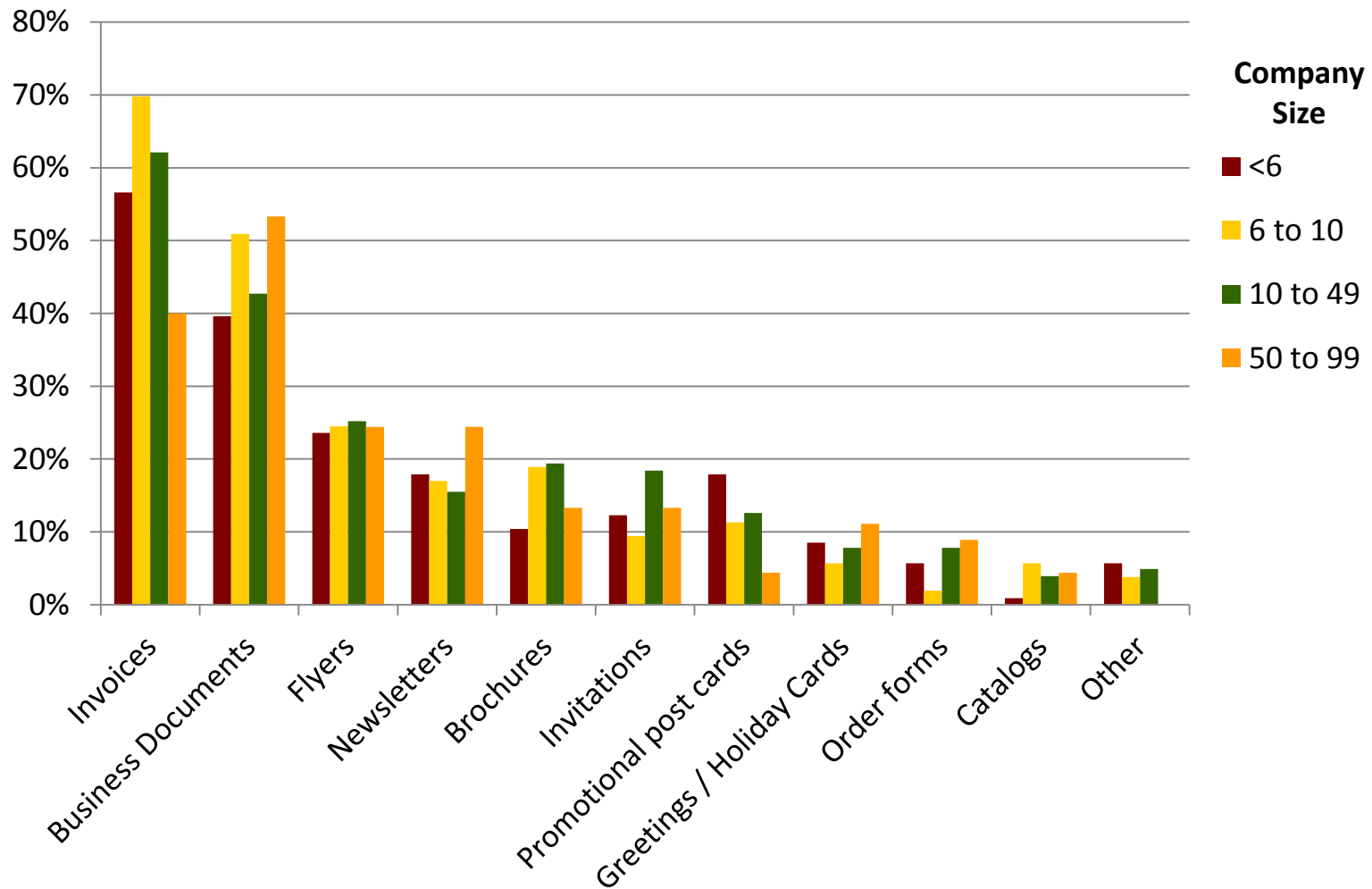
- **Based on comparison of documents mailed to documents printed in-house, certain document types stand out:**
  - Invoices and business documents are both the most commonly mailed document types AND the most commonly printed in-house
  - Order forms are not commonly used, but when they are, are quite likely to be printed in-house
  - Catalogs are the type least likely to be printed in-house versus the rate of usage
  - Brochures, greeting cards, promotional postcards are much more likely to be printed by an outside service than in-house
  - Flyers, newsletters, invitations are somewhat more likely to be printed by an outside service than in-house
  - Although not as likely to be printed in-house, there is still a significant percentage of promotional documents that are printed in-house

# Q6: Which of these types of documents does your company print in-house?



N = 307 small businesses (fewer than 100 employees)

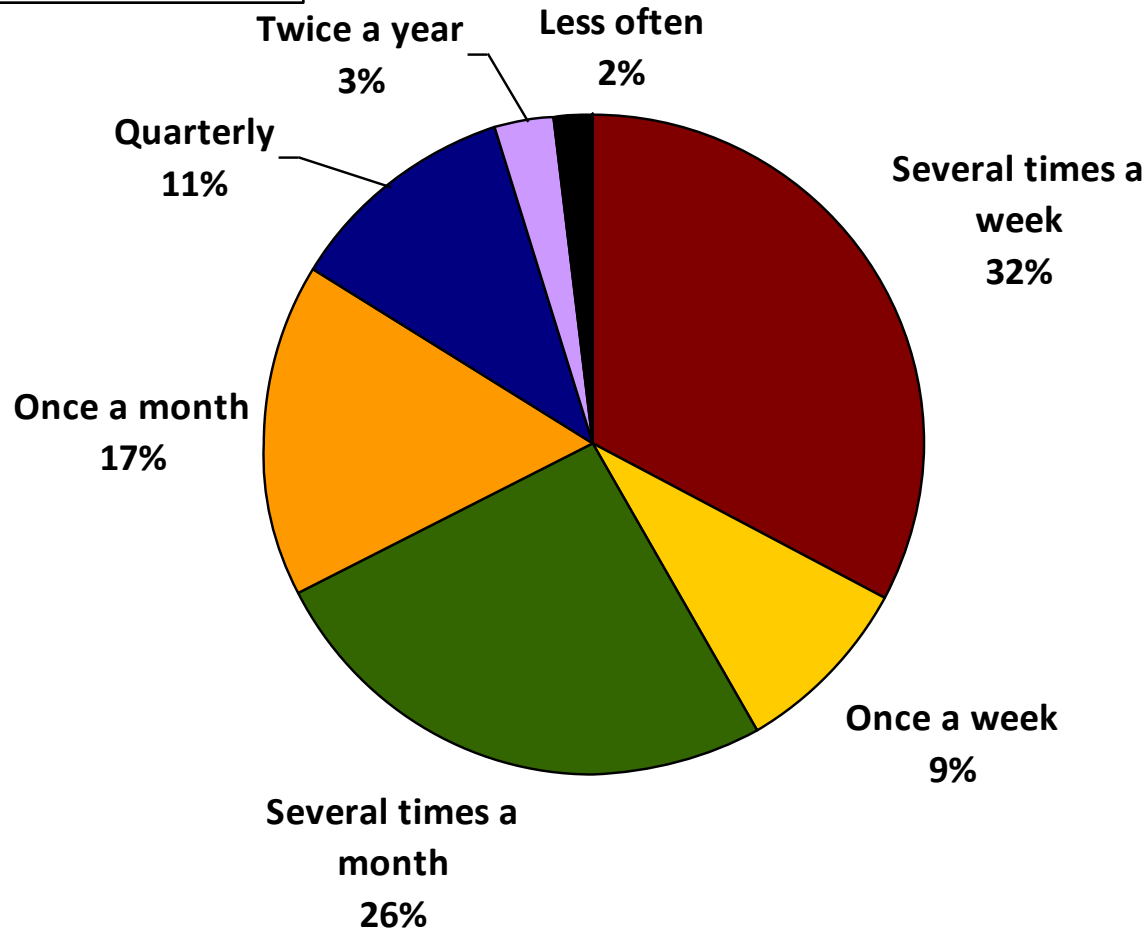
## Q6: Which of these types of documents does your company print in-house?



N = 307 small businesses (fewer than 100 employees)

# Q7: How often do you print these types of documents?

Mean = 5.2 times per month  
Median = 3.4 times per month

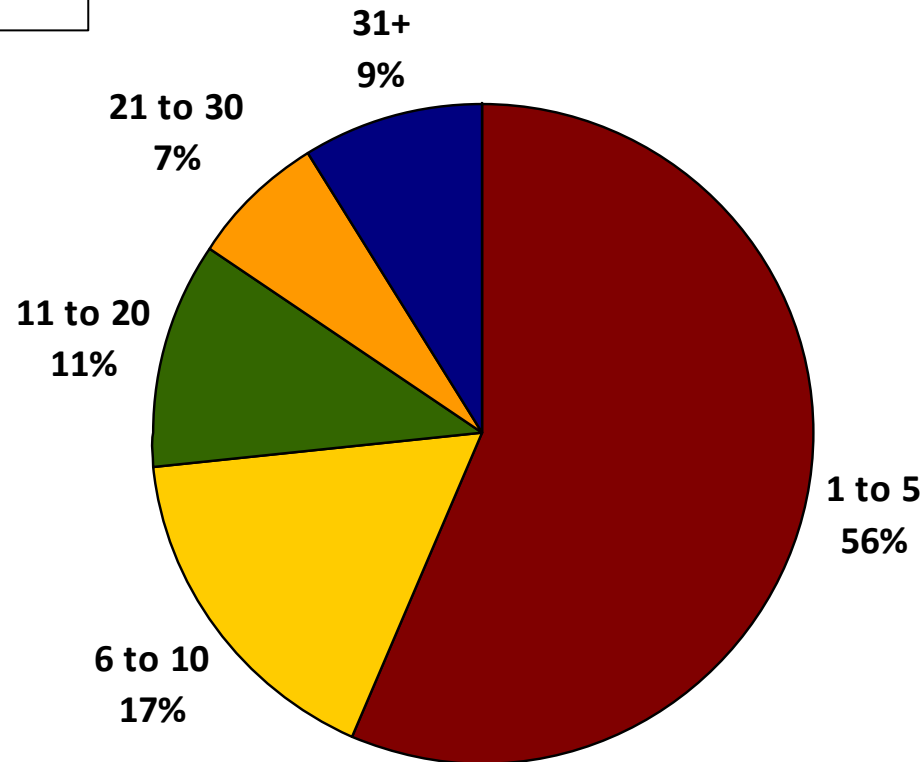


N = 307 small businesses (fewer than 100 employees)

# Q8: How many times per month do you send printed customer communication that you print yourself?

Mean= 9.6 Prints Per Month  
Median = 1 to 5

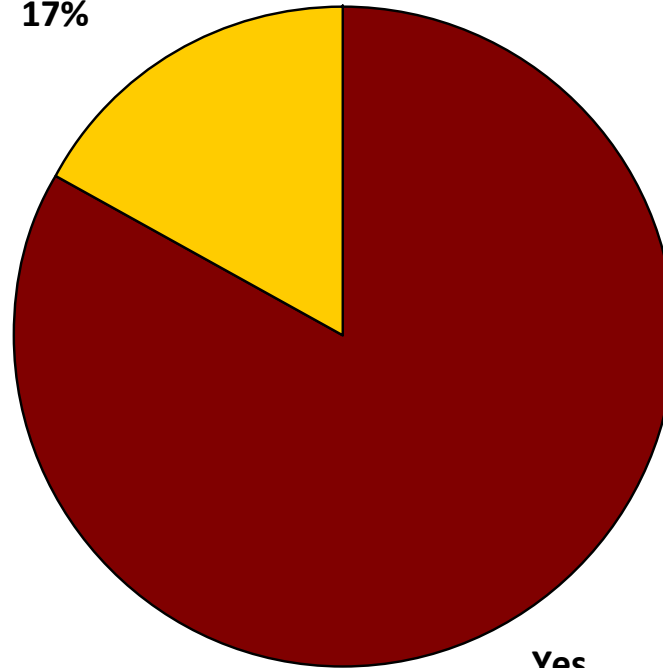
Mailings of internally printed material occur nearly twice as many times as the print runs occur, in terms of means.



N = 307 small businesses (fewer than 100 employees)

# Q4: Do you/your organization design any of these documents yourselves/in-house?

No, we hire a  
third party  
17%

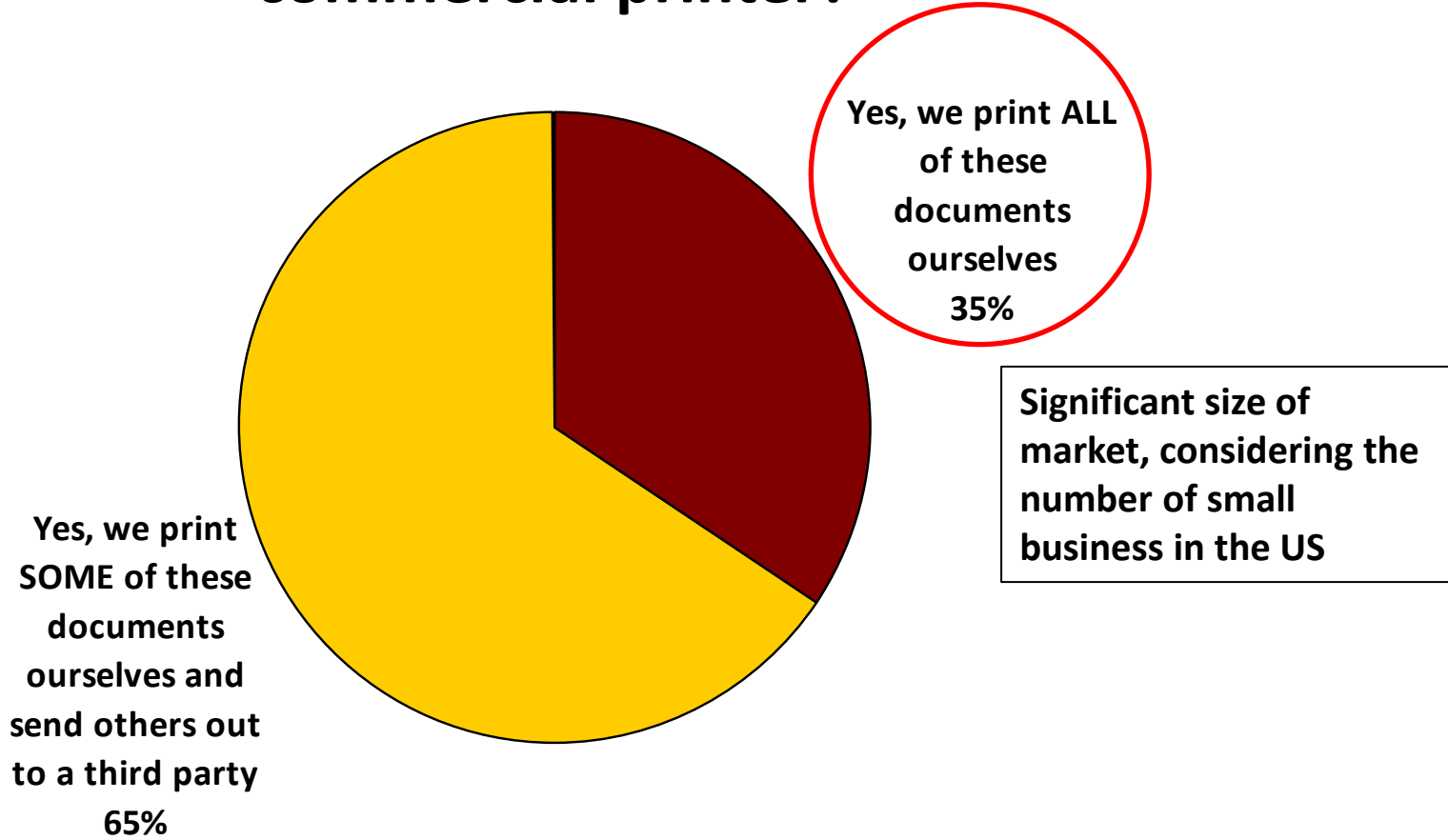


Yes  
83%

Availability of online, easy to use design tools and templates is an enabler of this capability. It could also be driven by the need to keep costs down

N = 307 small businesses (fewer than 100 employees)

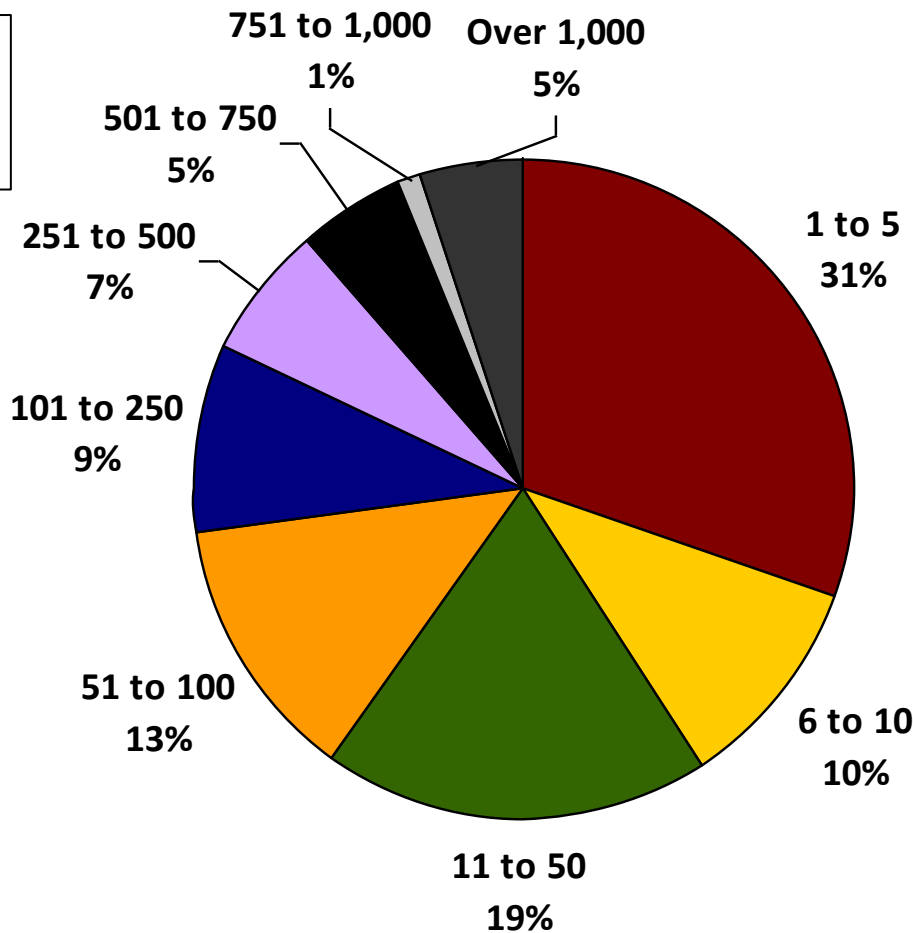
# Q5: Do you print any of these documents at your company (in house), or do you send to a copy shop or commercial printer?



N = 307 small businesses (fewer than 100 employees)

# Q9: What is an average number of pieces for each of these mailings, that your company prints itself?

Mean= 154.5  
Prints per Mailing  
Median = 11 to 50



Print runs are short, which is favorable when using a small office color printer

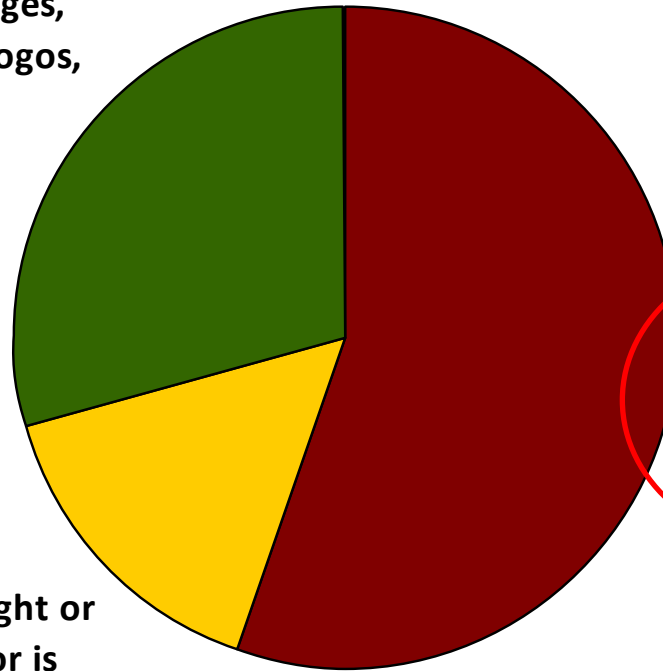
60% of companies send 50 pieces or less per mailing

N = 307 small businesses (fewer than 100 employees)

# Q10: What percent of them fall into the following categories regarding the amount of color printing used?

Full/multi-color -  
color  
photos/images,  
multi-color logos,  
etc.  
29%

Some highlight or  
block color is  
used  
15%

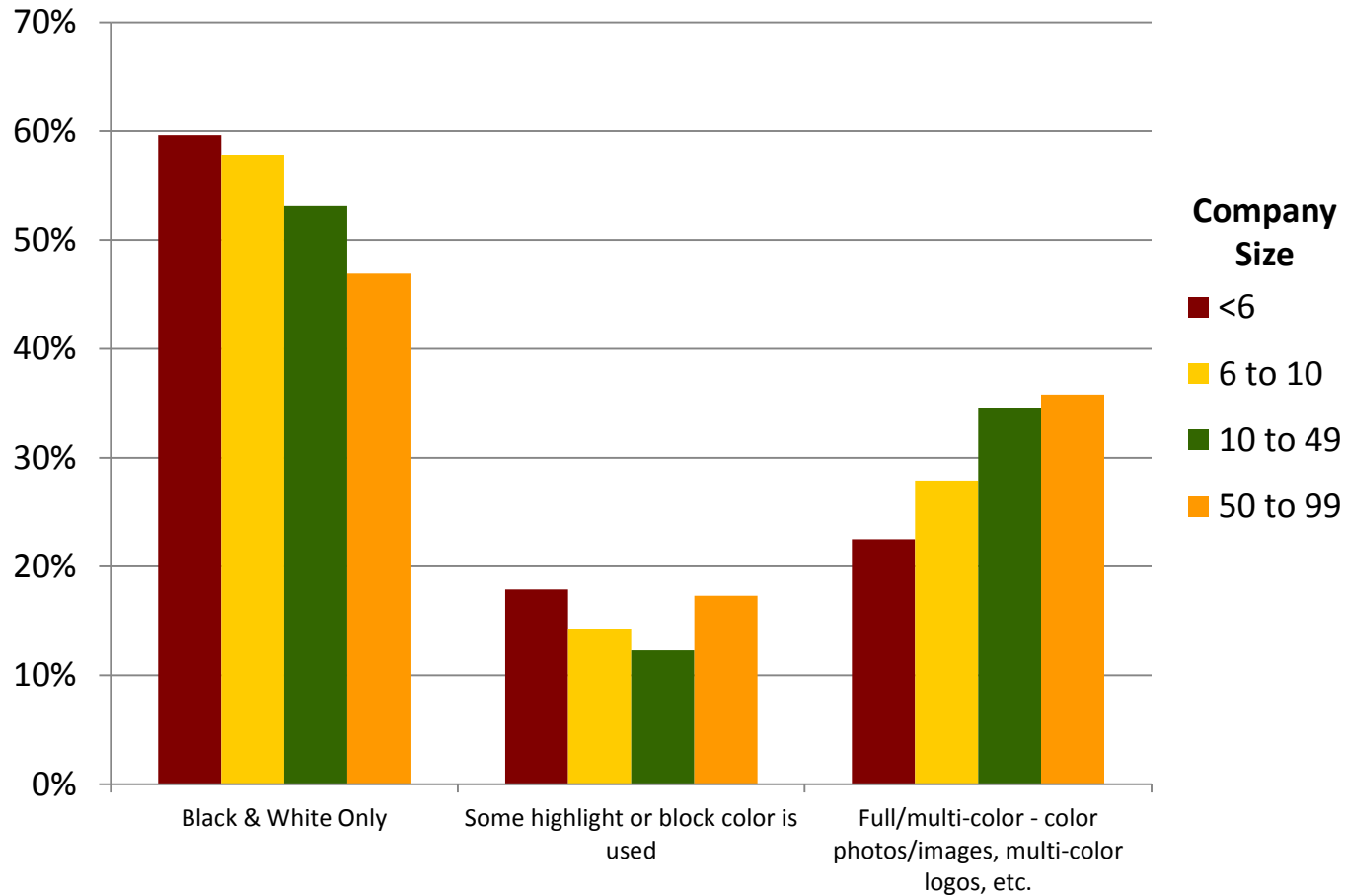


Full and/or Spot  
color use is still  
significant

Black & White  
Only  
56%

N = 307 small businesses (fewer than 100 employees)

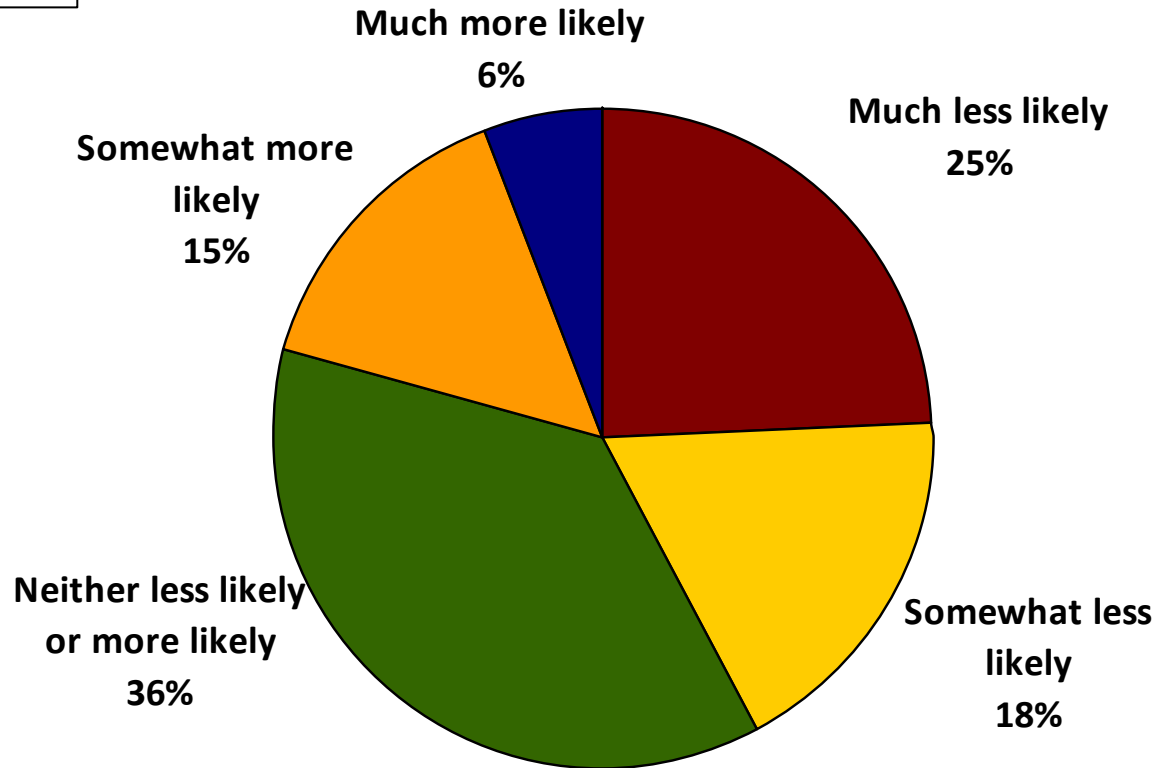
# Q10: What percent of documents printed in-house fall into the following categories regarding the amount of color printing used?



