



**PHYSICALLY
IRRESISTIBLE**

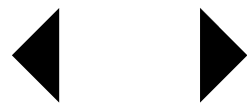


During a time where everything is online, having something that we can touch, smell, see and experience, feels almost magical. That's why people love mail. It's the antidote to our virtual lives, creating real world connections and giving people something they can hold onto. Literally.

It's not just us saying it either, research backs up the power that the physical has. In fact, people of all ages engage with mail – 94% is opened, read, or filed. Also, 70% of people said mail gives them a better impression of the company that sent it, while touch generates surprisingly powerful and long-lasting memories.

This eBook is packed full of the power and magic of mail. Every page is different and showcases mail's many possibilities and opportunities. It includes thought leadership pieces from industry leaders and some very creative and successful pieces which have done wonders for brands.

Use the buttons above to navigate through the eBook or just scroll as normal. We hope it brings you joy, as well as informing and inspiring you to create something that utilizes the **#PowerOfPhysical**.



IN MARKETING THERE IS THE HARDEST ARGUMENT IN THE WORLD AND THEN THERE IS THE EASIEST ONE.

The hardest is trying to claim that any specific medium or channel is superior to all or any of the others on offer. Everyone tries to make this claim with oodles of data and a bit of econometric “nonsense” sprinkled here and there. But the reality of all media is that it depends. It depends on budget, on target audience, and on objectives. And even if it did not, the quiet but reassuring truth about media is that diversity really does always win. Adding different channels into an integrated campaign always beats betting the house on a single approach. So there is no “best” approach.

The easiest argument in marketing is therefore asking clients to consider different channels in their mix as they plot their tactical campaign. Note that this is consideration not investment. Who knows if each channel is worthy of some of the budget? But if you don’t consider a channel you are not doing your job. On that basis and the fact that diversity is the way to win – you should always be able to convince any marketer to consider anything.

But, of course, that is not the case. Too often marketers come to the table with their mind already made up about which tactics they want to employ and which will not get a look in. More often than not it is direct marketing that loses out these days. It has none of the digital shininess of TikTok or Instagram. It lacks the theatre of TV. And it has none of the big box impact of outdoor.

Which is a shame because when direct marketing is done well. Done as Lester Wunderman once envisaged it. It remains as one of the great connections between companies and customers. It can be rubbish and wasteful – of course. But when it is welcomed, targeted, useful and engaging it represents one of the great communication forms.

As I write this our Prime Minister is staring at the wrong end of a global pandemic. With, quite literally everything on the line, he has decided to write a letter to each and every British household. With unlimited funds and an arsenal of potential channels at his disposal the PM opted for the simplest bit of direct marketing possible – a letter – to ensure his all-important message struck home.

This is not evidence that direct marketing is superior to other forms of communication. That would be an impossible argument. But it is proof that most marketers should consider direct marketing and should be an easy argument to make.

MARK RITSON
VIRTUAL MARKETING PROFESSOR



A NEW DIMEN SION

Paper. The very thing you send in the mail can be so much more. It can be folded, textured, printed and patterned. It can be used to make envelopes that open in intriguing ways. It encourages people to hold and interact with it. Paper can help you to build a more immersive customer experience. So what are you going to do with it?



NOTHING BEATS THE BRAND IN YOUR HAND

How can a piece of paper speak to you? How can it make you feel something? Make you remember something?

When the message is targeted, of course. Where there is an idea, obviously. And because it's tangible.

Nothing beats the brand in your hand.

It's the closest we can ever get to our customers. It's also where print really does come alive. The stock you choose, maybe you emboss, maybe you add a spot varnish. Maybe the piece opens in a fun way. Maybe it's totally understated.

Technology is of course magic too. And I love email, when treated correctly, as a medium.

But whilst an email can sit unnoticed and unopened in your inbox, a piece of mail will be physically picked up, noticed and can remain in a home for more than 28 days - reinforcing a message for a month - and giving your brand a presence in the place most precious to your customers.

NICKY BULLARD
CHAIRWOMAN & CHIEF CREATIVE OFFICER
MRM // MCCANN



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A piece of mail will be physically picked up, noticed and remain in a home... giving your brand a presence in the place most precious to your customers.

