

Direct Marketing Production Printing & Value-Added Services: A strategy for growth

完成のご案内

ダイレクトマーケティングにおける印刷物 & 付加価値サービス：成長への戦略とは？

印刷物を活用したダイレクトマーケティングが成長しており、デジタル印刷に大きな期待がよせられています。

- ・ カタログ&ダイレクトメール(DM)のボリュームが増加しています
- ・ マルチチャンネルにおいて、印刷物が重要な役割をはたしています
- ・ データ活用法・印刷技術の進化が重要な進展を引き起こしています
- ・ Versions, Personalized, Interactive, Integrated, Tracked

機器メーカーも、印刷会社も、クロスメディア社会における「高付加価値の印刷ボリュームの獲得の機会」があります。当調査では、各社の製品開発 & マーケティングにとっての重要な調査分析に取り組みます。



Harvard Business Review (2015年2月) InfoTrends

“Why the Print Catalog is Back in Style”

■ 調査テーマ

- モデルセグメント : Color Duty Cycle 1 million 以上
- アプリケーション : 販促用の印刷物(ダイレクトメール & カタログ)
- 地理的市場 : 北米(US, Canada)+ 西欧(UK, Germany, France)



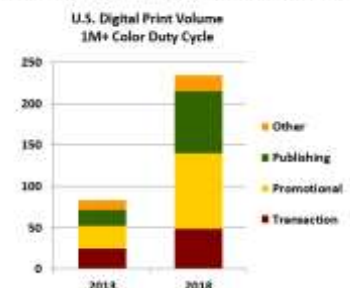
■ 分析テーマ概略 (詳細は、英文企画書 p.10 をご参照ください)

- ・ 市場機会 (Market Opportunity)
- ・ ベストプラクティス
- ・ 顧客バリュー & エンゲージメント

ダイレクトマーケターに関する洞察・分析

- ・ 利用システム & ツールのプロファイル
- ・ チャンネル別の投資傾向
- ・ ROIマトリックス
- ・ 印刷物への考え方

High Speed Digital Print Pages by Application



消費者に関する洞察・分析

- ・ 利用チャンネル
- ・ 印刷物への価値観
- ・ 付加価値印刷への興味度合(パーソナライズ化など)
- ・ 懸念点(プライバシー、セキュリティなど)

印刷会社(PSP)に関する洞察・分析

- ・ 戦略 - 印刷会社はどこに向かっているのか？
- ・ オペレーション(人員・ワークフローなど)
- ・ 販売 & マーケティング
- ・ その他の視点(技術面、パートナーシップ、M&A など)

■ 調査方法

- ・ 印刷会社 (PSP) インタビュー 20 件
- ・ 企業のダイレクトマーケター インタビュー 50 件
- ・ 消費者 Web 調査 1,200 件
- ・ デスクリサーチ、当社内の関連データの活用

Market Size Special Tables	
<ul style="list-style-type: none"> Direct marketing volume – Global market <ul style="list-style-type: none"> – Total pieces and pages Print volume (from previous page) – North America, Europe <ul style="list-style-type: none"> – Application by technology – Application by coverage – Application by name type – Application by value – Application by ton length/addressability Printing systems shipments and installed base – North America, Europe <ul style="list-style-type: none"> – By technology (D, letter) by segment (speed & duty cycle) 	

■ 納品物 (詳細は、英文企画書 p.18 をご覧ください)

1. 各インタビューからの分析サマリ
2. 市場予測 2014-2019 (詳細は、英文企画書 p.14-15 をご覧ください)
3. 戦略におけるレコメンデーション
4. Web 調査結果のタブデータ 等

Direct Marketing Market Size & Segmentation		
<ul style="list-style-type: none"> Direct Marketing Spend (DMS) <ul style="list-style-type: none"> – Digital (web, email, social, mobile) – Print Pages & pages by application <ul style="list-style-type: none"> – Catalogs <ul style="list-style-type: none"> – Catalogs, inserts – Postcards Multi-length/addressability <ul style="list-style-type: none"> – Short/Addressable Index – Moderate/Addressable medium – Long/Non-addressable Print volume by technology <ul style="list-style-type: none"> – Offset – Inkjet – Laser 	<ul style="list-style-type: none"> Coverage <ul style="list-style-type: none"> – Light – Medium – Heavy Color volume <ul style="list-style-type: none"> – Black & white – Color Paper tonnage <ul style="list-style-type: none"> – Coated – Uncoated – Composites – Miscell. 	<ul style="list-style-type: none"> Personalization <ul style="list-style-type: none"> – Address-only – Messages – Images – Fully personalized Value of Services (SVC) <ul style="list-style-type: none"> – Strategic consulting – Mail & Data – Pre-mail/postmail – Printing & finishing – Intermedia/Digital (web, email, mobile, AR, QR) Printing systems (ship. &B) <ul style="list-style-type: none"> – Technology (D, letter) – Segment (speed/duty cycle)

■ 調査費用

- ・ \$24,995

■ 調査スケジュール

- ・ 11 月完成(予定)

■ drupa 2016 向オプション (別途、お気軽にお問い合わせください)

- ・ 調査結果の貴社プレゼンテーションへの活用
- ・ ホワイトペーパー(第三者評価レポート)の作成
- ・ 貴社イベントでのスピーカー等



The New York Times (2015 年 1 月)

Catalogs, after years of decline, are revamped for changing time

株式会社 インフォトレンドズ: <http://www.infotrends.co.jp/corporate-profile/>

米国のボストンに本社を置く InfoTrends 社の日本法人。デジタルイメージング市場、ドキュメントソリューション市場に特化した調査活動で高い評価を得ており、市場動向の分析レポートの企画販売、コンサルティングサービスを行っています。

(担当: 清水、水村): TEL:03-5475-2663 Email: mail@infotrends.co.jp

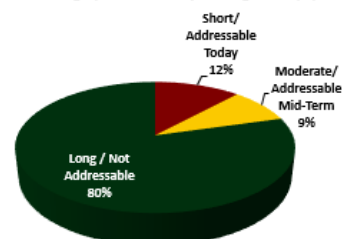
調査レポート 目次 - 北米市場版
(西欧版 US, Germany, France も類似項目)

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Market Size



Run Length/Addressability: All Segments (%)



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