

THE LETTERBOX

CLASS NOTES



**Print's comeback
in the UK**

THE COMEBACK KIDS!



Sharing international learnings, Mark Davies, Managing Director, Whistl (Doordrop Media) provided insights into how strong our industry is and how effective the letterbox is.

Live from the United Kingdom, Mark explored how the UK recovered from severe lockdowns yet rebounded through print providing brands a physical touch-point.

Mark is one of the most passionate people you can find when talking all things print and the letterbox, he is the President of ELMA (the European Letterbox Marketing Association), sits on the DMA Print Council and the Board of JICMail and speaks regularly on the door drop industry both in the UK and across Europe.

Despite the global pandemic, the industry recognised a realistic consolidation of media spend and advertising investment, however the UK industry has stabilised and in some retail sectors was increasing in volumes.

This week's session explores all opportunities across the letterbox and how we can build success for our businesses and our customers with driving campaigns through catalogues, leaflets, flyers and more.

A quick note: catalogues, circulars, mailers and the letterbox channel is referred to as door-drops across the UK and Europe so that we can be clear to the terminology.

Don't believe the hyperbole, in a year of mixed-up Media, the Winner of Media Context of the Year is THE HOME! We can always argue that customers are at home, however it was never more real in the period of lockdowns and work from home notices.

This is expected to continue to a degree and we should as an industry consider how our customers can increase their return on marketing investment through the letterbox channel.

A YEAR OF MIXED UP MEDIA



Empty city centres



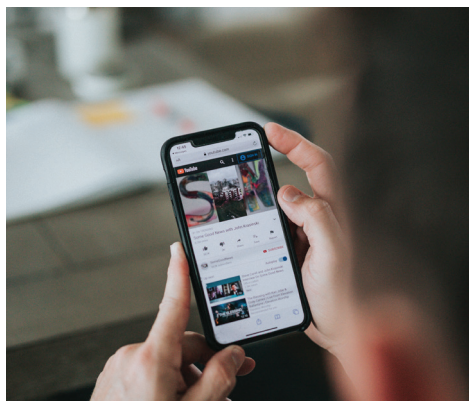
Empty transport networks



Empty cinemas



Not advertising here...



...and for some brands not here.

AND THE WINNER OF MEDIA CONTEXT OF THE YEAR IS...

THE HOME!

Great for TV, great for digital but also great for door drops...



EDUCATE WITH DATA

Once the industry began sharing the actual data with customers the story to success was easier to navigate. Across lockdown, engagement with material from the letterbox was higher with longer in-home lifespans and increased commercial actions taken from receiving the content.

Building a strong research portal has allowed us to explained the real story behind print and the letterbox channel. Being able to share compelling statistics with clients ensures their investment in the print channels we all represent.

Not only does the letterbox play a significant role across the path to purchase, when the audience is at home, the lead time and cost is reduced, the winners were the advertisers.

JICMAIL: Doordrop Interactions

During lockdown Doordrop saw a significant improvement in interactions.

+16%
lifespan

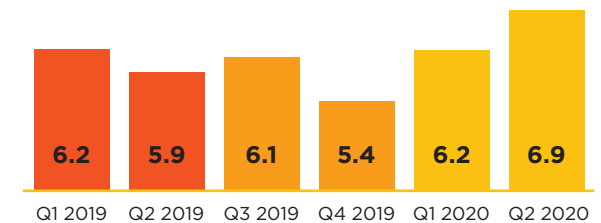
+15%
frequency

+58%
commercial actions

Q2 2020 VS. Q2 2019

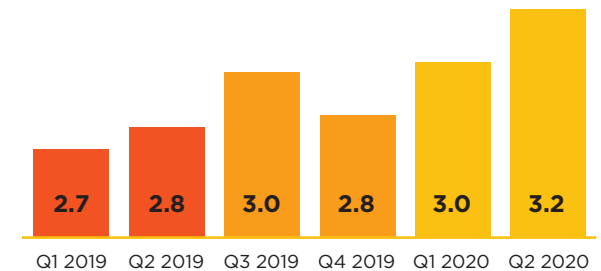
LIFESPAN

(Avg. days an item remained in the HH)



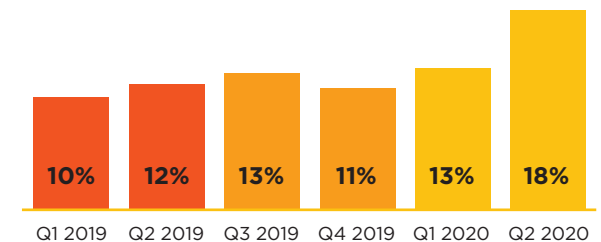
FREQUENCY

(Number of times an item is interacted with)



