

THE REAL MEDIA COLLECTIVE CAMPAIGN REPORT

CAMPAIGN: OPEN UP TO MAIL

CAMPAIGN ACTIVITY: MAILER #3

QUARTER: TWO (SEP-DEC '19)



With a keen focus on delivering an environmentally conscious, unique and interesting mailer, Open Up To Mail #3 (Scent) employed Maltese cross inspired folds and dielines, scented inks, sustainable, recycled Spicers stocks, innovative engineering and a whole lot of ingenuity.

The results continue to deliver growth steady and strong, with a concerted effort over the past few months to cleanse and build our database coming to fruition.

SNAPSHOT

24.08.2019

LODGEMENT

5 STREAMS

For each individual sponsor stream with a personalised Welcome Sheet.

268%

WEBSITE TRAFFIC INCREASE

Note: The OUTM website has increased it's visitors by 286% since lodgement of mailer #3, with a 20% spike on the Supporters Page. This has generated several leads to suppliers querying how to recreate a similar mailer, just rewards for suppliers efforts on production.

6891 UNITS

TOTAL NUMBER OF OUTM MAILERS DISTRIBUTED

1059

OUTM

700

CONVERSIFY

2000

SPICERS

2756

AUSTRALIAN
PAPER

342

AUSTRALIA
POST

28

TENNYSON
GROUP

SPONSORS



PRINT + ENVELOPES + MAILHOUSE



DISTRIBUTION



PAPER

CAMPAIGN OBJECTIVE

The Open Up To Mail campaign showcases the effectiveness of direct mail as a successful channel, addressing the perception of how marketers view one of the hardest working channels - Mail. In the preliminary campaign research mail was viewed as 'old fashioned', not relevant to younger markets and not as instant or measurable as digital channels. Despite these perceptions, recent findings show direct mail returned an average response rate of 9% for house lists and 4.9% for prospect lists last year¹. Further, research has also revealed that 81% of recipients read their mail the same day they receive it, and 85% will open mail if it looks interesting².

SOURCE: 1. Data & Marketing Association's 2018 Response Rate Report.

2. www.canadapost.ca/blogs/business/marketing/marketing-insights/5-reasons-why-direct-mail-marketing-works/?platform=hootsuite&utm_campaign=HSCampaign

The start of the Open Up To Mail campaign began with developing a microsite showcasing great direct mail case studies, nickable charts and videos. The most tangible results ironically, have been delivered via a series of direct mail pieces using sensory marketing in 5 editions, each highlighting one of the 5 senses (Touch, Sight, Scent, Taste, Sound).

Recent data and OUTM recipient feedback is demonstrating the campaigns effectiveness, however additional strategies are being reviewed to increase investment and therefore the campaign.

MAILER #3

The initial concept for OUTM #3 (Scent) derived its inspiration from paper engineering. Employing a maltese cross variation, OUTM #3 used multiple faced pages that fold out to reveal an internal section sprayed with the scent of grass. Copy and content played out the dialogue, with call to actions, statistics and information on the sense of smell.

The mailer folded down to a square format, inserted into a personalised, hand finished envelope containing a personalised 'Welcome' flysheet, 'How We Did It' flysheet and a Case Study on CrimeStoppers scented cards. All in all, a great package of collateral celebrating the power of Direct Mail.



STREAMS

Stream #1 TRMC Database OUTM #3
(All persons receive a TRMC welcome sheet).

Qty: 1059. **Data:** OUTM Database
(provided by TRMC to Conversify).

Stream #2 Australian Paper Database
(All persons receive an Aust Paper welcome sheet).

Qty: 2762. **Data:** Australian Paper database
(provided via TRMC to Conversify).

Stream #3 Spicers Database
(All persons received a Spicers welcome sheet).

Qty: 2,000. **Data:** Spicers database
(provided via TRMC to Conversify).

Stream #4 Australia Post Database
(All persons received an Aust Post welcome sheet).

Qty: 342. **Data:** AP provided database directly to
Conversify (for de-duplication).

