



What's New in Direct Mail?

Some Initiatives...



Introducing IPC Direct Marketing Intelligence 2008

IPC Direct Marketing Intelligence is a project developed by IPC aimed at assessing and understanding the value of direct marketing activities and direct mail as part of overall marketing and communication strategies. Through a structured programme of primary research, detailed information relating to advertising expenditures and media choices, is collected from advertisers of all sizes across a wide-range of sectors. Factors and perceptions influencing the use of direct marketing and direct mail are explored in detail. In addition, IPC DMI includes research targeted at recipients of business-to-business direct mail exploring the value of and the barriers to effective direct mail campaigns in this specific sector.

The rigorous research methodology and design enables accurate estimations of direct marketing activities and direct mail expenditures amongst different types of businesses and sectors. This project provides IPC members with comparative information regarding trends in direct marketing and direct mail – a strong platform for influencing and driving the growth or development of an important income stream in the postal industry.

The research answers the following questions:

- What are the key developments and trends in direct marketing?
- How is direct mail perceived and used by advertisers?
- What are the concerns regarding the impact of direct mail on the environment?
- What are the optimum combinations with direct mail in cross-media campaigns?
- In what ways can direct mail become a more highly valued media?

The research combines a large sample size (over 2000 interviews in all countries with the exception of Belgium), and a detailed sampling frame. By extrapolation, the analysis included media expenditure and media usage figures representative of advertisers with a turnover of at least €0.25m per year in each country in 2007.

Table 1 illustrates media usage among advertisers. The analysis illustrates the percentage of small companies (turnover €0.25m - €1m per year), medium companies (turnover €1m - €25m per year) and large companies (turnover of more than €25m per year) using of addressed direct mail and unaddressed door drops as part of their marketing & communication strategies.

Table 1:

		Addressed DM	Unaddressed DM
Belgium	0.25 to 1m euro	31%	21%
	1m to 25m euros	34%	11%
	25m+ euros	54%	16%
France	0.25 to 1m euro	24%	21%
	1m to 25m euros	33%	19%
	25m+ euros	51%	28%
Netherlands	0.25 to 1m euro	35%	18%
	1m to 25m euros	32%	15%
	25m+ euros	46%	18%
Sweden	0.25 to 1m euro	14%	12%
	1m to 25m euros	23%	14%
	25m+ euros	39%	13%
UK	0.25 to 1m euro	22%	7%
	1m to 25m euros	38%	5%
	25m+ euros	52%	9%
USA	0.25 to 1m euro	22%	6%
	1m to 25m euros	36%	3%
	25m+ euros	56%	3%

These results clearly indicate the higher endorsement by advertisers of unaddressed door drops in Belgium, France, the Netherlands and to a lesser extent, Sweden compared to the UK and to the US. This reflects the higher level of sophistication of the unaddressed door drop options available in those markets. For example, consolidated and wrapped unaddressed mail available in The Netherlands provides an added-value media for reaching customers; this used predominantly by companies with a B2C focus. Further analysis indicates that in the Netherlands, usage of addressed direct mail is mainly driven by businesses with a B2B focus.

By understanding both media expenditure and media usage patterns of advertisers, postal operators obtain a more complete picture of the position addressed direct mail takes in advertisers' marketing & communication strategies. In turn, postal operators are able to target their communications and products to the customers in such a way as to drive more effective use of direct mail media.

