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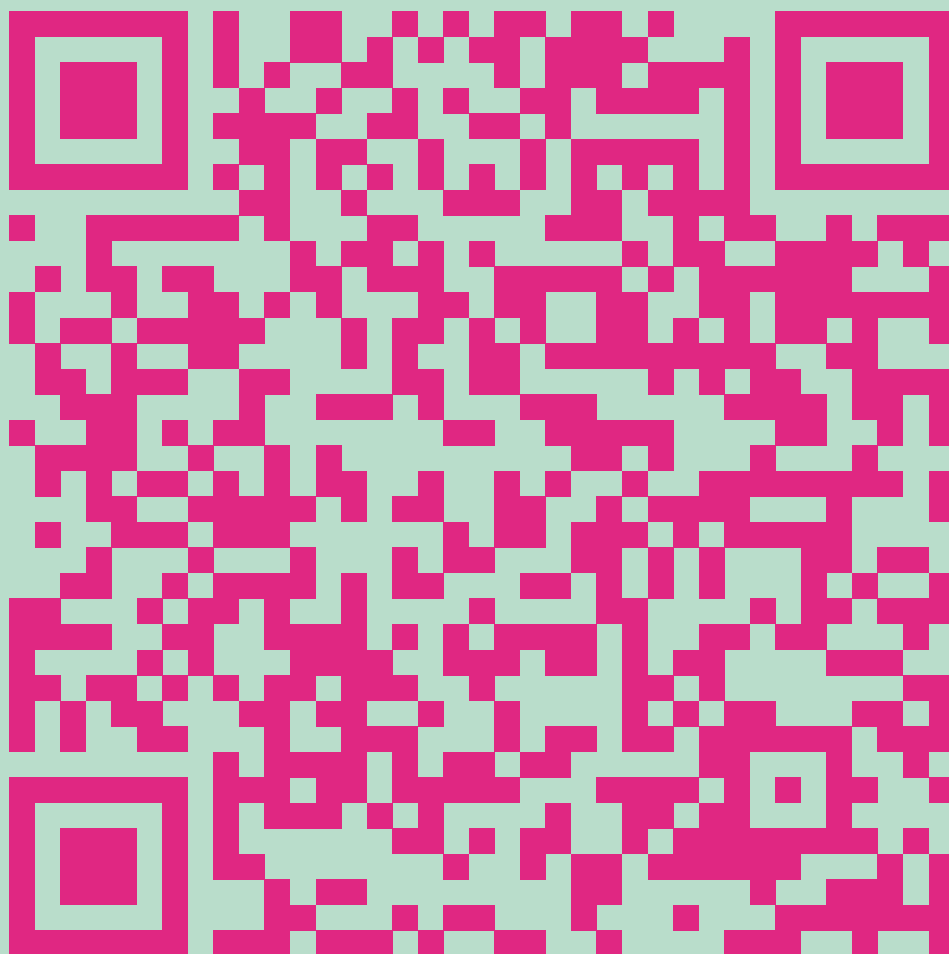
WINTER2018
FOURTH EDITION

THE DIRECT ISSUE

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THE VOPP TEAM



NEWBIE

● CREATING A PROBLEM SOLUTION APPROACH TO ADVERTISING ● OPEN UP TO MAIL ●

● HOW TO MAKE YOUR DM MORE IMPACTFUL? ● TOP 5 DM MYTHS

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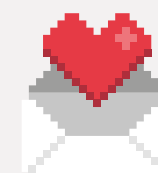
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WHEN MAIL MATTERS



03 9843 0800
enquiry@mmailm.com.au
www.mmailm.com.au

68 Lexton Rd
Box Hill North
VIC 3129

melbourne
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FIND OUT MORE

VoPP Mag is an Australasian initiative dedicated to balancing channel discussion across the marketing landscape in a multi-media world. For more information, go to www.vopp.com.au www.vopp.co.nz

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Guest Editor in Chief Malcolm Auld
Executive Director Kellie Northwood
Creative Sierra Delta
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TSA Limited
Suite 6, 151 Barkly Avenue
Burnley VIC 3121
info@vopp.com.au
+61 (3) 9421 2209
www.tsalimited.org.au
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FROM THE EDITOR



Welcome to The Direct edition of VoPP Mag. I'm delighted to be the guest editor for this issue, one which I believe will become a reference source you'll use regularly.

I've always found it curious the way some marketers follow fads when it comes to spending marketing budgets. I've never understood why you would abandon a media channel that has always worked, and continues to do so, just because new channels are available.

The classic example of this is the huge number of marketers who stopped using direct mail and switched to social media and email. I'm yet to meet a marketer who has tested any of the digital

channels against mail to see which is the most profitable. It seems marketers just switched due to FOMO or fashion, certainly not because of rational or ROI reasons.

Well I can assure you with confidence, mail is coming back into its own again. As most essential mail has all but disappeared, there is now less clutter in our letterboxes. Good quality, well-crafted, creative direct mail is generating excellent ROI. More importantly, it is working hand-in-hand with digital channels to help make all channels and campaigns perform better.

And don't believe what you read about the alleged segment called Millennials. I have two young teenagers. These digital-natives love getting and sending mail. They even know how to post letters.

So, to help you get the best results from your direct mail, this issue is choc-full of advice and examples from local and international experts. Learn from Drayton Bird (UK), Steve Harrison (UK), Frank Chamberlin (Australia) and I've also penned some tips.

And if the contact details we hold for you are current, you will have experienced an excellent demonstration of the power of personalised print, with your own personalised VoPP cover and QR Code. If your cover isn't personalised, please go to valueofpaperandprint.com.au/ subscribe and update your details to ensure you get the good stuff in the future.

M. Auld.



THE QR CODE, MESSAGE AND VOPP
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If you haven't scanned it yet, open your camera on your smart phone, hover the phone over the QR code to explore which VoPP-Star you are.

PRINT BUILDS BRAND EQUITY

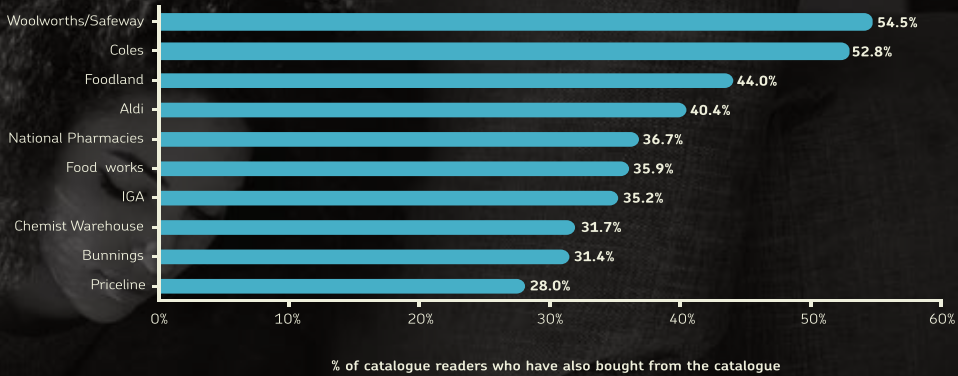
As different technologies arise assisting retailers to build their brands, we’re seeing more and more retailers moving into the catalogue space. Brands that have originated as online-only stores have tapped into this channel to maximise exposure and build brand equity.

Bonobos is just one of the clever brands leveraging direct mail in their marketing mix. For the most part, the catalogue runs one product per page. The images saturate the pages and there are few calls to action inside. Although, the next-to-last spread directs shoppers to “find your fit” online or at one of Bonobos’ guide shops – a place where customers can try on clothing and have their desired clothing item delivered to them for free.

This online retailer has realised the impact of less is more when building a physical brand presence. Bonobos have created their seasonal catalogues to capture consumers’ attention and direct customers online, therefore leveraging strengths of each channel – print for brand engagement and digital for convenient transactions.



TOP 10 CATALOGUES WITH THE HIGHEST CONVERSION RATES OF READERS TO BUYERS



60.4% OF AUSTRALIANS WHO HAVE READ CATALOGUES HAVE BOUGHT FROM THEM

54.5% OF WOOLWORTHS CATALOGUE READERS ARE CONVERTED INTO BUYERS

JUSTICE IN PRINT

A poster and press ad campaign designed to highlight the lack of women in the Egyptian workforce has found its perfect home in print. Created by ad agency DDB for UN Women in Egypt, the Where’s Wally? style series of intricate images challenges the viewer to spot the sole woman in the crowds of workers and focuses on the three male-dominated industries of politics, sciences and technology.

“Even though the percentage of women in the workforce is so low, the issue still goes largely unnoticed,” says Firas Medrows, Executive Creative Director of DDB Dubai. “By creating these elaborate ads that you really spend time looking at, we wanted to raise awareness for the cause.” Can you spot her?



THE POWER OF PRINT PLANNED LIKE DIGITAL

Programmatic is one of the recent marketing buzzwords and now the direct marketing world is tapping in. More personalised and individualised marketing is apparent at the demand of the consumer. New direct marketing strategies are seeing the right message sent to the right person at the right time and direct mail can do this better than any other channel.

Programmatic refers to specific online actions that trigger brands to send a physical mailing. This can be when retailers send potential buyers a letter or card regarding products they had left in an abandoned cart. The physical card re-connects the 'abandoned cart consumer' to the brand and the purchasing action. These actions trigger a response to re-engage customers and via automation software and digital printing, the brand reaches out.

6%

Increased
Response Rate

UK retailer JD Williams used direct mail in the fight to lower abandoned carts. To do this, the retailer used direct mail to understand if physical mail could improve retargeting response rates and deliver greater cut-through than digital alternatives such as email reminders and banner ads. Each piece of direct mail was tailored to each customer based on items left in their abandoned carts. As a result, the retailer saw a 6% increase in response rates, while abandoned cart rates reduced by 14%. Direct mail proves that being relevant and personal is key for sales growth.

The redundant argument of print versus digital has gone on long enough when people should be talking about print and digital working together. Digital marketing performs best and is launched further when paired with print. More retailers should be tapping into this channel to reap the benefits.

14%

Decreased In
Abandoned Carts

13%

Increased
Readership

AUSTRALIANS READ MAGAZINES IN PRINT

According to a recent Roy Morgan Australian Magazine Readership Report, out of 15 million Australians reading magazines either in print or a digital alternative, over 12 million Australians read magazines in print.

Impressive performers throughout 2017 were the Coles Magazine reaching a total of 4.152 million readers, and Woolworths' Fresh reaching a total of 3.875 million readers – up 11.3% and 13.1% respectively.

Not only is the supermarket sector showing promising results for printed magazines, women's fashion magazines have led the way in becoming the fastest growing category, up 9.6% in 2017.

"The strong results for magazines catering to specific areas of interest show that magazines in print or online format can build loyal audiences who keep coming back to consume quality information underpinned by their level of in-built trust in the brand," Michele Levine, CEO, Roy Morgan.

Printed magazines aren't going anywhere as readership continues to grow.

OVER
12
MILLION

Australians Read
Magazines In Print

DID YOU KNOW?



Direct mail response rates rank stronger than digital channels, sometimes exponentially: at **5.1%** for house lists and **2.9%** for prospect lists, mail response rates consistently exceed the **2%** response rate of all digital channels combined.



At **27%**, direct mail has the third highest ROI.



92% of all door drops delivered to a home are read.



Letterbox media remains in the home for an average of **38 days**.



70% of the marketers surveyed use three or more channels, up from **52%** in **2016**.

Sources: 1. IWCO Direct, 2017 2. DMA, 2017

THREE REASONS TO ADVERTISE IN NEWSPAPERS

Thinking about removing newspaper advertising from your marketing mix? Think again because according to News Media Works, if removed from business' marketing strategies, it is a channel that will be sorely missed.

Firstly, people trust newspapers. Despite the heavy consumption of digital media today, readers aged 18 to 24 trust ads in newspapers more than any other media and more than any other age group. This is supported by the recent Toluna survey highlighting that 73% of consumers believe 'Fake News' is a worrying trend. The online world has no boundaries. Anyone can be a blogger, anything can be published. In the world of print media, stories are filtered to the point where only the hard news gets published.

Secondly, newspapers allow brands to stand out from the digital noise and ensure they remain top of mind for potential customers at critical times including the beginning of their purchase journey. Newspapers are ranked the second highest platform for gaining cut-through and increasing brand recall. On average, one in three buyers (39%) say they can recall a printed ad prior to purchasing, outperforming nine out of ten media platforms.

Lastly, newspapers trigger Call to Action beyond other media. Recent research commissioned by NewsLocal, a publishing business owned by News Corp Australia, shows just how powerful local newspapers are in attracting customers in-store. The results revealed 72% of readers go in-store seeking what was featured in a sale ad in their local newspaper.

So, don't rule out newspapers just yet. They're still alive and well, stamping their presence, importance and relevance in the digital world.

Sources: News Media Works, 2017.

