

# Direct Marketing

# Flash

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## Editorial

Dear reader,

Welcome to the third edition of the IPC Direct Marketing Flash. The aim of this quarterly newsletter is to provide news and insights into recent developments in the direct marketing sector.

This issue contains a feature interview with Amie Peters, Head of Direct Mail at An Post on the new Admailer.ie online service from An Post which enables small and medium sized businesses to send addressed promotional postcards to a local target audience.

We also include the first in a new series of DMA2012 ECHO award winning case studies. These awards recognize best in class international direct marketing campaigns and in this publication we feature the 'Woman in Navy' campaign from the United States which won a Silver Award and is an outstanding example of the use of direct mail, e-mail and social media within a multi-channel direct marketing campaign targeting female digital natives.

This edition also features recent awards and news from the wider direct marketing sector and upcoming industry events, as well as IPC news, including an update on the direct marketing postal experts' community – IPC PostBoard.

At the same time, we are continuously looking to expand and enrich the content of this publication and are open to discuss any suggestions, contributions or news from your organisation for inclusion in the next issue.

We hope you enjoy reading the Direct Marketing Flash, look forward to receiving your feedback and wish you all the very best for the holiday season.

The IPC Publications team



## Feature

## An Post launches Admailer.ie - a direct marketing service for SMEs



AMIE PETERS, AN POST

IPC's Project Manager Jakub Rymkiewicz had the pleasure to talk to Amie Peters, Head of Direct Mail at An Post who kindly provided insight about An Post's latest product launch – a direct marketing portal suited to the needs of SMEs.

**Amie, could you please briefly describe what Admailer.ie is?**

Admailer.ie is a new, innovative online service from An Post that allows small and medium sized businesses to send addressed promotional postcards to their local target audience. Admailer.ie turns neighbours into customers for less than the price of a stamp (that's design, print and postage all for 54c ex VAT).

**And who is the main target for this service?**

Our target market is small and medium sized businesses throughout Ireland, either B2B or B2C as Admailer.ie allows a choice of targeting consumers or businesses, or both. This market typically uses local press and radio advertising to promote their business. Now we're seeing companies that would never have considered Direct Mail running regular campaigns through Admailer.ie.

**Why did An Post decide to establish the Admailer?**

In An Post, we truly believe that small and medium sized businesses are the backbone of Ireland and are therefore committed to understanding their needs and developing products and services that assist them in growing their business.

Part of our commitment is constantly speaking to businesses owners to find out what challenges they are facing when trying to market their business. One area that came through very strongly was how to use direct mail to generate sales from new customers, when these business owners were the marketing department, had a small marketing budget and very little time. It was a challenge that the An Post team was determined to find a solution for.

By understanding our customers' needs and their barriers to using direct mail, we developed a no-hassle, easy to use system with a quick delivery time; which means that our customers can get their campaigns out very quickly, even to see sales within a week.

Admailer.ie represents an opportunity for An Post to drive new volume sales by making Direct Mail easy and affordable.

Read the [full interview](#).





## Case study

## Cross Media Recruitment – U.S. Navy

In this section we will highlight a direct marketing case study that has been recently uploaded to the IPC online Direct Marketing Case Study library .

America's Navy is a top U.S. employer, committed to offering a diverse working environment that matches that of society. A multitude of Navy career opportunities are available to women longing for a challenging yet rewarding career path and the opportunity to make a global difference.

Although women are becoming more aware of Navy career options, there are still several factors rendering the recruitment a challenge:

- Lack of awareness
- Many misperceptions exist
- Budgetary constraints – doing more with less

The target audience does not consume media in a linear fashion. They reference a variety of media sources in their quest for relevant and accurate information. Understanding this, a variety of media channels was leveraged to effect overall quality response rates:

- Direct mail: two creative version
- Email: two creative versions
- Navy.com/women content enhancement
- Cost per lead buys
- Women (re)Defined Facebook fan page



The communication flow was designed to ultimately generate leads. A presence in the marketplace was established as high school seniors or recent graduates were beginning to think about and plan for their future. Media schedules were coordinated in the fall after the summer hiatus, when high school seniors begin preparations for the SAT (Standardised Tests for College Admission).

This campaign was designed to give prospects the opportunity to gain information on their own terms through a variety of media channels. The campaign incorporated the following tactical elements from October – December 2011. Each tactic was specifically designed and deployed to work cohesively and generate quality leads.

