



Reach, Relevance and The Impact of Flyers in 2022

Retail West – Lunch and Learn
October 27, 2022







Canadians
love flyers...



**Canadians
love flyers...**



**...And lately, there has
been a lot of noise
surrounding them.**

Three myths we will debunk today:



**Print flyers
are obsolete
in 2022**



**Paper is
bad for the
environment**



**100% digital
is the best
way forward**

MYTH



**Print flyers
are obsolete
in 2022**

FACT



9 in 10 shoppers are benefiting from flyers and estimate they **save an average of 21%** when the print flyer is read



53% say flyers have become **more important** to them in the last year, a **4% increase since 2020**



Print flyers help shoppers discover stores and products:
53% of readers **discover products that they would have not noticed online** and consider different stores

MYTH



**Paper is
bad for the
environment**

FACT



Canada recycles almost 70% of its paper and cardboard, ranking it among the top paper recycling countries in the world



91% of North Americans agree that, when responsibly produced, used and recycled, **print and paper can be a sustainable way to communicate** – including 86% of 18-24 year-olds



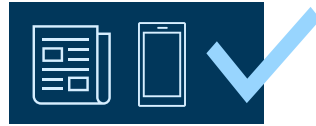
There is a robust market for recycled newsprint, which is reprocessed into cereal boxes, egg cartons, and even insulation

MYTH



**100% digital
is the best
way forward**

FACT



57% of shoppers read print flyers despite also reading the digital flyer — the drift toward digital formats has plateaued for the time being



60% of shoppers still prefer receiving print flyers even though a majority agree they may gradually fade out in the next decade



Of these 60%, the majority say they read **print flyers they would not have sought and read online**

Shifting toward a more informed perspective



**Print flyers
remain highly
effective with
Canadian
consumers**



**Flyers are a central
part of Canada's
circular economy
and are far more
sustainable than
some would have
you believe**



**The future is
about print and
digital to unlock
maximum ROI**

How to get the most out of your flyer program



Maximize the performance of your printed flyers



Maximize the performance of your digital flyers



Take steps to reduce the footprint of your print and digital campaigns

Maximize the performance of your print flyers

Premedia



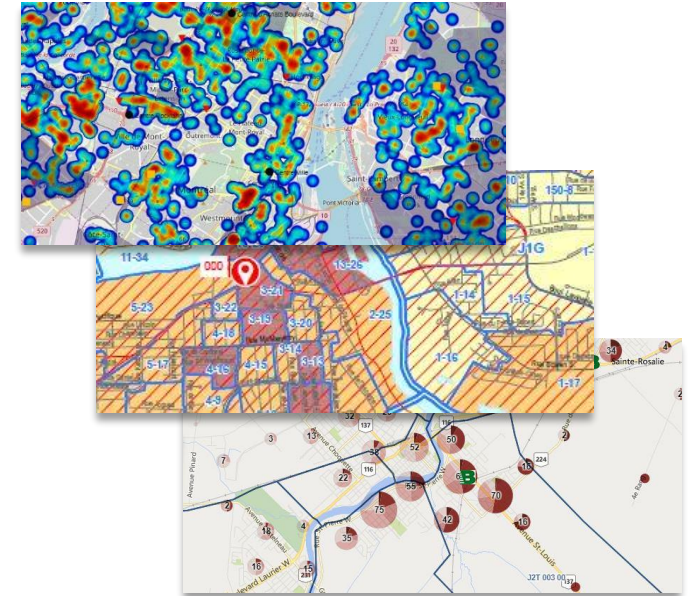
- ☐ Respect “Brand Guardianship”
- ☐ Optimize workflows, content efficiency, automation (significant savings when planning across print and digital)

Print



- ☐ Ensure cohesive look and feel between print and corresponding digital experience
- ☐ Align page count, size, frequency with your objectives

Distribution / Geomarketing



- ☐ Develop regionalization and personalization strategy

Maximize the performance of your digital flyers



- ☐ Have content responsive to any platform
- ☐ Claim your data for analysis, optimization
- ☐ Aim for 1:1 personalization tied into loyalty programs
- ☐ Drive consumers/traffic to your website not an aggregator environment