73%

of consumers believe 'Fake News' is a worrying trend

Toluna, 2017

72%

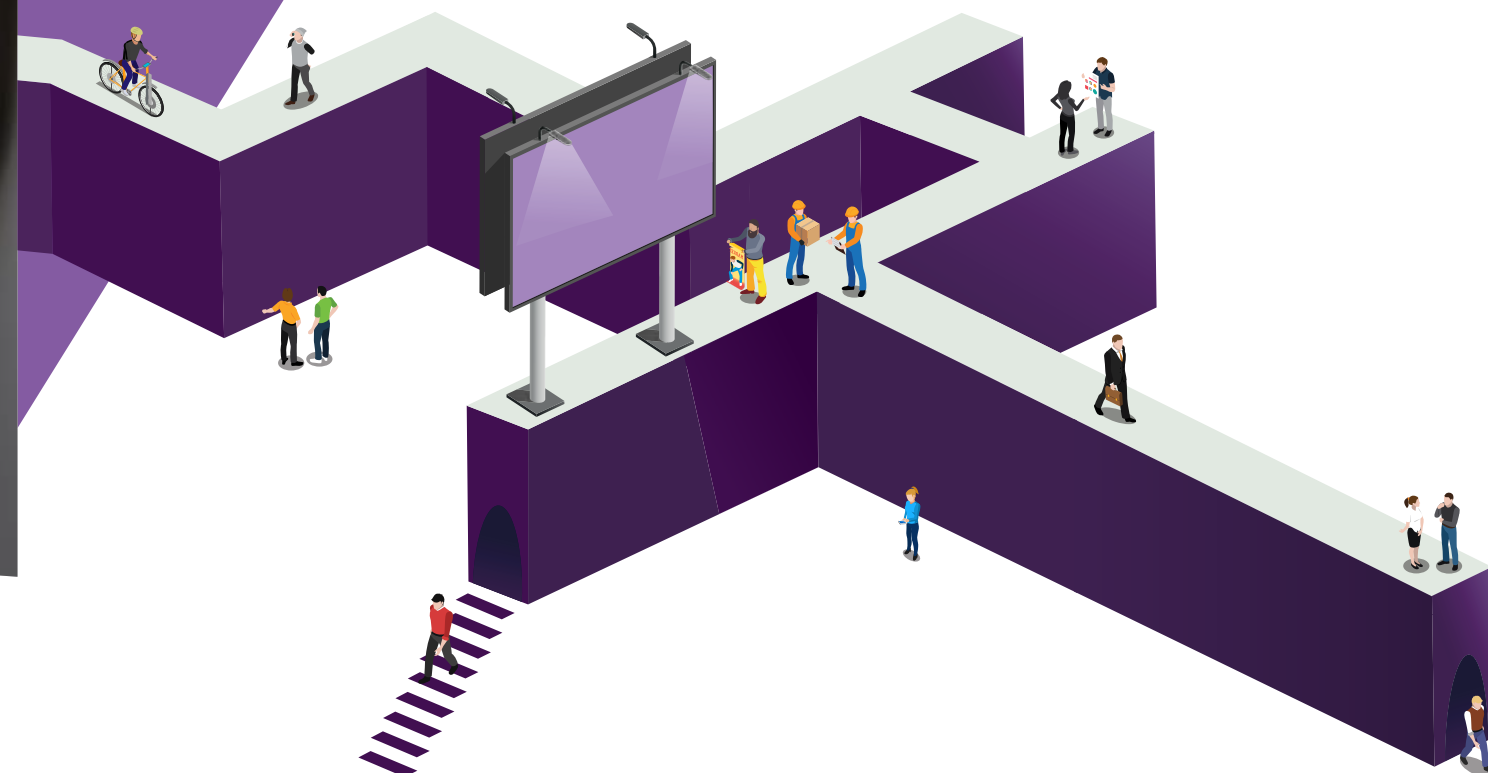
of readers go in-store seeking what was featured in a sale ad in their local newspaper

Toluna, 2017



TICKETS

ON SALE NOW!



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Share your story and contribute to the value of paper and print. VoPP Mag is a bi-annual print and digital magazine sent to advertising agencies, media agencies and brand owners across Australia and New Zealand. If you have a cool print initiative, story or an exciting new campaign that explores print, paper, packaging or sustainability, then send it in to be featured in the next issue. Or simply request an advertising space today!

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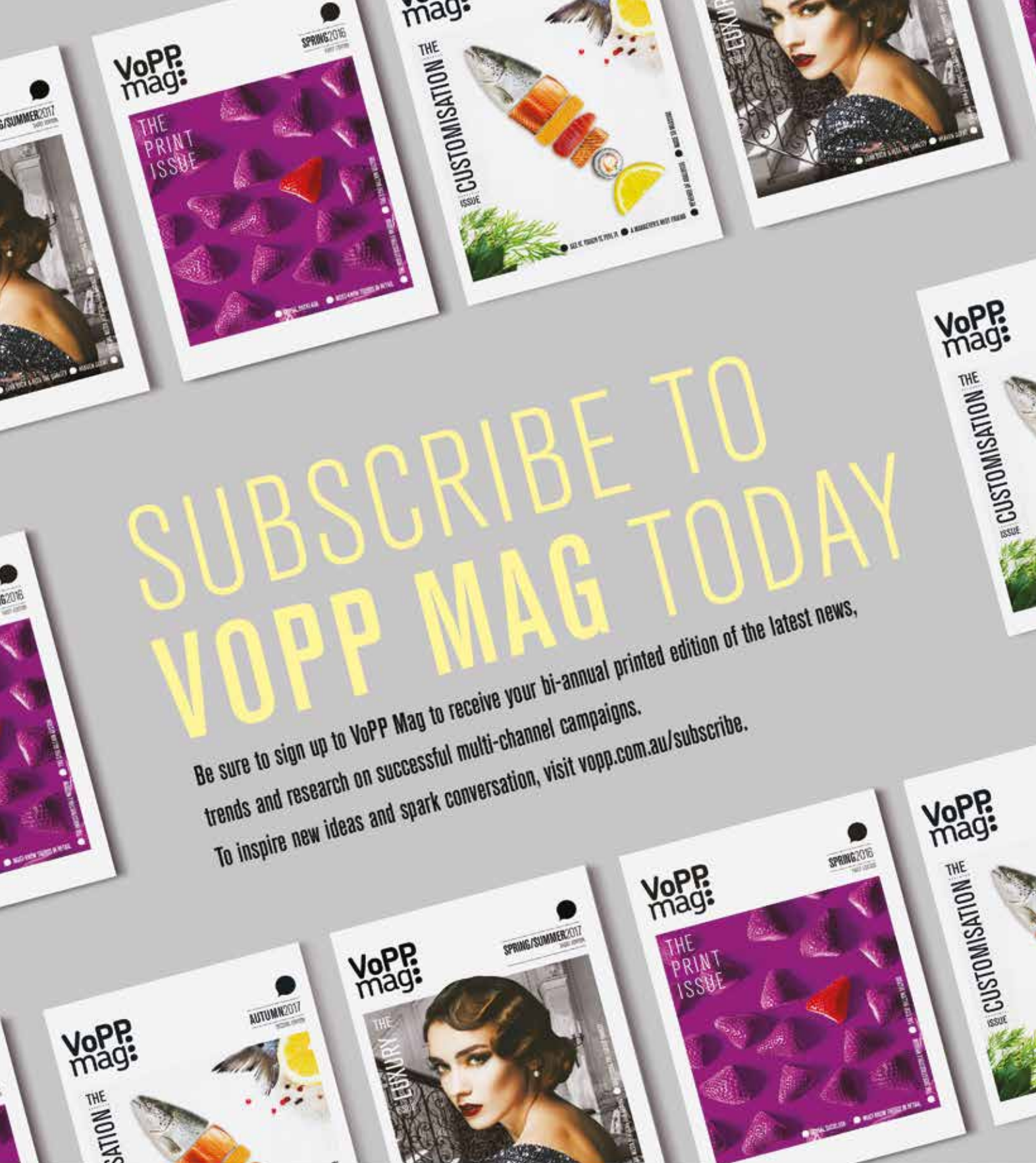
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THE WORLD OF PRINT

HEAR OUR ADS!

A French bank cheekily decided to outsmart ad blockers, but instead of taking the fight online they decided to put ads into newspapers. The printed ad emulated an online advertisement where a small browser window is visible below, including a button instructing readers to “Click here” to redeem the offer. “We didn’t want you to miss our banner ad,” reads the copy. “So, we put it here.” The ad carried all the qualities of online into print, a clever scheme to capture the attention of those currently dodging the ads. Looks like print won this round.



SUBSCRIBE TO VOPP MAG TODAY

Be sure to sign up to VoPP Mag to receive your bi-annual printed edition of the latest news, trends and research on successful multi-channel campaigns. To inspire new ideas and spark conversation, visit vopp.com.au/subscribe.

THE PAPER PREGNANCY TEST

Lia is the world’s first flushable, biodegradable and compostable pregnancy test. It’s made of the same natural plant fibres as toilet paper and is packaged in recyclable materials, making the whole product kind to the environment. Reducing plastic waste and empowering women one paper pregnancy test at a time.

ROLL ON CHRISTMAS

Buddy Creative produced the perfect present and decorative tool all in one last holiday season. The agency treated their clients with a bottle of wine and a label that doubled as an embellishing stamp. Clients could use the bottle to decorate their own wrapping paper to then gift to loved ones. Practical? Probably not. However, a great novelty and nifty gift idea for the holidays.

A RAINBOW WORLD

UK cosmetics chain Lush is acknowledging the diversity of its staff by featuring LGBTQIA+ members in an advertising campaign celebrating the queer community for New Zealand’s Pride festival. From 1st to 21st of February, all nine New Zealand Lush stores featured rainbow posters showcasing eleven staff members from Australia and New Zealand who all identify as members of the LGBTQIA+ community. Spreading love through print, what more could we ask for?

THIS BOOK IS A PLANETARIUM!

Yes, seriously! Readers can open the book to the correct page where folded pages pop up to act as a portable planetarium. Simply place a light under the pop-up dome to see the constellations shine above. And that’s not all it can do with the pages in the book doubling as a spirograph tool, a portable speaker, a perpetual calendar, a decoder ring and a guitar, all made from paper. This book will stop you asking what can paper do and start asking if there’s anything paper can’t do?



TSA Limited (TSA) is a not-for-profit industry funded organisation developing sales and marketing campaigns to promote the paper and print industries.



THOUGHT LEADER

THERE'S A BIG SURPRISE IN YOUR LETTERBOX

MICHELE LEVINE, CHIEF EXECUTIVE OFFICER OF ROY MORGAN RESEARCH, DISCUSSES INDUSTRY INSIGHTS ON THE CURRENT STATUS OF LETTERBOX MARKETING.



For more than five decades, Media Research has been the foundation of Roy Morgan's business, with its primary aim being to provide rich and robust data that is entirely independent. Unlike most media data that is conducted or commissioned by one medium or another, Roy Morgan Research is respected for its autonomy.

All the data accumulated for all mediums is gathered the same way. It allows media planners, buyers and advertisers to make valid comparisons across all channels. Mediums like Cinema, Outdoor, Digital and Catalogues compete with traditional media like Newspapers, Magazines, Television and Radio on an equal footing. We sit down with Roy Morgan's well-reputed leader, Chief Executive Officer Michele Levine, to learn fact from fiction.

What is going on in the letterbox? Is it open or closed for business?

The really big surprise is that Mailbox Media is holding its own – and then some! Digital Media is probably helping Mail more than hindering, with less competition in the mailbox as more and more of us opt for TXT, email, and social media instead of Mail.

What other media can guarantee your message is delivered? Increasingly, mail has the competitive advantage of reaching the audience, while so much digital advertising is caught by spam filters or, even worse, frequently served to bots not people.

What about 'Junk Mail'?

Aussies still love Catalogues left in their mailbox. Our research shows that only 18.8% of Australians 14+ have a 'no junk mail' sticker which has been relatively stable over the last few years. By comparison, a much larger proportion of Australians are saying they use an ad blocker when online (31.6%).

In more than 80% of households, the catalogue gets delivered, held in a prospective customer's hand and opened, then it's either read or discarded if the content is not of interest, at least at that time. So, we know that most of the time, the message is getting through.

What about unaddressed? Do we still read catalogues?

Roy Morgan Research reveals that most Aussies actually like Catalogues. From my own experience, it seems that they often trigger impulse purchases. Who hasn't flicked through an Aldi or Bunnings Catalogue and discovered something they didn't know they needed, let alone couldn't live without.

Most of us still like to browse for things that interest us. We like to see what's on offer and it's helpful if we can see what they cost. Mailbox Media readers are definitely shoppers often 'in the market' and 'ready to buy' across a wide range of products, from new technology to hardware and home loans, from food and fashion to holidays.

If you thought the Letterbox has had its day, here are a few surprising facts from the current Roy Morgan Survey:

FIVE YEARS, NO CHANGE:

81% of Australians aged 14+ are reading Mail each week

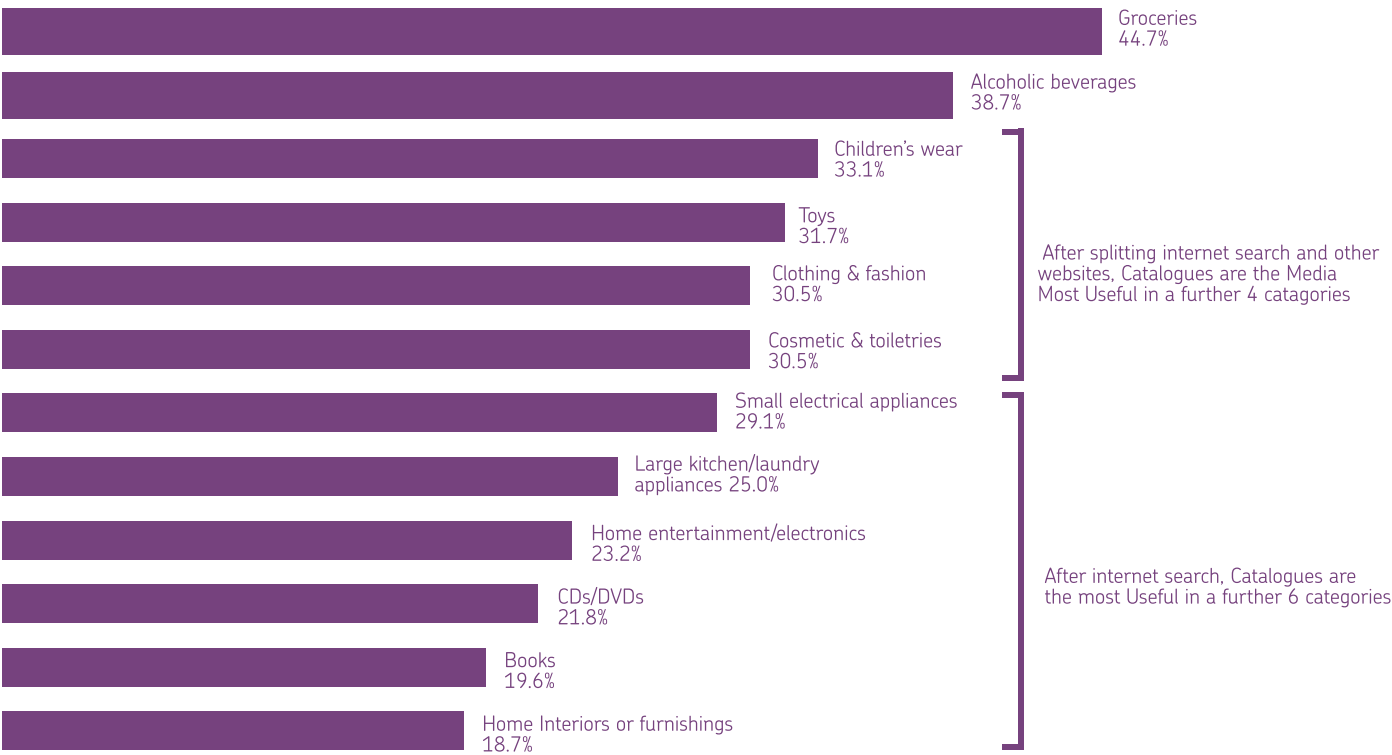
8.1 million Australians are reading the Aldi Catalogue

66.1% are reading Addressed Mail

3.25 pieces of Unaddressed Mail are read each week

58.6% are reading Unaddressed Mail and Catalogues

% Australians 14+ who find catalogues useful for providing information on...



