



Back to the future: Bargain Hunt and User Experience – the role of non-personalized print flyers in the eyes of the customers in 2021



- ▶ What kind of role play advertising brochures & flyers in our everyday life?
- ▶ How does this mirror in the user experience?
- ▶ Once and for all, is it worth it for brands and retailers?
- ▶ Explore why these items still concern (and touch) us as an inclusive medium...

A self-funded German-French Research Study as part of our yearly internal Research project, the Séissmograph



Field Partner

2 Markets: France & Germany



Marketing  Espace

foerster&thelen
Teststudio GmbH

20 Participants in total
from 31 up to 65 years

Users of non-personalized advertising
flyers (print and digital versions)

10 online 1-to-1 interviews
(5 per market, 60 min each)



10 Homework Assignments
(5 per market)

Crafting, writing diary, commenting
and cutting out of distinctive parts



Print advertising flyers are highly appreciated and play a special role in family life

I create rituals

„Every Monday I receive it“
„I read them every Sunday“



I create comfortable & relaxing moments

„I make myself a coffee and
make myself comfortable on
the couch“



I offer tactile and tangible experiences

„I mark interesting products“
„the offer is on the fridge, so I
don't forget it when I go to
the store“



I create family moments

„I have to fight for the ad
flyer, because my son wants
to read it, too“ / „my father
just stole it because he does
not receive it“



Advertising print flyers create end-to-end experiences

Targeted shopping experience:

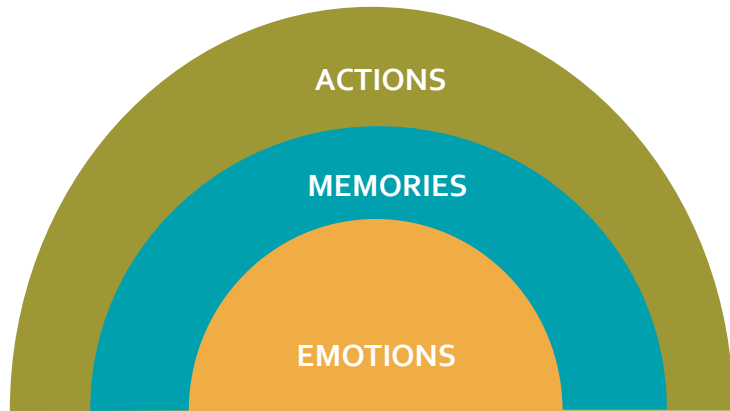
- ▶ Stay up-to-date on new products, brands, new stores
- ▶ Selecting hot deal
- ▶ Deciding which store
- ▶ Planning when to go to the store
- ▶ Remembering bargain / coupon in the store
- ▶ Proving existence of deal by showing brochure at the cashier



MOMENT OF TRUTH:

- ▶ Product is not available anymore
- ▶ Product seemed to be more interesting in the brochure

Advertising print flyers/ brochures trigger emotions that lead to actions



Advertising flyers trigger various emotions which are the groundwork for actions:

JOY

"I love to find out what is the advertising flyer about"

INSPIRE

"it gives me pleasure, it gives me ideas and it drives me to go to that particular store"

ENTICE

"even if I don't find anything, I just like to turn the pages"

RITUALS

"I sit on my couch and get my 20 min relaxation time"

HUNT

"you have to be fast, the good stuff never lasts long in the store"

EXCITED

"it would have been much more expensive if I would have been in any store at a random time"

REWARD

"I want to be there first in the store when the deal starts"

PROUD

"my husband praises me for my skills to save costs like this"

BEING CLOSE

"you cannot replace paper"
"I like paper better because I have something in my hand"

Are digital flyers/ brochures competing with print versions?



The consumer distinguishes between 2 kinds of digital brochures

- ▶ Digital catalogues and coupons on the one side
- ▶ Newsletters via email on the other side

Digital promotional media are perceived as requiring more effort:

- ▶ You have to know the websites and go there proactively
- ▶ You have to find the right link/ webpage
- ▶ You need to have a printer at home to print coupons

MOMENT OF TRUTH:

- ▶ Digital flyers seem less embedded into the customer journey than printed versions.
- ▶ For digital versions, it is perceived that the effort must come from the consumer first, whereas for the print versions, the effort comes first from the brand/ retailer
- ▶ Digital formats are perceived as more functional and trigger less emotions.

Printed flyers disrupt from being always „on“



Brochures create an island, a feeling of a real break in the always „on“-world:

- Reading brochures are perceived as a real time-off from work
- It gives full and uninterrupted attention to a brand (20, 30 min up to 1 hour!)
- It is perceived as an inclusive and nonobtrusive type of media as everyone gets it and everyone gets the same information



Success factors for a print advertising flyer

Do's: colorful, clear, comfortable, vivid, inspirational, tactile, entertaining

Vivid & full colors, pictures with close-ups



A4 format, magazine with pages



Putting special value on „Star Products“



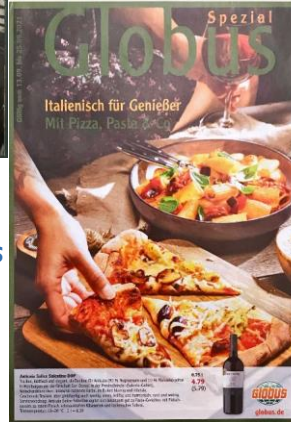
Visible and clear layout, neatly arranged pages



Delicious recipes or interesting suggestions



Pictures that illustrates atmosphere, staging, a dream world...



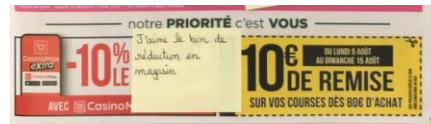
Date of validity easy to spot and read



Recognizable and clear promotions



Vouchers / Coupons (France +)



Lotteries and games

Exciting or distinctive headlines



...and nice quality paper!

Don'ts: dull, overloaded, unemotional, factual

Dark & pale colors

No promotions advertised on front page

Pages are overloaded, unclear and hard to read

No harmony: Products that do not match (e.g.: groceries with clothing)

Too big or too small fonts, hard to read, pictures too small



Too big, format to be unfolded



Promotions only valid with customer member cards



Paper of low quality: too thin, not shiny, recycling paper

Thank you very much for your attention!

Contact us for a personal presentation, tailored to your needs!



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