



“Public recall was 550 per cent greater for direct mail than both radio and newspaper advertising.”

Cathy Chernysh
Communications Director
Electrical Safety Authority



Background

The Electrical Safety Authority (ESA) is a stand-alone, financially self-sustaining not-for-profit corporation responsible for regulating the safe use of electricity and electrical equipment in Ontario. With a mission to “improve electrical safety for the well-being of the people of Ontario,” promoting the safe use of electricity is among the ESA’s key objectives.

CLIENT: Electrical Safety Authority

SECTOR: Non-Profit

GOAL: Raise Public Awareness

SOLUTION: The GeoPost™ Plus targeting tool and the Unaddressed Admail™ service

Through the Unaddressed Admail service and the GeoPost Plus tool, the ESA was able to target households in postal code areas where the messages would apply most, for example, older neighbourhoods where renovations, including electrical work, were being done.



Marketing strategy and challenge

The ESA is committed to finding ways to ‘connect’ with Ontarians in a manner that ensures important safety messages are received, remembered and acted upon. “Traditionally, we’ve used a mix of media to communicate with the Ontario public, but as a not-for-profit organization with a tight budget, we wanted to find out which channel was most efficient and cost effective,” says Cathy Chernysh, Communications Director for the ESA.



Canada Post solution

In the past, the ESA has used radio, outdoor signage, newspaper ads, direct mail and other media for its awareness campaigns, but had never tried Canada Post’s Unaddressed Admail service and complimentary targeting tool GeoPost Plus. Upon learning about the service, the ESA decided to put it to the test in one of its October 2008 risk-awareness pilot campaign.



Results

To measure the public’s recall of campaign messages across the various media used, the ESA conducted a telephone survey of 3,216 people in eight campaign pilot cities. The overall campaign recall was 23 per cent, but the real story was the Unaddressed Admail service. Of households surveyed, 11 per cent recalled the direct mail component versus two per cent for radio and television. “Not only were we impressed by the impact that the Unaddressed Admail service had,” says Chernysh, “we also discovered that it was a much more cost-effective channel than radio and newspaper.”