Do Catalogues lead to sales?

Conversion rates show just how useful people find Catalogues. When we ask Australians which media they find the most useful when considering a variety of products, Catalogues have consistently rated number 1 for groceries (44.7%) and alcohol (38.7%).

In other categories such as travel, restaurants, insurance and automotive, the internet dominates. However, increasingly, searches return paid ads, mostly for your competitors.

Our data shows that internet search is certainly useful when you know exactly what you are looking for. When splitting out Internet by search and other websites, Catalogues are the Media Most Useful in a further 4 categories – Children's Wear (33.1%), Toys (31.7%), Clothing and Fashion (30.5%), Cosmetics and Toiletries (30.5%) and number 2 in a further 6 categories.

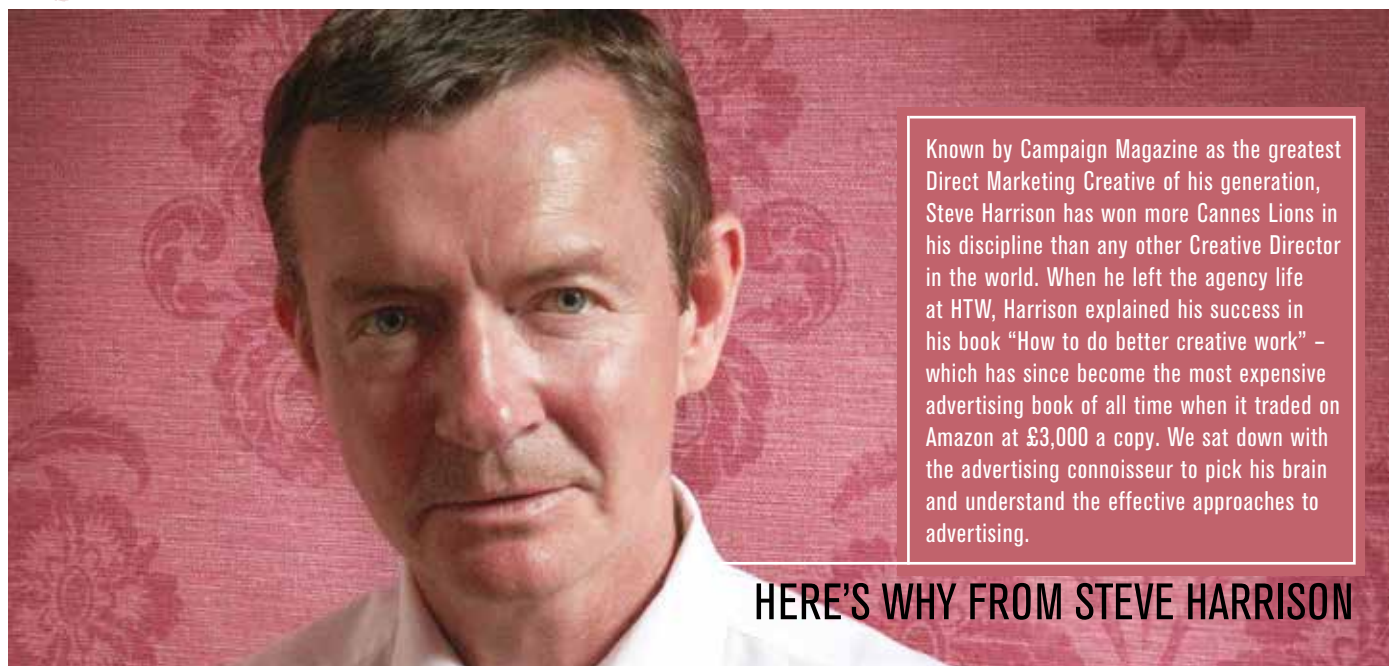
What is next for Mail?

Mail (addressed or unaddressed) is a personal one-to-one medium regardless of how widely they are distributed. With the precise targeting advertisers can achieve with Helix Personas you can fine tune your mail's product mix, key messages and distribution to focus on your best prospective customers, taking the cost-effectiveness of your mailings to a new level.

If you find yourself unexpectedly lusting after a 75 inch UHD TV, or a year's supply of dishwasher tablets, take comfort in the thought that you're 'normal'. Despite the meteoric increase in online shopping, we'll always like to wander around the shops and browse. And for most of us, physical mail, addressed or unaddressed, remains the best way to browse at home.



CREATING A PROBLEM/SOLUTION APPROACH TO ADVERTISING



Known by Campaign Magazine as the greatest Direct Marketing Creative of his generation, Steve Harrison has won more Cannes Lions in his discipline than any other Creative Director in the world. When he left the agency life at HTW, Harrison explained his success in his book "How to do better creative work" – which has since become the most expensive advertising book of all time when it traded on Amazon at £3,000 a copy. We sat down with the advertising connoisseur to pick his brain and understand the effective approaches to advertising.

HERE'S WHY FROM STEVE HARRISON

The two questions that give you effective creative (and how most clients and agencies answer the wrong ones)

The creative departments I ran at Ogilvy and Harrison Troughton Wunderman (HTW) were regarded as the best in the business. This, however, had little to do with my brilliance or that of the art directors and copywriters I worked with. The secret of our success lay in something I called the 'Problem/Solution Dynamic'.

At both Ogilvy and HTW, I insisted that all the briefs began with a statement of a) the problem being faced by the prospect and b) the solution being offered by the product or service we were selling. This led to a single-minded, customer-focused proposition which, in turn, told the creatives exactly what their ad should be about.

When we pitched to a new client, we'd tell them about the 'Problem/Solution Dynamic' and why it was central to everything we did. Most would nod receptively, but some misinterpreted what we'd said. Instead of doing ads that focused on the prospect's problems, they wanted us to do creative that dealt with the marketing problems that they were having.

Why clients get it wrong...

A phone manufacturer might tell us they'd launched a new line but that sales hadn't improved.

Or a management consultant might say that their approach to the market was markedly different to that of the competition but that potential customers were failing to recognise the benefit.

Or an airline may complain it had not been recognised as the aspirational brand that the client insisted it most definitely was.

At which point, we'd tell them that while they were awake at 4am worrying about these things, their prospect couldn't care less. Other troubles were ruining their sleep and these problems had to be our focus.

Yes, we'd address the flatlining phone sales, the lack of awareness about the consultancy's different approach to the market, or the need to boost the aspirational appeal of the airline client's brand. But we would only get there by first showing how the attributes of the products and services we were selling could solve the prospects' problems.

Unfortunately, most agencies then and now do not explain the distinction between the client's marketing problems and those faced by the prospect. Instead, they ignore the latter and produce work that panders to the client's desire to see their concerns being addressed directly in the advertising. And that results in the kind of empty bombast that constitutes 80% of advertising.

...and why most agencies give them bad ads

The phone client with the failing new product might be shown ads that announce: "The Best Just Got Better" or "Tomorrow's Technology Today".

The one with the different approach to consultancy might be presented with: "Business as Unusual" or, if that gets the thumbs down, "Expect the Unexpected".

As for the airline that seeks to raise its aspirational profile, well the chances are that amidst the pile of self-referential clichés will be the classic: "The Art of Flight".

Clients love this kind of thing because it looks like it's talking about the benefits of doing business with them. But actually, the prospects' interests do not feature in any of these ads and the only people who will notice them are the clients – because this advertising is all about them.

The worrying thing is that most agencies don't know any better. They don't realise that their prospects' problems and the products' solutions should be at the forefront of all their thinking.

“

The worrying thing is that most agencies don't know any better. They don't realise that their prospects' problems and the products' solutions should be at the forefront of all their thinking.

Steve Harrison

”

Given the number of times "The Art of..." crops up across all categories in all media (and I saw it today as "The Art of Conversation" for, of all people, The Economist), I can only assume that creative teams, creative directors, account people and clients genuinely believe this solipsistic substitute for an idea will resonate with the public.

Then, there are the unscrupulous agencies who are all too aware that these ads will bomb – and persist in presenting them anyway. They're getting paid, aren't they? And they can always blame the failure on other factors.

And finally there are the agencies who actually ignore both the prospects' problems and the clients' problems. For these folk, the whole point of the work is the technology behind its delivery.

The problem with digital...

Many critics see this as a characteristic of the digital age. I've spoken to creative directors of leading digital agencies who lament the fact that Lurzer's Archive remains unread by teams who've been weaned on Wired.

It seems there's little interest in actually crafting a message that addresses a prospect's problem. And, hey, why should there be when there's much more fun to be had adapting the latest digital innovation as the means by which that ill-conceived message is transmitted.

“

The Directory Big Won Rankings, "Out of 27 Grand Prix at Cannes in 2017, only 3 of them were for work with an overtly commercial purpose. In other words, only three campaigns were trying to sell stuff.

Patrick Collister

”

Typically, the fickle judges at the major award shows are dazzled by such novelty. Patrick Collister, who for years has tracked the trends at these shows for The Directory Big Won Rankings, told me that "Out of twenty-seven Grand Prix at Cannes in 2017, only three of them were for work with an overtly commercial purpose. In other words, only three campaigns were trying to sell stuff."

As I said, many critics see this as a problem peculiar to our digital age. It isn't.

...and how that same problem afflicted direct 25 years ago

Twenty-five years ago, direct marketing agencies were in thrall to the cardboard engineers, laser printers, special paper manufacturers and hand-enclosing production houses who turned out most of the industry's award winning "ideas".

The fact that most of those "ideas" belonged in Bill's Joke Shop was lost on the awards judges who marveled at the ingenuity with which the ink on such-and-such a hermetically sealed mailing disappeared within thirty seconds of being exposed to fresh air. Few asked, what the heck that gimmick had to do with the benefit of the credit card it was supposed to be promoting.

Whenever I was presented to by someone who thought that sending a box within a box within a box was a good idea, I'd ask "And why are we doing this?" Invariably, the answer was something akin to "Erm, because we can".

Which brings me back to why the agencies I headed up did better creative work. Whilst others thought it was clever to harness the latest personalising print technology to insert the recipient's name twenty-three times into a one-page letter, we were focusing on the prospect's problems and coming up with ideas that simply dramatised or demonstrated how our client's products or services could solve them.

I look forward to someone in the digital age going back to such basics.



THE HOWLER

There's nothing manlier than having a challenge to make something while sharing a beer with a few mates, and that's exactly what Honest Brew gave to their existing customers. Avid drinkers of The Howler were given a task to turn an ordinary postal tube into a woofer using only three pins. This direct mail piece instantly grabbed people's attention, and the challenge made it intriguing. Those stumped by the challenge were directed to Honest Brew's YouTube channel to find the crafty answer. In an attempt to spread the word about The Howler, customers received a welcome voucher to gift to a friend and it worked. In just three months, new customer sign ups increased by 17%.



SAVING LIVES ONE PAPER AT A TIME

Umpang Hospital in Thailand wanted to accumulate unused and unwanted prescriptions to give to those less fortunate, and direct mail was the centre of their mission. The hospital teamed up with agency Leo Burdett Group to provide paper bags, that doubled as an envelope, to hospitals around Bangkok preventing leftover treatments and pills from going to waste. The campaign spent \$6,000 USD to create 100,000 care packs and has helped over 25,000 patients in Umpang Hospital. Seems like a small price to pay to save lives.



A BLAST FROM THE PAST

Fiat took a step back in time to the 60s sharing the journey of the FIAT 124 Spider all through the help of paper and print. The Italian automotive company created a replica of the annual 1960s magazine containing a rave review of the original model. They redesigned and printed the magazine in the exact same way as they did in the 60s with the paper stock reminiscent of that period. As a result of the 2,221 direct mail packs sent out, the campaign saw 40 FIAT Spiders and 20 other FIAT models sold contributing to a 2.7 conversion rate. Talk about speedy results.



THE CROSS-STITCHED EMAIL

Get creative using direct mail just like IKEA did with their cross-stitched email. Out of the 5.5 million loyal IKEA members, 1.3 million preferred contact via post. To ensure they don't miss out on customers, the furniture giant blurred the lines between online and offline, designing an email to appear as if it were handmade. The outer envelope read 'You have 1 unread message' to remain familiar to a mobile notification, while the 'handmade' email oozed panache and showed why they were worth signing up for with offers and discounts. IKEA's direct mail piece blurred into a strong cross-channel campaign using strengths from both mediums. The piece gave members a chance to experience IKEA emails, in a way they prefer.



THE CARDBOARD RADIO

In a bid to recruit young talented Engineers, the Melbourne Defence Force Recruiting tested engineering student's problem solving and wiring skills. The task was simple, make a radio. The catch is, there are no instructions. Once completed, a Defence Force Recruiting ad played on loop instantly offering successful students a fast track to an exciting career.



TOGETHER SWEATER

In a collaboration between creative agency Mother New York, Target and TOMS, the high-powered team created a direct mail piece inspiring people to come together for the holidays. Recipients received The Together Sweater designed to fit multiple people to promote the real gift of Christmas, togetherness. The Together Sweater was shipped to celebrities including Victoria Justice, Meghan Trainor and other influencers, which quickly swept across social media in a frenzy with people all over the world wearing the cosy sweater. A nifty idea although not so practical if you're cooking Christmas lunch.

