

INCITE



SHAZAM THE CAMERA IMAGE TO SEE THE CASE STUDY VIDEO.

Just download or open Shazam, tap the app's camera icon and scan the image.

ABOUT INCITE

INCITE brings together the best in Smartmail Marketing™ from around the world. 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

This issue's cover of INCITE offers an interactive, connective experience using an invisible Digimarc ID watermark.

This watermark was embedded into the print-ready artwork file, and it's what your smartphone will recognize when you open Shazam. With just one tap of the camera icon, you'll be pushed to the video URL (<https://youtu.be/LyibrCjH1ck>), where you'll find out what made the "We Are David Bailey" case study on page 4 so compelling.

Several production techniques were also used, such as a metallic ink that was added during the four-colour process for a sleek, silver look. But the hero is the hyperrealistic rendering of a camera, made even more lifelike using a soft-touch coating for a silky smooth texture. And to mimic the reflective shine of glass and metal, a UV gloss has been applied to the camera's lens, the thin ring around it, and to the picture frame on the back cover. Lastly, to amplify the effect of these techniques, a satin finish was added to the front and back covers.

Metallic ink: PMS 877 C
Paper stock: Opus Dull 100 lb. cover



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

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THE IMPORTANCE OF AN INTEGRATED APPROACH

Direct answers come from a recent discussion with leading marketers.





THREE WAYS OF INTEGRATING WITH MAIL

by Patrick Collister

Integration is one of those blah words that has come to mean pretty much anything you want it to. Integrated transport systems. Integrated health care. Integrated environmental solutions.

You sort of know what those programs must be.

It's what happens when you bundle stuff together.

Such as when you plan an integrated marketing campaign.

However, there are different ways of integrating.

Canada Post Smartmail Marketing™ talks about the power of combining direct mail with other media. They call it "connectivity".

No matter what you call it, an integrated campaign can foster a seamless customer experience that works harder than the sum of its parts.

Below are just three roles mail can play in your integrated campaign. There are many more.

1. MAIL AMPLIFIES

There are many integrated campaigns in which mail may not get the lion's share of the budget, but its role is vital.

On pages 4-5 of INCITE, you can read about the 'David Bailey' campaign for Samsung's NX camera. The campaign revolved around a Facebook page. But 80% of all its traffic got there thanks to direct mail. Key bloggers were mailed signed photos, which prompted them to write about it to their hundreds of thousands of followers.

Mailing store managers got them enthusiastically involved and the camera was sold out in three weeks. The Weapen on pages 28-29 is the same. A mailing to 50 ended up reaching a million.

2. MAIL IS CENTRAL

A lot of catalogue companies have mail at the heart of what they do.

In the UK, Boden is a massively successful online clothing retailer owned and run by Johnnie Boden. He has gone on record as saying he wishes he could get rid of his catalogues. It would save him \$2.25 million a year.

But he can't. His customers love their Boden 'books'.

Digital media drives traffic to his site where new customers can sign up to receive regular mailings. My wife is among them. When I recently threw away a whole stack of mail-order catalogues, thinking they were just clutter, I was told in no uncertain terms I was an idiot.

"You just threw away your Christmas present, pal."

A recent winner at the UK's DMA awards was the '10-Minute Shake Up' campaign for the National Health Service. To try to get kids active over the summer holidays, the idea was to partner with Disney. Teachers and local health authorities were sent a direct mail piece that included wall charts to use when they talked to parents about how important exercise is for their children. In addition, online media drove moms and dads to the Change4Life website to register.

TV and print advertising interrupt. Mail, by contrast, arrives more politely. It gives recipients the choice to engage or not.

In response, over three quarters of a million direct mail pieces were mailed out.

Next, when kids performed any of the activities, they were encouraged to go online to register what they had done, watch a Disney video and find out what other fun games they could play.

This was a campaign in which each medium had a different target group and a different task though there was only one objective – to get kids off the sofa.

Each medium was a stepping stone to the next, with mail being the largest of all, because the direct mail pieces gave parents everything they needed to get their kids doing star jumps and frog leaps.

3. MAIL IN PEOPLE'S LIVES

TV and print advertising interrupt. Mail, by contrast, arrives more politely.

It gives recipients the choice to engage or not.

And, simply because they are given the choice, most people will open an envelope rather than bin it without looking. For me, integration is successful when a brand can become a part of people's lives.

In many homes, the IKEA catalogue will linger on a shelf or a table all year long. The Fit 'Nesting Dolls' described on pages 16-17 will have similar long lives.

Rolls-Royce celebrated their 100th anniversary with a book of 100 photographs taken by celebrity photographer Rankin, interpreting the 'Spirit of Ecstasy'.

No one who received it would have chucked it.

A mailing doesn't necessarily have to be beautiful to become a keepsake. But if it's to be pinned to the board, put on a mantelpiece or saved in a drawer, it does need to be interesting in itself as well as interesting in its subject matter.

And that's the point of creativity.

It's about having an idea which your recipients will value. ■

ABOUT PATRICK

Patrick was the Executive Creative Director of Ogilvy, London before going into direct marketing with EHS Brann.

Today, as well as working for Google as a Creative Director in The Zoo, he publishes Directory (directnewideas.com).

He loves mail because it has so many rules. All of which can be broken.



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1 Key bloggers were mailed signed photographs from Samsung's 'We are David Bailey' campaign | 2 The iconic Boden catalogue | 3 A direct mail piece including a wall chart was sent to teachers that encouraged kids to get active | 4 The Fit Nesting Dolls that had a USB inside containing a workout program | 5 A photograph from the 100th anniversary Rolls-Royce collection, taken by celebrity photographer Rankin

WE ARE DAVID BAILEY

PRODUCT Samsung NX Smart Cameras | CLIENT Samsung Electronics United Kingdom | AGENCY Cheil, United Kingdom | COUNTRY United Kingdom

BACKGROUND

With the new NX smart camera from Samsung, any amateur could shoot like a pro. But in a market dominated by Nikon and Canon, the problem was getting people to believe it.

IDEA

In the 60s and 70s, Britain's most famous photographer was David Bailey. He redefined fashion photography and became a household name. Even today, though well into his 70s, he is regarded as an icon of style.

However, the name David Bailey is actually quite common in Britain.

The idea was to recruit as many David Baileys as possible and show that they could take shots just as good as the master snapper.

Press and banner ads recruited no fewer than 143 David Baileys.

They were invited to London, where they were given NX cameras, a bit of training and then set loose in the world. They uploaded their shots to a gallery on Samsung's Facebook page and they made a series of 20-second Masterclasses for YouTube. Their best shots became press and outdoor ads promoting different NX features. TV and a 3-minute online film called 'We are David Bailey' helped the idea spread.

At the same time, 50 top influencers were mailed a signed original print and every one of them responded in social media, contributing 35% of the positive buzz. They drove still more traffic to Facebook, where there were 13,000 applications from people wanting to be Honorary David Baileys by changing their name.

Mail was also used to excite photography store managers with details of the campaign by sending them each a copy of "The Book of Baileys".

RESULTS

The real success of the campaign came from the 50 top influencers responding to being mailed their very own original David Bailey print. Every one of them blogged and tweeted about the campaign, reaching millions of amateur photographers.

Within 11 weeks, the NX had sold out from all the major retailers, having achieved 55% of the mid-range camera market.

In addition:

- 800+ shots uploaded to Facebook by the Baileys
- 7 million impressions on Twitter
- 11 million impressions on Facebook
- 888,153 YouTube views of Masterclasses and "We are David Bailey" film
- 606% increase in consideration of Samsung cameras
- NX had sold out from all the major retailers in 11 weeks

INSIGHTS

Campaigns rarely come as integrated as this. But without direct mail, it could easily have fallen flat. As it was, it achieved astonishing success in terms of both brand awareness and sales.

While banner ads and press ads raised awareness in the launch phase of the campaign, and while digital had a major role with Facebook and YouTube involved, it was mail and the physicality of the printed photos that helped the idea get real traction. Every one of the 50 influencers mailed an "original" David Bailey wrote about it. The tangible prints they were so proud of made a splash on social media, making connectivity a big part of this campaign's success.

The buyers in the major camera chains had decided not to stock the NX in the run-up to Christmas but their store managers clamored to be allowed to sell it. Again, this was thanks to mail. Hundreds were sent "The Book of Baileys" plus badges to wear in their shops announcing "I am David Bailey".

Not only did it sell a lot of cameras, it won a ton of awards as well.

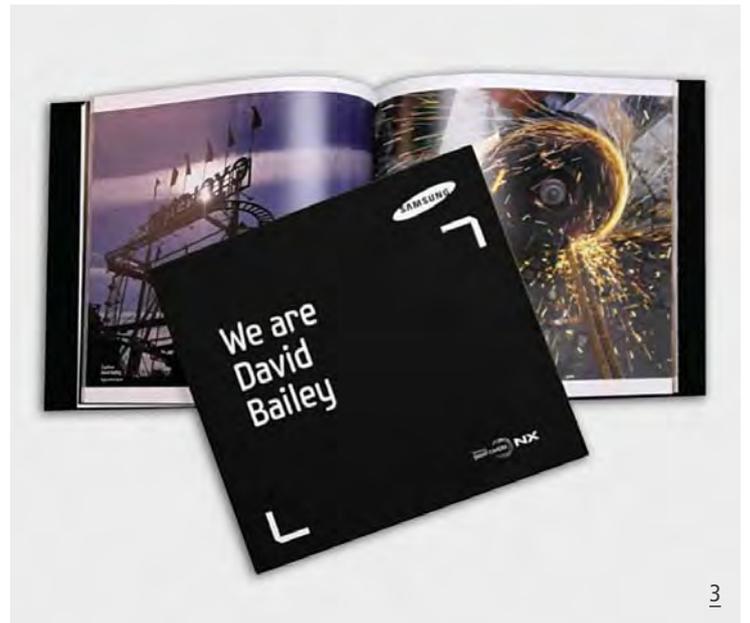
EXECUTIVE CREATIVE DIRECTOR Logan Wilmont | CREATIVES Andy Day, Chris Lawson, Simon Friedberg | TECH TEAM Kevin Durley, Sol Jubrail
DESIGNERS Mark Hanlon, Ryan Fielder, Kingsley Younge | PRODUCTION TEAM Karen Sainsbury, Anthony Evangelista | SOCIAL TEAM Roxanne Haydon, Toby Chishick
RECRUITER Mike Hope | ACCOUNT TEAM Matt Pye, Prajay Kagdadia, Sian Brigg, Fraser Campbell, Jasmine Portman



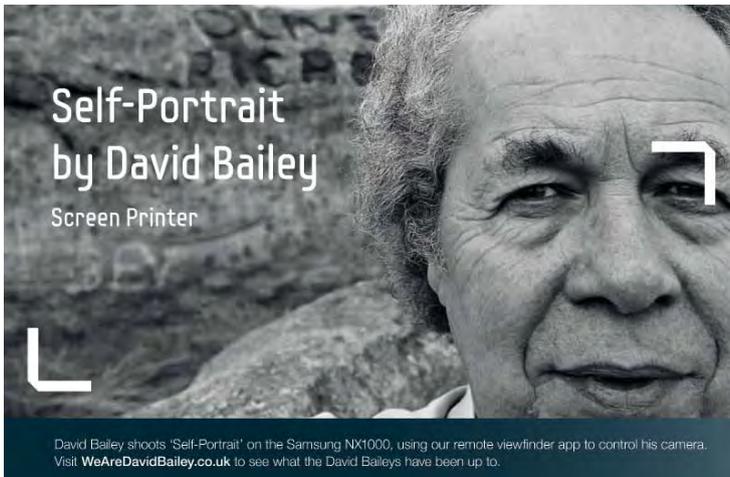
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1 Press ads recruited 143 David Baileys. They then gave them the camera and told them to go shoot | 2 50 top influencers were mailed "original" David Bailey prints. Every single one of them wrote about it, driving awareness and sending hundreds of thousands of visitors to the Facebook page | 3 In addition, store managers were mailed "The Book of Baileys", a collection of the best shots along with badges proclaiming "I am David Bailey" | 4 Ads driving consumers to check out the 'We are David Bailey' website

21ST CENTURY LEGENDS

PRODUCT Rolls-Royce | CLIENT Rolls-Royce Motor Cars | AGENCY Partners Andrews Aldridge | COUNTRY United Kingdom

BACKGROUND

A new Rolls-Royce is almost de rigeur for any self-respecting fashion designer or rap star. Yet convincing some of the young global elite that Rolls-Royce is the epitome of cool modern luxury still took some doing.

