

# THE ROLE FOR MAIL FOR DIRECT TO CONSUMER BRANDS

March 2023



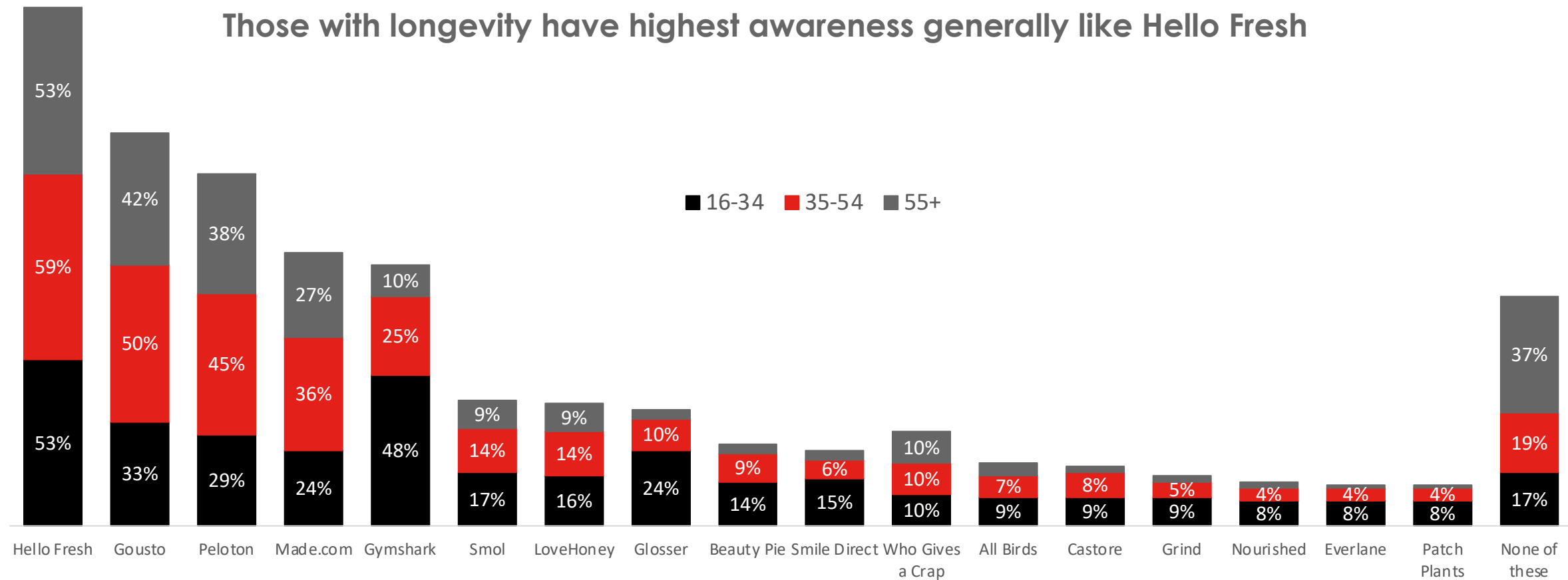
# DIRECT TO CONSUMER BRANDS



# AWARENESS OF DIRECT TO CONSUMER BRANDS HIGHEST FOR 35-54 YEAR OLDS



Those with longevity have highest awareness generally like Hello Fresh



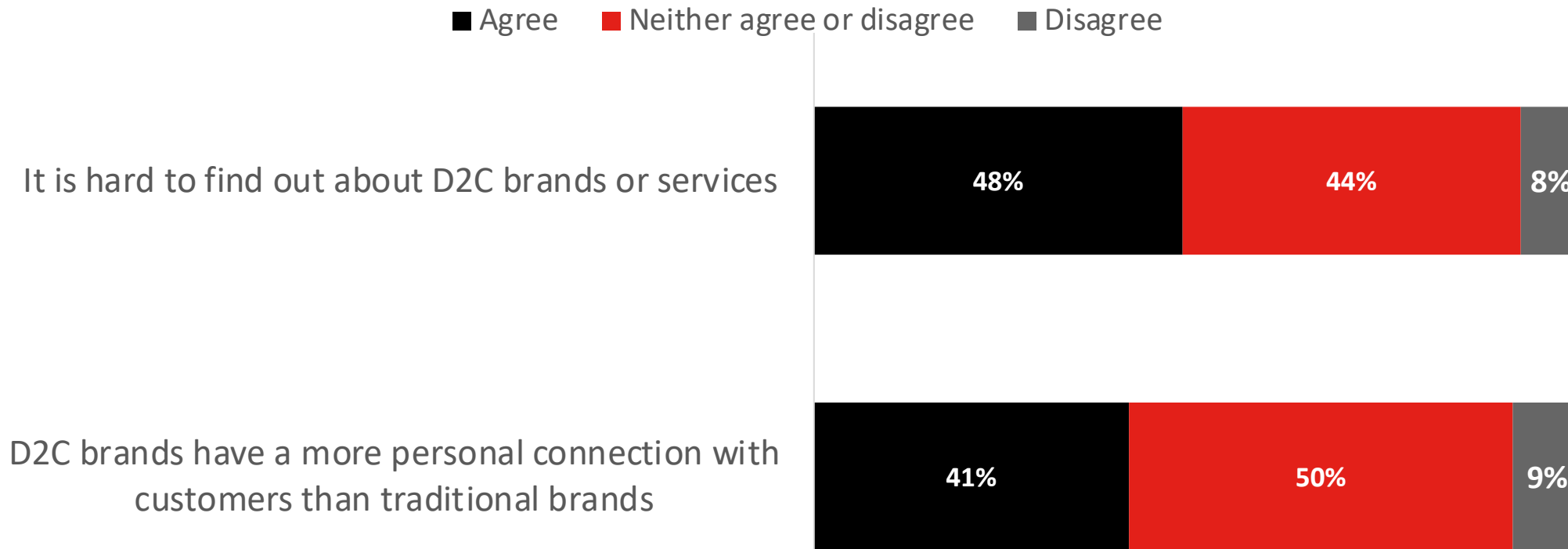
# NOT EASY TO DISCOVER D2C BRANDS

But they have a more personal connection when they are discovered



## Attitudes towards awareness and brand connection with D2C brands, 2021

"Do you agree or disagree with the following statements?"



# SUPPORTING D2C BRANDS

Is important to consumers and they feel it is a sustainable thing to do

## Attitudes towards ethical and sustainability of shopping with D2C brands, 2021

"Do you agree or disagree with the following statements?"

