

# INCITE

20

You have 20 unread INCITE case studies

## ABOUT INCITE

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INCITE brings together the best direct mail campaigns from around the world that showcase the principles of Canada Post Smartmail Marketing.<sup>™</sup> It provides readers with a close look at how physicality, data, and connectivity work together in different ways to deliver real, demonstrable results.

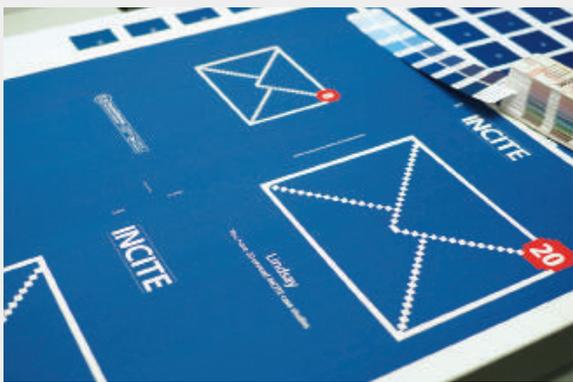
## ON THE COVER

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This issue's cover was inspired by the IKEA Handcrafted case study, which used an innovative combination of data and creativity to reach customers who didn't have email addresses on file.

This issue of INCITE is itself an example of innovation. The cover is a Pearl White linen fabric mounted to an 8pt OPUS cover stock, which was inspired by the fabric email sent by IKEA. The fabric stock was then printed on in full colour with digital variable personalization, on the first sheet-fed, inkjet UV, high-speed variable press in Canada. Thanks to the unique combination of technology only available with this new machine, we were the first in Canada to print variable data onto a fabric-covered stock, with a spot foil added to highlight the overall texture of the linen.

Watch the cover printing process in action at [canadapost.ca/incite10](http://canadapost.ca/incite10).



*\*Views expressed by Patrick Collister are his own and do not reflect those of Canada Post and Canada Post employees.*

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# DATA AND CREATIVITY

by Patrick Collister

**B**ack in the day, creative people had the magic dust. Clients would come to agencies and ask for some of the ju-ju. Because it worked. Brands that invested in TV advertising prospered. Ah, those were the days. I drove a Porsche. Today it's all very different. I drive an ageing MINI. Meanwhile, there is a data analyst out there somewhere driving my Porsche. She has the magic dust now. I first realized how genuinely and massively important data had become when President Obama was elected for his second term.

Where was all the great video that had won awards four years earlier?

There had been Cannes awards for 'Yes We Can.'

Well, in 2012, the President turned to direct mail. The Democratic party spent a lot of money on a massively complex database they called VoteBuilder. It identified thousands of different audiences, segmented by interest. Tax and terrorism moderates, do we have a government for you?

Older suburban newshounds, Obama speaks your language. According to the New York Times, by the half-way mark in the election campaign, Obama had spent \$46m on direct mail and \$36m online (substantially the same value in Canadian dollars).

In Pennsylvania, Mitt Romney fought on a 'support the miners' platform. He ran ads to reinforce his blue-collar appeal. Meanwhile, the Obama team were writing letters. Talking to young voters, who they knew cared about the costs of education. About abortion. And it worked for him.

It looks as if it worked for Donald Trump too, who is reported to have spent 37 cents of every campaign dollar on direct mail. Hillary Clinton spent 20 cents.

The secret, of course, is targeting. And that's where digital has a bearing on who you mail and what you say to them.

## THE TRUTH

When people go online, you can find out what they do and where they go. They reveal what they really think, rather than what they say they think. This is incredibly powerful. Their actions speak louder than their words.

On pages 40-41 of INCITE 10, there's the AI Fresco campaign. Looks a bit dull, doesn't it? Actually, it's really smart because not only does the cover page show a picture of the property the recipient had last rented from the holiday company (32% of holiday buyers like to go back to a place they already know), it also showed pictures of properties the recipient had viewed online. It then showed other properties/holidays AI Fresco already knew they were interested in.

One, this has increased bookings. Two, it has allowed AI Fresco to mail out single sheets of A4 (folded nicely) rather than great fat landfill catalogues.

## HAM AND EGGS

Digital and direct mail go together like a horse and carriage. Here's an example. Depending on what you read, anything between 65% and 70% of all online shopping carts get abandoned before payment. Your client could be losing 7 out of 10 customers who visit their website for one reason or another.

So agencies (like Paper Planes in the United Kingdom) are beginning to pop up and persuade shoppers to return and click through to purchase.

Using mail.

They know when you've failed to complete a purchase and, within 48 hours, they remind you of the lovely thing(s) you so nearly bought – in a letter.

It's programmatic direct mail and it's working.

## ARTIFICIAL INTELLIGENCE

It's Artificial Intelligence, helping marketers learn about their customers' preferences and it's win-win for everyone.

For the client, it's driving sales. Hurrah! But it's also a win for the customer, who has been nudged rather than harried into purchase.

This sort of programmatic direct mail works because it is relevant to its target audience, simply reminding them of something they are already interested in. When my wife gets another Boden catalogue through the post, she smiles. She settles down for a good read. She has opted in.

And that's what judicious use of data is all about, getting people to engage because they like to. There are plenty of marketers who are investing massively in data. Bravo.

But don't forget the human element. Don't forget wit and warmth. Don't forget creativity. That's the bit that can send results skywards. It's the bit that shows you know more than your customer's habits, you know their feelings. ■

## ABOUT PATRICK

Patrick Collister has earned himself a distinguished place in the world of creative advertising. After a seven-year stint as Executive Creative Director of Ogilvy & Mather London, he crossed the line and went into direct marketing as ECD of EHS Brann. In 2007, he founded Directory magazine, a quarterly publication that showcases innovations in communications.

Most recently he was appointed Head of Design for The ZOO at Google NACE. He has won a fair share of awards, including Golds and Silvers at Cannes. At The Caples Awards 2013, he was presented with the Andi Emerson Award for an individual who has made an outstanding contribution to the direct marketing community.



JD Williams

MRS. SAMPLE SAMPLE SAMPLE  
1 SAMPLE STREET  
SAMPLE TOWN  
COUNTY  
POSTCODE



007



26th September 2016

Dear Mrs Sample Sample

**Did you forget something in your online shopping bag?**

Thank you for visiting us online at [www.jdwilliams.co.uk](http://www.jdwilliams.co.uk) Mrs Sample, but did you forget something? We spotted that you left some items behind in your shopping bag and as our new ranges are selling out fast, we wouldn't want you to miss out.

So as a reminder, here are the lovely products that you hand-picked, so why not pop back online to your shopping bag and treat yourself.

**DON'T FORGET... YOU'VE LEFT SOMETHING IN YOUR ONLINE SHOPPING BAG!**



CC101BJ  
£10.00

**OR YOU MAY LIKE THESE FABULOUS SHOES INSTEAD?**



LF101AN



LF294AN



IJ179AN

[WWW.JDWILLIAMS.CO.UK](http://WWW.JDWILLIAMS.CO.UK)

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# IKEA HANDCRAFTED

PRODUCT IKEA FAMILY | CLIENT IKEA | AGENCY LIDA | COUNTRY United Kingdom

## BACKGROUND

IKEA wanted to drive some of their most valued FAMILY members to a website, where they could download a £5 voucher (CDN \$7.45) if they chose to opt in to email communications. Data suggested that they became even more valuable when they were opted in to both mail and email. This was especially true of the highest value segment within IKEA FAMILY.

## IDEA

In response to the challenge to “send an email with no email address”, the first cross-stitched email was mailed out to this select group. Designed to show how much they were appreciated, it also was intended to show how different IKEA was to other retailers. The aspiration of the piece was that recipients would see it as a keepsake when it would become a permanent reminder of the role IKEA played in their home-making.

The Home Sweet Hem sampler featured a unique URL prompting recipients to go online, update their details and receive a £5 coupon (CDN \$7.45) to use in-store.

## RESULTS

Unknown.

## INSIGHTS

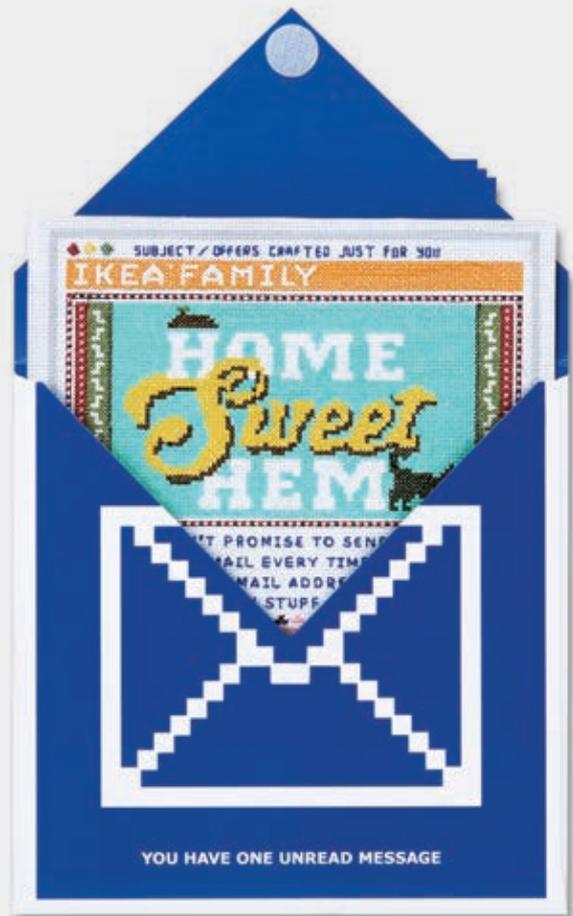
One of the reasons I’ve always embraced mail as a medium is because it has so many rules. And rules are there to be bent, if not broken.

For instance, letters are meant to be written on paper. But here’s one written in thread on a cotton sampler. Because it breaks the rules, it captures attention. It fires the imagination. It leads not just to the short-term results (and I am sure there was a huge take-up of the free £5 voucher (CDN \$7.45) but long term as well.

And it connected the world of data targeting with direct mail to compel recipients to take action online – that’s the power of Smartmail Marketing™ in action.

This is as much a piece of brand communication as any of IKEA’s TV spots, if not more so. All of the company’s slightly odd but very home-oriented values are defined by this mailing and for that reason, it will still be earning money next year and the year after.

EXECUTIVE CREATIVE DIRECTOR Nicky Bullard | CREATIVE DIRECTOR Vaughan Townsend | COPYWRITER Dan Wright | ART DIRECTOR Andy Preston  
DESIGNER Mirjami Qin, Dan French | OTHER IKEA FAMILY LEAD – MARKETING & COMMUNICATIONS Danielle McManus | PLANNER/CSU DIRECTOR Mily Williamson



# THE ECOLOGICAL CAR LAUNCH

PRODUCT Mercedes Benz B-Class | CLIENT Mercedes-Benz, Belgium | AGENCY BBDO, Belgium | COUNTRY Belgium

## BACKGROUND

The B-Class Electric Drive was Mercedes' first fully electric car. Mercedes, however, wasn't really perceived as an ecological car brand – on the contrary. So, to launch this new model in Belgium, the task was to find an idea smart enough to make a strong and clear link between the Mercedes brand and ecology.

In Belgium, if a product was eco-friendly and on the eco-friendly product list, purchasers could buy it with ecocheques. These were vouchers many employers gave their employees, and which were exempt from tax and social security contributions.

## IDEA

The team noticed that electric cars were not on the approved list of eco-friendly products in Belgium.

They set out to change this. After weeks of negotiating with the Belgian government and the ecocheque suppliers, electric driving was added to the list. To spread the good news, the message was printed on the envelopes of every ecocheque mailed out as a benefit to employees. This way, the newest pay method for electric driving was turned into the medium.

## RESULTS

Over 800,000 Belgians were reached despite the restricted budget. Since the campaign launch, sales of the B-Class Electric Drive more than doubled.

## INSIGHTS

Top Indian creative director Piyush Pandey has described creativity as the ability "to get more with less." In other words, to get great results from small budgets.

The agency claimed that this cost one tenth of the typical direct marketing car campaign and yet it helped double sales. That's creativity for you.

Hijacking the ecocheques that were already being mailed out to hundreds of thousands of Belgians was both relevant and timely.

Full marks to the account team, who didn't just shrug and say 'the government won't include electric cars on their list of eco-friendly products,' but rather set about persuading the government to amend the list.

CREATIVE DIRECTORS Jan Dejonghe, Sebastien Devalck, Arnaud Pitz, Klaartje Galle | ART DIRECTOR Jasper Verleije | COPYWRITER Sarah Huysmans  
GRAPHIC DESIGNER, ANIMATOR Vincent De Boeck | STRATEGIST Tom Vingerhoets | ACCOUNT DIRECTOR Valerie Bracke | ACCOUNT MANAGER Marleen Depreter  
ACCOUNT EXECUTIVE Bram De Vidts

Elektrisch rijden betalen met ecocheques? Natuurlijk!  
 Une conduite électrique? Ça se paie avec des éco-chèques!