IDEA

'21st Century Legends' was a unique prospect relationship program with a series of extraordinary films about the extraordinary cars at its heart. Featuring the people who design, craft and drive Rolls-Royce motor cars, the films bore evocative titles such as 'The Man who became a Paint', 'Silence at the Racetrack' and 'The Ghost in the Photograph'.

The concept, together with the first film, was introduced through a bespoke box mailed to a core of 5,000 prospects. It contained a USB key which showed the film, and launched the protected '21st Century Legends' microsite, where prospects were invited to register. This ensured that they would be the first to receive email notification that the next 'legend' was available to view on the microsite.

'21st Century Legends' was then advertised in print and iPad editions of the Wall Street Journal, the latter fusing the publication's first-ever 'video in ad' technology. In time, each film was made more easily shareable through Rolls-Royce's Facebook page and YouTube channel.

RESULTS

The initial 5,000 mailings generated potential sales worth more than CAN \$10 million. There were 594 registrations to view further legend films – a response rate of 5.94%. An iconic 20th century brand began to evolve into a dynamic 21st century one.

INSIGHTS

Being loaded, one imagines, means that you live a life insulated from the noise of the rest of the world. You become unreachable. And yet it seems that good old-fashioned mail can break through the bubble. In fact, it is the ONLY way to get this particular target audience to look at the films. The physical-digital connection is what brought this idea to life; the USB was literally the key to watching these striking films online.

Apparently, before Michael Fux bought his Candy Red Apple Roller, he had a Sunburst Yellow one made for him. Well, if you've got it, flaunt it.

SENIOR COPYWRITER Jon Leney | SENIOR ART DIRECTOR Richard Donovan | HEAD OF COPY Stephen Timms | HEAD OF ART Paul Walton | DIGITAL DESIGNER Stephen Rose
BRAINSTORM PRODUCTIONS Martin Codd, Sally Maxfield | SENIOR CAMPAIGN MANAGER Annick Lauzon | CLIENT SERVICES PARTNER Bethan Williams
HEAD OF PLANNING Richard Dunn



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1 5,000 direct mail pieces with the three movies on a memory stick were mailed to prospects | 2-4 iPad advertising in the Wall Street Journal and print advertising drove traffic to the Rolls-Royce Facebook page | 5 The Spirit of Ecstasy was based originally on Eleanor Thornton | 6-7 On the Facebook page, visitors could watch three short films about the cars

iZOMBIE'S GUIDE TO SURVIVING AMONG THE LIVING

PRODUCT iZombie TV series | CLIENT Shomi | AGENCY BBDO, Toronto | COUNTRY Canada

BACKGROUND

Shomi had just acquired iZombie, a series about a 20-something-year-old zombie girl trying to live and blend in among humans. To get as many new subscribers as possible, the task was to target zombie and sci-fi enthusiasts, specifically online influencers, looking for an entertaining show with a different take on the zombie genre.

IDEA

The zombie genre is huge in North America. However, guidebooks always focus on teaching people how to survive a zombie apocalypse. Since iZombie was a TV show about a zombie trying to blend into human society undetected, the idea was to create the first-ever guidebook for zombies, not humans: *The Zombie's Guide to Surviving Among the Living*. Six tongue-in-cheek chapters covered topics like "How to Selfie Like a Human" and photographic tips such as "Filters To Make You Look Less Dead." The 83-page book was sent to online influencers and pages from it were posted in social and OOH media.

RESULTS

iZombie became a top 5 show on Shomi during the campaign period.

Site traffic increased 30% and the campaign generated over 13 million social impressions.

INSIGHTS

The story of direct mail today is basically a story of targeting. In the bad old days, you simply had to resort to broadcast media to reach out to potential customers. Now, sharper data lets you talk to fewer people with more purpose. So by reaching out to maybe a hundred influencers, Shomi actually reached more people than they would have done with TV. And even though putting the books together was not cheap, it was a lot cheaper than shooting a commercial and broadcasting it. The use of data was key to this campaign; they knew exactly who they were speaking to, and that they would appreciate the dark humour of a zombie guidebook.

Next, with those fabulous (and funny) assets, it would have been weird not to turn them into collateral to run across other channels.

The craft skills here are top quality. The copy is a joy to read. Honestly, people would pay good money to buy this book.

SVP, EXECUTIVE CREATIVE DIRECTORS Denise Rossetto, Todd Mackie, Peter Ignazi, Carlos Moreno | VP ASSOCIATE CREATIVE DIRECTOR Derek Blais | COPYWRITER Dominique Raso
ART DIRECTOR Anand Iyer | AGENCY PRODUCER Adriana Laborde | ILLUSTRATOR Jameson Simpson | PRINT PRODUCTION MANAGER Robert Quan
ACCOUNT DIRECTOR Paul Forrest | ACCOUNT EXECUTIVE Zach Kula



X-RAY CASTS

PRODUCT Anchor Milk | CLIENT Fonterra Brands New Zealand, Anchor | AGENCY Colenso BBDO, Auckland | COUNTRY New Zealand

BACKGROUND

Every year in New Zealand, some 10,000 kids break an arm. The problem is, two thirds of these children aren't consuming enough calcium.

Anchor had created a new platform for the brand, 'Go Strong'. The positioning idea was that the nutrition in milk provided both the physical and mental strength to help give New Zealanders the courage to 'Go Strong'.

Milk is protein-rich, which helps build strong muscles and is packed with the vitamins and minerals that are vital for optimum bone health. The task was to raise awareness of these benefits to both parents and their children.

IDEA

The Anchor X-Ray Cast was a super tough decal for kids' broken bone casts. It showed their actual X-ray and it had a barcode that could be scanned at supermarket checkouts to give them free calcium-enriched milk while their bones were mending. Because once they had healed strong, they could go back to 'going strong'.

RESULTS

There was an incredible uptake with over 700 applications. In fact, 63% of kids with broken arms applied for a cast, with an astounding 122 applications in the first 48 hours.

The uptake and the ongoing conversation has meant the campaign has been able to reach audiences well beyond media.

If every child showed their cast to classmates, it would mean another 19,277 people being exposed to the campaign on any one day.

INSIGHTS

Direct mail is usually thought of as being one-way traffic. Businesses send stuff out. They send you an offer or a tempting treat to get you to become a customer. Then they mail you whatever it is you've bought.

So, it's acquisition and/or fulfilment.

This idea is rather different. It depends on the customer mailing the business.

Neat. Because this is what relationships are all about, two-way exchanges.

So, you've broken your arm. To be the cool kid with your X-ray cast, you get Anchor to mail you a decal.

And then, how cool to get your arm scanned in the supermarket so you can get free milk? This physical act was both unique and rewarding; only Smartmail Marketing could engage the audience in this way.

Kids hardly ever receive mail. Getting this mail must have been genuinely thrilling for thousands of kids.

They'll remember it – and Anchor – with warmth for many years to come.

CREATIVE CHAIRMAN Nick Worthington | CREATIVE DIRECTOR Dave Brady | ART DIRECTOR Iain McMillan | COPYWRITER Elliott White | PRODUCTION DIRECTOR Tim Freeman
SENIOR DIRECT PRODUCER Michelle Hong | SENIOR PRODUCER Scott Chapman | EXEC DIGITAL PRODUCER Dov Tombs | STUDIO MANAGER Jodi Davis | MAC OP Charles Bloomfield
DESIGNER Mike Davidson | INTERNATIONAL GROUP BUSINESS DIRECTOR Rachel Morgan | BUSINESS DIRECTOR Ben Hopkinson | SENIOR ACCOUNT MANAGER Eddie Thomas
ACCOUNT EXECUTIVE Jade Seaton | ANCHOR DIRECTOR OF MARKETING Clare Morgan | ANCHOR GROUP SHOPPER MARKETING MANAGER Katie McClure

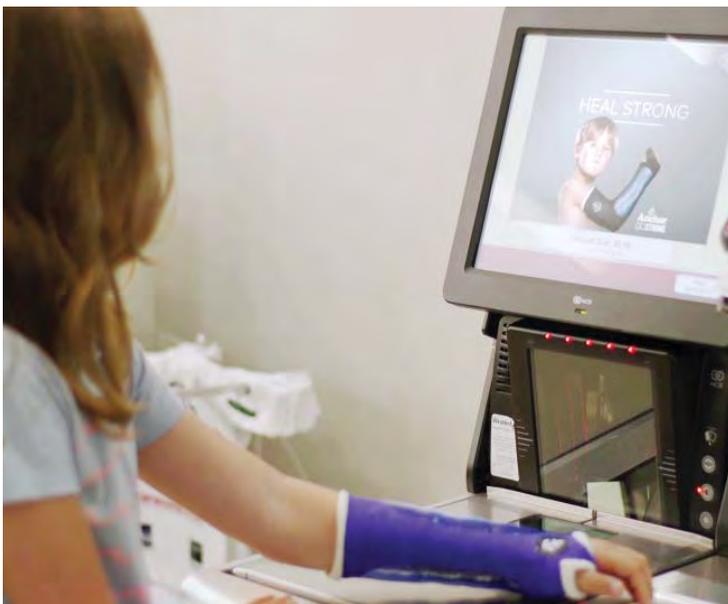
Pick up a leaflet or visit anchor.co.nz/calci+cast. * See website for terms and conditions.

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CAST AND GET FREE
CALCI+ MILK 'TIL YOU MEND.*

Anchor
GO STRONG.



THE CHOSEN ONE

PRODUCT Craft Beers | CLIENT Boundary Road Brewery | AGENCY Barnes, Catmur & Friends | COUNTRY New Zealand

BACKGROUND

Craft beer is hugely competitive in New Zealand. Only the wine sector has more brands in the supermarket. To stake out its territory in the market, Boundary Road wanted to create and name a new product, launch it and grab 5% of all bottled beer sales within 12 months.

IDEA

Watching wine buyers, it was noticeable that consumers chose the brands with which they had some sort of personal connection. For example: if they'd visited the winery or if the bottle had a dog on the front and they liked dogs, etc.

The strategy, then, was to help drinkers establish personal connections with Boundary Road.

To achieve this, they were invited to help make all the decisions around the actual product. They were invited to apply to become official beer tasters. Outdoor, press and online ads drove them to a site where they could sign up.

They were then mailed three beers to taste and to vote on.

The winning beer was then launched on their recommendation.

Mail had a further and, as it turned out, important role to play in establishing personal connections. Some 22,000 people who applied to be tasters had to be let down gently. The original idea had been to sort out coupons but it proved to be too complex to administer. So the 22,000 were mailed \$5 beer money.

Social media lit up the moment the \$5 bills arrived in mailboxes across the country.

RESULTS

Six months after launch, the BRB Craft Range was:

- The single best selling craft beer SKU in New Zealand supermarkets.
- From nowhere to Number Two in the market. Now Number One.
- Selling three times over forecast.

INSIGHTS

The creative brief has been transformed in recent years from 'What do we want to say' to 'What will our target audience listen to?'. From 'What can we tell them about our product' to 'How can we get them to answer back?'

What I love about this campaign is how it turned neutral drinkers into brand ambassadors. It did that by creating real relationships and in any conversation between a brand and its fans, mail is crucial. The warmth of feeling created by the simple act of mailing out a \$5 bill rather than a boring coupon was stupendous. It's a perfect example of how the principles of Smartmail Marketing can work together to deliver more than just a message – the audience can receive anything from money to beer samples, as well as a personal touch.

Yes, mail here was the fulfilment mechanism in getting the beers to the tasters. But it provided the perfect medium for the brand to respond to events and get personal with its core target group.