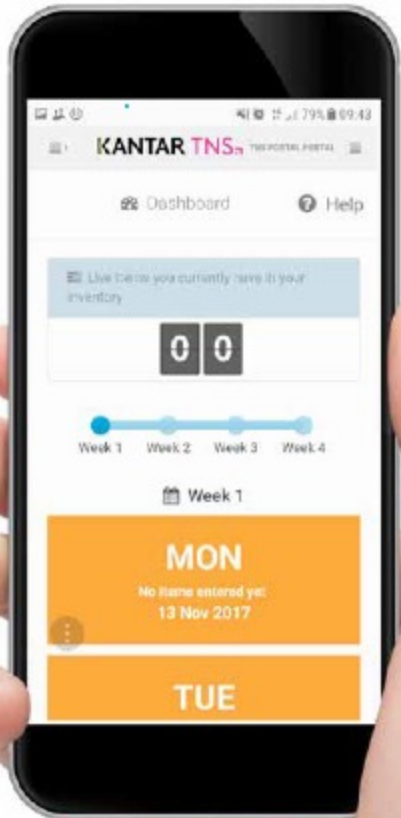






**D2C NOT BIG USERS OF MAIL BUT  
PERHAPS IT NEEDS A NEW APPRAISAL**

# JICMAIL DIARY COLLECTS 2 MAIN SETS OF MEANINGFUL METRICS



## PHYSICAL ACTIONS



Opened it

Read / looked at / glanced at it

Put it on display e.g. fridge / noticeboard

Passed it on / left out for the person it's for

Put it aside to look at later

Threw it away / recycled

Took it out of the house e.g. to work

Used / did something with the information

Put it in the usual place

This delivers mail media metrics – reach and frequency for mail

## COMMERCIAL ACTIONS



Bought something/made a payment

Used a voucher/discount code

Planned a large purchase