N = 307

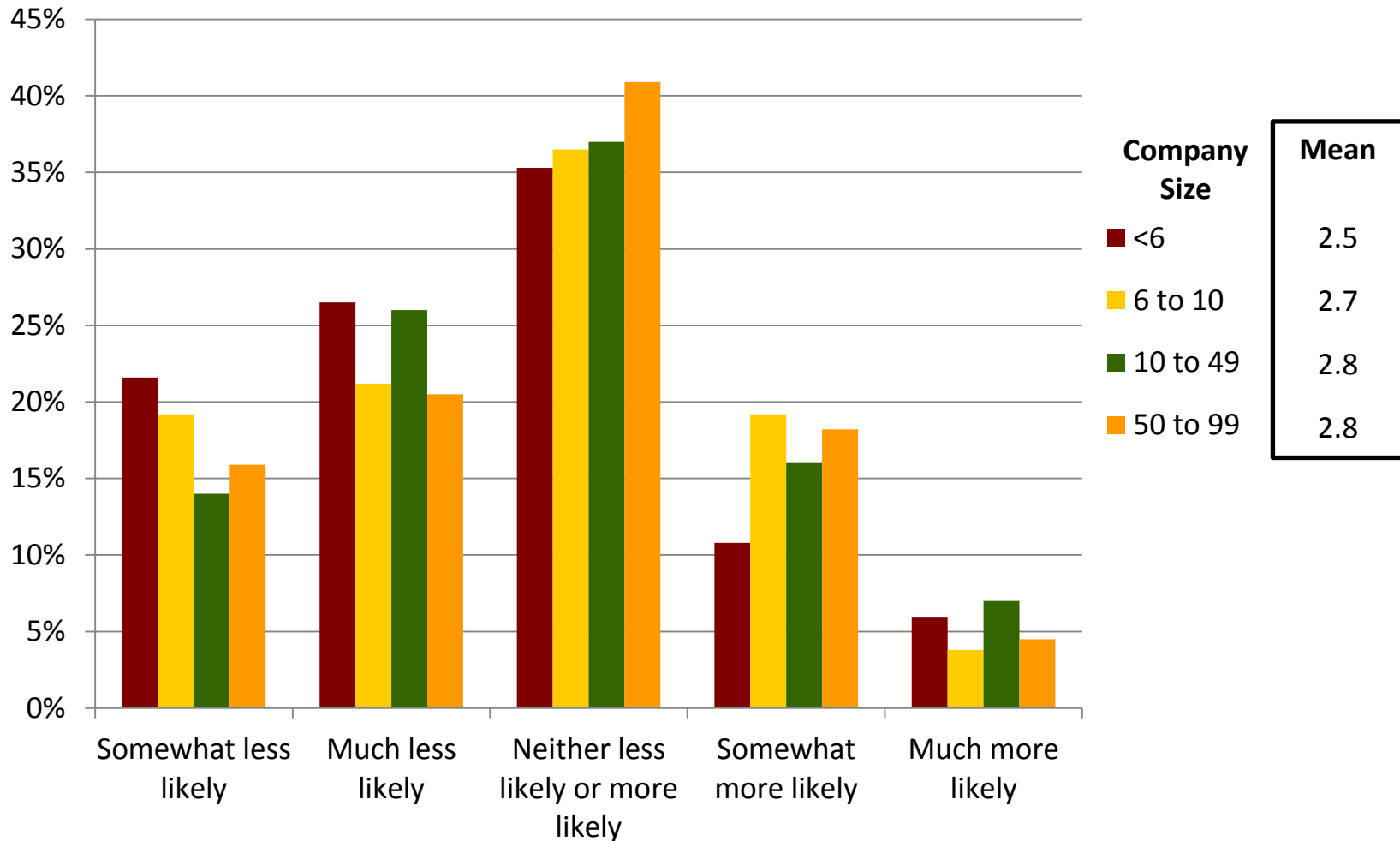
# Q21: Are you more likely or less likely to use relatively large amounts of color when you print the materials yourselves?

Mean= 2.7  
Slightly less likely



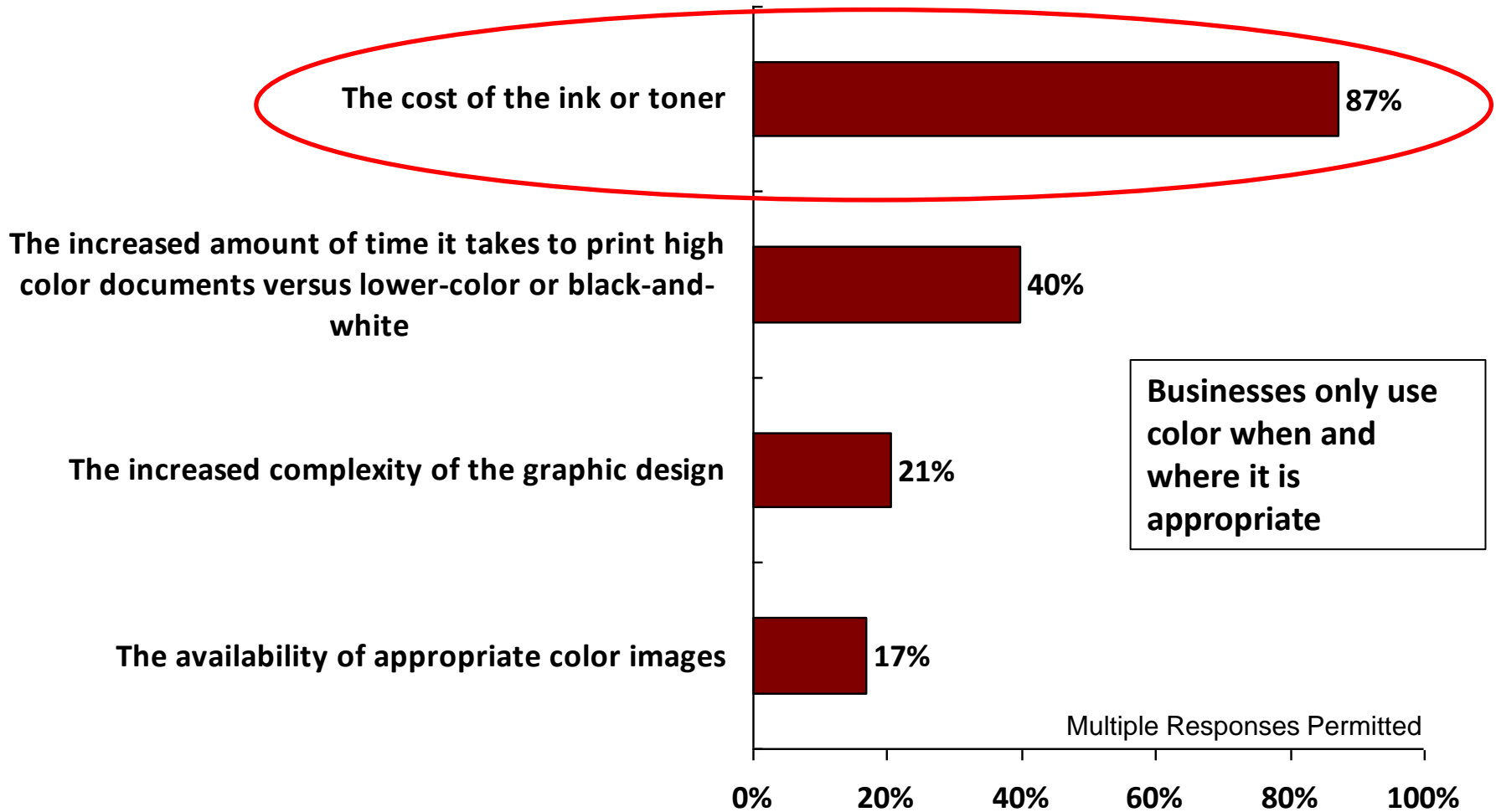
N = 298 small businesses (fewer than 100 employees)

## Q21: Are you more likely or less likely to use relatively large amounts of color when you print the materials yourselves?



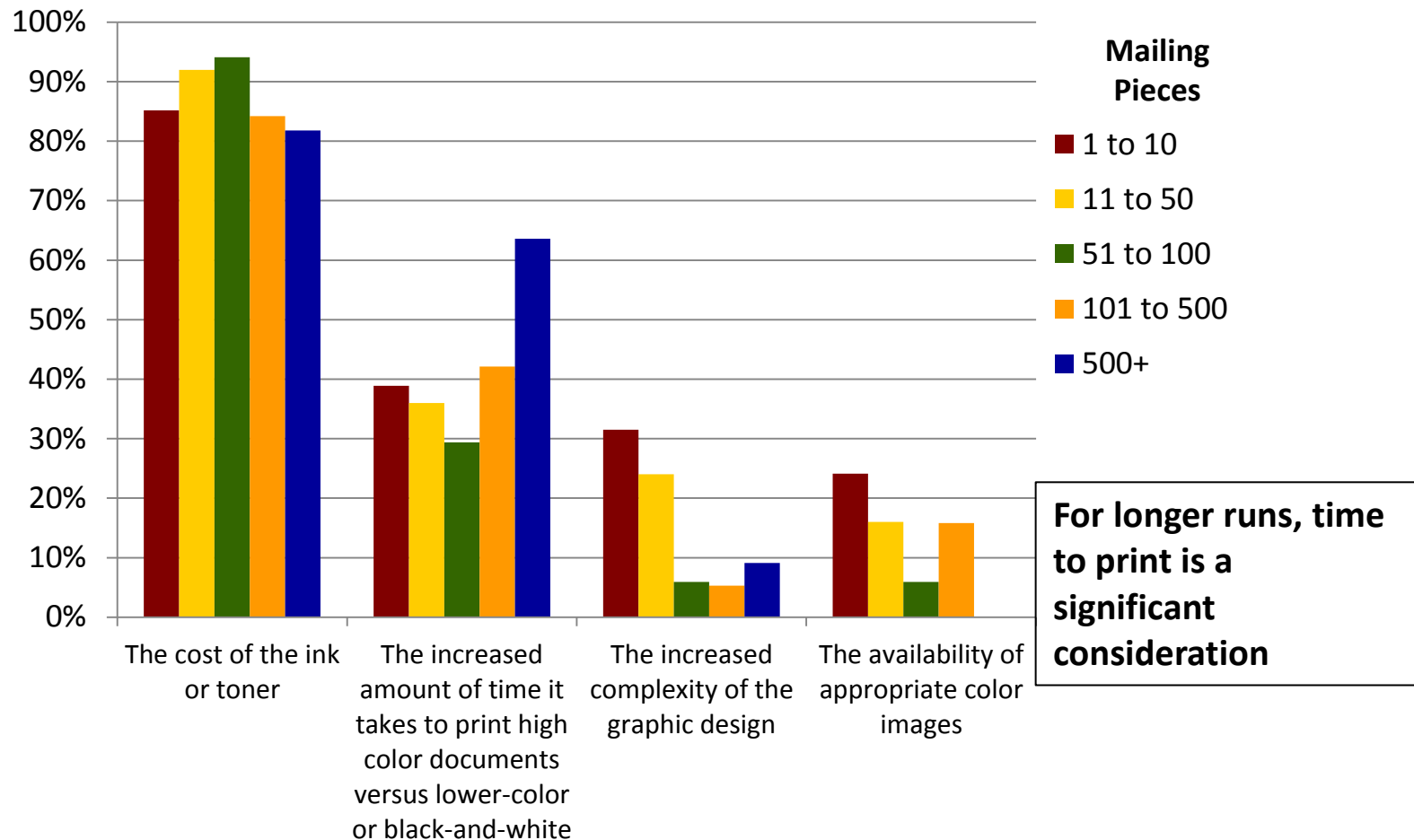
N = 307

# Q22: Why are you less likely to use relatively large amounts of color when you print the materials yourselves?



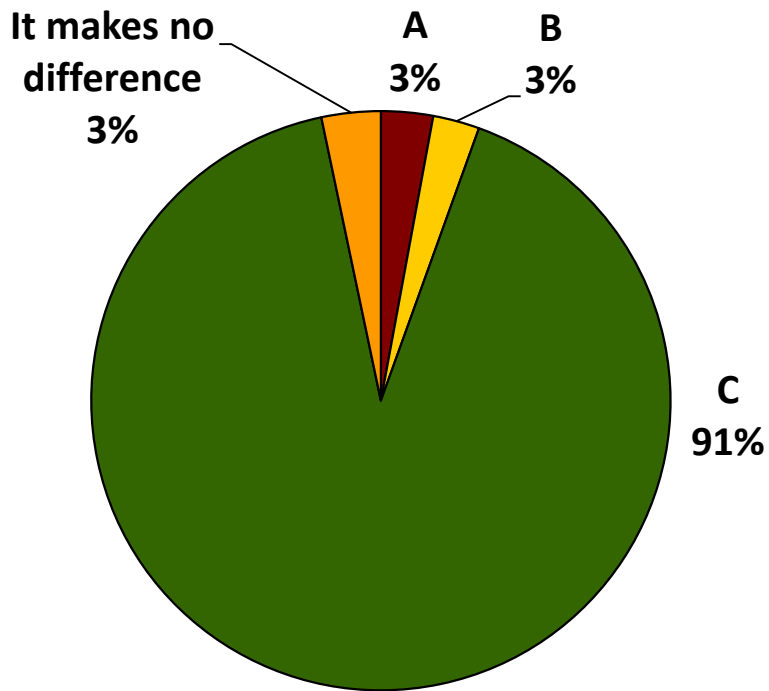
N = 126

## Q22: Why are you less likely to use relatively large amounts of color when you print the materials yourselves?



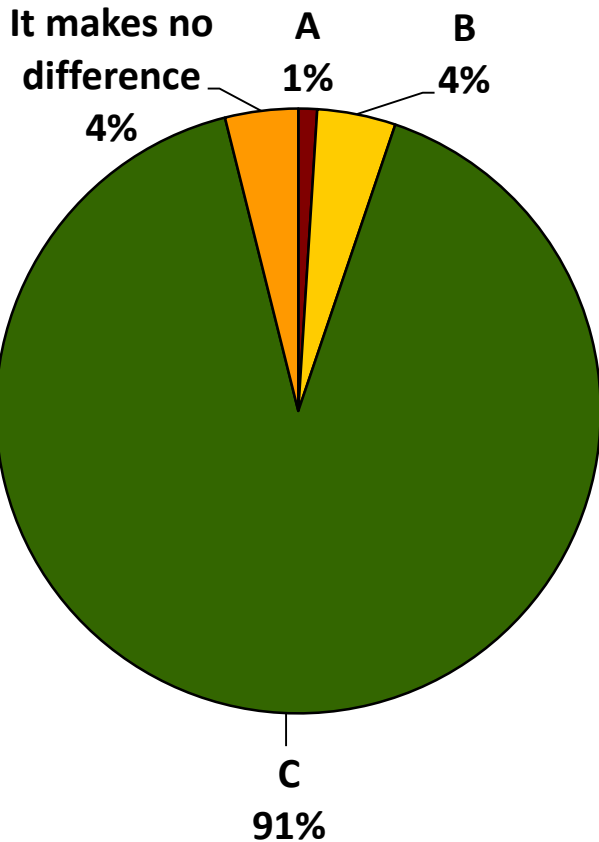
N = 307

# Q11: Postcard/Flyer - Which of the examples do you think your customers or prospects would be the most likely to read?

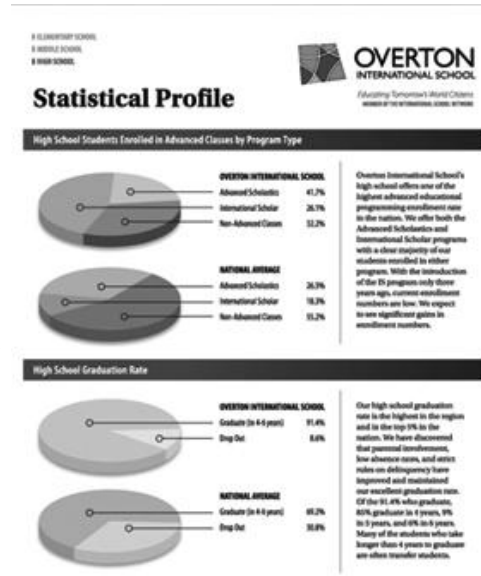


N = 307

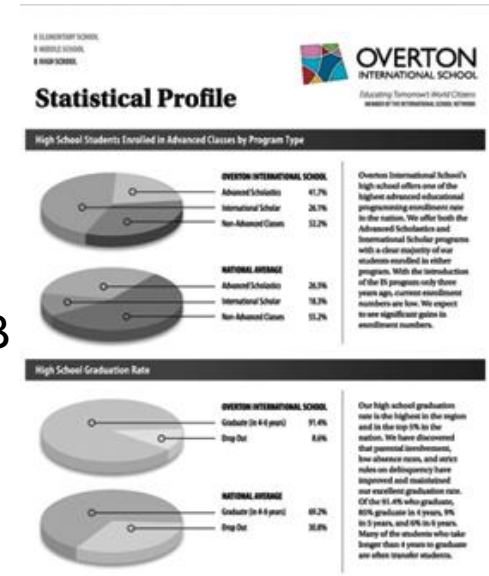
# Q12: Newsletter - Which of the examples do you think your customers or prospects would be the most likely to read?



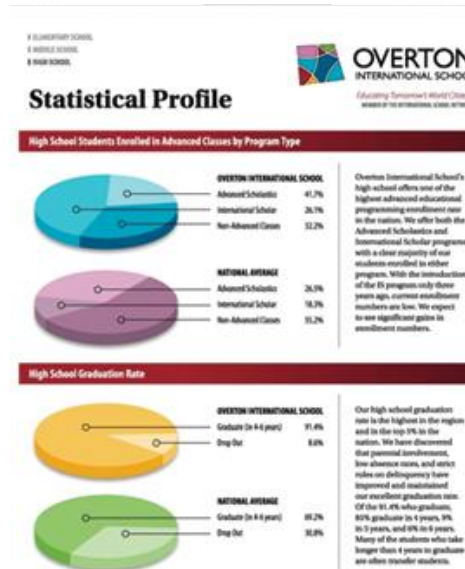
N = 307



A



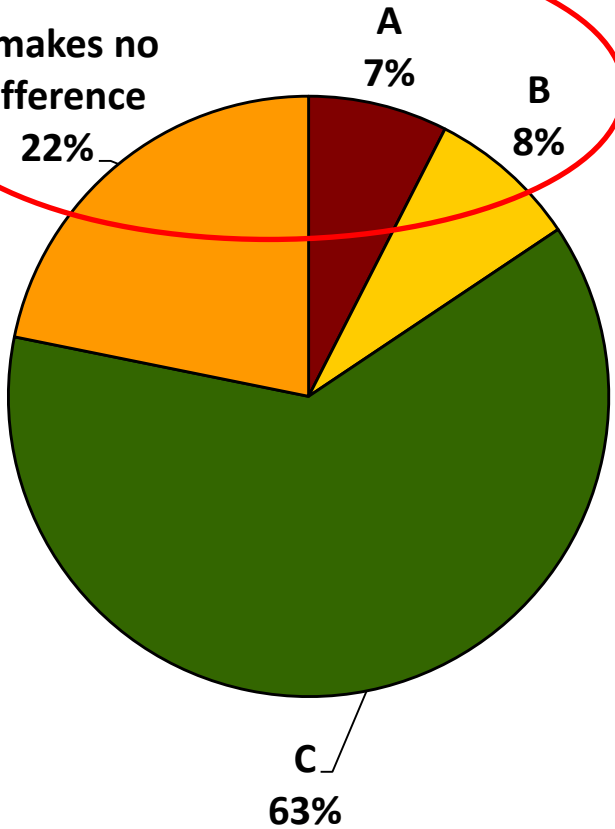
B



C

# Q13: Invoice - Which of the examples do you think your customers or prospects would be the most likely to read?

It makes no difference



A

INVOICE		Italian Holidays	
Invoice number 00001050		Date of invoice January 12th, 2005	
Mr & Mrs C. Caserio		Your reference: Email enquiry from Letecoba	
Rental of villa in Tuscany. Full payment is required 10 days before arrival. Thank you for your deposit of 150 Euros to secure your booking. The deposit for damage and breakages will be refunded within 10 days of your departure, after our inspection.			
DESCRIPTION	UNIT PRICE	TOTAL	
Rental of villa for 7 nights arriving after 2:00 pm on June 24th, 2005 and leaving by noon on 1st July 2005.	950.00	950.00	
Hire of bicycles for 5 days.	22.00	110.00	
Final cleaning.	45.00	45.00	
Deposit for damage and breakages.	900.00	900.00	
TOTAL PRICE		Eu 1605.00	
CREDIT		Eu -150.00	
TOTAL DUE		Eu 1455.00	
Payment terms: A deposit of 150 Euros is required to secure your booking. The balance of the rental and a deposit of 500 Euros is due within 10 days of travel. Please your cheque payable to Mr & Mrs Annalera.			
We wish you a wonderful Italian Holiday!			
Mr and Mrs L. Annalera Beach Acres, Spring Lane, Twizelworth, W. Countyshire, PC1 2HZ. Phone: +44 (0) 123 456 7890 Mobile: +44 (0) 123 456 7891 Email: demo@uk2invoice.com			
This invoice was produced on-line at <a href="http://www.uk2invoice.com">www.uk2invoice.com</a> and each printed, saved and emailed as an attachment.			

B

INVOICE		Italian Holidays	
Invoice number 00001050		Date of invoice January 12th, 2005	
Mr & Mrs C. Caserio		Your reference: Email enquiry from Letecoba	
Rental of villa in Tuscany. Full payment is required 10 days before arrival. Thank you for your deposit of 150 Euros to secure your booking. The deposit for damage and breakages will be refunded within 10 days of your departure, after our inspection.			
DESCRIPTION	UNIT PRICE	TOTAL	
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TOTAL PRICE		Eu 1605.00	
CREDIT		Eu -150.00	
TOTAL DUE		Eu 1455.00	
Payment terms: A deposit of 150 Euros is required to secure your booking. The balance of the rental and a deposit of 500 Euros is due within 10 days of travel. Please your cheque payable to Mr & Mrs Annalera.			
We wish you a wonderful Italian Holiday!			
Mr and Mrs L. Annalera Beach Acres, Spring Lane, Twizelworth, W. Countyshire, PC1 2HZ. Phone: +44 (0) 123 456 7890 Mobile: +44 (0) 123 456 7891 Email: demo@uk2invoice.com			
This invoice was produced on-line at <a href="http://www.uk2invoice.com">www.uk2invoice.com</a> and each printed, saved and emailed as an attachment.			

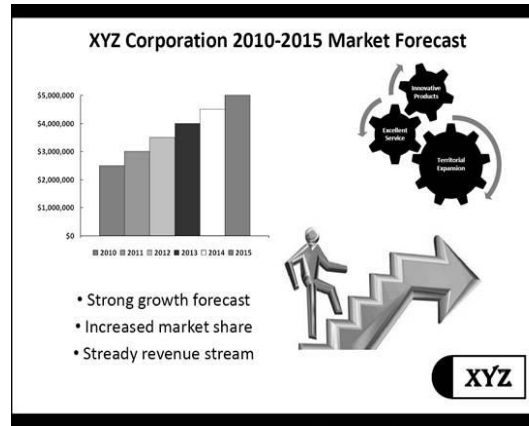
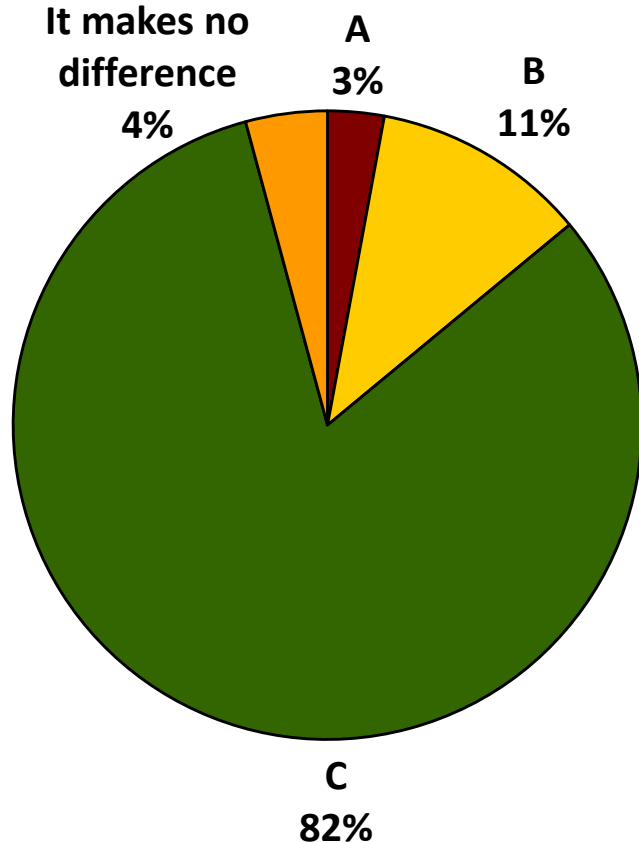
C

INVOICE		Italian Holidays	
Invoice number 00001050		Date of invoice January 12th, 2005	
Mr & Mrs C. Caserio		Your reference: Email enquiry from Letecoba	
Rental of villa in Tuscany. Full payment is required 10 days before arrival. Thank you for your deposit of 150 Euros to secure your booking. The deposit for damage and breakages will be refunded within 10 days of your departure, after our inspection.			
DESCRIPTION	UNIT PRICE	TOTAL	
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TOTAL PRICE		Eu 1605.00	
CREDIT		Eu -150.00	
TOTAL DUE		Eu 1455.00	
Payment terms: A deposit of 150 Euros is required to secure your booking. The balance of the rental and a deposit of 500 Euros is due within 10 days of travel. Please your cheque payable to Mr & Mrs Annalera.			
We wish you a wonderful Italian Holiday!			
Mr and Mrs L. Annalera Beach Acres, Spring Lane, Twizelworth, W. Countyshire, PC1 2HZ. Phone: +44 (0) 123 456 7890 Mobile: +44 (0) 123 456 7891 Email: demo@uk2invoice.com			
This invoice was produced on-line at <a href="http://www.uk2invoice.com">www.uk2invoice.com</a> and each printed, saved and emailed as an attachment.			