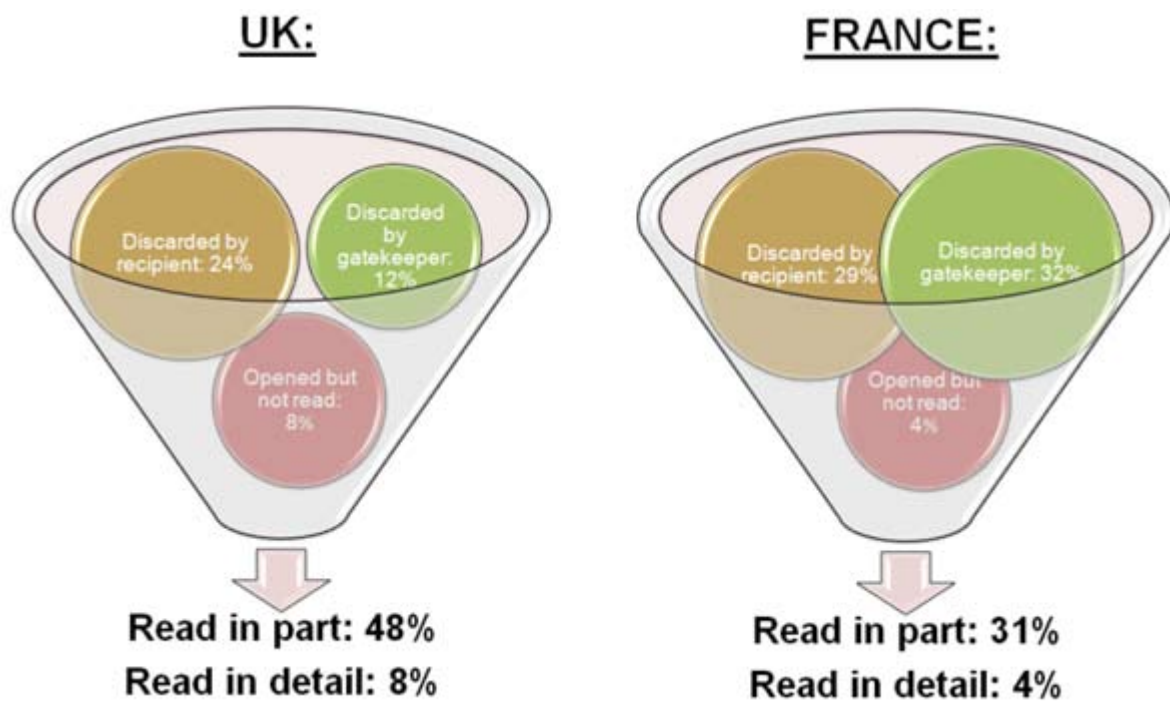
Specific analysis of usage data relating to various direct marketing media will be possible through the online tool being made available to IPC members.

In its research among recipients of B2B direct mail (companies up to 200m employees), IPC developed an analysis which focuses on understanding how direct mail is handled within an organization. Potential barriers to the direct mail piece reaching its intended recipient can be identified. Figure 2 compares this analysis in the UK and France.

The funnels in figure 2 clearly show that the gatekeeper has a greater influence in France on the amount of direct mail reaching its intended recipient, compared to the UK. This has direct implications on the read rate. In France, only 35 percent of direct mail is read by its intended recipient. Better quality addressing, including specific names would have the greatest influence on increasing the read rate in France. In the UK, the gatekeeper screens out significantly less B2B direct mail. A range of factors could influence this; from attitudes to direct mail in the B2B sector to potentially higher quality addresses lists in the UK.

The important finding is that to increase R.O.I. of B2B direct mail, advertisers should focus on the relevance and creative hooks in the advertising piece potentially resulting in more action from recipients. The read rate of B2B direct mail measured by IPC is 56 percent of direct mail received but less than ten percent of B2B Direct Mail is read in detail IPC will make the findings and analysis from this important research available to all its members, through specific reports and publications.

Figure 2: The Funnel of B2B Direct Mail



A New Approach to Selection: What Do People Want to Get?

SELECT POST

In 2008, De Post / La Poste in Belgium introduced a new service in address management called SelectPost. It's a new way of targeting specific addresses for direct mail campaigns. By using SelectPost, the advertiser no longer chooses the customer...the customer chooses the advertiser.

Instead of complicated, intensive and detailed searching in address databases based on predefined parameters, the advertiser can now target the clients that are interested in their brand, product / service or sector. This increases the effectiveness of the campaign because customers now only receive the advertising they want to receive.

