

# DIRECT MAIL

PRINT. YOUR BRAND IN THEIR HANDS



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**PRINT. YOUR BRAND IN THEIR HANDS.**

## NOTHING PUTS YOUR BRAND IN YOUR CONSUMER'S HAND LIKE PRINT.

How else can a brand enjoy such direct contact with its consumers? A mailing conveys the brand message in a uniquely powerful and controllable way. Once in the consumer's hand, a mail pack starts an intimate one-to-one dialogue in which the brand converses directly with the recipient. For that moment it's just you and your customer or prospect. And not just for a few seconds, but for several minutes. It's the only medium that gets truly physical. With different printing techniques like gold foil, metallic ink and embossing you can hold it; interact with it; get involved with it; touch it; keep it and with innovations like scented inks, even smell it.



**DIRECT MAIL**

PRINT YOUR BRAND IN THEIR HANDS

IF INTERNET GIANTS LIKE

**EBAY AND AMAZON**

USE DIRECT MAIL...



...THAT TELLS YOU

**SOMETHING.**

# CASE



amazon.com

Amazon's catalogue signals an important move for e-tailers. Not only do the catalogues reach out to potential customers who are new to the web and electronic commerce, but they do something more: they recognize that most successful retail companies sell through multiple channels.

A joint report by the National Retail Federation, retail consulting firm J.C. Williams Group, and BizRate.com indicates that retailers employing multiple channels (physical store, catalogue, and Web site) sell more per customer than single-channel retailers. 51 percent of online shoppers who received a retailer's catalogue looked for or bought something online that they'd first seen in a catalogue.



## EBAY

Like more traditional retailers, eBay makes a printed, tangible catalogue to augment its Web site. A 32-page colour catalogue is regularly mailed to several million eBay customers in the USA.

‘This is a next major step for us’, says Michael Dearing, eBay’s general merchandising manager. The magazine-sized catalogue lists more than 100 products in 10 categories. All items are listed with photos and an average selling price. Shoppers are directed to a Web site, where they can make purchases.

In Germany, eBay even publishes a magazine available at the newsstand.



**DIRECT MAIL**

PRINT . YOUR BRAND IN THEIR HANDS

WHO LIKES TO RECEIVE

**DIRECT MAIL?**

80%

OF CONSUMERS.\*



# CASE

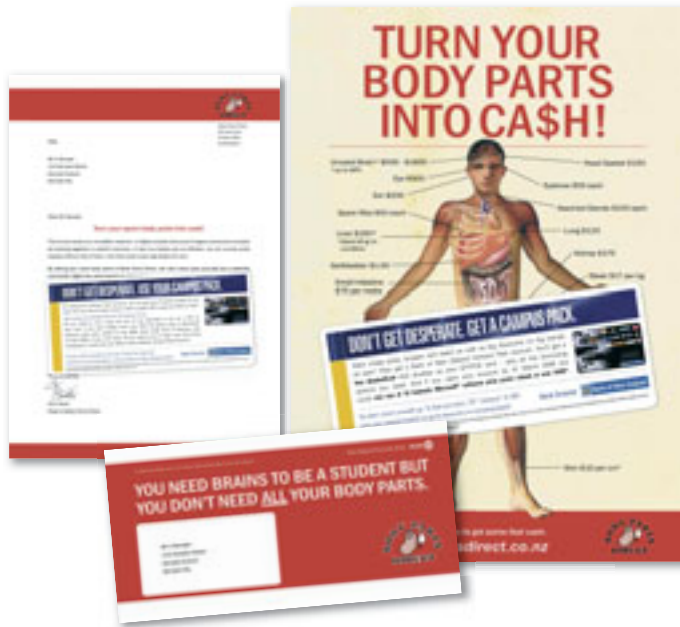
## BANK OF NEW ZEALAND - STUDENT SERVICES

Being a university student is financially demanding and students will do almost anything to earn extra cash. Bank of New Zealand's Campus Pack offered students a safe, easy way of having enough money while they studied, without having to resort to desperate measures.