In summary: 4 streams
(1059 OUTM, 2762 AustPaper, 2,000 Spicers, 342
AustPost).

Totals: 6163 records.

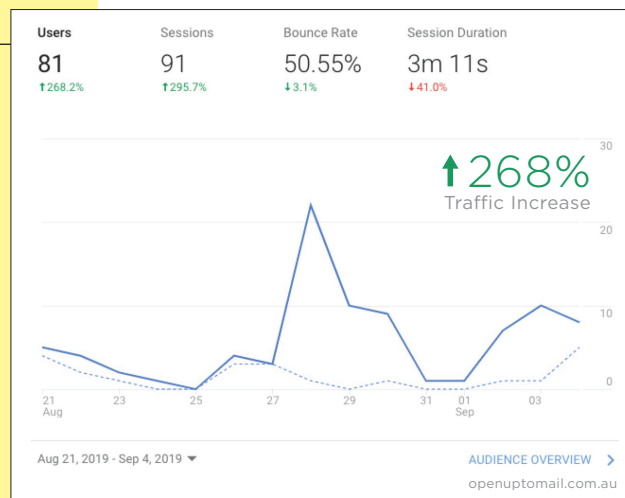
All extras were Sam Sampled with OUTM
Welcome Sheet.

Extras/Overs were approx 400.

ANALYTICS

SUPPORT CHANNEL

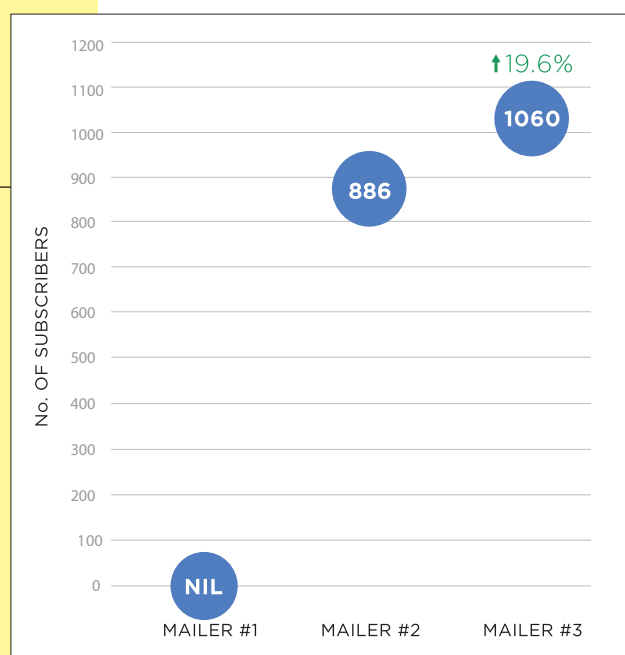
Lodgement of the Open Up to Mail – Scent realised an immediate increase in foot traffic to the Open Up to Mail website. The rise of 268% of new visitors was driven largely by social media channels, as the campaign featured and showcased the creativity on Twitter and LinkedIn. Recipients commented and shared their thoughts on the scented oils being a major feature.



DIGITAL SUBSCRIPTION

Since the lodgement of OUTM #2 (Sight) website subscription to the OUTM database has grown via the website from 886 subscribers to 1060, a healthy 19.6% increase in subscribers.