GELDIG IN BELGIE TOT  
**31/05/2017**

ZONDER  
 WAARDE

GALLE, KLAARTJE

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 € 245,25

01180560001  
 / EC AANTAL 26

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 TOT 5070207

 Mercedes-Benz  
 The best or nothing.

Het eerste automerk waarbij u kunt betalen met Ticket EcoCheque®  
 La première marque automobile qui accepte les Ticket EcoCheque®



10,6 kWh/100 KM • 0 G CO<sub>2</sub>/KM Milieu informatie KB 19/3/2004 - www.mercedes-benz.be - Geef voorrang aan veiligheid. Informations environnementales AR 19/3/2004 - www.mercedes-benz.be - Donnez priorité à la sécurité.

\*Uw deelnemende Erkend Concessiehouder Mercedes-Benz aanvaardt nu ook ecocheques bij aankoop van een Mercedes-Benz Wallbox laadsysteem.  
 Info: mercedes-eco.be of bij uw deelnemende Erkend Concessiehouder Mercedes-Benz.

\*Désormais, votre Concessionnaire Agréé Mercedes-Benz participant à l'action accepte aussi les éco-chèques pour l'achat d'une borne de rechargement murale Mercedes-Benz.  
 Infos sur mercedes-eco.be ou auprès de votre Concessionnaire Agréé Mercedes-Benz participant à l'action.



Faying for electric driving with ecocheques? Naturally!

**WHAT ARE ECOCHÈQUES?**

Ecocheques were introduced in 2009 by the Belgian government as an addition to Belgian employees' salaries. Their goal is to stimulate people to buy more conscientiously.

But, they can only be used to buy eco-friendly products featured on an official list. Products like bio-food, green cleaning products, energy saving fridges, train tickets, bicycles, ...

 Even though it would be logical, electric cars were not on the list.

# THE FIRST CAR CATALOGUE MADE BY KIDS FOR KIDS

PRODUCT Renault Scénic | CLIENT Renault | AGENCY Proximity, Madrid | COUNTRY Spain

## BACKGROUND

Society had changed a lot in 20 years. Families had begun to behave in completely different ways and when parents made decisions, they now involved their kids much more than they ever did.

Renault realized that as well as talking to parents, they needed to include children too, because they contributed to the purchase decision.

## IDEA

The new Renault Scénic was a family car, so the idea was to offer different members of the family their own brochures, one for grown-ups made by grown-ups, one for kids made by kids.

The children's version was designed through a series of workshops in which 10 kids got to experience the new car and were asked to explain its features in their own words and style. They created all the copy and all the images.

In this version of the brochure, fluorescent inks lit up the roads at night, there was an incredible pop-up of the sort of landscapes the car could cruise through and there were plenty of stickers. There were hidden toys to discover, a recipe for biscuits and a page on which the readers could draw their own Renault Scénics.

The brochure was mailed out to prospects and could be ordered online as well.

## RESULTS

The campaign was a great success with some 120,000 brochures mailed, leading to:

- 37,836 users
- 42,846 sessions on site
- 61,493 total interactions

## INSIGHTS

There is a real insight here. Moms and Dads do consult their kids before making purchase decisions, in a way they didn't when I was young. But apart from that, the kids' brochure is a timely reminder to the car buyer that much as they might love something a little sportier, a bit more elegant, right now in their lives they need something a lot more practical.

Not just charming, the kids' version is a more interesting and more convincing description of the car than the standard pack. It's a tangible, personalized expression of what the brand stands for, which clearly resonated with its audience.



1 10 children were invited to come and inspect the car and then, in their own words and with their own images, describe it. 2 They included games and stickers and even a recipe for making cookies. | 3 The result was a car brochure designed for children by children.

# HENDRICK'S MINISTRY OF MARGINALLY SUPERIOR TRANSPORT

PRODUCT Hendrick's Gin | CLIENT William Grant & Sons | AGENCY Gravity Thinking | COUNTRY United Kingdom

## BACKGROUND

Hendrick's was the world's first unusual gin, oddly infused with rose and cucumber. It became so successful that everyone started copying it and the marketplace became crowded with peculiar craft gins. So, to get Hendrick's to stay top of mind, the task was to talk to the audience in a relevant and meaningful way.

Clever social listening made it clear that Hendrick's fans talked passionately about travel online. But there was an odd tension. While they loved travel, their everyday commutes were horrific. So horrific, in fact, that they inspired 7,000+ frustrated tweets a day. There was an opportunity to intervene and 'bring moments of peculiar delight to people's everyday journeys.'

## IDEA

Enter Hendrick's Ministry of Marginally Superior Transport, an unusual establishment that took over @HendricksginUK on Twitter, dedicated to making the dire transport situation in the United Kingdom slightly better.

Hendrick's set to work, proactively tweeting and replying to those in need with over 750 pieces of content over a two-week period, under the guise of ministry officials. Personalized video replies were conceptualized, written, filmed, edited and animated. Travelling cocktail kits, Frantic Air Nudgers (FANS) to keep people cool, stylish Oyster Card holders and copies of Hendrick's hilarious newspaper The Unusual Times, were mailed out.

And when they had heard enough of train delays, poor etiquette and the atrocious manners on public transport, our very own cucumber-shaped, cocktail-laden replacement bus service was created for London & Edinburgh, fondly named H.E.R.B.E.R.T. (Hendricks Extraordinary Roving Bus of Exceptionally Refined Travel).

## RESULTS

The campaign was the most successful William Grant & Sons had ever seen. Hendrick's was mentioned 5X more than their big-budget rivals.

A staggering 10,800% increase in views of the launch film compared to Hendrick's previous campaigns.

Consumers proactively told Hendrick's they had switched to their gin. Consumers implored real travel companies like Transport For London to take their lead. In fact, for every 3 tweets South West Trains received, Hendrick's received 2.

Tickets for H.E.R.B.E.R.T. sold out within minutes, prompting the team to extend the campaign.

The OOH ads were so desirable, they were stolen from the bus stops.

## INSIGHTS

This is what data-driven creative can look like.

Plenty of brands would have rested on their laurels having identified frustrated commuters as a target audience and relied on social media alone. But Hendrick's set out to make sure the emotional response was as massive as possible.

And that meant being as interesting, or as odd, as their product.

As well as receiving sympathy through social media, they received real help through the mail in the form of cocktail kits (for the few), travel-card holders and an amusing newspaper to keep them entertained on the daily journey for many more.

This is what got people really talking about Hendrick's, the physical bits and pieces that came through the post. They were shared and talked about long after they were delivered, amplifying their impact and proving connectivity helps drive results. Remember, mail is social media as well!

CREATIVE DIRECTOR Martyn Gooding | SENIOR CREATIVE Kylie Lewis | ART DIRECTOR Ben Carroll | DESIGNER Joana Couto | CREATIVE TECHNOLOGIST Tom Goldthorpe  
PRODUCTION Pebble Studios | HEAD OF PLANNING Jane Hovey | BUSINESS DIRECTOR Michaela Macintyre | ACCOUNT DIRECTOR Sophie Rivet | CONTENT PLANNER Jess Gough  
COMMUNITY MANAGER Tom Kelly | SENIOR BRAND MANAGER WG&S Sam Bovill | MEDIA & EXPERIENTIAL The Village Communications | PR Splendid Communications



1 Starting with Twitter, Hendrick's began trying to make commuters' lives a little less miserable. | 2 750 pieces of content were created in a two-week period. | 3 A series of films were made and sent out across the twittersphere. | 4 Those who engaged with the campaign were sent The Unusual Times to read and enjoy. | 5 A lucky few were mailed their very own traveler's cocktail kits, generating even more conversation online. | 6 Others were sent branded holders for their Oyster (travel) cards.

# SUN-ACTIVATED KIDS' BOOK

PRODUCT Banana Boat Sunscreen | CLIENT Edgewell, Australia | AGENCY J. Walter Thompson, Sydney | COUNTRY Australia

## BACKGROUND

Although most Aussies knew that using sunscreen was an important form of protection against the intense Australian sun, there were many other things that Australian families needed to do in order to stay safe.

Added to that, there were increasing stories in the media questioning the effectiveness of sunscreen when, in reality, it was often down to misuse and a lack of understanding.

The challenge was to educate parents on how to apply a completely sun-safe regime with Banana Boat sunscreen AND show kids that sun safety, a typically dull subject for them, could actually be fun.

## IDEA

'Colin Splodge and the Sizzledodge' was the world's first sun-activated kid's book, the story about a little boy who loved being outside, and a strange creature that wanted to help him dodge the sizzle.

The quirky Sizzledodge character was printed in UV-activated ink so he only appeared when the pages were exposed to the sun.

The book was written to feature the five key sun safety tips, and deliver them in a unique and memorable way through a story that kids would want to read again and again.

Ultimately kids would remember that if the Sizzledodge was visible, they needed to apply their sunscreen.

The campaign was launched by a mother of six children, actress and influencer Madeleine West and the books made available in partnership with Mamamia!, Australia's largest independent website for women.

Books were mailed out to influencers and journalists. Then a further 3,000 books were mailed out to moms who read about it on Mamamia! and expressed interest.

## RESULTS

The books are soon to be made available to schools.

## INSIGHTS

It has taken a while, but now that the print industry realizes it isn't going to be utterly destroyed by digital technology, it is beginning to explore the boundaries of what is possible. Innovating with inks is just one of the most interesting developments of the last couple of years. We've seen inks made with blood, inks mixed with citronella to repel mosquitoes and, here, ink that fades in low light. Kids will love the magic of the Sizzledodge appearing and disappearing with the sun. And, by the way, he's taught me a couple of things I didn't know about how to use sunscreen. My bet is he'll be doing the same for thousands of moms in Australia.

EXECUTIVE CREATIVE DIRECTOR Simon Langley | DIGITAL CREATIVE DIRECTOR Jay Morgan | SENIOR WRITER Steven Hey | SENIOR ART DIRECTOR Dylan Soopramania  
HEAD OF PRODUCTION Lil Davison | AGENCY PRINT PRODUCER Anastasia Nielsen | HEAD OF DESIGN Nick Doring | SENIOR STRATEGIST Carly Yanco  
GROUP ACCOUNT DIRECTOR Bruce Pywell | ACCOUNT MANAGER Alex Taurian | PR Laura Barette



BEFORE UV LIGHT



AFTER UV LIGHT

1



2

1 When you read the book out in sunlight, hidden messages appear warning mums and kids about the need to keep using Banana Boat sunscreen.

2 Colin and his mate Sizzledodge had five messages to get across in the book. Splodge enough.

Always give sunscreen 20 minutes to absorb before going out into the sun. Keep splodging.

Also wear hats, long-sleeved tee-shirts and sunglasses. Stay cool. Maybe keep out of the sun when it's high in the sky.

# TEST DRIVE THE BBC

PRODUCT BBC Autos B2B DM Pack | CLIENT BBC Global News Ltd | AGENCY Partners Andrews Aldrige | COUNTRY United Kingdom

## BACKGROUND

The task was to grab the attention of senior global decision makers at premium car brands and get them to consider BBC World News and bbc.com as an advertising platform.

The direct marketing campaign needed to be highly targeted, have real cut-through and initiate a conversation between the BBC Sales Team and the target audience.

## IDEA

BBC World News and bbc.com were the intelligent choice for car brands. But how could they get the attention of a super-busy audience and then get them to listen to the sales pitch? Simple. They're 'car people' so they were sent their own, personalized 'test drive' video piece.

The piece was as slick and high-end as the BBC brand itself. On opening the piece, the recipient discovered a bespoke USB key (in the exact style of their own brand's key) that – once inserted into the ignition slot – automatically played their personalized test drive on the built-in screen.

Their test drive took them on a fast-paced tour of the BBC, explaining that they have the same shared values (trust, quality, status, performance and innovation) and delivering key facts and figures in a simple and easily digestible format. In a few short minutes, the audience was left in no doubt that the BBC's advertising platforms were perfect for their brand.

## RESULTS

The initial response was very positive with one recipient phoning the BBC Ad Sales Team immediately upon receipt to find out more, starting exactly the sort of conversation the BBC wanted to initiate.

## INSIGHTS

As a B2B medium, mail really does do the business. I can testify to that myself.

And when an advertiser takes the time to really think about the target audience; how those people think of themselves; how they think of the world; and then speak to them in their language, then they will be successful.