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STAND UP STAND OUT



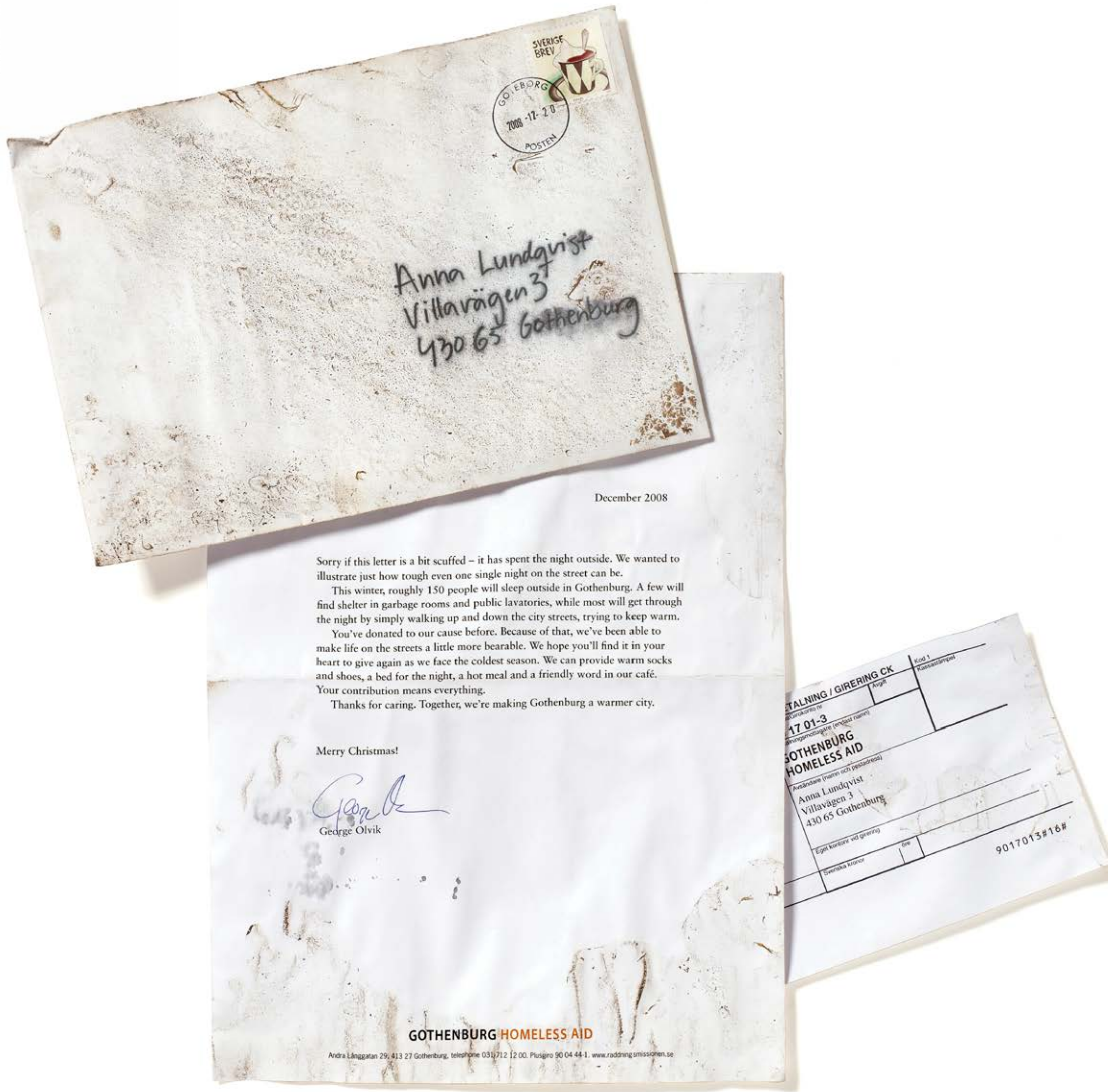
This mail, sent out as a Christmas card, is paper engineering taken to another level. It starts as a cut-out Volkswagen logo and ends up as a pop-up snowflake when customers open it. Craft, at its joyful best.



ROUGH LETTERS



Gothenburg Homeless Aid wanted to stand out amongst all the other charities asking for help during the busy Christmas period. So they created an experiential idea and delivered it through mail. They wrote letters asking for donations, but first put the letters out in the streets for a whole night. When the wet and muddy mail landed on the recipients’ doorsteps, they stood out for all the wrong reasons, but also brought home to them the plight of the homeless. And it worked – raising a whopping 163,000 euros for the city’s rough sleepers.





DIRECT MAIL & CRM GO HAND IN HAND



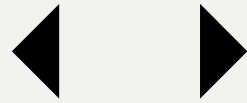
Ecommerce brands need to build tangible connections with potential customers and direct mail really helps us cut through the noise to build awareness.

By complementing online CRM activities with mail, particularly for high value customers, leads are driven online to convert.

The creative potential and the targeting opportunities of both addressed mail and door drops makes it a highly flexible marketing tool that should be given serious consideration.