EXECUTIVE CREATIVE DIRECTORS Daniel Barnes, Paul Catmur | CREATIVES Brad Stratton, Jesse Stevens, Matt Weavers, Rob Longuet-Higgins | HEAD OF ART Crispin Schubert
FINISHED ART Alison Curtis | DIGITAL PROJECT MANAGER Greg Elisara | ACCOUNT DIRECTOR Sally Willis | SENIOR ACCOUNT MANAGER Katya Urlwin
ACCOUNT MANAGER Nicholas Gallagher

KIT KAT MAIL HOLOGRAM

PRODUCT Kit Kat | CLIENT Nestle Japan, Japan Post | AGENCY J. Walter Thompson, Japan | COUNTRY Japan

BACKGROUND

In Japan, the name Kit Kat sounds similar to the Japanese phrase "Kitto Katsu", which means "will surely win". The brand had been thought of for many years as a good luck charm for students preparing for exams. They were often given to examinees by family, friends and teachers.

Examinations were not about competing with others but about the students facing themselves. Kit Kat wanted examinees to know that while they were dealing with anxiety and pressure, they did not have to feel completely alone.

IDEA

Special Kit Kats were sold nationwide just before entrance exams. The packaging allowed friends and families to write supportive messages on the wrapper. All they had to do then was buy a stamp and mail the Kit Kat to sons and daughters or to friends.

When the mailing arrived, as well as a heart-warming message from a loved one, recipients also found a pyramid screen as well as the chocolate bar.

When the plastic pyramid was placed on a smartphone and a YouTube video made by pop group DISH// played, the group turned into a singing, dancing hologram. Thus the student wouldn't only be cheered by a snack but by words of encouragement from the band.

Awareness of the product was raised online through Kit Kat's Facebook page as well as in post offices across the country.

RESULTS

The special Kit Kats sold out rapidly.

Thousands of students who received Kit Kats went onto social media to share the experience.

Total number of Tweets: 33,304 within one month of launch. Sales increased 150%.

INSIGHTS

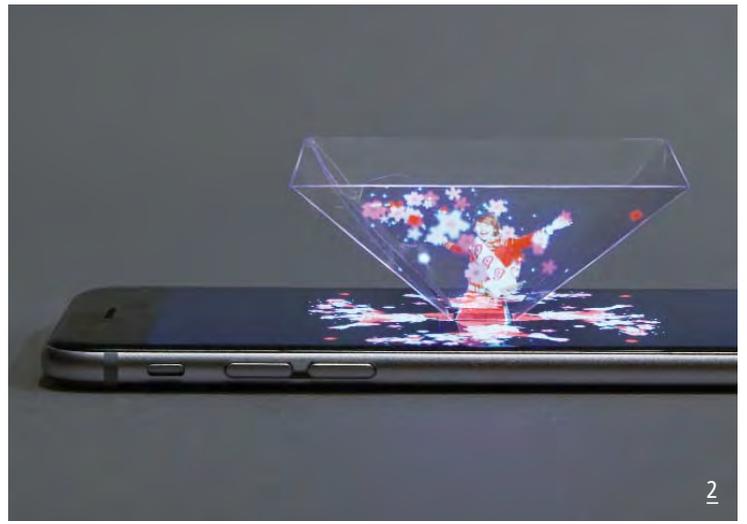
We usually think of direct mail as being B2B or B2C and rarely as C2C.

For me, one of the key principles of creativity today is the need to have ideas people want to be part of. If advertising can engage sufficiently to get people actively involved, then it's going to leave a lasting impression.

Like this. It's an idea people want to share with each other. But not in the way they share videos online – which is a form of bragging, rather in a genuinely caring way. Using the Smartmail Marketing approach, this campaign offers the best of both worlds: personal, meaningful physicality and the wow factor of innovative digital tech. What truly makes this idea one of our favourite direct mail pieces of the year is the human truth behind it. Exams are a curse. But the love of your family and friends can help you get through.



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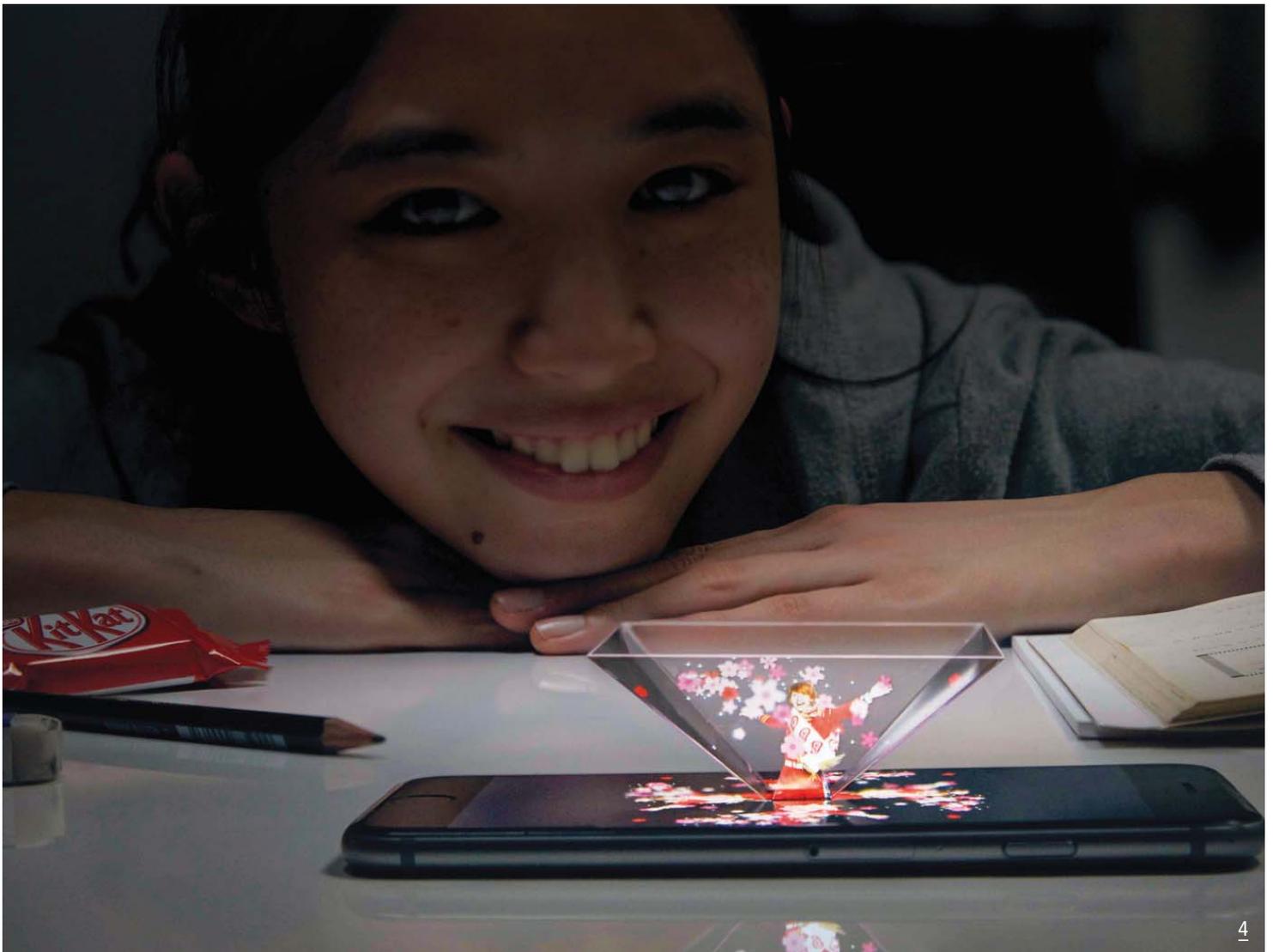


2



♪: Yeah, you can build your future, any way you like

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1 Special Kit Kats could be mailed to students about to take their exams with hand-written messages of support | 2 Inside each Kit Kat was a simple pyramid screen. If this was placed on a smartphone while a YouTube video was played, it turned the band into a hologram | 3-4 Even if they were on their own, students didn't have to feel completely alone thanks to Kit Kat

THE FIT NESTING DOLLS

PRODUCT BRICK | CLIENT BRICK | AGENCY BBDO, New York | COUNTRY United States

BACKGROUND

Many people start the new year determined to get fit. However, nearly 80% of people who join a gym in January quit within five months and only about 50% go on a regular basis.

Brick wanted to encourage their members to keep up with their membership and stay motivated to reach their fitness goals.

As a secondary objective, they wanted to attract new members to the New York, Chicago and Los Angeles locations.

IDEA

Progressive workout plans were established and transformed into the shape of nesting dolls. Each stage of the plan was represented by a different doll, keeping the benefit of exercise right in sight.

Each set of dolls carried a flash drive with a 5-month fitness plan customized for new Brick members. Losing weight or preparing for a triathlon? There was a plan for everyone.

The dolls were designed so the different layers got thinner though not much shorter from each other. They were then 3D printed and illustrated by artists around the world, according to the different workout goals.

Direct mail was used to send the "Fit Nesting Dolls" to new members in New York, Chicago and Los Angeles as an incentive to stick to their new year's resolutions and follow their personalized keep-fit plan.

All the different dolls were displayed on Brick's website along with stories from gym members about how the mailings helped them maintain their workout routines.

Posters and social content helped promote the initiative.

RESULTS

With the Fit Nesting Dolls, Brick reminded everyone about the benefits of working out and gave their members all the support and information that they needed to reach their goals.

INSIGHTS

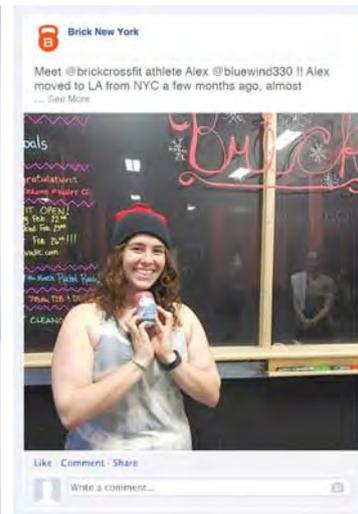
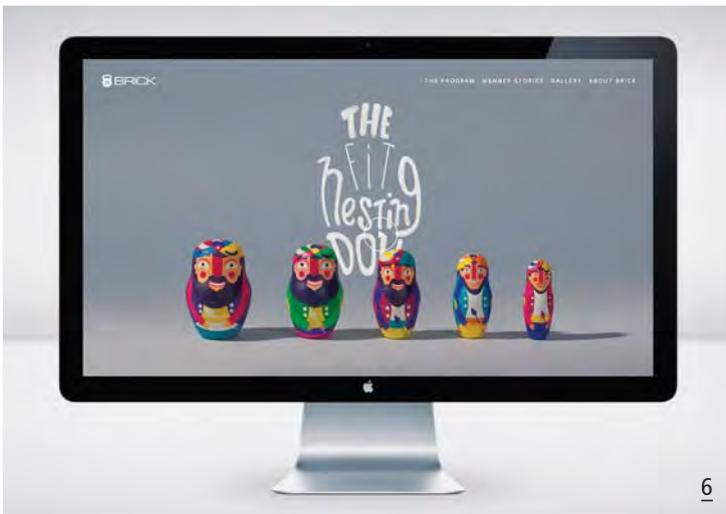
What's lovely about this idea is that it is visualized data, but 3D rather than 2D.

The role of mail was crucial simply because recipients would (a) have been tickled by the doll they were sent and (b) would almost certainly have left it on a mantelpiece or a table top, where it served as a constant reminder of the original good intentions.

Where a press ad or a TV spot live in the moment, mail has this ability to stick around – especially when it's something as iconic and familiar as Russian nesting dolls. The doll begs to be opened, and the USB inside is the perfect connecting factor to the digital portion of the campaign.

Even better, a fun idea like this starts conversations. Real conversations as well as online chat. It is an inherently social idea, which Brick tapped into with the 'stories' section of the website, where members posted their personal triumphs.