Discussed with someone

Visited sender's shop/office

Went online for more information

Looked up my account details

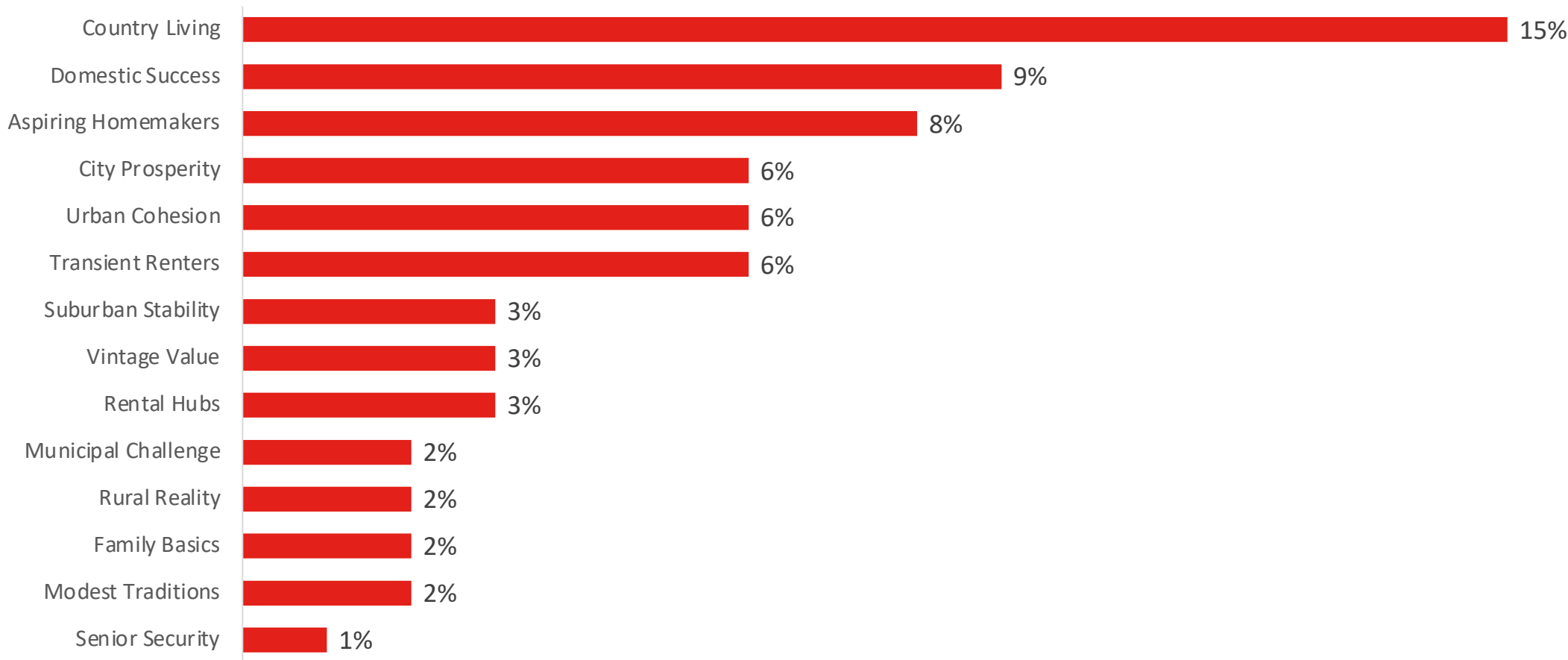
Used a tablet or smartphone

Called the sender

These are commercial actions, counted separately from reach and frequency

# THOSE RECEIVING MAIL FROM D2C BRANDS

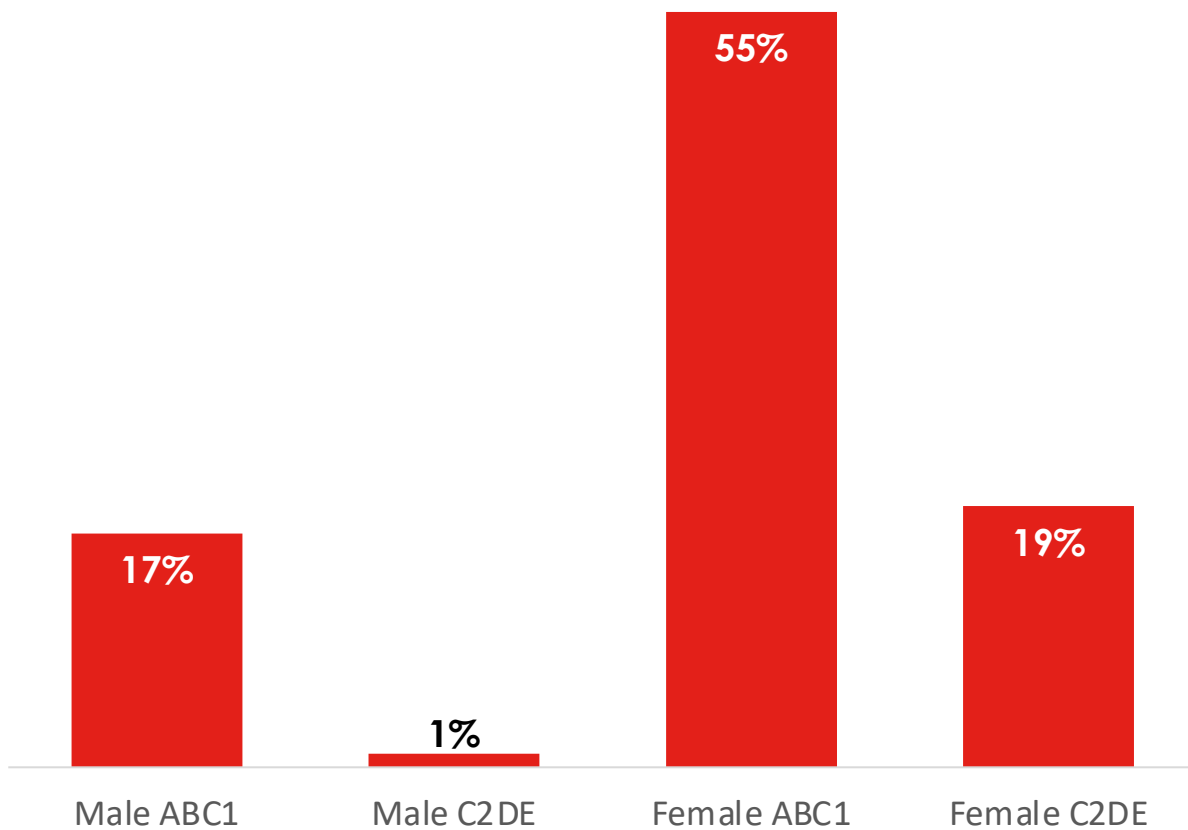
Largely from more affluent demographic groups



Source: JICMAIL, All Mail, All Beauty, Bella & Duke, Bloom & Wild, Bo Concept, Cox & Cox, First Beauty, Glossybox, Gousto, Gymshark, Harry's, Hello Fresh, Made, Mindful Chef, Pasta Evangelists, Patch Plants, Simply Cook, Smile Direct Club, Smol, Spoke, Tails.co, Who Gives a Crap, n+304