- Direct Mail. Highlighted empowered female sailors and the opportunities available to women in the Navy. Images and text were designed to speak to women who desire a meaningful and challenging career. Two versions were deployed to test how prospects choose to leverage social media properties and media in market.
- Traditional response: offered women the opportunity to respond by more conventional means.
- A unique Navy call centre number, offering prospects the chance to immediately speak with someone about questions, or begin the process of joining.
- A BRC (business reply card) that could be returned for a free brochure featuring more information about opportunities in the Navy for women.
- Multi-Response: for this piece, the target audience's information consumption habits were taken into account, allowing the opportunity to offer up several response channels for prospects to engage and gain more insight.
- A QR code lead to empowering-roles.com, a unique landing page featuring videos of fe-



male sailors. Buttons to request a free brochure, or head to Navy.com for additional content were also included to continue leveraging multiple channels for information.

- Women (re)Defined Facebook page address, a great place for women to have open discussions with others currently or considering serving.
- Navy.com/women.
- A unique Navy call centre contact number.
- Email sent two weeks after the direct mail piece reiterating key information points. With new template designs developed to enhance the information and the opportunity to again test different versions to gauge how readers choose to digest and search out additional content.

The leads generated from this campaign allowed navy recruiters to achieve 100% of their female recruiting goal for FY11.

Results indicated that the direct mail piece engaged across all media channels. Across all channel types, a high conversion rate was achieved, validating the position that integrated content across multiple channels delivers exceptional results.

Even though they received the direct mail piece as their first point of contact, prospects chose their preferred response channel:



- 49% of the total gross leads chose to respond via Business Reply Card
- 15% of prospects responded via Navy.com

This campaign demonstrated the value of direct mail and the importance of integrated channel consistency to provide response rates and quality leads for the Navy. The piece spoke candidly with female prospects about all of the opportunities available to them, and encouraged them to seek out additional information on their own, depending on what stage of the decision making process they were at.

This integrated campaign beautifully demonstrates how direct mail can be leveraged successfully to influence responses across multiple communication channels. By developing a cohesive message that translates across all media and allowing prospects the opportunity to gain information on their own terms, the Navy had a presence and effect on women, even in a tough recruitment market.

Even with print budget cuts, the Navy Recruiting Force reaped the ultimate benefit. As a result of this integrated campaign effort, they achieved 100% of their FY11 recruiting goal and are well on their way to meeting their goal for FY12. And they picked up a DMA 2012 ECHO Silver Award in recognition of their direct marketing best practice.



## Awards

## PAST

Congratulations to all the winners of this year's UK DMA Awards. Thirty five Gold awards and the much-coveted Grand Prix were handed out at the DMA Awards Ball on Tuesday 4th December 2012. With tough competition and outstanding work, it was Ogilvy that won the DMA Awards Grand Prix.

The campaign involved an international experiment to prove how gravity varies depending on the location. A special set of scales and a garden gnome were sent to selected scientists and customers of scale manufacturer Kern. Within two days of the gnome being weighed at the South Pole, the story was the top news on Twitter, reaching more than 355 million people in 152 countries, it was shared on blogs such as the New Scientist, NASA, Huffington Post, Reader's Digest, National Geographic and the BBC, as well as appearing on TV.

[Awards website](#)

The 2012 Assegai Integrated Marketing Awards, organised by the Direct Marketing Association of South Africa and the South African Post Office took place on Thursday, 15 November at Sax Arena in Centurion. This prestigious event recognised the best of the best in direct and interactive marketing. It also celebrated creative and strategic execution of award winning direct and integrated marketing campaigns of the highest calibre in South Africa. Categories included: media awards, multiple channel campaign awards, relationship marketing awards, individual & company awards, etc. Media Awards in direct mail

were collected by Spice Pack (Gold), Journal of Appreciation (Silver) and SOS – Back to School (Bronze).

[Awards website](#)

## UPCOMING

## The All New NZ Direct Marketing Awards

RSVP and Nexus Awards recognise clients, agencies, consultancies and suppliers who have exhibited excellence in insight-driven marketing projects and campaigns, connected with customers on an individual basis and generated outstanding results.

This year, the awards have had a major industry review which has led to the categories being redefined, specialist channels developed for specialist campaigns and an expanded judging panel to ensure the highest of standards. The all new NZ Direct Marketing Awards will be held on 22 February 2013.