N = 307

# Q14: Presentation - Which of the examples do you think your customers or prospects would be the most likely to read?

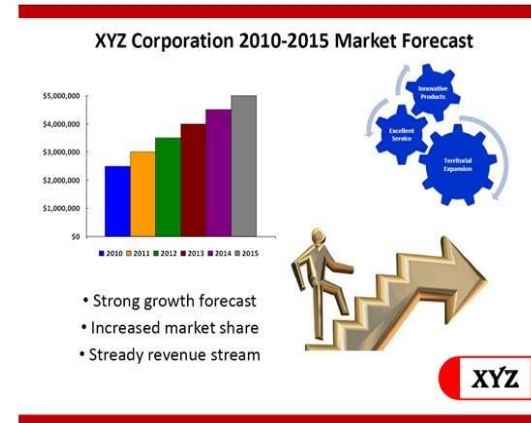
It makes no difference



**Presentation A**



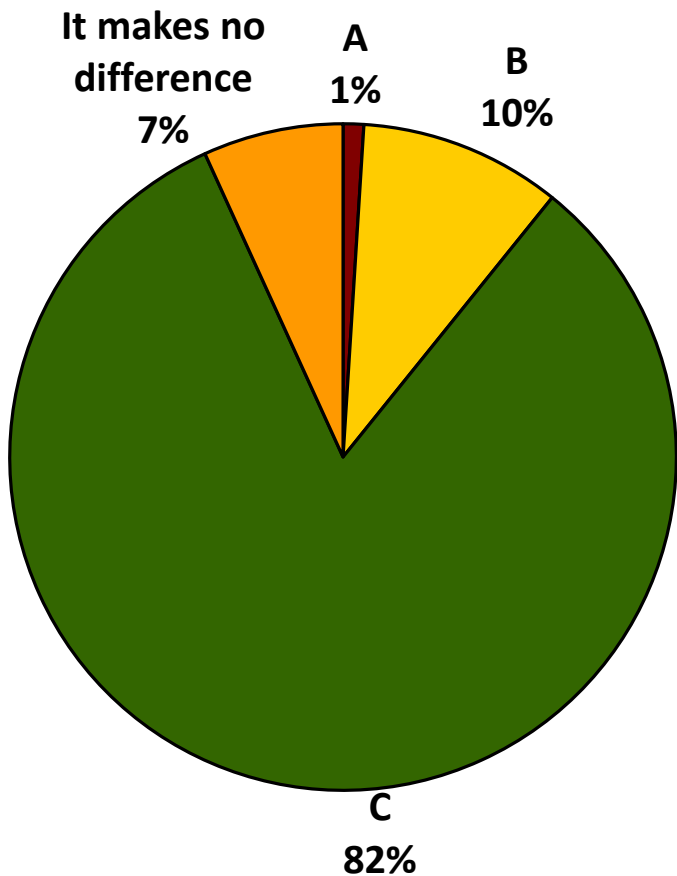
**Presentation B**



**Presentation C**

N = 307

# Q15: Brochure - Which of the examples do you think your customers or prospects would be the most likely to read?



GREATER NEW ORLEANS ORGANIZERS' ROUNDTABLE presents

## Masquerade PARTY & FUNDRAISER

With \$10.00 Raffle Prizes - Flat Screen Television & iPod

**SATURDAY  
APRIL 10**  
7PM - 11PM

Wear your favorite mask and join the party to benefit local and regional residents' participation in the 2010 US Social Forum in Detroit, Michigan.

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NEW ORLEANS AFRICAN AMERICAN MUSEUM  
1418 Governor Nichols St.

\$25.00 Advance Ticket | \$30.00 at Door  
GET YOUR TICKETS at the Community Book Center  
2523 Bayou Road

Full cost of ticket is a tax-deductible donation to: Association for Environmental Human Rights, the fiscal sponsor of the GNO Organizers' Roundtable

For More Information contact Monique Harden 504.799.3064  
or Kimberley Richards 504.301.9292



**Brochure A**



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**Brochure B**



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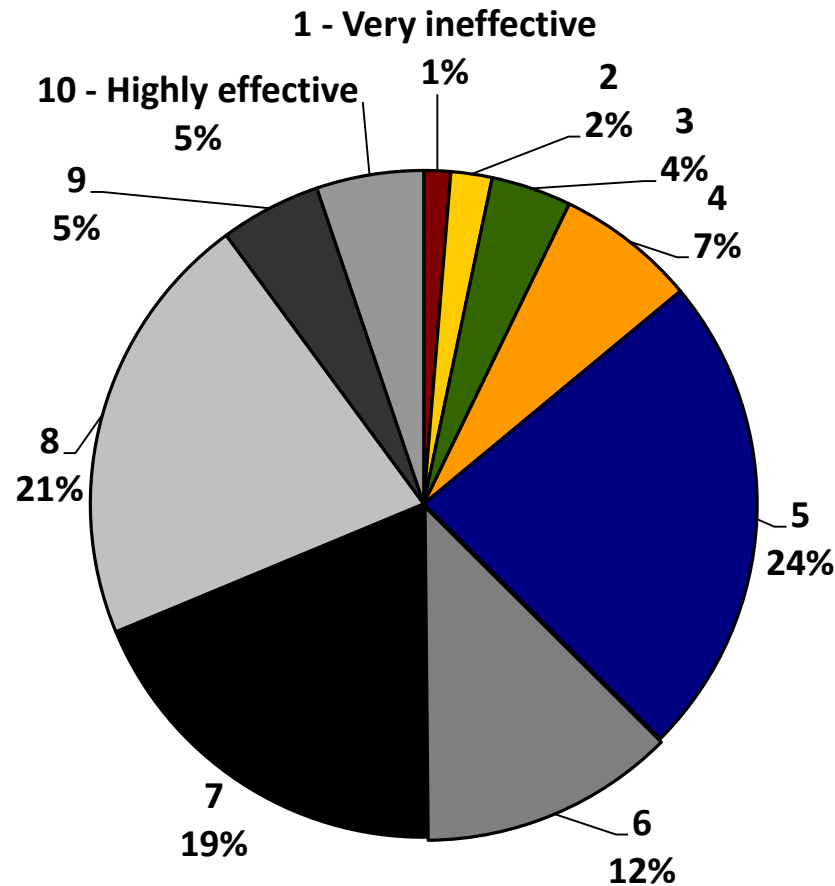
**Brochure C**

N = 307

# Q16: How effective are the promotional mailings that you print and produce in-house?

Mean= 6.3  
Slightly effective

62% feel their mailings are effective to some degree



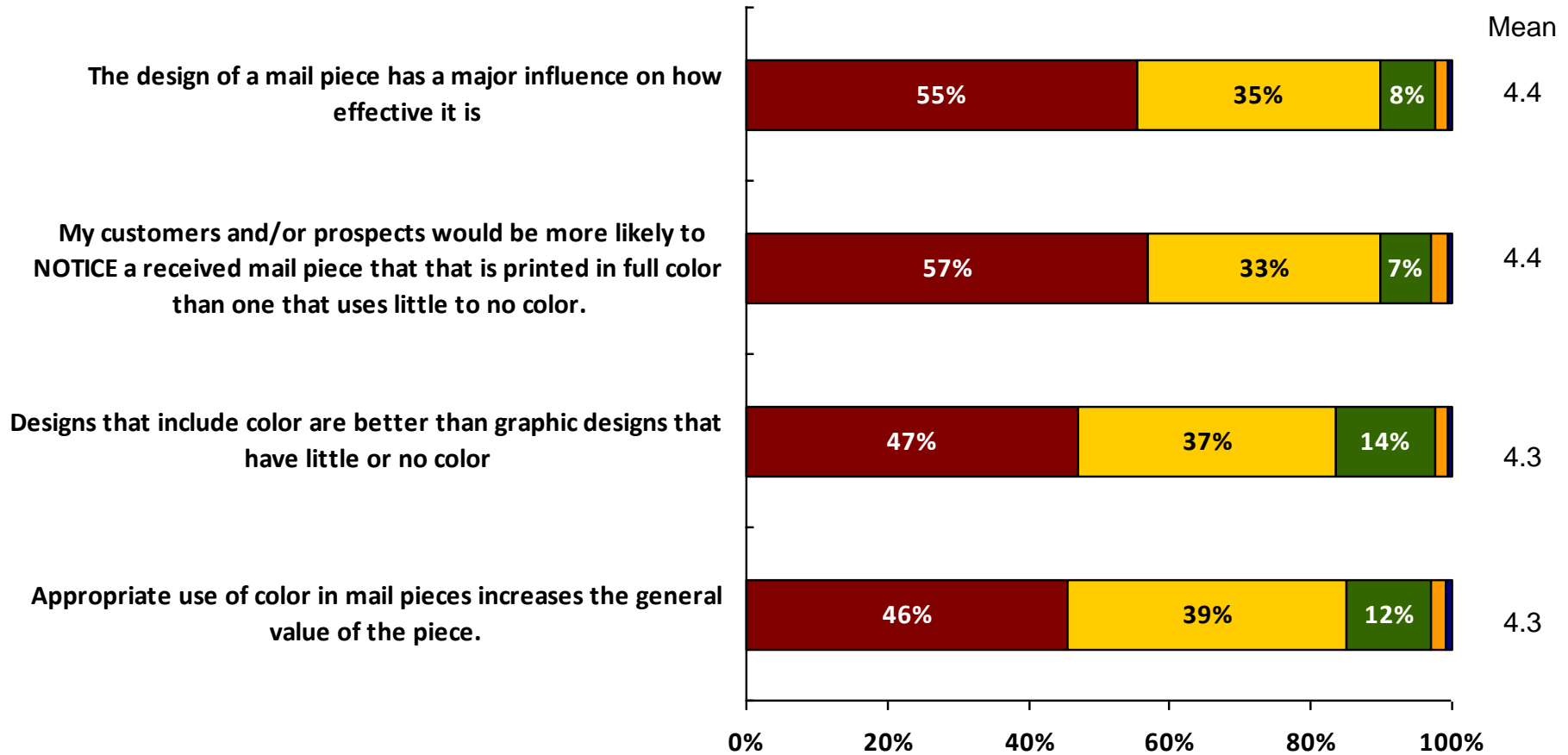
1-5 = Ineffective  
6-10 = Effective

# Summary of Agree/Disagree Questions

- **Overall general agreement on statements regarding the use of color**
- **Over 50% of small business respondents strongly agree that**
  - The design of a mail piece has a direct influence on how effective it is
  - Their customers would be more likely to notice pieces produced in full color
  - Appropriate use of color in mail pieces allows readers to extract the key information faster and better
  - Printing in color enhances their company's image

# Q17: Do you agree or disagree with the following statements?

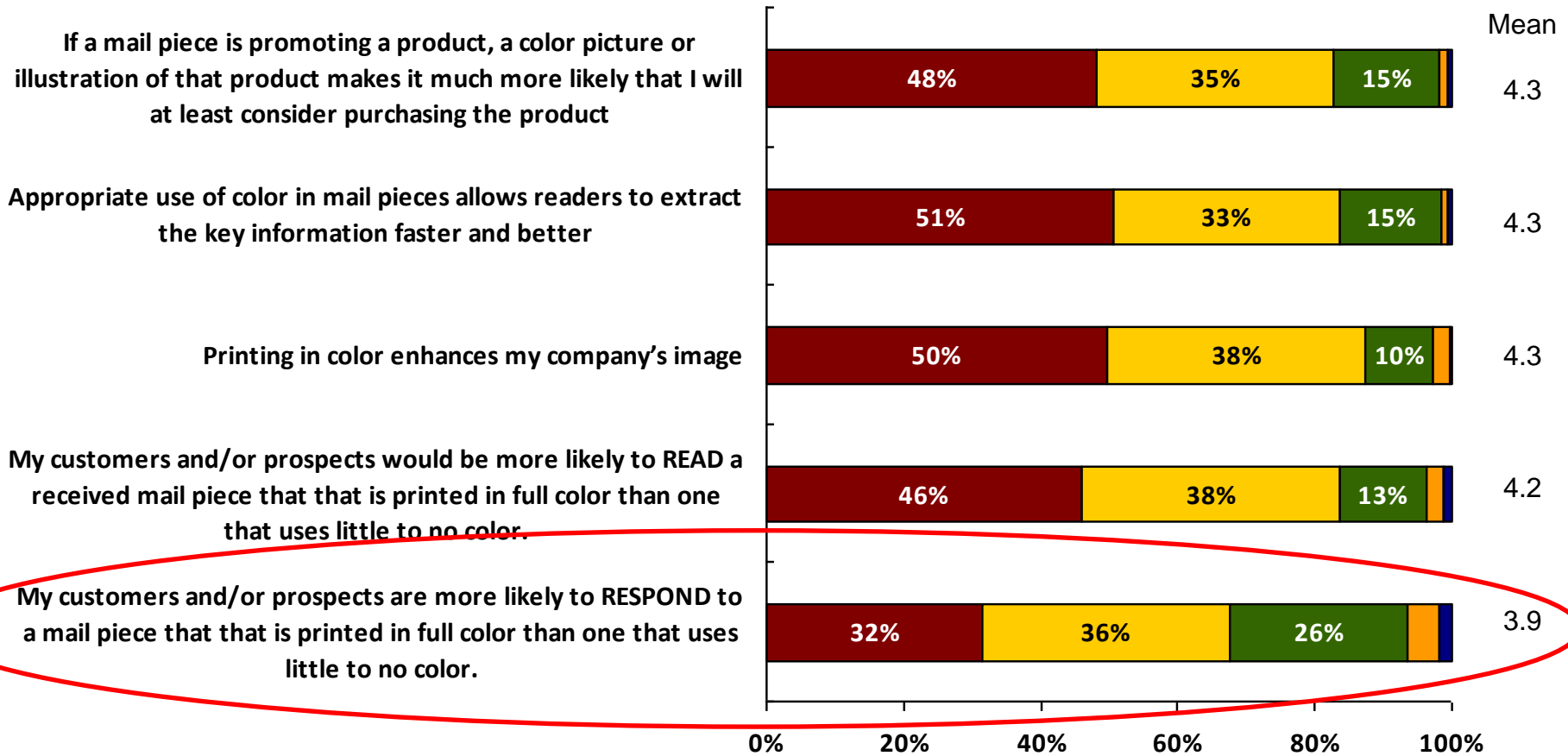
■ Agree strongly 
 ■ Agree somewhat 
 ■ Neither agree nor disagree 
 ■ Disagree somewhat 
 ■ Disagree strongly



N = 307

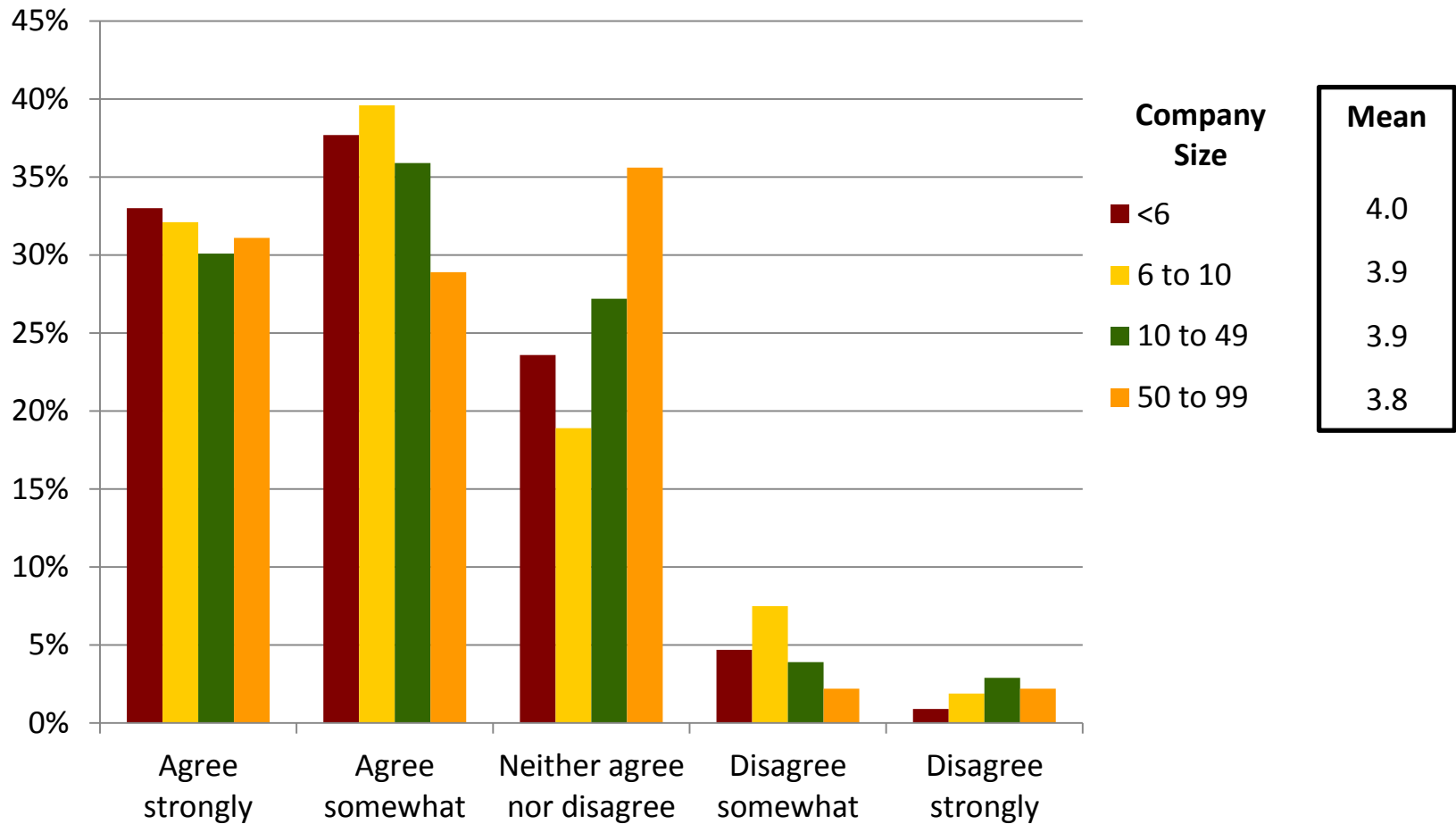
# Q17: Do you agree or disagree with the following statements?

■ Agree strongly 
 ■ Agree somewhat 
 ■ Neither agree nor disagree 
 ■ Disagree somewhat 
 ■ Disagree strongly



N = 307

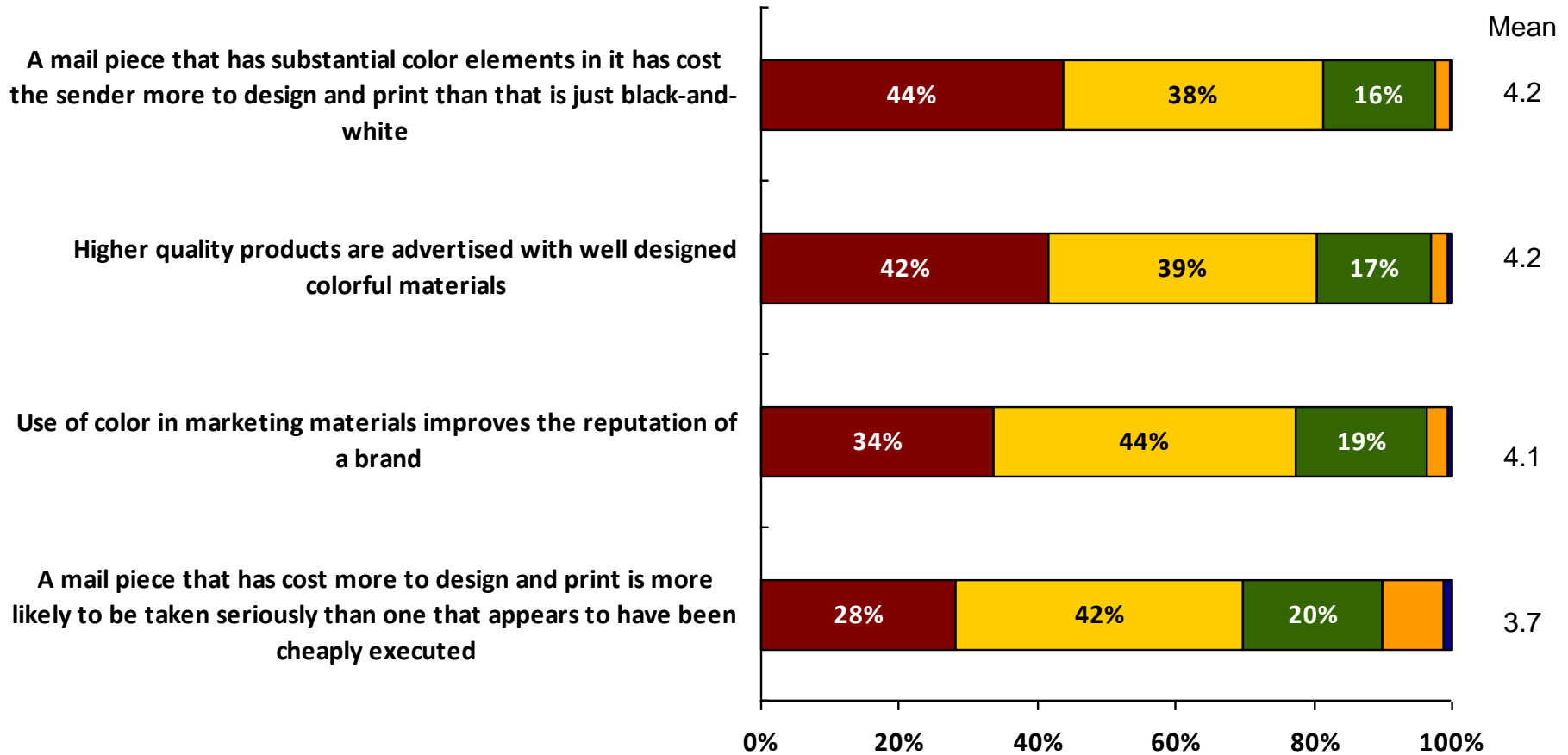
# Q17e: My customers and/or prospects are more likely to RESPOND to a mail piece that that is printed in full color than one that uses little to no color.



N = 307

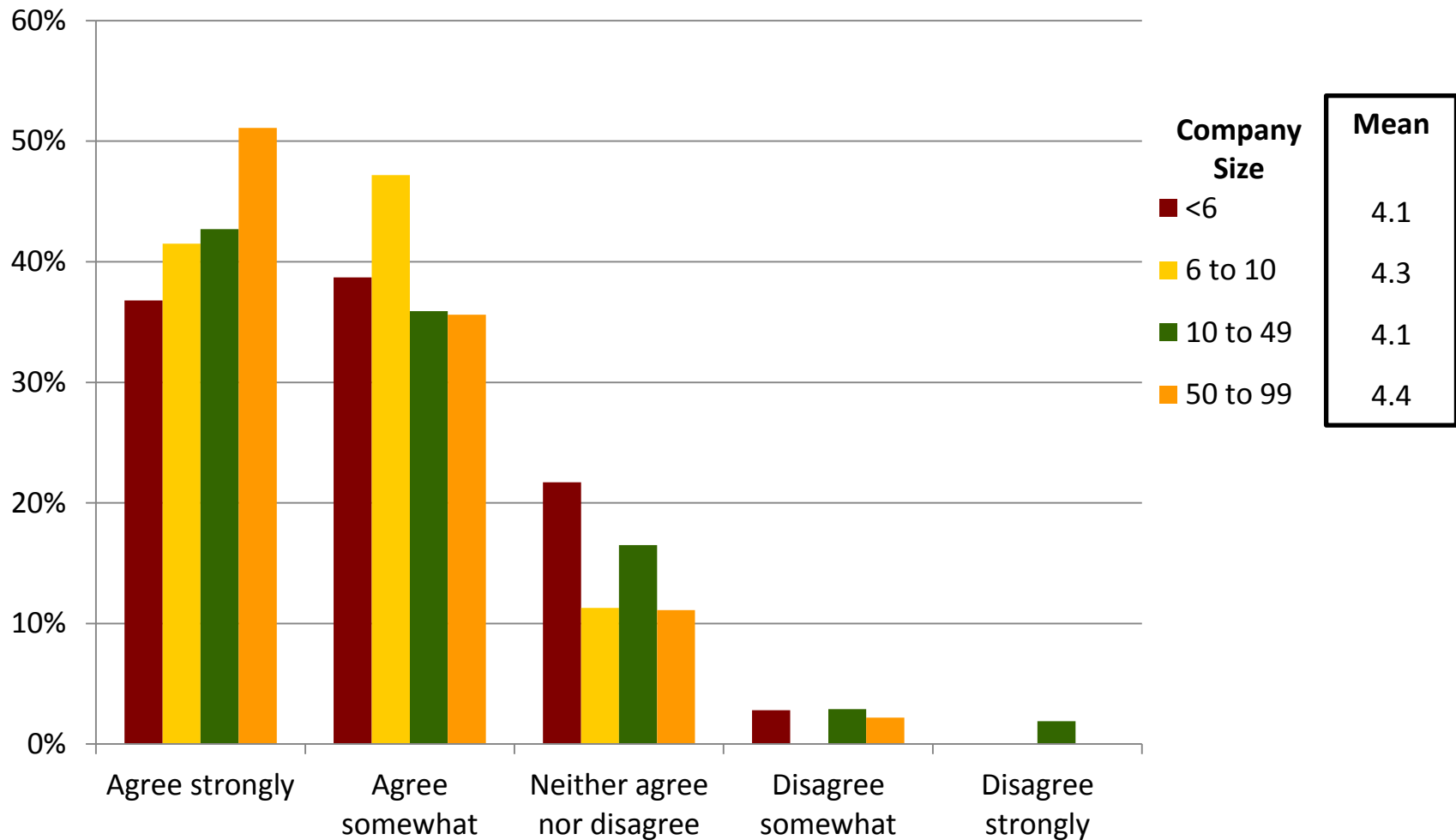
# Q18: Do you agree or disagree with the following statements?

■ Agree strongly 
 ■ Agree somewhat 
 ■ Neither agree nor disagree 
 ■ Disagree somewhat 
 ■ Disagree strongly



N = 307

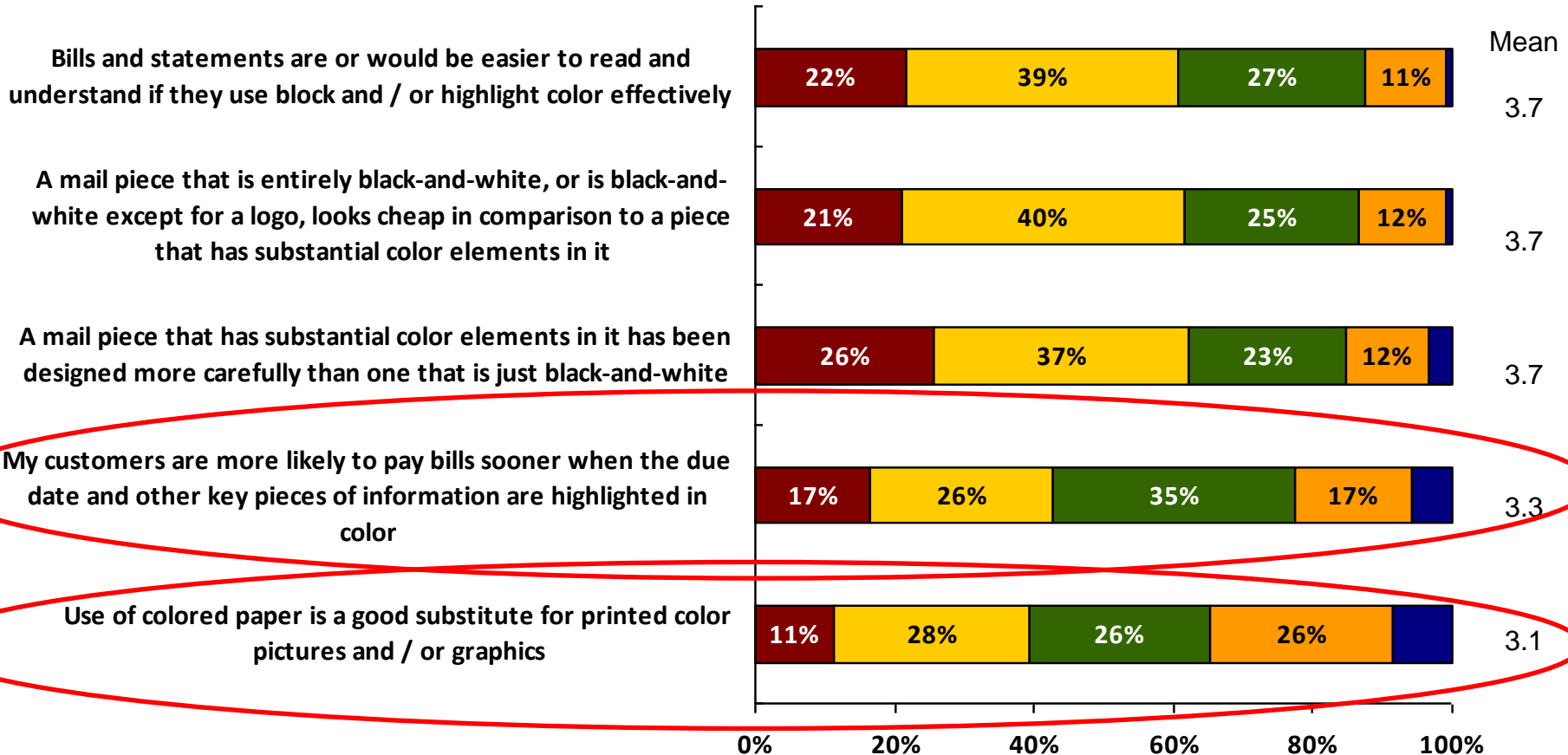
## Q18b: Higher quality products are advertised with well-designed colorful materials.