JIM BUCKLE **COO**
GOUSTO



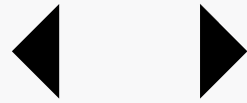


TO HAVE & TO HOLD

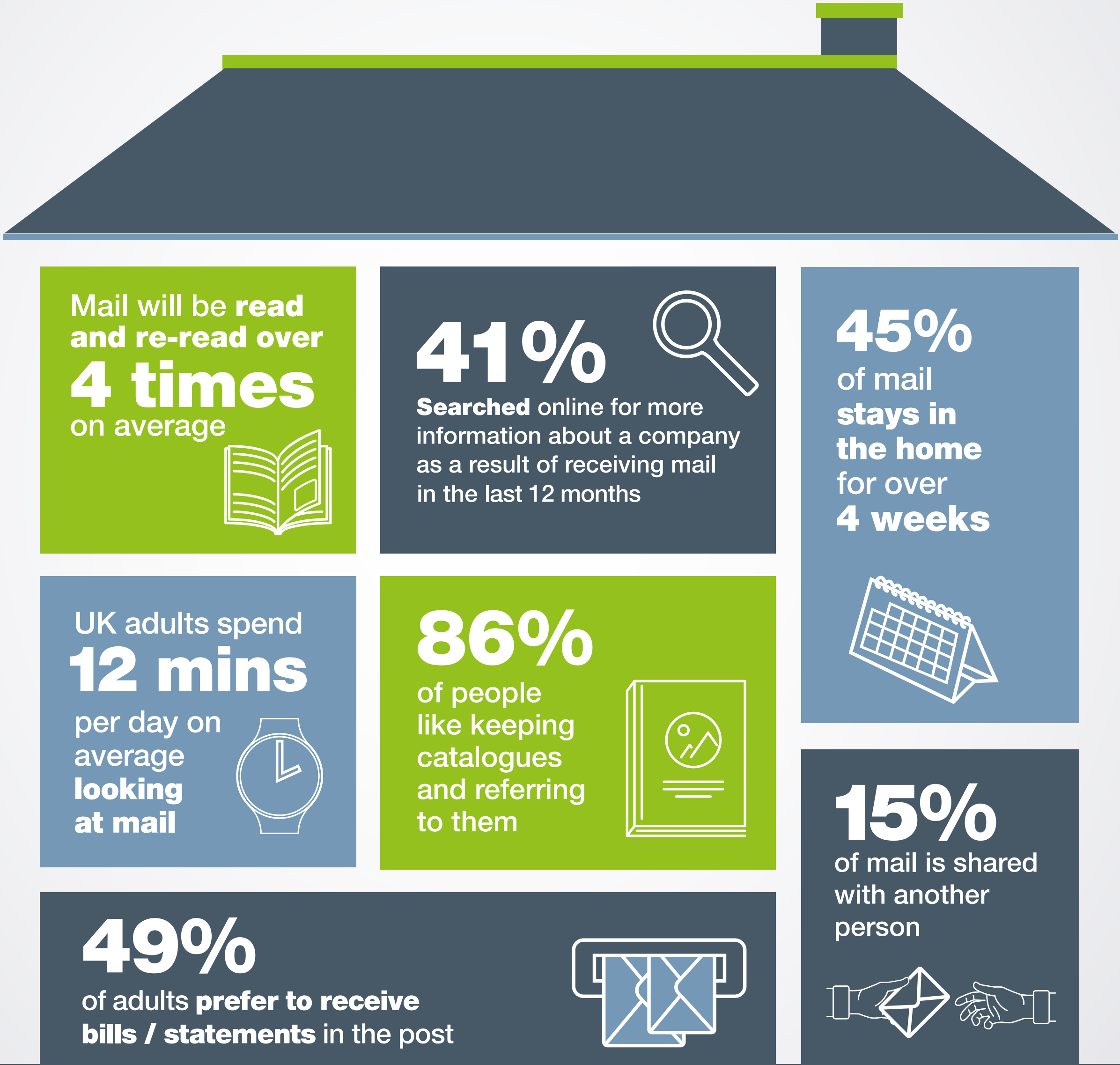


No one likes wasting money. Bank of New Zealand sent \$1,000 of shredded cash to potential customers to demonstrate that they were wasting their hard-earned money with other banks. And it worked – mortgage lending and home loan enquiries went up by 13%. Money talks – though this time it did it in a slightly different way.





