

DIRECT FORUM

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Direct Forum is a free email 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!

1. Is **Direct Marketing** still the same old game? **Here's** what it is according to **the jury at Cannes.**

2. **Not everyone** uses the **Internet. That's** One more reason to use **Direct Marketing.**

Is Direct Marketing still the same old game?

Here's
what it is according to
the jury at Cannes.

At a recent Cannes Lions International Festival of Creativity, jury members spent three days first trying to define Direct before they could award a winner between Volvo and a porn site.



With digital and social media now part of traditional marketing, the jury at a recent Cannes Festival struggled to first define the category Direct Marketing before they chose a winner. This was the issue at the heart of Grand Prix deliberations at the Cannes Lions International Festival of Creativity.

It took the jury three days to first decide how to define Direct, and only until 1.00a.m. on the last night of deliberations to choose between a campaign for a porn site and a Volvo Super Bowl hack,

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Here is an extract from an article written by Alexandra Bruell in Advertising Age.

*After a long and arduous deliberation the jury finally awarded the grand prix to **Volvo's Interception** by Grey New York. The brand, instead of advertising during the Super Bowl, chose to go around the biggest and most expensive advertising event of the year. The company encouraged viewers to tweet the hashtag **#volvocontest**, and the name of a person they loved, every time they saw another car commercial during the Big Game, for a chance to win a car. The company saw a nearly 70% sales lift attributable to the effort the jury observed.*

*At the end of the day, the room was split between the Volvo effort and “**#Handsoff**,” a campaign by Marcel Paris for porn company Marc Dorcel. In an effort to keep porn-goers on a site and make money at a time when free porn is not hard to come by, the company forced users to keep their hands on the keyboard, discouraging them from wandering downward. If they removed their hands, the screen would go blank.*

“It was so genius. People were trying to hack it and put things on top of keyboards so they could have their hands free. But it was a very creative piece,” said Judy John, direct jury president and CEO and chief creative officer of Leo Burnett Canada.

“That and Volvo are two very different examples. It was a very passionate discussion between two different sides that went late into the night. We had to

go for a walk and come back; that's how heated it got,” said a jury member.

The struggle between the two very different campaigns stemmed from an inability to define direct in this shifting marketing ecosystem, and thus what constituted brilliant direct.

As you can imagine, the judges finally agreed that Direct is still a one-on-one marketing process that needs to be targeted, track-able and it still must generate a response.

Unfortunately, Direct Marketing is also often viewed as a stand-alone tactic that sits apart from other marketing strategies. Not so today; it may be also an ingrained part of the shifting digital and social environment but it is still needs to be part of an integral part of traditional marketing.

Here is the link to Volvo's “Interception”:
www.youtube.com/watch?v=ntMit7V27LI



The Results: In 4 hours, Volvo received 50,000 tweets with the program hashtag (the most of any automotive brand), and trended both nationally and globally—With over 80 pieces of coverage, the program received nearly 200MM earned media impressions.

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Not everyone uses the Internet.

That's one more reason to use Direct Marketing.

While Internet access is increasing, and around 40% of the world population now has access to an Internet connection, there is still a large majority of adults who have not used it.

In Canada this amounts to nearly 2.4 million Canadian adults.

According to the same survey Canada ranks 20th in Internet usage.

Many of those with money, who are looking to spend it, do not have access to the Internet, so sending them an email and hoping that they will buy your product may be a hopeless endeavour. They may still be suitable candidates to receive Direct Marketing.

This is especially important to people in the charitable sector because a large segment of those with no access to the Internet are older people, charities' main pool for generating the most funds.

(Source: Internet Live Stats
(www.InternetLiveStats.com))

Elaboration of data by International Telecommunication Union (ITU), United Nations Population Division, Internet & Mobile Association of India (IAMAI), World Bank. (July 1 2014 Estimate)

If you click on the web link above you will find that there are over 960,538,722 websites, a number growing by the second.

Around the world, every second, more than 108,900,000,000+ emails are sent.

Over 2,000,000+ blog posts are created daily. And so on.

So the Internet is a highly over-crowded and competitive field.

On the other hand, the address and postal code of every household in Canada has been mapped, so

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Canada Post, unlike any other organization or medium, has access to 100% of Canadian households.

What else is Direct Marketing good for?

It's great for preaching to the converted.

That is why whom you talk to is the most important factor in DM success.

So the list of people you solicit is crucial.

You have to choose your list carefully to focus on a predisposed audience—predisposed to your category, your product or your service.

That is why charities that target their house list of donors' continue to raise millions each year. I know, because I have helped many do this throughout my career.

And with Direct Marketing you can measure customer responses and analyze where your best results come from, allowing you to refine and improve future campaigns.

Today, Inkjet printing is less expensive than before and enables you to personalize your direct

mail—you can add name, gender, location, preferred products, buying habits, current stage in the customer journey, and other important things that make your direct mail piece more effective.

Other benefits that don't require huge additional costs are:

- Four colour printing
- Using variable data
- Creative testing to see which package performs best before a large rollout.



People consider Direct Mail to be **3X** more trustworthy than social media.

  

One final word of advice:

If a DM is a one-on-one marketing process that needs to be targeted, track-able and it still must generate a response, then you have to make it a conversation.

In other words get the reader involved no matter how.

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