

DOOR DROPS THE UNSUNG HERO OF DIRECT MARKETING

See inside for ideas to add value to your door drop campaigns

CASE STUDY

Learn how an innovative format
created impact

DOOR DROP UPDATES FROM

The Leaflet Company
The Letterbox Consultancy
Royal Mail
Direct Marketing Association

GI
GA
GN
FE



“ Welcome

To Engage – the GI Direct magazine designed to provide industry news and ideas for you and your company. Door drop campaigns are a cost-effective way of mailing a high volume of households but how effective are they and how can they be improved? This issue is dedicated to showing you how to improve your door drop campaigns.

Our guide on pages 4 and 5, suggests a number of ways of adding value to your door drops with creativity. Pages 6 and 7 include updates from The Leaflet Company, the Direct Marketing Association and SMART-Drop – a service available through The Letterbox Consultancy.

And, in our case study on page 3, we describe how Sky used a pop-up door drop to create impact in its Sky Atlantic promotion.

We hope you enjoy this issue of Engage. We welcome all feedback so please send any comments to marketing@gi-solutionsgroup.com or contact me on the email address below.

Thank you for reading Engage.

Yours sincerely,



Managing Director

robin.welch@gi-solutionsgroup.com
<http://uk.linkedin.com/in/robinwelch1>
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INSIDE THIS ISSUE

.....

- 3 Case study:**
How Sky created impact with a pop-up
- 4-5 The unsung hero of direct mail**
How to add impact to your door drops
- 6-7 Door drop updates**
News from The Leaflet Company, The Letterbox Consultancy and Royal Mail
- 8 GI Direct scoop two award wins**



SKY CREATES IMPACT WITH POP UP DOOR DROP



Project Objectives

In February 2011, Sky launched Sky TV in HD along with broadband and calls for under £1 a day. The key focus of the campaign was to reiterate the value that Sky has to offer whilst launching their new stronger and broader entertainment TV line-up and Sky Atlantic.

Project Strategy

"We previously used a striking Pop-Up Book concept in a Direct Mail campaign in 2010," explained Belinda Worrell, Sky Senior Marketing Manager – Direct Sales & Marketing, "which achieved excellent stand-out and recall. We discussed with Digital & Direct, the Sky creative agency, ways to translate the eye-catching pop-up format into a door drop that could be produced quickly and cost-efficiently."

Digital & Direct developed ideas, which were sent to GI Direct to ensure the

"GI Direct were professional in supporting our quest for the right vehicle for this launch – working closely with Rebecca Harland in Sky Print Management. Digital & Direct met the brief well presenting a complex and broad idea simply and effectively."

Belinda Worrell,
Sky Senior Marketing Manager

concept could fit the requirements of the format and timescales whilst avoiding increases in the unit cost.

Belinda explains further, "We loved the Times Square creative and knew it would work. It met production requirements for printing and the schedule needed for production. The A5 format on 170gsm also met with door drop weight guidelines to achieve the best unit cost."

Postcode sector is scored into one of ten distinct Deciles – Decile 1 being the most responsive and Decile 10 the least responsive. For this campaign the most responsive Deciles (1-5) were selected for the Portfolio campaign (5.6m volume) along with a small proportion (0.5m) of the lower Deciles (6-10) to measure uplift in performance verses Core creative (standard A4 2pp creative format).

Belinda confirmed, "Each creative format and Decile grouping was treated as individual test cells to ensure that we measured each response against the relevant decile and format to understand responsiveness by the primary measurement, telephone responses."

A five minute show reel showcasing Sky Atlantic content was also produced, accessed via a QR code, which was unique to the door drop pop-up creative. The measurement for the QR was to understand the number of households that would engage with the piece and view the show reel.

Key benefits

- Faster speed to market – 1.2m door drops produced in 24 hours
- Reduced production cost – single operation
- Flexibility – last minute changes can be made
- Environmental awareness – as this door drop is printed in a single location in one operation the carbon footprint is kept low

Project Results

The door drop campaign has achieved its response target via the BAU unique telephone number; and over 3,500 unique QR Reader responses which has met campaign expectations.

"The response we are getting indicates that the appeal of the creative combined with the inclusion of the QR Reader code is giving the piece longevity – which is having a positive impact on the response curve" said Belinda.