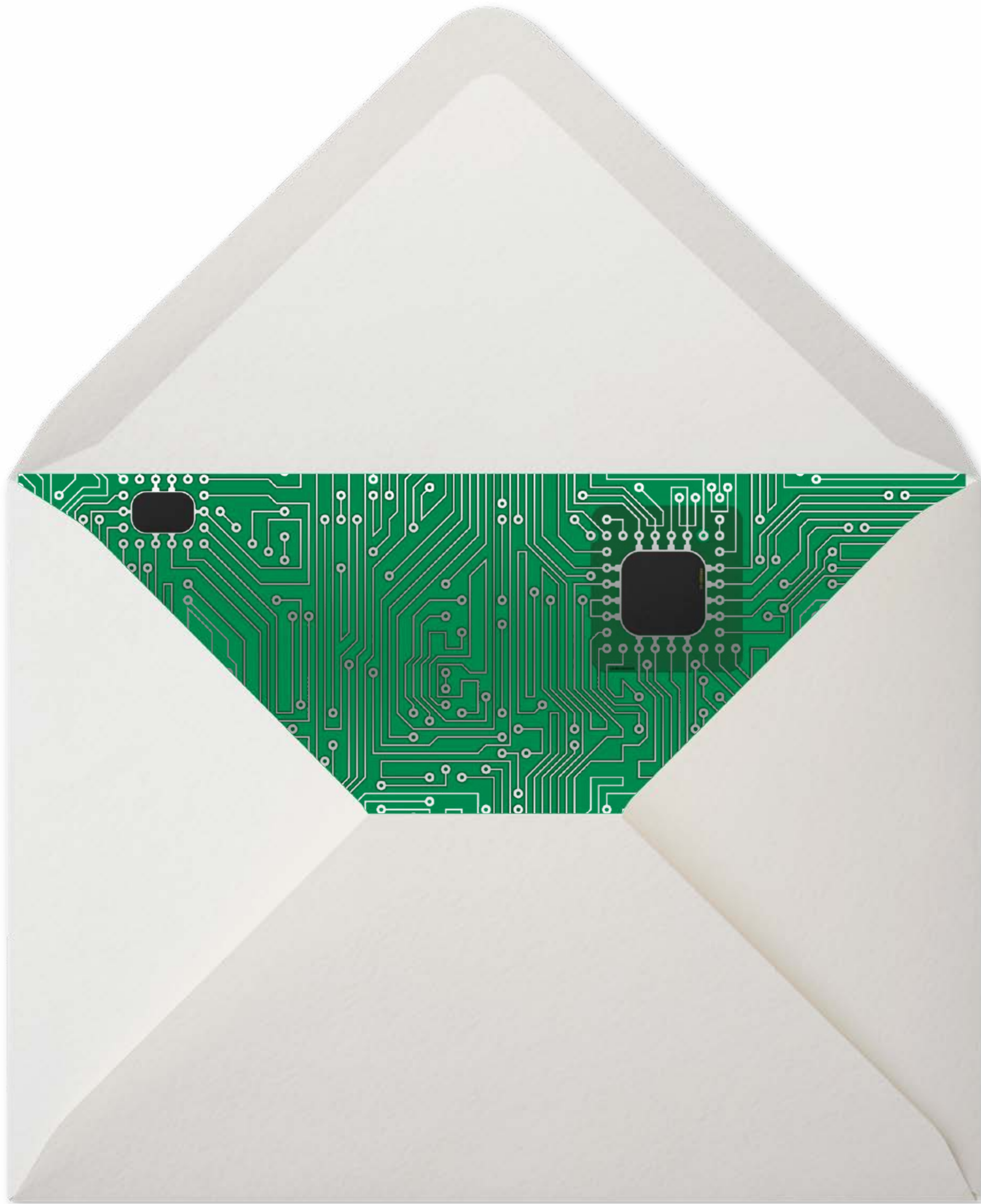
THERE'S NO PLACE LIKE HOME





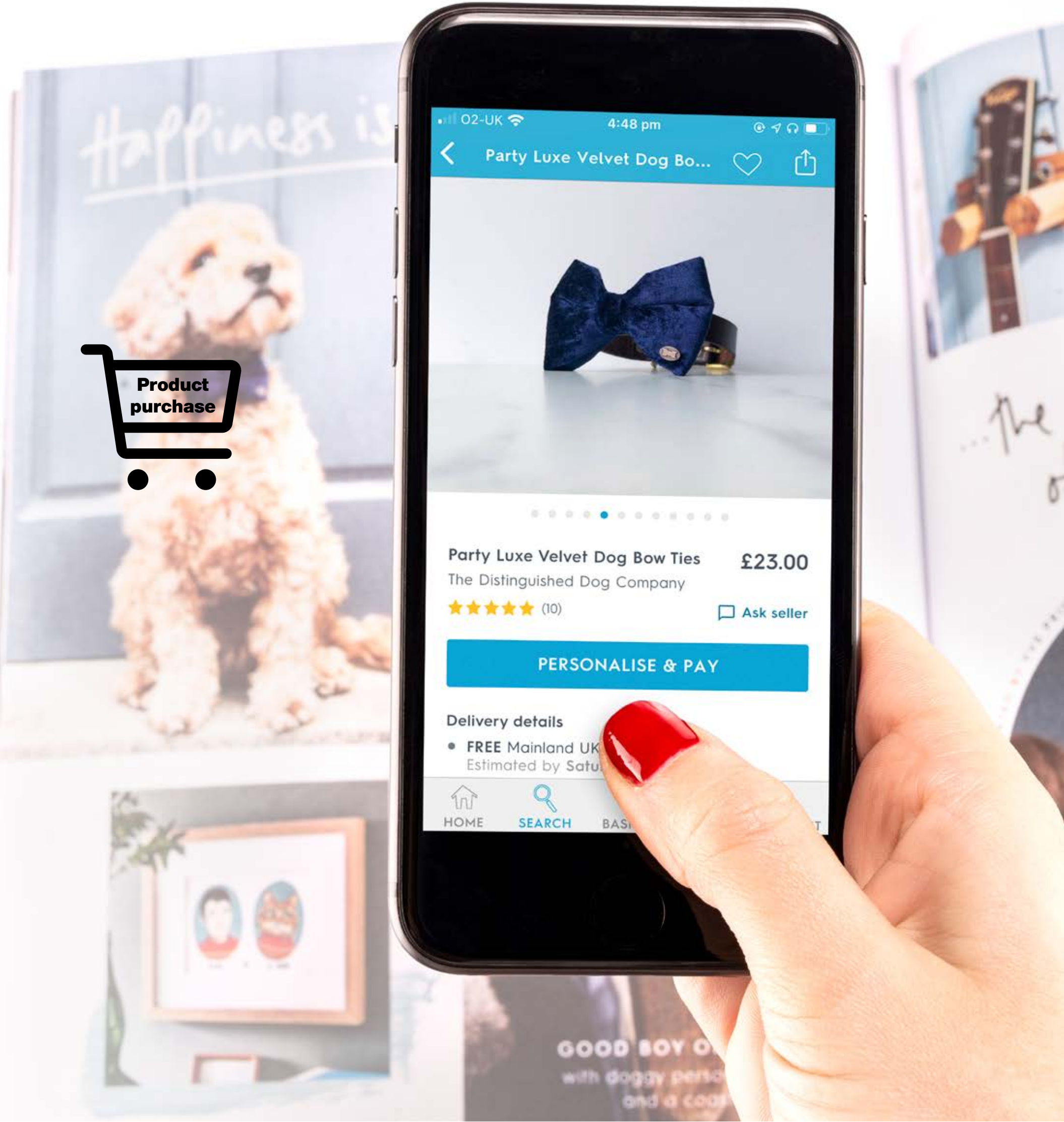
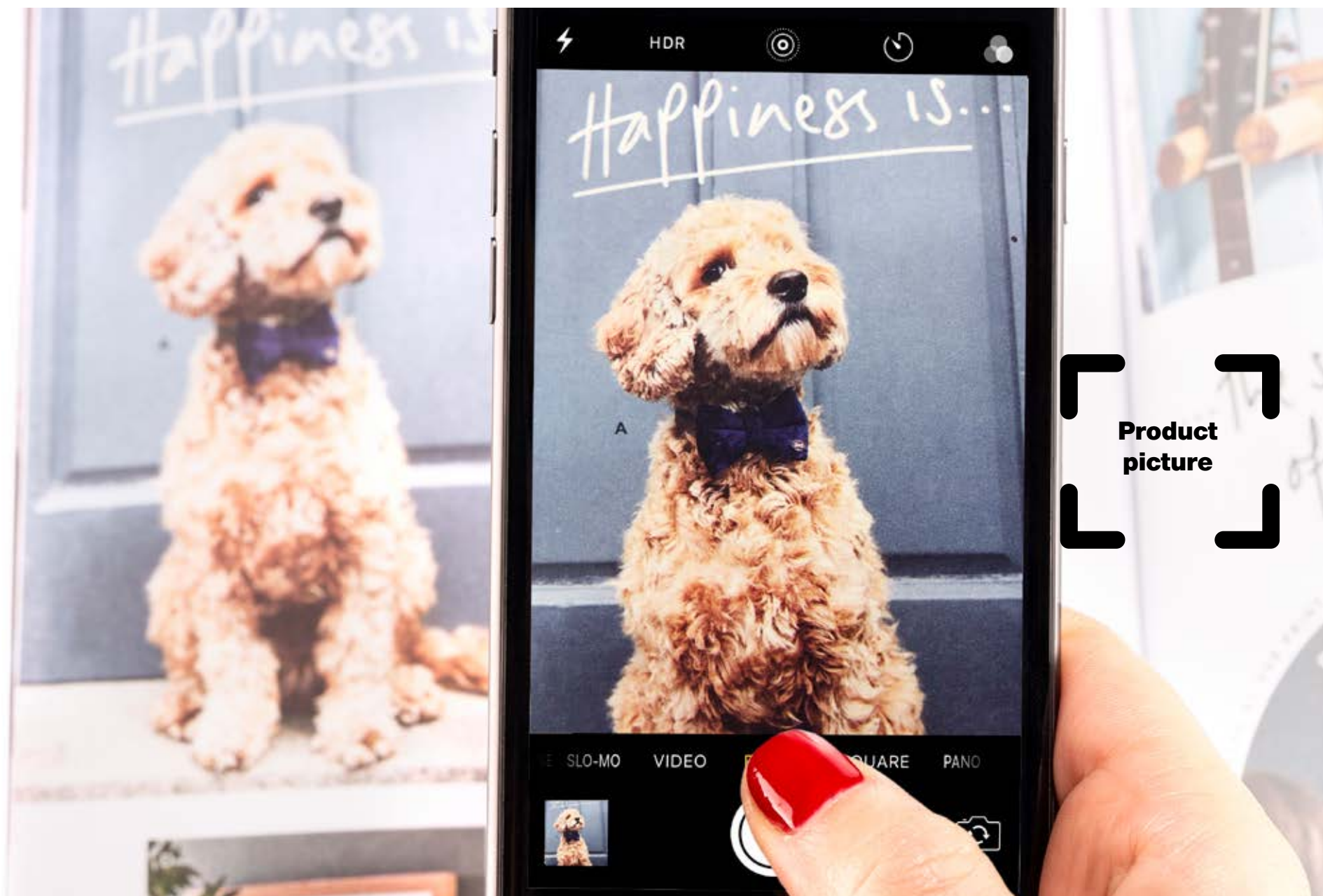
A TECH-TILE EXPERIENCE