The *SelectPost* service is based on a large omnibus questionnaire sent to the members of De Post/ La Poste's address database. In this survey, customers are asked to fill in their consumption habits and opinions about shopping, money etc. Another section of the survey focuses on what they are looking for in commercial offers. They are asked to identify sectors which are relevant to their lifestyle and for which they would like to receive promotional offers (i.e. banking, retail, travel). By becoming more and more specific by requesting specific products / services, the interests of the customers become more targeted to specific brands and advertisers.

In the beginning of the survey, questions regarding the receipt of mail in general are gauged. In another section, respondents are asked specifically how they react to advertising mail; if they are interested in receiving promotions; if they read the addressed direct mail they receive and if they read unaddressed direct mail.

A. Quels sont les types de courrier qui vous intéressent?

Veuillez indiquer dans la liste de produits/services ci-dessous, les catégories pour lesquelles vous désirez recevoir des informations/promotions spéciales. **Veuillez répondre pour toute votre famille.**

1 Livres				Oui	Non	Pas de préférence		Oui	Non	Pas de préférence	
Actualité	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Romans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3 Vêtements/Accessoires	Oui	Non	Pas de préférence
Art	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Science-fiction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Femmes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bandes dessinées	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Suspense	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Grandes tailles femmes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
				Voyages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hommes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

F. Uw boodschappen en thuisbezorging

Aan de hand van het volgende hoofdstuk leren we één en ander over uw aankoopgewoontes en voornaamste huishoudelijke uitgaven, zodat we u kunnen helpen om de nodige briefwisseling te ontvangen in uw brievenbus.

1 In welke winkels verricht u uw aankopen?				2 Welke producten koopt u wel eens bij Aldi en/of Lidl?		Kledij - Schoenen	
	Keerlijks	Al en toe	Regelmatig	Wet vaakst	Regelmatig heb ik het gebeurd	Eén keer ik heb het gebeurd	<input type="checkbox"/> Avance
Colruyt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Lichaamsverzorgingsproducten	<input type="checkbox"/>	<input type="checkbox"/> Pecotex
Delhaize	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Wasmiddelen	<input type="checkbox"/>	<input type="checkbox"/> Prémaman
Aldi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Wasverzachters	<input type="checkbox"/>	<input type="checkbox"/> Promod
							<input type="checkbox"/> Scapa
							<input type="checkbox"/> Shoe Discount

A New Approach to Selection: What Do People Want to Get? (continued)

The next section of the questionnaire is devoted to asking customers targeted questions regarding which promotions they would like to receive in their mailbox. By choosing yes or no, respondents can specify one of the current available promotions they would like to receive. In this section only products and services are proposed, no brands. Later in the survey, customers can choose specific brands or services they are interested in.

The survey is a treasure trove of information for the postal operator and the advertisers. SelectPost offers advertisers a vetted listed of potential customers through a simple questionnaire. Thanks to this initiative the database of De Post / La Poste is more relevant and enriched. Not so much in the quantity of address information, but in the quality of address information: not more customers are known, but the customer is known more.

SelectPost gives the advertiser several opportunities to identify the buying habits, product interests, reaction to direct mail and relevant promotions to a qualified list of customers.

It is a tool that enables customers to decide which post they want to receive and where advertisers can select the right target group for their direct marketing campaign, making direct mail...more direct!

Send Me Now and Addressdialog: New Cross-Media Response Campaigns



Send Me Now: Enhancing the Impact of the Ad

Send Me Now from TNT Post in the Netherlands makes advertising more interactive by combining SMS or internet technology with traditional media, combined with an extra stimulating response mechanism in a TV, print or internet campaign.

The advertising piece carries a "Try Now" or "Info Now" message and directs consumers to request a sample, coupon, gadget or brochure by using SMS messaging or email. TNT Post then delivers the sample or the information to the consumer as soon as possible.