If you would like more information regarding door drops, please contact Tara Pickles on 0116 259 4411 or email tara.pickles@gi-solutionsgroup.com

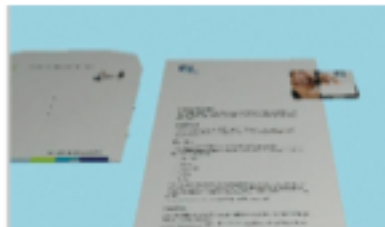
DOOR DROPS – THE UNSUNG HERO

Door drops are commonly regarded as a cost-effective way of sending out a marketing message and allow efficient targeting to new customers as well as existing ones. But could they be used more effectively? We have some tips for adding value to your door drop campaigns to increase impact and improve its response rate.

Add a tipped-on card

The addition of a tipped-on card gives the customer something to keep – allowing your offer to be retained until it is most relevant. The card could be personalised with a local offer or contact point or person to increase its relevance and drive redemption.

www.creativeformats.com/127



Make it a pull-out

Entice the customer with an instruction to 'Pull Here'. This creative device lets you put your full promotional information inside an outer wallet for a dramatic reveal. This can include a coupon to increase response rates.

www.creativeformats.com/39

Add a Note

A re-peelable note on the front of your door drop catches attention. You can add your phone number or website address and let customers keep it until they need to contact you.

www.creativeformats.com/154



Use the quick links to view these formats online at www.creativeformats.com

Simply enter your requirements or use the quick tabs to search hundreds of format ideas.

You can also use the site to contact a member of sales or request a dummy or CAD for your required format. Use the reference under each format to quickly search these individual products.

Make it a Shape

One challenge for all users of mail is how to make the pack stand out on the doormat. One way is through die-cutting the pack into a shape. This will attract attention and improve the number of people engaging with the offer.

www.creativeformats.com/9



Add scent

Adding an area of scratch and sniff to a door drop can increase the level of engagement from the customer and increase the emotional response to your offer.

Make it a wallet

A simple wallet format lets you include separate smaller pages inside an outer wallet. The pages inside could be made to look like photos of the product; or tickets for a retail outlet or coupons for a special offer. Including your offer in a wallet increases the level of expectation and thus involvement with the promotion.

www.creativeformats.com/87

Add a pop-up

A pop-up can enhance the creative concept to increase the engagement and response to the piece. See the case study on page 3 and read how Sky used a pop-up door drop to drive engagement with their Sky Atlantic promotion.

www.creativeformats.com/137



Print with DM

Often marketing campaigns use both personalised and non-personalised mailings to reach different people. With the help of GI Direct, you can design a format that is effective as a personalised direct mail piece and as a non-personalised door drop, saving time and money on creative and production costs. By printing at the same time, the unit cost is reduced further still.



HERO OF DIRECT MARKETING

■ Add personalisation

As door drop circulation can now be targeted to specific geographical areas, a reference to the local store or location can add a level of personalisation to increase interactivity and response. This can be done to drive footfall into local store or make the recipient aware of a local offer. The personalisation can include:

- Store Information
- Store Contact details
- Map to Store
- Promotional offer to incentivise action

Recently a pub chain used the ability to add localised personalisation to their door drops to promote offers in specific pubs. This improved response rates and increased footfall.

■ Add URL or QR code

A good way to send people online is by adding web content that can be accessed by either a URL or a QR code. In our case study – 'How Sky drove sales through door drops' page 3 – Sky used a QR code to allow Smartphone users to view a reel of programme content. This content was also available on the web. This information allowed people to respond to the door drop via the website to generate a full multi-media campaign.



Make it an Inline Mailpack

A mail pack can be the right format for your campaign but the cost or the timescales to produce are a problem. An inline mailpack is a letter inside an

envelope but produced in a single operation. This is quick and cost-effective and doesn't require additional envelopes or the time needed for enclosing. An additional separate insert can be included as can a business reply envelope.

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Make it a Maltese Cross

A Maltese Cross format is an exciting way of presenting your campaign and ensures a controlled method of revealing your message. Each separate leaf is seen in a specific order to allow a great way of communicating with your customers.

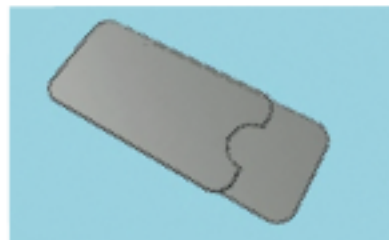
www.creativeformats.com/22



Make it a Slider

To ensure your message is interactive, a slider is a great tool. You can include finger tabs to show where to pull the inner section and show a your advertising message inside. If you include apertures in the outer wallet, you can reveal different aspects of your message as you extract the inner – creating interest and response.

www.creativeformats.com/108



Add a Label

A re-peeable label can be included within a door drop to give your customers something to keep. This information could relate to a way of communication with you or your promotion and allows them to retain information until it is needed.