MAKING MAIL WORK FOR YOU

HOW TO MAKE YOUR DIRECT MAIL MORE IMPACTFUL

By Frank Chamberlin, a copywriter who specialises in direct marketing having taught “direct” in the Masters of Marketing at Monash University for 15 years. His copywriting business Action Words is celebrating 20 years of operation in 2018 with clients nationally from all business sectors. We asked Frank to share his wisdom.



MAKING MAIL WORK FOR YOU

It may be surprising that even though we are in the digital era, mail remains very effective.

After all, there is less mail today, so you can stand out more than ever. However, it has to be done correctly. There are many cases where people say they have tried direct mail “and it didn’t work for us.”

In most of these cases, even a scant analysis reveals that they have ignored fundamental elements.

Direct mail is an activity where experienced practitioners have proved over and over that certain techniques “work.” It is crazy (and usually expensive) to ignore this experience.

WHO ARE YOU AIMING TO REACH?

To understand the thinking required for successful direct mail, you first have to be clear about targeting.

For most businesses, it does not pay to broadcast to everyone. If you sell golfing equipment, you want to reach golfers. If you sell retirement plans, you want to reach people of a certain age and income level.

It is where this sort of targeting is needed that direct mail can work best. You choose the audience you want to reach and you

decide who gets your message and when they get it.

Right up front before starting a direct mail initiative you have to nail down one thing very precisely: what is your objective? And is it feasible with the time and budget available?

Mail by its nature is very measurable. Therefore, logically your objective has to be measurable. As well as specific and time related. Your objective is normally aimed at either:

- 1. New customer acquisition,
- 2. Up selling or cross selling to current customers,
- 3. Retaining current customers,
- 4. Winning back lapsed customers.

AN OFFER THEY CAN’T REFUSE

Once you have selected your audience, you need to focus on overcoming prospect inertia. Here, the most powerful tool in your armoury is the offer or incentive.

Offers can include free trials, interest free credit, free gifts, deluxe options, free samples, two-for-one deals, free information, special previews, entry into contests, reduced price memberships, and the list goes on.

To be most effective, offers need to be relevant. That’s something the marketer has to make a decision about. Of course, with any offer, there is normally a cost involved.

In the perfect situation you want an offer with a high perceived value but a low real cost to you. For a top hotel to offer a free weekend, the perceived value for most people could be significant but the real cost for the hotel may be quite manageable.

RESPONSE RATES

Everyone wants to know up front, what response they will get. In reality, there is no such thing as an ‘average’ direct mail response rate.

Some very effective and profitable charities can do award winning direct mail pieces with response rates around 1%. At the other extreme, personalised campaigns with generous offers to established clients, regularly gain response rates of 25% or more. A hotel that gave away a pair of expensive running shoes to everyone who stayed a night at the hotel achieved a response rate above 80%.

In itself, it is not the response rate that is important. The critical measures are the ROI, the response versus the breakeven point and the response versus the campaign objective.

THE PRIME BENEFITS OF USING MAIL

Overall mail volumes have decreased in recent years which means your individual piece of mail now stands out more.

Because mail is so targeted, you can design the mail piece to impact your specific audience.

Targeting efficiently means that you go only to those people most likely to respond.

When your mail piece is opened the recipient is considering your message only.


Recipients typically approach your message as though it is directed to them alone.

With a personally addressed direct mail message, you are reaching the exact target that you choose.

You can record exactly how many respond, what they buy, when they buy it and other relevant statistics.

Implemented effectively, direct mail can open up two-way ongoing communication.

YOUR TOP 20 GUIDE TO DM SUCCESS




01 Use a copy "hook" on the outer envelope




02 In your copy, be sure to use the word "you" multiple times



03 Make sure your offer is clear and up front – a hidden offer is no use to anyone




04 Don't use a full stop at the end of your headline. It invites people to stop reading and drop your mail piece




05 For the body copy of the mail piece, use a large readable serif type face – ideally 10 or 12 point



06 Keep your text simple. People don't pay attention the way they used to



07 Don't use a word they won't know. It won't impress. People will stop reading



08 A page that looks crowded turns people off Use plenty of white space



09 Make reading easy by using short sentences and short paragraphs



10 The signature must be legible. If it is not, you lose credibility




11 Be sure to use engaging sub headings



12 To encourage your reader to keep reading, bullet points and bolding (used sparingly) are essential



13 Use credible testimonials if you have them



14 Avoid UPPERCASE TEXT. It is more difficult to read



15 Be sure to leave a line of space between paragraphs. It increases readership dramatically




16 Make sure the order form is super easy to use with enough space. Get a 12-year-old to try it and make changes if it is not completely straightforward



17 Use photographs rather than illustrations. They are more believable



18 Use a money back guarantee. It is a strong tool for overcoming prospect inertia



19 In the final stage of your preparation, test the copy on someone who knows nothing about your campaign. Take note of their reaction and make changes as necessary



20 Restate your major benefit in a carefully worded PS – it is often the first thing people read



What has happened to direct mail across Australia and New Zealand? Globally, research shows direct mail is one of the most effective tools in a marketer's toolbox, however have we lost skills of the craft? Do we know how to build a successful mail campaign that excites your audience? Are we creative enough with direct mail? Have we lost our way? Well look no further, as highly experienced, best-selling marketing author and educator, Malcolm Auld brings you everything you need. His strengths are in business strategy, direct mail marketing, digital innovation, digital transformation, mentoring, professional development, organisational culture, loyalty and copywriting. Malcolm has lived and worked in the US, Asia and Australia, and trained business executives face-to-face in 21 countries. Let's hear from Malcolm as he challenges us: Are you ready to create, excite and deliver with your next mail campaign?

Malcolm Auld on

HOW TO BUILD A SUCCESSFUL CAMPAIGN:

CREATE, EXCITE, DELIVER

One reason why direct mail is so successful is human nature. We're a curious species. We like to know what's going on. Just look at how we use social media, sharing and observing the dull minutia of our lives with people we've never met, yet, as marketers, are we welcomed into this brand resistant world?

Direct and unaddressed mail, or any printed literature for that matter, require a motor action to read them. The mail has to be physically removed from the letterbox. However, people tend to only throw something out when they know what it is they are throwing out, so when they collect their mail, they quickly flick through it to determine their next action. Keep it and read it or throw it in the recycling bin. Some people even make piles with their mail, based on the content. Read now, read later.

Mail and printed literature are the only marketing media that affect all five senses – sight, sound, smell, taste and touch. This has an enormous impact on the emotional areas of our brain, unlike digital channels that only affect three senses – sight, sound and touch. This has all been proven using scientific research. It's another reason why mail continues to work so well. It's this tactile nature of mail that helps get recipients involved in the message.

I have lost count of how many mailings I've written. A couple have even caused building evacuations, but that's a story for another day.

The important elements to get your mail opened and read are:

THE HEADLINE

It must state news, a benefit, news of a benefit, or an irresistible offer. Alternately, it taps into an insight and gets the audience to agree to the statement or question. As David Ogilvy once said, "on the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar."

Bill Jayme was famous for his magazine subscription mailings. For a travel magazine mailing, his envelope headline read "how much do you tip the waiter when you're planning to steal the ashtray?" The reader immediately visualises the situation, while the copy states if you like collecting souvenirs on your travels, then you might like this travel magazine. Clever.



SHAPE HELPS

If you can afford a 3-Dimensional mailing you'll increase response. These mailings cost more but they usually pay for themselves. Even a mailing tube, or special delivery envelope, such as an Express Post envelope, will improve open and response rates.

Google Japan sent 1,000 prospects a padlocked box that could only be opened by searching for a phrase, which would mean the recipients would be exposed to Google Adwords. The campaign generated tremendous results with Google recording an ROI of 90 times the investment and 10 times the normal response rate. This campaign is a classic example of how mailings can be created and used to increase engagement and return on investment.

THE IMAGE

This is not always essential on an envelope but if it can help sell your message then include one. The image could be of the incentive or prize, or it could be a window displaying the image from inside the mailing. Simply a change in colour could be enough to capture an audience.

Independent wireless network Woosh targeted disgruntled householders and let them know they could be paying half as much with their service under Woosh. To convey this, a letter along with the envelope was physically ripped in half while the letter was printed on coloured paper using the brand colour which was a ‘violent’ green, capturing the aggressive negative sentiment around its competitors’ high prices. When the campaign was rolled out in network zones where the mailer was delivered, there was a significant increase in new Woosh customers (up to 62%) compared to an average of 9.3% nationwide. With results this good, who wouldn’t add direct mail into their marketing mix?



QUICK TIPS

Here’s a tip. Go to the library, or a bookshop, or do some online research. Look at award winners and mailings that worked years ago, because there’s every chance they will work today, with minor modifications. Technology has changed, but humans haven’t. New printing technology allows for more creative productions. In addition, the market is full of new prospects who haven’t seen the mailing, only a small amount of current consumer groups would’ve received the original message.

Mail is now conspicuous as there is less clutter in the letterbox. Even if some people have seen the message it doesn’t mean they will ignore it. They may now be in the market to buy, they may have a stronger connection via ad recall. Marketers cannot predict

INVOLVEMENT DEVICES

These can be visible or hidden within the mailing, but the recipient can either feel or hear them. This increases the curiosity level and encourages the recipient to open the mailing. German dance label Kontor Records decided to grab some attention by pitching their music in the much-loved vinyl format, along with a paper turntable to play it on. ‘The Office Turntable’ invited recipients to download a custom-made app and position it on the record to hear the music play. And it worked. The approach increased targeted listener responses by 64%



when people will buy, despite all the data-driven software. People buy emotionally and justify rationally. Most household purchases are not even considered purchases. The motivation is “we need more toilet paper”, so they buy it – often buying the brand on sale, rather than a preferred brand.

In a B2B context, the same rules apply as ultimately you’re reaching out to individuals. So, what works in consumer markets can also work in B2B markets. Famous US copywriter John Caples wrote the classic advertisement for home-study piano lessons in 1925, with the headline: “They laughed when I sat down at the piano, but when I started to play!”

THE STANDOUT

Here’s an example of one of the most successful B2B mailings ever produced in Australia. It was created in 1996 for The Observatory Hotel in Sydney to promote the hotel’s conference facilities. It generated close to 85% response rate and 15 unsolicited letters of congratulations from executives who received the mailing. Wouldn’t you like your prospects to thank you for advertising to them?

The campaign paid for itself with qualified leads within four hours of being delivered. It also won marketing awards around the world. Here are some of the elements:

The mailing was almost the size of a shirt box. **(fig.1)**

Inside the mailing there was a coffee plunger, fresh ground Italian coffee, a gold-leaf bone-china coffee mug **(fig.2)** and the world’s first ever virtual tour of a hotel stored on a floppy disk (ask your parents if you’re not familiar with a floppy disk). **(fig.3)**

There was also a letter and brochure with a very powerful offer – FREE lunch at the hotel. Never underestimate the power of a FREE lunch or drink to motivate response.



(fig.1)



(fig.2)



(fig.3)

IN TODAY’S DIGITAL JARGON, THIS IS KNOWN AS “ENGAGING WITH YOUR CUSTOMERS”

The only change you would make to the mailing if you sent it today, would be to put the virtual tour on a customised website – using a PURL – so you could track the response by individual. The site could include video testimonials from happy clients, it could demonstrate the conference facilities or destination in use, different themes, size of events and other activities available.

So, don’t ignore mail. It is one of the most powerful channels you can use. Whether you’re sending a simple postcard or a sophisticated 3-Dimensional mail pack, you’ll make a sale and gain some knowledge, as well as improve your ROI. We may have forgotten one of our hardest working friends, however with creativity and excitement direct mail can deliver in a way we have not seen in recent years.

Sources: 1. IWCO Direct, 2017 2. DMA, 2017

Photographer: Michael Thompson

A close-up photograph of two hands, one slightly larger than the other, gently cupping a bright red, glossy heart. The hands are positioned in the lower left and center of the frame, with the heart resting in the palm of the larger hand. The background is a soft, out-of-focus light brown or beige color. The overall mood is warm, caring, and symbolic of love or compassion.

MAKE IT COUNT WITH DIRECT MAIL

By Lori Mitchell

Charities rely on donations to continue providing their assistance to those in need, however it might be surprising to learn that direct mail is vital to ensuring these dollars are received. In fact, direct mail acts as a dominant donation driver as it is responsible for making the initial contact with potential donors.

When charities engage potential donors, a polite ‘please donate today’ printed on a direct mail piece could be enough to see the funds roll in. Neuroscientists have observed in the lab that making a gift to charity lights up a pleasure centre in the human brain. A good direct mail letter, therefore, “models” that act for the reader by suggesting it repeatedly. The reader begins to envision the gift, and in envisioning, starts to feel the pleasure.

However, it takes a little more than just asking. It’s about building connections with potential donors, rather than grinding the ‘give, give, give’ strategy. Generally, people make a donation because they’ve been asked, there is rarely any spontaneity. A study on what’s behind the urge to donate conducted by Rene Bekkers and Pamala Wiepking found that more than 85% of recipients make a charitable donation because someone asked them to. It’s critical for charities to keep asking and reinforcing the message.

Direct mail works as a key donation driver because the human brain is hardwired so that direct mail’s physicality has an advantage over virtual channels when it comes to impact, retention and response. For example, in a study conducted by the Danish Cancer Council on measuring the response and recollection rates of post versus email reminders, they were able to decipher which channel elicited the best audience engagement and action. The results showed a higher response rate for direct mail at 24% compared to email at 12%, and direct mail showed a strong recollection rate more than double than email at 58%, compared to 25%.

WORKING TOGETHER

Make no mistake, direct mail is a channel that works well with others and often direct mail is done in tandem with online channels, ensuring a seamless suite of messaging across many channels. However, direct mail is that thing that consumers can engage with physically and helps to push online.

In 2017, direct mail revenue for the Make a Wish Foundation reached \$15.3 million, up \$1.4 million since 2009.

In 2017, direct mail revenue for the Make a Wish Foundation reached \$15.3 million, up \$1.4 million since 2009. During the same time, online giving rose \$9.7 million to reach

\$15 million as they focused their efforts online. Direct mail was able to capture recipients' attention with its tactile nature and subsequently push them online to directly engage and become familiar with the organisation.

"The reality is that we live in a multichannel world. Donors are multichannel and they will continue to engage with nonprofits online and offline," Steve MacLaughlin, Vice President, data and analytics, at Blackbaud, Charleston, S.C. - based fundraising technology firm said.