- The Send Me Now logo is gaining recognition as a quick response mechanism for consumers to obtain product and service information quickly and efficiently. Advantages of this program which combines electronic technology and traditional mail delivery are that the customer actually requests the information from the advertiser and is not inundated with unsolicited advertising. The consumer is: Triggered to take action by the advertising
- Open to the product or service, eliminating paper waste
- Motivated to try a sample, read the brochure, use the coupon etc.
- Experiencing the product / service and brand, with the advertising in mind
- Providing feedback by sharing his experiences with the product / service's try-out

3 Ja, ik wil steunen
Broederlijk Delen
 Wil u écht iets doen tegen armoede en onrecht? Via Broederlijk Delen steunt u de eigen plannen en projecten van mensen in het Zuiden. Alleen die plannen zijn aangepast aan de lokale situatie en daarom écht gedragen. Alleen die plannen geven garantie op blijvende verandering. En daar is het u toch om te doen? Zet een knopje en wij sturen u het 'hoe-steunen-pakket'.

7 Ja, ik wil meer informatie over Telenet digital TV
Ook jij bent klaar voor digitale televisie!
 Geniet van Telenet digital TV:
 - meer kanalen
 - digitale beeld- en geluidskwaliteit
 - kijken naar wat je wilt, wanneer je wilt
 Om ervan te profiteren heb je enkel een digibox* nodig (vanaf €199) je betaalt geen extra abonnementskosten en de installatie is GRATIS. Je betaalt een éénsmalige activatiekost van € 25.

4 Ja, ik wens eventueel te veranderen
naar het Vlaams & Neutraal Ziektenfonds
 Ons pakket is verrassend voordelig, de bijdrage verblijft laag en onze positie bewaart ongeboonden. Bovendien leveren wij voor een Vlaamse ziekteverzekering en genieten wij een ijersterke klantgerichte en sociale reputatie. In ons pakket o.m. hoge terugbetalingen voor alternatieve geneeskunde, brillen en lenzen, kampervergoedingen, lasertherapie, lidgeld sport- of fitnessclub, tandprothesen, vacinaties, voetverzorging...
 Zetel: Hoopstraten 1 - 2800 Mechelen.
 Kantoren over heel Vlaanderen - raadpleeg www.vzfv.be.

8 Ja, ik wens informatie
Reader's Digest
 Geen betere manier om de lue zomermaanden door te komen dan met de aangrijpende artikels, unieke reportages, waargebeurde verhalen en boeiende interviews die Reader's Digest - Het Beste voor België u elke maand biedt. Gezondheid, wetenschap, actualiteit, geschiedenis, sport, cultuur of natuur: met dit tijdschrift bent u steeds van alles op de hoogte! Besnoeid naar wat ons magazine te bieden heeft? Knus dan bovenstaand vakje aan!

Send Me Now and Addressdialog: New Cross-Media Response Campaigns (continued)



An interesting case that proves the effectiveness of Send Me Now, is the Nescafé campaign. In its magazine advertising Nescafé tagged their advertisement with the "Try Now" icon, inciting people to order a sample of their product by internet or SMS. The result was that 74,000 people ordered a coffee sample. Research shows that 26 percent of them effectively bought a Nescafé product afterwards while shopping in the store. The explanation for this high response is that people had to personally react to the advertising, which increased the advertising's recall. The product recall and motivation to purchase were significantly higher among those who reacted to the advertising via SMS or via the internet.

(For additional case studies please contact: sendmenow@tntpost.nl)



Addressdialog: A Personalized Welcome for the Direct Mail Receiver

In 2007, Deutsche Post in Germany launched a new cross-media response mechanism called *Addressdialog*. The service offers all the benefits of the internet in paper-based advertising. Consumers receive a direct advertising piece through the mail, inviting them to visit a website. Once they arrive at the website, their personalized response form including their address already appears in the response form. Customers simply click the mouse to reply to the offer. This approach leads to a significantly higher response rate.