N = 307

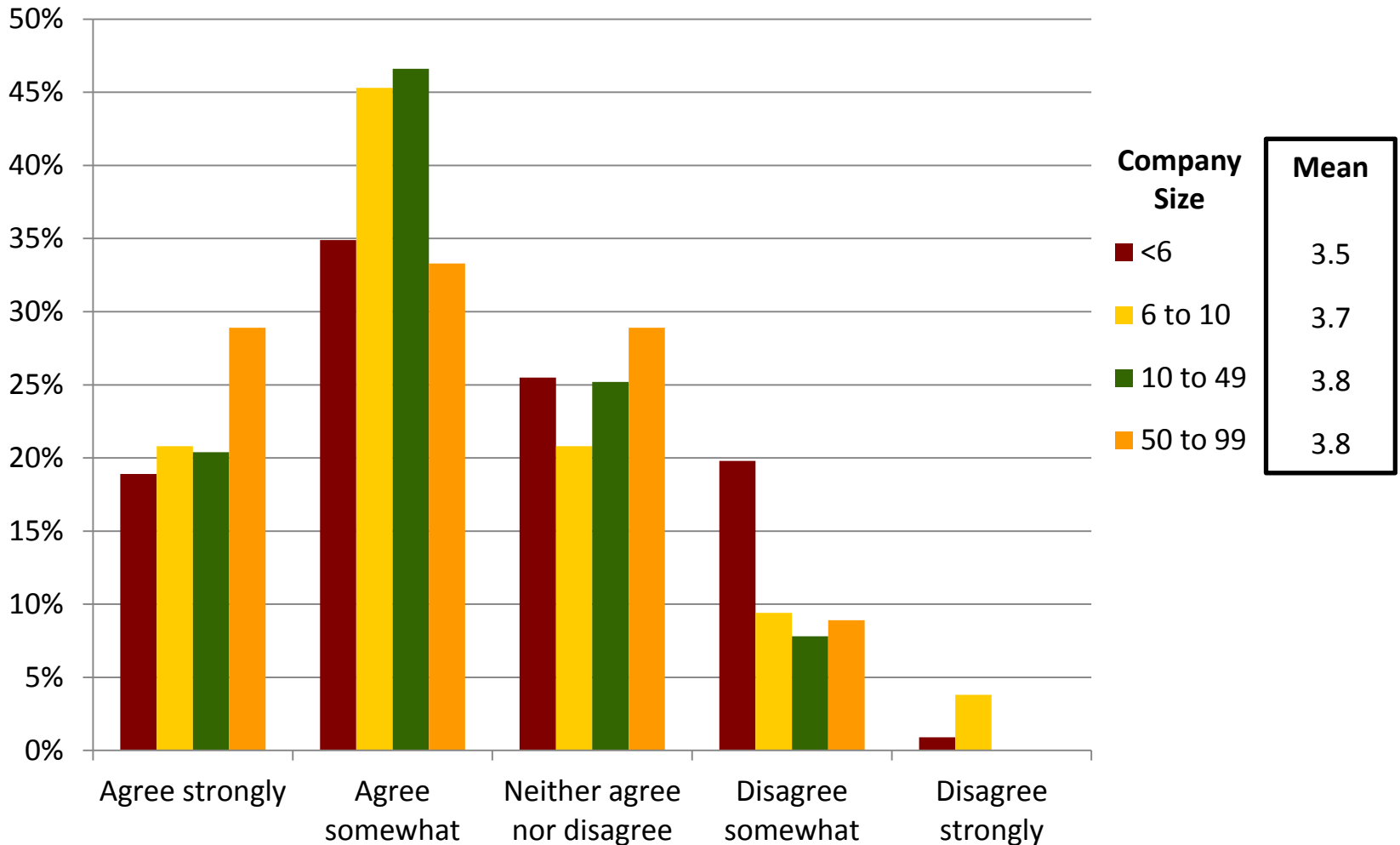
# Q18: Do you agree or disagree with the following statements?

■ Agree strongly 
 ■ Agree somewhat 
 ■ Neither agree nor disagree 
 ■ Disagree somewhat 
 ■ Disagree strongly



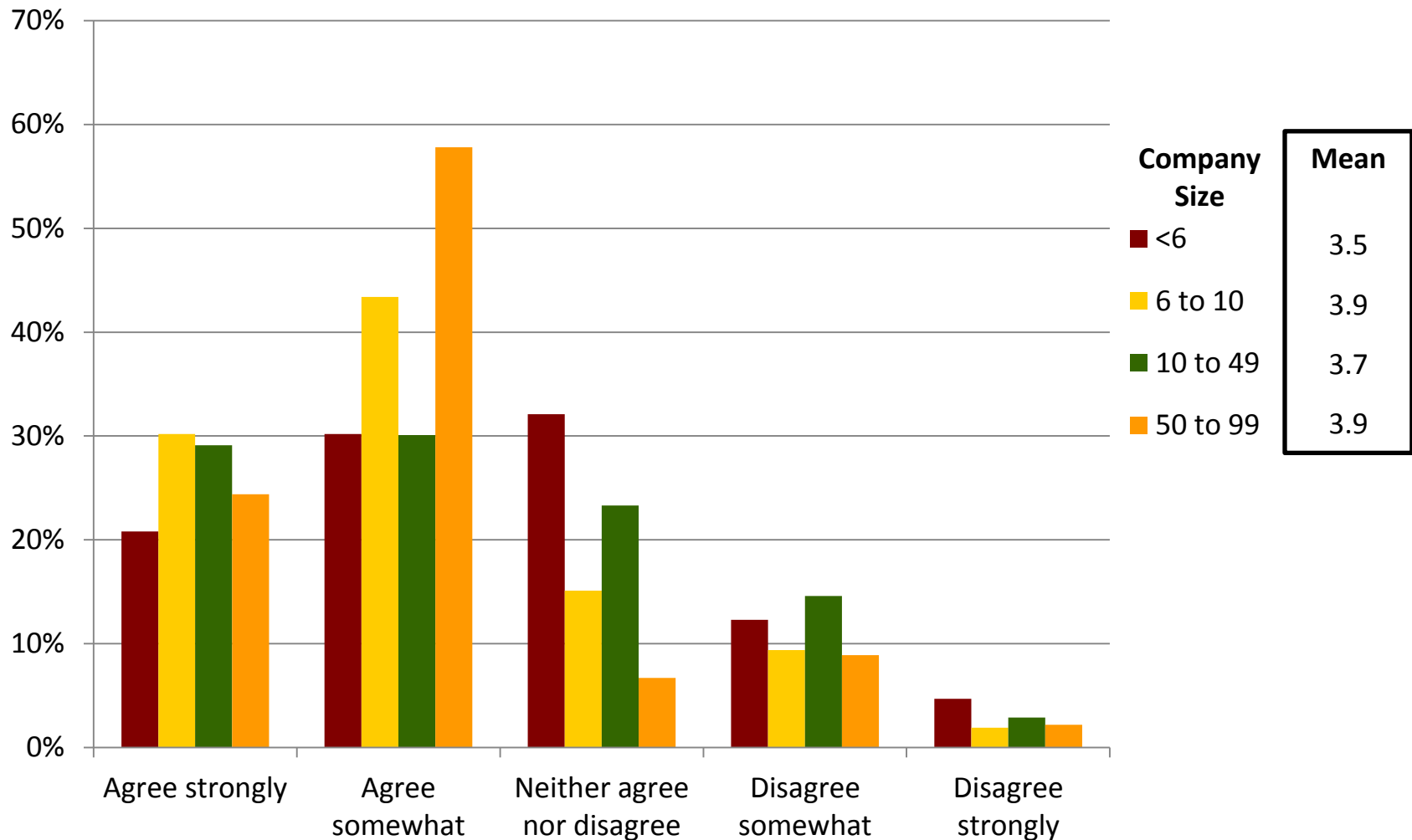
N = 307

# 18f: A mail piece that is entirely black-and-white, or is black-and-white except for a logo, looks cheap in comparison to a piece that has substantial color elements in it.



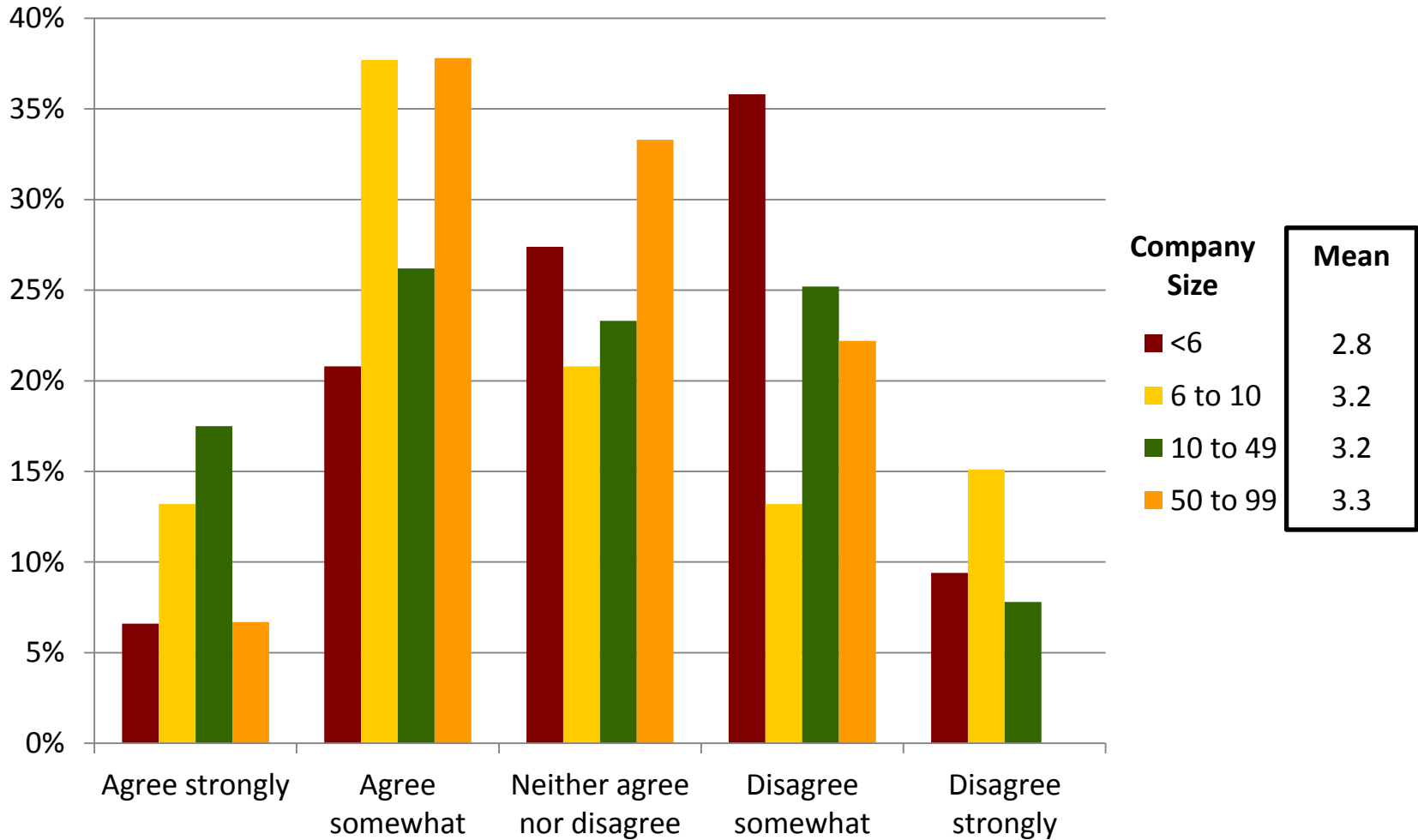
N = 307

# 18g: A mail piece that has substantial color elements in it has been designed more carefully than one that is just black-and-white.



N = 307

# 18i: Use of colored paper is a good substitute for printed color pictures and/or graphics.

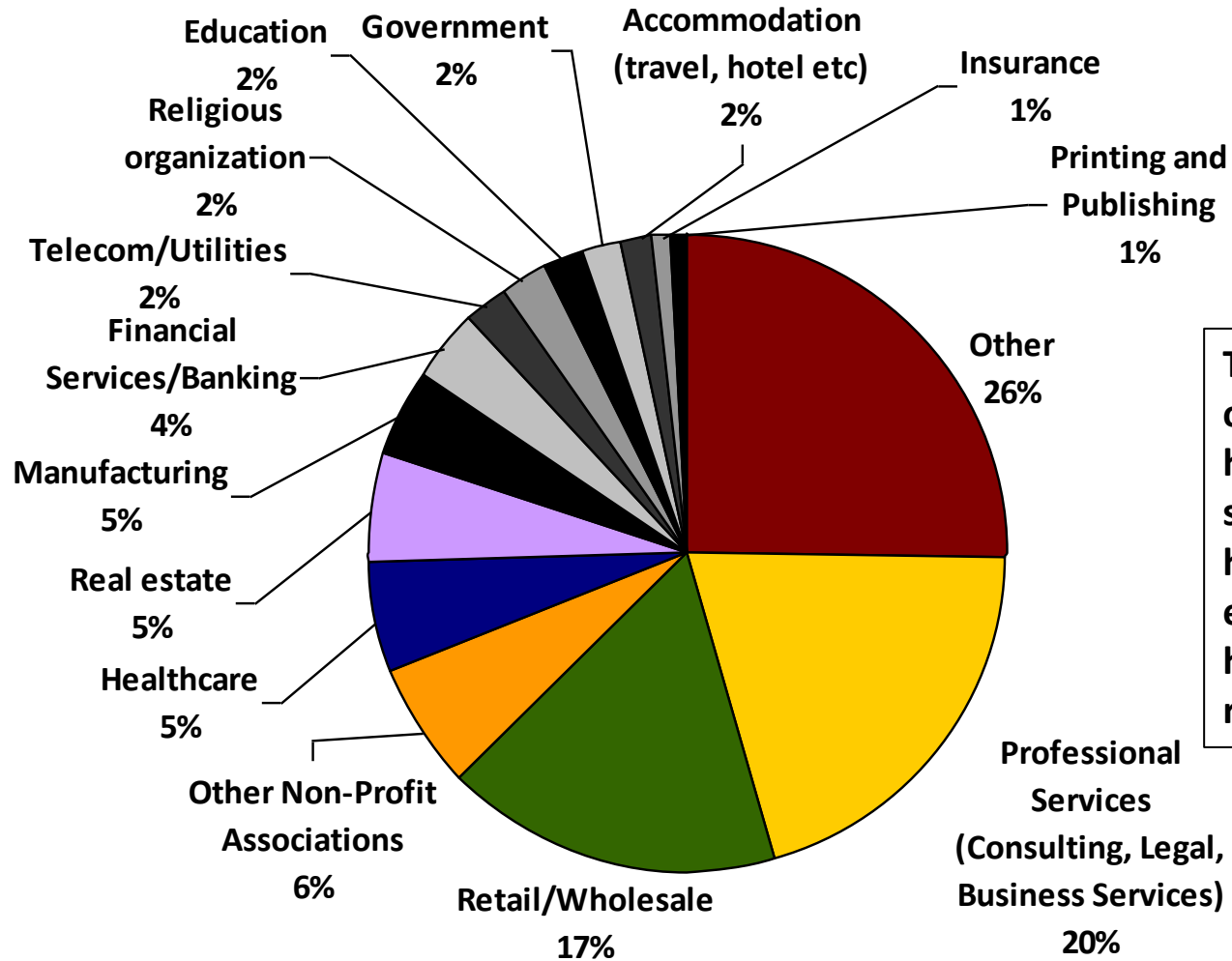


N = 307



# Demographics of the Small-Business Respondents

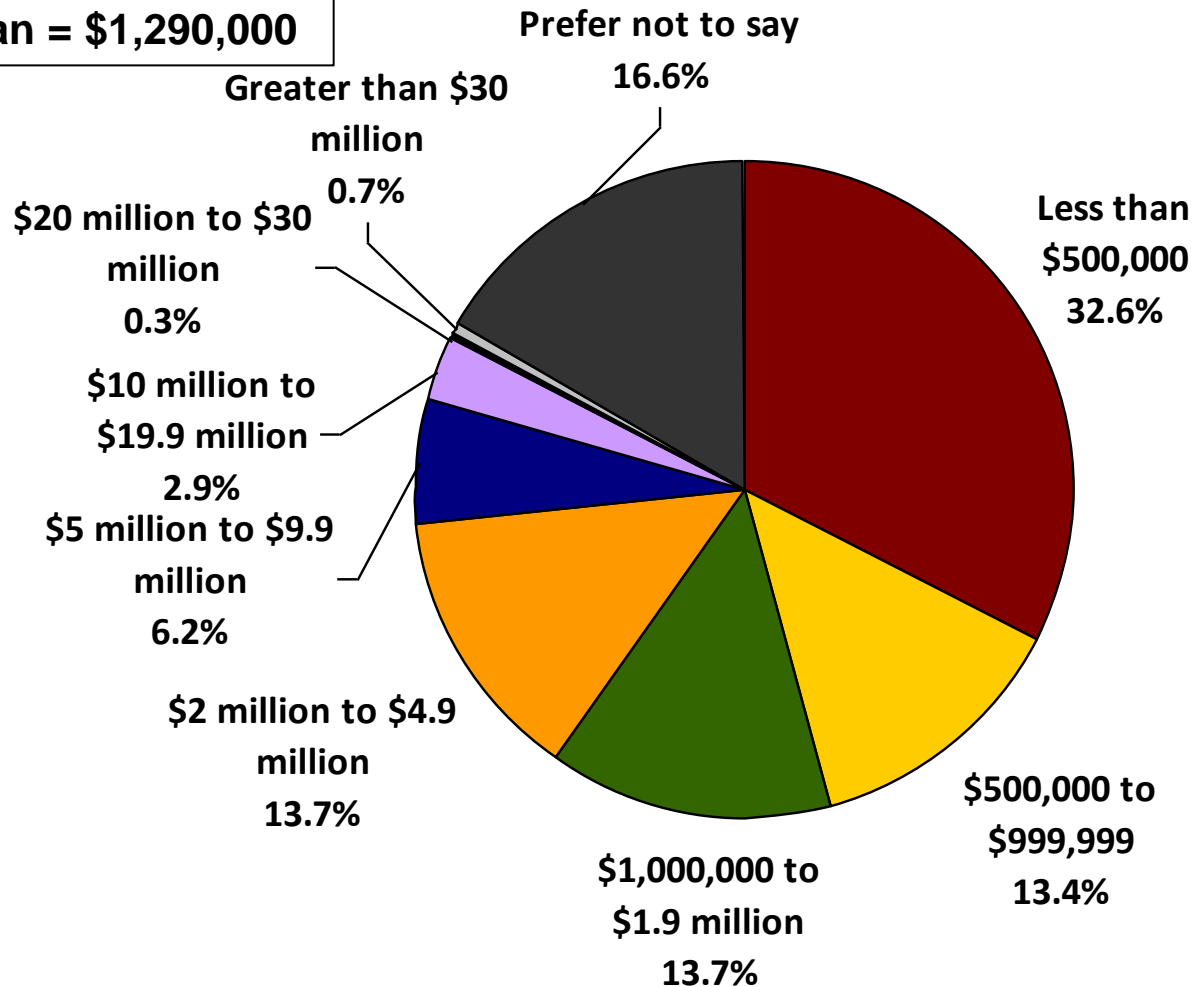
# Q23: Which of the following best describes your company's primary business?



This study is focused on small businesses, hence professional services, retail, healthcare, real estate and other have more representation

# Q24: What was your company's or organization's 2010 annual revenues?

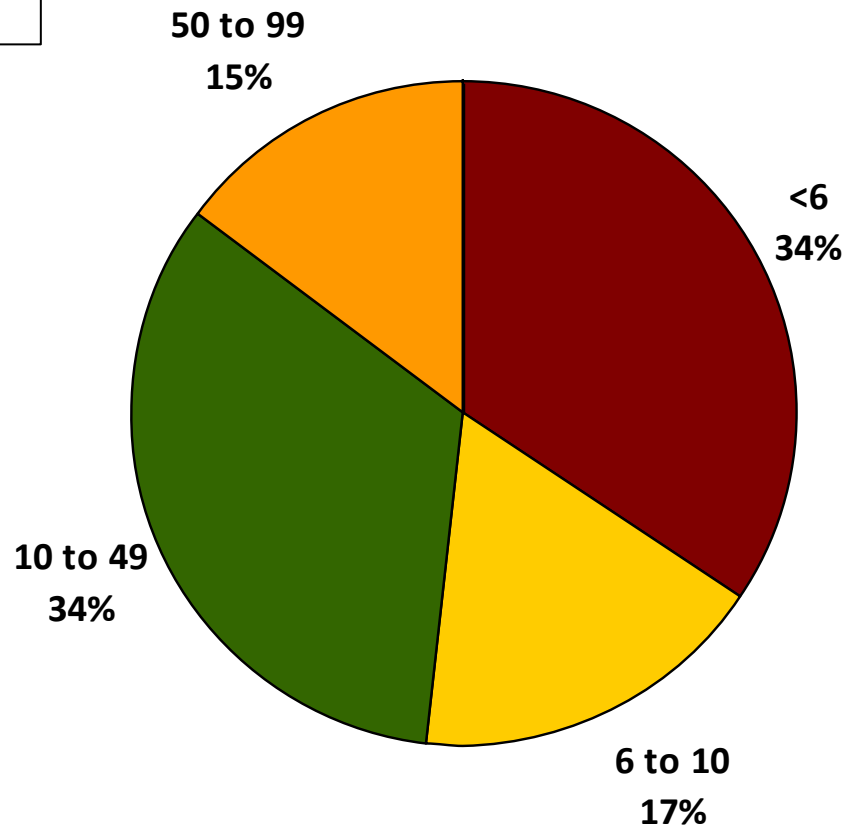
Mean= \$2,492,900  
Median = \$1,290,000



N = 307

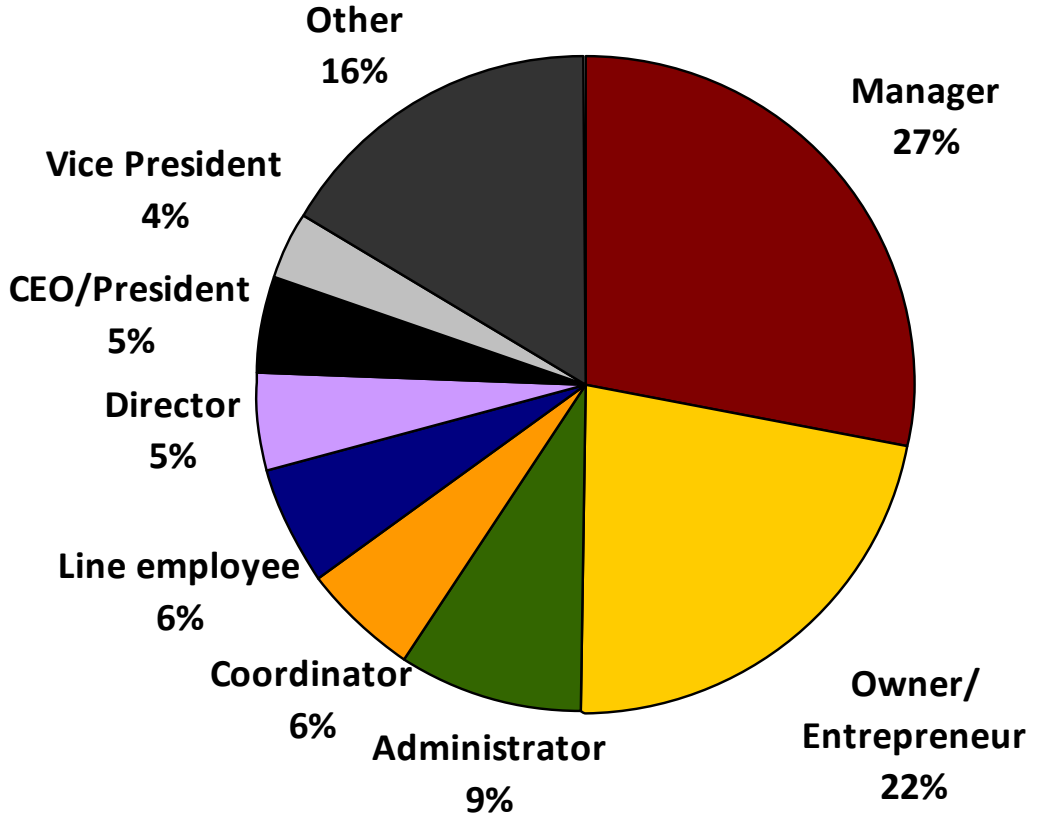
# Q1: How many employees work at your company?