Direct mail will remain a key part of the fundraising mix for many. Not only does it still work as a stand-alone channel, but also can push digital channels further. Mail has the ability to create an emotive connection that triggers recipients to make a donation, and this channel is an established and credible player when it comes to prompting charitable giving.

ACQUISITION VS TRIGGERING DONATIONS

With inertia causing problems among potential donors, charities need to ensure their call for donations is clear and concise for it to be heard. For donating to even be considered, recipients want to be motivated, entertained and educated, and often a story or sense of intimacy are the things that keep people reading.

Bird Life, a not-for-profit organisation for birds and the conservation of their habitats, produced a classic example of how direct mail obtained charitable contributions from first time donors. An external consultant was hired to re-design the look and messaging of their campaigns sent directly to potential donors. Thanks to the revamped design and frequent contact via direct mail in 2014, the organisation saw a significant spike in donations from \$686,000 in 2013 to \$1.7 million in 2014.

For past donors, they wanted to know how their donations were being applied. Leveraging targeting, profiling and segmentation through direct mail worked to return past donors and maximise ROI. Cork Simon Community created the 'Your Cork Simon Update', a newsletter talking directly to donors providing them with feedback on the impact of their gifts. The result of the newsletter saw a 10% increase in net income, and a 21% increase in donations.



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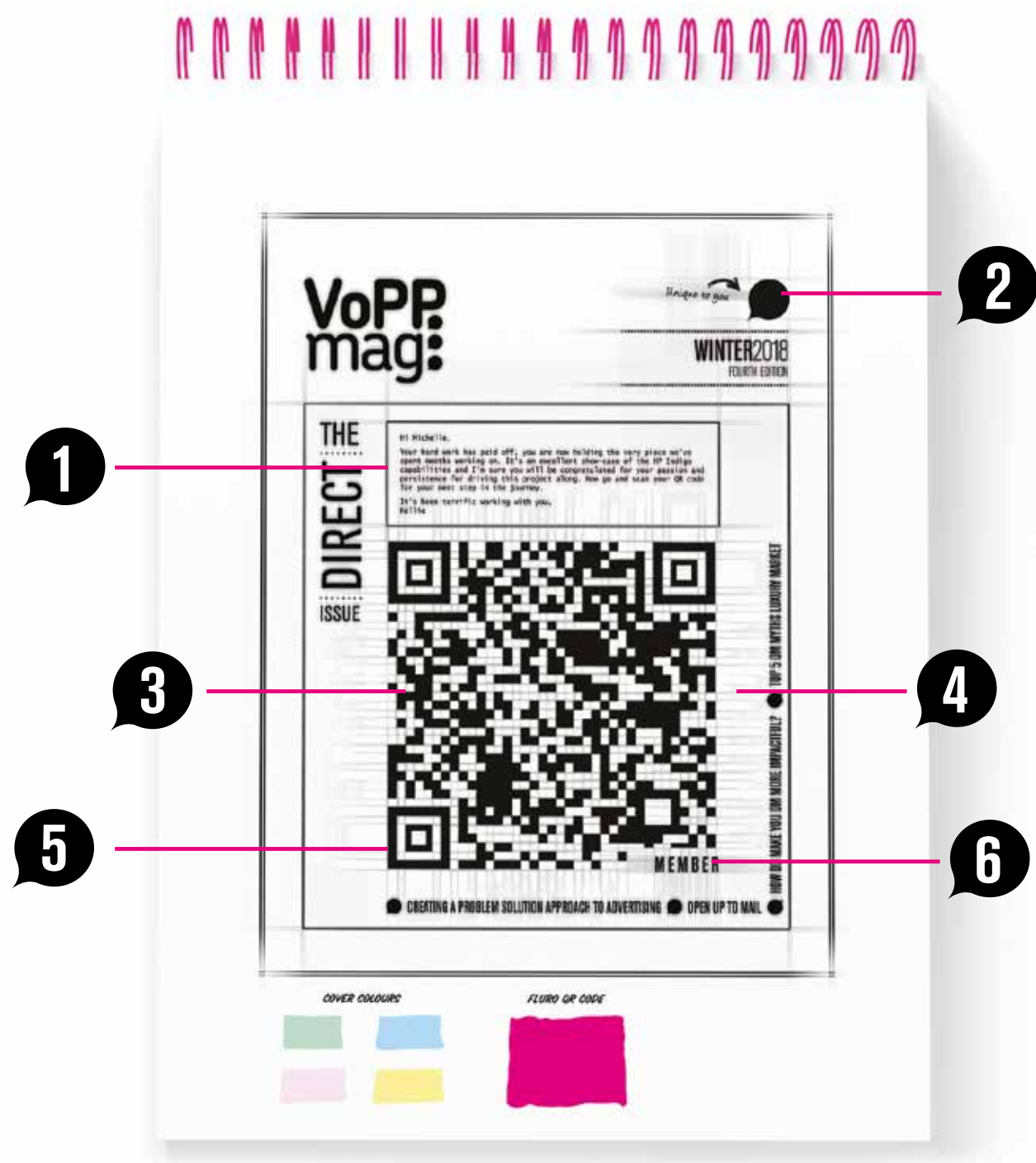
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BECOMING A VoPP-ST★R!



1. Custom Message for each recipient group

2. Unique icon bubble image for each issue printed (fig. 1)

3. Unique QR code and PURL for each cover
4. Custom Colour Background for each recipient group

5. Spot Fluoro Ink printed on QR Code

6. Segmented Group Title

The front cover of this issue of VoPP Mag screamed direct marketing with an oversized QR code to get you scanning and thinking. According to the Deloitte’s 2017 Mobile Consumer Survey, Australia remains one of the leading global adopters of the smartphone and 88 percent of Australians now own one, and with Apple pushing integrated Augmented Reality (AR) in all iPhones, Samsung will follow, the opportunities for marketers are endless. The connectivity between two channels – print and digital – delivers the strengths of each channel and ultimately higher engagement and sales.

The message and QR code you see on the front cover is one of a kind, pushing each reader into a pre-determined PURL dependent on who you are. The customisation across regular VoPP Readers, Agency VoPP Readers, Retailers and more will determine what PURL your scanning will reveal. If you haven’t scanned yet, open the camera app on your smartphone and hover over the QR code to explore which VoPP-Star you are.

However exciting or engaging this technology is, marketers and agencies are often unsure of the process and the thinking of how to optimise best outcomes from these projects. We explored with our key stakeholders the what, who and how to customise and target print marketing.

The Editorial team were clear – it’s the direct marketing issue – we wanted to resonate with readers in showing the technologies available. A blank piece of paper was plucked, industry stakeholders and technical experts called and flip chart after flip chart of ideas and options emerged. Personalisation, QR coding, PURLS, Customisation, variable imaging options explored, stock selection, digital versus offset print options, page sizes, inserts, finishes and more were experimented with, pushed and pulled as the creative team prepared to dazzle readers with a memorable journey connecting print and digital.

With the help of HP, XMPie, Bambra Press and Spicers, we’re sharing our production journey to inspire for your next project. Here’s our campaign diary as we tracked the process from mere speckles of ideas on the WIP board to the publication you are holding right now:

BRIEFING

2pm The Studio – New campaign brief, brainstorming session scheduled. Client services arrive all talking on mobiles. Creatives arrive late with coffees. How do we make this issue of VoPP Mag customised to each reader? HP and XMPie start exploring examples of campaigns run overseas – Amarula, Oreo, Coca-Cola. Creatives put down their coffees and start scribbling. Ideas fly about the longevity of the piece – the multi-platforms and the opportunity to push through all design principles create excitement.

Client services start working through with production of the d-word: data. Data health-check was scheduled as a priority. If there’s one thing we can stress, it’s making sure your customer databases are up to date with as much information as possible on your recipients, however we quickly recognised the opportunity to use QR coding to really improve existing database quality and talk directly to the readers. There was a buzz in the air as the clients, suppliers and studio all saw immediate benefits.



PRODUCTION TAKE OVER

11am The Studio – Paper supplier, Harry Pagoulatos from Spicers presented options. We knew we would produce the cover on the HP Indigo digital press 10000 to achieve the customisation and other features whilst the text pages are produced on offset to balance budget on such a large print run. Yet, how could we match the papers if one was laser and one offset? Production were concerned about colour matching and look and feel.

This is when Splendorgel stepped in. Harry explained Splendorgel is making waves for exactly this purpose. It’s a smooth uncoated stock available for all applications – Offset, Digital Dry Toner and the biggest tick for this project – HP Indigo Certified. The perfect choice where shade and colour match all 3 printing techniques, ideal for consistency – The Production team are thrilled and wanted to explore embellishment options.

Spicers recently launched ‘Visions of Splendorgel’, a publication celebrating luxury, beauty and passion across the paper range. This stock is ideal for multiple embellishment applications in the form of gold foils, blind embossing, UV spot varnishes and more. The new 2/S Linen and 1/S Hammer demonstrated the power of print results when creativity and quality matched.

Bambra Press explored options with Creative of a B2 Cover, using HP Mosaic and a unique image for each and every cover, fluorescent inks and more – the creative director exploded in a frenzy of sample swatches as they considered how to create graphical pop, relevance and fluidity throughout the entire publication. Mock ups of 80s outfits with retro leg warmers were free-flowing in while INXS echoed throughout the studio.

“Spot colours on digital and offset, for that matter, are not always thought of or are considered expensive, however this isn’t always the case and fluorescent inks can really stand-out on the piece. We like to explore ink usage with customers to push their printed piece a little further, this was a terrific example of how you can often keep to two colours and use the colours to create that ‘wow’ factor,” commented John Wanless, CEO, Bambra Press

HP is well known in the agency and design space, the HP Indigo digital presses have a strong reputation for quality print production. However, we didn’t realise all the credentials of the kit. When exploring all the options available to us, HP highlighted some more options – B2 size, spot colour options and HP SmartStream Mosaic were the top three winners. The Creative team were off to integrate cool design features, shapes, substrates and colours to capture attention and use every bell and whistle offered by the HP Indigo digital press.

“The HP Indigo 10000 digital press in conjunction with the collective creative minds and expertise of Bambra Press really allowed us to showcase the widest range of applications possible, unique features, versatility and superior print quality. Enhanced by HP Indigo ElectroInk Fluorescent Pink and HP SmartStream Mosaic, to press’ breakthrough printing capabilities really makes this edition of VoPP MAG one-of-a-kind. It is much more than just variable data, with a database, a willing creative team and the HP Indigo digital press, we were able to make every single cover personalised and customised and carry the journey even further thanks to our partnership with XMPie,” commented Michelle Lees, HP Graphics Solutions Business SPAC Marketing Manager.

CREATIVES EXPLODE

1.15pm The Studio – Art Director announces we’re running a PURL – What the? Is this an early Christmas? No, but nearly. Building a Personalised URL into the artwork and scan saw us connect digital and physical in a way we hadn’t explored as a Studio before. We’d seen it done by big brands but never realised how easily we could build such a solution into our local campaigning. We expected digital coders, however it was far more simple. The XMPie Team and their Circle Software step in to take the lead.

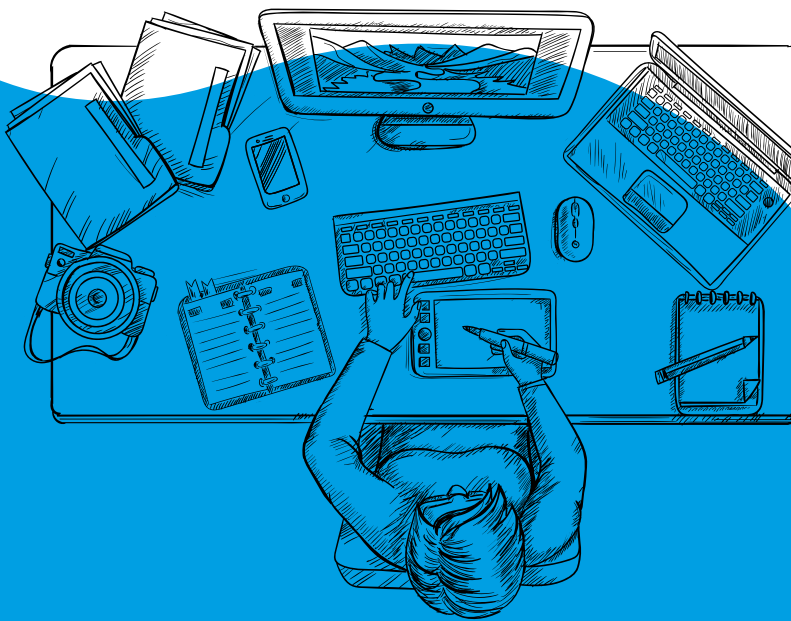
“We designed and launched this campaign using XMPie Circle software. It’s a digital storyboard for managing, automating and monitoring the performance of omnichannel campaigns like this one, across all stages of production. One of its hallmark features is that it makes it easy to collaborate with everyone else involved in the project. Everyone can check out the designs, touch points and data and see how the project is developing into the final campaign,” commented Enda Kavanagh, Sales Manager, XMPie.

Propeller wheeling and giddy with excitement, the Producer smirks cynically as we have just mastered a way we can, not only personalise each reader’s experience but also track the effectiveness of the campaign. It’s time to get things moving!

Take a look at the magazine again after reading this. There are a lot of hidden gems in this issue that you wouldn’t even know about without understanding the extensive process and the people involved to make it all happen.

Even the small bubbles in our VoPP branding on the front cover feature the extraordinary mosaic tiling – again, one of a kind per issue.

I’m sure you’ve checked out the back page already, but if you haven’t, take a look at how the HP Indigo digital press has created these shapes and vibrant colours for the Spicers ad. The best part is, no two magazines are the same!