CHIEF CREATIVE OFFICER, BBDO WORLDWIDE David Lubars | CHIEF CREATIVE OFFICER, BBDO NEW YORK Greg Hahn | ASSOCIATE CREATIVE DIRECTOR/ART DIRECTOR Bianca Guimaraes
SENIOR ART DIRECTOR Florian Marquardt | SENIOR COPYWRITER Rodrigo Linhares | DESIGNER Jeian Jeong | PRODUCTION DIRECTOR OF INTEGRATED PRODUCTION David Rolfe
EXECUTIVE PRODUCER Neely Lisk | LEAD INTEGRATED PRODUCER Courtney Fallow | DIGITAL PRODUCTION COMPANY Visorama Diversões Eletrônicas
ACCOUNT MANAGER Samanta Martins | SENIOR COMMUNICATIONS PLANNER Nicole Landesman



1-4 Members were mailed a doll depending on their gender and fitness goal | 5 Each doll had a flash drive with individual fitness plans | 6 A website allowed members to share their fitness stories | 7 Naturally, members got on to social media

VERB YELLOWBALL

PRODUCT Health in the Community | CLIENT Centers for Disease Control and Prevention | AGENCY Arc Worldwide, Chicago
COUNTRY United States

BACKGROUND

Against a backdrop of increasing child obesity in America, the task was to get tweens to become healthy and to stay physically active.

IDEA

The idea was to put over half a million balls out into the world and encourage the children who found them to play with them and pass them on.

Each ball had a unique code number and instructions to send children to a microsite, where they could enter the code and then blog about what they did with their ball.

The code allowed kids to see who had had the ball before them and to track where it went after they passed it on. Competitions to win iTunes downloads encouraged them to mix their own videos and share them in social media.

In the microsite, they could meet celebrities and hear how they had got involved with a yellowball.

The campaign launched with 1,000 'influencer kits' being mailed to teens and tweens, asking them to play with their ball and move it on, blog about it and promote the idea through instant messaging.

Teachers were also mailed guides to programs of games their kids could play. They were encouraged to move their balls on to other neighbouring schools.

Six trucks criss-crossed America, reaching kids at summer camps, minor league baseball games and local festivals and giving them fun and energetic experiences with yellowballs.

RESULTS

500,000 balls were released. Around 150,000 were passed on. Over 16,000 blog posts were written and some 168,674 videos created and shared. 2,872 events were attended, where 330,000 obstacle courses were run. 6,538 schools were reached. 10% of the kids touched by a yellowball visited the site. Nearly 6 million of them visited the site while another 3 million were reached through the school's program. Over 5 million children began exercising.

INSIGHTS

This is a ridiculously simple idea. Distribute some balls and encourage kids to play with them and get them to share some of the ideas they had.

Nine out of 10 clients would have wanted more control. But if you look at the case study video (<https://vimeo.com/5084366>), the presenter says "whoever that smart person was who had the courage to say let the kids figure it out for themselves, that person should be commended."

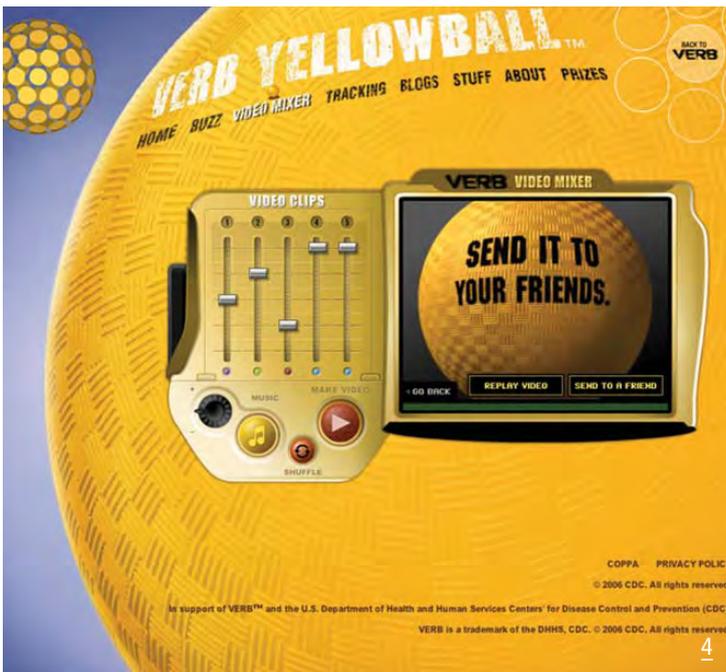
To get the ball rolling, so to speak, mail was fundamental. And how great that 1,000 kids were mailed to rather than their parents. There's plenty of research to show that young people love getting mail – because they hardly ever do. Targeting kids themselves pretty much guaranteed more traction than just getting the adult community to tell them what to do. This campaign worked hard in many ways – smart targeting; the fun, physical element of a ball to play with; and that very same ball also being a call to action that would drive them online.



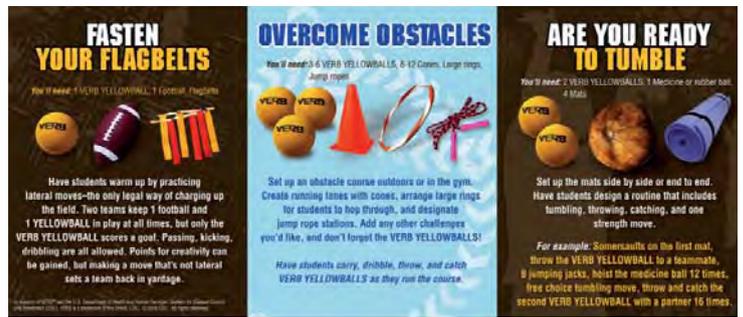
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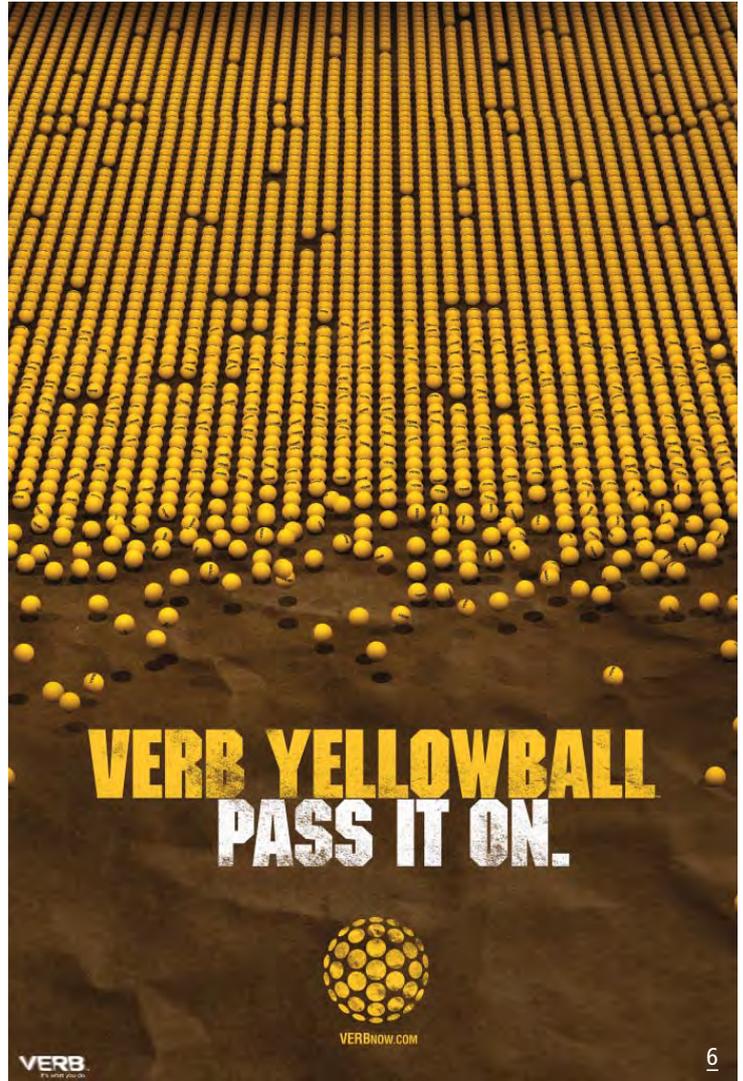
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1-2 500,000 balls were distributed across America, each one with a code number. 1,000 were mailed directly to tweens and teens, who were invited to play with them and then pass them on
 3 Teachers were mailed a kit giving them ideas for programs and events | 4-5 When they entered the code number online, they could then mix a personalized video and add a comment about how they had played | 6 They were mailed posters they could put up in their schools about the initiative

THE PHONE

PRODUCT 7Dimanche newspaper | CLIENT Regie Number One | AGENCY 10 advertising | COUNTRY Belgium

BACKGROUND

7Dimanche is a free Sunday newspaper. They were about to make some changes with a new logo, a new layout and more and better content.

Their goal was to let media buyers in media agencies know that the paper was not only getting more interesting to read, it was a great place for advertising as well.

They wanted the message to get through to this busy and cynical audience in such a way they would not just notice it but remember it.

IDEA

The problem with saying, "7Dimanche is better than ever" is that it is nothing more than puffery. Media professionals needed proof.

So the idea was to demonstrate to 13 of the most influential media planners in Belgium how much response there was to even the small ads in the paper.

First, they were mailed a mobile phone, along with this message: Keep an eye on this phone on Sunday.

Second, 13 small ads were created and inserted in the paper, each offering small but free odds and ends. One offered five litres of free paint, another gave away some flower pots. Each ad had the phone number of the mobile given to a media buyer.

And on Sunday, the phones began to ring. And ring. And ring. The test phone got 176 calls from members of the public responding to the ad. That was one every three minutes.

On Monday, a letter was delivered to the 13 media buyers explaining everything, with the message, "If that's how much response you get from a small ad, imagine the response to a big ad." They were also sent some breakfast and, of course, a newspaper to read with it.

RESULTS

Reactions from the target audience were great. They loved the creativity of the piece and were all surprised by the number of calls they received from such a small ad. The direct mail piece was quickly picked up by the Belgian marketing press so the message was spread way beyond the 13 individuals targeted. Time and time again, Smartmail Marketing proves that knowing your audience is half the battle. Mailing out mobile phones seems like an expensive tactic, but you can afford to do so when your target audience has been narrowed down to a small group. The results spoke for themselves, and that was all the impact 7Dimanche needed.

INSIGHTS

I do find it exasperating sometimes that clients won't release the numbers of a campaign. We know there were 176 calls to one of the phones. But I would love to know how this led to more media buyers buying more space in 7Dimanche. And whether they put their prices up. And made more money from advertising revenue.

I suspect yes, yes and yes.

Direct mail is SO precise when you use it properly. 7Dimanche addressed just 13 people but ended up looking smart in front of an entire industry.

The trick is not to think of mail as a broadcast medium – where the broader the target audience is, the vaguer your message needs to be – but as a way of talking to very specific people about specific things that interest them specifically.



IT'S NOW OR NEVER! START YOUR OWN MOVEMENT!

PRODUCT Getty Stock Video Archive | CLIENT Getty Images DevCo GmbH | AGENCY Red Urban GmbH | COUNTRY Germany

BACKGROUND

Getty Images was known for its large archive of images, but very few people in advertising agencies knew that it also had an extensive video archive with footage that spanned the decades. The challenge was to raise awareness of this among creatives, art buyers and producers.

IDEA

The mailing to over 2,000 advertising professionals communicated the message, "It's now or never! Start your own movement!".

Creatives were invited to start a movement by embedding their own personal messages into any of 12 different films at gettyimages.de/bewegung.

Messages included:

Free beer for everyone!

I quit!

These were integrated frame by frame into the library footage, which was then uploaded to the creative's Facebook page and/or emailed.

People began to use Getty footage to make lunch dates, set up meetings and make personal statements. There was even one marriage proposal.

RESULTS

A total of 52% of recipients visited the microsite immediately after receiving the mailing. Since the campaign began, more than 10,000 "movements" were started – an average of 100 new movements per day.

INSIGHTS

I am a firm believer that today we are in the business of creating engaging ideas, ideas people want to be part of. Ideas like this. It is a direct invitation to creative people to make and share their own films, using Getty content but dropping their own messages into it. As Russian workers march across screen, you can put anything you like in their banners. "Patrick for President", for instance.