This is how it works from the advertisers' perspective. The advertiser delivers a direct mail piece to Deutsche Post. Using the "Infopost Manager" software, the advertiser can generate the coded addresses needed for a particular mailing. A 10-digit forgery-proof code is placed on a visible location in the direct mail piece and is matched with just one single address in the selected address file. This functions as the key to the individual dialogue with the consumer, enabling every contact to be identified thanks to the unique code that is linked to its personal coordinates.

A recipient who is motivated to respond to the offer is directed to a response site on the internet provided by the advertiser. Thanks to the individual response code and the online response mechanism the response can be followed by the advertiser "in real time" to measure the campaign's success. It also allows the advertiser to conduct informative analyses of the campaign based on the reactions on the direct mailing.

This service has won the *World Mail Award* in the eCom-merce category (London 2007). According to the jury, Addressdialog is a "groundbreaking new service in the field of dialogue marketing with a globally unique concept". In 2008, Deutsche Post was awarded for this service with the *Seal of Quality for Data Processing from the Deutsche Dialogmarketing Verbandes 2008* (German Dialog Marketing Association).

MATTER: Connecting Advertisers and Consumers by Thinking "Inside" the Box

In December 2008, Royal Mail in the UK launched a new direct mail initiative called Matter, which is an innovative way of communication between the advertiser and the recipient. The potential client requests product samples on a regular basis. In other words, companies now communicate with customers by providing requested and relevant items, rather than sending information and offers that consumers did not request or are not interested in receiving.

Matter is free to clients and is a box filled with product samples from multiple advertisers. Once a customer has received the sample box, they can experience these products at home and hopefully be motivated to purchase the products in the future.

To receive the sample Matter box, customers have to subscribe on the website <http://www.matterbox.co.uk/map.php> and open an account. They are then prompted to complete a short questionnaire regarding their likes and dislikes: their life / work interests and social lifestyle. The answers to these questions are the basis for the sample offer they will receive in their individualized Matter box.



The box contains samples and coupons from several retailers for products and services. For example; telecom operator O2 in their newest promotion called "Top Up Surprises", offers a new prepaid SIM card which can be placed in the receiver's mobile phone. The receiver is prompted to call 4444 or go to a website to obtain a personal code and another website address (o2.co.uk/surprises). Once the code is entered into this website, the customer is prompted to take part in a computer game that could ultimately lead to a prize of a trip to Lapland.

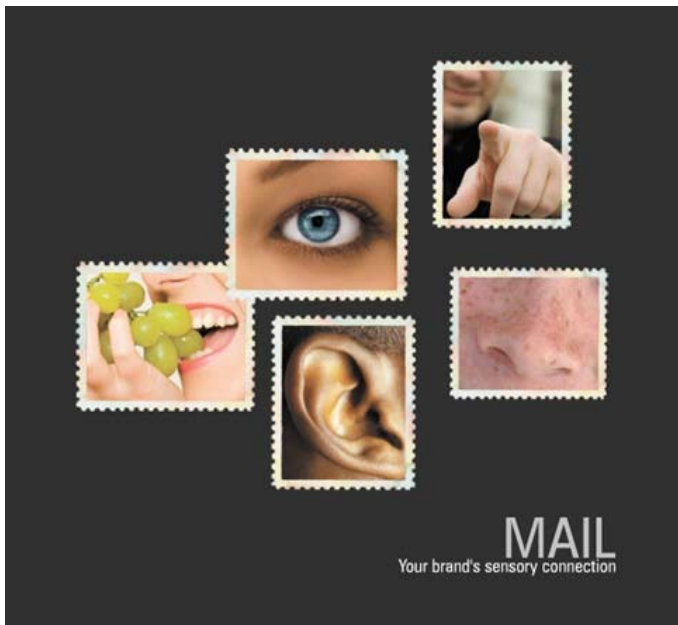
Another offer that was received in one of the first Matter box offerings were two products from the Original Source brand. These products are included organic Orange Oil and Mint and Tea Tree shower gel.

