

PRINT MATTERS TO MILLENNIALS

Don't believe the myth that Millennials only react to digital. Research shows that they eagerly engage with print because they value the physical and have a desire for real experiences. For this group, it's not about choosing between digital or print; it's about using both in a compelling way.



- Born between **1981-2000**
- **9.6 million** in Canada*
- **26%** of the population¹
- **85%** are financially independent²

*As of 2017.

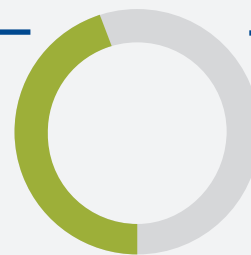
PRINT STANDS OUT



55% are overwhelmed by how many promotional emails they receive⁴



65% of Millennials feel they spend too much time online³



WHAT GETS THEIR ATTENTION?

44% of respondents were driven by print or direct mail promotions⁵



vs



91% of Millennials in young families engage

75% of Millennials without kids⁶



16% increase in print engagement when kids are in the home

HOW DOES DIRECT MAIL GO THE DISTANCE?

42% keep promotional mail pieces for future reference⁷

50% are excited to see what's in their physical mailbox⁸

81% use a physical method to follow promotions⁹



PRINT HELPS DRIVE THEM TO PURCHASE



Of recently made purchases,

31% were driven by print or direct mail promotions¹⁰

Integrated campaigns elicit

39% more attention than single-media digital campaigns¹¹



Optimize your marketing to Millennials.
Contact your Canada Post Sales Rep today!

¹ Statistics Canada. ^{2,3} Mintel, Marketing to millennials, Canada – February 2017.

⁴⁻¹⁰ Canada Post, Phase 5, Advertising Communication Preferences and Generational Differences (2017). ¹¹ Canada Post, Connecting for Action (2016).

TM Trademark of Canada Post Corporation.