Mean= 23.1 Employees  
Median = 10



N = 307

# Q25: What is your title?



N = 307

# Consumer Survey Results



# Key Findings

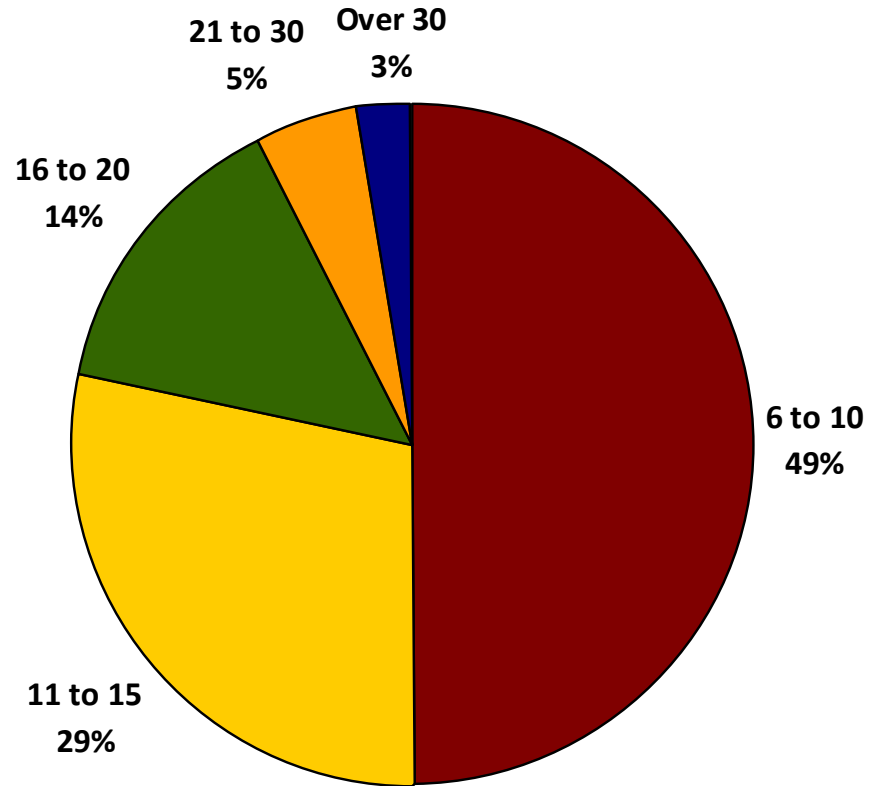
- **The average consumer receives 12.3 pieces of informational mail or solicitations per week**
  - All consumers place at least some value on all the mail they receive, but only 1% place value on all the mail they receive
- **61% usually or always open direct mail pieces**
  - Top 2 reasons for not opening:
    - 58% - Can tell from return address that it's not of interest
    - 18% - Not addressed to an individual (mailing address only)
- **Only 37% usually or always read direct mail pieces**
  - Comparatively 45% usually or always read postcards, self-mailers, etc.
  - Top reason for not reading opened direct mail:
    - 88% - "I can see at a glance that the subject is of no interest to me"
- **Consumers are only slightly more likely to read pieces of direct mail that they do not need to open (e.g. postcards, flyers)**

## Key Findings Cont'd.

- **Overall, consumers are much more likely to read documents that contain color**
  - 90% would more likely read a full color flyer/postcard
  - 92% would more likely read a full color newsletter
  - 79% would more likely read a full color brochure
  - 64% would more likely read a full color invoice
    - However, nearly 28% feel there is no additional benefit from color invoices
- **96% agree or strongly agree - more likely to NOTICE to a mail piece that that is printed in full color than one that uses little to no color (mean 4.7)**
  - However, only 49% agree or strongly agree - more likely to RESPOND to a mail piece that that is printed in full color than one that uses little to no color (mean 3.5)
- **61% agree or strongly agree – B&W only documents (minus logo), look cheap in comparison to documents with substantial color**
- **On a scale of 1-5, with 5 as strongly agree, consumer averaged 2.7 in believing that invoices with color highlights encouraged them to pay bills sooner**

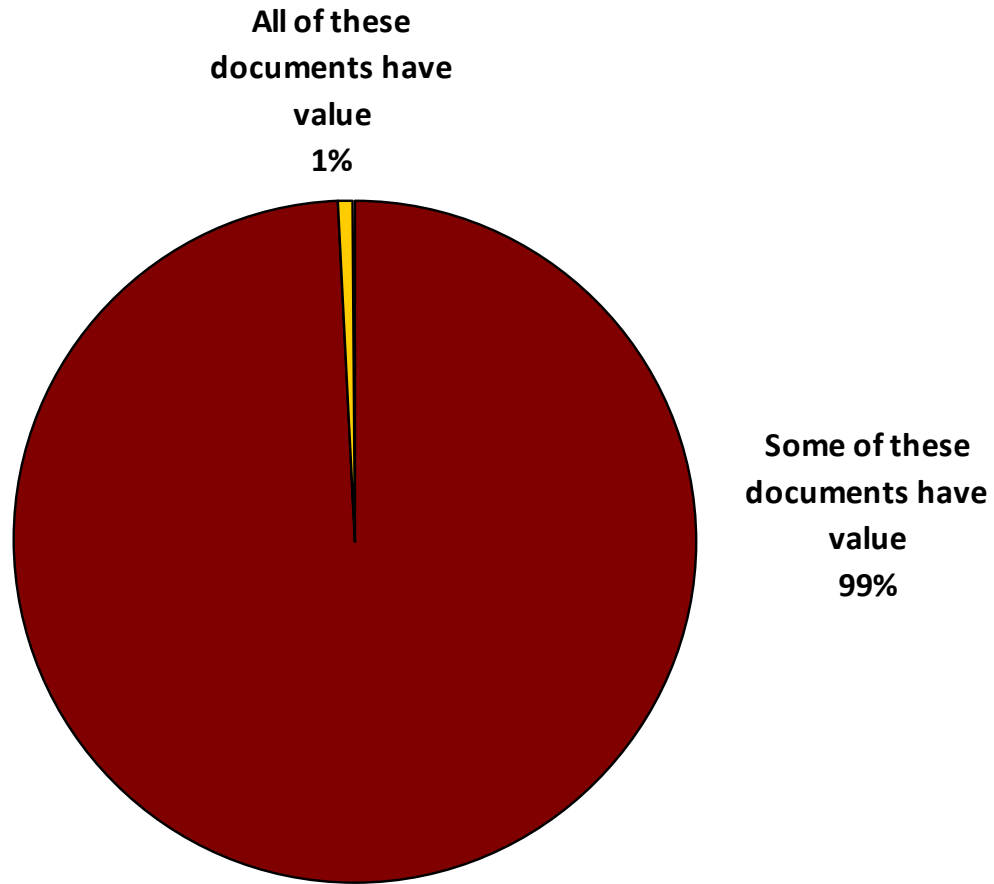
# Q3: Please state the amount of solicitations and informational literature that you receive in the mail every week

Mean = 12.3  
Pieces of Mail



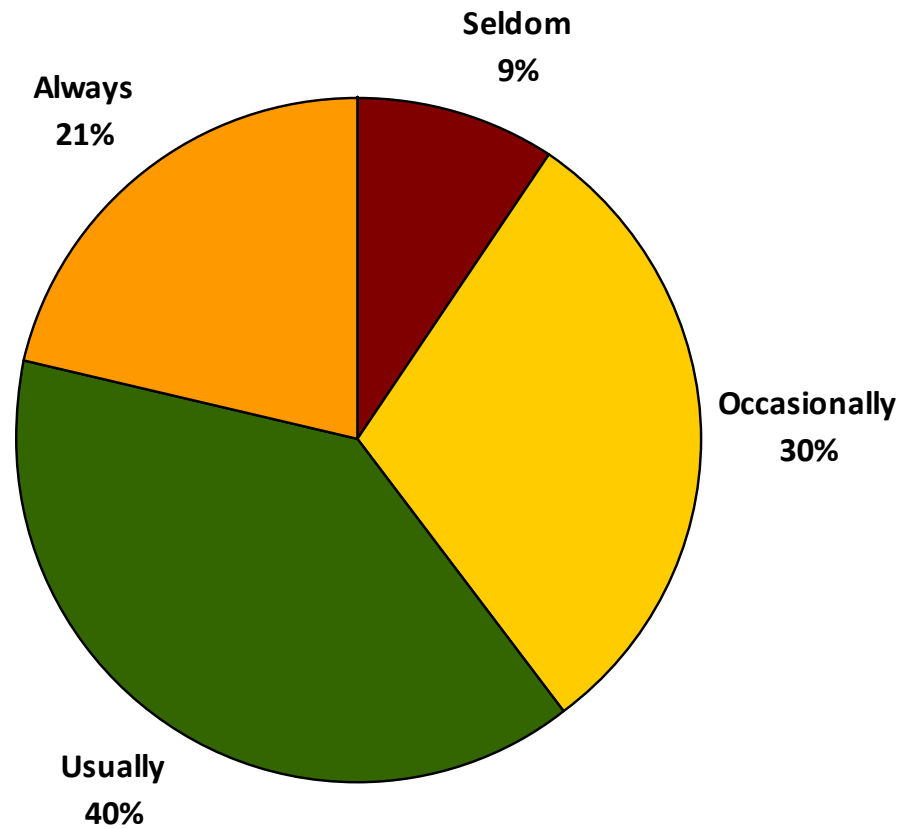
N = 319

# Q5: Regarding direct mail that you receive, do you place any value at all on receiving at least some of these various documents?



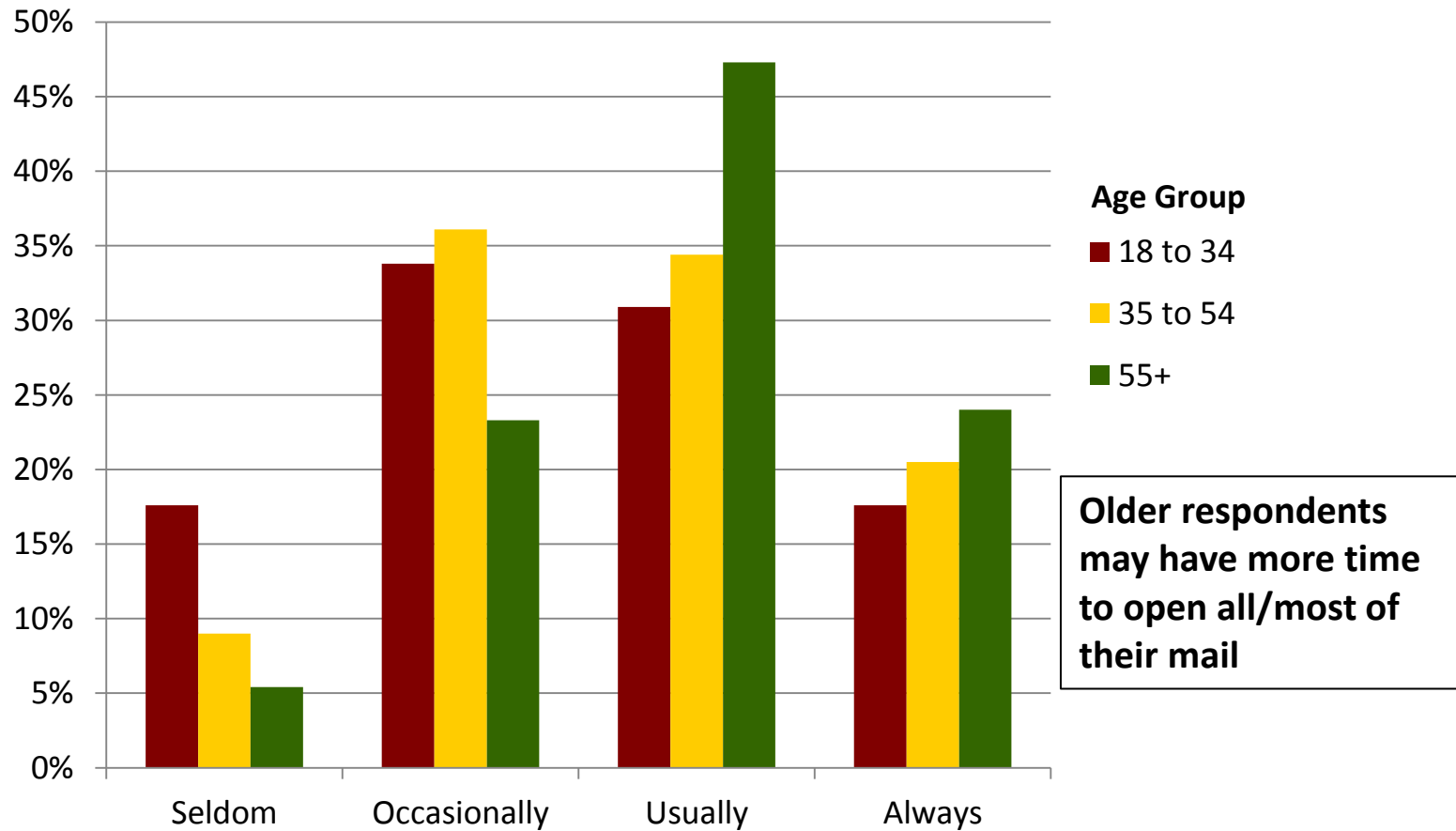
N = 319

# Q6: Of the direct mail pieces that arrive in an envelope or are folded/sealed, how often do you tend to OPEN them?



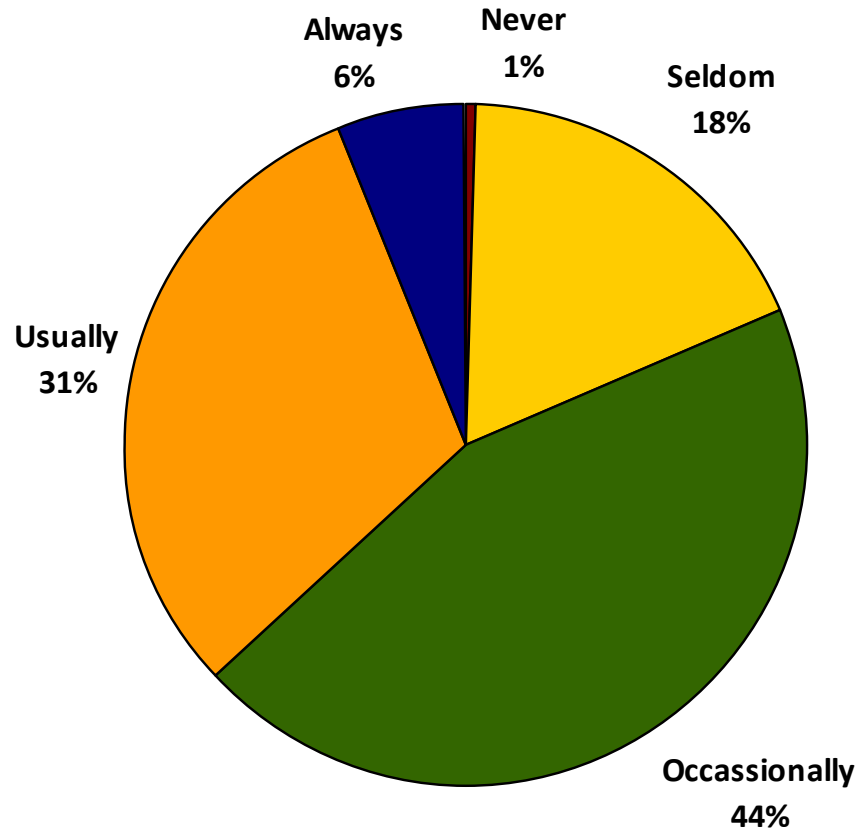
N = 319

## Q6: Of the direct mail pieces that arrive in an envelope or are folded/sealed, how often do you tend to OPEN them?



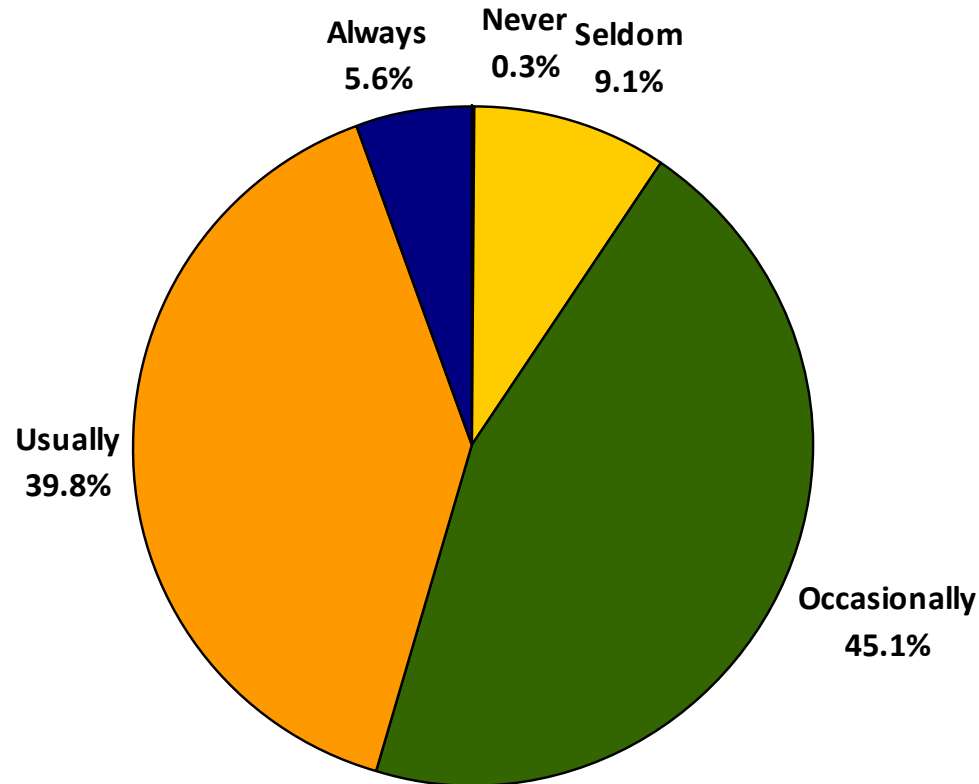
N = 319

# Q7: Of the pieces arriving in an envelope or are folded/sealed, that are opened, how often do you READ the enclosed mailer?



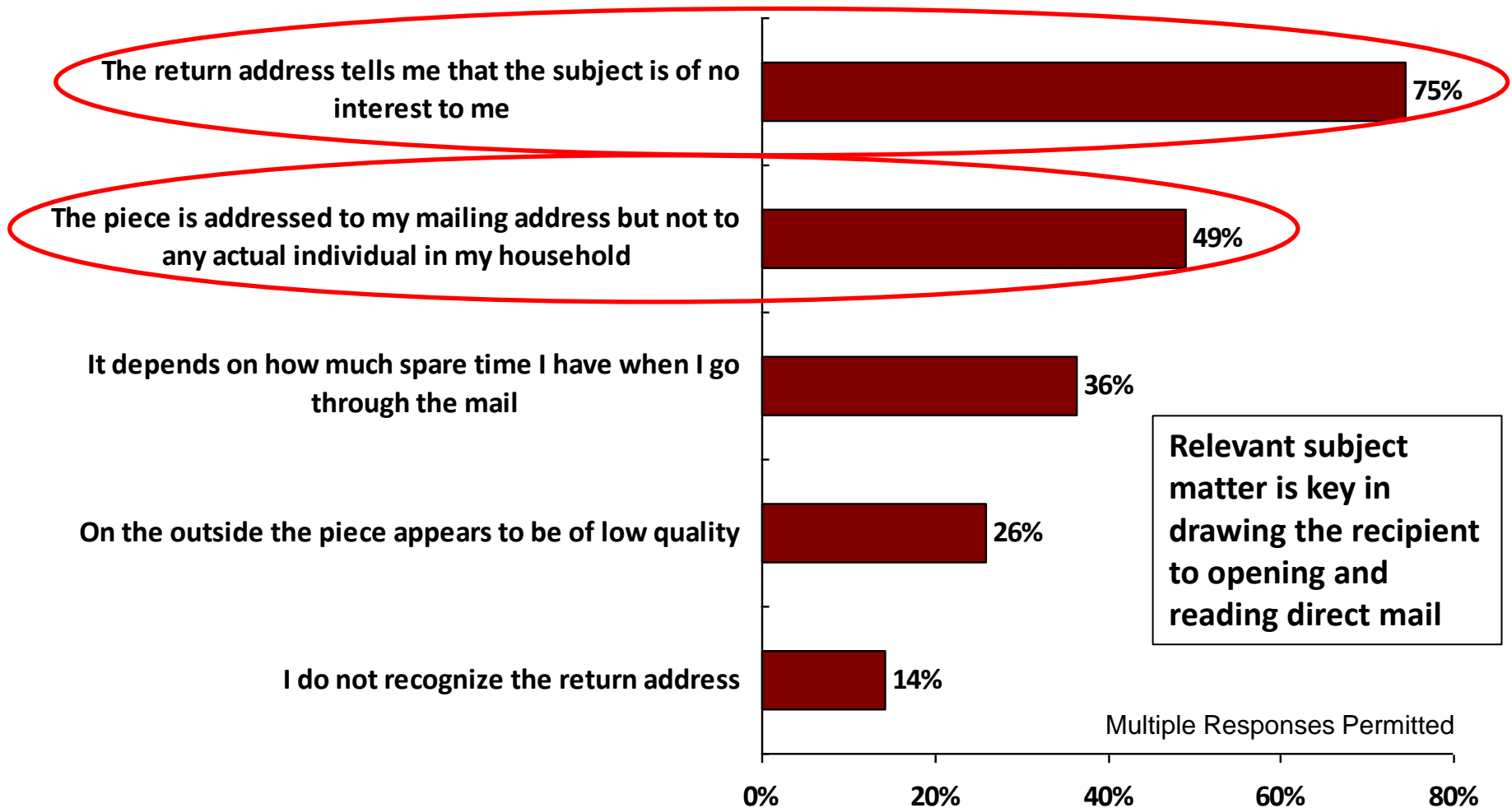
N = 319

# Q8: For other mail pieces that are either postcards, self-mailers, or other format - how often do you read them?



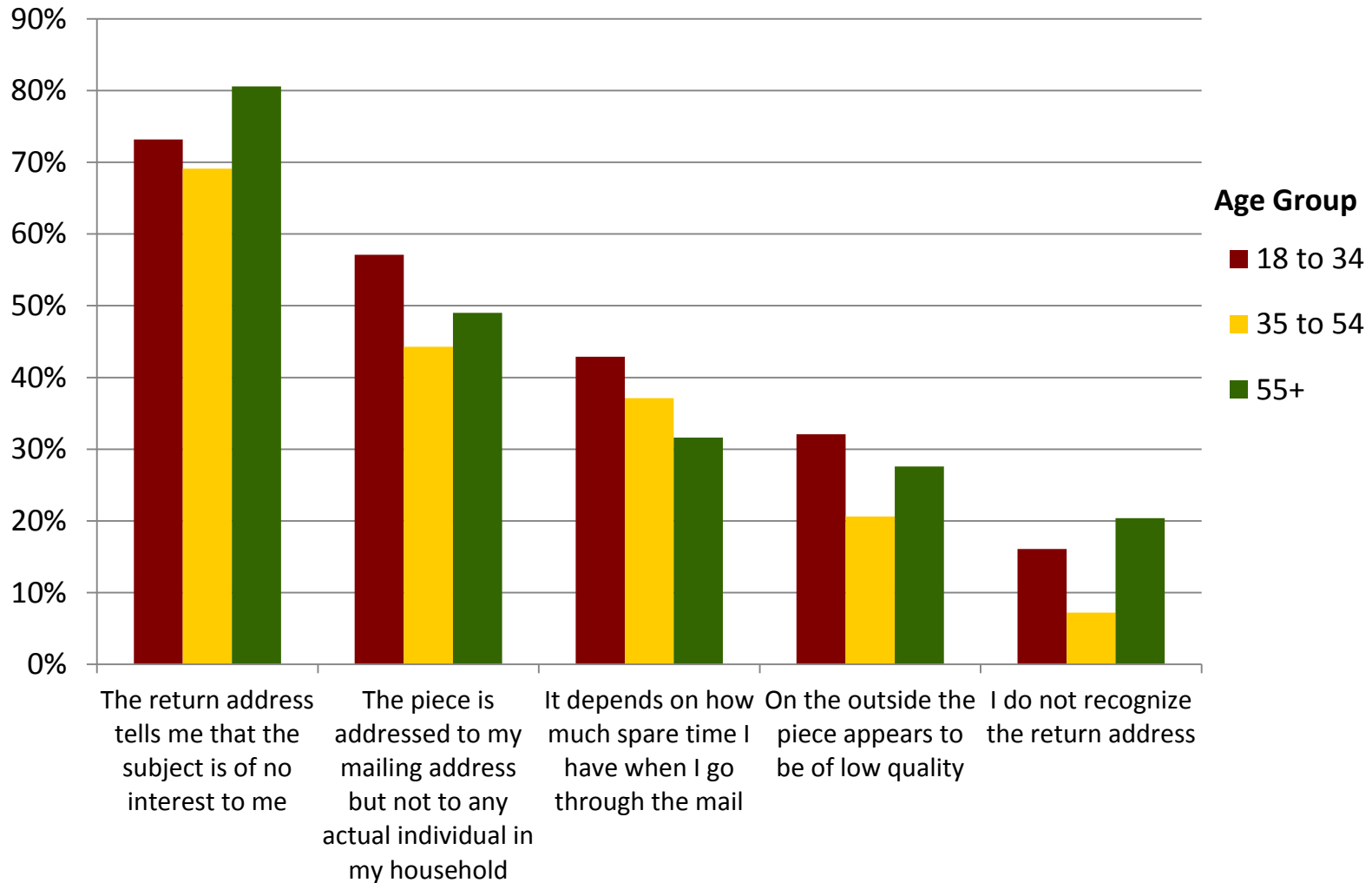
N = 319

# Q9: What are the key reasons why you discard some of your direct mail unopened?



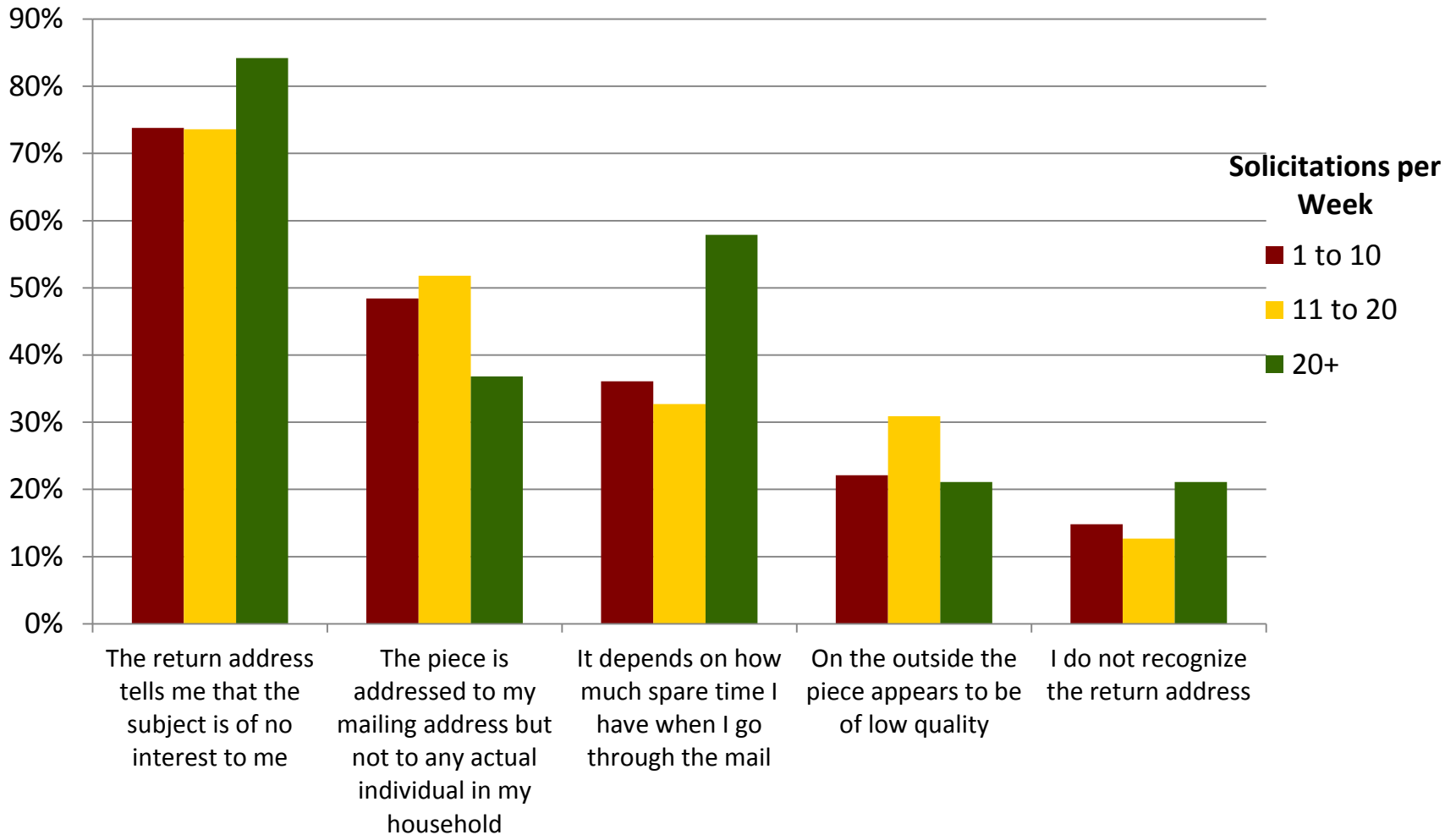
N = 251 Respondents who open some of their direct mail