Currently, Matter boxes are only available in the UK. The first launch occurred December 6th 2008. The next box is scheduled to be mailed in March 2009.

Matter is the result of a long collaboration between Royal Mail and Tim Milne's, Artomatic, who, between 2001 and 2003, staged a series of exhibitions called OpenUp, which highlighted the creative virtues of direct mail. After the final show, came an idea to create a tangible channel for the very best advertisers. Hence, Matter was born.



Being Creative: An Appeal to the Senses



Cutting through the clutter of direct mail advertising offers can be challenging to any advertiser. How do advertisers ensure that their mail piece gets an initial look and eventually gets read, elicits a response and eventually turns into a sale? It takes an attractive offer and a lot of creativity.

Australia Post recognized the challenge and developed a wide range of innovative solutions for making direct mail much more creative. The key to this creativity is appealing to the customers' senses. In fact Australia Post has donned the effort, "the sensory mail program". Working together with suppliers the campaign incorporates sight, smell, sound, touch and taste into direct mail pieces, creating a unique sensory experience which is difficult to ignore.

A wide range of creative production techniques are available to assist with enhancing the brand's emotional appeal to make a deeper and longer-lasting connection with the customer or prospect. They are listed on Australia Post's website, including the products they can create and print.

An interesting example of the sensory mail program is the Slide Operated Magic Window. When the tab is pulled, the picture in the window becomes a different picture. Once the tab is pushed again, the original picture re-appears.

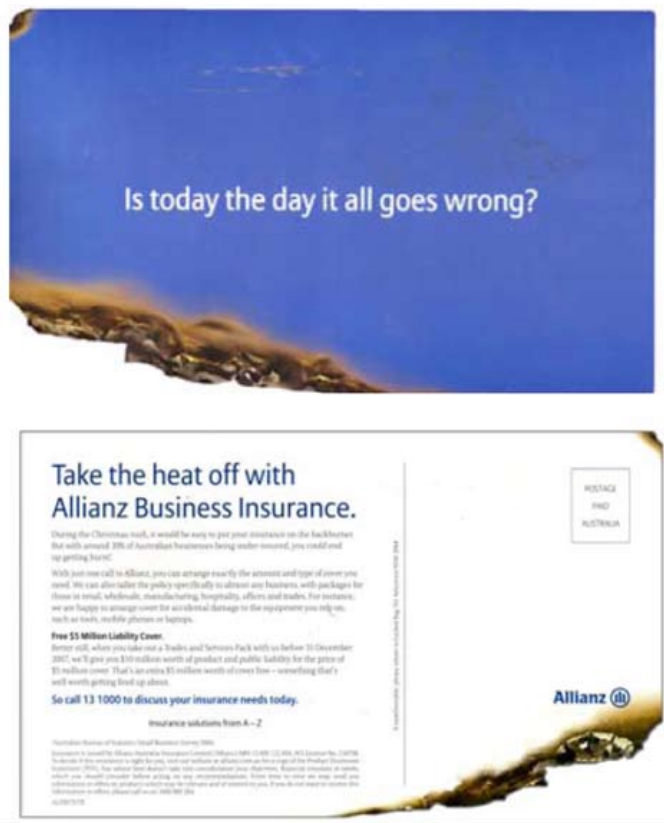
Taste can be added to a mail piece, using a Peel 'n' Taste flavour strip attached to the mail piece. This technology uses a wafer-thin-edible strip, sealed in a plastic pocket. It's a cheap alternative to sending out product samples.

Another kind of sensory mail adds an attractive smell to the direct mailings. This might seem funny, but it is used and – as the Allianz case demonstrates it seems to be effective!

The smell of a particular product or a smell related to the product or service is incorporated in the mail piece. By adding smell to the mail's message, it evokes an appropriate state-of-mind of a location or a situation. The concept is based on the adage that smell is considered the most powerful of the human senses - influencing moods, prompting memories and importantly, triggering a consumer's behaviour.