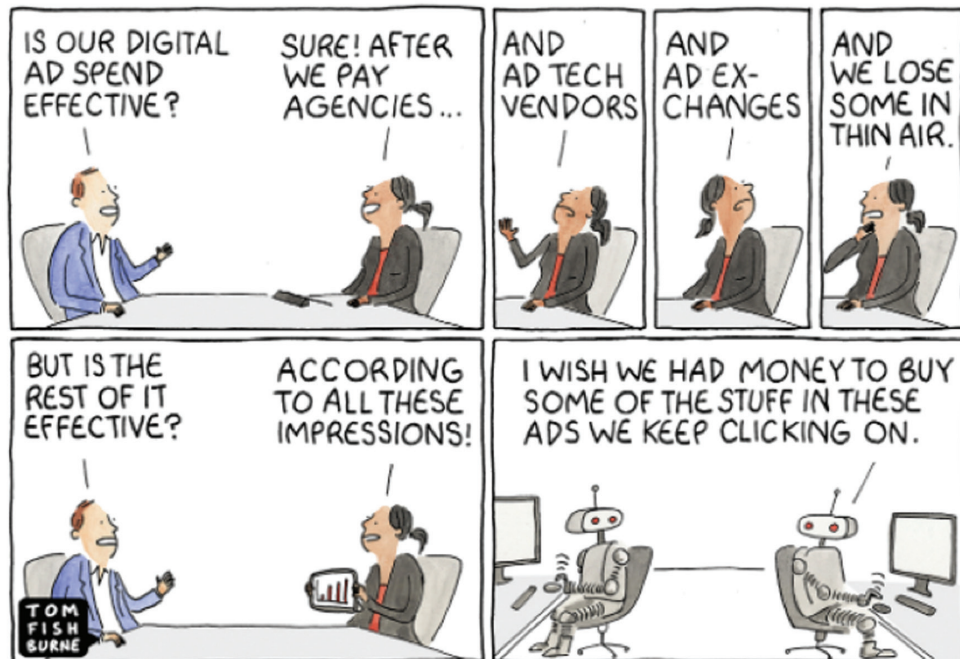
COMMERCIAL ACTIONS

(% of items with a commercial action)



BELIEVE IN YOURSELF

DIGITAL IS NOT THE HOLY GRAIL



©marketoonist.com

Despite media opposing the reality across the sector and digital transformation discussions, the pandemic period created a more cynical and cautious consumer market.

Digital marketing (because it has grown from 0) will achieve percentage increases, however it isn't the holy grail. Many digital channels, platforms and technologies have simply not performed and more and more brands and marketers are pulling apart the glow of digital.

ACTUAL VISIBILITY

Only half of digital banner advertisements are actually seen by humans.

SCAMS

Digital fraud is creating higher levels of caution and concern than ever before.

DATA

Cambridge Analytica scandal saw Facebook move to one of the least trusted brands globally. Which led to a significant print campaign from Facebook to regain trust. Both newspapers and their own magazine remain strong Facebook advertising spend to balance the trust issues they face.

REPUTATIONAL

48% of consumers report that they believe a brand is responsible for any digital advertising association with terrorist or fanatical messaging whether via social media or other digital platforms.

PROGRAMMATIC

\$1 of client money is not being fed to the actual Publisher. Which means a loss of revenue cannot be allocated. Print or mail campaigns deliver greater investment transparency and we must ensure we communicate this to our customers at all times. Via our own dashboard reporting or data that demonstrates reach, frequency and more to ensure your customers have something to report their successes internally for their budget renewal next year.

With so much political and consumer commentary regarding Facebook, Google, Twitter and other Big Tech organisations now is the time to challenge the myths of digital and re-enforce the power of print media channels.

HOW THE COOKIES CRUMBLE...

WHAT WE NEED TO KNOW



©marketoonist.com

WHAT IS A COOKIE?

Third-party cookies are set by a third-party server (ad-tech) via a code placed on the web domain by the owner of that domain. The data collected on third-party cookies are accessible on any website that loads the third-party server's code.