What you want any piece of communication to be is relevant, branded and memorable. It is rare to tick all three boxes, irrespective of which media you are in, but this does it. It truly represents the best of Smartmail Marketing: combining razor-sharp data targeting plus engaging physicality, leading to a memorable and relevant digital experience. Tick, tick, tick.

CREATIVE DIRECTORS Ross Newton, Richard Worrow | COPYWRITERS Nick Coates, Jenna Thomas | ART DIRECTORS Gabriella Kohli, Bilel Labjaoui, James Fairburn  
 HEAD OF DESIGN Guy Sexty | DESIGNER Dave Jupp | CREATIVE TECHNOLOGIST Sam Cox | PRODUCTION Wahooti London  
 OTHER Matt Lee, Celia Taylor, Sam McGeorge, Craig Lawrie



# #BREAKTHEMOULD

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PRODUCT The Pippa Hudson Show | CLIENT Cape Talk Radio | AGENCY Y&R, South Africa | COUNTRY South Africa

## BACKGROUND

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Cape Talk Radio, a leading radio talk station in the Western Cape province, known for starting meaningful debates, wanted to increase their commercial value and enhance their relevance in today's ever-changing competitive market.

## IDEA

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The idea was to start a conversation about gender-specific toys, which established Cape Talk as a forward-thinking radio station while also challenging outdated, narrow-minded gender bias. Stereotypical 'boys' and 'girls' toys were repackaged to be gender-neutral. The toys were sent to leading toy retailers and a family psychologist, inviting them to the show.

## RESULTS

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The conversation spread on air and online, getting parents and toy companies alike to rethink the way children's toys are packaged, promoted and purchased.

## INSIGHTS

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Most media follow stories. Here's Cape Talk creating the agenda and leading the news. The mash-up toys are very funny but even as you start laughing at the Ninja Fairy you realize that the issue it describes is not actually very funny at all. For some people, trying to deal with their gender and sexuality is a source of great misery. Anything that helps them feel they are not alone has to be laudable. Well done Pippa Hudson and Cape Talk for raising a subject many other commentators would prefer to avoid, and bringing it to life through the persuasive power of direct mail. Physically sending the repackaged toys to the target audience ensured the message was one that couldn't be ignored.

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CHIEF CREATIVE OFFICER Graham Lang | CREATIVE DIRECTOR Nkanyenzi Masango | HEAD OF ART Gareth Cohen | ART DIRECTORS Wade Barnes, Lushca Brink  
 COPYWRITER Beatrice Willoughby | PRODUCTION MANAGER Rory Bonnes | PRODUCER Justin Fraser | MUSIC Chris Querido | ACCOUNT DIRECTOR Megan Hall



**CAPE TALK**

Cape Talk is a radio station committed to sparking meaningful debates. That's why this month, we're running a special programme dedicated to gender issues.

In this programme, we want to start a conversation about the gender-related prejudices parents often unknowingly place on their children through toys. Basically, research has shown that when parents only allow their children to play with certain toys based on their gender, it can actually limit their social and professional development, leading to a rigid and biased society.

So we've sent you this ferocious Princessaurus toy - repackaged from two gender-specific toys. Princessaurus is a brave dino ranger for both boys and girls to play with and is on a mission to break through gender bias.

As a leading toy retailer, we'd love you to get involved. We want to invite you onto our show to share your thoughts on how toys can either aid or limit children's development, while also giving your brand free exposure.

We'll be in touch shortly to schedule a time for you to come on air, hopefully you're on board so we can #BreakTheMould together.

# STREET SIGNS

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PRODUCT Newspaper | CLIENT Folha de Sao Paulo | AGENCY RAPP, Brasil | COUNTRY Brazil

## BACKGROUND

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Folha de Sao Paulo was one of Brazil's leading newspapers. Though its website had the largest number of visitors of any newspaper in the country, they wanted to bring back lapsed subscribers to the hard copy of the newspaper itself.

Because the budget was limited, the format used had to be simple and inexpensive. Despite the restrictions, the ambition was to beat all previous response records.

## IDEA

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The idea was to use personalized data in a creative way.

The mailing replicated the recipient's actual street sign and address. If (s)he lived in Avenue Ipiranga, the cover of the leaflet showed the sign for Avenue Ipiranga.

The message was to the point: we want to return to your address.

## RESULTS

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While Folha de Sao Paulo does not wish the results to be published, they will say the performance of this mailing was among the very best they have experienced.

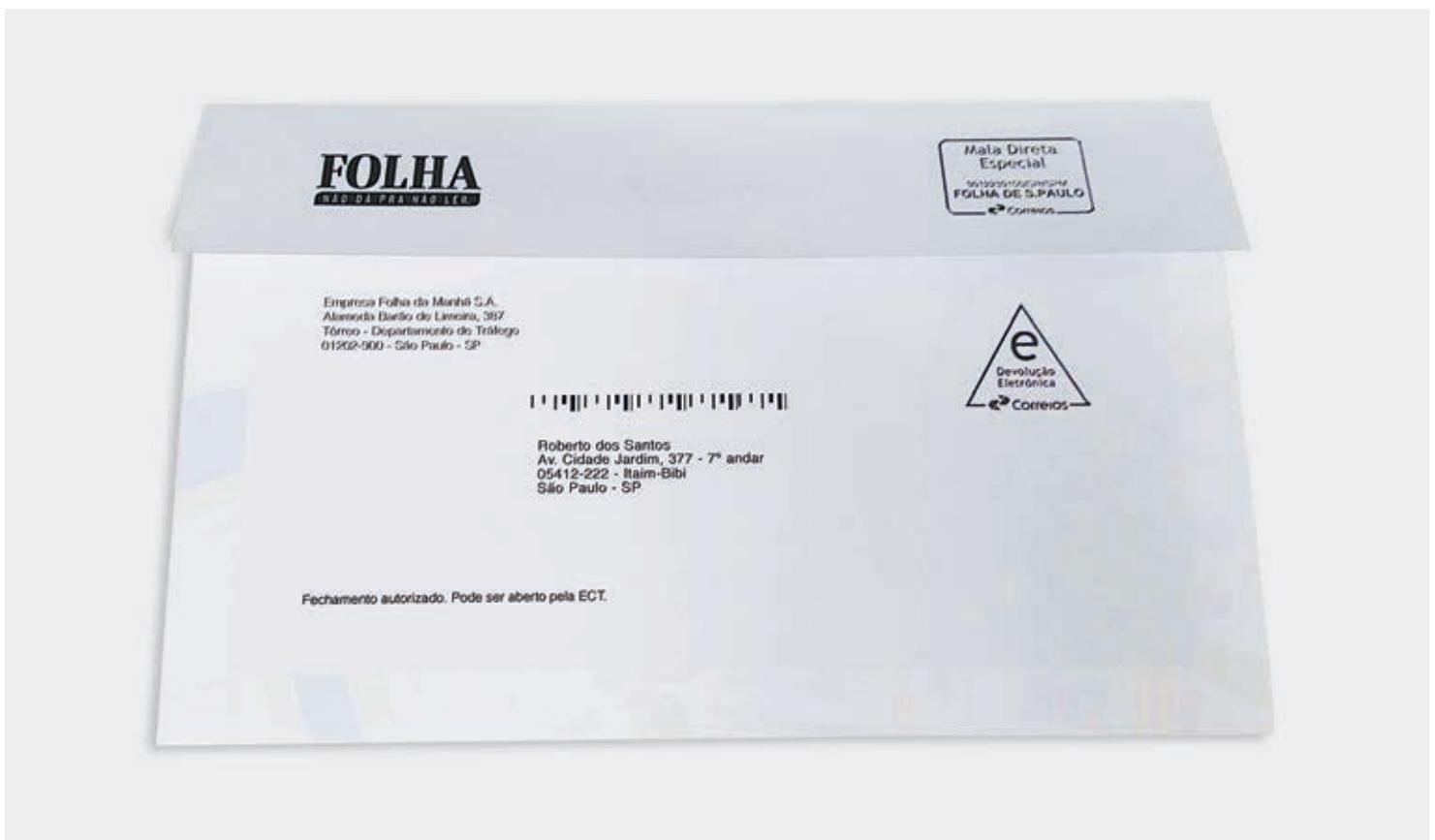
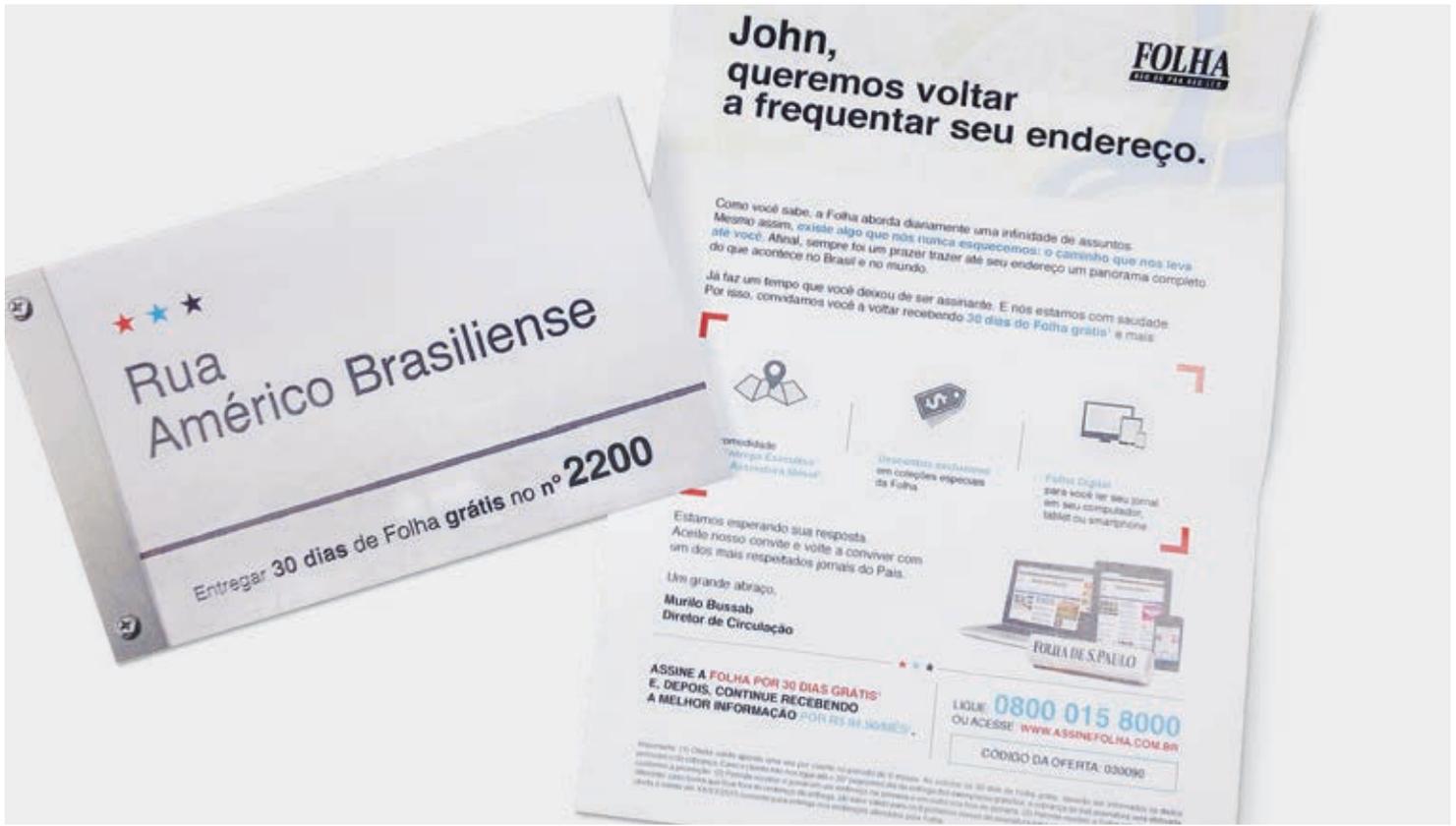
## INSIGHTS

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If you think about it, a simple idea like this – showing the recipient that you know where they live – relies on amazing print technology to be able to deliver.

Thousands of direct mails were sent out but almost every one was different.

The way machines can now respond to data is genuinely astonishing. It means there is really no excuse for not personalizing your direct mail. This campaign is another great example of how the right combination of precisely targeted data combined with impactful direct mail can deliver impressive response rates.



# MINCEMEAT

PRODUCT WrestleMania | CLIENT SKY TV | AGENCY RAPP, New Zealand | COUNTRY New Zealand

## BACKGROUND

WrestleMania is the biggest wrestling event on the WWE (World Wrestling Entertainment) calendar. In the USA, it takes place during peak weekend viewing times, early on Sunday evening. Perfect if you're an American wrestling fan. Not so convenient in New Zealand, where it meant the three-hour show would screen on Monday at noon – right in the middle of a work and school day.

