



Digital Immersion and Print

**Who,
what and how.**

—
Understanding the
diversity of print
—



Visual
Media
Association



MEET MR TOUCAN.

\$29M PRINT BUSINESS AND GROWING.

2017 \$26M WAS PRINT AND \$3M WAREHOUSE & LOGISTICS.

2022 \$13M IS PRINT, \$9M WAREHOUSE AND LOGISTICS, \$2M IS CAMPAIGN EXECUTION, \$1M IS CREATIVE SERVICES AND \$4M IS DIGITAL SOLUTIONS.



**DIGITAL
SOLUTIONS
ARE NOT A
REPLACEMENT
THEY ARE AN
EXTENSION.**



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In 2012, 62% of
Australians did not
know what a
QR Code was.



FROM MARKETING TO PAYMENT PORTALS.



2ND HIGHEST SEARCH AFTER COVID, IN 2021 WAS QR CODE.

91% AUSTRALIANS OWN A SMARTPHONE AND 10.8% OF US USE THEM FOR PAYMENTS.

2.2BN QR CODE PAYMENTS BY 2025.

THE APPLICATION IS ENDLESS FOR PRINT.



BUT YOU SAW IT HERE FIRST.



TOUCH THE ROBOT ARM TO BEGIN



WE ARE THE CHOSEN ONE.

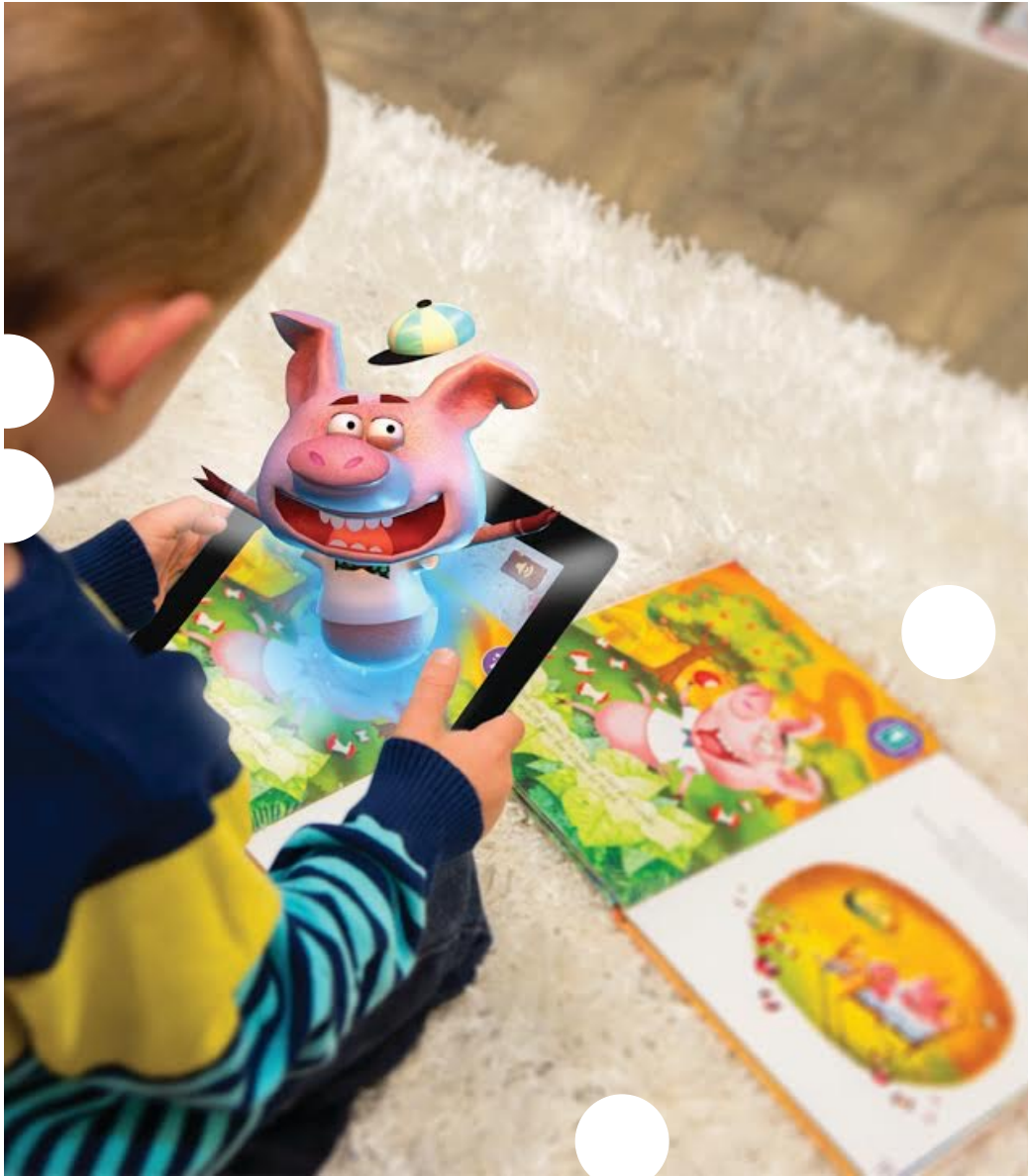


50% OF AUSTRALIANS AGREE THAT THEY SPEND TOO MUCH TIME ON ELECTRONIC DEVICES, AND 54% ARE CONCERNED THAT ELECTRONIC DEVICES COULD BE DAMAGING TO THEIR HEALTH.

73% OF PARENTS ARE WORRIED ABOUT THE DIGITAL IMPACT ON THEIR CHILDREN'S PHYSICAL ACTIVITY LEVELS, ATTENTION SPAN AND INTEREST IN PLAYING (62%).