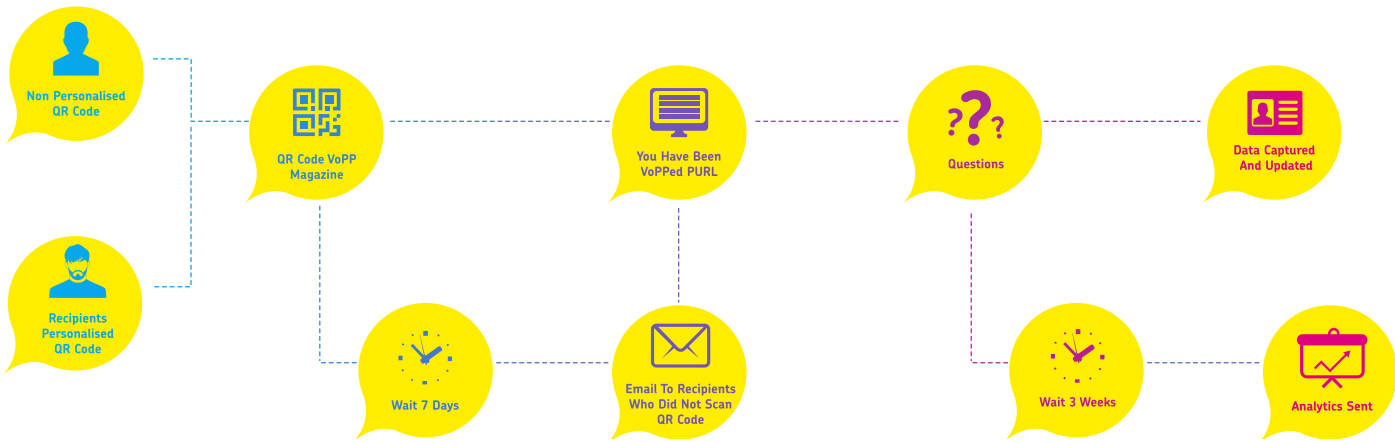
For the retailers out there reading this, today’s empowered consumer expects a higher degree of precision and customisation to what they consume on a daily basis. Think about what customer data you already have. How you can use it to take things to the next level? What production options are available to you?

Print is personal, provoking and permanent. It’s measurable if you connect it with digital touchpoints, like we did, with QR codes, PURLs, or other print friendly technologies such as Near Field Communications (NFC) or AR. All work well with print as they build a stronger connection with customers by tracking the effectiveness of campaigns and understanding exactly what customers like, and ultimately want, to see.

HP SMARTSTREAM MOSAIC TECHNOLOGY CUSTOMISED EVERY VOPP ICON AND MADE EVERY COVER UNIQUE



(fig. 1)



Want to see more of this panache in our next issue of VoPP Mag? See what exciting elements we have in store by subscribing at vopp.com.au/subscribe.

OPEN UP TO MAIL



When videos graced screens, people thought it would be the death of radio, but here we are today with a radio in every car for everyone to listen to on our daily commutes. The exact same scenario has been unfolding before our eyes since the rise of digital technology and its forceful impact on the so called ‘decline’ of traditional media.

However, despite ongoing debate about print vs digital, direct mail reigns supreme with the 2017 DMA Response Rate report revealing 92% of all letterbox media delivered to a home is being read. That’s an impressive statistic for a channel that is apparently ‘dying’ or ‘dead’.

Direct mail is not only influential as a stand-alone medium but also works wonders when paired with digital. In fact, according to the same report, marketers are using an average of 3.4 mediums to reach their consumers. Adding print to a digital campaign can allow retailers to see a 50% lift in brand recall, as opposed to 23% when not used in the marketing mix. With the sudden immediacy of everything digital in the palm of our hands, it’s no wonder brands turned their attention to this channel to exhaust its resources. However, retailers are beginning to notice that although digital may be cheaper, investing in direct mail delivers effective results.

The beauty of direct mail is that not a lot of money needs to be spent in order to stand out. Small thought into the strategy to build a successful campaign is key. Details like personalisation and specific targeting are enough to hook an audience in and retailers are taking every opportunity to leverage from the strength of this channel to reach more customers.

Direct mail is thriving and growing exponentially that a new campaign has been created dedicated to the strength of the channel. The stigma around mail is that it is seen as ‘old fashioned’, not relevant to younger markets, and more expensive than digital alternatives. Open Up to Mail is here to explain that this is not always the case. Open Up to Mail is set to launch in July to promote direct mail as a relevant medium for agencies in today’s market.

WHO IS THE CAMPAIGN FOR?

The campaign is for creative agencies and marketers to learn and share the benefits of creating direct mail campaigns, while focussing on how to carry out fit for purpose campaigns that deliver results.

WHAT DO MEMBERS GET?

In conjunction with the launch of the campaign is the creation of their website, openuptomail.com.au. This library with an array of content is set up as a repository of ideas and success stories from around the world. Agencies should register for strong statistics, innovative case studies, nickable charts, research and more – whilst also being on the mailing list for creative live examples of direct mail that stands out. All content is print-ready, easy to navigate and should be on every creative agencies’ ‘Favourites’ list.

WHO ARE THE CONTRIBUTORS?

Open Up to Mail has big players in the industry such as Frank Chamberlin, Steve Harrison, Drayton Bird and Malcolm Auld as key contributors sharing their wisdom of key tips and tricks about how to create a successful direct mail campaign to those willing to listen.

Direct mail is far from dead and its revival in recent years shows a thriving channel becoming a critical slice of the marketing piece as it delivers results. Direct mail has withstood the test of time as new media rises and competes but fails to match the reputation of letterbox media.



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TOP 5 MYTHS OF DM:

BUSTED

DIRECT MAIL – CHALLENGING THE MYTHS

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. We asked Henry Innis who leads engagement planning at Y&R ANZ, for his view on a channel that just keeps on reinventing.

1. DIRECT MAIL AND EFFECTIVENESS

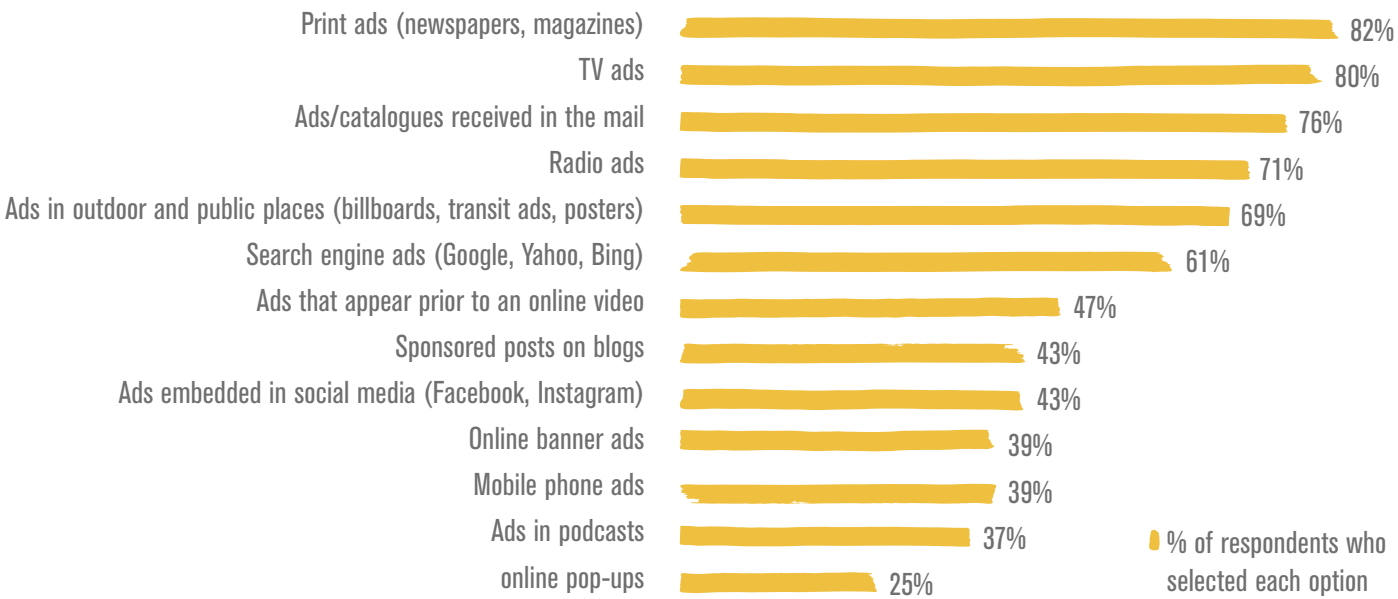
Whilst many of our clients question the value of direct mail saying it's hard to reach people, or that people ignore direct mail, the reality is quite the opposite.

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.

Q. In general which type of advertising channels do you trust more when you want to make a purchase decision?



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.

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.



FIG. 1

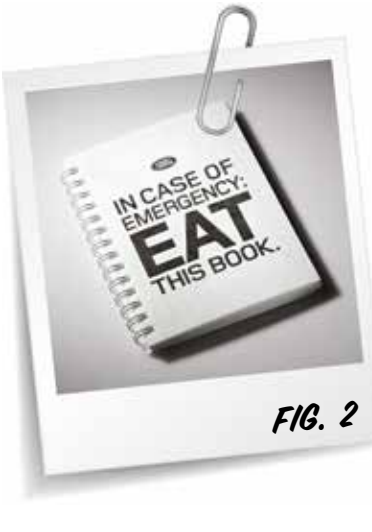


FIG. 2



FIG. 3



FIG. 4

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.



Henry Innis leads engagement planning at Y&R ANZ, working with clients across Australia on their marketing, media and strategic planning.

Sources: 1. Marketing Sherpa, 2017 2. Source link 3. Jay Baer, Convenience & Convert 4. SITA Australia 5. Rethink Canada
Image Source: 1. Ikea.com 2. i-runway.com






In a world of fragmenting media,
everyone still has a letterbox.



Pinpoint your customers

- ✓ Demographic Targeting
- ✓ Geographic Targeting

We are the letterbox experts,
powering sales & response for
Australia's largest brands.

-  Campaign management
-  Campaign mapping & booking
-  Print, preparation & lodgement
-  Experienced creative
-  Support & enquiry

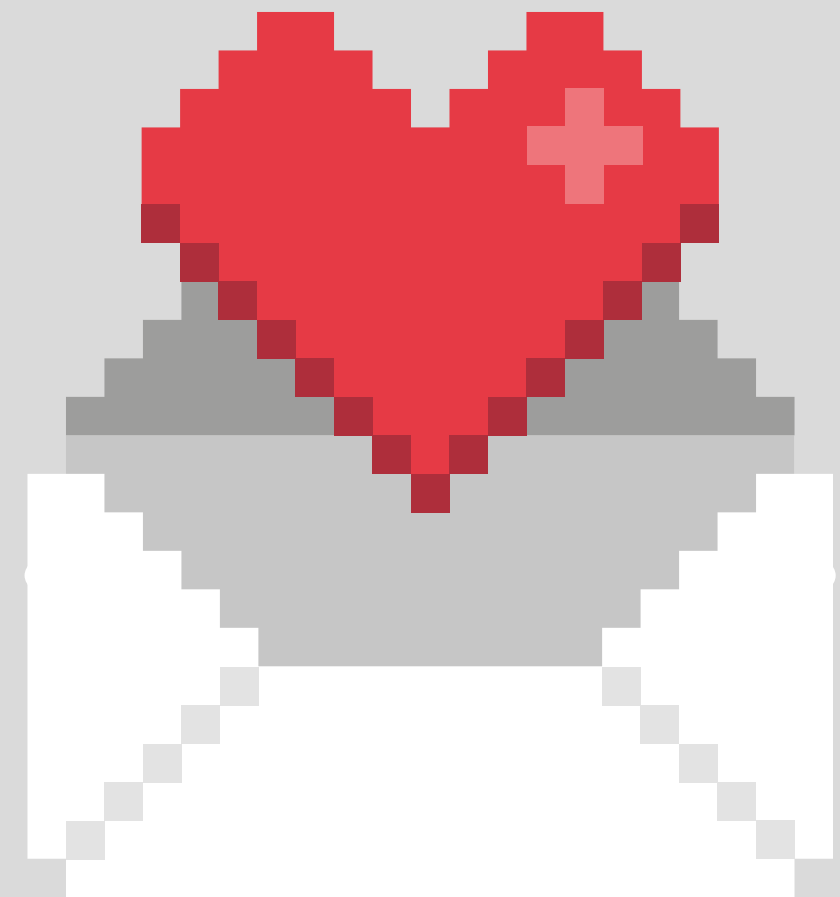
Add a targeted letterbox campaign to your marketing mix to boost exposure, response, sales and ROI.

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**MAKE THE
MOST OF THE
OPPORTUNITY**

By Carole Sarasa

Customers well know the message – ‘go online’, ‘go digital’. As brands push, incentivise or simply charge for paper mailings, customers are by and large heading into the digital cloud and moving from physical engagement with brands to a sea of non-specific, bland, digital screens of data entry and click options. Have we marketers lost an opportunity? Does one digital interface, often using the common industry backends, look the same brand to brand with only the colour and logo changing? How will brands survive the genericising of our touchpoints? Will customers reject or blossom with this type of interactivity? Let’s explore what opportunity many brands are giving up and how marketers can claim back a vital customer touch-point.

For the sake of efficiency and to reduce their print and postage expenses, brands are switching their customers to e-communications, particularly e-bills and e-statements. Often, this move is without the customer’s explicit consent, under the pressure of a fee charged on paper communications or under the pretext of environmental concerns known as greenwashing. What if this push online is one of the biggest advertising mistakes of all time?

By switching customers to e-communications, do brands, especially service providers and banks, deprive themselves from unique opportunities to engage with their customers? A Consumer Focus survey found that 77% of customers who receive paper bills say that they read them as soon as they arrived. The corresponding figure for those who receive their bill online was lower, at 57%. The report suggests that more consumers immediately connect with print and paper through its tangibility that simply cannot be generated through e-communications.

When businesses move their customers to online communications they miss out on opportunities to engage with their customers at a time when they truly pay attention – with a piece of mail in their hands.

In fact, the Toluna survey reported consumers’ strong favourability for receiving important information through paper. The results revealed that nearly half of the respondents (44%) prefer paper communications for bank statements and mobile phone bills and statements, and 46% prefer paper communications for energy and utility bills and statements.

46% prefer paper communications for energy and utility bills and statements.