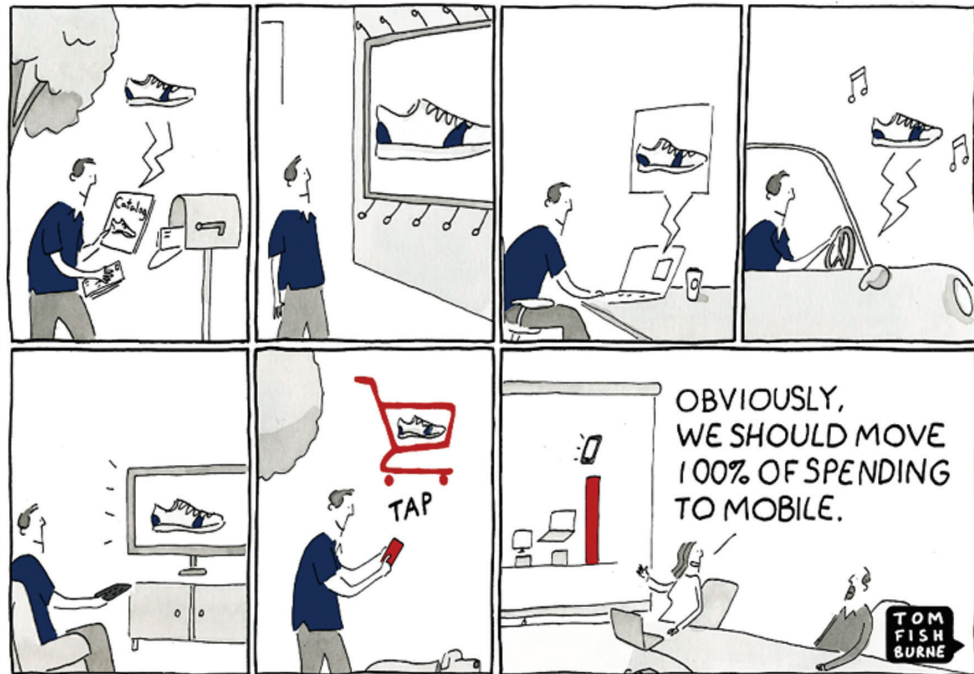
Third-party cookies allow advertisers to track users across the internet (cross-site) and target advertising wherever that user goes.

Last year, Google said it would end support for cookies in Chrome by early 2022 "once it figured out how to address the needs of users, publishers and advertisers and come up with tools to mitigate workarounds". But the latest plan will phase out support for third-party cookies beginning by mid-2023 with cookies completely gone by end of the year.

With third-party cookies being removed, consumers are protected from advertisers following what they search for and popping additional advertisements about that 'new couch' without you visiting that particular brand. It's one that will balance the ethical conduct of digital advertising, however one which many marketers are concerned about what the value of digital advertising is in the future.

THE PATH TO PURCHASE

OUR CRITICAL ROLE MUST BE COMMUNICATED



© marketoonist.com

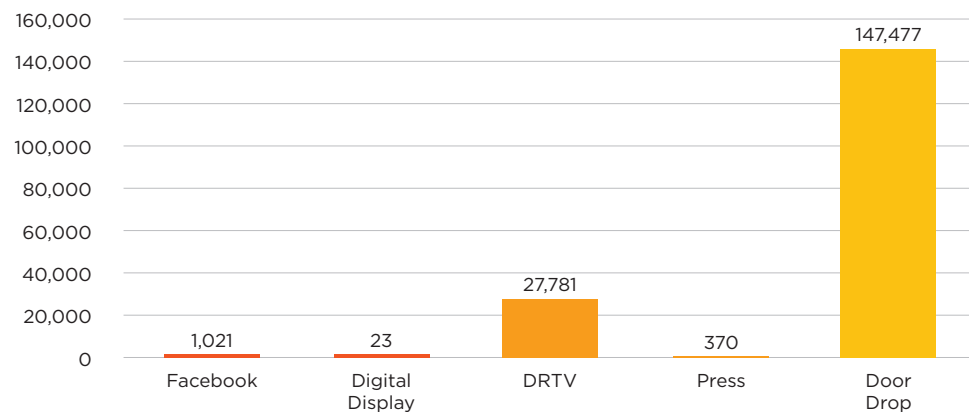
Marketers are focussed on the final click attribution and this is such a false understanding of the reality of the role print and other media's play across the customer's decision or influence of what to buy.

The view of only the final step is the relevant one ignores all the influences print, outdoor, television and other channels play across a multi-step process of decision making for customers.

