

# DIRECT FORUM

MARCH 2017

VOLUME 13 ISSUE 3

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. **Why direct response is still important.**
2. **The looming skills crisis.**

3. **Responses to my February Newsletter.**

## Why direct response is still important.

To begin with, watch this video called:  
**Notes - a life story, a love story**

Here's the link: <https://youtu.be/63ytBiQx3EU>

### Now, let me explain why Direct Response is still important.

1. **Direct marketing's biggest strength lies in the fact that it is primal.**

Whether it's a very personal hand written note or a tactile piece that recipients can touch,

feel or smell that can affect them emotionally...that is a power that only direct response can deliver.

Direct response is a great way of getting your customers to interact or experience your product first hand.

It's this tactility that feeds the senses and creates a physical relationship with the audience.

This simple envelope with a powerful message proves that.



## 2. Another great attribute of direct marketing is its ability to target precisely.

This flexibility allows a marketer to provide different groups different offers based on their behavior or past response. It can target specific audiences and learn who responds to what, when and how – an enormous factor in future growth potential. Unlike other forms of communication, direct marketing targets only those who are prospects or customers. And yet, it is the only medium with the label: junk mail... how ironic is that?

### Case in point: The Pan-Am games

**The challenge:** In the summer of 2015, Toronto was frantically preparing to

host one of the biggest sports events in Canadian History. The Pan AM/ Parapan AM Games were approaching fast and organizers needed to sell a dizzying number of tickets to the public for the 13 day long event.

Two months prior to the ceremony two thirds of the tickets were still unsold. Meanwhile, the Games were under increasing scrutiny from the press and the masses of tourists expected to arrive were not shaping up.

**The idea:** However, awareness among local Torontonians was high, so the focus to sell tickets was shifted to this target audience, leveraging Facebook's unprecedented ad-targeting data. They served up event-specific

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ads to users who had already expressed interest in a particular sport. This allowed for real-time optimization as they could refocus on their media spend and adjust messaging for events that were under-performing in sales.

**The result:** In less than 30 days, the campaign reached 3.6 million unique consumers with an impressive 4% click-through rate, delivering \$1.1 million in sales —over 7 times the ROI on their media spend.

## This project won a GOLD Facebook Mobile Marketing Award at the CMA.

### Credits:

Company: TO2015 Pan Am/ Parapan Am Games  
Campaign: TO2015 Pan Am/ Parapan Am Games Online Ticket Sales

Agency: **FUSE Marketing Group Inc.**

Senior Vice-President,

Creative, Innovations: **Patrick Weir**

Digital Communications Executive (Founder, society, etc.):

**Mike Sharma**

Vice-President, Digital: **Lane Buie**

Account Director: **Lisa Stephenson**

Senior Art Director: **Cam Guest**

Art Director: **Stephanie Joo**

Creative Supervisor: **Shawn Malone**

Account Executive, society, etc.: **Sarah Mayberry**



### 3. Another direct response forte is that it is a one-on-one private conversation.

This one-on-one exchange not only allows you to personalize your message but also to build a closer

contact between the customer and the marketer. It allows you to tailor your offer based on their past behaviour. This also provides you with the capacity to build ongoing loyalty.

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## Case in point: birthday card

On one of my trips to India, I stayed at a small, charming hotel in Jodhpur, called the blue city because the houses are painted in different shades of blue.

Like all foreign visitors to the hotel I was required to show my passport. They photocopied it and took down my contact information. But they made better use of it than anywhere else I've stayed. Having my passport meant they had my birth date and my address — so they sent me a personalized birthday card.

On the outside they had this picture of the city...a city I fell in love with.

Inside was this message: **“We fondly remember your stay with us and since today is your birthday all my staff joins me to wish you A HAPPY BIRTHDAY!”**

No hard sell, just a subtle reminder to think of them again, if I ever visited the city. They've also mailed me Easter and Christmas cards, which means that I have heard from them more frequently than anyone except my mother.

### **4. It is the only medium that must always elicit a response.**

The main focus of direct marketing is to generate a call to action. Even a no response in direct marketing is



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valuable information because it tells you that the solicitation piece has flaws that need to be improved.