[Awards website](#)



## The All Ireland Marketing Awards

The All Ireland Marketing Awards programme, organised by The Marketing Institute of Ireland, is the nation's premier means of recognising the success of Irish marketing professionals and acknowledging their major contribution to the on-going process of strengthening the economy of our island. The aim of The Marketing Institute of Ireland in staging these awards is to promote excellence and best practice in all areas of marketing, and especially highlight the role of marketing in value creation, and its relationship to profit performance. The Awards final gala will take place on 23rd May 2013.

[Awards website.](#)

## ADMA

Australian Direct Marketing Association is offering all 2012 Awards finalists automatic entry into round two of the ECHO Awards 2013. This affiliation will promote Awards internationally, which means campaigns and hard work will be recognised alongside the best of the best in the world. What is really convenient about this opportunity is that ADMA have streamlined with the ECHO entry process, so that no extra work is required.

[Read more](#)



## Events

## Media Services and Direct Marketing

19-20 February 2013

The next Senior Executive Forum on Media Services and Direct Marketing will explore the continuing impact of technology and innovation in direct marketing on postal media services. Delegates will share observations on how their organisation's strategy for promoting media services and how direct mail is evolving, together with key learning based on their experience. One of the key topics for discussion at this event will be on ways for postal operators to proactively work with media and advertising agencies to include direct mail in their offerings and campaigns.

IPC Senior Executive Forums are tightly focused platforms for strategic discussions and best practice sharing that address particular issues relevant to postal executives.

The 2012 Senior Executive Forum Media Services and Direct Marketing resulted in members sharing their experiences and future plans in the area of direct marketing. It showed that, increasingly, posts are developing as innovative media services companies with expert understanding of both physical and electronic communication channels and the ways in which value can be added to them.

Participants showed they were willing to experiment, adopt new technologies and respond fast to changing consumer behaviour. They suggested that the speed at which posts can deliver innovation to direct marketing will determine whether they meet their objectives.




*"I'm feeling more motivated and less defensive. I've heard a lot of good initiatives that I have to put into a Norwegian context."*

*"I was impressed by the dynamism of the group. We are all going the same way, creating links with digital."*

*"We are behind European posts on digital initiatives; it has been fascinating to hear about them. I loved the interaction of ideas and not having to explain or defend direct mail."*



## IPC news

GROUPS  All Network Case Studies DM Myth Busters Mail Moments DM Awards Innovation Hub Policy Talk Research and Reports Getting Started with Y. Browse Groups Create Group

## IPC's PostBoard gathers over 60 postal direct marketing experts online

IPC PostBoard - Direct Marketing launched in October, is a collaborative tool for all IPC members working in the field of direct marketing. Its goal is to provide a collaborative, global environment to connect with colleagues and peers. The community also allows to build international relationships easily and get the bigger picture of the global direct marketing industry.

During the last two months, participants shared their knowledge, best practice and gained expertise in various areas including policy changes, innovation, direct marketing awards and case studies. The community now features 180 engagements on 22 topics and now consists of 60 members from 20 different postal operators.

The collaboration and exchange of ideas is facilitated by the user-friendly interface software and a wide array of desktop and mobile apps.

If you would like to join this community or have further questions, please don't hesitate to contact the community manager, Jakub Rymkiewicz at [jakub.rymkiewicz@ipc.be](mailto:jakub.rymkiewicz@ipc.be)

Some of the key conversations the community has had so far include:

## IPC PostBoard



“DM agencies are now focused on digital media, other agencies look letterbox as something from the Ice age, and media agencies are focused on screens media. But at the same time, I believe it is possible to change their view.”  
Le Groupe La Poste

“Our team has been spending a fair amount of energy developing a plan to re-engage advertising agencies. Our research earlier this year uncovered some interesting findings ...”  
Canada Post



“We have three showrooms for direct mail campaigns. Both advertisers and agencies visit these showrooms to discuss ...”  
PostNord, Sweden





## Industry news

## Geovista Standortcheck wins international award

Deutsche Post's geo-marketing tool recognised for innovation and intuitive operation

An important award was presented to the location check service offered as part of the Geovista portfolio: In September, the web service received the Postal Technology International Award 2012 in the category of Retail Innovation of the Year at the Post Expo in Brussels. The award jury noted that the service launched in March 2012 filled a gap in geo-marketing. The jurors also pointed out that there was no other similar solution being offered in the market that was both user-friendly and affordable.