Smell can be added to a mailing in two ways. The first works with scented ink using micro-encapsulated scent infused ink during the print production process. The ink is printed directly onto the paper using a normal printing process. The aroma is then released by rubbing a finger across the surface. Using this method, scent can be applied to all types of paper and mailed using any of Australia Post's delivery services. This simple method keeps production time short and costs down. Scent can also be added simply by including a scented sample, such as a perfume or air freshener.

Being Creative: An Appeal to the Senses (continued)



Here's a real twist in the concept of "smell mail"...the biggest insurance company in Australia, Allianz Australis, was looking for a way to reach new potential customers. The theme of the campaign was that approximately thirty percent of all businesses are under-insured when it comes to fire, so they decided to give their potential new customers a real fire experience. By using an unexpected and highly unusual approach Allianz Australia sent a postcard with a burnt edge to visually demonstrate fire damage, then they added a burnt smell in order to engage this powerful sense and achieve a greater cut-through. To test the effectiveness of the element of scent, only half of the mail pieces were scented. All pieces were die-cut and mailed using the Impact Mail service. Four variable text versions were developed to suit the audiences: generic, trade, retail and office.

Of the 84 mail recipients, 31 (37%) were converted into sales. Results were recorded for all segments with the trade area providing the best results. The scented mail pieces had a two percent higher return than the unscented pieces.

Other examples of creative styles for direct mail pieces can be found at: http://www.mailmarketing.com.au/files/APM030_SensoryPrdtn_Guide.pdf

Case Study – Impact Mail
Allianz Australia Insurance – Business Insurance

ADVERTISER:
Allianz Australia Insurance

AGENCY:
Clemenger Proximity Sydney

INDUSTRY:
Insurance

CAMPAIGN PURPOSE:
Acquisition & cross-sell

MEDIA USED:
Direct Mail - scented Impact Mail

"Sending a burnt postcard to businesses was a great way to demonstrate that any element of their business could be affected and if they weren't insured for this loss, it could be catastrophic. Further to the dramatic look of burnt mail, we enhanced the concept with a burnt smell"
Jon Darren, Copywriter, Clemenger Proximity Sydney

Background
Allianz Australia Insurance is one of the country's largest general insurers. It offers a wide range of insurance and risk management products and services. This case study looks at a direct mail campaign created to promote business insurance.

Objectives
Allianz Australia Insurance wanted to acquire new customers and cross-sell insurance to it's existing business customers.

Strategy
Research had shown Allianz Australia Insurance that 30% of businesses are underinsured (source: ABS). Allianz Australia Insurance wanted to highlight this fact to prompt reconsideration of business insurance and increase uptake of their insurance product.
The target audience consisted of SMEs from trade, retail and office industries. To reach these audiences, prospect data was sourced from an external data company as well as existing Allianz workers compensation and motor data. It was imperative the four data segments would be targeted specifically to ensure meaningful communication.

Creative solution
Allianz Australia Insurance wanted to plant the seed and encourage the recipient to ask themselves "do they know about their insurance?" A postcard with a burnt edge was used to visually demonstrate this powerful sense and achieve an even greater test the element of scent, only half of the mail pieces were die-cut and mailed using the Impact Mail service. Four variable text versions were developed to suit the audiences: generic, trade, retail and office.

Results
84 leads were generated with 37% (31) converted into sales. Results were recorded for all segments with the trade area providing the best results. The scented mail pieces had a two percent higher return than the unscented.
The use of such extensive testing has been a key success factor for Allianz Australia Insurance and their agency to provide a template for future SME strategy development.

This piece was scented and delivered using Australia Post's Impact Mail service. For information on how you can use scent in your mailing please visit www.austpost.com.au/impactmail please visit www.austpost.com.au/impactmail. This customer story is based on information provided by Allianz Australia Insurance and Illustrates how one organisation has used Australia Post to achieve its marketing objectives. Australia Post do not guarantee comparable results elsewhere.