### **Case in point:**

### **Australia post: Video Stamp**

The parcels business is growing naturally due to the rise in eCommerce. However, it is a highly competitive arena with big international players such as FedEx and DHL fighting for market share.

### **The Twofold challenge:**

- Drive people into Australia Post outlets by encouraging them to send their own presents using Express Post, rather than ordering gifts online;
- Keep the Australia Post brand relevant in an increasingly digital world.

**The Idea:** The insight behind the campaign was that it is always nicer to give someone a present in person rather than send it remotely. With that in mind, the question became: can technology allow people to send wishes virtually if they can't be there in person? The answer was yes - the Video Stamp.

Provided free with all purchases of Express Post, the Video Stamp allowed the sender to attach a 15-second video to the parcel via a unique QR-coded stamp. This mimicked the trend in “snackable” video communications as seen in Vine, SnapChat and Twitter.

In order to view and share their Video Stamp, the recipient had to scan it on their smartphone or key-in the unique log-in details to watch it on their desktop computers.



The Video Stamp was launched first of all to Australia Post's 30,000 employees through DM, eDM and Head Office activations. This widened out to include the retail staff at all 4,500 Australia Post stores. In all, 7 million Video Stamps were distributed across Australia. The

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idea was seeded on social networks with techies and bloggers before being publicized with a national TV campaign.



**The results:** The Video Stamp helped strengthen Australia Post's positioning as "Future Ready". Positive media attention was generated with hundreds of stories in press, online, TV and radio around the world.

Over 3,000 conversations were started online generating 14 million social impressions. Other national postal services have asked to licence the technology. In the launch period alone, the Video Stamp connected people in some 250 cities in 50 countries with 45% of recipients watching their videos more than once. Over the Christmas period, when shoppers often buy gifts online, there was over 133% uplift in videos scanned on December 24th and 25th, indicating a migration from e-commerce to personally packed and mailed parcels.

Here's a link to this must see video:  
<https://youtu.be/iY4cB4WmPRo>

## 5. It is not a monologue but an interactive method of communication.

Direct marketing has the ability to create a two-way conversation and not just a monologue. This allows direct marketers to understand their target audiences and retain their best customers. They can keep tabs on the pulse of customers and the marketplace and react quickly to changes. It is the ideal method for building lifetime value of customers through sustained loyalty.

### Case in point: Jaguar

**The challenge:** To activate Jaguar's first year partnership as the official car of Wimbledon in a way that would improve its innovation and technology brand credentials and add value for tennis fans. With this opportunity—a brand that exists to "excite the senses"—and with its own technological expertise, the company Mindshare saw an opportunity to heighten the experience

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of tennis fans everywhere by using data and innovative technology to capture the live heartbeat inside the Wimbledon grounds and deliver that Jaguar promise to excite.

**The idea:** To do this they placed wearable technology on the wrists of 250 tennis fans inside the grounds, capturing live biometric data as courtside beacons captured live data representing crowd energy levels.



They created 487 pieces of unique mobile content distributed to the Feel Wimbledon mobile site and



**Digital over head OOH Boards and TV monitors engaged Wimbledon fans who were on the move**

social media, as well as additional content to digital OOH, giving tennis fans wherever they were a unique insight into how it really feels to be courtside at Wimbledon.

**The result:** Perceptions that Jaguar is an innovative brand and is technologically advanced rose by 23% and 24%, respectively, among those who engaged with the campaign.

**#FeelWimbledon** was the most used hashtag of all Wimbledon partner brands, not bad for year one.

Watch the video:

<https://youtu.be/WThZFFhXLrw>

**Mindshare, the agency responsible, was a winner of the 2015 MOMA Awards**

**6. And yes, direct marketing needs to be measurable and accountable.**

Since generating a response is the key element in direct marketing and is what one strives for, the number of sales or leads generated by any direct mail campaign can be

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easily measured. This also enables direct marketers to fine-tune future plans to ensure greater success.