To illustrate the opposite extreme, ridiculously bad ways to earn money were shown. The agency invented a fictitious company called 'Body Parts Direct'. The agency created posters and direct marketing packs which offered students cash for selling their spare body parts. Over each poster and brochure the agency placed the message "Don't get desperate. Get a Campus Pack".



The target was to achieve 6,500 Campus Pack applications. One month after the launch of the campaign, 15,000 students had already applied.



#### KEY FACT

95% of the population read their mailings. And 86% keep it to read it again.\*

#### KEY FACT

The average European gets only 2 postal mailings a week while he sees more than 200 tv-commercials, 400 print ads, hears 150 radio commercials and receives more than 200 spams.

\* Source: MediaPost Survey for the French Postal Services



**DIRECT MAIL**

PRINT . YOUR BRAND IN THEIR HANDS

WHEN

**COMBINED**

WITH DIRECT MAIL

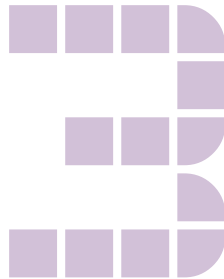


TV, RADIO, MAGAZINES AND OUTDOOR

PERFORM BETWEEN

**20 AND 120% BETTER.**

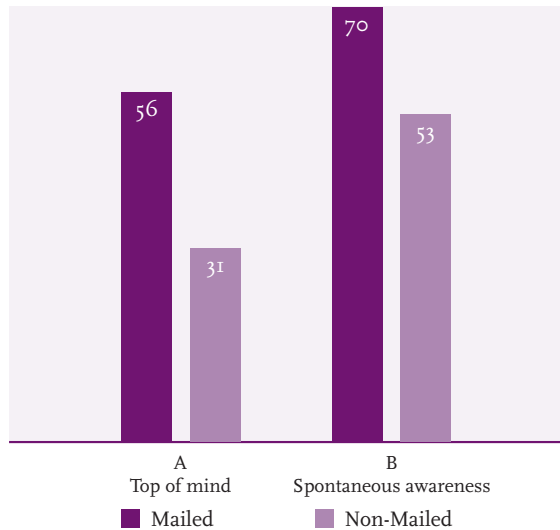
# CASE



## BETTER PERFORMANCE MORE CHEAPLY DELIVERED

When Direct Mail is used as a standalone communication activity, it produces significant increases in the major indices (sales, brand awareness and penetration) in both the short and long term. A study done in 2005 by the Royal Mail, UK measured average short-term increases in sales of 21.2%, with the best campaign achieving a 60% increase. Even after one year, the average sales uplift was still 12%, with the best maintaining a 42% rise.

The study also showed the considerable multiplying effect of Direct Mail. Results clearly proved that running Direct Mail at the same time as a traditional magazine or TV campaign delivered better outcome than if that media was used alone. One example from the U.K. demonstrates this fact with numbers. When Direct Mail was added to the media mix (of TV and magazines) to promote Boots No. 7 make-up, brand awareness had 27% higher spontaneous awareness, and 25% more aided awareness. Particularly important was that the added cost for this increased performance was much less than if more money had been spent on the media themselves.



### KEY FACT

People remember an advertising campaign much better when the campaign is combined with direct mail.

Press campaigns were 2.2 times more successful, radio campaigns 1.7 times, outdoor campaigns 1.4 times and tv-campaigns 1.2 times.\*

### KEY FACT

In another study, there was a significant effect on sales immediately on receiving the mailing: an average sales uplift of 21.2%, brand share uplift of 2% and penetration uplift of 4.9%.\*

Top of mind (A) and spontaneous awareness (B) for Boots No. 7 was significantly higher amongst those who had received the Direct Mail sample.