When you mix tech with a physical format, you create a joined-up experience for your customer – one that they remember, for all the right reasons. We’re not just talking about videos and holograms – direct mail can be informed by customer journeys, plugging into data gathered from browsing habits. Your customers can find the products they want to order through image recognition. And they can press a button to automatically trigger an email to book test drives. That’s a lot of exciting tech – and they all arrived at your customers’ doors in a piece of direct mail.

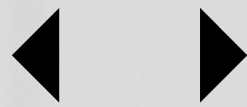




A PICTURE TO PURCHASE



Online retailer Notonthehighstreet wanted to make their catalogues a more integral part of the customer experience, creating a bridge between the offline and the online. Using some very clever AI, they created four digitally enabled catalogues that took customers straight from the page to the app. This seamless shortcut removed the need to search for a product online. All customers needed was their phone to scan and buy what they saw. A truly connected journey.



BE DIFFERENT

DARE TO

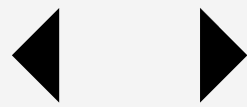
— “ —

When everyone else zigs, zag. And, bizarrely perhaps in an age obsessed with digital media and Gen Z, the best way to get the undivided attention of my children, send them some direct mail.

RORY SUTHERLAND **VICE PRESIDENT**
OGILVY

— ” —



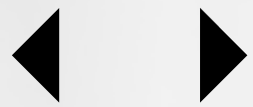


A SEAMLESS CONNECTION



This mailer would have made the perfect ‘unboxing’ video. It allowed customers to book a test drive, almost as soon as they read about it. By pushing a replica start-stop button in the pack their test drive request was sent directly to their local Land Rover retailer to confirm the booking, and an acknowledgement SMS and email was triggered to the customer. All this happened in real time, without any need for sign ups, pre-interaction, Bluetooth, tethering or Wi-Fi connection. And it was all GDPR compliant too. Talk about a smooth drive.





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As always, consider the value of the investment
and the risks, not just the cost

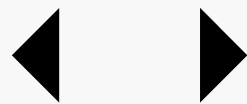
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Marketers always need to be accountable for their budgets – even more so at times like this. But when cost reduction is the priority, the danger is that some of the most profitable long-term investments get culled. Sometimes you need to spend more to get a better return.

Direct mail can seem more costly than digital communications but it will often be more profitable over the long term - and without any of the reputational and other risks associated with some digital media. As always, consider the value of the investment and the risks, not just the cost.

PATRICK BARWISE **EMERITUS PROFESSOR
OF MANAGEMENT & MARKETING**
LONDON BUSINESS SCHOOL



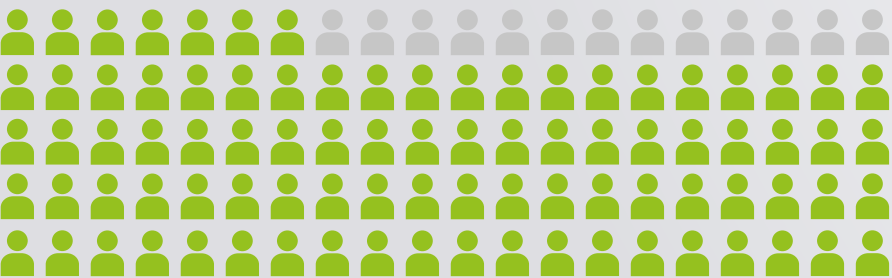
MAIL IN NUMBERS



94% of addressed advertising mail is processed in some way including – opening, reading, sorting, setting aside for later, filing, displaying or putting in the usual place