Added to this: the event could only be seen on pay-per-view for \$19.95 NZD (approximately \$18.07 CDN in 2008).

## IDEA

One thing wrestling fans had in common was a love of the hyped-up theatrics of the sport, including the over-the-top rhetoric: "I'm gonna damage you." "I'm gonna grind you to a pulp."

In WrestleMania XXIV, several big-name contenders were going up against each other in grudge matches.

Targeting people who had paid previously to watch a wrestling event on SKY, the idea was to focus on the potential (grisly) outcome of these fights.

A real shrink-wrapped packet of mincemeat was mailed out, with the address label looking like a meat-pack sticker, asking: "Who's gonna be mincemeat?"

Wrestling fans were invited to "rip open and flip over" the pack to find out more.

## RESULTS

Wrestling fans didn't just wrestle with the idea, they took action.

14,714 people who had previously paid to view a wrestling event on SKY were mailed. 8,468 people pre-booked and paid to view Monday lunchtime wrestling. That's nearly a 60% conversion.

## INSIGHTS

I once got a letter inviting me to subscribe to a red-top newspaper in the United Kingdom. The paper itself was low-brow but entertaining. Headlines like 'Flock in frock shock' when a parish priest had a sex change. In comparison with the product itself, the letter I got was grey.

All too often this is what happens with direct mail. Marketers forget the brand and get bogged down in peripheral details.

Triumphantly not so here, where the agency has understood precisely what it is that makes fans tune in to the slam-dunk world of wrestling. They showed just how powerful a message can be when you integrate smart data with an unforgettable physical direct mail piece to drive action. Congratulations to the client at SKY New Zealand who got a return of \$169,000 (CDN \$155,500) on his/her bravery.



# ADDRESSING THE PROBLEM

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PRODUCT Postal Addressing System | CLIENT what3words | AGENCY OgilvyOne, London | COUNTRY South Africa

## BACKGROUND

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75% of the world's population had no reliable system of addressing. Streets, house numbers and postal codes simply did not exist. Four billion people had no reliable way of receiving mail and consequently were invisible.

In developing countries, it was also a barrier to growth, as they could not benefit from the increase in mail from e-commerce.

What3words was a revolutionary new way of finding anyone anywhere.

The world was divided into three-metre squares and each square given a three-word address. Complicated co-ordinates were now reduced to just three everyday words.

What3words wanted to tell Postmasters in ten key African markets about the simple solution they offered.

## IDEA

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What better way was there to reach the Chief Postmasters in Comoros, Senegal, Nigeria, Niger, Togo, Liberia, Ghana, Bénin, Sierra Leone and Gabon than with a letter.

But these were letters that replicated the difficulties people had in reaching others when there was no reliable addressing system available.

Each envelope gave intricate directions of where it needed to be delivered. Some were visual explanations, some used maps and some bore written directions. (From Moroni airport head east until you hit the Boulevard Karthala. Follow this north, past the Ancien Marché...)

Though beautifully designed, each letter demonstrated both the problem and what3words' understanding of the situation.

## RESULTS

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As it happened, eight of the ten Postmasters responded and conversations have begun with three, one of whom has just signed an annual contract. Because each market was worth a large amount to what3words, converting just one of the ten Chief Postmasters would lead to a healthy ROI.

## INSIGHTS

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The big secret of direct mail is targeting. When you know exactly who you are talking to, then you know how to talk to them.

And, by the way, the more precise you are in your targeting, then the fewer direct mail pieces you actually have to send out to achieve your objectives. The power of data combined with the impact of physicality is what made this idea so brilliantly effective.

When I work with students, I tell them that the best way to get their first job in advertising is direct mail. Work out which 10 agencies you'd most like to work at. Then write to each individually, explaining why they would benefit from having you on board. Of course, you have to be a bit clever about it. You can't just write, 'gimme a job'. You have to demonstrate your skill and your talent. Which is pretty much what this mailing is all about, a demonstration of the problem and the offer of a solution. To an individual. Beautifully crafted.

It works for Chief Postmasters and it works for creative directors, judging by the number of awards it is picking up.

This letter is for Ahmed Mariama who works in Port Moroni on Comoros. From Moroni Airport, head East until you hit the Boulevard Karthala. Follow this North, past  the Ancien Marché. Take the next road  on the right, opposite the big white bank with the palm trees outside. Down this road, on the right is the Société Nationales des Postes. Inside is Ahmed Mariama (If you get to Marché Dubai, you've gone too far!)

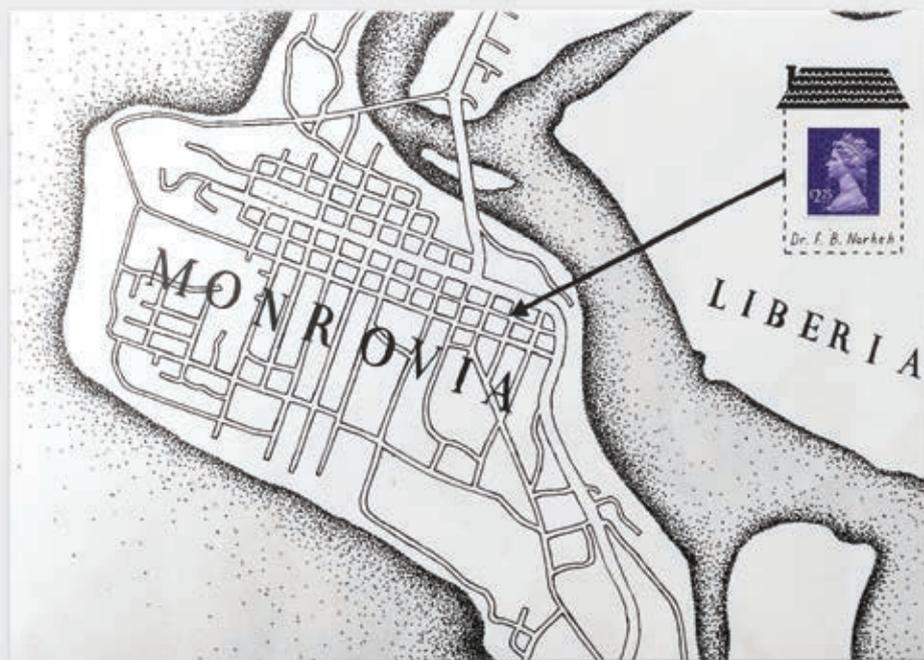
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4

1 In many parts of the world, it is almost impossible to mail many people because house names, numbers and even street names simply don't exist. To let Postmasters of a dozen African states know that there was now a solution to this problem, they were individually mailed in the same way most of their customers were mailed. Using directions rather than a postal code.

2 In exactly the same way you might verbally give directions to your house, the letter to the Postmaster General of Nigeria asked people to follow the ring road, turn right onto Osabanjo Way, then right onto onto Mohammadu Buhari Way.

3 A series of maps allowed postmen to work out exactly where to deliver this letter to the Postmaster of Senegal.

4 Every envelope was designed for the specific individual in the specific country. All got through – eventually.

# TALKING BONES

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PRODUCT Charity | CLIENT Dignity Institute | AGENCY Grey Paris | COUNTRY France

## BACKGROUND

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More than 125,000 victims of political violence and torture live in France. Yet, the Government hadn't done anything by way of health and social security policy to help or assist these people.

The Dignity Institute, an international association located in Denmark with 30 years' experience across 20 countries, wanted to raise awareness of what these victims had suffered and to raise funds.

## IDEA

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The creative leap was to show key influencers torture as they had never seen it before. Torture victims recorded their stories and these were then embedded within their own medical x-rays.

When the x-ray was placed on a turntable, it could be played like a vinyl record. As well as hearing about what the victims had had to endure, the influencers could see the injuries suffered by people like Arta, Adnan and Fidele.

The journalists and opinion formers were shockingly reminded that torture and political violence is not a distant issue but was a reality even now in France.

They were encouraged to start a debate about the issues.

## RESULTS

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250 articles were written in response to the mailings, generating 9.5 million media impressions including 200,000 mentions on Twitter and Instagram. Traffic to the website increased 170% and one ex-minister decided to actively lobby the government.

## INSIGHTS

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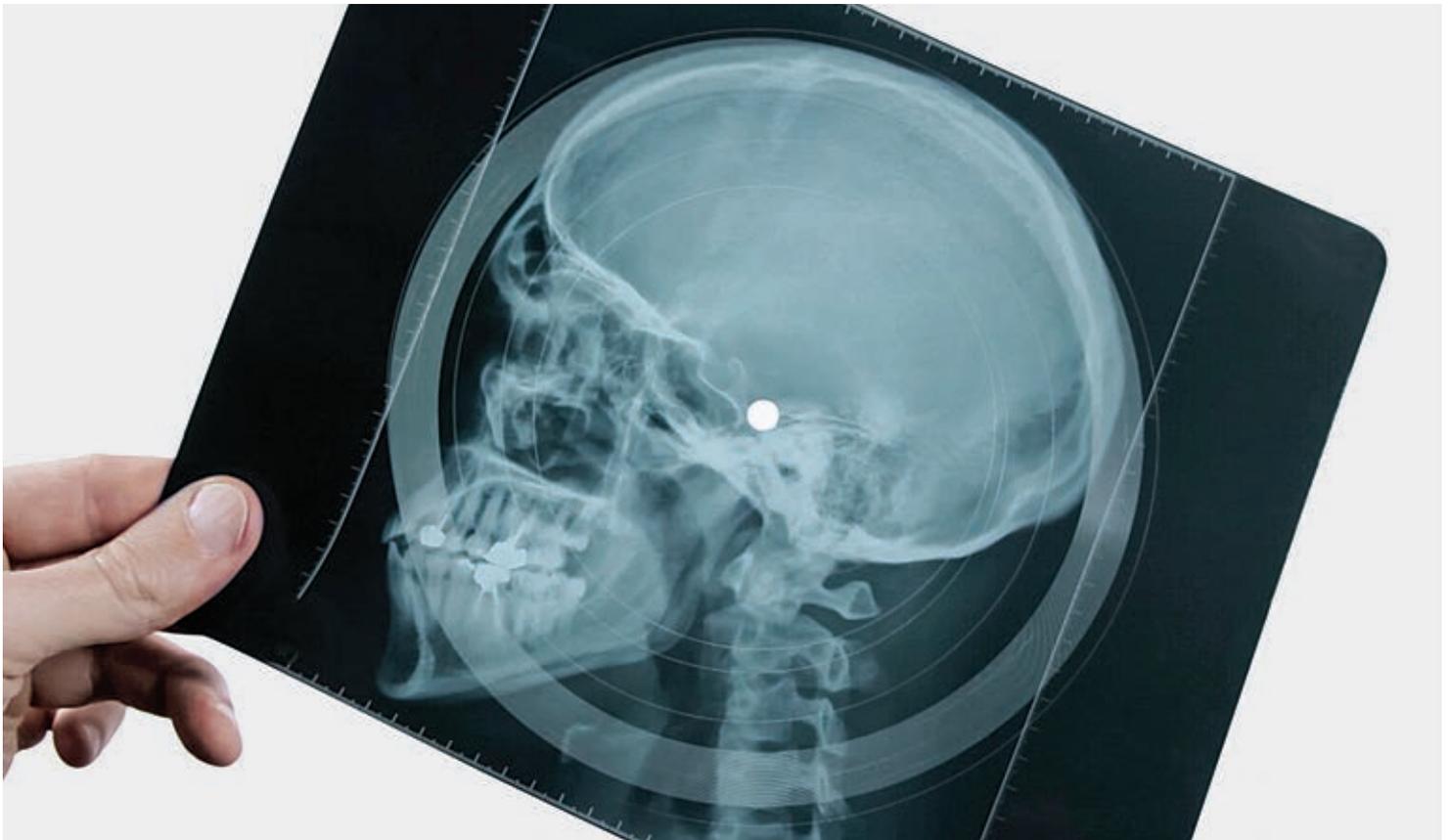
I've said it once, I've said it a dozen times – mail is the original interactive medium. This got people to look at an x-ray, place it on a turntable, place a needle on it and then listen – to the harrowing testimonial of Arta.

"I am 42 years old and I'm from Kosovo. In 1999, I was arrested by UCK militia and imprisoned for three weeks. They sat me on a chair. My hands were tied behind my back with metal handcuffs. They tied my legs to the chair. I told them I was not a traitor but they hit my bones with a metal bar again and again."

It cost money to make. But then it also ended up reaching millions of people. And it reached them at a fraction of the cost of a TV or print campaign. Precise targeting plus a compelling creative idea equals great results every time.



1



1 Influencers were mailed an x-ray, which they could play on a turntable to hear the story of how those bones had been broken in captivity.