Then you share the video with your friends and they want to play too. Thus a mailing to a couple of thousand leads to ten thousand personalized films reaching a hundred thousand advertising professionals. It all started with them knowing who they were talking to and using data to their advantage. They targeted advertising professionals directly, with an intriguing physical piece that would drive them to a fun online experience. Once again, several media worked together to create a huge impact, resulting in Getty selling more stock footage.

MANAGING DIRECTOR/CREATIVE DIRECTOR Andreas Klomp | ART DIRECTORS Adrian Pavic, Malte Schleemilch | COPYWRITER Uwe Schatz | TYPOGRAPHER Liu Sha
WEB/MULTIMEDIA PRODUCERS Michael Moeiter, Falko Haenel, Christian Friebe | ACCOUNT DIRECTOR Sabine Mayer



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1 Creatives and producers were mailed a direct mail piece with the message, "It's now or never! Start your own movement!" | 2-3 At the website, you added your message or your slogan. "Viva INCITE!", for instance | 4 So far, 10,000 people have started 'movements' and created movies of their own from Getty library stock

JCDECAUX: THE MISTAKE

PRODUCT JCDecaux Outdoor Media | CLIENT JCDecaux Belgium | AGENCY BBDO, Belgium | COUNTRY Belgium

BACKGROUND

JCDecaux is the largest outdoor advertising operator in Europe, known in Belgium for its 2m x 2m billboards. While the company also sells bigger formats, most Marketing Directors seemed to be unaware of this.

Whenever they needed to book larger billboards, they contacted JCDecaux's competitors. Frustrated by this, the challenge was to drive awareness of JCDecaux's range of formats from six-sheet through to massive 96-sheet and special-build sizes.

IDEA

Top Marketing Directors of Belgium's largest brands were sent a mailing which contained a number of deliberate errors, their brand intentionally being mistaken for their competitors. Thus, to really get under the skin of a Pepsi marketer, a Pepsi can was labelled 'Zero' and the letter opened with the line: Let's give your product Pepsi Zero a boost.

This was a deliberately irritating reference to a Coca-Cola product. Similarly Apple were mailed a picture of a Sony Xperia phone.

The letter went on to say, "Why are those imbeciles mistaking us for our biggest competitor?" And then, "Now you know how we feel. But we assure you that if you choose us, it would not be a mistake."

Then there was a call to action. Let us know if and when we can come in and talk about the larger formats we offer.

RESULTS

Demand for JCDecaux's bigger formats increased 15%, with all poster sites sold out for the next six months.

INSIGHTS

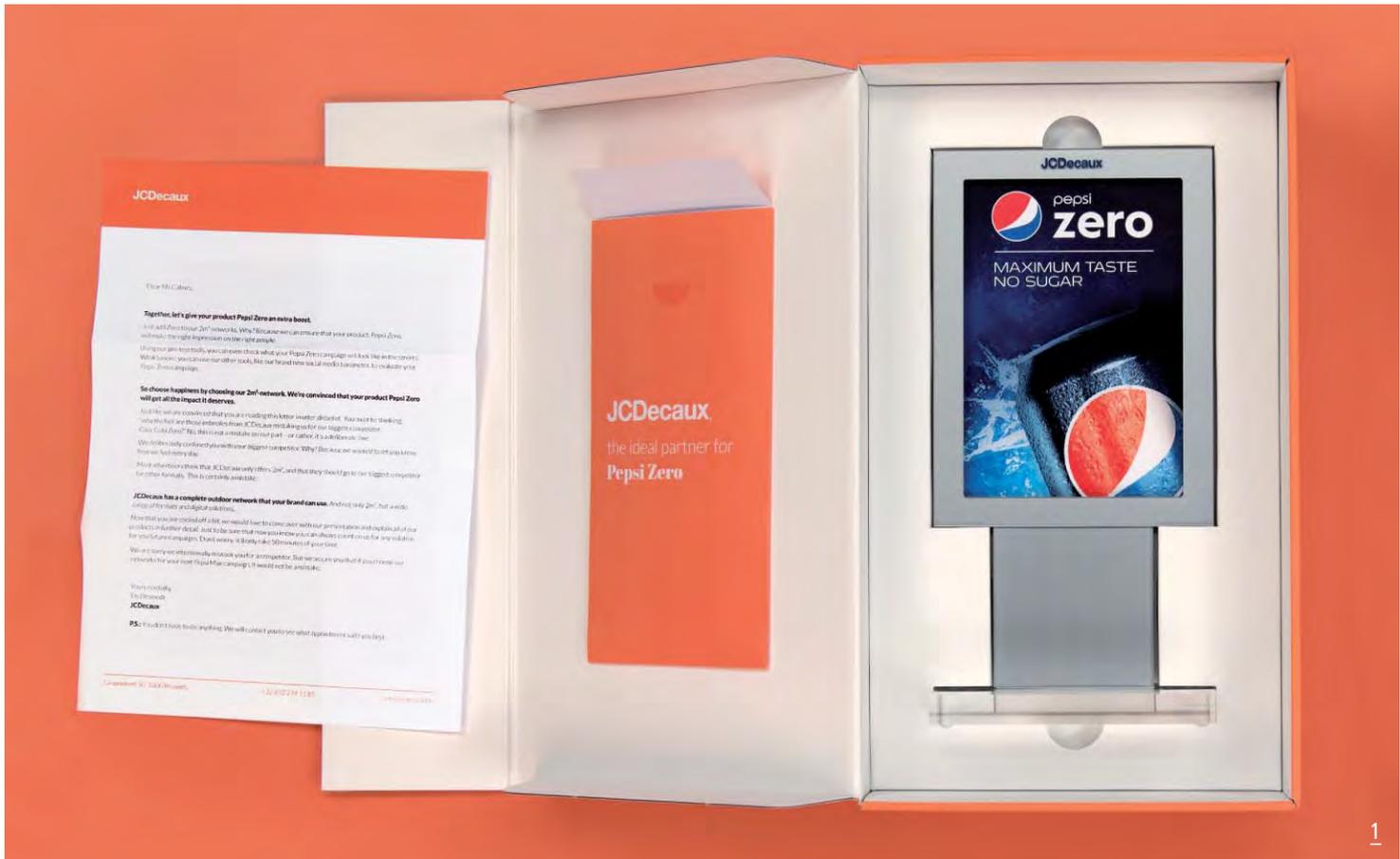
Marketing Directors are some of the hardest people in the world to market to. They know all the tricks and are cynical all the way through.

Now here is a poster contractor using a different media channel from his own. Why? Because in terms of business-to-business communications, mail really does work.

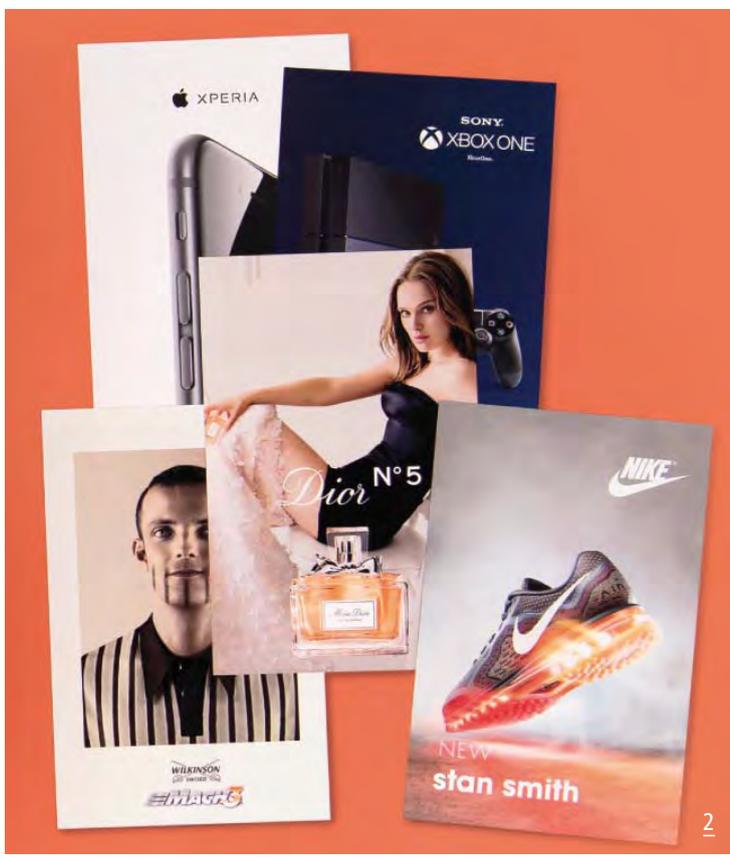
It is targeted in a way posters, for example, are not.

But mail doesn't do the business simply because it allows you to talk one-to-one with people. There has to be an idea as well. Knowing the Marketing Director of PepsiCo by name is one thing, getting her/him to laugh when (s)he discovers (s)he's been drawn in is quite another. Data made this entire concept possible, with a striking message that demanded the reader's attention, spoke to their company's fiercest competition, and made them feel something.

Targeting plus creative idea equals success.



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JCDecaux

Dear Ms Calmes,

Together, let's give your product Pepsi Zero an extra boost.

Just add Zero to our 2m² networks. Why? Because we can ensure that your product, Pepsi Zero, will make the right impression on the right people.

Using our pre-test tools, you can even check what your Pepsi Zero campaign will look like in the streets. What's more, you can use our other tools, like our brand new social media barometer, to evaluate your Pepsi Zero campaign.

So choose happiness by choosing our 2m²-network. We're convinced that your product Pepsi Zero will get all the impact it deserves.

Just like we are convinced that you are reading this letter in utter disbelief. You must be thinking: "why the hell are those imbeciles from JCDecaux mistaking us for our biggest competitor, Cola-Cola Zero?" No, this is not a mistake on our part – or rather, it's a deliberate one.

We deliberately confused you with your biggest competitor. Why? Because we wanted to let you know how we feel every day.

Most advertisers think that JCDecaux only offers 2m², and that they should go to our biggest competitor for other formats. This is certainly a mistake.

JCDecaux has a complete outdoor network that your brand can use. And not only 2m², but a wide range of formats.

Now that you are cooled off a bit, we would love to come over with our presentation and explain all of our products in further detail. Just to be sure that now you know you can always count on us for any solution for your future campaigns. Don't worry: it'll only take 50 minutes of your time.

We are sorry we intentionally mistook you for a competitor. But we assure you that if you choose our

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1 The direct mail piece contained deliberate mistakes calculated to irritate recipients | 2 The Nike Marketing Director received a mailing featuring his shoe but giving it the name of an adidas product | 3 The letter explained why JCDecaux made the mistake – now perhaps Marketing Directors could empathise with JCDecaux and how they felt | 4 At first, the Nike marketer was unimpressed | 5 Danone's Marketing Director appreciated the idea

CAPABLE

PRODUCT Disability Awareness Campaign | CLIENT ONCE Foundation/FSC Inserta | AGENCY Shackleton | COUNTRY Spain

BACKGROUND

The FSC Inserta Program for Talent (ONCE Foundation) helped disabled people find jobs. But employers were often prejudiced against people they regarded as less than able.

The brief, then, was simply to show the business community that disabled people were as capable as anyone.

IDEA

What started out as a conventional direct marketing campaign to raise public awareness with a budget for 20-second DRTV spots became an engrossing documentary featuring Ferran Adrià, founder and chef of El Bulli, the most prestigious restaurant in Spain; Marcos de Quinto, president of Coca Cola Iberia; and María Garaña, president of Microsoft Ibérica.

They were filmed doing their jobs deaf, blind and in a wheelchair, respectively. The result was 'Capable', a documentary showing that the only limitations there are to disabled people are those imposed by prejudice and ignorance.

20-second TV spots drove viewers to www.capacitados.org where the film could be viewed and information downloaded.

Radio, outdoor, direct mail to business leaders and HR Managers, emailing and PR all helped build traffic.

RESULTS

65.84% increase in the number of employment offers from external companies to disabled people over the previous year.

64.26% increase in the number of job positions offered.

51.44% increase in the number of disabled people who signed onto the job register.

More than 60,000 visits to the website in the first month.

25% of emails opened with the first shot, 43.8% opened with the second shot.

114 campaign mentions across TV, radio, print and digital press plus hundreds of references in blogs, Facebook, YouTube and Twitter.

