

IS THE LETTERBOX A MARKETER'S BEST FRIEND?



Next to actual sales, there's nothing more important in brand marketing than loyalty. Keeping a customer happy, confident and engaged in your brand takes regular communication, a strong emotional bond and a lengthy presence in the home – which is where the letterbox comes in.

The printed media channels, that fill our letterbox, can do many things: inspire, engage, entertain, persuade, educate. But one of its key strengths for brands is keeping customers loyal. There's something about a well targeted piece of direct mail, catalogue, magazine or even a brandzine that's impossible to put down. They provide time-out from a trusted source and build a strong connection between brand and customer, a connection that can result in a customer choosing a single brand above all others for months and even years.

In a world where switching brands of anything from washing powder to broadband providers is increasingly simple, keeping your existing customers loyal or engaged is getting ever high on the 'to do' lists of marketers worldwide and with a captive audience sitting at home looking for content other than laptops and screens the letterbox is a welcome relief and opportunity.

DIRECT ME TO THE MAIL

Mail is opened, 81% of Australians reporting they open and read their mail immediately and 74% pay complete attention when reading mail¹. Additionally, mail prompts purchases with 74% going online to purchase and 47% going in-store², as well as emotional triggers – 62% of 18-34 year old's report receiving mail makes them feel important and 56% trust it.

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Accenture, 2020

TRUST ME I'M A MAGAZINE

Trust is a strong emotional driver for all printed media. Newspapers are the highest trusted media channel with Magazines a close second. In an era of 'fake news' awareness, print media channels hold a powerful media brand presence. Advertisers investing in trusted Magazine mastheads are more likely to be trusted by readers as they pass on the trust with the media brand onto the advertiser.

Furthermore, magazines have the longest readership engagement with an average of 77 minutes compared to 15 seconds for website engagement and 1 second for digital banner advertisements. The opportunity to capture with digital and push to the longer dialogue through print media is strong with longer dwell time and therefore strong message and brand recall³. And recall is definitely linked to ROI. In 2018 Bauer Media Group reported for every \$1 spent an incremental sales value of \$1.96 was achieved⁴.

However are all magazines created equal? What of custom publishing? Customers loyal to a brand are also loyal to a brand's publication. Content-rich brandzines during lockdown providing Australians something other than screens should not be underestimated. Customer service and brand engagement during a period of great uncertainty is critical with a large part of keeping customers loyal and aware of your brand is delivering content-rich brandzines should not be underestimated. The Coles 'Coles' magazine, has an engaged audience with 87% of its readers being more likely to buy ingredients from Coles specifically for a recipe in 'Coles' magazine⁵. Powerful content engagement across the entire readership.

Woolworths 'Fresh' magazine has recently been delivered to letterboxes in some areas across the country to provide a magazine in home which adds value in assisting customers to plan before they enter the store. A responsible position from Woolworths to assist customers in reducing in-store time during this pandemic period through better planning.

And Supermarkets should use the letterbox, 82.5% of Australians 14+ who've read a supermarket catalogue or letterbox flyer have made a purchase at a supermarket⁶. With many Australians reporting they use catalogues to plan their shopping, develop weekly menus and gather best value for money, critical in an era of the budget conscious family.

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THE CATALOGUE CONNECTION

Australians love catalogues and pay more attention to them than any other media channel – with 76.3% of catalogue readers paying a lot or some attention when reading catalogues compared to 70% for television, 58.9% for radio and 57.2% for newspapers. When reading catalogues, Australians spend an average of 7 minutes and they keep them in their homes referring to catalogues regularly over a period of time. A whopping 76% of Australians aged 14+ report they keep catalogues for future reference⁷.

THE SUM OF IT ALL

In today's world, with a captive audience seeking physical contact, the letterbox is more powerful than ever. Marketing and brand messages are more effective when it is valued and sought after, something the letterbox channels hold supreme. Marketers take note: ignore print marketing and the letterbox at your peril. The loyalty of your customers and the survival of your brand may depend upon it.