# PREDOMINANTLY FEMALE AND ABC1



Source: JICMAIL, All Mail,, 26 D2C brands, n+304

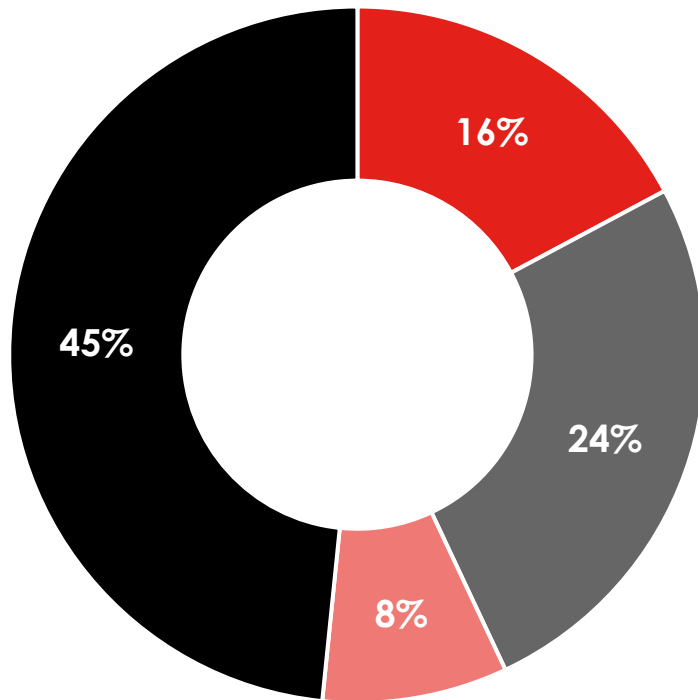


# AFFLUENCE CONFIRMED BY HOME TENURE



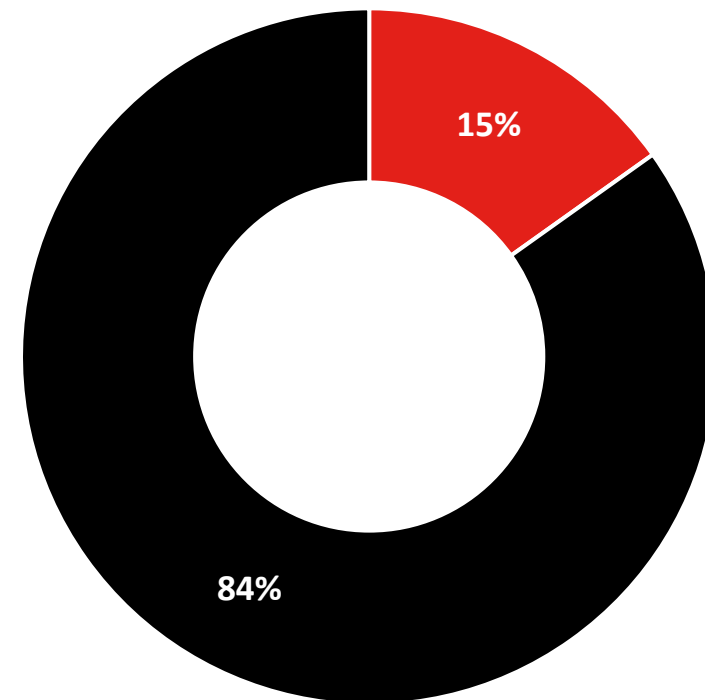
## TENURE LENGTH

■ 1-2 years ■ 3-5 years ■ 6-10 years ■ 10+ years

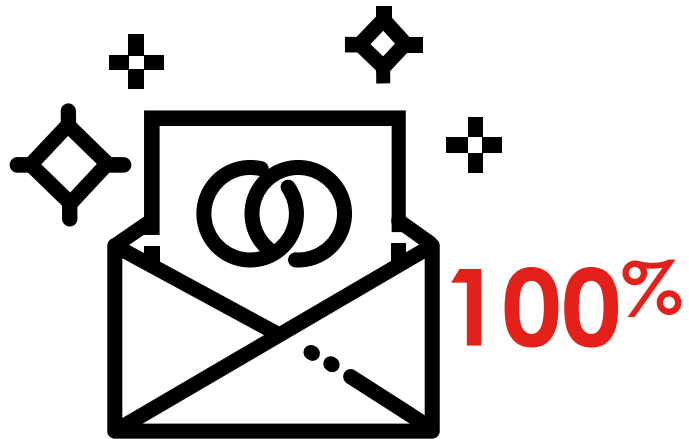


## TENURE TYPE

■ Rented ■ Owned/mortgaged



# D2C MAIL HAS A BIG IMPACT FOR THE BRANDS THAT USE IT



## Engagement

Any physical action taken with mail



Source: JICMAIL, All Mail,, 26 D2C brands, n+304



# MAIL FROM D2C BRANDS ENJOYS HIGH PHYSICAL ENGAGEMENT



83%

**Read**



56%

**Opened**



36%

**Put aside or in  
usual place**



Source: JICMAIL, All Mail, All Beauty, Beauty Naturals, Beauty Club, Bella & Duke, Bloom & Wild, Bo Concept, Cox & Cox, First Beauty, Glamour Beauty Club, Glossy, Glossybox, Gousto, Gymshark, Harry's, Hello Fresh, Made, Mindful Chef, Pasta Evangelists, Patch Plants, Simply Cook, Smile Direct Club, Smol, Spoke, Tails.co, The Beauty Wardrobe, Who Gives a Crap, n+304



# D2C MAIL HAS A BIG IMPACT FOR THE BRANDS THAT USE IT



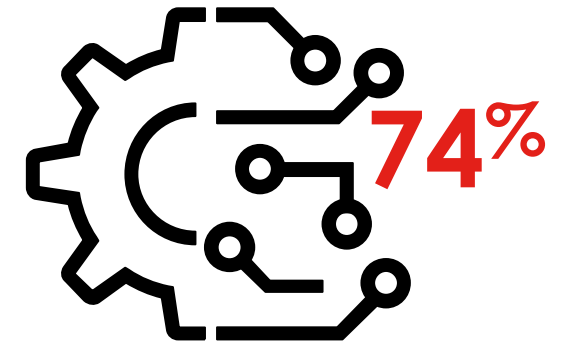
Take a  
commercial  
action



The 43% taking an  
action go on to...