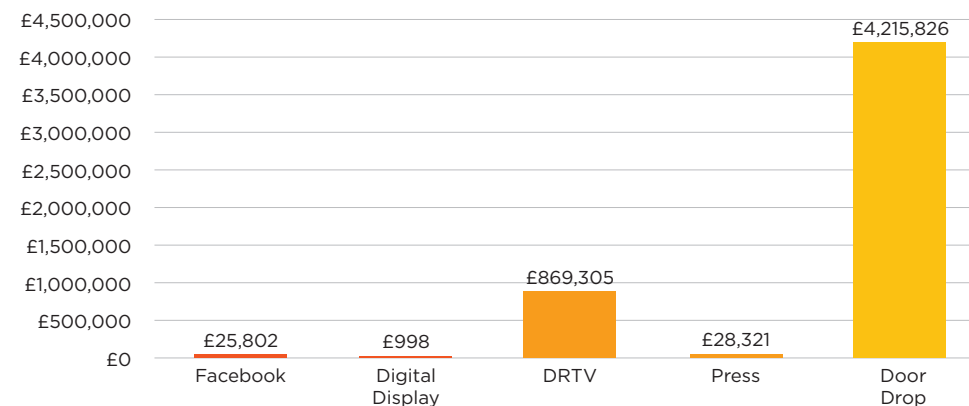
CASE STUDY

CHARITY

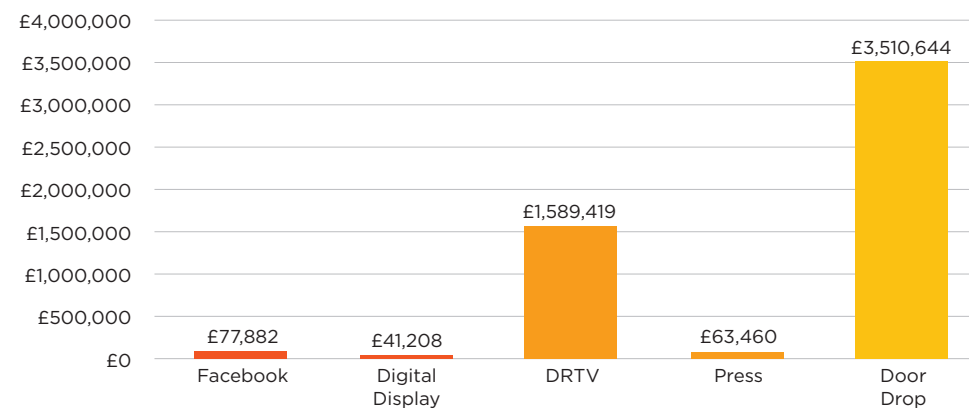
RESPONSES



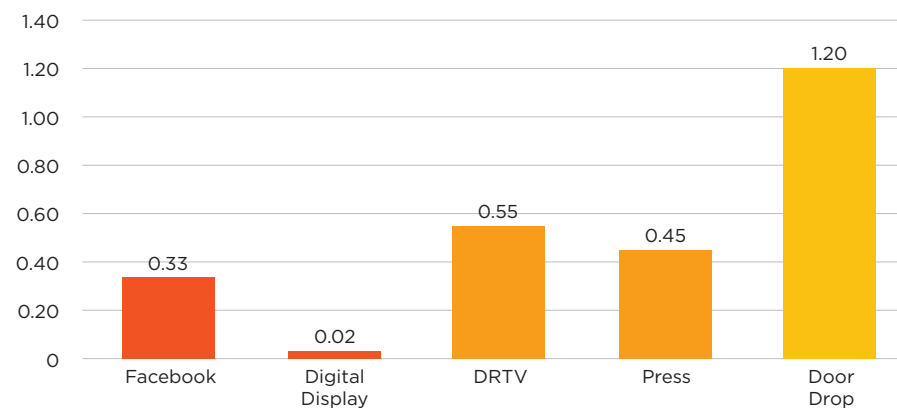
VALUE GENERATED



RESPONSES



ROI

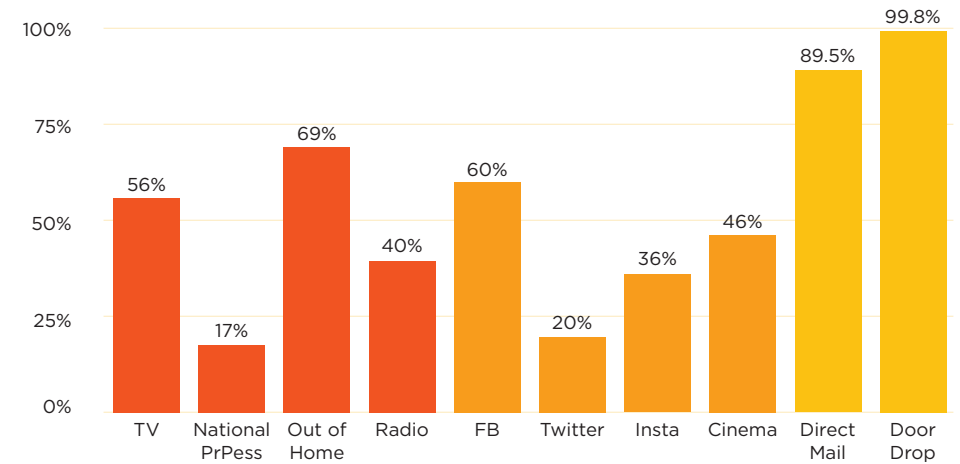


REMEMBER THE LETTERBOX GIVES YOU REACH

With enormous reach print and the letterbox has great reach and this is indisputable.

We also know print is read and engaged with frequently. However, print and letterbox is 20 times more expensive than digital. However, the key here is that from the research print and letterbox is 200 times for interactive. The return on investment therefore is far higher.

DOORDROPS REACH ALL GEOGRAPHIES



WHY USE POSTAL MEDIA?



Highly Targeted



National Reach



Home Mind-set



Cost Effective



Integrated



Fuels Acquisition



Deepens Brand Engagement



Drives Online



Creative Freedom



GDPR Compliant

Q & A

What has been your key imperative in maintaining the case for door-drops in the UK?

Driven by desire to be accountable and demonstrate value back to advertisers. Digital have done a good job, very slick. We needed to fight back and take them on. We've invested most in data analytics so our clients can target better and measure better. It is key to make sure through case studies and evidence that we tell a compelling story. The data, uplift, ROI, that gets you noticed, so that's where we invest.

Do you think this approach can translate to other markets, in particular ANZ?

I think this is applicable globally. UK was famous as early adopters. As a result, we're also experiencing backlash sooner than others. Hold the faith, it's coming around. Digital will either be proved wrong or regulation will stop it. It's always difficult to measure footfall, but that's not good enough nowadays, we need more data points to prove ourselves. They can correlate where the sales happened, where the delivery happened, etc, it offers them the light bulb moments.

How are you tackling the knowledge gap caused by the focus on digital media?