# Q9: What are the key reasons why you discard some of your direct mail unopened?



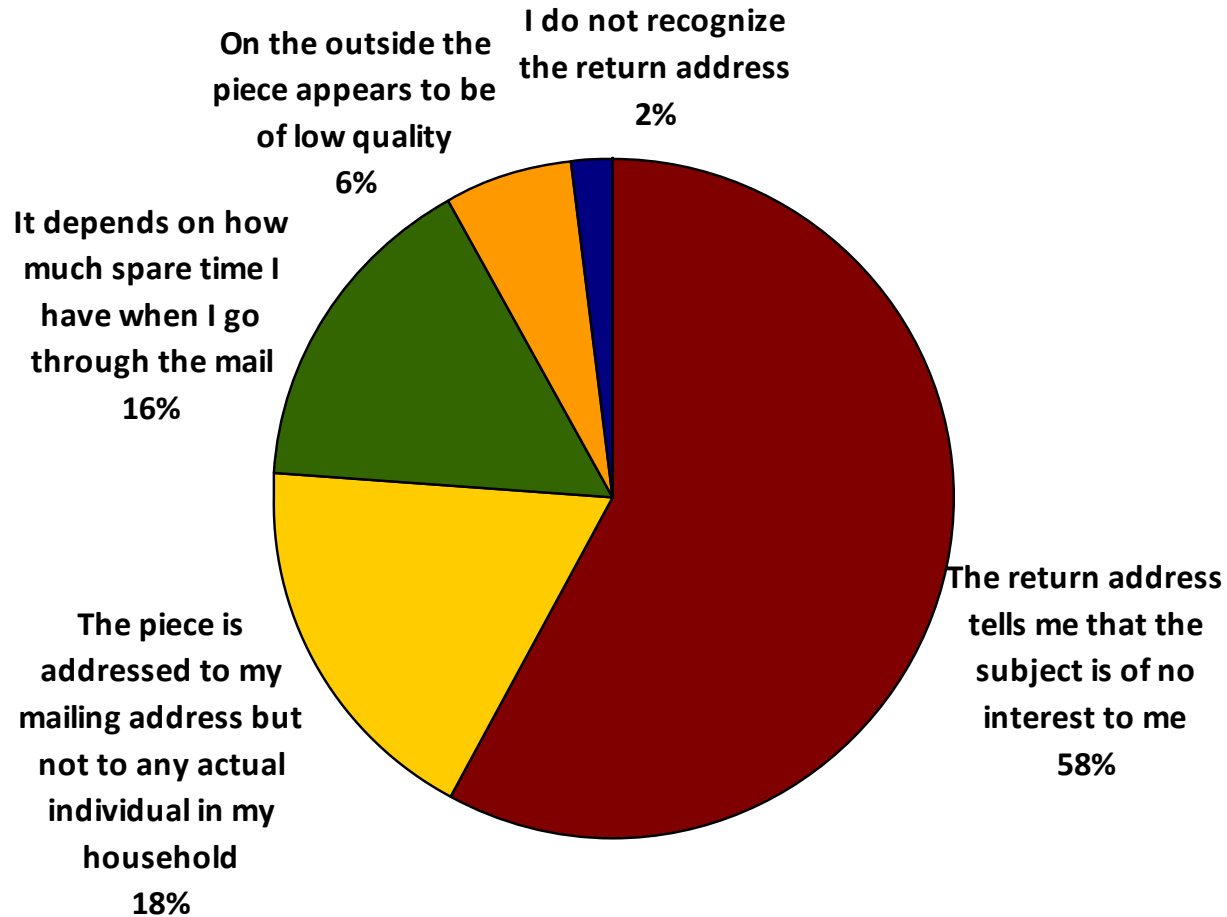
N = 319

# Q9: What are the key reasons why you discard some of your direct mail unopened?



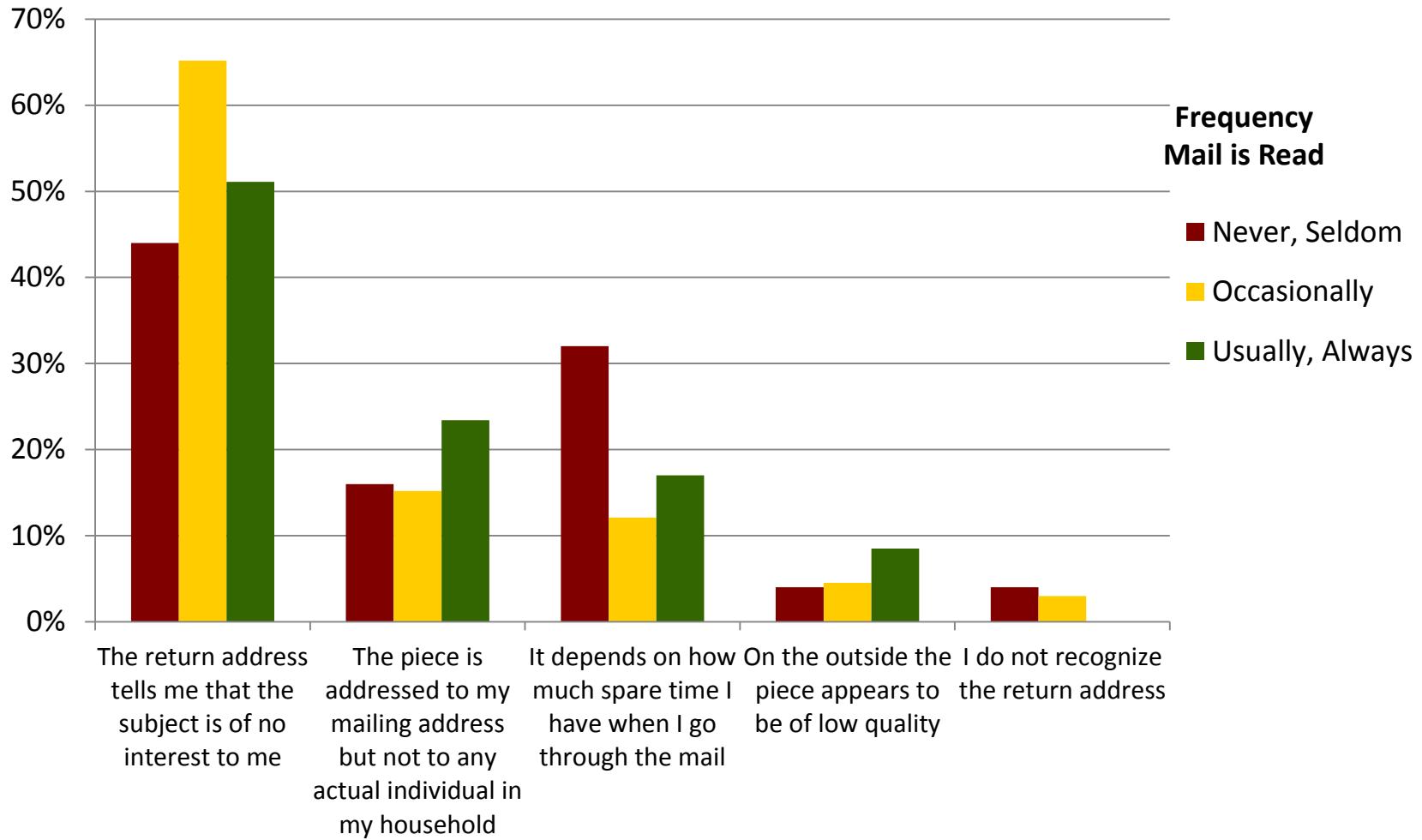
N = 319

# Q10: Which is the single most important reason for not opening all the direct mail that you may receive?



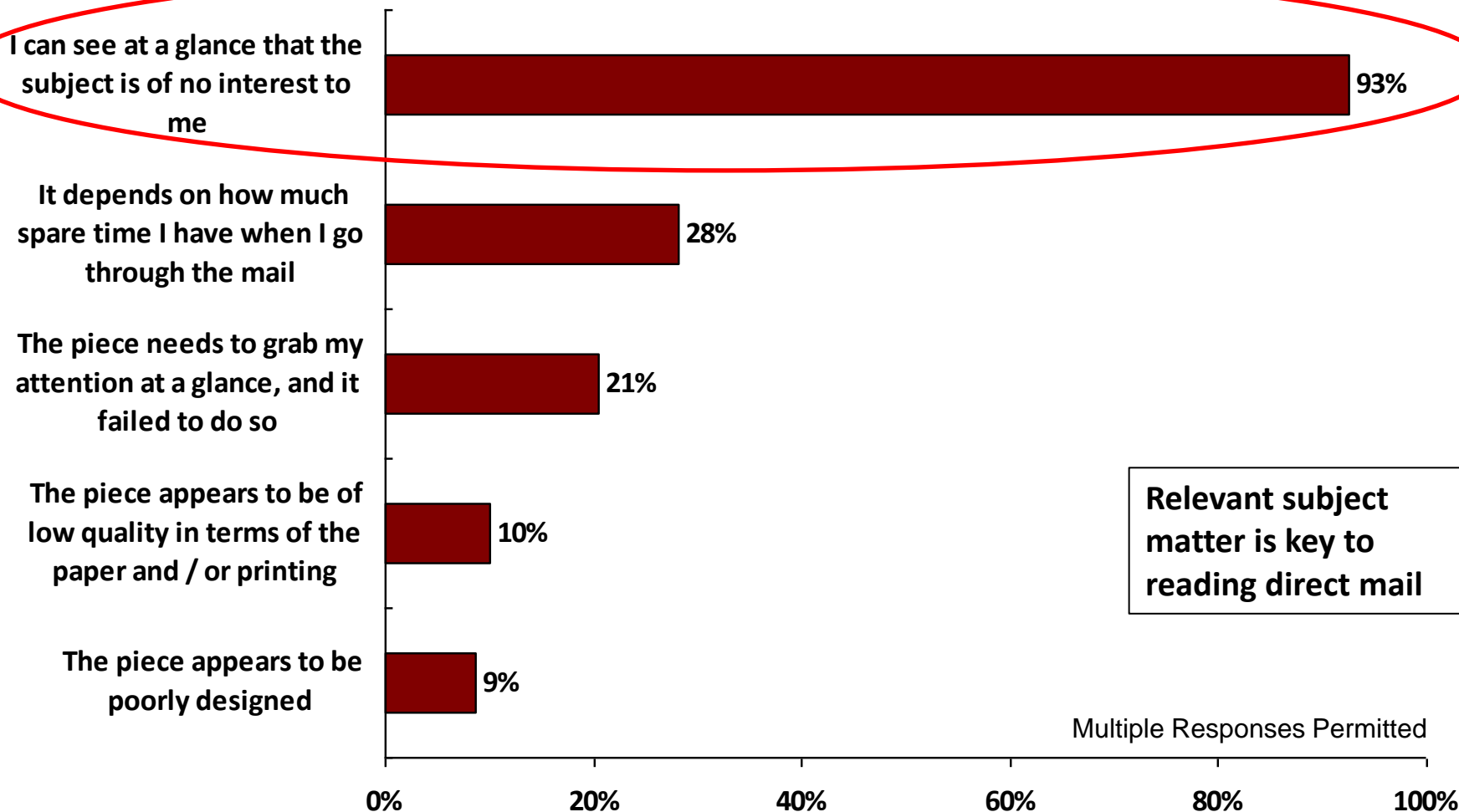
N = 251 Respondents who open some of their direct mail and gave multiple reasons for not opening all of it

# Q10: Which is the single most important reason for not opening all the direct mail that you may receive?



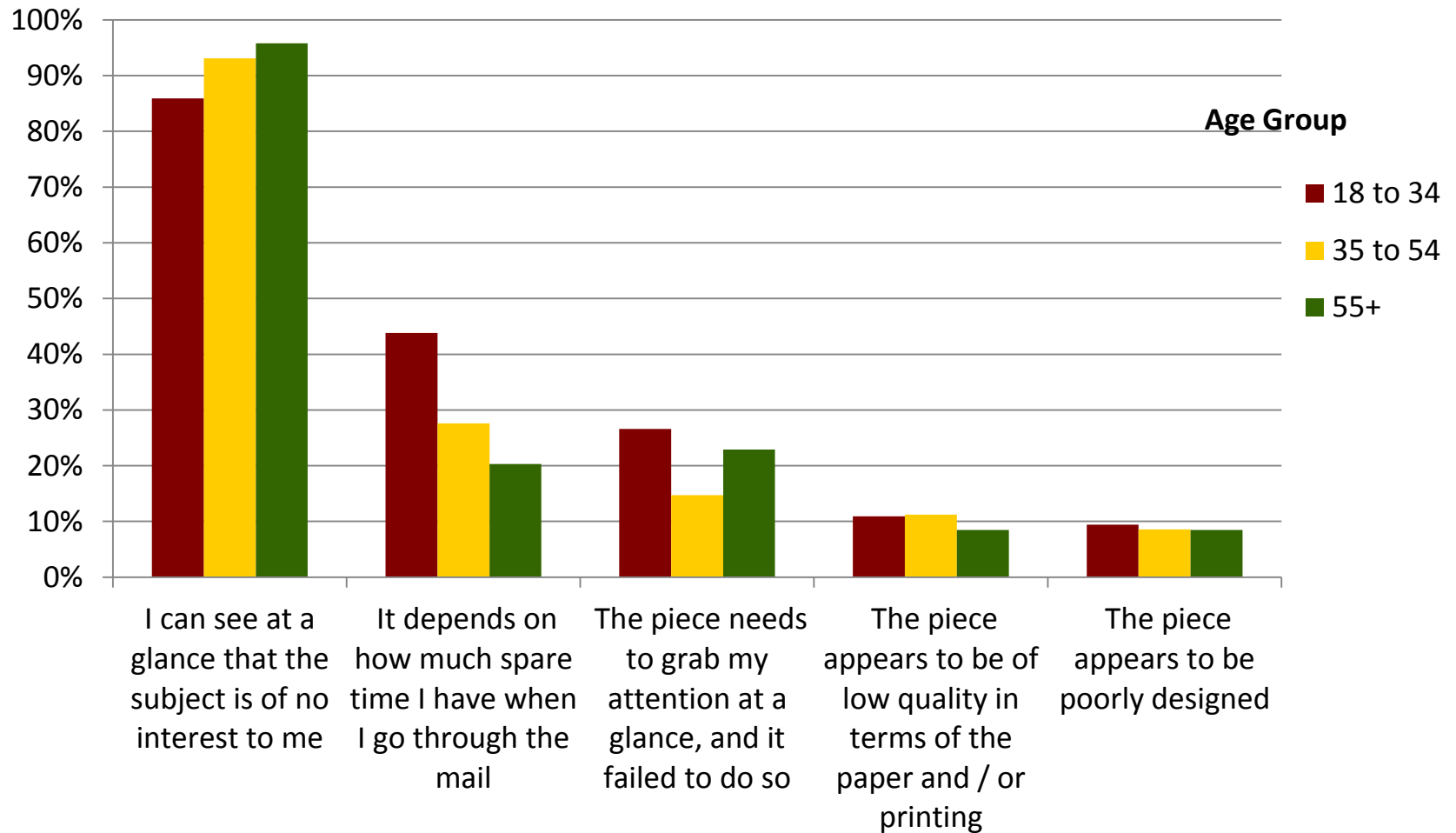
N = 319

# Q11: What are the key reasons why you do not read all of the opened direct mail?



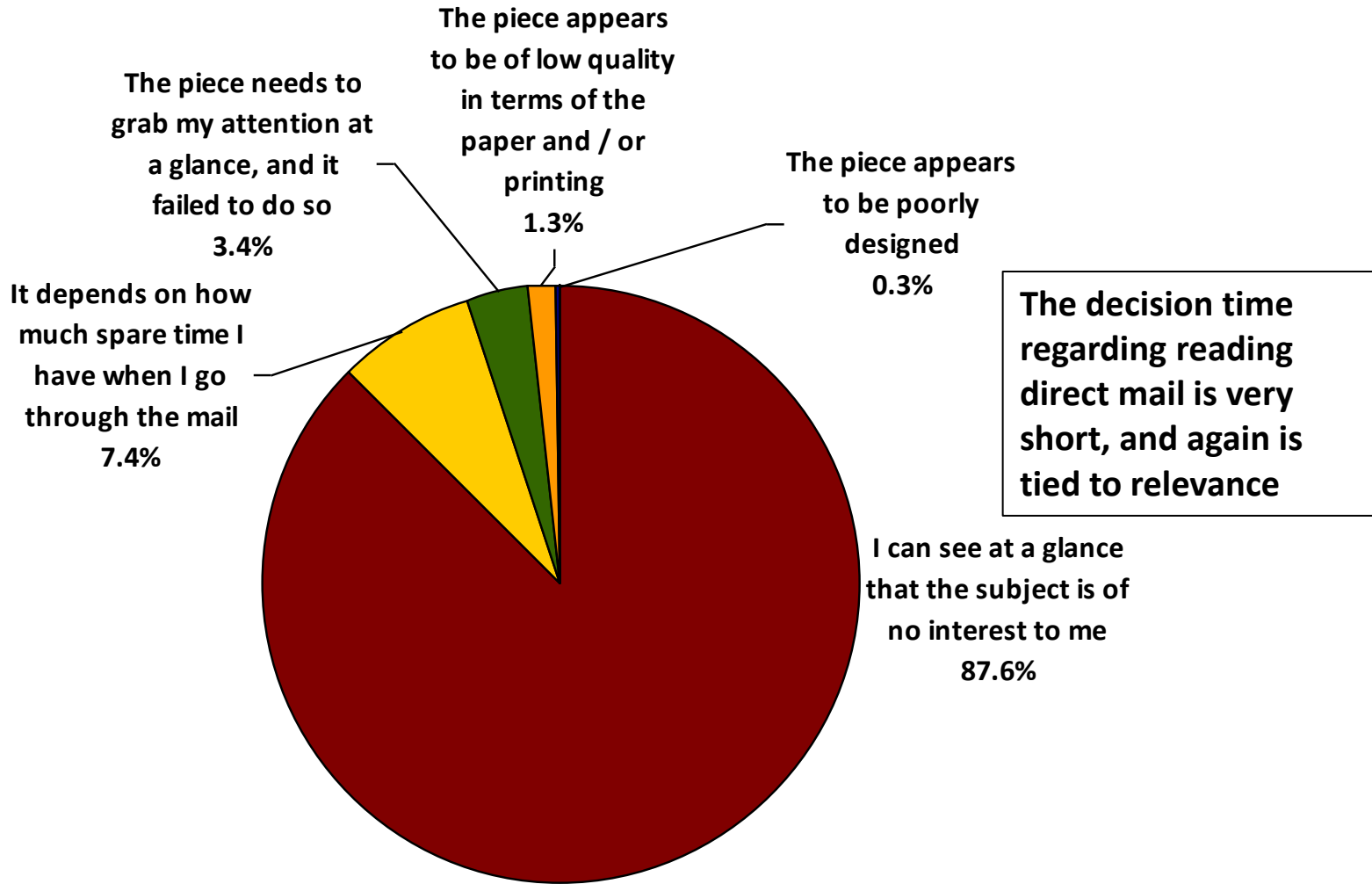
N = 298 Respondents who read some of their direct mail, and gave multiple reasons for not opening all of it

# Q:11 What are the key reasons why you do not read all of the opened direct mail?



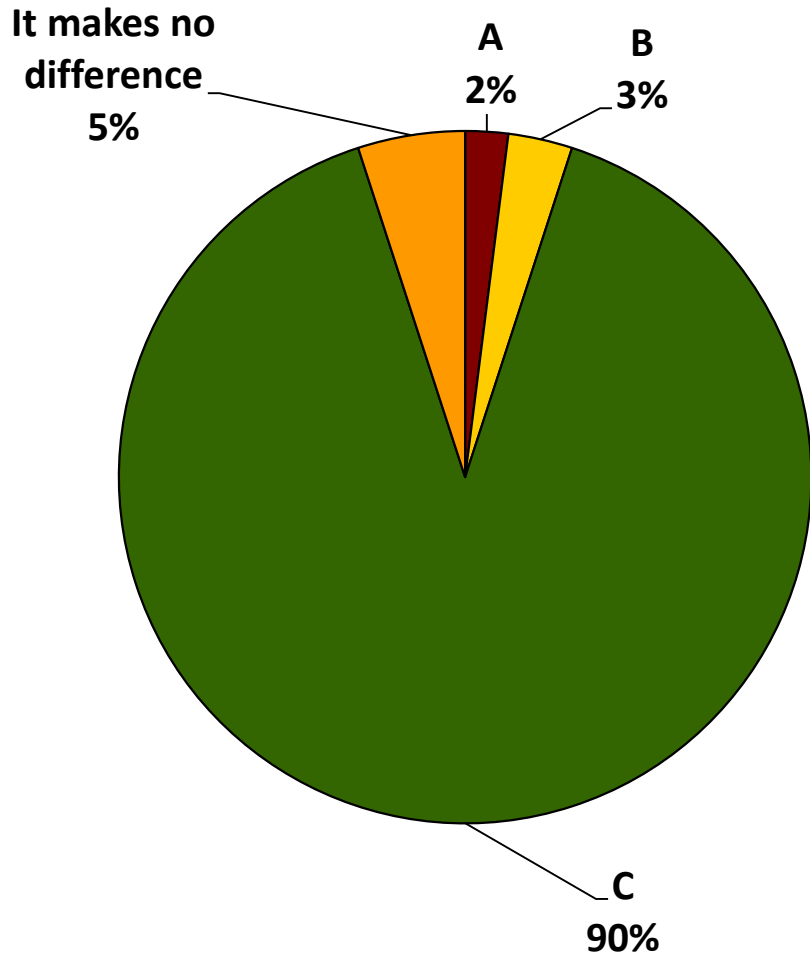
N = 319

# Q12: Which is the single most important reason for not reading all of the opened direct mail?



N = 298 Respondents who read some of their direct mail, and gave multiple reasons for not opening all of it

# Q13: Postcard/Flyer - Assuming that the subject matter is relevant to you, which of the postcard examples would you be the most likely to read?



A



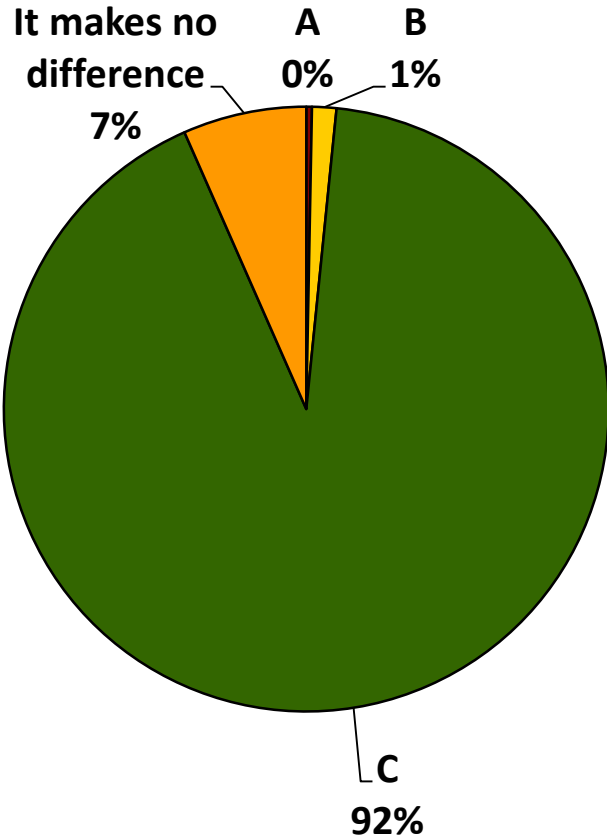
B



C

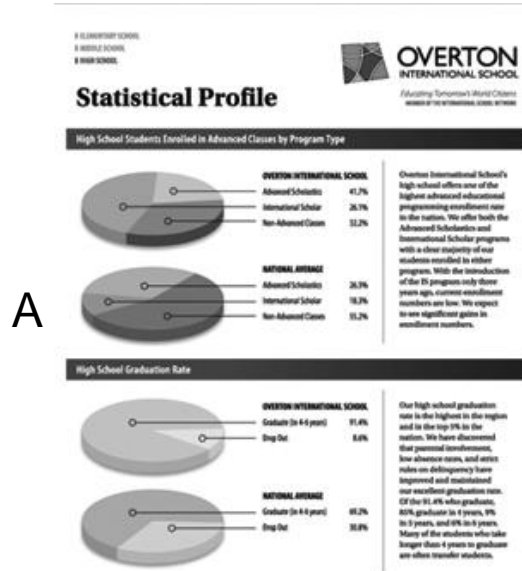
N = 319

# Q14: Newsletter: Assuming that the subject matter is relevant to you, which of the newsletter examples would you be the most likely to read?

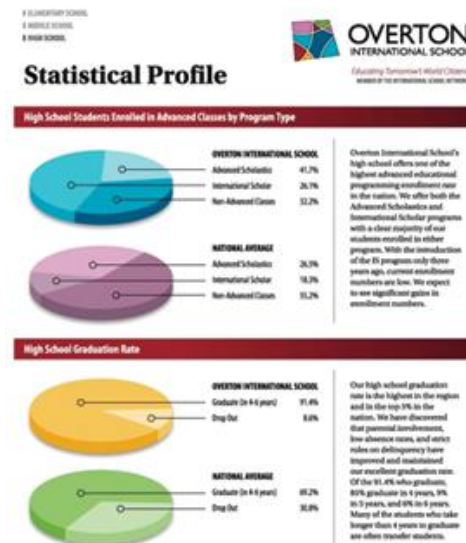
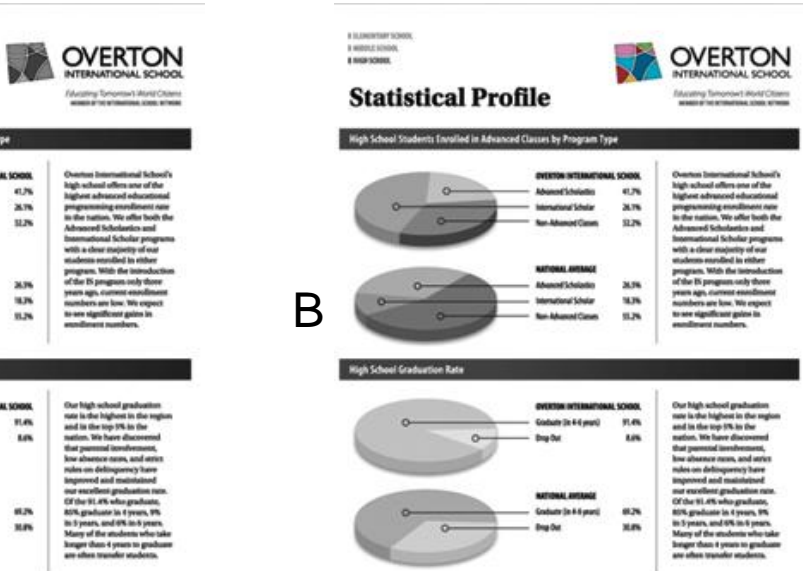


N = 319

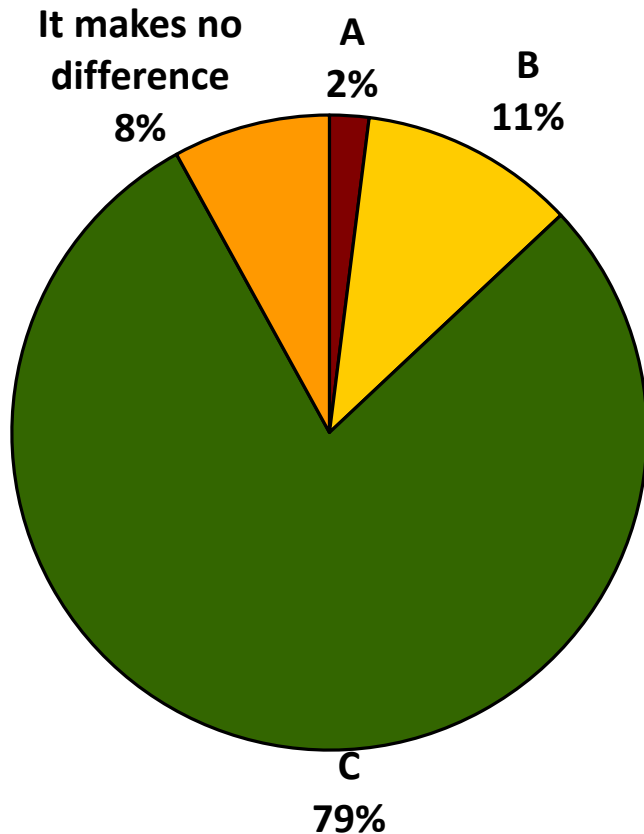
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**C**



# Q15: Brochure: Assuming that the subject matter is relevant to you, which of the brochure examples would you be the most likely to read?



