

COLOURED PAPER

CASE STUDY

DIRECT MAIL

Exciting Red and competent Blue: the impact of coloured paper in marketing.

As a marketing tool, colour attracts consumers and shapes their perceptions. Through colour, a brand can establish visual identity, form strong relationships with their target market, and position itself among competitors. Carefully chosen, they can help get a message across that would be otherwise difficult to express in words and images alone.

One way for brands to differentiate their print marketing from the competition and reinforce their brand identity is to adopt coloured paper for their print campaigns. The vast majority of mailers, brochures and other promotional material are still printed on standard stock white paper. By differentiating through the use of coloured paper, brands can stand out from the crowd, be seen and have their message heard.

These are just a few examples of the successful implementation of coloured paper within marketing campaigns to raise awareness, increase response rates and reinforce brand identity.

WOOSH

Case:

Woosh is an independent wireless network in New Zealand that wanted to target disgruntled householders, paying considerably more with its competitors, and let them know they could be paying half as much with their service.

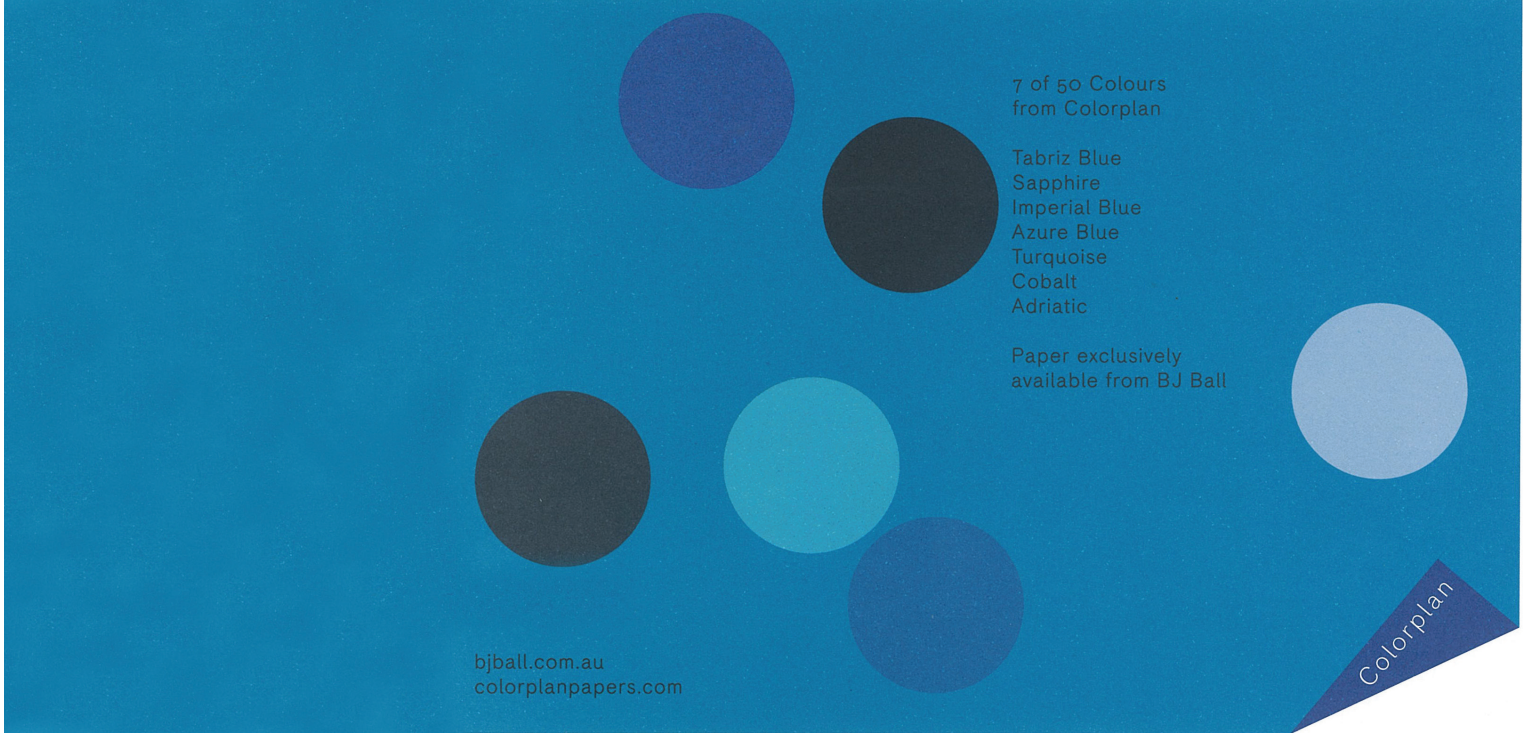
Woosh was adopting a disruptive business model and wanted to convey this with its branding and mail campaign. The letter along with the envelope was physically ripped in half. This was done to capture the aggressive, negative sentiment around its competitor's high prices and also represented the savings offered by Woosh.

To reinforce the message further, Woosh printed the letter on coloured paper using the brand colour which is a 'violent' green, symbolising further the disruptive nature of their offer and reflecting the anger felt by their target market who were paying over the odds with other providers.

Results:

The results during the first campaign were the best ever for Woosh with a record number of new accounts being opened. 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.





Source: BJ Ball, Colourplan Case Study, 2015.

FIBRECORE

Case:

Fibrecore is a fibre optics business based in Glasgow who was introducing their business to the US market. They wanted to differentiate their brand and create a brochure that was different to the usual 'techie' style used by its competitors.

Design agency Everyone Design printed Fibrecore's brochure using turquoise coloured paper. The colour was used for the brand to represent energy, wisdom and clarity and complemented the simple, non-techie design and copy of the brochures.

Results:

The result was a 14% uplift in sales and enquiries and one of the American clients was so impressed with the brochure when presented with it by the Fibrecore MD, he asked him to autograph it! The colour had such a strong resonance with the brand's identity, Fibrecore have now matched their fibre cable drums to the turquoise used in their brochures.

ROYAL MAIL

Case:

Royal Mail decided to test the power of coloured paper in a special mailing to their top 2,000 clients. 1,000 clients were mailed information on standard, white stock paper and another 1,000 were mailed information on bright red paper. Both mailers were printed on the same paper weight, identical finishes and contained the same information. The only difference - the colour of the paper.

Results:

They were delighted with the response. Out of the 1,000 printed on the standard, white stock they received 200 RSVP's. On the 1,000 printed on bright red they had 580 RSVP's. The coloured paper helped the creative team deliver their message by making their message stand out and also reinforced the powerful association of bright red with the Royal Mail brand.

SKY TV

Case:

SKY TV conducted a mail campaign that targeted 210,000 households who had recently decided to move away from SKY as their broadband provider. To separate their mailer from other household mail, SKY used a claret coloured envelope to catch the attention of their audience.

Results:

SKY TV noted a significant response rate from this mailer by only changing the envelope colour.

CONCLUSION

Using coloured paper is another differentiation opportunity for marketers and creatives to stand out amongst the crowd and not one to be overlooked. It is one of the most powerful elements of design for direct mail and other marketing materials; increasing brand identity, comprehension and reader participation.



Examples: Bright Red & Claret