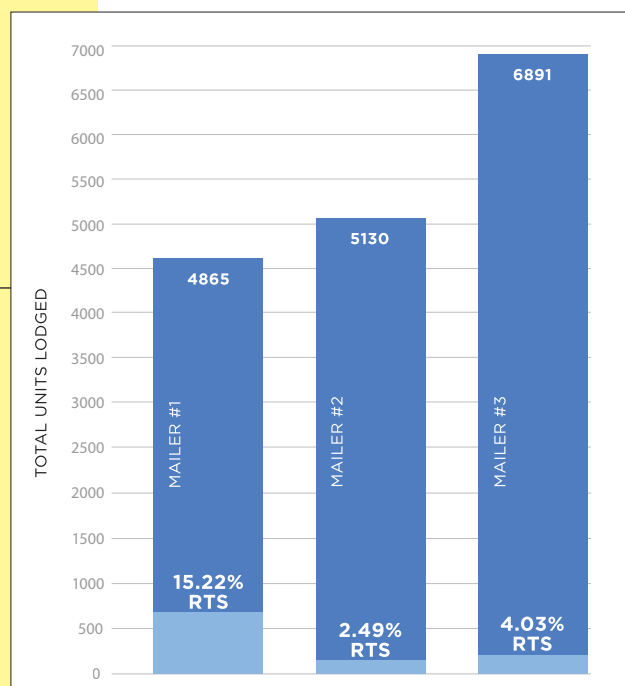
Further, whilst comparing OUTM #3 (Scent) with OUTM #2 (Sight), Mailer units have almost doubled, largely due to Sponsors adding their own databases to the pool. Given the campaign has only had 3 editions so far, there is clear industry confidence in the strength of the campaign.



RETURN TO SENDER

278 Return to Senders out of 6891 mailers (4 weeks post lodgement).

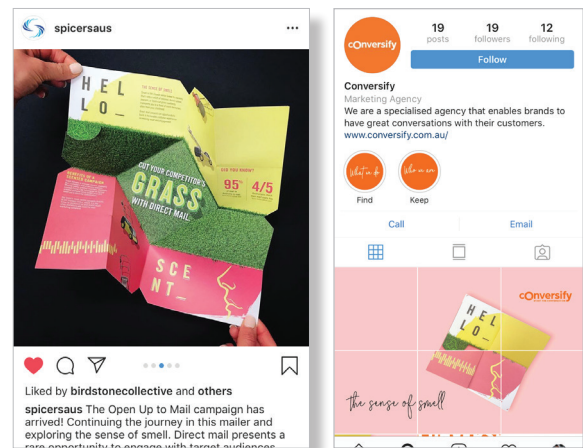
All OUTM RTS are checked, verified via internet search, then secondly by phone or email comms to ensure correct database is maintained.



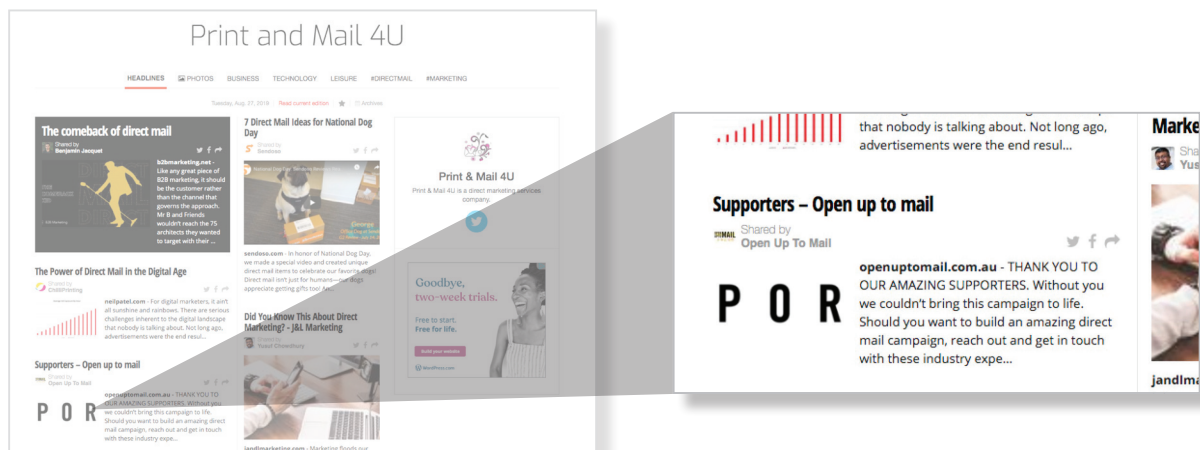
TWITTER



INSTAGRAM



BLOGS



LINKEDIN