GREATER NEW ORLEANS ORGANIZERS' ROUNDTABLE presents

*Masquerade*  
PARTY & FUNDRAISER

With \$10.00 Raffle Prizes - Flat Screen Television & iPod

**SATURDAY** Wear your favorite mask and join the party to benefit local and regional residents' participation in the 2010 US Social Forum in Detroit, Michigan.

**APRIL 10** 7PM - 11PM  
LIVE ENTERTAINMENT • CASH BAR

NEW ORLEANS AFRICAN AMERICAN MUSEUM  
1418 Governor Nichols St.

\$25.00 Advance Ticket | \$30.00 at Door  
GET YOUR TICKETS at the Community Book Center

2523 Bayou Road  
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For More Information contact Monique Harden 504.799.3064  
or Kimberley Richards 504.301.9292



**Brochure A**



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*Masquerade*  
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For More Information contact Monique Harden 504.799.3064  
or Kimberley Richards 504.301.9292



**Brochure B**



GREATER NEW ORLEANS ORGANIZERS' ROUNDTABLE presents

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2523 Bayou Road  
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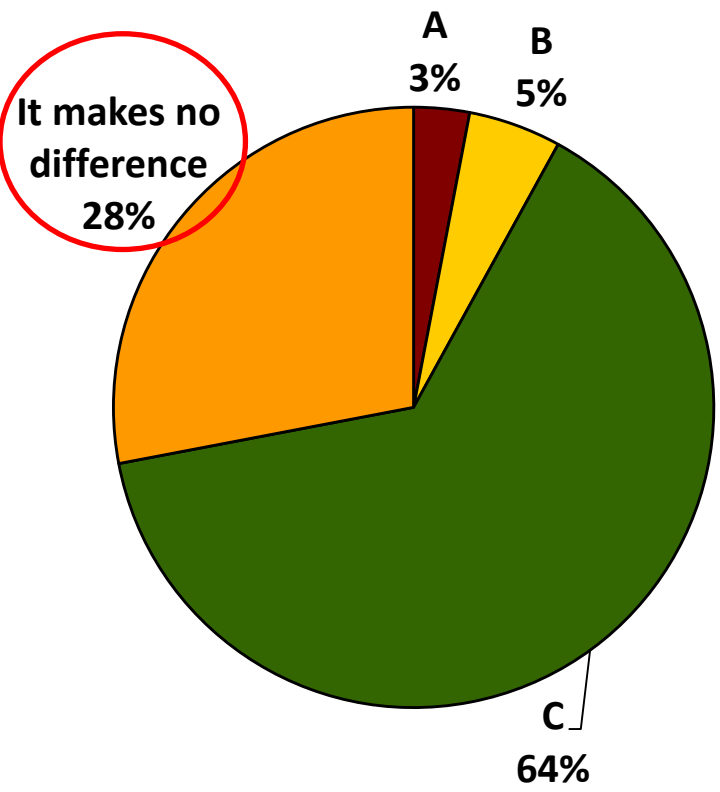
For More Information contact Monique Harden 504.799.3064  
or Kimberley Richards 504.301.9292



**Brochure C**

N = 319

# Q16: Invoice: Assuming that the subject matter is relevant to you, which of the above invoice examples would you be the most likely to read?



**A**

INVOICE		Italian Holidays	
Invoice number 00001050		Date of invoice January 12th, 2005	
Your reference: Email enquiry from Letecob			
Rental of villa in Tuscany. Full payment is required 10 days before arrival. Thank you for your deposit of 150 Euros to secure your booking. The deposit for damage and breakages will be refunded within 10 days of your departure, after our inspection.			
DESCRIPTION	UNIT PRICE	TOTAL	
Rental of villa for 7 nights arriving after 2:00 pm on June 24th, 2005 and leaving by noon on 1st July 2005.	950.00	950.00	
Hire of bicycles for 5 days.	22.00	110.00	
Final cleaning.	45.00	45.00	
Deposit for damage and breakages.	900.00	900.00	
TOTAL PRICE		Eu 1605.00	
CREDIT		Eu -150.00	
TOTAL DUE		Eu 1455.00	
Payment terms: A deposit of 150 Euros is required to secure your booking. The balance of the rental and a deposit of 500 Euros is due within 10 days of travel. Please your cheque payable to Mr & Mrs Amalfara.			
We wish you a wonderful Italian Holiday!			
Mr and Mrs L Amalfara Beach Acres, Spring Lane, Twizelworth, W. Countyshire, PC1 2HZ. Phone: +44 (0) 123 456 7890 Mobile: +44 (0) 123 456 7891 Email: demo@uk2invoice.com			
This service was produced on-line at <a href="http://www.uk2invoice.com">www.uk2invoice.com</a> and each printed, saved and emailed as an attachment.			

**B**

INVOICE		Italian Holidays	
Invoice number 00001050		Date of invoice January 12th, 2005	
Your reference: Email enquiry from Letecob			
Rental of villa in Tuscany. Full payment is required 10 days before arrival. Thank you for your deposit of 150 Euros to secure your booking. The deposit for damage and breakages will be refunded within 10 days of your departure, after our inspection.			
DESCRIPTION	UNIT PRICE	TOTAL	
Rental of villa for 7 nights arriving after 2:00 pm on June 24th, 2005 and leaving by noon on 1st July 2005.	950.00	950.00	
Hire of bicycles for 5 days.	22.00	110.00	
Final cleaning.	45.00	45.00	
Deposit for damage and breakages.	900.00	900.00	
TOTAL PRICE		Eu 1605.00	
CREDIT		Eu -150.00	
TOTAL DUE		Eu 1455.00	
Payment terms: A deposit of 150 Euros is required to secure your booking. The balance of the rental and a deposit of 500 Euros is due within 10 days of travel. Please your cheque payable to Mr & Mrs Amalfara.			
We wish you a wonderful Italian Holiday!			
Mr and Mrs L Amalfara Beach Acres, Spring Lane, Twizelworth, W. Countyshire, PC1 2HZ. Phone: +44 (0) 123 456 7890 Mobile: +44 (0) 123 456 7891 Email: demo@uk2invoice.com			
This service was produced on-line at <a href="http://www.uk2invoice.com">www.uk2invoice.com</a> and each printed, saved and emailed as an attachment.			

**C**

INVOICE		Italian Holidays	
Invoice number 00001050		Date of invoice January 12th, 2005	
Your reference: Email enquiry from Letecob			
Rental of villa in Tuscany. Full payment is required 10 days before arrival. Thank you for your deposit of 150 Euros to secure your booking. The deposit for damage and breakages will be refunded within 10 days of your departure, after our inspection.			
DESCRIPTION	UNIT PRICE	TOTAL	
Rental of villa for 7 nights arriving after 2:00 pm on June 24th, 2005 and leaving by noon on 1st July 2005.	950.00	950.00	
Hire of bicycles for 5 days.	22.00	110.00	
Final cleaning.	45.00	45.00	
Deposit for damage and breakages.	900.00	900.00	
TOTAL PRICE		Eu 1605.00	
CREDIT		Eu -150.00	
TOTAL DUE		Eu 1455.00	
Payment terms: A deposit of 150 Euros is required to secure your booking. The balance of the rental and a deposit of 500 Euros is due within 10 days of travel. Please your cheque payable to Mr & Mrs Amalfara.			
We wish you a wonderful Italian Holiday!			
Mr and Mrs L Amalfara Beach Acres, Spring Lane, Twizelworth, W. Countyshire, PC1 2HZ. Phone: +44 (0) 123 456 7890 Mobile: +44 (0) 123 456 7891 Email: demo@uk2invoice.com			
This service was produced on-line at <a href="http://www.uk2invoice.com">www.uk2invoice.com</a> and each printed, saved and emailed as an attachment.			

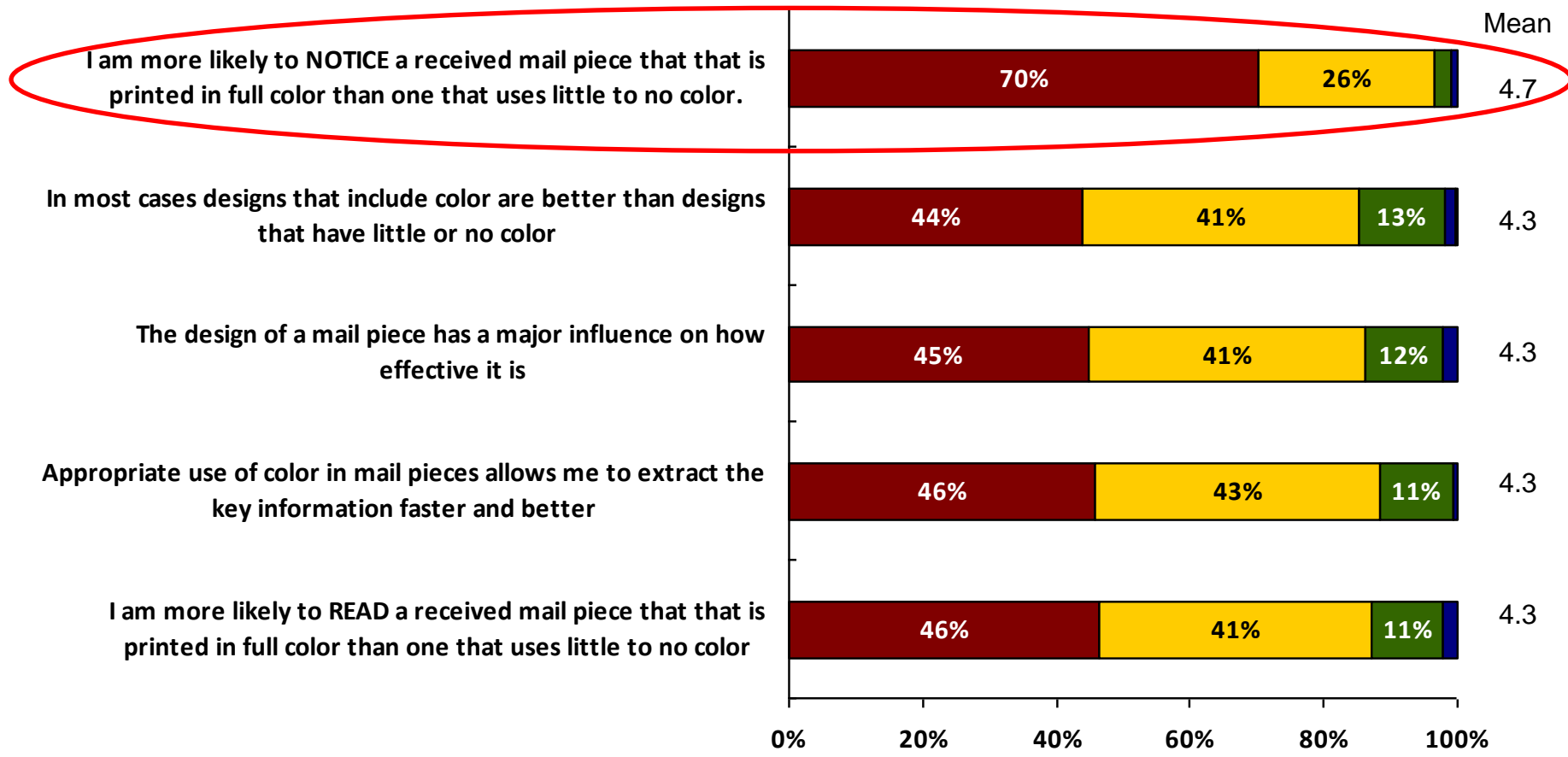
N = 319

# Summary of Agree/Disagree Questions - Consumers

- **70% strongly agree that they are more likely to notice a full color mail piece**
- **No other questions received over 50% of responses saying strongly agree**
- **Less than 50% agreed that they were more likely to respond to a full color mail piece**

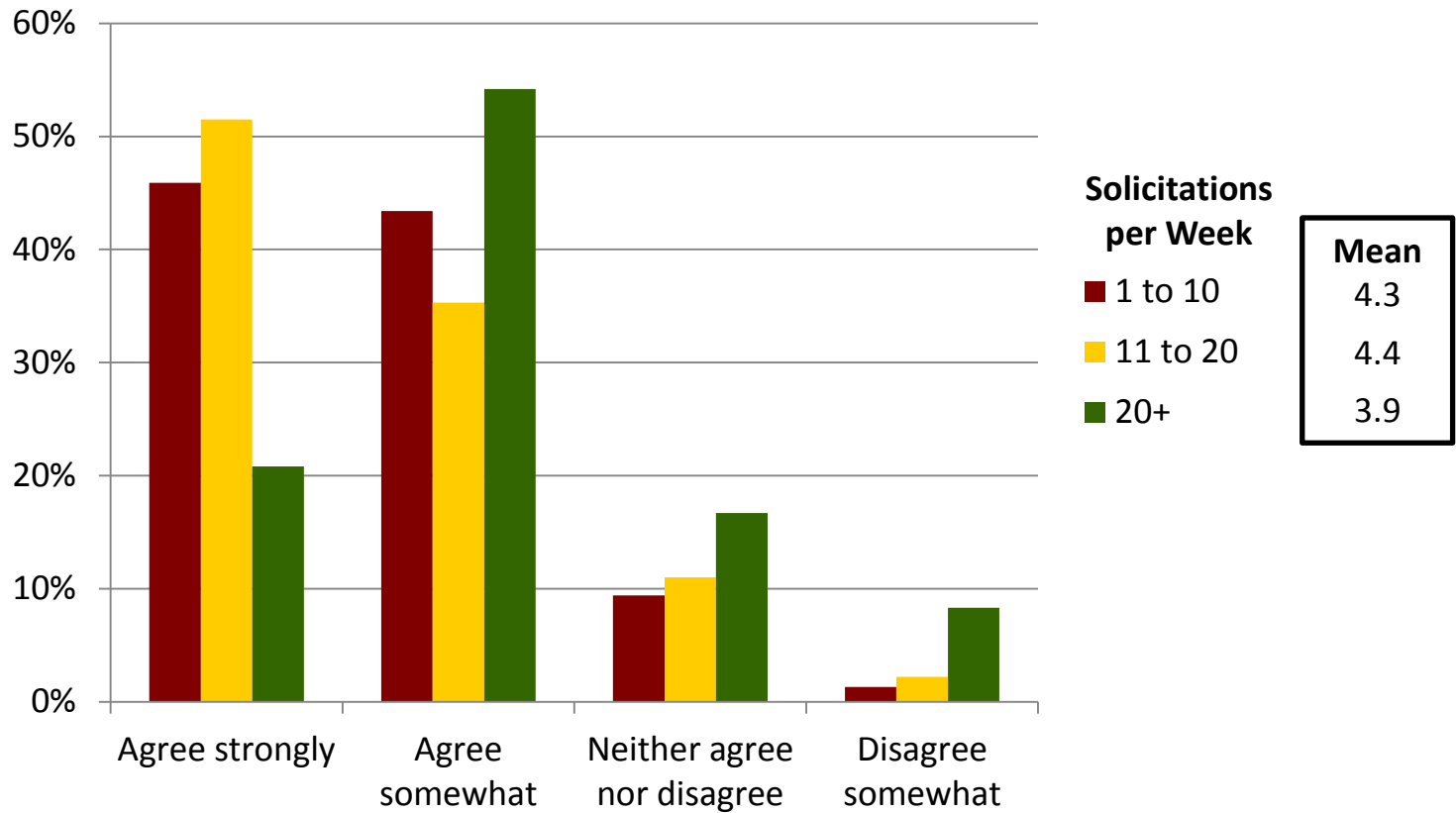
# Q17: Do you agree or disagree with the following statements?

■ Agree strongly   
 ■ Agree somewhat   
 ■ Neither agree nor disagree   
 ■ Disagree somewhat   
 ■ Disagree strongly



N = 319

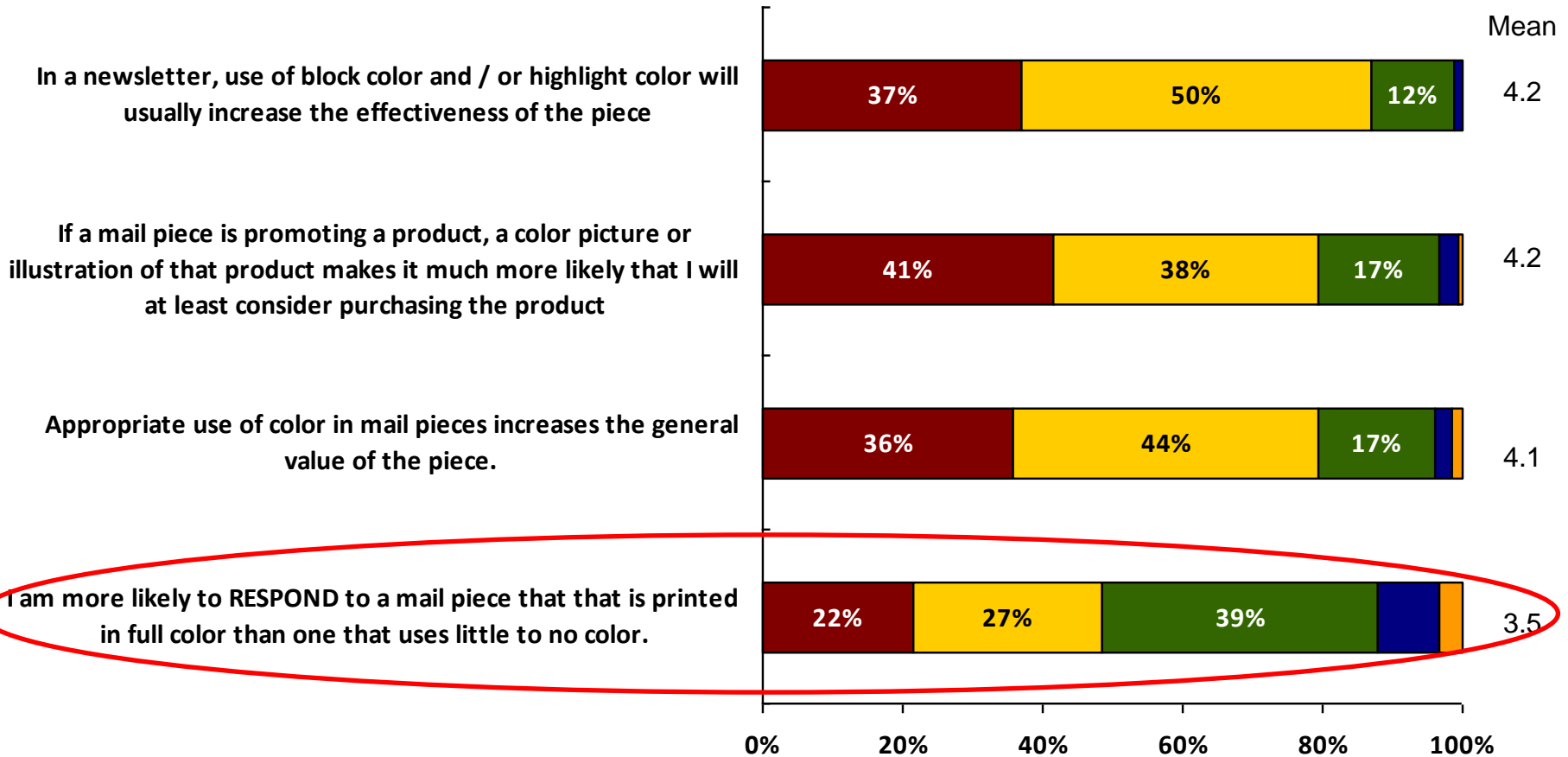
# 17e: I am more likely to READ a received mail piece that that is printed in full color than one that uses little to no color.



N = 319

# Q17: Do you agree or disagree with the following statements?

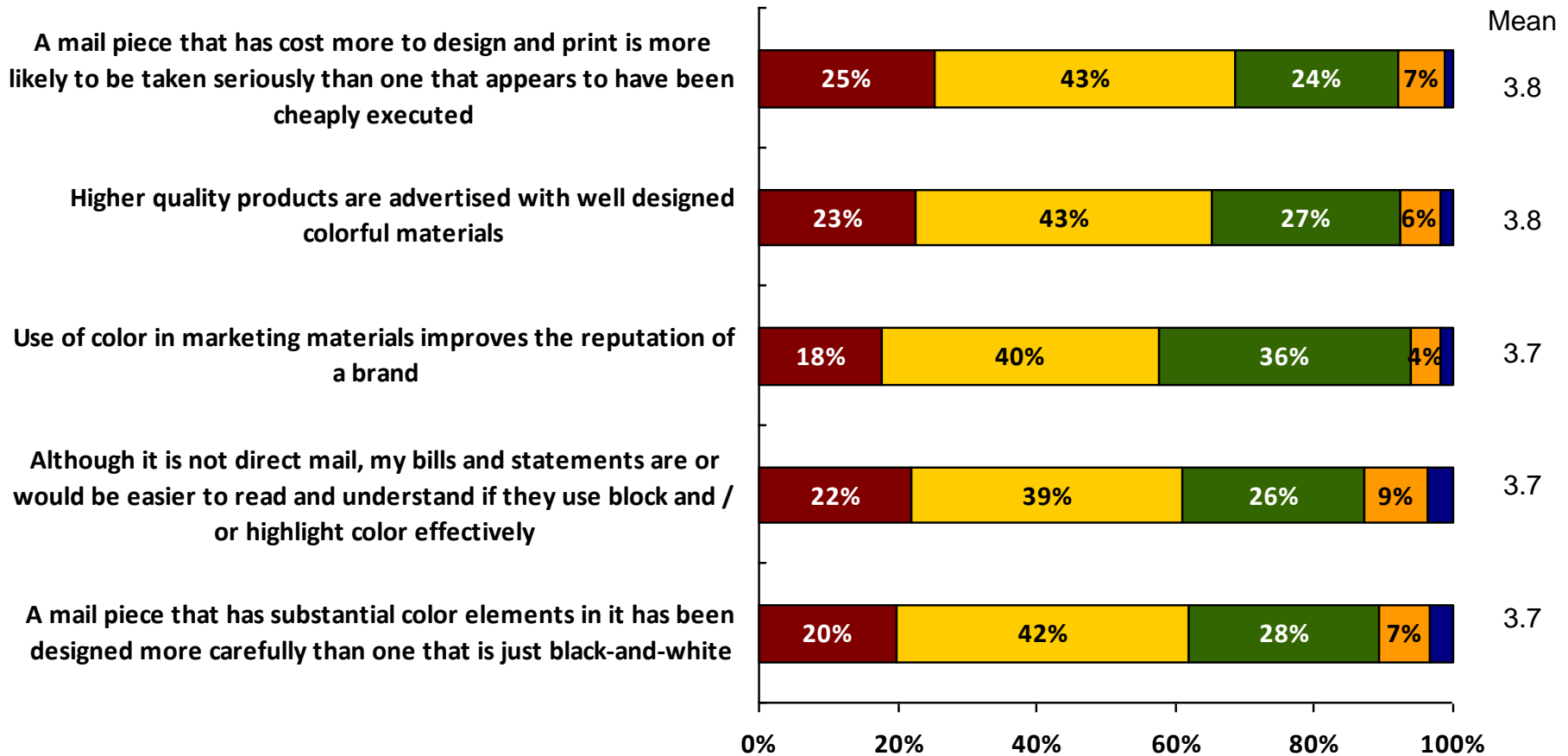
■ Agree strongly 
 ■ Agree somewhat 
 ■ Neither agree nor disagree 
 ■ Disagree somewhat 
 ■ Disagree strongly



N = 319

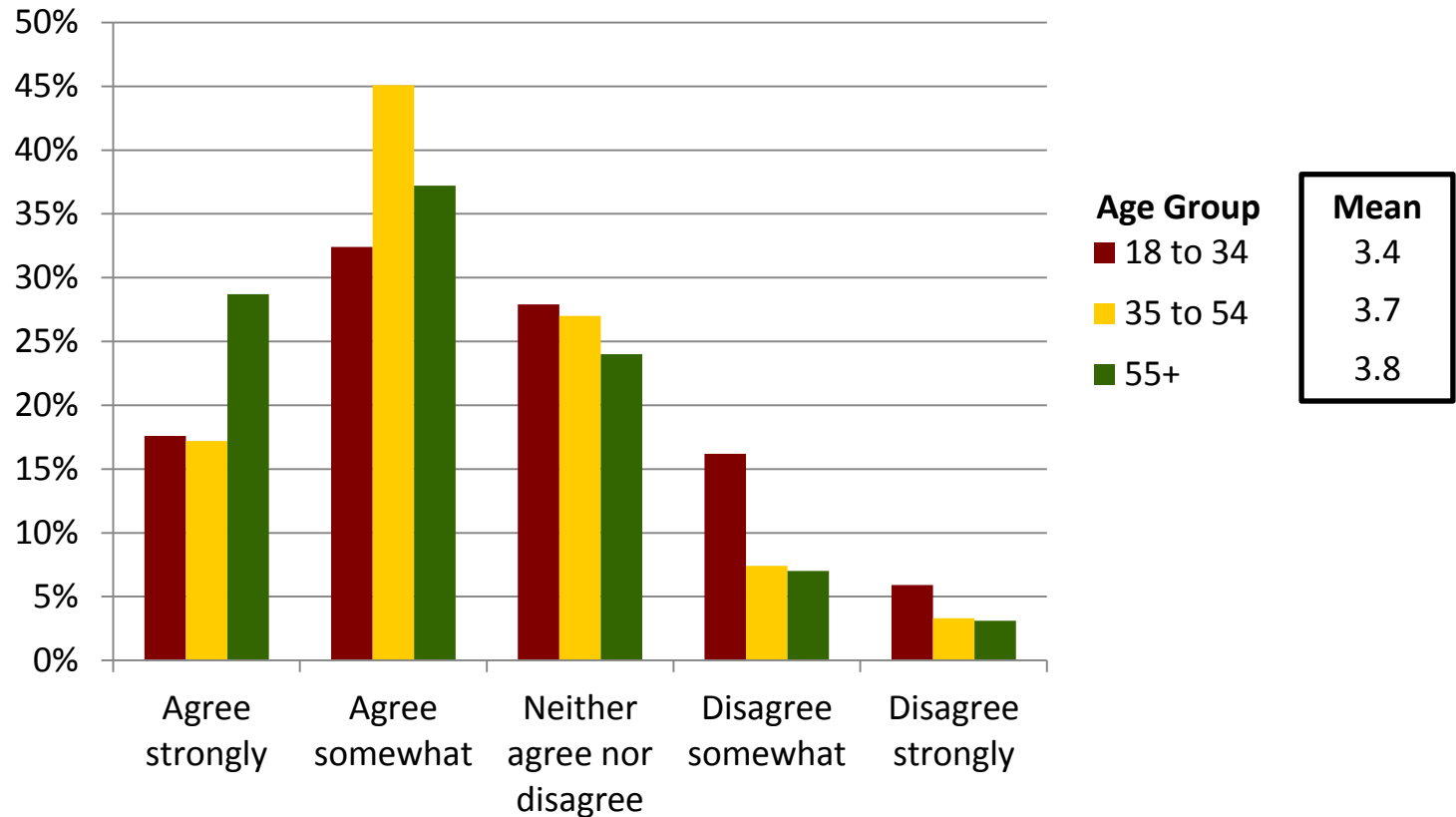
# Q18: Do you agree or disagree with the following statements?