62% of UK adults have opted-in and are happy to receive mail from companies

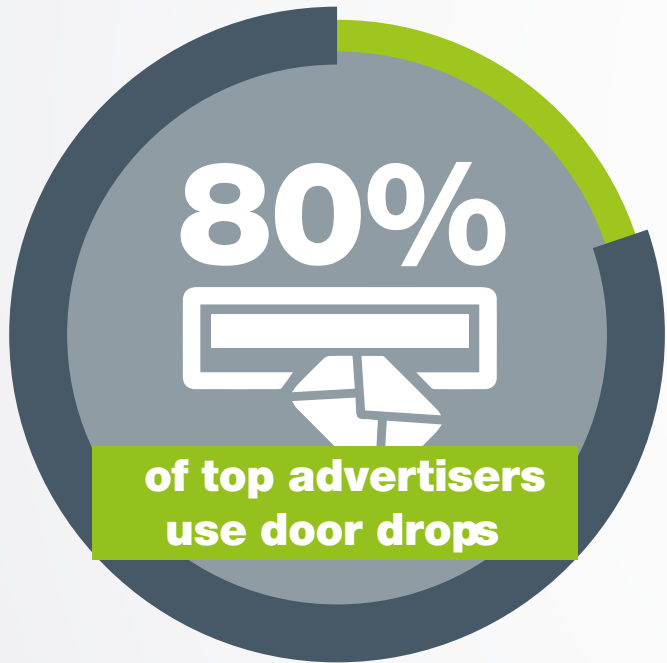


87%
trust mail and consider it believable



BUY FROM MAIL

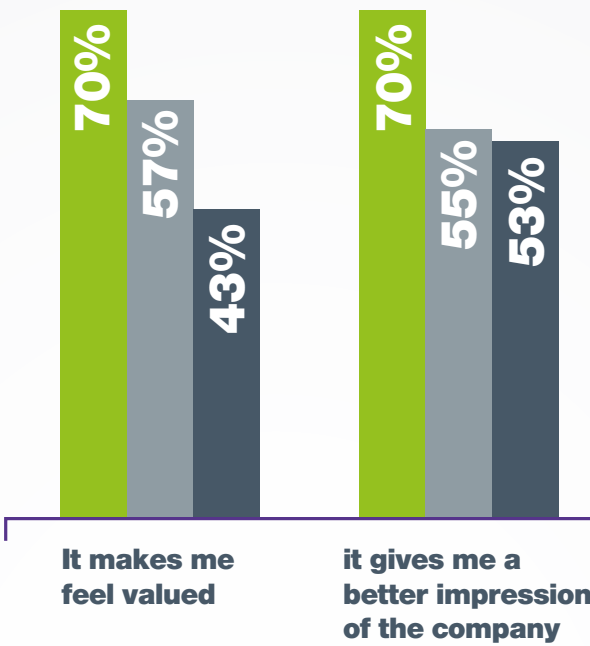
25% of UK adults bought something / made a payment or donation as a result of receiving mail



MAIL DELIVERS REACH

Addressed mail delivers an additional reach of 15%. So for every 1000 mails sent an extra 150 people will see it

THE IMPRESSION MAIL GIVES IS GETTING EVEN STRONGER



The proportion of each sample that said mail over email



65%
of people say that they give mail their full attention

MAIL IS GOOD FOR BRANDS



70% of people said mail, rather than email, makes them feel valued and gives them a better impression of the company that sent it

MAIL HELPS DRIVE ECOMMERCE

41% of UK adults searched for more information about a company online as a result of receiving mail in the last 12 months



MAIL IS REMEMBERED

DIRECT MAIL	
EMAIL	+49%
SOCIAL MEDIA	+35%

Neuro-Insight data shows that mail has a powerful impact on long term memory encoding. 49% stronger than email 35% stronger than social media This is important for marketers, as it has been shown to influence decision making and purchase intent

MAIL DELIVERS FREQUENCY

X 4.38

Addressed mail is interacted with frequently. On average a recipient will interact with the same item 4.38 times

MAIL IS SEEN MULTIPLE TIMES

1,000
pieces of direct mail

=



5,400
advertising impressions

Because addressed mail is looked at frequently and shared often, 1,000 direct mail items will drive 5,400 opportunities to get your customer messaging seen



MAKES SENSE

Mail isn't just a treat for the eyes and fingers, it can engage all five senses. You can make it smell using scented inks and patches, play music, or even taste good, with edible paper. The strawberries on these pages for example, could leave your fingers smelling of Wimbledon when you touch them, or taste as deliciously sweet as they look. This type of multi-sensory explosion builds brand memory. Make sense?



CRISIS TO CREATIVITY

This is all that remains of the historic Mackintosh library.



The Glasgow School of Art proved just how powerful a force ‘touch’ can be. When a major fire broke out in the famous Mackintosh Building of the School, all that remained was rubble and charred debris. To raise money for the restoration of the building, pieces of the damaged building were mailed to a variety of artists around the UK with a note asking them to re-interpret the remnant in their own way. Sending a physical piece of the building served as a potent reminder of just how bad the damage had been and what the loss of this building meant. The resulting pieces of art were auctioned to raise money for the restoration. Proving once again, that there is nothing quite like receiving something physical in the mail to inspire creativity.

BRAND: THE GLASGOW SCHOOL OF ART | CAMPAIGN: ASH TO ART | AGENCY: WUNDERMAN THOMPSON UK





LOOK, BUT ~~DON'T~~ TOUCH



“Look, but don’t touch”, was what our mums used to tell us. And it seems like technology has jumped on that bandwagon too. Allowing us to view almost anything in the world, without any of the joy of actually touching it. Don’t get me wrong, I love digital. It has opened up a world of possibilities and meant we can access literally everything. But at the same time has it made it all a bit meaningless? A bit, dare I say it, forgettable? Which, for a creative in advertising, is an el problemo.