Standortcheck enables small and mid-sized companies to use geo-marketing technology. The service is aimed at any business interested in estimating earnings opportunities and requires no background knowledge. The online tool helps users prepare a realistic sales forecast based on a scientific model. A desired location can be evaluated by using high-quality geo-data provided by the subsidiary Deutsche Post Direct. The resulting visualisation of business-location factors and the area being studied are presented on a digital map. In addition, the user receives a detailed analysis report.

## Direct Mail with mobile technologies drive holiday shopping in the US

Direct mail remains a medium of choice for holiday shoppers and marketers. When enhanced with mobile and web technologies like QR codes, personalised URLs and augmented reality, it can engage consumers even more than before.

Circulars and catalogues always have motivated customers to get to the store, and now they are driving consumers online to make purchases. According to Gary Reblin, vice president, Domestic Products, USPS, an increasing number of mobile-enabled circulars and catalogues will be the launching point for many holiday purchases this season. "More and more retailers are creating mobile-optimised sites for their direct mail campaigns to allow their customers to shop whenever and wherever they are."

This year, USPS clients can take advantage of the Holiday Mobile Shopping Promotion rolled out to promote direct mail marketing. The promotion was designed to drive online product purchases by putting mobile-optimised promotional offers, coupons and catalogues into consumers' hands in time for the holidays.

This was the third promotion USPS has offered to demonstrate the effectiveness of integrating mail and mobile technology, and the operator is optimistic about making it a regular part of their marketing mix.



## Marketers' misconceptions about mail cost

According to the 2012 Marketing-GAP report, fewer than 2% of people are "happy" to get marketing messages via text messaging and social media. In fact, marketers continue to "massively overestimate" the popularity of these channels.

Some of the findings from the report are presented below:

- One in five recipients throws away direct mail without opening it. Direct mail remains unopened most often because:
  - 55% are not interested in the product
  - Not interested in the company (49%)
  - Object to being marketed to (44%)
- 32% do not open mail that is not addressed to them (up from 23% in 2011).
- When asked why consumers throw away direct mail without reading it, marketers overestimate by more than 300% the importance of lack of time (40% versus 11% as reported by consumers surveyed), by 600% the design; (17% versus 2%) and by 300% the envelope's color (13% versus 4%).
- The top direct mail pieces that are opened almost immediately: grocery stores (40%), travel/holiday (24%), credit card offers (23%).



The report also states that "Marketers remain deaf to consumer demands and preferences by overestimating, frequently by hundreds of percent, people's desire to be contacted via mobile, social media and Twitter. In fact, a sure way to alienate customers and prospects is to only provide information and offers through these routes.

Only a minority of consumers can imagine a purely virtual retail world where real shops no longer exist and most think such a world would be a worse place."



## DHL entering online marketing area

DHL is stepping up its online marketing activities and has commissioned Razorfish, a creative specialist in digital marketing, to be the international lead agency in the development of a comprehensive digital strategy.

According to Wolfgang Giehl, Senior Vice President of Corporate Brand Marketing at Deutsche Post DHL this partnership is the result of media landscapes undergoing radical changes and the increasing use of digital channels offers an enormous potential for DHL and the logistics business as a whole.

The crucial factor here is to integrate the fast-growing digital world with traditional communications media smartly, Together with advertising and media agencies that are already working for DHL, Razorfish will develop the digital strategy to build brand awareness and image value of the world's leading logistics company and by this help further expand its business activities.



## Canada Post's direct mail marketing tool grows

Canada Post's web-based direct mail tool, Precision Targeter, aiming to make it easier for small and medium-sized companies to set up direct mail campaigns is proving successful.

Global consultancy Accenture, which helped develop Precision Targeter, said the Precision Targeter service was the source of 4.5 million pieces of direct marketing mail in its first two months. In order to increase the measurability of the campaigns, the company produced more than 27,000 individual targeting analyses for business customers.

The free-of-charge online service offers extensive access to Canada Post's national database of addresses, along with national census data, simplifying the process of creating a saturation mail campaign for local advertisers.

The online tool allows a company to select a local area for their campaign and tailor their campaign to a specific budget or targeting particular demographics. Canada Post's general manager for commercial mail, Mike Badour, said that the service helps get a greater return on marketing dollars. The ultimate goal of this product is to put the customers in total control of their marketing campaigns.

### Canada Post Precision Targeter





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### About this publication

IPC Direct Marketing Flash is a quarterly newsletter providing a comprehensive look at new developments emerging in the direct marketing world. It is published by the Marketing department of the International Post Corporation.

If you would like to contribute to this publication or require further information, please contact: [publications@ipc.be](mailto:publications@ipc.be).

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