

SEEING

ISN'T BELIEVING

(In fact, it's only the first step.)

Sappi understands that touch helps
customers form a relationship with your brand
by delivering four fundamentals of

DEEPER EXPERIENCE.

(In fact, it's only the first step.)



NUMBER ONE

AWARENESS

The number one concern of today's marketers is simply getting people to pay attention. Customers, bombarded by constant messaging, are forced to make split-second judgments about what's worth a closer look and what belongs in the recycling bin of irrelevance.

Now, imagine picking up your mail when, nestled between the bills and flimsy fliers,

you feel something a little heavier, smoother, different—something promising. We're curious creatures, and we just captured your attention.

Smart companies have the ability to amaze us across their entire print campaign by applying innovative techniques that leverage the attention-grabbing influence of Sappi's McCoy paper to jump-start a journey that inspires deeper engagement with their brand.

Successful marketers aim to activate each of the senses—sight, smell, hearing, touch and taste. Senses and memories are inextricably linked, so the more senses people engage during an experience, the more deeply that experience will be rooted in their minds.

Now, consider reading from a screen. The visuals change as you click through new content, but for your other senses the experience stays the same. When a company's message is presented on paper, you perceive its weight,

texture, size, rigidity, tactility of coatings or effects, subtle odor of ink and the quiet sound of pages turning—each of which enhances the memory of the interaction. Even things like the spatial relationship of the content and your physical surroundings play a part, forging a deeper connection between the brand and your mind.

High-quality paper, like McCoy, becomes a vital tool to any marketer who knows the value a deeper impression can bring.



Effective companies understand the powerful results of memorable marketing. There is a reason some people hold on to the packaging of a device they love, keep a piece of mail that blew their minds or adorn their coffee tables with their favorite catalogs. By surrounding themselves with these physical totems, people are able to use these pieces to shape their own identities—in many ways, what they own becomes part of them.

The mere act of touching something triggers a phenomenon known as the endowment effect.

We begin to feel a sense of possession and ownership over the object, which increases our sense of perceived value. We form a relationship with these pieces—and the brands they represent—creating a genuine attachment.

When companies create high-quality pieces that people want to keep, like those printed on McCoy paper, their messaging becomes a part of customers' daily lives. This continual contact builds a strong emotional connection between customer and brand—one that customers become loyal to, that keeps them coming back.

NUMBER THREE

LOYALTY





NUMBER FOUR

TRUST

Customers expect more than a transaction from the brands they love. They seek a deeper experience that exceeds their expectations time and time again until they've developed a strong bond built on a reputation of excellence—a bond they can't help but believe in.

Discover more about how you can use McCoy to create a deeper customer experience with your brand by contacting your Sappi sales representative or visiting [Sappi.com/McCoy](https://www.sappi.com/McCoy).

And learn more about leveraging the science of touch by requesting our guide, *A Communicator's Guide to the Neuroscience of Touch*, at [Sappi.com/Neuroscience-Touch](https://www.sappi.com/Neuroscience-Touch).

The fine line of McCoy® is key to building memorable brands.

Savvy brands want comprehensive solutions that are able to deliver significant experiences across their entire print campaign. That's why we engineer **McCoy®** for maximum impact across a wide range of weights and finishes, while providing tighter tolerance standards and the perfect balance of shade and brightness.

sappi

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Production Notes

McCoy Silk Cover, 100lb/216gsm, 4-color process, match red, spot silk varnish, spot soft-touch coating and spot raised UV coating.

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