# FORWARD THE CURE

PRODUCT Umphang Hospital Foundation | CLIENT Umphang Hospital Foundation | AGENCY The Leo Burnett Group, Thailand | COUNTRY Thailand

## BACKGROUND

Umphang Hospital had noticed that well-to-do city dwellers tended to have a lot of unused medicines and prescriptions. Those meds could be used by less well-off patients. The challenge was to bring the two together, the discarded pills and the people who could use them.

## IDEA

Being poorly funded, Umphang Hospital needed a platform idea to help them recruit free medicines from as many people as possible.

The solution was to forward the meds.

When medicines were dispensed by the pharmacies, they were placed in a paper bag. What if the bag doubled up as an envelope, which could be mailed back to Umphang Hospital with any leftover pills or treatments?

The Cure Pack was distributed to hospitals and pharmacies around Bangkok.

## RESULTS

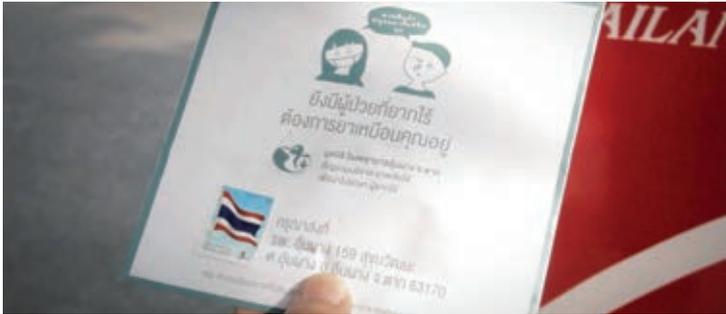
Over 100,000 packages of the Cure Pack were produced at a cost of less than \$6,000 USD (CDN \$7,500). The average cost was only \$0.067 dollar/person but the medicine sent back was beyond price. Returned meds have already helped over 25,000 patients at Umphang Hospital.

## INSIGHTS

The creative mind is a mind which asks, what is the problem really? Rather than, how can I do a good ad from this brief?

When you know what the problem is, the solution often presents itself. In this instance, the creative solution wasn't just to educate people but to empower them to act. That's the power of combining data-driven insight with a direct mail piece that put the solution in the target's hands. You have some pills lying around. You don't need them anymore. Here's a bag that turns into an envelope to make it easy and bingo! Everyone wins. I love how this turns one medium into another. Packaging becomes mail. And some ill people got better. How good is that?

CHIEF CREATIVE OFFICER Sompat Trisadikun | EXECUTIVE CREATIVE DIRECTOR Chanyutt Boonyagate | CREATIVE GROUP HEAD Sakon Khanawuthikarn  
ART DIRECTORS Sakon Khanawuthikarn, Sompat Trisadikun | COPYWRITER Jakkaphong Kirdtongkum | ACCOUNT DIRECTOR Panjaporn Kruapanichwong  
GROUP ACCOUNT DIRECTOR Thanyaporn Teerapha | EDITORS Thawisawakorn Seangkharat, Thanakorn Leeramass



1 When people picked up their meds from the pharmacy, they were invited to use the bag to mail any unwanted pills and treatments on to Uhmpang Hospital. Doctors sorted through the various pills, keeping those that could still be used.

# SHOOT 'EM DOWN

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PRODUCT Office supplies | CLIENT DreamBox Stationery | AGENCY Day6 | COUNTRY Greece

## BACKGROUND

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DreamBox supplied stationery to companies across Greece. The poor economic situation in the country meant the company had to reduce its prices. The challenge was how to inform both existing and potential clients about the great new prices.

## IDEA

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A direct mail piece was created that included a fully operational catapult and crossbow made exclusively from stationery items (pens, pencils, binder clips, rubber bands, rulers, etc.) from DreamBox. The copy described how all prices had been shot down. A step-by-step how-to-fire diagram was also included.

## RESULTS

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Designed to be fun and friendly, 100 Shoot 'Em Down weapons were mailed to major existing customers. Every single one replied to thank DreamBox for the unique gift and most of them put in a new order for stationery supplies. Many asked for more weapons to give to friends.

50 Shoot 'Em Down weapons were also mailed to potential clients. 27 replied, agreeing to a presentation appointment to find out more about DreamBox.

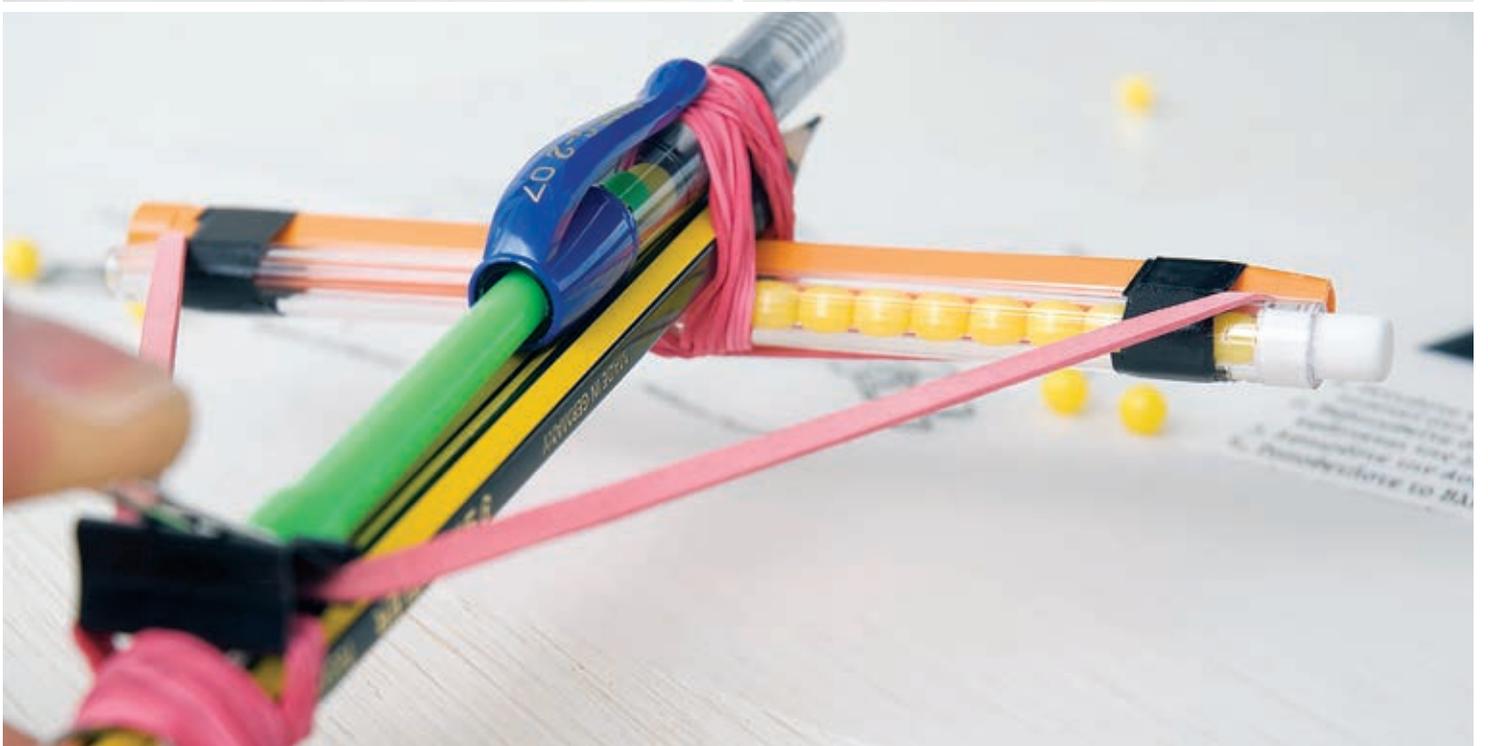
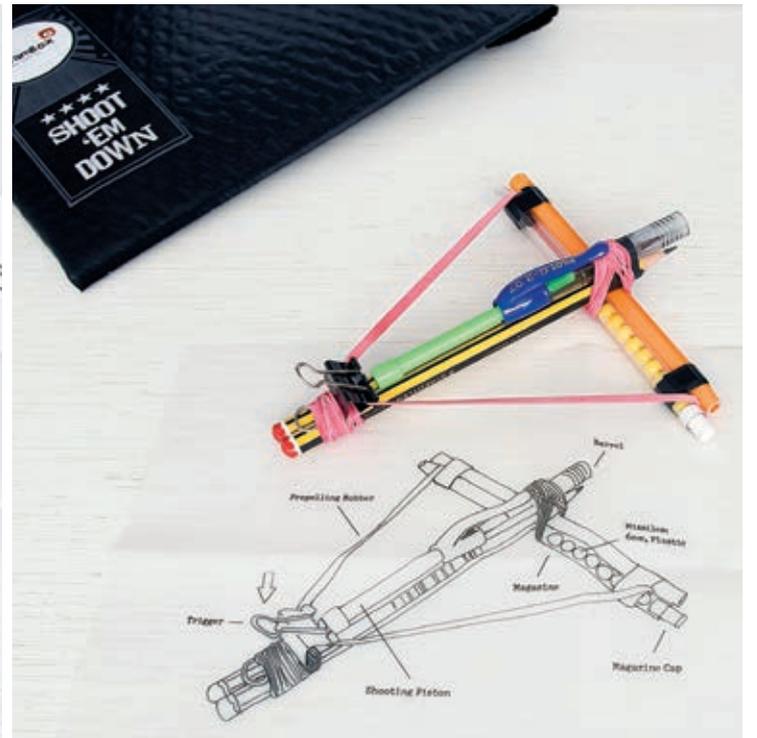
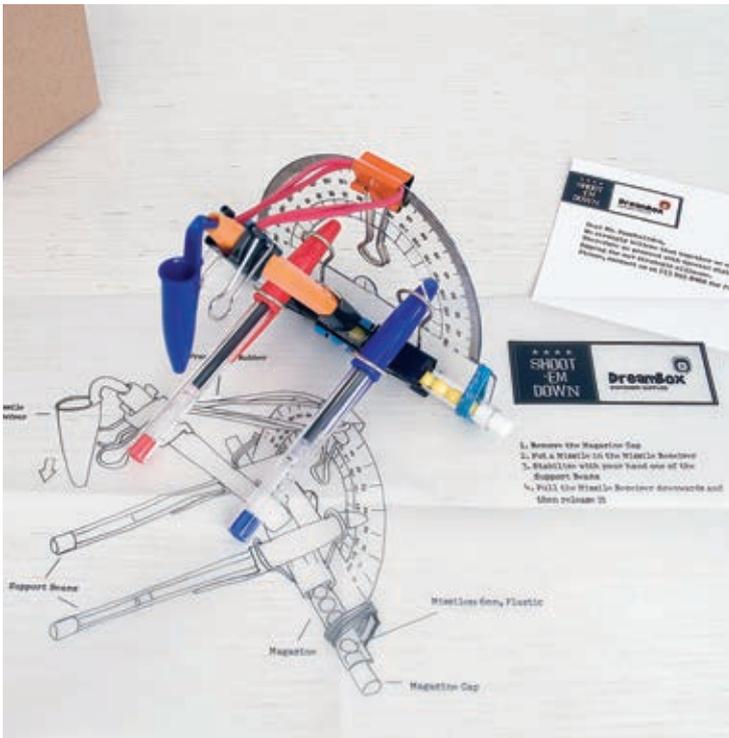
The investment was justified ten-fold by just the first wave of orders.

## INSIGHTS

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When the economy suffers, all too often creativity is the first casualty. People want to minimize risk. But the greatest risk of all in marketing is to take no risks at all. Because then you are completely unnoticeable.

Greece has been having a terrible time since hovering on the edge of Grexit. But here is a bold marketer getting noticed and driving sales with an idea that is cheeky and great fun. The piece brought Smartmail Marketing to life by combining the elements of data and physicality to provide a unique brand experience that resonated with its audience and drove them to act. Come on, don't you wish you had a rubber-band crossbow on your desk?



# THE ULTIMATE EXPERIMENT

PRODUCT Fibre Cables | CLIENT Nexans Sweden | AGENCY Mecka | COUNTRY Sweden

## BACKGROUND

Nexans was one of the world's largest producers of cable equipment. One of their product segments was fibre cable, in which they were market leaders in Sweden. When they launched a new range of micro cables, they had to reach a diverse target audience. The second challenge was that many people could not tell the difference between Nexans' cables and other cables on the market, even though Nexans' cables were tested more thoroughly to cope with Nordic conditions.

## IDEA

The idea was to create the 'ultimate' experiment for the 'ultimate' cables by knitting a fully functioning cable sweater with Nexans' micro cable. (Note also that 'cable knit' is a well-known term for a specific kind of knitted sweater.) At the core of the campaign was direct mail, which was sent out to generate interest before the launch. Key potential clients and opinion formers were mailed knitting needles and details of the program.

