

TOP 5 MYTHS OF DM BUSTED



There's a number of myths around direct mail with claims that it's out of date, not innovative, too costly and bad for the environment. With the rise of digital, direct mail is also perceived as a less effective channel to reach people.

1. DIRECT MAIL AND EFFECTIVENESS

Whilst many of our clients question the value of direct mail saying it's hard to reach people, or that people ignore direct mail, the reality is quite the opposite.

In today's marketing landscape where people consume more content than ever on digital screens, they consistently returning back to their trusted friends, print and other mainstream media channels, for real and truthful content and a way to escape the digital noise. The reason for this is quite clear — in an avalanche of poorly managed online advertising, print remains one of the last areas where we curate trust through a human, rather than technological, touch.

Research backs this up in spades. Recent studies show that when making purchase decisions, people are far more likely to trust ads from mainstream media over online or digital.

2. DIRECT MAIL AND COST

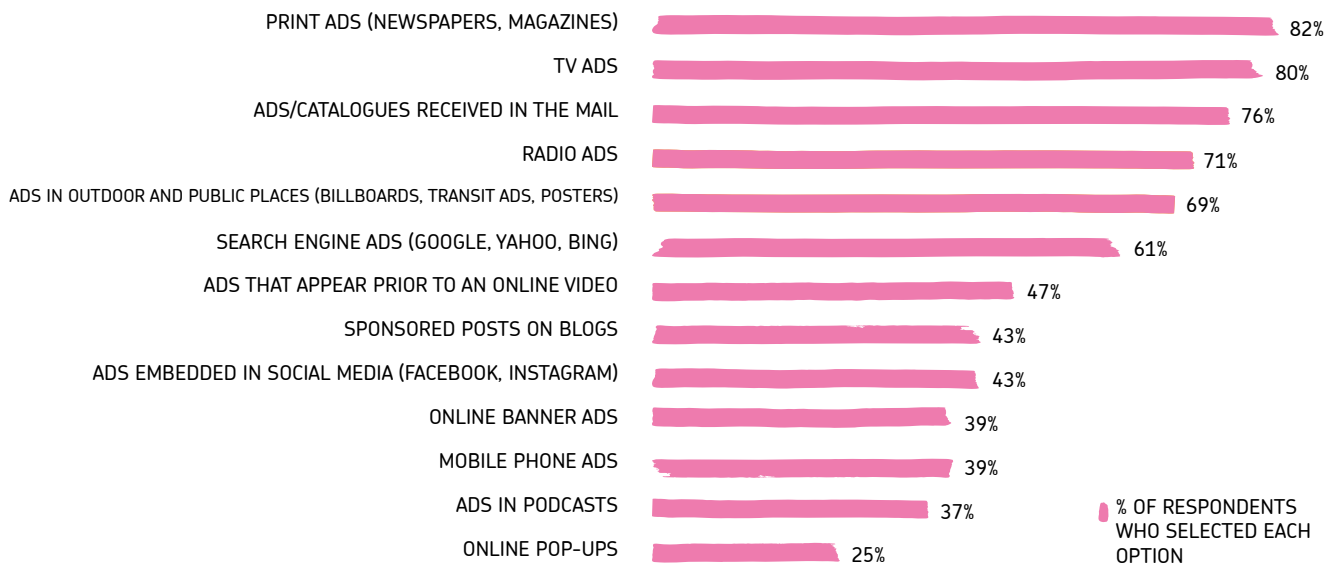
Whilst some clients challenge that direct mail is costly and has a poor return on investment, this position is often hard to match to the truth on a number of fronts.

Firstly, a direct mail campaign can cost as little as \$0.28 per piece or up to \$2 for more targeted and higher print quality campaigns. But that doesn't change one key fact about direct mail campaigns - they offer a superior return when it comes to actually hitting the mailbox.

Acquiring emails, on the other hand, can be a messy and murky business. You often don't know if the email you're writing to is managed by a real person. When you do reach a real person, 43% of those people are likely to send you to the spam filter just based on a bad subject line.

Whilst digital might look good, the quality of reach is often extremely poor. Direct mail provides strong cut-through and the ultimate ROI as it is a subtle disrupter in the homes of consumers and can be read at their leisure.

Q. IN GENERAL WHICH TYPE OF ADVERTISING CHANNELS DO YOU TRUST MORE WHEN YOU WANT TO MAKE A PURCHASE DECISION?



TOP 5 MYTHS OF DM BUSTED



3. DIRECT MAIL AND THE ENVIRONMENT

Many clients still feel that paper, and by association direct mail, is bad for the environment, however this is not the case. Paper is one of the few truly renewable products. As young trees grow they absorb CO2 from the atmosphere. Once it's made into paper, it continues to store carbon throughout its lifetime.

In addition, Australia has one of the highest recycling rates in the world. Over 87% of paper is recycled. The impact mail has on the environment is negligible at best.

The paper and print industry continues to make improvements to paper manufacturing and printing technology which allow the use of less and less resources when we print.

4. DIRECT MAIL AND INNOVATION

There are some incredibly innovative campaigns that can be executed using direct mail – ones that grab the interest of anyone receiving them. Much of the innovation is driven by advances in paper and printing techniques.

For example, Bulk Cat Litter Warehouse created a direct mail piece (fig. 1) that was scented with catnip to not only grab the attention of the owners but also their furry friends.

The possibilities are endless with Lass Natural Cosmetics creating a campaign where the coupon decayed as it came closer to the expiry date, and Land Rover Dubai stressing the importance of driving their cars through an edible survival guide (fig. 2).

All of these campaigns show that not only can direct mail reach people, but it can be done in an incredibly engaging and innovative way.

5. DIRECT MAIL AND DIGITAL

Many retailers are yet to delve into the world of Augmented Reality (AR), but those who have, have seamlessly merged the real world with digital by layering AR with print. Retailers have an opportunity to marry AR to work alongside print and create a unique experience that completely immerses consumers in their brand.

After IKEA's catalogue reached its cult status, the major furniture retailer used AR (fig. 3) to bring their catalogue to life. Consumers who downloaded the Catalogue app were able to follow the prompts and see what IKEA furniture would look like in their home prior to purchasing. According to company reports, the app was downloaded 8.5 million times.

Lego Connect is another clever brand who have leveraged catalogues to drive an augmented experience (fig. 4). Once downloading the Lego Connect app, consumers can see the pages come to life unlocking animated scenes featuring the products on the page. The campaign received positive feedback from Lego customers earning a Google Play rating of 4.5 of 5 stars.

We're big believers in trusted channels at Y&R ANZ. With innovation, great creativity and targeted reach you can build brilliant, engaging campaigns that change consumer behaviour. We can't wait to see what the next ten years will bring in direct mail.



FIG. 1

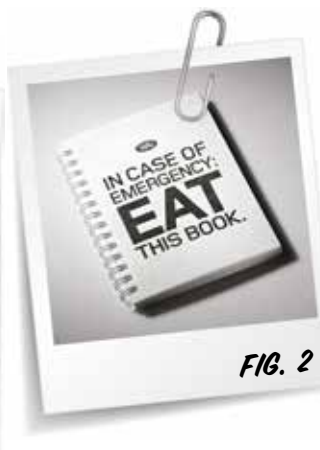


FIG. 2



FIG. 3



FIG. 4