

# WHY USE PRINT IN YOUR COMMUNICATION CAMPAIGNS?

Successful organizations that communicate effectively, consider print whenever they want to:

**PERSUADE • INFORM • ENTERTAIN**

- **Print is credible – it conveys that your message is significant & important enough to put on paper.**
- **It is easily carried & consumed anywhere, anytime.**
- **It can be used to drive customers to your website or as a purchase follow up or closer.**
- **Print is beautiful, it is lively, it is appealing.**
- **Print is personal, tangible, and influential.**