... buy  
something

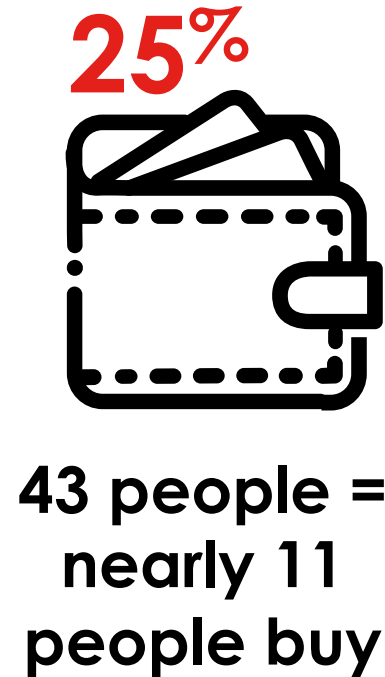


... take online  
actions

# WHAT'S THE COMMERCIAL IMPACT?



The 43% taking an  
action go on to...



A woman with long red hair and large red sunglasses is lying on her back on a wooden deck. She is wearing a yellow t-shirt. A laptop is open in front of her. To her right, there is a smartphone, a white envelope, and two coffee cups. A red wavy line graphic is on the right side of the image.

**BUT THAT'S OVERALL – HOW ARE  
DIFFERENT AGE GROUPS  
ENGAGING – YOU MIGHT BE  
SURPRISED!**

# COMMERCIAL ACTIONS BY AGE GROUP

Younger people respond more to mail!