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■ Environmental Notes

Sustainable® Mail has been extended to Door to Door to help you reduce waste, improve sustainability and increase recyclability for all your unaddressed mail. The specification will help you minimise the environmental impact of your Door to Door distribution and help demonstrate your commitment to good environmental production techniques. It also helps you get closer to achieving the Carbon Neutral Door to Door scheme.

www.royalmail.com

For more information on any of the topics covered here, please contact Tara Pickles on 0116 232 1711 or email marketing@gi-solutionsgroup.com

***50% DOOR
OF DROP
CAMPAIGNS COST
LESS
THAN 20p
PER UNIT**

* Source: Quadrangle/Royal Mail Mail Media Centre – Campaign effectiveness – door drops – April 2010. This report is available on the Mail Media Centre website www.nmc.co.uk

FOUR KEY ELEMENTS TO SUCCESS

The recently released DMA 2010 Door Drop volumes show an increase on 2009. It's great news for the industry with the retail, telecommunications and media sectors all thriving. So why is Door Drop performing so well in these tough economic times?

Door Drop has always punched above its weight when economic times are tough. It gives the user the opportunity to get their message directly into potential customer's hands and achieve a high level of penetration within a given geographical catchment. Creatively, it's an opportunity to convey brand, range and value with a strong call to action. Also, as an industry, Door Drop has embraced the growth of digital media and has been proven to work harmoniously with digital response channels, including Search, Aggregators, Social Media and Smart Phone technology.

There are four key elements to a successful and responsive Door Drop campaign; targeting, distribution method, frequency and creative execution.

1. Targeting

The best starting point for any Door Drop plan is customer data. A profile of the data will reveal the demographic types of a typical customer and their geographical density. This allows for the targeting of the most likely potential customers. The profile could take into account regional variations, spend and the product or service purchased. In the absence of customer data, there are a myriad of lifestyle variables that can be used to convert a target audience into a geo-demographic target audience.

Where it's appropriate this targeting can be applied at delivery round level. This means analysing a postcode sector by the demographic make up of each delivery round (Round Level Targeting) or selecting individual rounds with a high proportion of the target audience (Round Level Delivery).

2. Distribution Method

The method of distribution needs careful consideration and many campaigns employ two or three of the methods available; Shared with free newspapers, Royal Mail and distribution teams. Historically, retailers have employed the newspaper network and Direct Response clients Royal Mail, using teams to in-fill in some cases. However, the lines are becoming blurred as more retail clients are increasingly utilising Royal Mail to maximise household penetration in areas where there is no free newspaper.

3. Evaluation

The optimum frequency for a Door Drop campaign varies significantly by market sector. In each case, the optimum frequency should be established through testing. Analysis indicates optimising frequency results in a steady growth in response and ROI.

More macro evaluative techniques employed extend to Econometrics. Door Drop consistently demonstrates it contributes both Directly and In-Directly to an advertiser's bottom line, be that through a Retail Outlet, Traditional DR channels and the ever increasing number of Digital channels.

4. Creative

A Door Drop item has a relatively short period to engage the reader. It's essential to be clear on who you are, what you are offering and how the recipient can take up the offer. The most successful Door Drop creative is very simple, if too much engagement is required, it may get passed over.

As the market growth indicates, more and more companies are combining these key elements to drive response and footfall.

For more information contact
Justin Oldham at
The Leaflet Company:
Tel: **0161 8288490**
email: JOldham@LeafletCompany.co.uk



theleafletcompany

NEW GUIDE FROM THE DMA



Over 80 per cent of the top UK advertisers use door drops, and it's no surprise as the doormat is the one place where brands have the audience's undivided attention.

In April 2011, the DMA Door Drop Council published its latest **Users' Guide to Door Drop Marketing**. As well as advice for door drop practitioners, it includes all the latest developments in geo-dynamic targeting and profiling which have helped increase the impact of this underestimated medium.

Mark Davies, DMA Door Drop Council member and MD, TNT Post (Doordrop Media) Ltd says: "Recent door drop campaigns have achieved some of the best ROI results ever, proving that consumers continue to engage with this increasingly sophisticated medium."

