



KATHERINE JOHNSON

Re:IMAGINE
ROUNDTABLES
INSPIRING COMMUNICATION
INNOVATION ACROSS MEDIA

ENTER WITH A CHALLENGE; EXIT WITH A STRATEGY.

KATHERINE JOHNSON
CHIEF MARKETING OFFICER

INNOVATION PHILOSOPHY:
"NEVER INNOVATE TO COMPETE, INNOVATE TO CHANGE THE RULES OF THE GAME."
DAVID O. ADEIFE

FOOD FOR THOUGHT

"IN THE AGE OF REVOLUTION IT IS NOT KNOWLEDGE THAT PRODUCES NEW WEALTH, BUT INSIGHT - INSIGHT INTO OPPORTUNITIES FOR DISCONTINUOUS INNOVATION. DISCOVERY IS THE JOURNEY; INSIGHT IS THE DESTINATION. YOU MUST BECOME YOUR OWN SEER."
GARY HAMEL, FOUNDER OF STRATEGOS

Re:IMAGINE
ROUNDTABLES
ENTER WITH A CHALLENGE; LEAVE WITH A STRATEGY.

FACT: FOUR-FIFTHS (79%) OF CONSUMERS WILL ACT ON DIRECT MAIL IMMEDIATELY COMPARED TO ONLY 45% WHO SAY THEY DEAL WITH EMAIL STRAIGHTAWAY.

DID YOU KNOW?
ON AVERAGE, 19% OF U.S. RESPONDENTS (1 IN 5) HAVE SCANNED A QR CODE.



Re:IMAGINE
ROUNDTABLES
INSPIRING COMMUNICATION
INNOVATION ACROSS MEDIA

ENTER WITH A CHALLENGE; EXIT WITH A STRATEGY.

DID YOU KNOW?
DIRECT MAIL HAS THE HIGHEST RATE OF SUCCESS IN NEW CUSTOMER ACQUISITION AT 34% COMPARED WITH OTHER MARKETING CHANNELS.

"THE CHALLENGE ISN'T TO KEEP YOUR EYE ON BIG COMPETITORS. IT'S TO PAY ATTENTION TO THE INNOVATORS."
DAVE DUFFIELD

"BUSINESS ONLY HAS TWO FUNCTIONS - MARKETING AND INNOVATION."
PETER DRUCKER

FACT: SINCE 2011, AROUND 80% OF ALL INSURANCE MAIL HAS BEEN PERSONALIZED.

DID YOU KNOW?
NEARLY 7 BILLION PIECES OF MAIL WERE SENT BY INSURANCE COMPANIES IN 2012.

Re:IMAGINE
ROUNDTABLES
ENTER WITH A CHALLENGE; LEAVE WITH A STRATEGY.

"INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER."
STEVE JOBS

DID YOU KNOW?
46% OF US BELIEVE A WORLD WITHOUT PRINT WOULD BE WORSE THAN TODAY'S.