I think through getting our message out there, like with this PoP Webinar. We need to come out fighting, we can't just keep plugging away, we have to tell a better story to a market that is informed. This to me is part of our evolution, speak in their language (marketeer, printer or distro). All of our multitude of components are a digital turnoff for a digital marketer. We have to make ourselves relevant.

Where do you think the channel will be in 5 years time?

We are coming out of an awkward adolescence of digital marketing, they've had a good 10-15 yrs. We've been eclipsed and ignored. Our challenge is to cut through, be visible. Surprisingly, the pandemic has provided a catalyst for this resurgence. Regulatory pressure will change things in digital marketing. We can capitalise and take opportunities over the next five years.

CLOSING REMARKS

We are trusted, accessible, engaging and have very high reach. Our opportunities are endless post pandemic in a saturated and cynically viewed digital environment.

Our future is strong, our audiences are loyal and interested in our channels. We must continue to inspire our customers with the facts, the research and new ideas. Do not continue to sell the same campaign over and over again and expect different results. Report on the success of the campaigns you run, volumes, delivery points, acquisition, and more to provide your customers with the opportunity to sing the praises of the work we deliver.

Build dashboards, reporting technologies and use their jargon to sophisticate your sales process. Do not rest on a 'this is how we've always done it' mantra. Report the growth, success and power of your campaigns. Stand out with sizzle.

PARTNERS



KONICA MINOLTA



the
real-media-collective

+61 3 9421 2206
hello@thermc.com.au

Suite 6, 151 Barkly Avenue
Richmond VIC 3121 Australia
therealmediacollective.com.au
therealmediacollective.co.nz



MARK DAVIES

Managing Director
WHISTL (DOORDROP MEDIA) LTD.

Mark is President of ELMA (the European Letterbox Marketing Association), sits on the DMA Print Council and the Board of JICMail and speaks regularly on the door drop industry both in the UK and across Europe.

