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"Impact Stories" brings together representatives of political parties in a boxing ring to discuss the role of physical communication

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CTT â€“ Correios de Portugal and APPM â€“ Associação Portuguesa dos Profissionais de Marketing promoted another round of the â€œImpact Storiesâ€ initiative, with representatives from the three main political parties taking to the stage to discuss the effectiveness of physical communication in an increasingly digital context.

With the aim of highlighting the impact of personalized, hand-delivered communication, discussions focused on the similarities between political and advertising communication, the effectiveness of physical contact in political communication (in a world dominated by digital technology), and what brands can learn from this reality of proximity and authenticity.

The event took place on October 30th at the Kolmachine gymnasium in Lisbon and featured the participation of Ricardo Carvalho from the PSD, Sérgio Cintra from the PS, and Rui Paulo Sousa from CHEGA, moderated by Rui Ventura, a member of the APPM Strategic Council.

There was also a presentation on "How physical advertising inspires, wins over and converts" by Miguel Cal, Head of Marketing Strategy B2B.

Mail order is an important differentiating tool for companies, allowing them to reach their target audience directly and individually, without the "noise and immediacy" of digital media. With effective metrics and business models, this communication channel is gaining relevance in communication strategies.

Source: CTT Portugal Post