Their tweets, posts and articles drove interested visitors to a website where they could read about the products and watch a movie in which the cable sweater was exposed to extreme (and very unusual) tests.

It was tested in icy water, in the heat of a sauna, it was dragged through the mud and still it delivered.

Social media, banners, digital marketing and print did the rest.

The fully functioning cable sweater was also on display at exhibitions.

## RESULTS

Not yet available.

## INSIGHTS

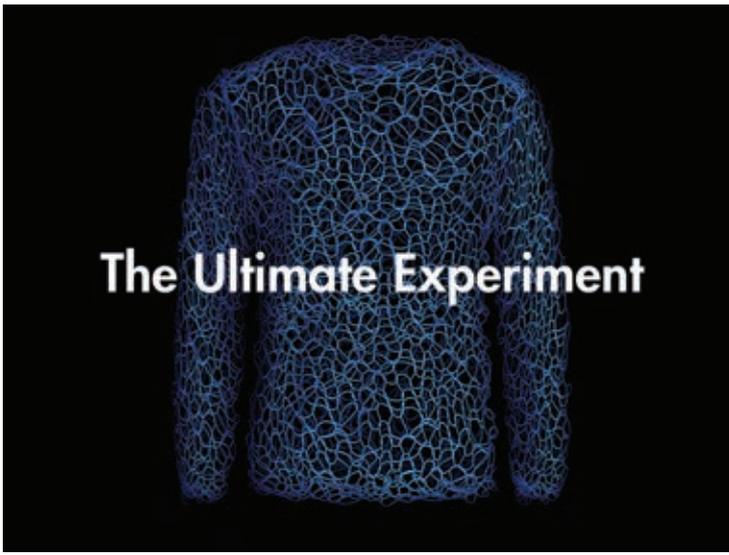
It is a simple human truth that if you are interesting, people will be interested in you. Most Business-to-Business communications don't acknowledge this simple truth. Sorry, but nine out of ten Business-to-Business mailings are just dull, dull, dull. No doubt the effect they have is zero, zero, zero.

C'mon guys, you gotta use your imaginations a bit. Like sending top customers and key journalists a pair of knitting needles in order to talk to them about cabling.

It's a terrible pun but they get away with it because they make the whole business of industrial cables momentarily interesting. When you truly know your audience and how to reach them in a personalized and connected way, that's where Smartmail Marketing rises to the top.

Yes, it will have cost a little bit more than a standard mailpack but I'm sure it will have been worth it.

CREATIVE DIRECTOR/COPYWRITER Lasse Kampe | ART DIRECTOR Neale Payling | COPYWRITER Klara Käll | PRODUCTION MANAGER Lena Sköld  
FINAL ARTS Andreas Norén | WEB DEVELOPER Magnus Tapper | PRODUCER MECKA STUDIO Lotta Cabrera Persson | CREATIVE FILM MECKA STUDIO Tobias Davidov  
CREATIVE FILM MECKA STUDIO Emil Dorbell | ACCOUNT DIRECTOR Anders Kåpe



# MARKET INTELLIGENCE CAMPAIGN

PRODUCT Property portal | CLIENT Rightmove | AGENCY Balloon Dog | COUNTRY United Kingdom

## BACKGROUND

Although Rightmove was the most successful property portal in the United Kingdom, some estate agents needed convincing that its advertising products represented real value for money.

These were either new start-ups or 'hard to persuade agents,' who had never advertised on Rightmove and were skeptical about what it could offer.

## IDEA

Rightmove wanted to demonstrate their strength in each agent's local area, generate intrigue about introductory offers and compel agents to find out more. With data broken down to postal code level, it was about proving that Rightmove outperformed all its major competitors in all areas.

Because estate agents have their own individual area, each piece was personalized to the recipient's particular area, with 118 variations in all.

The map was of the agent's own area, with a large cut-out representing the potential market the agent could be missing out on.

Inside were local, regional and national stats, all personalized to the agent's business. A strong call-to-action to try a limited-time introductory offer was also personalized.

A follow-up mailer reminded them that the introductory offer was ending soon.

## RESULTS

The fear of missing out, backed up by solid statistics, paid off. 502 new customers were gained, a sign-up rate of 15.37% worth £214,690 (CDN \$354,000) per month and £2,576,280 (CDN \$4,247,000) per year based on minimum spend per new customer).

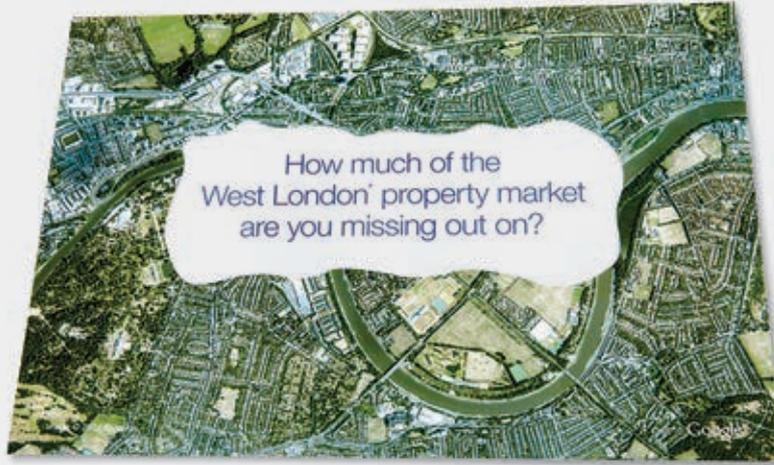
## INSIGHTS

The way it works in the United Kingdom is if you put your house on the market, the realtor you engage to help you sell it can choose from a suite of marketing tools – including several competing property websites. Rightmove is the #1 portal but there are others. To maintain its position, Rightmove has to work twice as hard, and at the same time as this campaign to the trade, they were advertising heavily and cleverly to potential home-buyers.

Marketing today is about keeping many plates spinning.

It is heartening to see that Rightmove has understood that their Business-to-Business needs are just as important as their Business-to-Consumer communications. And they're not wrong there.

A 15% response rate is way above average. But then this direct mail is above average in terms of the thinking behind it and the execution of it. It's a perfect example of how only Smartmail Marketing can deliver results with the right combination of the three elements; physicality, data and connectivity.



In January alone, Rightmove agents in West London<sup>1</sup> won 7,022 instructions. Can you afford to lose out on any more?

With over 6 times more homemover activity<sup>2</sup> than any other property website in West London, most people looking to buy, rent or sell property come to Rightmove. We're Britain's number one property website. No other one comes close.

We're also the 7th most-viewed website in Britain, alongside major online players like Amazon and BBC News.<sup>3</sup> That's why landlords and sellers want their properties on Rightmove.

With our new introductory offer, there's never been a better time to join.

Britain moves at Rightmove.



1. www.rightmove.co.uk based on all guidance given by HM Land Registry in 2012. 2. Based on the 2012 sales collection and 2013 registrations. 3. Search & Publishing to help create a more diverse digital world. © 2013 Rightmove. All rights reserved. 4. Search & Publishing to help create a more diverse digital world. © 2013 Rightmove. All rights reserved. 5. Search & Publishing to help create a more diverse digital world. © 2013 Rightmove. All rights reserved.

Special Offer

**Join now and claim your free introductory period\***

For a limited time only, join Rightmove and claim your free introductory period\*, helping to put you and your business firmly on the map.

**Don't miss out. Move to Rightmove today.**

Call your Account Manager Anna Demuth on 07971 762 116 or email [anna.demuth@rightmove.co.uk](mailto:anna.demuth@rightmove.co.uk) to get things moving.

\*Free introductory period subject to a minimum paid for contract. Terms and conditions apply.

# THE BURSTING BOOK MAILING

PRODUCT Senckenberg Museum | CLIENT Senckenberg Gesellschaft für Naturforschung | AGENCY Ogilvy & Mather, Germany | COUNTRY Germany

## BACKGROUND

The “Senckenberg” is a world famous natural history museum and a research centre for biodiversity. It was bursting at the seams and needed more space both literally, for more exhibits, and conceptually, for more freedom for innovative exhibition designs.

The museum set out to reinvent itself by almost doubling its exhibition space. To raise the 56 million Euros (CDN \$82 million) needed for this transformation, they had to think beyond classic fundraising, and address both the general public and major single sponsors in new ways.

## IDEA

To get the attention of generous individuals and institutions, a one-of-its-kind brochure was created. It was actually more of a book and, just like the museum itself, it was packed with so many fascinating stories and discoveries that they spilled out from the covers and from the slipcase that made the mailing unignorable. Made from the same red sandstone as the museum’s façade, the casing was handcrafted by a local stonemason. It provided impact and weight to the fundraising appeal of the book.

## RESULTS

After six months, the campaign that started with the book had raised exactly 9,526,485 Euros (CDN \$14 million). And the counter continued to rack up more donations, as many more activities waited to be launched in the course of the Senckenberg’s five-year effort.

## INSIGHTS

A designer in the United Kingdom was asked to create a mailing for The National Gallery in London. They wanted to build a new extension, which was going to cost £25 million (CDN \$41 million).

He made an amazing box, which, when opened, unfolded into a model of the proposed new building. One hundred people were sent the box. There was a 2% response. One person sent a cheque for £25,000 (CDN \$41,000), which just about covered the cost of the mailing. Another sent a cheque for the £25m (CDN \$41 million).

If you’re going to address high net-worth people, you simply have to spend some money. Making stone slip-cases would not have been cheap until you look at the results, when it would begin to look like a bargain. Creating a physical manifestation of the message was both relevant and memorable for the target audience.

CHIEF CREATIVE OFFICER Dr. Stephan Vogel | CREATIVE DIRECTOR Peter Strauss | ART DIRECTOR Ute Sonntag | COPYWRITER Michaela Aulbach | ILLUSTRATOR Eva Batschek  
PHOTOGRAPHERS Sven Tränker, Dr. Armin Rose, Joachim Bacherl | ART BUYER José-Luis Freund | PRODUCTION Claudia Pohl, Ursula Köbe, Alexander Pfaff  
TECHNICAL DIRECTOR Jens Steffen | APPLICATION ENGINEER Robert Georgi | GRAPHICS Jo Becker, Uwe Rabitz | BUCHBINDEREI Hartmut Köhler



1 The Senckenberg Museum was beginning to burst out of its seams and needed to raise money to help it expand.  
 2 A brochure/book was created, which, like the museum itself, burst out of its covers – and out of the case in which it came, a slip made of the same sandstone as the building.

# RIDER REMINDER

PRODUCT Road Safety | CLIENT Transport Accident Commission | AGENCY Clemenger BBDO, Melbourne | COUNTRY Australia

## BACKGROUND

Car-dooring, the act of opening a car door into the path of a passing cyclist, was responsible for hundreds of injuries and even deaths every year in Victoria.

Because cyclists felt unsafe and were demanding action, Transport Accident Commission (TAC) wanted to tackle the problem directly rather than simply reinforce the well-known risks and shocking outcomes.

## IDEA

Research into driver behaviours showed that the moment a driver turned off the engine, they turned off to other risks on the roads. They simply forgot about cyclists.

What was required was a little 'nudge' to make them think 'bike' at the exact moment they were about to open their door.

The 'nudge' was 'Rider Reminder,' a tactile rubber sticker drivers could easily fasten under a car door handle.

Designed to feel like a bike-handle grip, it prompted latent memories of riding a bicycle, ensuring the brain thought 'bike' at that moment.

The initiative was launched with an online film of Tour De France champion Cadel Evans describing the merits of the idea.

Influential cyclists and bloggers were mailed the Rider Reminder to share the idea with their social networks.

Other key stakeholders in the taxi and Police forces were mailed. Rider Reminders were handed out at various cycling events.

## RESULTS

In total, over 80,000 Rider Reminders were distributed.

The Taxi Association and Victoria Police requested that it be installed in their fleets. It was embraced as a genuine and effective solution to a complex problem.

Determining its effect on road safety has been difficult but there was a reduction in car-doorings of almost 40% compared to the same period the previous year.

If 'Rider Reminder' directly prevented just one injury, then it would have returned on investment.

## INSIGHTS

Increasingly, digital advertising is about getting the right message to the right person at the right time and in the right place. That's the power of data at work. Action is then inspired when physical experience is added to the mix. Here, Smartmail Marketing has been applied to the very real-world problem of car-dooring with fantastic results. Obviously someone at Clemenger BBDO has been reading up on behavioural economics because this idea of a psychological intervention at the very moment of opening the car door is straight out of the manual.

How to get people talking about it?

Mail.

Works every time.