Toluna, 2017

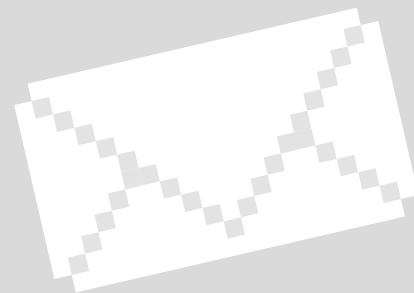
So, if you are looking to leverage a channel that engages your target audience and increases customer experience, think twice before you dismiss mail.

You’ve got an audience and you’ve got their full attention. You also have a lot of data about them so you can tailor your messaging. Many brands have the opportunity to use data to ideally position highly customised content. It has never been easier to design and print personalised communications addressed to a large number of customers.

As Jean-Pierre Deruddere, former Managing Director ANZ Pitney Bowes, puts it “By updating formats based on your customers’ preferences, promoting more compelling offers and delivering true self-service convenience, customer engaged billing can cut costs, boost revenue and increase the lifetime value of every customer.”

Merging marketing with transactional information establishes a dialogue with customers. It can be as simple as putting marketing messages on order receipts to promote a call to action, or a customer thank you note. More extravagant direct marketing can include welcome packs to be sent to new customers. Going that extra mile to communicate to customers via transactional mail will ensure businesses reap the benefits.

In May 2017, Fantastic Service UK leveraged print to cement relationships with their new customers. As a part of their direct marketing strategy, the company mailed out letters to their new clients which contained a discount promo code and a clear call to action. To date, their overall direct mail campaign has reached a 349% ROI. Impressive results.



**ARE YOU READY
TO TAKE ON THE
CHALLENGE TO
MAKE YOUR
CUSTOMERS LOVE
THEIR BILLS?**



HOW GREEN IS THE BLUE THUMB?

The Gaia Partnership, in conjunction with TrinityP3, acted as a sponsor and workplace mentor for two students, Yao Yang and Wanting Fu, to understand the carbon impact of both the production and consumption of internet advertising. This article is an adaptation of the findings reported in an article featuring TrinityP3 Business Director, Chris Sewell, on how the students examined Greenhouse Gas emissions from Facebook.

By Lori Mitchell

The explosion of online advertising expenditure in recent years confirms that marketers have a love affair with digital. Investments in Australia saw a \$2.3 billion increase from \$5.3 billion in 2015 to \$7.6 billion in 2017, (IAB, 2017). We can’t deny it; online advertising has fast become one of the go-to channels for marketers.

Online advertising expenditure in Australia rose to \$7.6 billion in 2017

IAB, 2017

Despite the fact that many consumers have reported negative emotions towards online advertising, with 67% of Australians and 64% of New Zealanders saying they find it annoying and usually irrelevant, and 25% of Australians and 20% of New Zealand PC users adopting ad blocking software , marketers still invest in digital, salivating over its ease of use, measurability and perceived positive environmental credentials.

Digital can be convenient and provide instant analytics, however is it environmentally friendly?

The issue regarding the environmental impact of paper and print versus digital advertising is long debated and often one-sided. With many marketing campaigns out there tooting the environmental benefits of digital, Yao Yang and Wanting Fu, University of Sydney Masters students, zeroed in on this topic to find out if social media advertising is an environmentally sustainable marketing strategy after all.

As Facebook is one of the most used social media applications, they focused their research on this platform and you might be very surprised to find out the true impact of just one simple photo-based advertisement.

A PHOTO ON FACEBOOK VS A PHOTO IN PRINT: THE FACTS

Before we even look at the impact of Facebook ads, it is interesting to note that just Facebook operating produces 718,000 metric tonnes of carbon dioxide equivalent, which equates to 153,747 passenger vehicles driven for one year non-stop. Offices and other business activity accounts for 28% of the carbon footprint with the other 72% being from the data centres (Facebook, 2017).

When we get down to calculating the lifecycle impact of an online advertisement, there are many factors that play a part in its negative impact on the environment. To provide some context, in terms of electricity alone, producing one advertising photo will use an average 15 KWh which equates to 43 kilometres driven in an average passenger vehicle, (EPA, 2017). They are some astounding results for simply producing one digital image.

72% of Aussies ignore online ads

Toluna, 2017

Yang and Fu further calculated the impact from production through to consumption for a photo advertisement and concluded that when one customer sees the advertisement, 8.312 kg carbon dioxide equivalent will be released, and this quantity increases with the number of impressions, viewers and electricity usage.

By the time that 1 million people have seen the photo, 1,425 kg of carbon dioxide equivalent will have been released. In terms of greenhouse gas (GHG) emissions, this is the equivalent to the output from an average car being driven non-stop for 2.31 days.*

As you can see, the data suggests that going digital isn’t the greenest option after all, with many factors contributing to its environmental impact. In fact, the more that a digital ad is seen and shared, the greater the environmental impact is. To put this in comparison to an advertisement found in a magazine, once the advertisement is created and delivered, the environmental footprint essentially ceases. It could be opened 1 million times and its initial impact remains the same. This leaves us asking the question, why are marketers turning to digital advertising when a click of a button to view and share an image is leaving such a strong carbon footprint? The findings prove that print is a more environmentally sustainable channel to share content, a message or market a brand as it positively outweighs the ramifications of digital.

A COLLECTIVE RESPONSE TO A COLLECTIVE ISSUE

As consumers at the receiving end of advertising, we share a responsibility to reduce our carbon footprint. In order to do that, we need to be aware of digital advertising impacts before beginning to find solutions to decrease it at every step of the process.

However, as consumers are wanting to leave the world better than the way it was found, options to offset environmental impact are becoming more available. Take Qantas Future Planet for example. The airline giant understands the impact air travel has on the environment and have implemented a program for Qantas flyers to offset their travel by donating money to an initiative dedicated to building a sustainable future. And it’s working. Since 2007, Qantas Future Planet, through the help of travellers, have offset over 2.5 million tonnes of carbon emissions making them the largest offsetter of any airline. Impressive results.

According to Yao Yang and Wanting Fu’s research, Facebook is already improving its GHG output by adopting renewable energy sources as well as making changes to its computing and data centre efficiency. Luckily, they have even committed to powering their business with 100% clean and renewable energy. Taking their environmental responsibility further, Facebook and other social media platforms could create similar initiatives to offset carbon impacts, making this the new norm.

Finally, as marketers we have a responsibility towards the digital content we create and share. Selecting the right content for the right audience has never been more critical, not only from a budgeting perspective, but also for the environment. Considering 72% of Australians ignore online ads, it is arguably much more effective to implement a marketing campaign through a strong print channel that will produce intended results as a way of reducing GHG emissions while staying true to a budget.

To wrap it up, is social media marketing currently an ‘environmentally friendly’ act? No, not at the moment. Yao Yang and Wanting Fu’s research concludes that digital advertising is detrimental to the environment, and unless the necessary actions are taken to offset carbon emissions from using the technology, it will only continue to worsen. Facebook and other tech giants need to ensure they are recognising the impact of digital and start working towards a greener environment.

FOOTNOTE: *one thing should be noted is that this value may not be precise, and will alter depending on various factors

** Total carbon emissions (photo ads) = file size x 5g/MB + internet delivery x n1 + consumption by end user x 5g/MB x n2 + electricity use x 554g/KWh
n1 = impression number
n2 = user number

Read the full research at <https://gaiapartnership.com/something-facebook-marketers-care-environment-need-know>



YOUR 10-MINUTE GUIDE TO A WORD FROM THE INDUSTRY



Letterbox has n a silent channel and a major retailers secret weapon, however can the small to medium business tap into this powerful channel? And if so, what are the tips to get started?

The key to letterbox marketing is using data, data, and more data to gain insight into what your consumers would like to read. But without big research budgets, how can the ‘little guy’ gain access to the holy grail of letterbox? Targeting is the answer, and we’ve reached out to the experts to understand more.

Letterbox marketing is resilient as it goes into the home and is a disrupter without being a noticeable one. “People still feel value in the immediacy of something they pick up that they don’t have to search for,” says Istvan Denes, CEO of Helsinki-based direct mail agency SSM. “It’s not disturbing them at the wrong moment and there’s a lot of value in this media. It works and it functions well.”

In fact, GfK found that 90% of catalogue readers are likely to read a printed catalogue the next time they receive one in their letterbox. And 80% of people reading a printed catalogue are ‘just browsing’, with 59% of those browsers converted into buyers as a result of reading a printed catalogue.

Denes points out that one of letterbox marketing strengths is its reach and admits that “the bulk of the business is people who are interested in reaching out to everybody.” Additionally, letterbox media is increasingly being used more selectively, with a defined approach becoming more viable thanks to improved market information and new technology.

Creating a successful letterbox campaign isn’t always about the retailer knowing their audience individually. In the end, it’s about knowing what they think they would like to receive in the letterbox, and through unaddressed mail retailers can accurately deliver to an audience who are most likely to respond. Time and time again, we see a little bit of thought goes a long way and through technology, businesses can definitively target a specific audience. Taking the extra steps to know an audience is critical action for targeting to truly have influence.



Understanding the benefits of targeting

Unaddressed mail continues to prove to be one of the most cost-efficient media channels in reaching and engaging with mass target audiences. This is largely reflected in the consumption patterns of the letterbox channel. “At Reach Media, we commissioned Ipsos to explore New Zealanders consumption patterns of the letterbox channel with results showing 88% of unaddressed mail is read,” says Christopher Gin, General Manager of Sales, Reach Media.

Not only does unaddressed mail deliver strong results, taking on a defined approach is key to reducing wasted marketing investment. “We recently optimised a new business client’s campaign distribution model, reducing their national campaign volume by 14%, distribution was reallocated to minimise wastage,” Gin continued. “Their sales levels remained stable and the savings derived by the optimisation can be channelled into other media or used to fund incremental catalogue frequency.” Brands can have the best of both worlds by reducing advertising expenditure or reinvesting the money saved elsewhere.

Explore other data pools

If brands don't have a customer database that doesn't mean they don't have data on their audience, there are a lot of opportunities to understand regional or local area marketing demographic make-up and working with your agency or distributor will assist in the refining of your distribution. "We are seeing Retailers, large and small, sanity-checking their data and customer insights with Distributors on the best targeting strategies. The industry can profile customer databases, then review customer behaviours and link to demographical data to develop a highly optimised distribution map. Letterbox marketing is a mass media, however with the right thinking, a highly targeted one," commented Kellie Northwood, Chief Executive Officer, Australasian Catalogue Association.

Loyalty program data is also a great place to start profiling audiences. However, you don't always need loyalty data to know what your target audience would like to see in the mail. Brands can employ and adopt geodemographic targeting tools to work out if households are occupied by families with young kids or teenagers, newlyweds, or elderly couples, property information such as whether the occupants are home owners or renting, electronic banking data and eftpos transactional data. All can be used to gain insights and tips on how to build their campaign content and distribution.

Tailor your reader's experience

The key to the resurgence of letterbox marketing is ever-improving tracking information that the industry has gleaned digitally. Roel Schoemaker, Senior Consultant with Motivaction says, "with modern techniques such as eye-tracking and facial coding we have found out some simple rules about where to put what kind of information in an advertisement." Gaining this level of detail from an audience can completely alter the way a brand speaks to their audience.

Additionally, brands can use digital catalogues and other medias to target and track their audience in partnership with print campaigning. Salmat's digital platform Lasoo helps Retailers take their catalogues online. "Brands can track engagement in real-time, better harness the power of social media, and reach more customers anywhere, anytime on any device via a responsive digital catalogue," says David Webster, General Manager - Marketing Solutions, Salmat. The data collected can then be utilised to improve future unaddressed print campaigns and therefore increasing engagement with the brand.

Trial and track

When starting is can be a bit of trial and error with implementing targeting through unaddressed mail, however brands need to be persistent. Go back and forth, analyse previous unaddressed mail campaigns, modify their approach, update data from findings, fine tune the method until you achieve ultimate return on investment. Marketers are pushing the boundaries of letterbox targeting methodologies, trailing integration of mobile location data to increase effectiveness of optimisation and attribution. Going the extra mile to bring your audience what they want is a critical step to a successful unaddressed campaign.

The use of data to support decisions will continue to evolve as more information becomes available. Brendan Straw, Chief Sales Officer, PMP Limited, points out, "this will include detailed analysis of areas which are showing signs of growth, areas which perform stronger or weaker in certain times of the year, and areas which respond better to certain incentives such as interest free, heavy discount, gift with purchase. Data collection is not only name and address, but also customer preference, response triggers and more. Additionally, this information will support business decisions for future campaigning, site openings and closures, cannibalisation and creative effectiveness."

All brands are in different stages of their data and targeting journey. The brands who have a robust customer database and willing to review and trial new targeting options tend to reap the best commercial benefit.

Sources Ipsos, 2014

OVER THE NEXT PAGES, WE'LL BE GIVING YOU RESEARCH, INFORMATION AND INSIGHT INTO THE 5 KEY MEDIUMS COVERED BY VOPP. EACH ONE HAS THEIR INDIVIDUAL STRENGTHS AND ADVANTAGES, HOWEVER USED IN COMBINATION WITH EACH OTHER, CAN OFFER A POWERFUL SOLUTION TO ANY MARKETING CHALLENGE.

KNOWLEDGE

DIRECT MAIL

With an ROI of up to 40%, direct mail is still one of the most effective marketing channels.

MAGAZINES

One of modern marketing's true success stories, customer publishing has swelled to a \$16bn global industry thanks to the huge levels of engagement it offers brands.

LETTERBOX

The letterbox is ideal for getting a great level of response from the most amount of people.

CATALOGUES

One of the oldest forms of marketing, catalogues are still a highly effective sales driver with the weekly highest reach across all media channels.

PRINT MARKETING

Providing the perfect platform for creativity and innovation, print marketing remains a strong part of the marketing mix.

