

# How retailers optimized print during the pandemic and for the future

During the COVID-19 pandemic, business conditions changed daily. In this rapidly changing environment, brick and mortar businesses sought print material to share the most up-to-date safety and operations procedures with customers and employees.

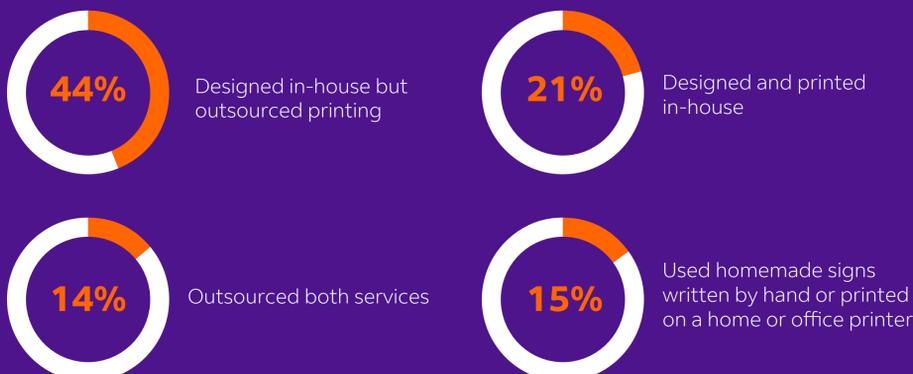
Beyond traditional uses of print for marketing, retailers found innovative ways to use print that addressed new needs that emerged from the pandemic.

FedEx Office worked with Retail Dive to survey over 200 retailers to better understand what those innovative ideas were and how retailers can use them beyond the pandemic, providing an in-depth look at most critical factors retailers consider when developing and using signage during a crisis.

**Even with investments in digital, 32% of retailers used more print during the pandemic than in the past. Most of the use was:**



**Retailers used different ways to create signs, depending on time, budget and other resources.**



**We're having to create more signage to emphasize social distancing, one way entering and exiting, directional as well as increasing promotional signage with the additional sign holders we've invested in.**

When retailers used outside sources, their most important criteria were:



But some retailers had difficulty getting deliverables, primarily because of production/timeline delays and transportation delivery issues.

**39%** of retailers use print differently than in the past:

**We are a nonprofit that used to see clients inside the building, so we informed them of any events or programs in person. Now we print flyers to give each as we serve them in drive-thru fashion with the information we would have provided in person.**

What was the biggest benefit of using print material? Retailers agreed: keeping customers informed of changes was the most critical outcome.

**58%**

**Other benefits included:**

Making customers feel comfortable with cleaning protocols

**36%**

Keeping employees informed of changes

**27%**

Marketing opportunities on directional signs

**25%**

Using QR codes to provide information on printed material

**23%**

Directional signs in stores

**22%**



**New uses for print material will outlast the pandemic. Retailers said they will keep using print to maintain directional signage, create marketing opportunities on signs, convey information via QR codes and stay connected to customers with direct mail.**

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