Due to the campaign's success, the Spanish public national TV channel TVE ran the documentary at prime time on a peak audience day (February 14th at 21:30).

INSIGHTS

This is branded content at its best, an idea which is so absorbing and entertaining people chose to go online to watch the documentary.

Other media raised awareness of the issues and of the initiative but the real success of the campaign was in the follow-up, which was a direct mail push to business owners and CEOs. They were mailed a blindfold to remind them of the idea and to challenge them to try running their businesses 'blind' as well.

Thanks to the mailing, instead of results measured just in clicks and likes, we have results measured in hard numbers, such as a 65.84% increase in the number of jobs available.

This is a great example of different media doing different jobs but together making a real difference in people's lives. The campaign (and its results) became much more powerful as a whole because of the integral role played by each medium.

CREATIVE DIRECTOR Juan Nonzioli | COPYWRITER Natalia Rodriguez | ART DIRECTOR Tania Riera | DIGITAL CREATIVE DIRECTOR Alfonso Marian, Monica Balanzategui
DIGITAL COPYWRITER Albeto Talegon | DIGITAL ART DIRECTORS Lucia Agudo, Maria Solomon | PR AND SOCIAL MEDIA TEAM Eva Leoz, Lara Garcia
AUDIOVISUAL Manuela Zamora, Cristina Cortizas, Paula Cuadrado | GRAPHICS Itxaro Vicuna, Susana Herraiz, Ana Perez | DIGITAL Joaquin Garcia Morato, Gonzalo Fernandez,
Santiago Bernabe, Jorge Gil | GENERAL ACCOUNT MANAGER Javier Suso | ACCOUNT MANAGEMENT TEAM Elvis Santos, Sheila Alvarez
DIGITAL ACCOUNT TEAM Sascha Kraft, Ana Caballero



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1 Company bosses and HR Managers were mailed a blindfold and challenged to see how it affected them in their daily tasks | 2 Press, posters and DRTV drove traffic to the film online | 3 World-famous chef Ferran Adrià tried being deaf for two weeks | 4 Marcos de Quinto, president of Coca Cola Iberia, tried being blind | 5 María Garaña, president of Microsoft Ibérica, tried working in a wheelchair

THE WEAPEN

PRODUCT NGO | CLIENT Reporters Without Borders | AGENCY DDB, Hamburg | COUNTRY Germany

BACKGROUND

They may not always be universally popular, but journalists are an essential part of democracy and freedom of information, digging away to tell stories some would rather hide, challenging governments and holding powerful people accountable.

But in these troubled times, journalists all around the world are victims of violence.

Reporters Without Borders is an international NGO, based in Paris and linked to UNESCO and the Council of Europe. Its role is to defend and promote freedom of information, and stand up for journalists who pursue these ideals.

In 2015, 144 journalists were killed.

IDEA

Reporters Without Borders and DDB Hamburg wanted to highlight the dangers faced by journalists, and to symbolize the role they play in promoting free speech.

The idea was based on the pen as a weapon – or ‘Weapon’ – of information and truth.

Using fired-off bullet casings, a limited edition of 144 pens was made by hand – one for each lost reporter – and packaged up in ammunition boxes.

An unlimited selection of the pens were made available to buy from RWB’s shop, with proceeds funding its projects.

RESULTS

Leading journalists like Giovanni di Lorenzo, editor of Die Zeit, Peter-Matthias Gaede (Gruner + Jahr) and photographer Jonas Wresch adopted the pen as a symbol of freedom information.

They told their readers what personal freedom of information meant to them, and why it was in danger, and asked them to share their thoughts via print and social media.

INSIGHTS

In the old days of direct mail, charities quite often sent out ballpoint pens with their appeals. This was a ‘free gift’, the idea being that your subconscious made you beholden to the gift giver so you felt obliged to give something back.

There is nothing subtle about this idea. It isn’t so much a request for support as a demand. It succeeds because the pen itself is an object of beauty. Physicality is what truly resonated as the audience held this carefully crafted piece, knowing that it had been transformed from bullets to a tool of peace. The paradox would not have been lost on all those journalists and editors who were mailed it. The ugliness of the bullet turned into something intriguing and desirable.

This simple idea reaffirms the truism that the pen really is mightier than the AK-47.

EXECUTIVE CREATIVE DIRECTOR Fabian Roser | CREATIVE DIRECTORS Jan-Hendrik Scholz, Nicolas Schmidt-Fitzner | SENIOR ART DIRECTION Christian Baur
 ART DIRECTOR Eva Schramm | JUNIOR ART DIRECTORS Vitali Wachramejew, Pascal Rößler, Quentin Frémont | SENIOR COPYWRITER Thimon Machatzke
 JUNIOR COPYWRITER Nicolas Berg | PEN PRODUCTION Mike Marek | BOX PRODUCTION Beinder Schreinerei, Wohndesign | CLIENT SERVICE DIRECTOR Sönke Bruns
 PROJECT MANAGER Carolin Sonnenschein



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1-2 More than 140 reporters lost their lives in 2015 | 3-4 To commemorate the 144 lives lost, 144 pens were handcrafted using bullet casings | 5 Print ads invited readers to “spread the word” | 6 Die Zeit editor Giovanni di Lorenzo shared his thoughts on media transparency

CHRISTMAS BARGAINS

PRODUCT Save The Children Christmas Campaign | CLIENT Save The Children Sweden | AGENCY Lowe Brindfors, Stockholm | COUNTRY Sweden

BACKGROUND

Since the recession, many organizations in Sweden were still reluctant to give to charity.

An additional problem for Save The Children was that Sweden is one of only two countries in Europe (the other is Slovenia) in which company donations to charity are not tax-deductible. Yet, strangely, a box of chocolates and other such Christmas gifts are.

IDEA

Sweden's priciest online retail site was established, selling classic Christmas gifts at sky-high prices because, of course, every box of biscuits, every Italian salami, every CD a company bought there from Save The Children could be offset against tax.

The store was advertised with what looked like classic retail advertising – except for the prices. A press release was sent out, explaining the new store's business idea and direct mail was sent to previous donors as well as to potential corporate donors.

Companies who donated in this way were mailed a free diploma, which they could display in their reception area.

The idea didn't just make it easy for companies to continue donating but it was an eye-catching way to put Save The Children in a media spotlight and to start a debate about the legislation.

Changing the law about donations to charity will not only help Save The Children but every other charitable organization in Sweden as well.

RESULTS

Despite hesitancy about the recovery and the cost of bought media, Save The Children raised more money than ever before. New donors increased by 150%, the average gift amount increased by 27% and 40.4% of previous donors visited the site after opening the e-mail. Sweden's prime-time news program made a special story about the campaign and later this year, the Swedish parliament will debate whether to change the law. If they don't, Save The Children will simply keep open Sweden's most expensive Christmas shop.

INSIGHTS

Mail is used here not just to acquire new donors, letters written and flyers mailed to company CEOs, but to strike up some sort of relationship with them. Too many charities take your money and then keep mailing you to ask for more. Just saying 'thank you' goes a long way and when it is done as wittily as this, with a diploma commemorating your donation, there will be long-term benefits as well as short-term results.

HIGHEST PRICE GUARANTEED

Christmas tree € 750 (regular price € 1.100)

Dried Figs € 200 (regular price € 300)

Santa, 40cm € 10.000 (regular price € 140)

Chocolate box € 500 (regular price € 7)

ABSOLUT CHRISTMAS € 1.000 (regular price € 1.500)

Salami € 8.000 (regular price € 110)

Edam cheese € 5.000 (regular price € 70)

Don't miss our Christmas gift bargains!

Today it's tax deductible for companies to buy Christmas gifts for their clients, but not to donate money to children in need. By offering classic Christmas gifts at sky-high prices, we give your company the possibility to support the struggle for children's rights without being punished economically. Visit savethechildren.com/christmas to choose between several priceworthy gifts and read about how it benefits your company to support our work. Merry Christmas!

Save the Children

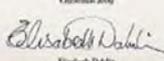
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Thank you for buying the Santa.

Santa, 40 cm € 10.000 (regular price € 140)

You've given the struggle for children's rights a tremendous boost. Your contribution makes it possible to continue the efforts in decreasing the use of child soldiers, to ensure that more children have the opportunity to get an education, and to introduce legislation against corporal punishment of children in more and more countries around the globe, among many other things.

Save the Children wants to thank you for investing in something very meaningful.

Christina von

 Elisabeth Dahl
 ALIDA BARNENS GENERALLEKTOR/BAE

Save the Children

2



€ 250

€ 130

€ 150

€ 750

€ 1.000

€ 1.500

HIGHEST PRICE GUARANTEED

Save the Children

3

Welcome to Save the Children's Christmas shop. Here you'll find the best Christmas gift bargains!

In order to make it favourable for your company to donate money, we decided to do something a little out of the ordinary this Christmas. Today it's tax deductible for companies to buy Christmas gifts for their clients, but not to donate money to children in need. By offering classic Christmas gifts at sky-high prices, we give your company the possibility to support the struggle for children's rights without being punished by taxes.

Chocolate box € 500 (regular price € 7)

Save the Children

4

1 Press advertising drove traffic to the most expensive online store in Sweden, where you could buy chocolates for CAN \$857 a box and salami for CAN \$8,578 a box | 2 You received a diploma thanking you for your purchase, which you could display in your company's reception | 3-4 40.4% of previous donors visited the site after opening the e-mail advertising the campaign

NO MORE EVICTIONS

PRODUCT Advocacy Group | CLIENT Stop Desahucios | AGENCY Proximity, Madrid | COUNTRY Spain

BACKGROUND

The economic woes of Spain had led to more than 20,000 families in Spain losing their homes because they could no longer keep up with their mortgages. Even though they had been evicted, they were still in debt to the banks.

Despite a petition signed by over 1.5 million people, the Spanish government had done nothing to make the situation any easier for these dispossessed families.

IDEA

In Spanish, when you are homeless you are often said to be "living under the bridge". Someone noticed that every single Euro note had a bridge printed on it.

A rubber stamp was designed, which enabled people to stamp the image of a homeless family beneath the bridge on every Euro note that came their way.

Stamps were mailed out to 200 opinion leaders and journalists asking them to use their stamps and tell their readers how they could get hold of stamps of their own.

They were exhorted to do this through social media using the hashtag #NoMasDesahucios (#NoMoreEvictions).

RESULTS

Mailing the original 200 stamps led to 20,000 more rubber stamps being sent to all those who requested one. Within 24 hours the entire stock of rubber stamps had gone.

The campaign cost a total of CAN \$35,000 but created media value ten times that amount.

Tens, if not hundreds, of thousands of Euro notes got stamped to provide further media for the idea, raising awareness of the plight of so many people.

Finally the Government was forced to pass a law ending the injustice of the banks pursuing families for money even after they had stripped them of their homes.

INSIGHTS

Integrated campaigns today are no longer about 'matching luggage', making sure your idea is replicated across all the different media you are using. It's about moving people from medium to medium and getting them actively involved along the way.

This idea blossomed as it moved from the physical world to digital, starting with a rubber stamp and ending with a hashtag.

A mailing involved enough people of influence for them to write about the absurd law that made people keep paying mortgages even after they had lost their homes.

Their opinion pieces then prompted others to visit a website and volunteer their addresses so they could be mailed a rubber stamp, which they could then use to stamp their bank notes and pass on into the community where people would be intrigued and sent back to the website, and so on.

How ironic too that money, the source of the problem, should also have provided a solution.



THE WRITE THING FOR PARKINSON'S

PRODUCT Not-For-Profit | CLIENT Vlaamse Parkinson | AGENCY BBDO, Belgium | COUNTRY Belgium

BACKGROUND

Vlaamse Parkinson wanted to raise awareness of Parkinson's Disease. In Belgium, it was estimated that 65,000 people suffered from the condition and around 6,500 of those were under the age of 50.

The social consequences of the disease were horrible – job loss and isolation as well as the gradual loss of motor skills.

IDEA

Parkinson's patients lose motor control. To slow this process down, it is important that they kept writing.

A TV commercial went on air telling the story of a cyclist who got to the top of Mont Ventoux and of the Parkinson's sufferer who wrote the story, which the cyclist texted from the top of the mountain.