Lower the footprint of your print and digital campaigns

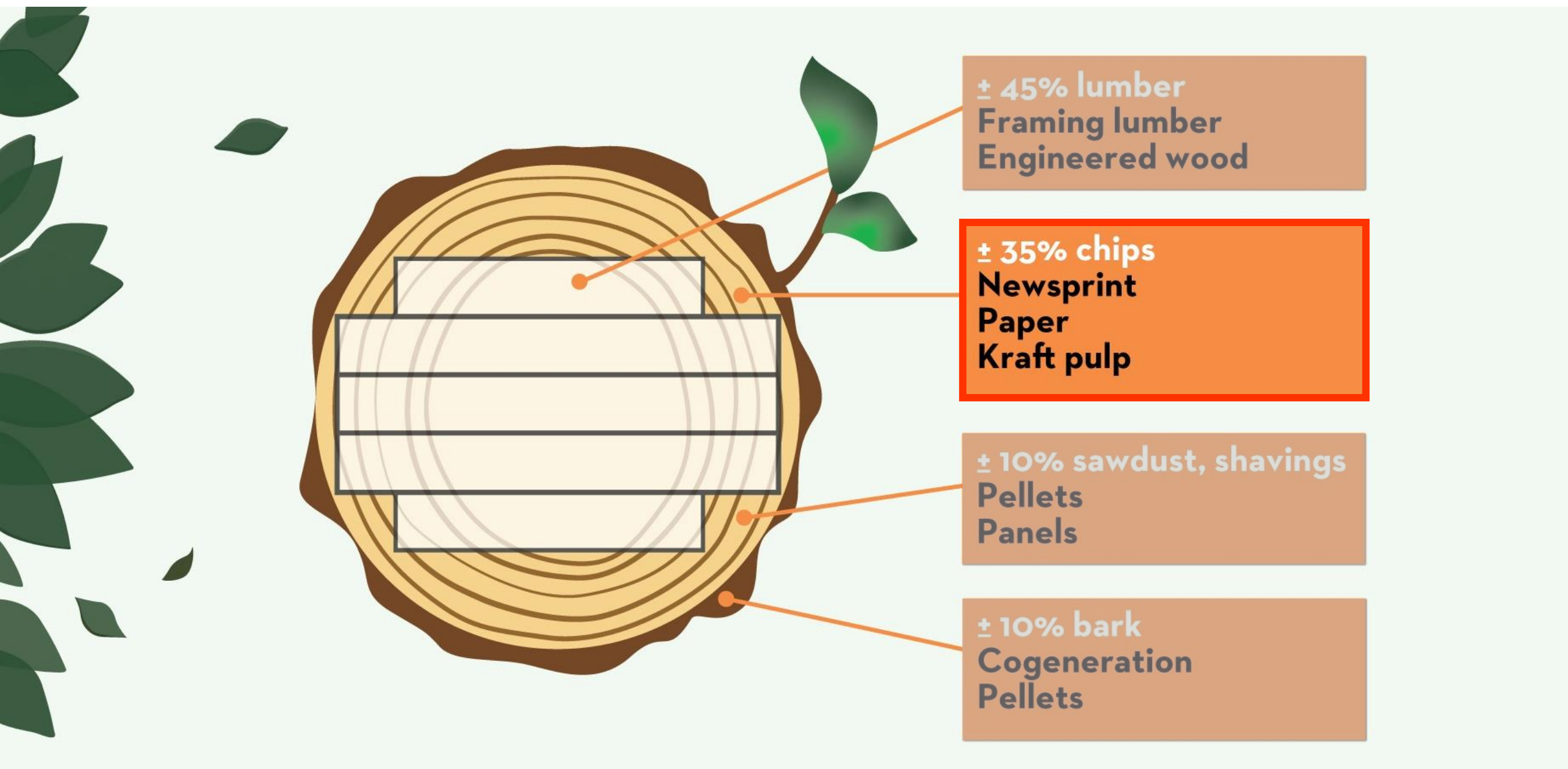
Print

- ☐ Ensure certified paper coming from companies which adopt sustainable forestry practices
- ☐ Encourage consumers to recycle paper at their end-of-life
- ☐ Target distribution to maximize readership/effectiveness

Digital

- ☐ Encourage service providers with clear GHG reduction roadmaps and ask about location of data centers (major source of GHG)
- ☐ Ensure responsible e-waste practices are followed (recycled in a safe way and not sent offshore)





± 45% lumber
Framing lumber
Engineered wood

± 35% chips
Newsprint
Paper
Kraft pulp

± 10% sawdust, shavings
Pellets
Panels

± 10% bark
Cogeneration
Pellets

Thank you

Patrick Brayley

Senior Vice President, Distribution

TC Transcontinental

patrick.brayley@tc.tc

