

# DIRECT FORUM

JANUARY 2012

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Direct Forum is a free e-mail newsletter containing useful direct marketing tips, news updates and how-to information. It's convenient, informative and I am not trying to sell you anything!

*Wishing you all  
health, wealth, happiness and a prosperous 2012.*

This month's topics:

- 1. Why I continue to be a yellow-dog Direct Marketer**
- 2. Tapping into the mature market**
- 3. An interesting DM survey as to what makes people throw away their mail without even reading it**

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Dear Helen,

This is the time before the New Year, when many of us make resolutions or have dreams or wishes we hope will come true.

This year I thought I would give you a helping hand.

**There is an old Japanese folk tale that says folding 1,000 paper cranes will make a wish come true.**

So, I made origami cranes especially for you and my other friends and family.

Just fold out the wings in a flying position and hang it on a lamp beside your desk, on the rearview mirror of your car or even on a Christmas tree, and let the magic begin.



These magnificent birds, who soar high up in the sky, have over the years come to symbolize many wonderful things including friendship, joy, hope, good luck and peace.

And that is my wish for you and your loved ones.

Reg

P.S. Ha 12.

## Why I continue to be a yellow-Dog Direct Marketer

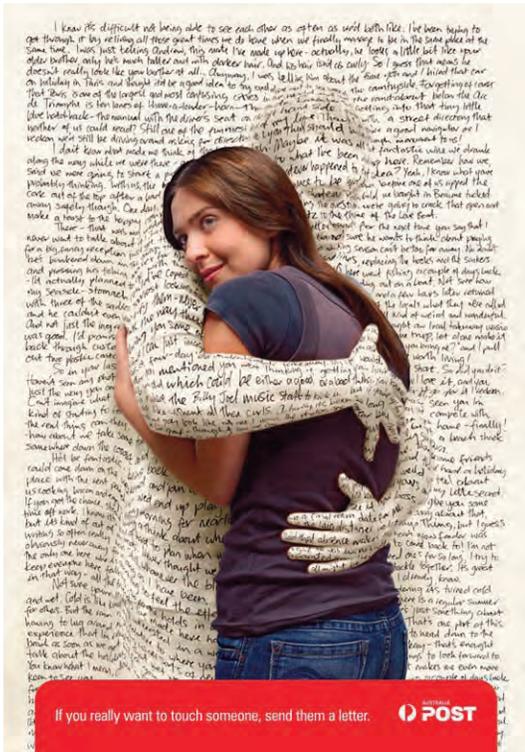
My father-in-law, **J.B. Nichols**, bless his soul, used to say that he was a Yellow-Dog Democrat. He told me that meant, **"If the Democrats ran a yellow dog, I'd vote for it."** No Republicans for him - and he was an Alabamian!"

Like him, I remain true to the direct marketing principles that have shaped my professional life – through my agency days, my own design company, which still thrives and for the last ten years through my teaching DM to college students. Not that you can't teach this old yellow dog new tricks but the new methods have to pass the test – does this 'trick' still form a one-on-one connection with the recipients?

I have always tried to do that for all my clients and in the last seven years through my year-end Holiday Card that I send to my friends, clients and yes, even my relatives.

This year, I decided to make and send them an origami crane with this simple message alongside.





I could have taken the easy route and sent each one an ecard, but being a true yellow-dog direct marketer, I believe that a physical card and something hand-made by me is far superior to an ecard and it stays longer in their consciousness than an average tweet, which I believe is no more than 0.05 of a nano-second.

And once again the response has been quite remarkable. One person actually sent me the poster created by the **Australian Post** saying, **“Like the old Bell Canada slogan, you really know how to reach out and touch someone.”**

A few other comments are below:

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Hi Billy,

*I just received in the mail your Christmas wishes and origami crane. Thank you so much! I still have all the past items you have so generously given at Christmas and think of you when I use them (measuring tape, flashlight, magnifier). The crane is hanging by my computer here in the office.*

*I hope you are keeping well and wish you a joyous holiday season.*

Warm wishes,

Karen

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Billy,

*This year, our Christmas tree looks even better with your handmade origami crane! Thank you. You're thoughtful every year with a gift and a card and I always look forward to seeing what is in your package!! This has to be my favourite... because you made it!*

Happy New Year!

Reza Alavie

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The real credit for teaching me how to make an origami crane goes to another family member of mine, my granddaughter **Mia Sanders**, who is extremely talented.

And thanks to my former Seneca student, **Sultana Baksh**, for telling me about the crane legend in the first place.

**By the way, I still have a few cranes left. So the first 10 people who write to me will get this year's greeting card and will also be included in my next year mailing.**

**Just email me at: [designersinc@sympatico.ca](mailto:designersinc@sympatico.ca)**

**Don't forget to send me you complete mailing address so I can mail it to you!**

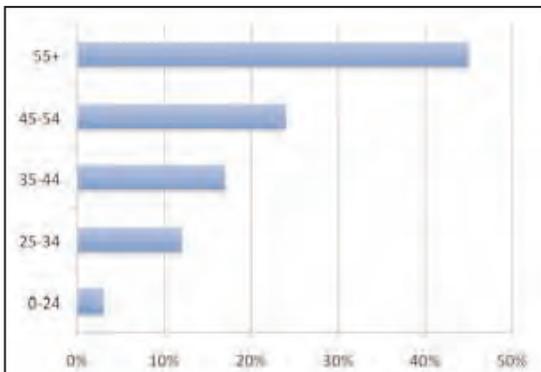
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## **Tapping into the mature market**

**Last month I asked the question: Are fundraisers barking up the wrong tree for donations?**

**AGE BRACKET**

**PERCENTAGE OF DONATIONS**



*Stats Canada 2009*

<b>0-24</b>	<b>3%</b>
<b>25-34</b>	<b>12%</b>
<b>35-44</b>	<b>17%</b>
<b>45-54</b>	<b>24%</b>
<b>55+</b>	<b>45%</b>

Researchers have found that this is also a great group for for other organizations seeking new customers.