Viewers were directed to dothewritething.be where they were invited to leave a text message for the people they loved and cared about most.

These messages were then turned into handwritten declarations on beautiful postcards by Parkinson's patients and mailed to their loved ones.

On the back of the card was a call to action: help us with our writing therapy and send a card too. Thus receivers were turned into senders.

RESULTS

The TV commercial reached nearly 3 million people. On Facebook, the campaign gained 288,875 impressions and on Instagram 625,000 impressions thanks to the support of many Flemish celebrities who got behind the project.

The campaign generated more than CAN \$443,000 in earned media and prompted 16,975 visitors to dothewritething.be.

More than 2,000 cards were written by Parkinson's patients, amounting to more than 1,200 hours of therapy.

INSIGHTS

This isn't direct mail as we know it. It's indirect mail in as much as traditional media provokes people to go to a website and write messages, which other people then transcribe by hand into postcards.

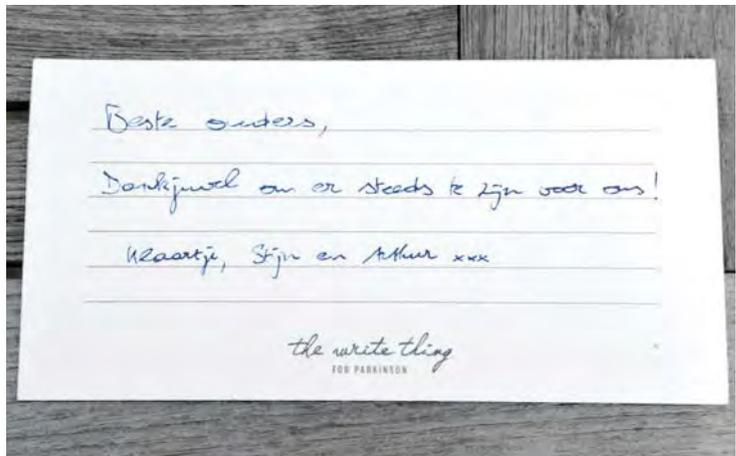
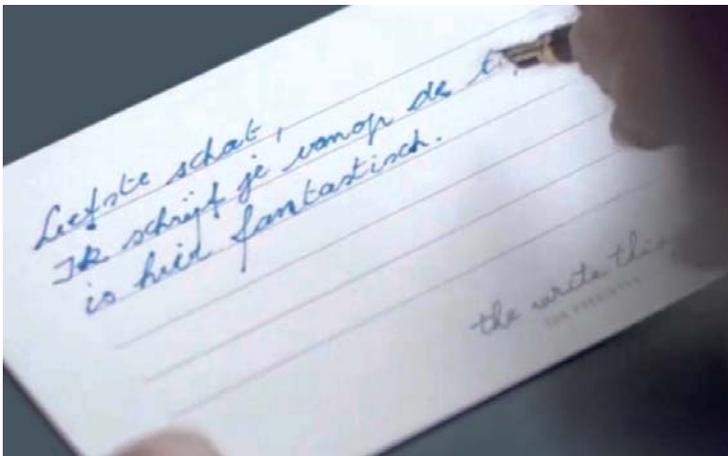
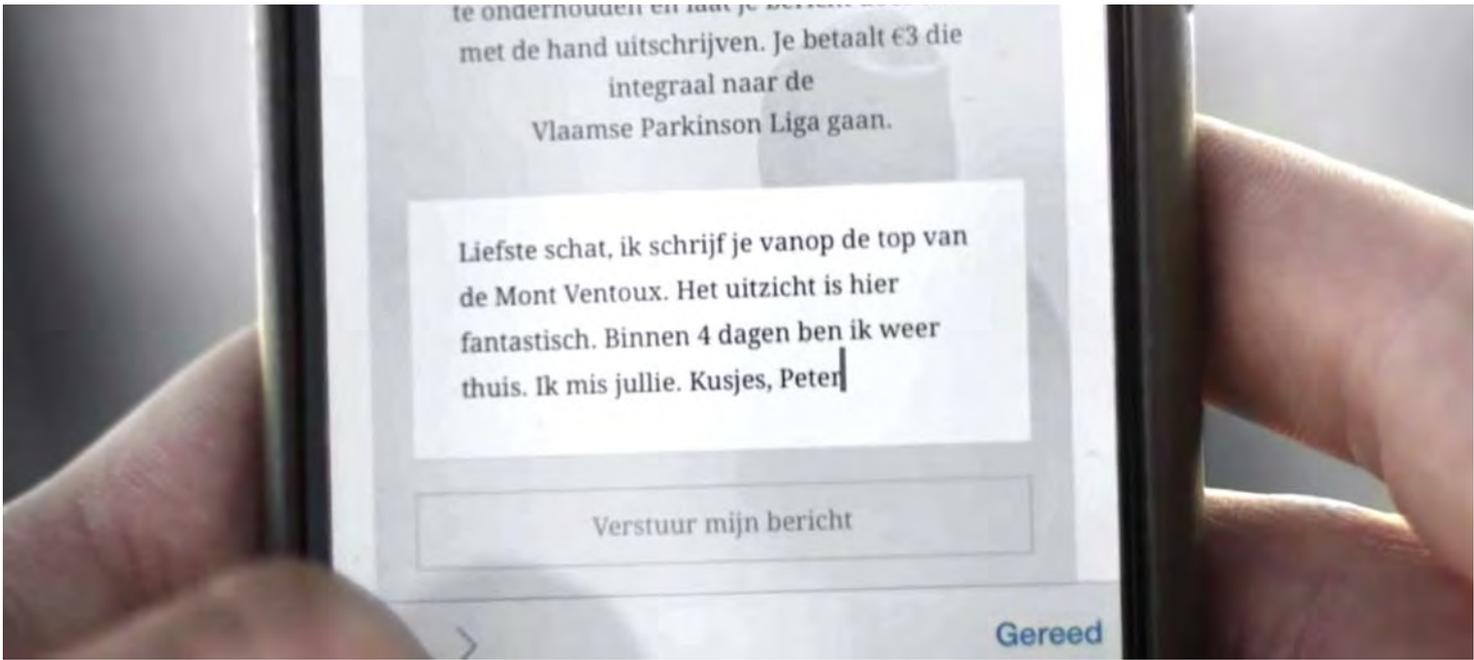
But then it does become direct mail, an appeal to get involved from someone you know very well, someone who loves you.

We talk about personalization being one of direct mail's great strengths, but wow! You can't get more personal than a postcard from your partner/lover/mother/whatever, even if it is written by someone else.

You would have to have a heart of stone not to be touched by the nature of the message let alone by the message itself.

Only a physical, handwritten postcard like this one could really drive the message home and elicit such an emotional response from readers.

CREATIVE DIRECTORS Jan Dejonghe, Sebastien De Valck, Arnaud Pitz | ART DIRECTOR Klaartje Galle | COPYWRITER Régine Smetz
 FREELANCE PATIENT/CONCEPT ASSISTANT Maarten Renders | PRINT PRODUCTION Polyprint | PRINT PRODUCER Sofie Verschaeren | PRINT PRODUCER Thérèse Deru
 ACCOUNT DIRECTOR Carl Van Den Hove | STRATEGIC PLANNER Tom Vingerhoets | DESIGN DIRECTOR Eric Leurquin | SOCIAL MEDIA DIRECTOR Stefaan Ceunen
 COMMUNITY MANAGER Ellen Pottoms | CONTENT PRODUCER Aura Van Roey



PIZZA ROULETTE

PRODUCT Hell Pizza | CLIENT Hell Pizza | AGENCY Barnes, Catmur & Friends | COUNTRY New Zealand

BACKGROUND

While Hell's pizzas were popular in New Zealand, research showed that there was a lack of "product connection". In other words, Hell's pizzas needed to walk the talk. The agency's task was to bridge the gap between the brand and its products.

IDEA

Hell had recently acquired a bottle of the hottest chili sauce in the world. This was used to create an irresistibly evil game, Pizza Roulette. All people had to do was ask for it and at no extra cost a drop of the chili sauce would be added to one slice of their pizza. But which one?

Out-of-home ads, in-store posters and a TV commercial created awareness while unaddressed mail to homes in the vicinity of Hell restaurants challenged people to try Hell's latest creation. Pizza Roulette became an experience that combined Hell customers' love of premium pizza with having a laugh at the expense of their friends.

RESULTS

CAN \$955,000 in additional sales. 17.5% increase in new customers. ROI of 400%.
National media coverage worth CAN \$478,000.

INSIGHTS

What a great brief. Please make Hell more hellish. The creative leap was to have a product idea rather than an advertising idea. Brands can't just tell people what they stand for, they have to be what they stand for. If Hell ran ads saying "We're b-a-a-a-d", everyone would think they were pathetic. But produce a pizza that can make a grown man whimper, now that is bad. And good.

While traditional advertising was important in alerting people to the idea, trusty mail was the medium that got people to actually order a killer pizza.

EXECUTIVE CREATIVE DIRECTOR Paul Catmur, Daniel Barnes | ART DIRECTOR Crispin Schuberth | CREATIVE Jesse Stevens, Brad Stratton
SENIOR ACCOUNT MANAGER Katya Urlwin | MEDIA Monica Wales

BIZTHINKTANK

PRODUCT Telco | CLIENT Optus | AGENCY M&C Saatchi, Sydney | COUNTRY Australia

BACKGROUND

Optus is Australia's second largest telco. In the small-to-medium business (SMB) market, they were heavily outspent by the number one, Telstra. As a result, they had low brand awareness and many small businesses didn't realize they offered business services. Research suggested that small-to-medium businesses lacked access to information that big business took for granted and that they were looking for simple, practical solutions to help them survive in tough times.

The challenge was how to give it to them.

IDEA

In a departure from a traditional acquisition strategy to a longer-term relationship-building exercise, Optus set out to create high-quality content specifically for this target group.

The new approach combined direct mail and email, web, press and radio, all backed up by data analysis and insight.

Working with leading Australian business commentator, Peter Switzer, a website for business was created called BizThinkTank.com.au.

The site was filled with articles, interviews, podcasts and videos to help isolated small-to-medium businesses discuss issues and connect with their peers.

Data reports helped ensure the content was relevant and useful.

To launch the site, the idea was to create an online reality TV show called 'Yes Coach' fronted by Peter Switzer. Once they had watched one of the webisodes, visitors would explore the site and find useful sections offering tips and business advice.

Direct mail was crucial in launching the idea.

Small-to-medium businesses were mailed and invited to put themselves forwards as potential 'stars' of the new show.

Three business owners were selected.

Mail then alerted small-to-medium businesses to the launch of 'Yes Coach' as well as outlining what else the site offered.

RESULTS

Though not asked to register, 4,600 businesses responded to the mailing by going online.

79,000 unique browsers visited the site, which was 140% of target.

Average time on site was three minutes with 20% of visitors spending between four and 30 minutes.

In the site exit survey, 20% of people wanted to learn more about Optus products.

INSIGHTS

When the digital revolution began to change the face of marketing, many predicted the death of direct mail.

Instead it has become increasingly clear that digital works better when it's in tandem with direct mail.

In this campaign, mail worked brilliantly in phase two because it made the recipients feel valued.

Inviting people in an email to put themselves forward to be the stars of your TV show simply wouldn't have had the same importance as a letter. There's more intrinsic value in something that you hold in your hands than something that pings in your inbox. But once mail had got people to register online, then it made sense to email them newsletters and product offers. Apparently they got a 50% open rate, which would never have happened without the original mailing.

Further proof that direct mail and digital can work better together than on their own, the businesses were engaged in several different ways – podcasts, videos, webisodes and exclusive mailed invitations.

YOU'RE IN BUSINESS TO MAKE YOUR FORTUNE. WE'RE GIVING YOU A SHOT AT FAME AS WELL.



'yes' COACH

Dear Alan,

When business owners have had an idea for looking for ideas for how to increase their business, they are disappointed when they discover that identifying a coaching coach involves more than a handful of random business meetings. We have to make sure that you find a coach who is a professional coach and not just a random business meeting.

Introducing 'Yes' Coach.