37% OF CHILDREN AND YOUNG PEOPLE HAVE BEEN ANXIOUS OR DEPRESSED BECAUSE OF THEIR TIME ONLINE OR LIMITS TO USE THEIR DEVICE.

DIGITAL LITERACY IS OK.



“BY BRINGING THE CHILD INTO THE BOOK WITH AUGMENTED REALITY, YOU ALLOW THE CHILD TO FULLY UNDERSTAND REAL WORLD APPLICATIONS.”

67% OF PARENTS THINK AR IN PICTURE BOOKS IS GOOD FOR THEIR CHILDREN.

DIGITAL LITERACY IN ALL THAT WE DO IS DEEMED A MUST.

TRUSTED IN A WORLD THAT ISN'T.

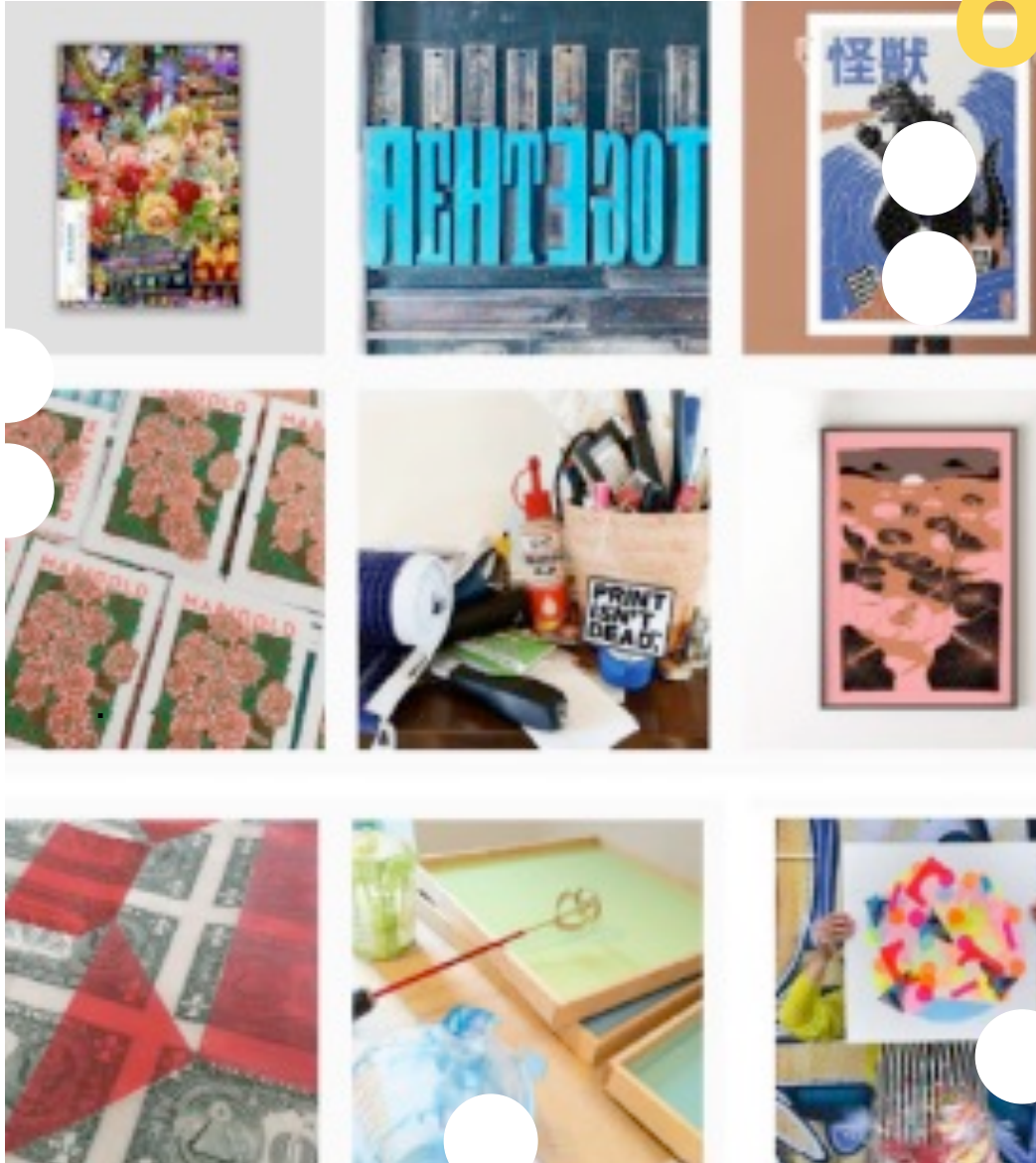


59.4% OF AUSTRALIANS HAVE REPORTED SCAMS THROUGH DIGITAL CHANNELS AS COMPARED TO 1.3% THROUGH MAIL.

64% AGREE THAT THEY ARE BECOMING INCREASINGLY CONCERNED THAT THEIR PERSONAL INFORMATION HELD ELECTRONICALLY IS AT RISK OF BEING HACKED, STOLEN, LOST OR DAMAGED.

\$72M LOST OVER \$72 MILLION IN SCAMS DURING THE FIRST QUARTER OF 2022 (Q1 2022), AN INCREASE OF OVER \$10 MILLION IN THE FIRST QUARTER OF 2021 (Q1 2021).

**ALIVE, EXCLUSIVE AND
OURS TO SHARE.**



**LIMITED ONLY BY
OUR IMAGINATIONS.**

EMBRACE THE NEW CHANGE,
UNDERSTAND OUR STRENGTHS AND
HOW CONSUMERS VIEW PAPER AND
PRINT. TIME TO CHANGE OUR
APPROACH TO MARKET.



THANK YOU

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Check out more examples:
www.vopp.com.au
www.lovepaper.org.au