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Unaddressed Direct Mail



Every year the Belgian distributor of door-to-door drops, BD, conducts a study regarding door-to-door unaddressed mail drops. The study hopes to gain a better insight into consumer perceptions of unaddressed direct mail. Currently, this is the only study of its kind in Belgium.

The study was conducted with 480 respondents that were selected based on the fact that they had not indicated on their mailbox that they were

adverse to receiving unaddressed mail. In other words, they had not placed "No Publicity" stickers on their mailboxes. Sixty percent of the respondents spoke Dutch and forty percent spoke French.

Average reading time spent on unaddressed direct mail is approximately thirty minutes a week. After having read an advertising folder, almost 75 percent of the receivers pass it through to someone else in the household. During special periods, like the holidays or sales periods, folders are more often read with more attention.

Special offers and promotions are the main reason why a folder is browsed. But people also read the advertising to keep abreast of general product offers. Door-to-door magazines and newspapers are mainly read for information purposes, including: local news, and general services available in the neighborhood.

Adding coupons and / or samples to a folder, makes it more effective. The majority of respondents effectively use coupons from folders for their purchases in shops. Coupons are used to realize a reduction on trusted familiar products, but also as a way of being introduced to new products and services. Consumers are also positive to receiving product samples. About one third of all respondents bought a product after trying a sample, and almost 33 percent of respondents would like to receive more samples.

Door-to-door unaddressed advertising folders do have an effect on the customer's purchase behavior, mainly among female respondents and people younger than 55 years old. Among all media, door-to-door drops have the highest impact on purchase. Almost 75 percent of the Belgian door-to-door drop receivers are influenced by the advertising to make their purchases. It helps to create a shopping list, generates traffic to the sales point and stimulates purchases.

Door-to-door drops are the favorite medium for most product groups, except for dining out and the purchase / rent of a home. For these product categories, door-to-door newspapers and magazines are the most preferred media. The most fitting product groups to door-to-door drops are supermarket offers.

In conclusion the study found that unaddressed door-to-door drops are perceived as useful, and the more useful they are, the less they will be seen as disturbing or intrusive.

The comparison between unaddressed door-to-door drops and e-mail is remarkable. E-mail is much less desirable to respondents, and it is (together with radio & TV) the least believable and most disturbing advertising medium. The majority of respondents do not wish to receive email advertising.



The study also indicated that although nine out of ten respondents know that "No Publicity" or "Do Not Mail" stickers are available for their postboxes, only eight percent of them have considered placing one on their letterbox.

For more information on this IPC or Direct Mail Market Intelligence, contact valoree.vargo@ipc.be



IPC's Senior Executive Forum on Direct Mail 12 -13 February 2009



On the 12th and 13th of February IPC organizes its next Senior Executive Forum. The topic is Direct Mail.

In this Forum, the objective is to provide an environment where senior postal executives can gain strategic insights from a peer group of DM experts. Each topic will be introduced by a presentation from one or two of the attendees. This will be followed by a moderated roundtable discussion which will enable attendees to share their experiences with direct mail.

This Forum will focus on the opportunities presented to members through coordinated multimedia campaigns, increased personalization, and smaller, higher quality, better targeted mailings. In addition, the results from the IPC 2008 Direct Mail Intelligence Study will be presented and discussed. Findings are based on quantitative and qualitative research on B2C and B2B direct mail using a common methodology in seven countries: BE, DE, FR, NL, SE, UK and US.



ABOUT THIS PUBLICATION

IPC Strategic Perspectives is an indepth look at issues relevant to the postal industry.

IPC Strategic Perspectives is sent out exclusively to IPC member posts. If you would like to contribute an article or photograph to this publication please contact us via email at publications@ipc.be or send your submissions to:

IPC
Head of Communication
Avenue du Bourget, 44
1130, Brussels
Belgium

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