

Back to the future:
Are print advertising fliers
the new tomorrow from yesterday?



FACILITATE
RITUALS



Promotional
non-personalised
print fliers build an
island in everyday
life...

CREATE
FAMILY
MOMENTS



GIVE A
MOMENT
FOR
YOURSELF



DETACH
FROM
WORK



ENABLE
SCREEN-
FREE TIME



...and trigger
strong emotions

REWARD

BEING
CLOSE

PROUD

EXCITED

RITUALS

JOY

ENTICE

INSPIRE

HUNT

Traditional promotional print is still a relevant add-on to the marketing mix. It disrupts from being always „on“ and gives moments of full and uninterrupted attention for a brand. The non-personalised aspect is perceived as unobtrusive and inclusive because everyone gets it. It covers important values of modern CX by triggering emotions and an end-to-end experience.