But now we're going a step further in creating 'Yes' Coach, a new online reality show for business. Over 12 weeks, a professional coach will work with three business owners to help take their business to the next level.

Just by watching 'Yes' Coach, you'll gain valuable insight into how to improve your own business. You'll see how a professional coach advises small business, some of the traps one business owner can fall into (and how to avoid them), and key ways to make your business more profitable.

You could win a \$10,000 holiday.

'Yes' Coach will be competing among for anyone in small business. But why not appear on the show yourself? It's a chance to receive free coaching from a real expert, and the most improved business will win a \$10,000 holiday (limited to one per year).

Here's what the winner of our previous competition said about the experience:

"The coaching really helped me realize my potential - after just 8 weeks I've increased my revenues by over 200%!" *Alan W.*

So imagine what it could do for you. 'Yes' Coach is open to anyone who is a business owner with 200 employees. And you can nominate as many people as you like. Apply today at bizthinktank.com.au

Kind regards,

P. Switzer
Peter Switzer,
Head of Customer Management
Optus Small & Medium Business

Enter now at BizThinkTank.com.au for your chance to win.

See BizThinkTank.com.au for full terms and conditions. Competition closes 22/07/08.

BETTER BE PREPARED.
Getting your business ready to be featured on 'Yes' Coach.

'yes' OPTUS

SMALL & MEDIUM BUSINESS

1

YOU'RE IN BUSINESS TO MAKE YOUR FORTUNE. WE'RE GIVING YOU A SHOT AT FAME AS WELL.

BIZThinkTank Starting a Business Growing a Business **BIZ TV**



'yes' COACH

2

3

BUSINESS REALITY SHOW IS LOOKING FOR NEW FACES. (WORRY LINES AND BAGS UNDER EYES DESIRABLE.)



In small business, it's not just your equipment that shows some wear and tear. At Optus, we hear you. That's why we've partnered with one of Australia's leading authorities on small business, Peter Switzer, to create a new online reality show: 'Yes' Coach.

Over 12 weeks, a professional coach will work with three business owners to help take them to the next level. The most improved receives a \$10,000 holiday. Which should put a smile on any business owner's face.

Visit BizThinkTank.com.au and nominate a business to win 12 weeks' coaching and a \$10,000 holiday.

See BizThinkTank.com.au for full terms and conditions. Competition closes 22/07/08.

'yes' OPTUS

'yes' COACH

ENTER NOW AT BIZTHINKTANK.COM.AU

4

THE BUSINESS REALITY SHOW FOR PEOPLE WITH NO TIME TO WATCH REALITY SHOWS.



If you run your own business, this may look familiar. But here's something worth staying up for. Optus has partnered with one of Australia's leading authorities on small business, Peter Switzer, to create a new online reality show: 'Yes' Coach.

Over 12 weeks, a professional coach will work with three business owners to help take them to the next level. You can watch 'Yes' Coach at BizThinkTank.com.au. And learn how to rest easier at night.

Visit BizThinkTank.com.au for details, plus tips, articles and podcasts.

'yes' OPTUS

'yes' COACH

NOW SHOWING AT BIZTHINKTANK.COM.AU

5

HE WANTS TO RETIRE FROM HIS BUSINESS. BUT AS YOU'LL SEE HE'S NOT THE RETIRING TYPE.



Meet Jersey. As his customers will tell you, he's quite a character. But after 30 years running the family business he's looking to retire. Now he's won 12 weeks' business coaching, and he's working hard to make it happen. But he's confronting what many business owners face: can the business survive without him?

Watch Episodes 1 & 2 now! Plus read articles, forums, and Jersey's blog.

'yes' OPTUS

'yes' COACH

NOW SHOWING AT BIZTHINKTANK.COM.AU

6

RUNNING HER BUSINESS IS A FULL-TIME JOB. SO HOW DOES SHE FIND TIME FOR HER OTHER FULL-TIME JOB?



Meet Sarah. She has 12 employees around Australia to look after. Which is nothing compared to her two little boys. Now she's won 12 weeks' business coaching as part of the 'Yes' Coach online reality show, and she's trying to achieve what many small business owners wish for: some time for herself.

Watch Episode 2 now! Plus read articles, forums, and Sarah's blog.

'yes' OPTUS

'yes' COACH

NOW SHOWING AT BIZTHINKTANK.COM.AU

7

1-3 Direct mail was vital in letting Optus customers know about the new site, inviting them to apply to be stars of the show | 4-7 They reminded people about the show to keep them returning to the site

INSPIRING SPIRIT

PRODUCT Scoot Airline | CLIENT Scoot | AGENCY Saatchi & Saatchi, Singapore | COUNTRY Global

BACKGROUND

Scoot had discovered that another budget airline had adopted very similar branding and advertising to theirs. From the font, the colours, to the tone of voice and even to the illustrations used in Scoot ads, Spirit Airline's brand identity was spookily similar. But rather than sue Spirit Airlines for 'passing off', which was not in line with Scoot's irreverent brand personality, the plan was hatched to have some fun with a campaign that would leverage social media and PR to achieve brand awareness.

IDEA

In a tongue-in-cheek online video, Scoot's CEO, Campbell Wilson, informed Spirit Airlines that if they wanted to duplicate his brand, they should at least do it well. This was followed up with a mailing which included everything Spirit Airlines needed to properly recreate Scoot's brand personality. This included a step-by-step guide on how to create the ads as well as Scoot's full corporate identity guidelines. It included a kit to help Spirit make their very own Marketer of the Year trophy, like the one Scoot won in 2014.

As the campaign gained momentum, Scoot flew a giant blimp over Spirit's headquarters in Florida. They even named a new Boeing 787 Dreamliner "Inspiring Spirit".

RESULTS

Over 100 media outlets covered the campaign globally, generating \$41 million of earned media thanks to extensive coverage on CNN, Bloomberg, Channel News Asia and USA Today. The number of people searching for Scoot on Google increased by 32% during the campaign period. Spirit employees even rallied for Scoot online.

INSIGHTS

The Smartmail Marketing approach can deliver a very personal piece, and this campaign is the perfect example of just how personal it can get. Historically, brand owners have been very prickly about anything that impinges on their brand identity.

Holland's Café in Essex were accused by Harrods of 'copyright infringement'.

Chanel sued an online retailer for making a smartphone cover that looked too much like a bottle of No.5 for their liking.

Coca-Cola won't let anyone use their swirly font. So it is heartening to see Scoot poke fun at Spirit rather than send in the lawyers.

The mailing may only have been sent to one person but it was put together with loving attention to detail in the knowledge that PR would see the idea dispersed across print and digital to a far wider audience.

I guess you can call this indirect mail, one letter reaching millions. It's using the techniques of direct marketing in the service of brand communications.

And why not?

EXECUTIVE CREATIVE DIRECTOR Dominic Stallard | ART DIRECTOR Chris Soh | COPYWRITERS Stephanie Gwee, Andrea Cid, Jennie Morris, Ben Wight
CHIEF OPERATIONS DIRECTOR Esther Yue | PROJECT MANAGER Terry Ong | ACCOUNT DIRECTOR Stella Pok | GENERAL MANAGER Celevel Butler
HEAD OF PLANNING Steve Walls | ACCOUNT DIRECTOR (SWEENEYVESTY) Tom Judd | SENIOR CONSULTANT (SWEENEYVESTY) Sarah Tan | HEAD OF DIGITAL (PUBLICIS) Kelvin Koo
ACCOUNT DIRECTOR (PUBLICIS) Jess Seow | ACCOUNT MANAGER (PUBLICIS) Goh Siying | LEAD COMMUNITY MANAGER (PUBLICIS) Vanessa Tay



1-2 Scoot mailed Spirit a toolkit to help them properly replicate the brand, including Scoot's Corporate Identity, and a step-by-step guidebook | 3 Scoot CEO, Campbell Wilson, called out Spirit Airlines in a video, posted on social media | 4 Scoot pointed out the similarity in the two brands' icons, and of course which came first | 5 The video got 56,000 views in the span of 12 hours

THE IMPORTANCE OF AN INTEGRATED APPROACH

Direct answers come from a recent discussion with leading marketers.

At one time, the race for staying ahead of the competition led marketers to seek out and use emerging channels. With speed to market, low cost per impressions and results that could be tracked almost instantaneously, many saw digital as the single cure for one-to-one communications.

Now marketers are refocusing on the big picture. They're recognizing that communication strategies need to be developed holistically. The focus is now on understanding the role each medium plays within the mix. This broader, more integrated look at media is being championed by smart marketers, and was the focus of a recent conversation with industry leaders called Smartmail Marketing™: The Sessions.

The consensus was clear: in a world where customers interact with companies on their own terms, relying on digital channels is not enough.

Michael Chase, CMO of St. Joseph Communications, is just one of many who advocate the importance of a mixed media play. "If you were to say, 'I'm just going to be a digital pure play,' you're going to miss people."

A coordinated, integrated approach can be more effective than digital alone in not just reaching customers, but driving relationships and ultimately consumer action. Direct mail is a powerful tool that can help drive conversations with customers and deepen relationships.

That's because both digital and direct mail go beyond one-way communications. These media are cultivating the ability of marketers to foster two-way conversations.

Andy Bruce, Co-Founder & CEO of The Mobile Experience Company, sees how this is one of today's big opportunities.

"How can we turn that into a digital conversation, start a relationship and get all the data points along the way to be able to say, 'This person on this day received this piece of mail. Here's their digital footprint and cookie crumb trail, going all the way through to this store where, four weeks, three days later, they bought this product.'"

Mark Morin, President of Strategies Relationship Marketing, agrees on the importance of understanding the role each medium plays in an integrated campaign and how "being able to make the connections between these things throughout the customer journey is really, really important."

When the discussion dug deeper on channel selection, Morin talked about its fundamental importance. "I think there's also the understanding of what each media is good at, leveraging the power of each of the different media in the mix to deliver that right information."

"I really agree with you," said Elissa Moses, CEO of Ipsos Neuro & Behavioral Science Center of Excellence.

Moses has been conducting research with Canada Post to get a better understanding of the roles direct mail and digital can play in an integrated campaign. The recent whitepaper, *Connecting for Action*, revealed that integrated campaigns combining direct mail and digital delivered more attention, higher brand recall and more emotional intensity than single media digital campaigns.

The study also looked at media sequencing. Emotional intensity peaked in campaigns where direct mail followed display. Motivation peaked in campaigns where direct mail followed pre-roll. And brand recall peaked in campaigns where direct mail followed email.

These findings are compelling enough that marketers should take a closer look at the functionality of media selection and sequencing in their own campaigns.

"I think you're going to see a lot more research in this area," said Moses, "where the whole media industry is becoming much more sophisticated on what the role of each of the different channels has to play."

Determining this ideal mix is going to be the challenge for marketers moving forward. And because each brand, each campaign and each group of consumers is unique, the strategies and tactics that work for one company may not work well for another.

Sarah Simpson, Divisional VP, Customer Experience & Loyalty of Holt Renfrew sums it up best: "How to make sure direct mail works with digital, coming up with that whole recipe, is really, really exciting."

It all comes back to marketing fundamentals: having the right message reaching the right person at the right time. Now the number of options makes it that much more complex. Testing and learning will become increasingly important as the market continues to evolve.



SEE FOR YOURSELF

Hear top marketers discuss direct mail's role in an omnichannel universe at canadapost.ca/thesessions.

For more information on *Connecting for Action*, download the whitepaper at canadapost.ca/connectivity.

Left to right: Andy Bruce, Sarah Simpson, Mark Morin, Elissa Moses, Michael Chase



WHAT GETS PEOPLE TO BUY WHAT THEY BUY?



To answer this question, Canada Post has recently completed extensive neuroscientific research. The results suggest an integrated marketing campaign that includes direct mail is more effective in driving consumer action. In fact, campaigns including direct mail can drive greater consumer attention, more emotional intensity, and higher brand recall than single-media digital campaigns. Read the research that confirms what we call 'the connectivity effect'.



Download our whitepaper
Connecting for Action at
canadapost.ca/getconnected



Smartmail Marketing
 The Science of Activation

CANADA
 POST



POSTES
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