To read the Users Guide to Door Drop Marketing in full visit the website, www.dma.org.uk or email suzanne.kay@dma.org for more information

SMART-DROP

Possibly now the only true mass marketing medium, applied nationally, regionally or locally, door drops also offer clients an array of targeting opportunities, using a myriad of data sets.

Revolutionary systems such as SMART-Drop, provide the client with the opportunity of creating bespoke distribution rounds for distribution on a solus basis, or the opportunity to select free newspaper distribution rounds which have a high density of an agreed target market.

Using postcode units (EN8 9HU) - on average about 18 households - as the geographical planning unit, rounds consist of just 150-200 households on average, minimising wastage, maximising target market coverage and helping to improve ROI - as well improving the client's door drop carbon footprint.

For more information, please call
Graham Dodd on 01992 637333
or go to www.smart-drop.co.uk

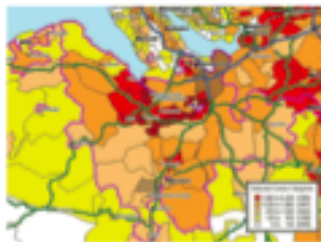


DATA DRIVEN DOOR DROPS

By Andy Wood,
Managing Director, GI Insight

Door drops are generally seen as blanket marketing that is delivered to every address in a particular area without exception. This can lead marketers to presume that data analysis is not really a useful part of the process. This can be a big mistake: data driven insight can be as important for door drop campaigns as it is for highly personalised customer-specific initiatives.

Right from the initial phase of deciding which area to target, data is essential. Residents of target areas should have demographic profiles that closely match the profiles of existing high value and high loyalty customers otherwise, intelligently designed, appealing door drops risk having no effect or attracting expensive-to-retain and low value customers. But many companies fall down at the first hurdle and are unable to draw



out from their data the profiles of valuable customers.

An accurate profile of existing high value customers is a necessary prerequisite to being able to find similar individuals by marketing to the right area, using the right type of message and offer. All this can be determined from existing customer profiles, which can be built by bringing together data from all available sources – transactions, loyalty scheme information, online forms and other records – to create a single customer view.

To find out more about how you can boost the success of your marketing campaigns by using your existing data, call Ali Parsons on 07894 406139 to enquire about our FREE workshop.

SAVE MONEY WITH ADVERTISING MAIL

Advertising Mail™, which was launched by Royal Mail on 9 May, means that advertisers can get their messages into the hands of their customers for as little as **16.3p** an item.

As a further incentive, companies that have not yet tried direct mail – as well as those who haven't used it for two years or more – may be able to benefit from additional savings of up to 25% on their first three mailings.

For more information please email paul.d.harrison@royalmail.com
Visit www.royalmail.com/advertisingmail to find out more.

The product is also available with a range of Royal Mail's other products and services, including Sustainable Mail™ – which could see prices drop to as low as 15.7p an item.

Advertising Mail™ customers will need to meet a data cleanliness requirement, in line with direct marketing best practice. This has the added benefit of helping to cut down on wastage, improve targeting and response rates.

SEMINARS

Do you know someone new to a team or new to a discipline who can benefit from in-house training from a trusted supplier?

GI Solutions Group have 3 seminars:

Direct Mail and Door Drop
29th September 2011

Digital Print
25th August 2011

Data Marketing Loyalty
27th September 2011

To register, go to
gi-solutionsgroup.com/seminars

or hover your iPhone over this QR barcode to access the website. Download a free code reader app at: QRcode2010.com



FREE SAMPLES

Did you receive your colourful mailing packed with great ideas for improving the impact of your direct mail? If not please email marketing@gi-solutionsgroup.com to receive your free pack of samples and be added to the GI Direct mailing list.





The Strategic Mailing Partnership™ Awards

GI DIRECT

Direct Mail Champion
Award Winner

The Strategic Mailing Partnership™
Grand Award Winner

GI Direct are honoured to have won in two categories at The Strategic Mailing Partnership™ (SMP) Better Mail Awards held at The Kia Oval on Thursday 19th May 2011.

Robin Welch, GI Direct Managing Director, said

"We are thrilled to have seen our hard work promoting direct mail recognised. Good direct mail is an essential part of marketing and we are dedicated to promoting it. The Strategic Mailing Partnership™ is a great forum for us to work with Royal Mail to share information, consult on future developments and work hard to secure the future of our industry."