

Making Memorable Brands

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Did you know that paper has a unique ability to leave lasting brand impressions?

Did you know that paper has a unique ability to leave a lasting brand impression?

It turns out we are more likely to remember something we read on paper than something we read on the screen. And it's not just me telling you this, scientists have pinpointed three reasons for this:

- * Paper makes content more intuitively navigable. From our earliest days, we are taught to interact with printed materials. Not only are we trained to relate and understand print, but, it seems that we also have an innate connection with the thought process involved. Paper facilitates better mental "mapping." When you read a message on paper, your brain shifts into a deeper level of engagement that helps you retain information.

- * Paper drains fewer of our cognitive resources, making retention easier.

- * Physical media, particularly paper, is more likely to lead to knowledge retention and longevity.

So, here is the thing, paper is proven to get your brand into the heads of your customers. When they read your message on paper, their brains shift into a deeper level of engagement, one more conducive to building- and retaining- knowledge. A number of studies have found that communication through physical media, particularly paper, is more likely to lead to knowledge retention and longevity than communication via digital media.

"People understand and remember what they read on paper better than what they read on screen. Researchers think the physicality of papers explains this discrepancy."

Ferris Jabr, "Why the Brain Prefers Paper," Scientific American October 2013

And that's not all- paper not only increases reader recall but, high-quality paper increases brand preference. You can dig more deeply into this topic on the new Sappi POP site where we share content, video and study results, as well as access to printed materials that you can order. Take a look and find out how you, too, can craft a memorable message for your brand.

Does that make sense?

Retrieved from [Sappi etc.](#)

As an educator, designer, humanist, mentor and lover of all things graphic arts, Daniel Dejan has been an evangelist for the power of paper and print for the span of his career. He is the face of the etc (education-training-consulting) Group at Sappi Fine Paper North America where he delivers etc services to Sappi's wide range of clients.

With more than 40 years of design, production, print buying and on-press experience, Dejan is always ready to share his knowledge of the successful and effective marriage of print and paper. On the road 200 days a year, he is a hands-on, in-person resource-delivering presentations to designers, printers, corporations and paper merchants as well as to organizations at public and private events and conferences throughout North America including AIGA, HOW and Printing Industry of America chapters, Canadian Printing Industries groups, IDEAlliance/IPA events, Print Production and Art Directors Clubs .

As printing techniques have evolved, Daniel has embraced new technology by not only investigating creative and effective ways to use QR Codes and Augmented Reality in conjunction with print and paper-earning him a position as a Google Glass Developer-but also by exploring and commenting on the layered and complex relationships between the print and digital worlds; merging new -communications technology and human interaction.

Dejan has written articles for numerous trade magazines and was both a technical consultant and contributor to The Designer's Guide to Print Production. As a certified G7 Expert, Dejan is an authority in both Color and Color Management and an avid student of color perception and color theory as it relates to branding and printed color reproduction. He co-chaired the Spectrum Conference in 2007 and is currently a member of the Board of Directors for IDEAlliance/IPA.