It makes sense though, looking at a beach on Google is never going to be as powerful as feeling the sand between your toes while listening to the waves and smelling that salty air. Which tells us, for things to truly connect and be remembered, we need to look beyond the visual. And excite the rest of the senses. We do have five after all, six if you’re Mystic Meg. And the way to do that is with mail.

Not only can it be a beautiful bit of printed design, but it can also be something you hear, touch, smell, even lick if you like. And this doesn’t mean that it’s the sworn enemy of digital, quite the opposite actually. Injecting tech into your DM can take it to the next level. And linking up your online experience with a touchy-feely, smelly-heary offline one can take engagement off the Richter scale.

So sorry Mum I’m going to have to disobey you... again. Touch is important. And together with smart tech and clever printing techniques, it can create a multi sensory experience that turns bland into brand.

JACK GALLON **CREATIVE DIRECTOR**
MBA

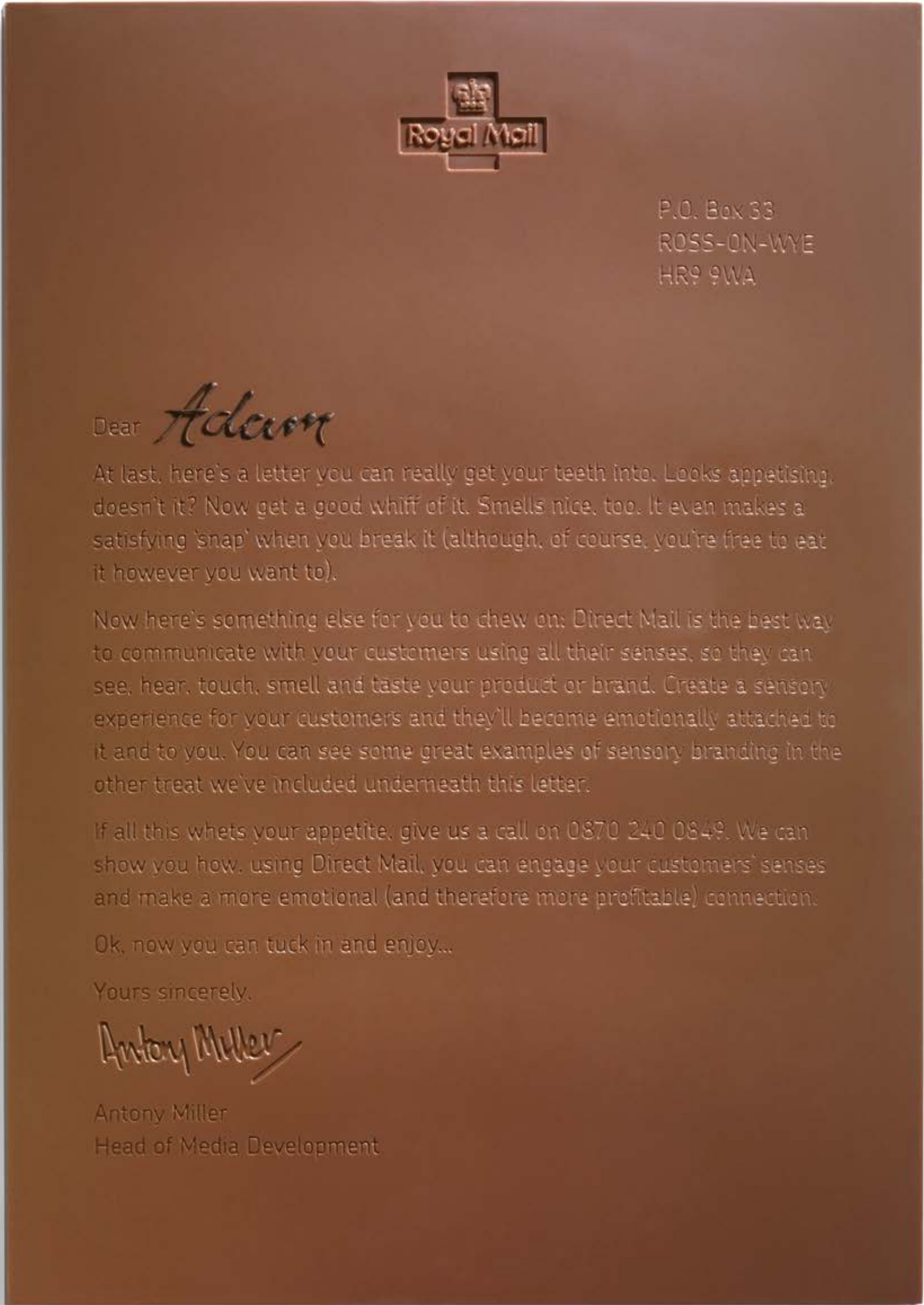





Eat our words



Marketing decision makers were sent a sweet reminder that proved DM does build a more emotive connection with customers. Recipients were sent personalised letters made of the finest milk chocolate. Giving them something to hold, read and even taste. And demonstrating that when the five senses are engaged, you get a better brand experience. Success tastes sweet, indeed.



BRAND: ROYAL MAIL | CAMPAIGN: TOUCHING BRANDS CHOCOLATE LETTER | AGENCY: PROXIMITY LONDON



HARNESS ALL 5 SENSES TO INFLUENCE THE SUBCONSCIOUS



Behavioural science proves that sensory experiences are integral for creating that ‘real-world’ connection with consumers; senses like touch, sight, sound, taste and even smell can subconsciously influence behaviour. The more senses you can evoke, the more powerful the subconscious behavioural impact.