CREATIVE CHAIRMAN James McGrath | EXECUTIVE CREATIVE DIRECTOR Ant Keogh | CREATIVE DIRECTOR Stephen De Wolf | SENIOR CREATIVE Elle Bullen  
 SENIOR CREATIVE James Orr | DIRECTOR OF DESIGN Jake Turnbull | AGENCY PRODUCER (PRINT) Craig Bulman | AGENCY OPERATIONS MANAGER Sharon Adams  
 GROUP ACCOUNT DIRECTOR Naomi Gorringe | SENIOR ACCOUNT MANAGER Jarrick Lay | SENIOR PLANNER Matt Pearce | MANAGER, ROAD SAFETY Sam Cockfield  
 SPONSORSHIP MANAGER Candice McDonald | SPONSORSHIP COORDINATOR Jessica McGlinchey



1



2

1 'Rider Reminder' was a small rubber strip which you were asked to stick on the inside of your car-door handle. Designed to feel like the rubber on your bicycle handlebars, it prompted you to think 'bike' every time you opened the car door.

2 'Rider Reminder' was mailed out to cyclists, opinion formers and key stakeholders in organizations such as the Police and the Taxi Association.

# RUN TO MUM

PRODUCT HOP! Air France | CLIENT HOP! Air France | AGENCY Les Gaulois | COUNTRY France

## BACKGROUND

HOP! was a low-cost subsidiary of Air France. The brand wanted to promote its new young person's card, which offered discounts and loyalty rewards, and get people travelling in the new year, after all the celebrations were over.

The target audience was young men and women who had left home to live their own lives in different cities elsewhere in France.

## IDEA

HOP! partnered with adidas and Citadium, a well-known and trendy store in France, to talk not to the young people themselves but to their parents.

The loyalty card usually cost €49 (CDN \$80) but was offered to parents free if they bought the brand new, recently launched, must-have 2017 adidas EQT Support trainers from Citadium.

The perfect gift for any young adult.

Except for one detail. Only one trainer was enclosed in the package. The other was kept by mum and dad. In the box mailed to their children was a HOP! card instead of the missing shoe, so the son/daughter could buy a flight at a discount price and rush home to collect the missing shoe and give their parents a big hug.

A video targeting parents emphasized how sad it was to have an empty nest after the holidays. Their children could send links and drop hints on Facebook along the lines of, "Missing you already, Mum. Make me run home!"

## RESULTS

As yet unknown.

## INSIGHTS

This is one of those campaigns where everyone wins.

Parents get their kids back for a weekend at one of the most miserable times of year. Their offspring get cheap flights. And a pair of cool new trainers. Citadium sell more shoes, and HOP! get their discount card in the hands of all those people who like to travel most and who are more spontaneous than their elders.

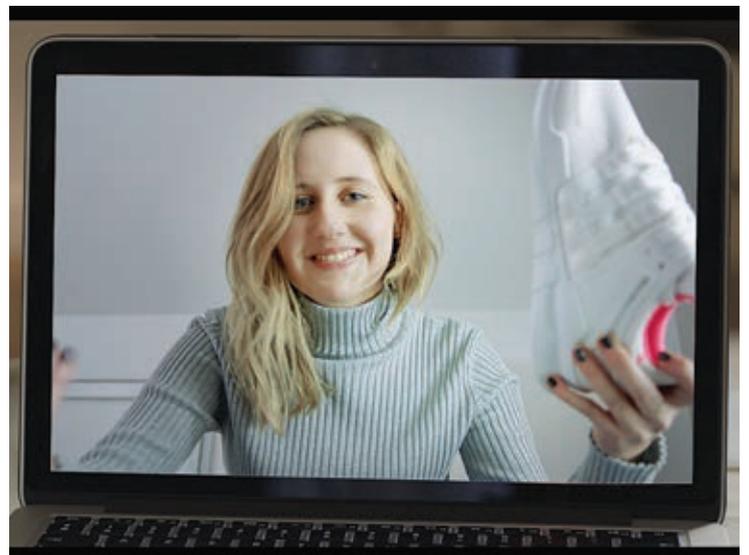
It's an idea that almost certainly will gain currency in social media – and the reason for that is all down to the way mail works.

Imagine it, a shoe box arrives. You know it's a shoe box, the size, the feel of it.

But you open it up and find only one shoe.

Mum and Dad bribing you to come home. You continue the conversation on social media.

It's touching, it's funny, and my guess is it is incredibly successful.



# SUMMER HOLIDAYS MAILING

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PRODUCT Holidays | CLIENT Thomson Al Fresco | AGENCY CreatorMail | COUNTRY United Kingdom

## BACKGROUND

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Al Fresco was one of the United Kingdom's leading bespoke holiday companies. They wanted to target previous customers and encourage them to re-book.

## IDEA

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By analyzing the data, each mailing took advantage of digital print technology to direct a unique communication to the recipient.

Featured in the six-page, one-piece mailing were images of the holiday the recipient had booked previously, because research has shown that many people liked to return to the same destination if they had enjoyed a good experience there previously.

Also shown in the mailing were images of holidays the recipient was known to have visited online.

Variability of the mailer was also determined by the customer's booking history with Al Fresco, their demographics and status – e.g., families with toddlers, families with children or couples with no kids.

## RESULTS

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The mailing delivered an additional 300 bookings compared to the 2011 campaign. The travel company expressed themselves to be more than satisfied with the results.

## INSIGHTS

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This is data being used to brilliant effect.

Each mailing did more than just show the recipient images of the holiday destination they'd visited before, it showed images of where they had been looking online. Taking the data about which properties they'd been looking at, Al Fresco was able to show a range of similar holidays, thus increasing the chances of one being absolutely perfect.

What this means is that data is actually helping save the forests! Rather than mail out a huge, fat catalogue of all their holidays, Al Fresco now knows what sort of destination the customer is looking for and mails out a single sheet of paper.

The lesson here is that Smartmail Marketing really does harness the potential in the relationship between digital and mail, which leads to more valuable results.

**MR SAMPLE, CREATE YOUR FAMILY HOLIDAY MEMORIES WITH US THIS YEAR?**

Inside we've handpicked 4 fantastic early booking offers to help you plan your All Fresco holiday for 2012.

**BOOK BY 31<sup>ST</sup> JANUARY + SAVE UP TO £225**

**All Fresco Holidays**  
Luxury outdoor family holidays in Europe

THOMSONALFRESCO.CO.UK  
OR CALL 0871 791 0600\*

**MR SAMPLE, CHOOSE FROM ONE OF THESE 4 SPECIAL OFFERS**

Many customers have such a good time that they return to our parks year after year. We've also tailored some other parks if you fancy going somewhere else.

**SOL-A-0000** **£2,346**  
BOOK BY 31<sup>ST</sup> JAN AND SAVE £50

**VENUS DE FRANCE**  
This site is an ideal park for families who love to sunbathe and relax on the beach.

- Food and Drink
- Indoor pool
- Tennis
- Live music

For a family of up to 6 for 14 nights in a 4 Bedroom, 2 bedded house sitting 21 July to 5 August 2012.

**LOCAL TIP**  
Play a game of tennis on the court next to the pool.

Avoid disappointment this year and book your holiday today.

**BOOK ONLINE @ THOMSONALFRESCO.CO.UK OR CALL 0871 791 0600\***

\*Offer valid for bookings made between 15.00 and 19.00 on weekdays only. For more bookings only and more to book by 31<sup>st</sup> January 2012. A booking is available at all appropriate times. Please see the accommodation only. Valid from 15.00 and 19.00 on weekdays only. Family houses are not available with 2 for 1 offers that can be combined with other offers. A minimum spend of £120 after the discount has been applied. The terms and conditions on all other sites are valid. www.thomsonalFRESCO.co.uk 0800000

**OR TRY ONE OF 54 OTHER PARCS ACROSS EUROPE**

**CHATEAU DE LA GALINÉE** **£1,222**  
BOOK BY 31<sup>ST</sup> JAN AND SAVE £157

**MOETHEAN BRITANNY, FRANCE**  
In the quiet grounds of a picture postcard château lies a wonderful water park with slides and paddling area.

- Food and Drink
- Indoor heated pool
- Waterpark
- Play area

For a family of up to 6 for 14 nights in a 4 Bedroom, 2 bedded house sitting 24 June to 8 July 2012.

**LOCAL TIP**  
Visit the main park, it's great and the little ones love it.

**EUROPA SILVELLA** **£1,109**  
BOOK BY 31<sup>ST</sup> JAN AND SAVE £50

**LAKE GARDA, ITALY**  
Europa Silvella is a great base for exploring the attractions of Verona, Gardaland and Verona.

- Food and Drink
- Beautiful lakeside views
- Close access to sandy lake beach
- Lake view bar

For a family of up to 6 for 7 nights in a 4 Bedroom, 2 bedded house sitting 22 July to 8 August 2012.

**LOCAL TIP**  
THE ONE OF THEM WHO LOVES THE BEACH, SWIMMING, TENNIS AND VINO.

**MR SAMPLE, CHOOSE FROM ONE OF THESE 4 SPECIAL OFFERS**

Many customers have such a good time that they return to our parks year after year. We've also tailored some other parks if you fancy going somewhere else.

**YELLOW VILLAGE LE BRASILIA** **£2,597**  
BOOK BY 31<sup>ST</sup> JAN AND SAVE £50

**ROUSSILLON, FRANCE**  
An action packed site with activities for all ages. With a tropical pool complex with 3 separate age zones.

- Large and Lively
- Great location for the beach
- Variety of pools available
- On site restaurant serving local and international dishes

For a family of up to 6 for 14 nights in a 4 Bedroom, 2 bedded house sitting 21 July to 5 August 2012.

**LOCAL TIP**  
Visit the site in the morning for a beautiful view.

Avoid disappointment this year and book your holiday today.

**BOOK ONLINE @ THOMSONALFRESCO.CO.UK OR CALL 0871 791 0600\***

\*Offer valid for bookings made between 15.00 and 19.00 on weekdays only. For more bookings only and more to book by 31<sup>st</sup> January 2012. A booking is available at all appropriate times. Please see the accommodation only. Valid from 15.00 and 19.00 on weekdays only. Family houses are not available with 2 for 1 offers that can be combined with other offers. A minimum spend of £120 after the discount has been applied. The terms and conditions on all other sites are valid. www.thomsonalFRESCO.co.uk 0800000

**OR TRY ONE OF 54 OTHER PARCS ACROSS EUROPE**

**LES MÉDITERRANÉES BEACH CLUB** **£941**  
BOOK BY 31<sup>ST</sup> JAN AND SAVE £50

**LANGUEDOC, FRANCE**  
This all action park has direct access to a gorgeous sandy beach and the bars and restaurants of Marseilles Plage.

- Large and Lively
- Two swimming complexes
- Lazy river
- All Fresco children's club

For a family of up to 6 for 7 nights in a 4 Bedroom, 2 bedded house sitting 7 July to 14 July 2012.

**LOCAL TIP**  
Wander out to Cap d'Or for a beautiful view.

**MARINA D'ERBA ROSA** **£2,190**  
BOOK BY 31<sup>ST</sup> JAN AND SAVE £157

**GHISORACCIA, COSTA**  
Only a step away from its own sandy beach and the relaxing waters of the warm Mediterranean sea, Perfido.

- Large and Lively
- Pool overlooking the beach
- Beach front access
- Sand dunes

For a family of up to 6 for 14 nights in a 4 Bedroom, 2 bedded house sitting 8 August to 14 August 2012.

**LOCAL TIP**  
TRY THE LOCAL FISH AND WINE.

**MR SAMPLE, CHOOSE FROM ONE OF THESE 4 SPECIAL OFFERS**

Many customers have such a good time that they return to our parks year after year. We've also tailored some other parks if you fancy going somewhere else.

**CASTELL MONTORI** **£1,706**  
BOOK BY 31<sup>ST</sup> JAN AND SAVE £50

**COSTA BRAVA, SPAIN**  
Action packed days start and end with the excellent swimming pools, either relaxing down the slides in the fun pool or relaxing in the river from the down the 'Piscina' pool.

- Large and Lively
- Large hot pool with water slides
- Traditional Catalan restaurant
- Open air cinema with big screen

For a family of up to 6 for 14 nights in a 4 Bedroom, 2 bedded house sitting 15 August to 29 August 2012.

**LOCAL TIP**  
Play a game of tennis on the court next to the pool.

Avoid disappointment this year and book your holiday today.