### Case in point: My year-end appeal for Massey Centre

### **I think this email from my client says it all.**

Hi Billy,

Hope you had a wonderful Christmas and looking forward to the NewYear. Wishing you the best!

Happy to report that the holiday appeal generated a very good response, best of all it exceeded my annual objective. (I figured by over 7.15%).

Thanks for helping me make it happen!

Paulett M. Ramsey, CFRE

**In conclusion:** Today direct response methods reach more people in their homes, on their computers and on their cell phones, offering the right target audience, in their own language, things that may be of specific interest to them.

It also continues to deviate from mass media and advertising by targeting only specific audiences with items that they may be of interest to them.



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Ms. Sample  
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Any town, ON A1A 1A1

November XX, 2016

Dear Ms. Sample,

I hope your holiday season is filled with gifts, greeting cards, feasts, joy, fun and laughter with your family and friends.

**Thanks to the generosity of many donors, the young moms and their babies will have gifts to open on Christmas morning and a nice dinner. But they will be lonely and sad during the holidays because many of them are estranged from their families and friends.**

They have had horrible experiences at a very young age. Some never had a home and some had to leave their parents' home because they got pregnant. Many of the girls have lived on the street, been abused and generally lived in appalling poverty and with hardship all their lives.

**Your past donation of \$XX (HPC) meant so much in helping them to change their lives. In the generous giving spirit of the season, I hope you will consider matching or increasing your gift of \$XX (HPC) as the need is great and our resources are limited.**

Ms. Sample, I cannot thank you enough, for being such a loyal supporter and friend. Your gift now will ensure that our doors are always open to young pregnant or parenting mothers and their babies who have nowhere else to go or no one to turn to for help. You will help to give them a home and a brighter future.

**Most importantly, your donation will show them that they are not alone or forgotten.**

Your gift, along with other donors' gifts who are as generous as you, will enable us to continue to provide important programs that help prepare the young moms to be good parents; programs that teach them to bond with their babies; and programs to help them with mental health and addiction issues they are facing.

**Plus,** your gift will allow them to complete their secondary and postsecondary education or career training, obtain jobs, and move back into the community like Chiffon and her daughter, Destiny.

### **2016 Holiday Appeal**



**The basics have not changed but the way to reach your target audience has. It's a multi-channel world therefore mobile and social-media are needed more than ever to reach out and talk to your target audience.**

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# The looming skills crisis.

**I may sound like a broken record or perhaps like a stylus stuck on a vinyl record, but there is a real skills shortage in direct response that does not seem to be going away any time soon.**

I know because it's a subject I have been teaching for over 16 years now at Seneca College and for 14 years at Humber College. But let us forget about the past.

Once again, as Yogi Berra said, "The future ain't what it used to be."

What I do know about the future is that there is going to be even more personalized, integrated, data-driven marketing than exists today.

While it is a truly exciting time for marketing practitioners, the real challenge is a shortage of skilled workers in this field. My work with students is aimed at lessening that gap. The big problem is the range of hybrid skills that are needed now and in the future—from left brained database marketing experts to right brained creative who know how to solve a problem.

**So here are some suggestions to solve this skills crisis:**

- Focus on training more students to properly equip them to adapt to our industry's growing needs.
- Emphasize the concept of improving their skills into young people's culture.
- Encourage professionals to meet with students to stimulate ideas and ensure that the industry keeps growing.
- Finally, hire an intern today. It may be the best future investment you make.

I have an excellent batch of young, talented art directors, copywriters, junior account executives eager to work. Email me at: [billy@designersinc.ca](mailto:billy@designersinc.ca) if you could use a student and I promise to send you a good match.

**They will start hitting the streets soon and they can hit the road running for your agency.**

# Responses to my February newsletter:

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Thanks Billy,

You made my day and I needed the lift.

Anna


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Wow! How do you find those cool video clips!?

Thanks Billy. Always inspiring!

Gail.

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Enjoyed it. 

- Rainer

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**Thank you.**  
**This is what keeps me going.**

## OPT IN, OPT OUT, OPTIONS:

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