We have used some of these concepts to great effect. For example, a campaign for a high-street optician chain included a personal post-it note from the optician helping the communication to cut-through and be more meaningful (‘salience’). It also felt important so it shouldn’t be ignored (‘authority’), made it feel part of a journey they’re already on (‘commitment bias’) and made taking the next step as easy as possible (‘cognitive ease’). The response rates soared!

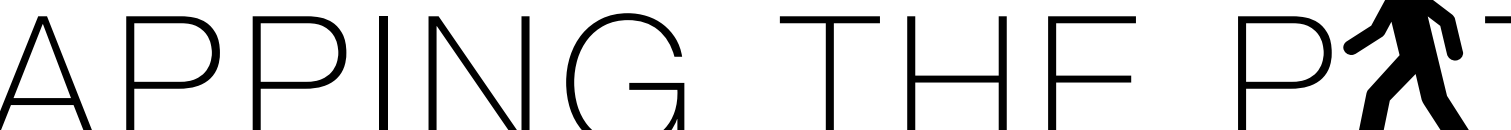
CRAWFORD HOLLINGWORTH **FOUNDER**
BEHAVIOURAL ARCHITECTS



no two alike

With digital printing, you can take personalisation in mail to a whole new level – swapping images and content to make it relevant to your customers. You can even send local maps and give directions to the nearest store from every customer's address. Because one mail definitely doesn't fit all.

MAPPING THE PATH TO PURCHASE



Super premium German pet food brand Josera can only be bought in specialist pet food shops which can sometimes mean new customers struggle to find their nearest stockist.

Recognising an owner's sense of direction may not be as keen as their beloved pet's, Josera partnered with locr to send sample packs complete with personalised maps showing the fastest route from the customer's door directly to their nearest retailer.

BRAND: JOSERA | AGENCY: LOCR & GRUNEWALD GMBH





“**MAIL GRABS
MILLENNIALS’
ATTENTION**”



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It’s important for us to reinforce our position as a challenger to traditional banks to customer groups including millennials and Gen Z.

The visual impact of direct mail and the latest techniques provide us with a great opportunity to grab their attention.

PETE MARKEY **CMO**
TSB

”





THE PERFECT COMBINATION OF PRECISION TARGETING AND SOPHISTICATED CONTENT



Direct mail remains a very important part of the marketing mix and should be a part of any business. It is a powerful medium, representing a tangible and personal interaction between our brand and our customers, an opportunity to deliver the perfect combination of precision targeting and sophisticated content.

RAJ KUMAR **GROUP DIRECTOR – BRAND AND REPUTATION**

AVIVA





Beauty

is in the eye of
the re-targeted



When you connect customer journeys, you create a more personal relationship and you get great results. Benefit Cosmetics ‘nudged’ potential customers with a little reminder in their mail, based on their browsing history. By first identifying which products their customers were looking at online, and then sending them a triggered mail pack that contained the same items, they found that this innovative, more personalised approach reduced basket abandonment and increased sales in eyebrow products by 37%. Talk about a lift, and not just to the eyebrows!





“

When it is done properly, when trouble is taken and thought and empathy applied, direct mail can be really effective.

”

POWERFUL PERSONALISATION

Dame Judi Dench once wrote to me personally. She opened by mentioning how though the season at the Open Air Theatre seemed very successful, she felt that something, or someone, was missing. Me.

Of course, this was direct mail, I hadn't booked anything that summer. It was the most charming and flattering of DM though. When it is done properly, when trouble is taken and thought and empathy applied, it can be really effective.

I opened it for a start, which is more than many people do with emails.

Did I book tickets? Of course I did, I couldn't leave Dame Judi disappointed in me.

SUE UNERMAN **CTO**
MEDIACOM





SIMPLY ENGAGE

Mail doesn't have to be expensive or use complicated technology or printing techniques to be effective. Sometimes all you need is a plain sheet of paper and the right idea to be remembered.

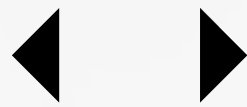


WANDERING WORDS



P&O Ferries enables customers to travel with their cars, giving them the freedom to go off on their own adventures once they reach the port. So they designed the copy in their mail to go off the beaten track too. The words were set free to roam across the page and were designed to catch, and then hold, the attention of the recipient. A delightfully simple yet innovative use of typography and print.





IF YOU REALLY WANT TO TALK TO SOMEONE... WRITE TO THEM



The best things that are said have always been written. It is rare that truly great lines come straight out of our mouths. Any that do, have almost always been put down on paper first and then read out or regurgitated from memory. The speeches we spout, the songs we sing, the poems we perform; the quotations we repeat and the movie moments we replay in our heads.

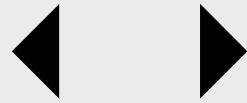
Spoken words stay with us like ink on paper, because once they were ink on paper. So, if you want to really reach someone, write to them. Whether that's your family, your friends, your clients or your customers. And the better you write it, the better they'll read it.

Because when something has been written, rewritten and rewritten again, it is more likely to get read, and reread and reread again.

ROBIN GARTON **EXECUTIVE CREATIVE DIRECTOR**

SKY





PERFORATED CUT THROUGH



This is a clever and single-minded product demo at its best, and recipients experienced it as soon as they started opening the envelope. BMW's Cold Weather Tyres can drive through the snow as effortlessly as customers tearing through the perforated paper. So even before they got to the content, they knew the message. Brilliant, simple and effective. Just what a powerful brand experience should be.





MAIL REMAINS AN IMPORTANT COMMUNICATION TOOL



In an omnichannel world, mail will continue to have an impact when used in the right way at the right time. As a service provider we have to make sure that we communicate with our customers in the way that’s most appropriate for them. Often this is by post.

Direct mail, including statements helps us deliver our broader brand messages about products and services to customers across the UK.

MARGARET JOBLING **GROUP CHIEF MARKETING OFFICER**

CENTRICA





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