**BOOK ONLINE @ THOMSONALFRESCO.CO.UK OR CALL 0871 791 0600\***

\*Offer valid for bookings made between 15.00 and 19.00 on weekdays only. For more bookings only and more to book by 31<sup>st</sup> January 2012. A booking is available at all appropriate times. Please see the accommodation only. Valid from 15.00 and 19.00 on weekdays only. Family houses are not available with 2 for 1 offers that can be combined with other offers. A minimum spend of £120 after the discount has been applied. The terms and conditions on all other sites are valid. www.thomsonalFRESCO.co.uk 0800000

**OR TRY ONE OF 54 OTHER PARCS ACROSS EUROPE**

**SANGULI** **£2,046**  
BOOK BY 31<sup>ST</sup> JAN AND SAVE £50

**COSTA DORADA, SPAIN**  
Sangulí is Mediterranean pure paradise. Take a gentle stroll down leafy paths and you're in the heart of Salas where shops, bars and two miles of golden sandy stretch before you.

- Large and Lively
- All Fresco children's club (0805)12-020012
- Pools pool complex with 3 new slides
- Animation area and entertainment

For a family of up to 5 for 14 nights in a 4 Bedroom, 2 bedded house sitting 11 August to 20 August 2012.

**LOCAL TIP**  
Play a game of tennis on the court next to the pool.

**LES MÉDITERRANÉES BEACH CLUB** **£941**  
BOOK BY 31<sup>ST</sup> JAN AND SAVE £50

**LANGUEDOC, FRANCE**  
This all action park has direct access to a gorgeous sandy beach and the bars and restaurants of Marseilles Plage.

- Large and Lively
- Two swimming complexes
- Lazy river
- All Fresco children's club

For a family of up to 6 for 7 nights in a 4 Bedroom, 2 bedded house sitting 7 July to 14 July 2012.

**LOCAL TIP**  
Wander out to Cap d'Or for a beautiful view.

# MILLION MILER

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PRODUCT Million Miler Members' Loyalty Gift | CLIENT Virgin Atlantic | AGENCY Naked Communications | COUNTRY Global

## BACKGROUND

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Virgin Atlantic wanted a loyalty program to both acknowledge the handful of passengers in their Flying Club who had travelled over a million miles with them and cement their relationship with the brand.

## IDEA

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Many loyalty programs are typified by disposable trinkets or generic experiences. But the passengers who had flown a million miles with Virgin had spent thousands of hours with the brand and deserved a unique memento of this. The data relating to every flight they had made was plotted so that the exact altitude, longitude, latitude and moment at which they reached their millionth mile could be precisely pinpointed.

Now the captain of that aircraft and their destination could be identified and all the data turned into a beautiful piece of personal art, a one-off.

This was mailed to every Million Miler along with a set of Master & Dynamic headphones, ideal for using on future trips, with a personal thank you from Sir Richard Branson.

## RESULTS

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As yet unknown.

## INSIGHTS

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Everything about this is careful and delightful.

I can't think of anyone who receives the visualized data of every flight they'd made with Virgin, personalized with the precise date and location of their plane as they went through the million mile barrier, and throw it away.

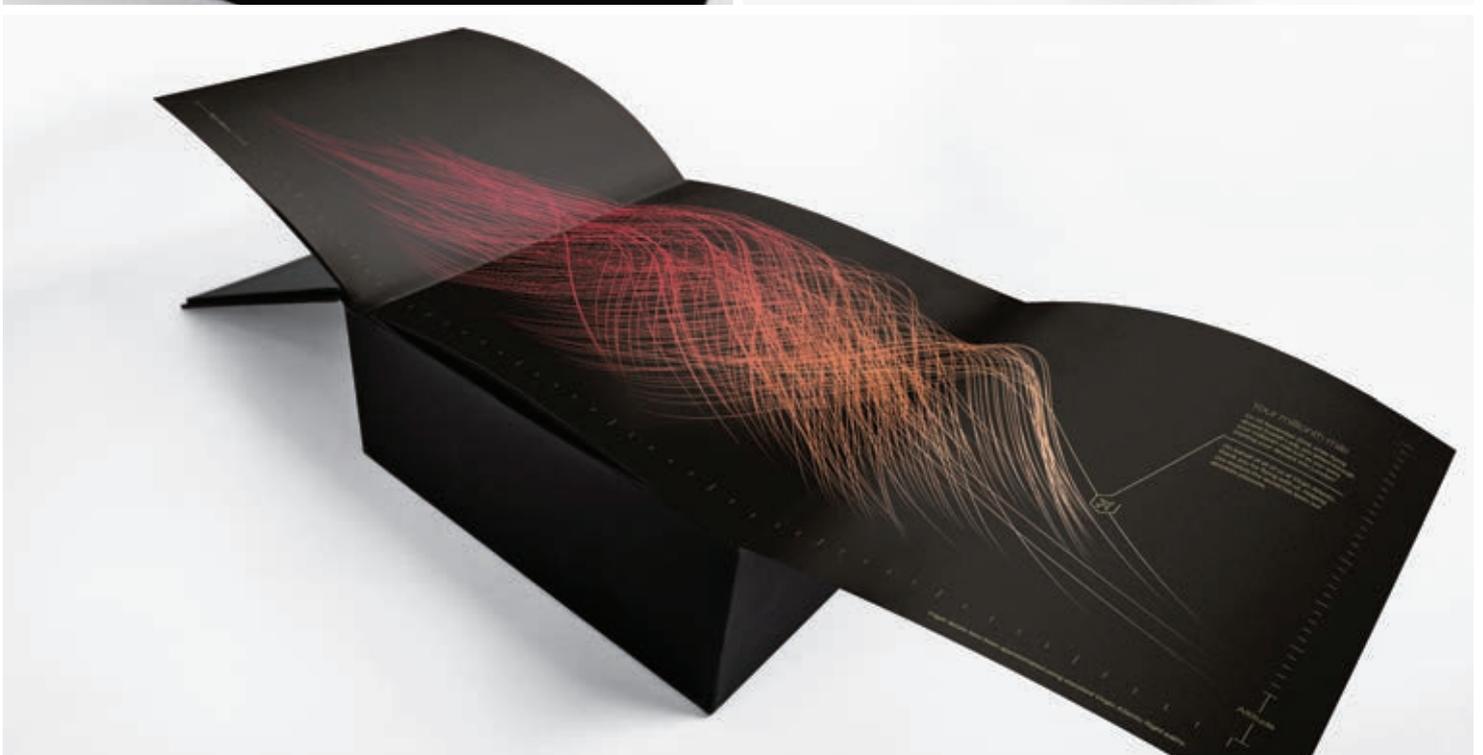
You wouldn't, would you?

Especially if it came in a beautifully constructed box with a note from Sir Richard himself and a set of snazzy headphones. It's the ultimate example of the beauty and unforgettable power of Smartmail Marketing in action.

What Virgin is doing here is buying the next million miles of their frequent flyers and even if it looks costly, against the lifetime spend of those individuals, it's cheap as chips.

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CREATIVE Matt Salmon, Lorenzo Fruzza, Andy Russell, Jonny Palmer, Bradley Saunders | PRODUCTION Oliver Perritt | GROUP ACCOUNT MANAGER Martine Paget



# DIRECT MARKETING: DRIVEN BY DATA



## Hit your target with smart data

Effective marketing is not just about attention-getting creative. For your message to really hit the mark, it needs to target the right audience.

Good data helps create targeted actions that help you reach your business objectives. According to research, 40% of a direct marketing campaign's success is in the data.<sup>1</sup> The more specific the segmentation, the more relevant and successful your communications will be.

Take a look at six ways to optimize your targeting and enhance your direct mail campaigns with data.

1. *Above the Fold*. "The 40-40-20 Rule of Marketing". Article read online at <http://www.abovethefoldmag.com/?q=article/40-40-20-rule-marketing>. September 2017.

2. Data & Marketing Association. *DMA Response Rate Report 2017*. <https://thedma.org/marketing-insights/response-rate-report/>

### EXPAND YOUR REACH

# 16 MILLION

With Canada Post, you can reach a total of 16 million consumer and business addresses.



### PROFILE & TARGET



Find more like-minded customers by profiling your existing customers through:

**Demographic Data; Geographic Data;  
Psychographic Data; Behavioural Data**

## USE THE POWER OF POSTAL CODES

Now you can use **POSTAL CODE DATA** to refine your target to find look-a-like audiences for your direct mail, and even suppress existing customers so you don't repeat your message.



## TRACK & LEARN

The top response rate tracking methods<sup>2</sup> for direct mail are:

**61%**  Personalized URLs

**53%**  Call Centre/ Telephone

**42%**  Code/ Coupon

## GO BEYOND LISTS

These days data can be found everywhere. So expand your collection strategy and leverage other data sources, such as:

- ✓ **Business Transactions**
- ✓ **Events**
- ✓ **Social Media**
- ✓ **Point of Sale**

## SEGMENT FOR SUCCESS



Predictive modelling has become an indispensable CRM tool. The latest statistical software is able to analyze massive amounts of customer-related data to evaluate everything from acquisition to churn reduction.

Visit [canadapost.ca/smartmailmarketing](https://canadapost.ca/smartmailmarketing) to explore our suite of Smartmail Marketing solutions to help boost the results of your next campaign.

# TARGETING FOR BETTER MARKETING RESULTS

Our marketing experts return to discuss how the right data makes a difference.

Once upon a time, the ultimate goal of a customer acquisition campaign was to extend the reach of messaging as far as possible, in order to be seen by more people.

After all, when more people are exposed to your brand, the more potential customers you'll get. Right?

Marketers have come to realize that couldn't be further from the truth. The average person is exposed to hundreds of ads and thousands of brands each day, but on average only 12 of those ads make an impression.<sup>1</sup> The challenge to break through the clutter and capture a prospect's attention is more difficult than ever.

Furthermore, spending marketing dollars on extending reach means nothing if the target isn't interested in the message.

In the latest edition of *Smartmail Marketing™: The Sessions*, hosted by Canada Post, industry leaders return to dive into a deeper discussion of the role of data and how it can be used to optimize targeting and maximize acquisition dollars.

"The problem marketers are facing today is they often think more data is what you need," says Sarah Simpson, Chief Customer Executive at Sarah Simpson Consulting. "And it's not about more data. It's about the right data."

Taking action with a data-driven marketing approach can lead to a significant competitive advantage. That's because targeted data offers the power to tailor marketing campaigns to ideal prospects only. And layering that data – be it age, income or shopping habits – onto postal code areas allows for more effective exposure.

"If you're talking to someone who is too far away from your location to be able to deliver the experience, then you're just completely wasting your time and energy," observes Mark Morin, President at Strategies Relationship Marketing. "There's too much generic targeting based on very fuzzy profiles of customers between the age of X and Y – and it just doesn't drive conversion."

What does drive conversion is using data to identify and speak to high-value prospects who are ready and interested in your business. And using a direct mail acquisition solution like Postal Code Targeting helps unlock a whole new level of effectiveness from acquisition campaigns.

**Marketers using direct mail can now target more precisely than ever before, by using a complete postal code to drill down to as few as 20 addresses with Postal Code Targeting.**

Understanding the demographics of a targeted postal code allows for a more focused message combined with more relevant offers. All of which leads to higher engagement and conversion.

Andy Bruce, Co-Founder & Chief Executive Officer of The Mobile Experience Company knows first-hand just how effective it can be. "The postal code as a targeting tool is invaluable to a marketer. It allows you to... actually narrow that scope down to even the street level."

Being able to identify ideal prospects with surgical precision, and even suppressing existing customers, ensures every marketing dollar is maximized towards acquisition.

While a digital approach is still time- and cost-effective, adds Mark, "by layering on physical media like direct mail, you're able to talk to people [and] move them forward in their decision-making process" in a much more compelling way, particularly when you use Postal Code Targeting to find areas whose residents share the characteristics of your ideal prospect.

The old adage proves true: it's not just what you know, it's who you know that counts. Eliminating the "spray and pray" acquisition approach, and targeting the right prospects with relevant messages while suppressing existing customers will provide more bang for the marketing budget.



## SEE FOR YOURSELF

Hear the lively new discussion on effective targeting for acquisition at [canadapost.ca/thesesessions](https://canadapost.ca/thesesessions). For more information on how precise targeting with postal codes can lift your acquisition returns, visit [canadapost.ca/PCTargeting](https://canadapost.ca/PCTargeting).

Left to right: Andy Bruce, Sarah Simpson, Mark Morin

1. <https://sjinsights.net/2014/09/29/new-research-sheds-light-on-daily-ad-exposures/>



# Introducing Postal Code Targeting: an entirely new way to target and reach new customers

Exclusively from Canada Post

Connect with prospects in a whole new way. Now you can identify only those postal codes that match the profile of your ideal customers, then reach them with direct mail. Target using Canada Post audience insights, your own customer data, or combine them both for more refined targeting. You can even suppress existing customers within your selected postal codes, to keep your resources focused on acquisition.

Transform your acquisition marketing strategy with this powerful new solution from Canada Post Smartmail Marketing.™ [canadapost.ca/pctargeting](https://canadapost.ca/pctargeting)



**Smartmail Marketing**  
The Science of Activation