■ Agree strongly   
 ■ Agree somewhat   
 ■ Neither agree nor disagree   
 ■ Disagree somewhat   
 ■ Disagree strongly



N = 319

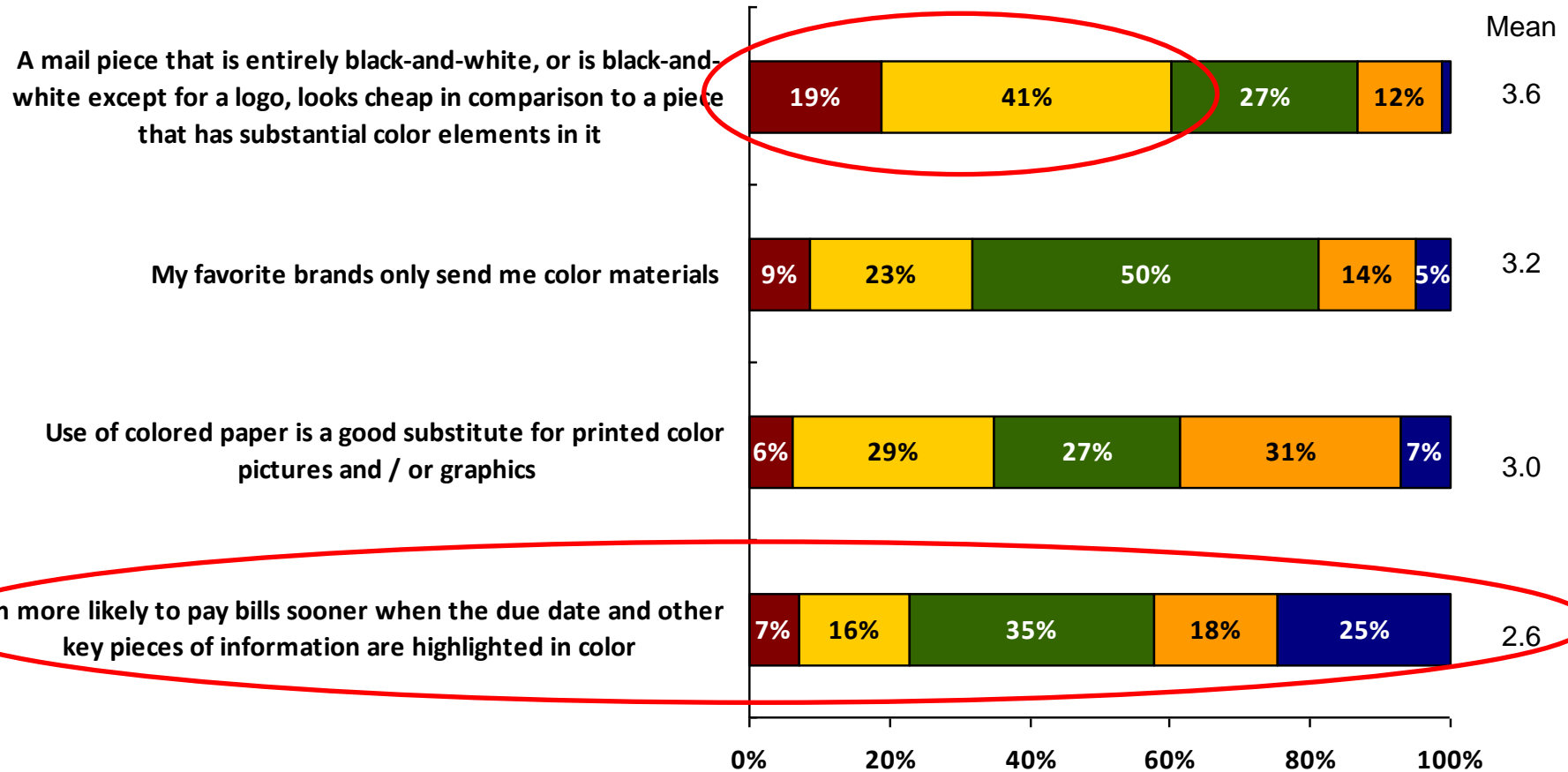
# 18d: Although it is not direct mail, my bills and statements are or would be easier to read and understand if they use block and/or highlight color effectively.



N = 319

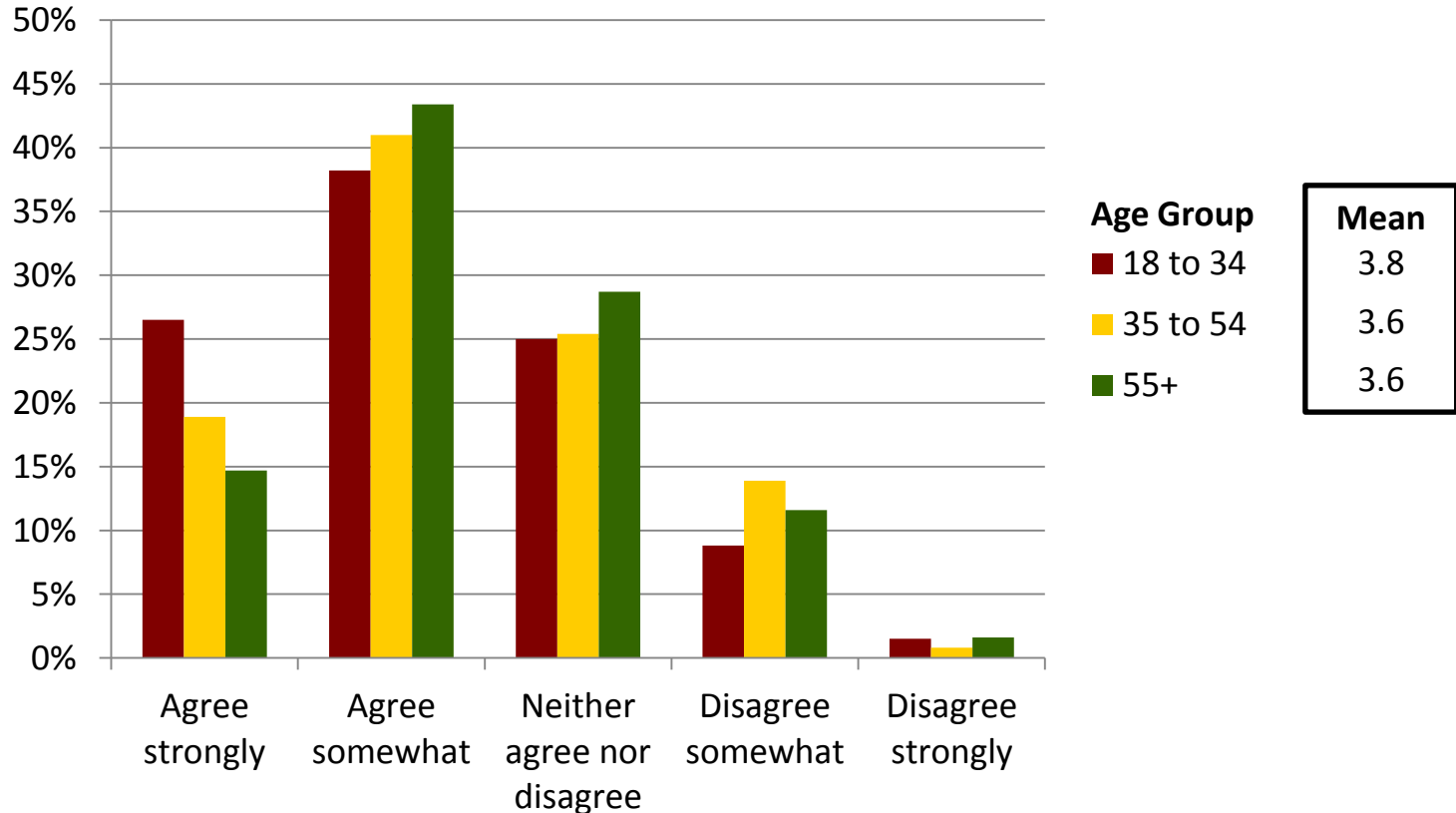
# Q18: Do you agree or disagree with the following statements? (2)

■ Agree strongly   
 ■ Agree somewhat   
 ■ Neither agree nor disagree   
 ■ Disagree somewhat   
 ■ Disagree strongly



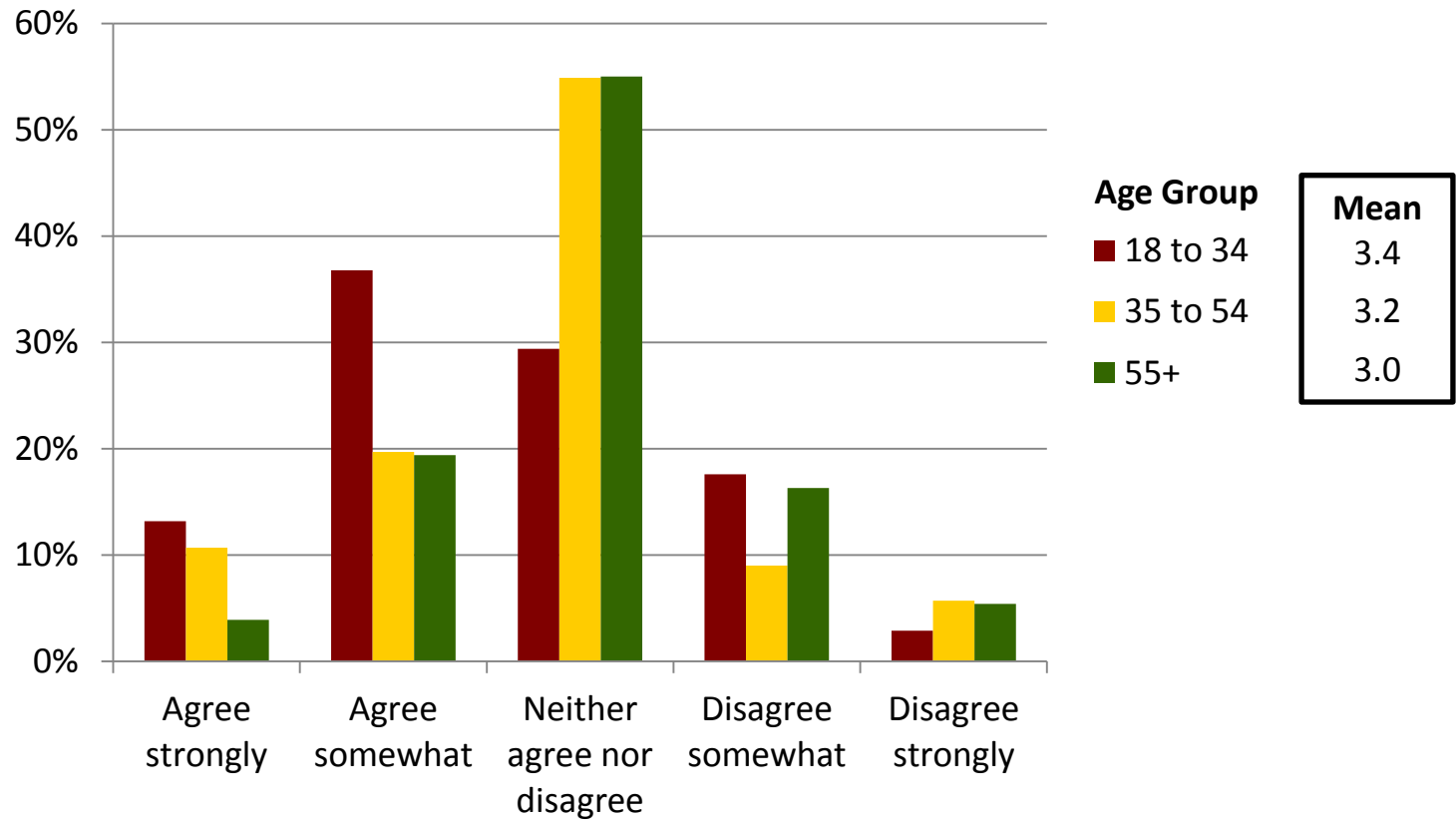
N = 319

# 18f: A mail piece that is entirely black-and-white, or is black-and-white except for a logo, looks cheap in comparison to a piece that has substantial color elements in it.



N = 319

## 18g: My favorite brands only send me color materials.



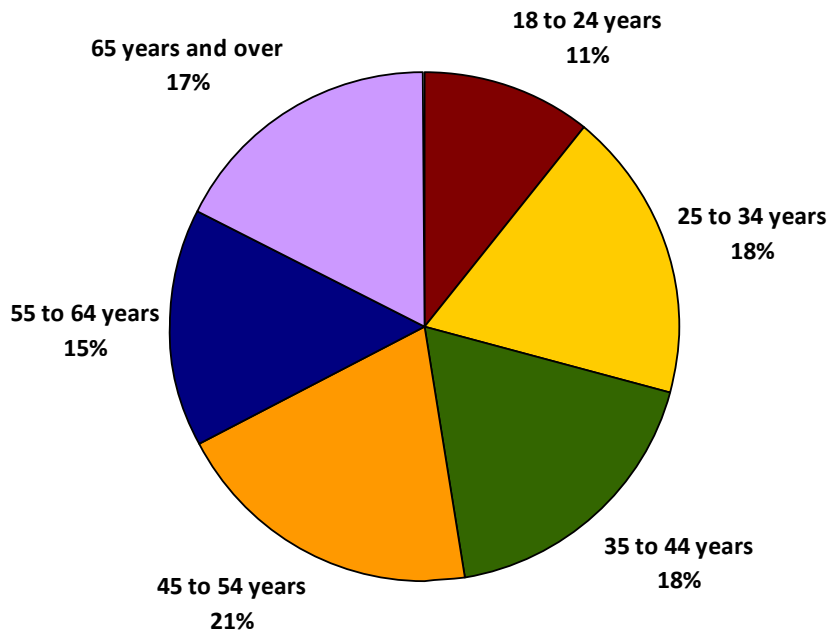
N = 319



# Demographics of the Consumer Respondents

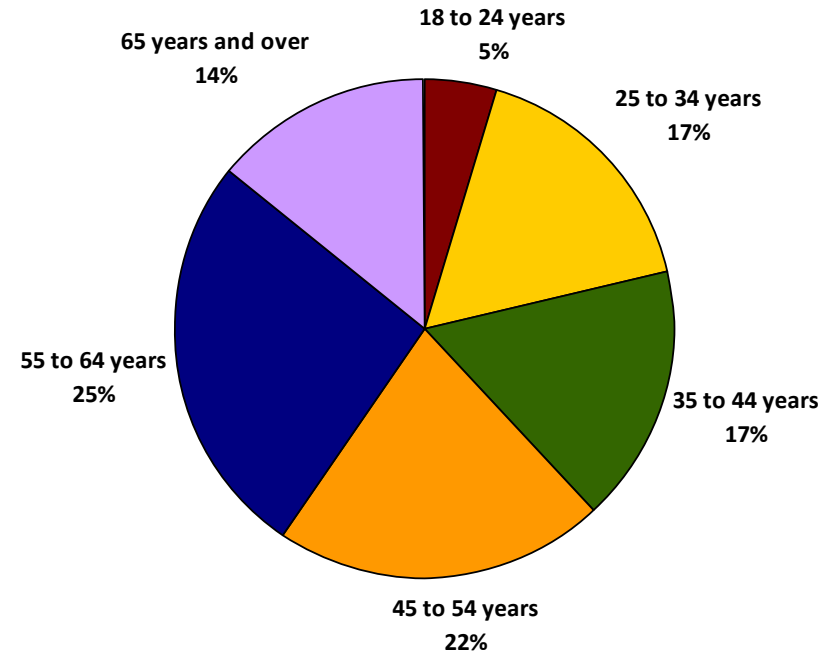
# Q1: How old are you?

## 2010 US Census



Mean = 36.8 Years

## Survey Results

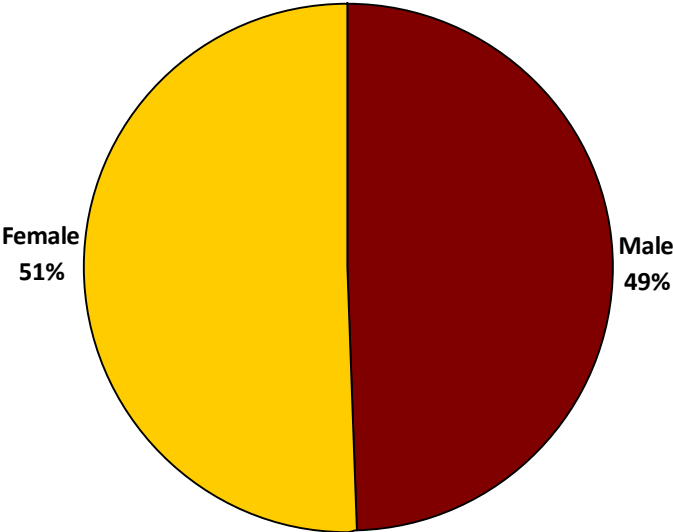


Mean = 48.6 Years

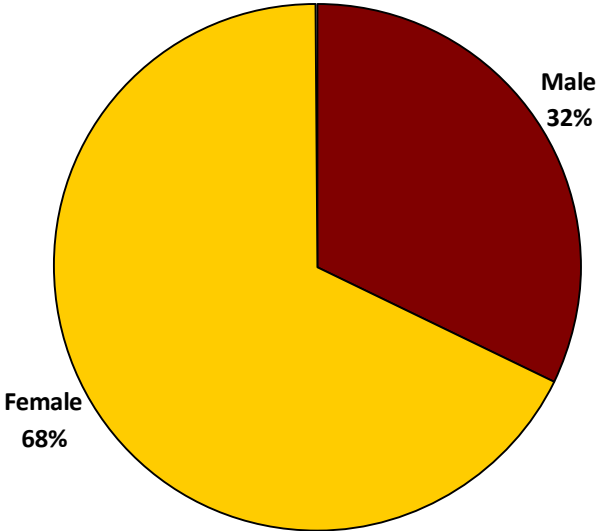
N = 319

# Q19: What is your gender?

2010 US Census



Survey Results

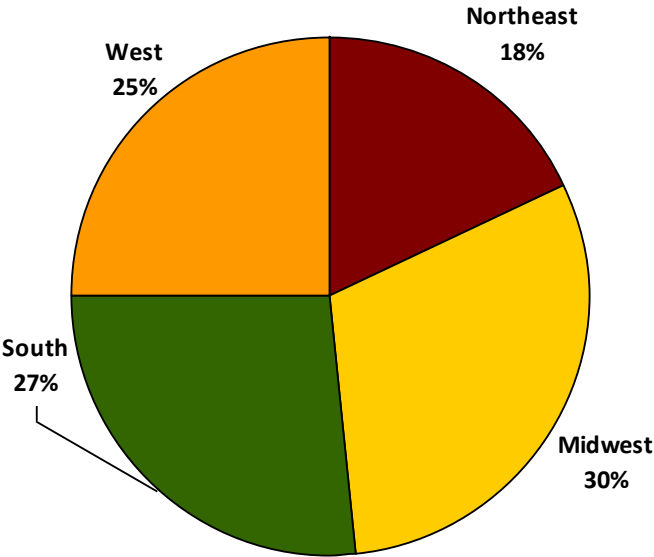
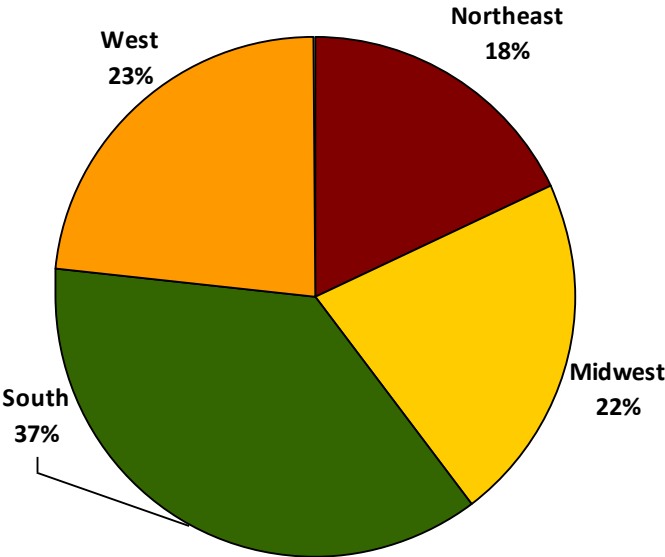


N = 319

# Q20: Which region do you live in?

2010 US Census

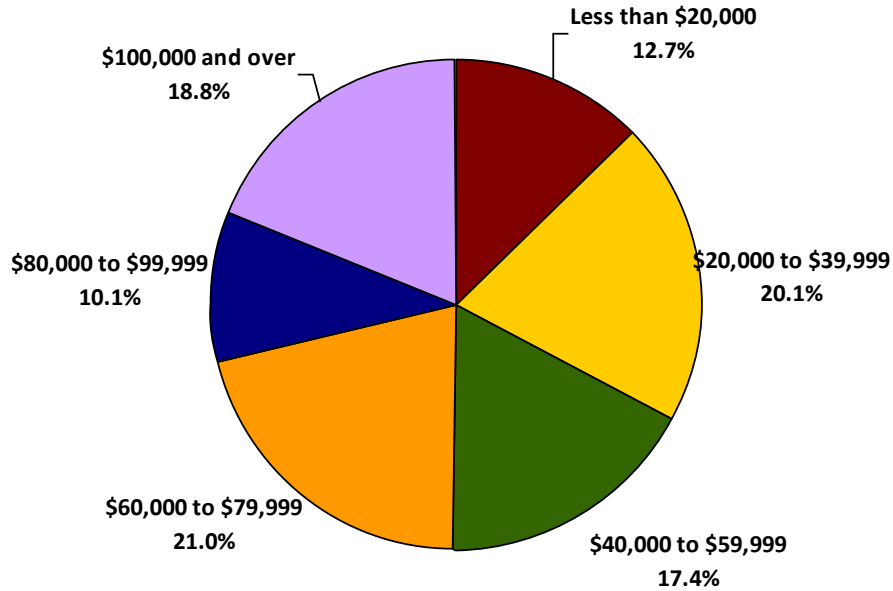
Survey Results



N = 319

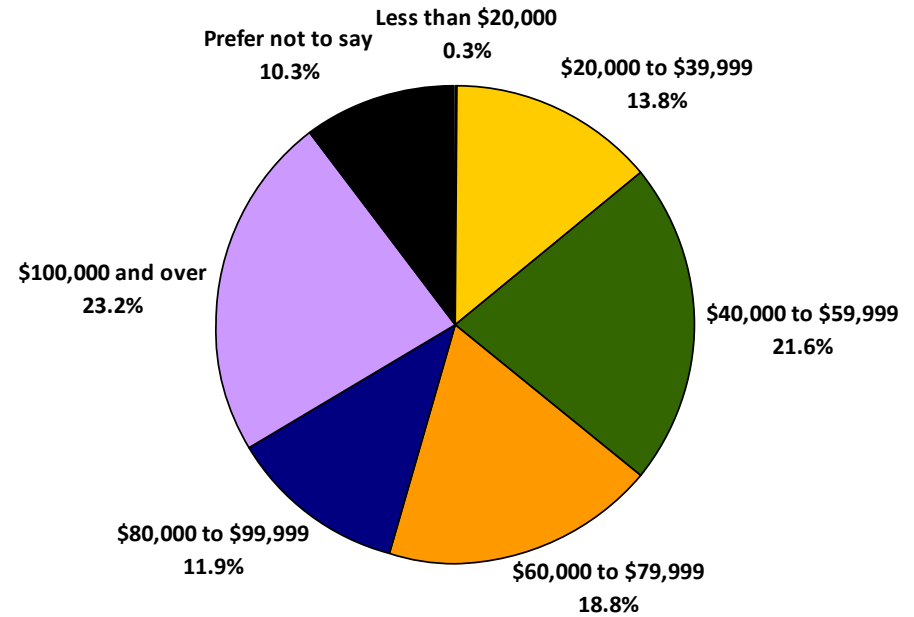
# Q21: What is your annual household income?

## 2010 US Census



Mean = \$50,303

## Survey Results

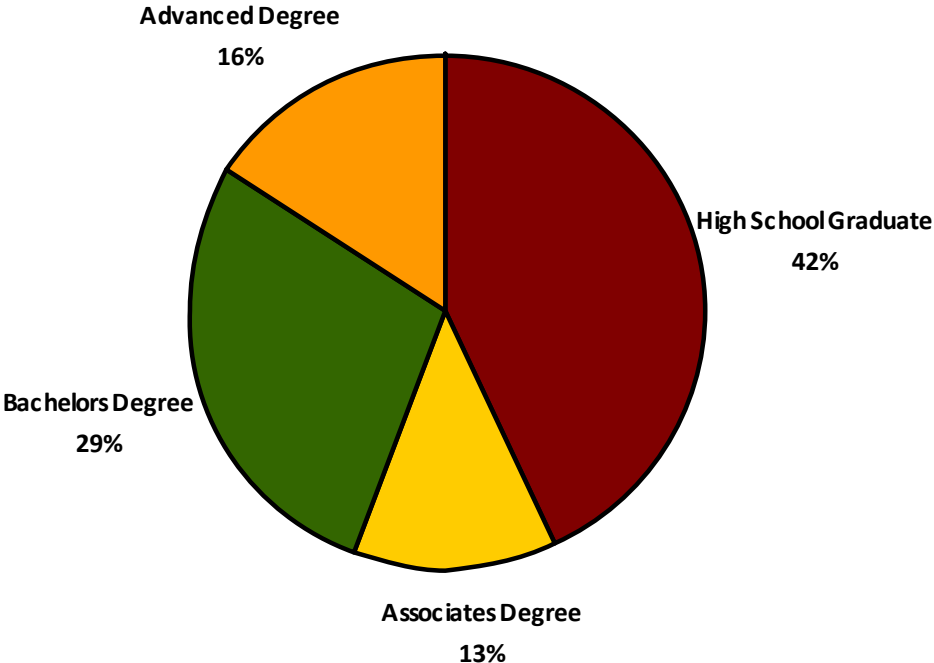


Mean = \$71,800

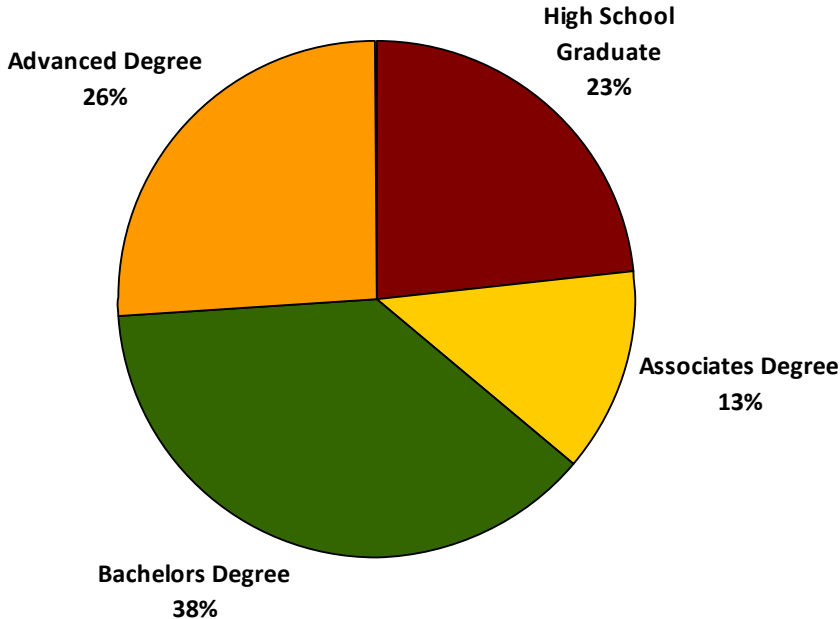
N = 319

# Q22: What is your level of education?

### 2010 US Census



### Survey Results



N = 319