7 REASONS

- 1 BUILDING THE BRAND
- Catalogues offer the brand a significant amount of time with their customers, strengthening the relationship and building the brand.
- 2 EFFECTIVENESS
- Working alongside direct mail, online and digital media, the catalogue’s ability to have its results measured quickly and accurately is a significant advantage for the marketer.
- 3 SEDUCTION TECHNIQUE
- For high-end products, a catalogue offers an opportunity to draw the customer into the brand’s world, giving them an experience that goes way beyond the shop window.
- 4 ACCESSIBILITY
- The advantages of print catalogues are their ease of use, level of trust and accessibility. They are portable, aspirational and designed to be picked up repeatedly.
- 5 BRAND LOYALTY
- A well-produced catalogue that stays true to the brand will foster large amounts of brand loyalty, with the customer satisfied that they are worth the effort and cost involved in its production.
- 6 TARGETING OPPORTUNITY
- Since the main distribution method for catalogues is post, targeting is a key element to ensure you are reaching the right prospect. Whatever demographic you are after, you can reach them.
- 7 INFORMATION-PACKED
- The catalogue is a lightweight and readily available source of information, with most questions answered within its pages. Price, look, colour, size, quality and performance can all be communicated quickly.

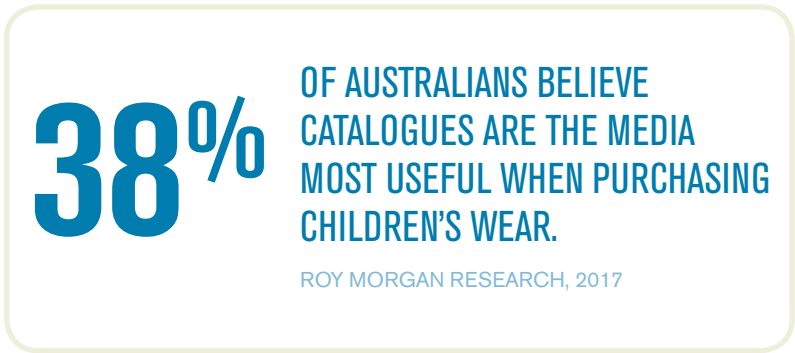
CATALOGUES



JOHN LEWIS

John Lewis wanted to develop an inspiring nursery catalogue to drive sales in store, and to do this, the company needed a catalogue that reflected the brand and the increasing demand of the Millennial mother. The modern, stylish imagery and the intentional gender-neutral back drop made the babies and their clothing centre of attention. The catalogue’s array of natural shots were also shared on their digital counterparts. The catalogue alone was the key channel contributing to an increase in sales seeing a 40% uplift.

“Our Baby production is a brilliantly useful, engaging shopping tool for mums and mums-to-be,” said Craig Inglis, Customer Director for John Lewis, “which supports John Lewis continuing to be seen as a trusted, authoritative retailer in this category.”



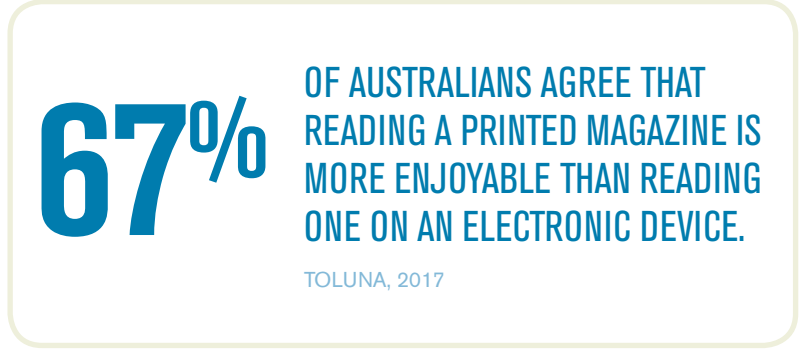
MAGAZINES



IKEA

Do you want to know if you’re pregnant? Forget the standard pregnancy test, get your hands-on IKEA latest magazine ad that doubles as a pregnancy test.

The furniture retail giant teamed up with Swedish advertising agency Åkestam Holst to develop an ad for a new baby crib. Below it was a swatch for women to urinate on setting off a chemical reaction that will determine the result. The pregnancy test strip was used as a starting point, which relies on antibodies that bind to the pregnancy hormone hCG, resulting in a colour change. However, this is no ordinary test with a yes or no answer. Not only did women find out if they were pregnant or not, for the women who tested positive, a discounted price for the crib would reveal itself.



7 REASONS

- 1 ENTERTAINMENT
- A magazine builds your customer’s faith in your brand by offering great content at little or no cost. Entertain them and you’ll have their attention all to yourself.
- 2 TARGETING POWER
- Since a customer magazine is so versatile with its content, it can target any number or group of people, from specialist interest to mass market.
- 3 LOYALTY
- One of the most common reasons for launching a customer magazine is increasing loyalty, with a brand achieving regular and reliable time with its customers.
- 4 ENGAGEMENT
- Magazines are the most effective medium when it comes to engaging your customer, entertaining and informing them while delivering your brand messages.
- 5 COMPLEX CONTENT
- Print works fantastically well at getting across complex content or marketing messages. So if you need to explain something in detail, a customer magazine is likely to be the best option.
- 6 SUBSTANCE
- There’s nothing to beat the feel of a magazine. Taken with its portability, ease of use and sense of glamour, it offers the reader control and entertainment in one neat package.
- 7 SUBSTANCE
- There’s nothing to beat the feel of a magazine. Taken with its portability, ease of use and sense of glamour, it offers the reader control and entertainment in one neat package.

7 REASONS

DIRECT MAIL



THE CAMPAIGN
DELIVERED A ROI OF
\$215 FOR EVERY
\$1 SPENT

MERCEDES

Mercedes aimed to spark interest about the outstanding features of the new model and bridge the gap between online and offline methods to increase the path to purchase journey. To do this, the prestigious automotive company tapped into direct mail to follow out their intentions.

Mercedes created a hologram of the car on the back of research – audience insight showing that the ideal GLC buyers were early adopters to technology which led them to identify their desire to be the first to try something new. The make shift holograph was sent to 14,913 people containing a die-cut Perspex which they were able to assemble themselves into a pyramid shape. All consumers had to do was place the pyramid on their smartphones or tablets to see a 3D hologram and a detailed video about the new model.

Mercedes utilising direct mail to reach car enthusiasts contributed to over \$35 million in GLC sales. The campaign generated a conversion rate to purchase of 3.21%, which delivered a ROI of \$215 for every \$1 spent

87% RATE MAIL AS BELIEVABLE.
ROYAL MAIL MARKETREACH, 2017

LETTERBOX



39%
OF PEOPLE HAVE A
DEDICATED PLACE TO
DISPLAY MAIL

GREAT WESTERN RAILWAY

Knowing that, according to the IPA, successful letterbox marketing has a long-life span, and that 39% of people have a dedicate place to display mail, UK Railway Service Great Western Railway (GWR) wanted to get people, particularly younger people, excited about commuting via trains beyond their usual daily grinds.

To do this, GWR created a 'keepable flyer' with a 'stick it on your fridge' quality educating consumers of more destinations on the service. The flyer featured playful and colourful graphics, with a sticker sheet attached for commuters to peel off and stick on the destinations as a checklist.

The results were two-fold with 3 regions, Penzance, Cardiff and Oxford, seeing transactional uplift of 23%, 7% and 20% respectively over a period of 42 days after distribution.

70% OF PEOPLE FEEL VALUED AND
APPRECIATED WHEN THEY
RECEIVE MAIL.
ROYAL MAIL MARKETREACH, 2017

7 REASONS

1 SAMPLE DISTRIBUTION

Getting your product directly into the kitchen of your prospects is a fantastic way of raising awareness of your brand, as well as getting your customer to try it.

2 TARGETED WHEN REQUIRED

Using geomarketing, you can pick and choose which demographic you're after, gathering vital data along the way. With this data, your campaigns can become more and more sophisticated.

3 MASS-MARKET MEDIUM

Letterbox marketing is the only truly national mass media available to marketers, with a satisfying 100% reach. Despite the advances in other media, letterbox is still the only way of delivering a document into the hands of millions of households.

4 IT DELIVERS ROI

Letterbox marketing drives rapid and measurable response that shows an impressive ROI – and it's growing. A recent ELMA study shows the door drop industry has grown 4.8% in media spend and 3.8% in volume over a five-year period.

5 RIGHT ENVIRONMENT

The fact that the consumer receives your material in their own home is crucial. They can absorb and respond to the messages in their own time, never being forced or coerced.

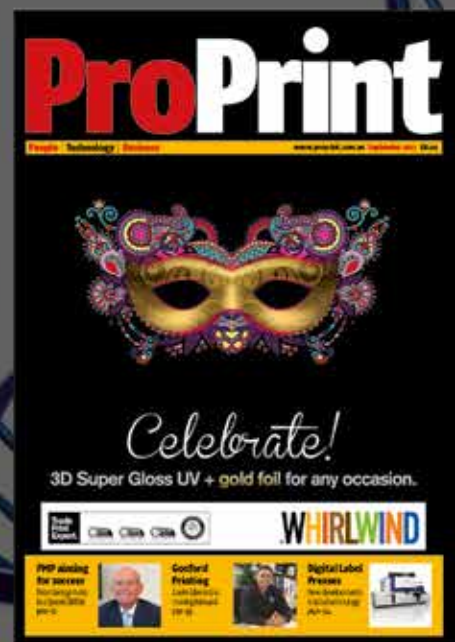
6 IT'S CREATIVE

A lot of brands take advantage of the creative potential of letterbox marketing, with many using innovations such as holograms, scented paper, 3D techniques and pop-ups to grab attention.

7 EASILY INTEGRATES

Letterbox marketing works harder when used as part of an integrated campaign, pushing people to go online or call a number for more information.

Print is our DNA



Make it YOURS

Inform yourself

Subscribe to Australasia's longest-established and market leading magazines for the printing and graphic communications industries. And our eNewsletters – so you can stay on top of what's new and great in print

i-grafix.com

Australian Printer, ProPrint and New Zealand Printer are brands of Printer Magazines Group, Australia & New Zealand



PRINT MARKETING



THE CAMPAIGN
GENERATED **95,000**
VIEWS ON THE LAUNCH
OF THE SERIES

NETFLIX

Netflix's aim was to launch their new show 'A Series of Unfortunate Events' in a way that raised awareness and got people to stream the programme. Given the title of the show is unfortunate, what better day to launch the campaign than on Blue Monday? The bluest of Mondays in the year – usually held on the third Monday in January.

Netflix inserted a full-page letter in the Metro newspaper commiserating with commuters on their harrowing daily journey into work, whilst warning that their true fate of unhappiness would be if they were to watch the Netflix programme 'A Series of Unfortunate Events'. Using reverse psychology as the main driver of the campaign only lead to more hype. Along with this, Netflix partnered with coffee shops and other ostentatious outlets to paint London with Lemony Snicket quotes to deter people from watching the series.

In this extravagant ploy to prevent people from watching the show, the campaign generated 95,000 views on the launch of the series, while hundreds of people captured the quotes around town and shared them online.

72% 72% OF AUSTRALIANS DON'T
PAY ATTENTION TO MOST
ONLINE ADVERTISEMENTS.

TOLUNA, 2017

/ KNOWLEDGE

7 REASONS

1 HAND IN HAND

Print and digital work together and deliver optimal marketing results. Research consistently shows significant jumps in ROI when print and digital marketing tools are adopted across one campaign.

2 CREATIVE

A lot of brands take advantage of the creative potential of print marketing with many using innovations such as lenticular inks, holograms and scented paper.

3 LUXURIOUS

Luxury brands use print to get that exclusive look and feel. Finishes from foiling to spot UV can add a luxurious touch to marketing campaigns.

4 SWITCH OFF

66% of Australians and 68% of New Zealanders agreed that it's important to "switch off" and enjoy printed books and magazines (Toluna, 2017).

5 TOTAL RECALL

When companies want to leave a memory in their customers' minds, print is the strongest performer. People remember what they feel and see more than what they just hear.

6 ENJOYABLE

67% of Australians and 72% of New Zealanders agreed reading a printed magazine is more enjoyable than reading one on an electronic device (Toluna, 2017).

7 TRUST

Print holds a sense of legitimacy. The fear of spam, viruses and privacy invasion is enough to make people wary of clicking. There is no imminent danger in picking up a printed brochure.

DRAYTON BIRD

DRAYTON BIRD, BRITISH MARKETING EXPERT, SHARES INSIGHTS ON THE RELEVANCE OF DIRECT MAIL TODAY.

Why do you think marketers have turned away from direct mail?

Marketers – all humans – love the new. We are easily bored. We want to know what’s new. We watch the news. We open our emails hoping for something new. We want to try new things. In addition, we hope something new will solve our problems. And it often does – to start with. I did a talk for Cisco years ago in Amsterdam. A guy told me he was getting 10% response to emails! That would be a good open rate now. You’re lucky if that many read your emails now.

Do you believe direct mail is still relevant?

Last November I spoke in Melbourne. At the end I asked for questions. There were very few, but Eddie Skewes who had flown from Perth to see me said he’d just like to say “thank you”. Six years ago he read a book I wrote twenty-four years ago – “How to Write Sales Letters that Sell”. He followed my advice. Now his business turns over 7 million AU\$ a year. All via direct mail. Those principles built his business.

What is the key to success for direct mail pack?

Testing and targeting are the keys to success for ALL direct marketing. But the niche trick is how fast you can say or show something that either promises people a huge benefit or escape from something painful with little or no effort.

What mistakes are marketers making with online marketing?

The same as with everything else. They think any fool can do it – so many do. They don’t study. They don’t explore. They don’t invest enough time and money. They don’t test. They don’t persist.

Do you believe marketers have become focused on tactics/tools at the expense of marketing strategy?

Sadly, most marketers don’t understand tactics or strategy. Few understand the difference anyhow. They call simple tactics “strategy”, and they don’t try all the possible tools.

“

So many different channels and possibilities make it very confusing even if you do know what you’re doing...I had to learn a few new things – not new principles

Patrick Collister

”

What do you think about today’s multi-channel marketing environment? You must work hard. So many different channels and possibilities make it very confusing even if you do know what you’re doing. I tweet two or three times every day. We email most days. I blog (not often enough). I have spent the last two weeks doubling my connections on LinkedIn. I had to learn a few new things – not new principles, but things that LinkedIn does (usually to make it hard to sell!) We’ve been testing Facebook for a few months.

What advice would you give young marketers?

1. Study. I know of no arena where people study so little. If doctors studied as little as most marketers half the population would die every year. Study will give you a HUGE advantage over others.
2. Get to know good people.
3. Never give up. I have spent 7 years testing one thing. I think we’ve just cracked it. I am still trying new things at 81.

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