### **FIRST LET'S LOOK AT WHO THESE MATURE (50+) AND OLDER CONSUMERS ARE:**

- **Many are top-level executives**
- **Many are women that influence 80% of all goods and services we buy**

### **NOW HERE'S WHY YOU SHOULD TARGET THEM**

- **People older than fifty- five years of age are the fastest-growing group of self-employed workers;**
- **From a low of 22% in 1996, the employment rate of individuals 55 and older has climbed steadily to 34% in 2010;**

- A 50-year-old worker is expected to stay in the labour force 3.5 years longer than in the mid-1990s;
- Of the over 55+ (33,7 million Canadians) only 6.4 were unemployed in 2008. (2008 study);
- During the past two decades, while the gap in average hourly wages between men and women has narrowed steadily, growth has occurred in all age and wage groups, but the most dramatic improvement was among women in the age group between 50 to 54 by 16.2 percentage points (2008 study);
- Just under 6.0 million tax filers contributed to registered retirement savings plan (RRSPs) in 2010, a slight decline of 0.2% from 2009 but their total contributions increased by 2.6% to \$33.9 billion;
- Nationally, more than 7.5 million people reported income from investments totaling \$50.0 billion, according to income tax returns for 2010;
- Those in the age groups 45 - 54 and 55 - 64 have potentially had more years of employment to accumulate funds and, as a result, had saved substantially more. The median for those aged 45 - 54 was \$40,000, and for those 55 - 64 was \$55,000. The wealthier ones have a median value that was substantially higher at \$244,800;

*(Source: Stats Canada)*

## HOW TO TARGET THEM

***Here's are a few clues how others have done this successfully.***

- This mature market has high expectations - they have been indulged all their lives through economic prosperity that marked the second half of the twentieth century;

**Example: Planned model launches and makeovers in the luxury car market are also influenced by an expected demand from baby boomers in their peak earning years.**





- They have never passed through a stage or decade without leaving some defining cultural imprint on it. The Vietnam War, Rock & Roll, Beatle mania, Cold War, Space Travel... mature people can lay cultural claim to all these events. Even if they weren't members of the Rolling Stones, they still have enough energy to make a difference.

**Example: The baby-boom effect has been linked to the more than doubling of annual sales of motorcycles from 1996 to 2001 and growing.**



- They often choose brands on the basis of functionality and rationality;

**Example: In the 1980s, car manufacturers 'correctly interpreted that the baby boomers' automotive needs were not well served by existing vehicles and launched the first modern-day compact van or as it has come to be called, the 'minivan.'**



- Their brand choices may be less driven by a need for status or social position.

**Example: As this large group is now moving into its empty-nester years, other changes are likely to be seen. And while baby boomers' minivan years may be coming to an end, they are likely to prioritize the safety provided by a large heavy vehicle, and light trucks (such as four-by-fours) may therefore still remain a growing category.**



- They have more time than the average person and different shopping habits;

**Example: People Magazine switched from publishing their magazine from Monday to a Friday, because their research showed that older women don't go shopping on Monday, but rather during mid-week or later. This resulted in a 15% lift in sales.**

**BUT...**

- Don't patronize them;
- Don't get too familiar with them;

- Don't use modern slang, poor grammar and jargon it turns them off, They are well educated and better off than the average person;
- Don't preach to them but convince them — long copy still sells in this case. They don't buy into something; they either indorse it or reject it and this applies to fundraising
- Don't forget to use interactive methods to reach them. Remember, 60% of 50+ consumers shop online and people who are over 45 today are making 80% of all e-commerce transactions.

**In the next issue I will talk about another important group: The Millennials**

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## **An interesting DM survey as to what makes people throw away their mail without even reading it**

**In a 2008 consumer survey, by *fast.MAP*, discovered the following to the above question.**

<b>Lack of time</b>	<b>20%</b>
<b>No interest in the company</b>	<b>66%</b>
<b>Not personally addressed</b>	<b>41%</b>
<b>It looks like a marketing piece</b>	<b>63%</b>
<b>Not interesting enough to open it</b>	<b>76%</b>
<b>The design</b>	<b>7%</b>
<b>The colour</b>	<b>4%</b>

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### **OPT IN, OPT OUT, OPTIONS:**

- To unsubscribe, send me an e-mail simply saying, "Please, remove".
- To participate, send me an e-mail with your suggestions.
- To post a comment, please include your name, e-mail address and your thoughts.

**Let me remind you again that your name and/or e-mail address will never be shared, sold, circulated, or passed along to anyone else.**

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