\* Source Rapp Collins



**DIRECT MAIL**

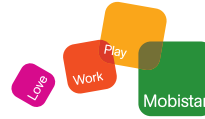
PRINT YOUR BRAND IN THEIR HANDS

ONLY **10%** OF BUSINESS  
MANAGERS HAVE SOMEBODY FILTER  
THEIR MAIL.\*

**2** MANAGERS **OUT OF 3**  
OPEN THE DIRECT MAIL THEY RECEIVE.\*

\* Source: Business to Business Direct Mails Trends Survey

# CASE



The option of keeping one's original telephone number while still changing operator was clearly an opportunity not to be missed. Mobistar, the second operator into the Belgian market took careful aim at 5,000 hot prospects still with the no. 1 brand, their main rival.

The choice for Direct Mail was clear from the start. It gave an opportunity for seduction, teasing, repetition, and follow-up. The target audience was a selection of corporate, multinational, small and medium-sized companies that had at least 15 mobile phone accounts each.

The concept, based around the idea of "going green" - the corporate colours of Mobistar - was developed in 3 waves. The first mailing consisted of a tin of green paint, the second had a balloon plus message, and the third presented a paint-brush and a brochure outlining the advantages of changing operators.

Telephone contact was made as a follow-up to the campaign, and appointments were made for sales reps. The results were remarkable: 120% of the objective in terms of leads and a conversion rate of 30%.



**KEY FACT**

Business Managers are sent an average of 13 Direct Mail items per week.

**KEY FACT**

Business Managers open 66% of their Direct Mail, 9% is re-directed to a colleague and 20% is filed or responded to.

\* Source: Business to Business Direct Mails Trends Survey



**DIRECT MAIL**

PRINT YOUR BRAND IN THEIR HANDS

WHO LOOKS INTO THE  
**EYE** TO ACHIEVE  
THE BEST RESULTS?



**DIRECT MAIL.**

**IT DELIVERS.**

# CASE



## THE GERMAN PAY-TV CHANNEL, PREMIERE, IMPROVES RESPONSE RATE SEVENFOLD!

The aim of Premiere Direct Mail campaigns is to turn potential customers into actual customers. Premiere wanted to know how the mail shot design could be optimised to enable better conversion rates.

The Siegfried Vögele Institute in Germany proposed a test design with eye tracking and a qualitative survey.

Other media don't allow this kind of flexibility. Premiere was delighted with the success of the optimisation. As Jürgen Müller, Vice-President in charge of Direct Sales explains, "It is exciting and sometimes surprising to see how our target group views the Direct Mail pieces. The eye tracking and the interviews answered many of our questions, confirmed quite a few assumptions and initiated completely new approaches. A sevenfold increase in response rate is the most obvious proof of success."

In the long term, direct mail delivered a positive incremental payback margin of 31% when compared to the costs of the campaign. The best campaign achieved a 70% return.



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**FEDMA**

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12 EUROPEAN POSTAL SERVICES

# BY THE UNITED PRINT CHAIN



**FEEL** THE DIFFERENCE

SPECIAL EFFECTS CREATE EXTRA IMPACT

A close-up photograph of a pearl shell. The shell's surface is highly textured with intricate, overlapping ridges and grooves, creating a complex, organic pattern. The colors range from deep, dark browns to lighter, creamy whites. In the lower center, a smooth, round pearl is visible, its surface reflecting light in a soft, iridescent glow. The background is blurred, emphasizing the detailed texture of the shell and the presence of the pearl.

**Rub your finger here,**  
you'll see the effect is a  
combination of roughness  
on the outer shell and  
softness on the inside. It is  
made by both embossing  
and special varnish.

**YOU WANT TO PUT YOUR BRAND  
IN YOUR CONSUMER'S HAND ?**

## GET STARTED TODAY

Direct Mail is all about 1-to-1 contact, and can be measured very precisely. Above all it creates a dialogue that is targeted, personal and tangible. It's a great way to put your brand in your consumer's hands.

Go to [WWW.PRINTSELLS.ORG](http://WWW.PRINTSELLS.ORG) for more information.

### YOU WILL FIND:

- > PRACTICAL TIPS AND LINKS
- > ADDITIONAL CASE STUDIES
- > HOW YOUR COLLEAGUES CAN RECEIVE THESE BROCHURES



PRINT SELLS IS SUPPORTED BY  
THE EUROPEAN POSTAL ORGANISATIONS