17-34

\* Small sample size



35-54

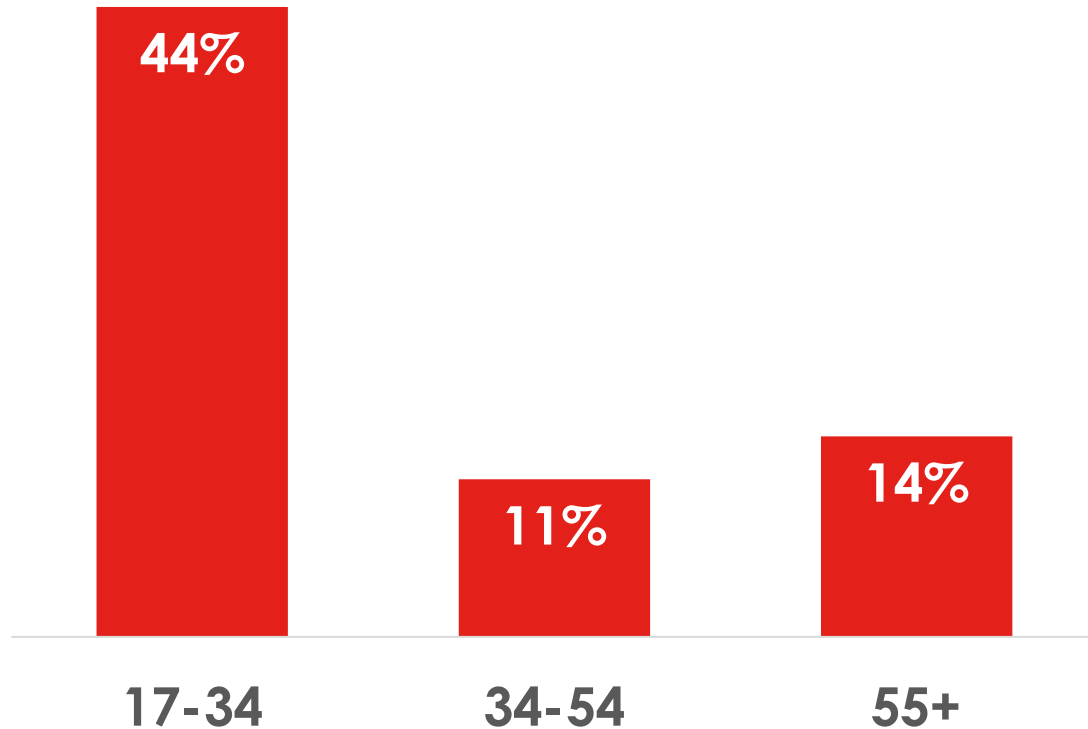


55+



# BUYING BEHAVIOUR

Those in the youngest cohort significantly more likely to take buying behaviour



\* Small sample size

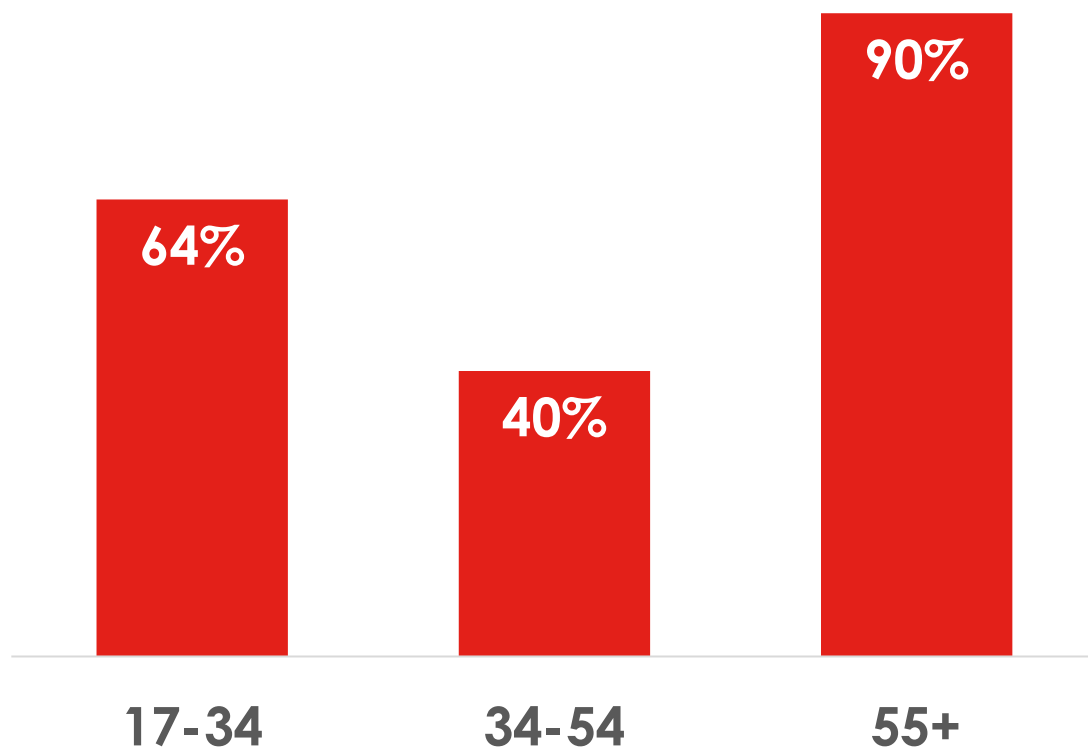
- Of those taking a commercial action here's how those age groups take any of these buying behaviours:
  - Bought something/made a payment
  - Used a voucher/discount code
  - Planned a large purchase
- That means if 75% of 17-34 year olds take any commercial action 44% of them will go on to take any of these buying behaviours
- If you mail 100 people, 74 of them will take any commercial action that means 32 of them will take on those buying occasions – that's not a bad return on investment (but it is a small sample size)
- Is there potential here?



Source: JICMAIL, All Mail, All Beauty, Beauty Naturals, Beauty Club, Bella & Duke, Bloom & Wild, Bo Concept, Cox & Cox, First Beauty, Glamour Beauty Club, Glossy, Glossybox, Gousto, Gymshark, Harry's, Hello Fresh, Made, Mindful Chef, Pasta Evangelists, Patch Plants, Simply Cook, Smile Direct Club, Smol, Spoke, Tails.co, The Beauty Wardrobe, Who Gives a Crap, n+304

# DIGITAL BEHAVIOUR

Those in the older cohort are the most likely to go online to find out more



\* Small sample size

- Of those taking a commercial action here's how those age groups take any of these digital behaviours:
  - Visited sender's website
  - Went online for more information
  - Looked up my account details
  - Used a tablet or smartphone
- That means if 90% of those in the 55+ age group 21% take any commercial action, if 90% of them go online over 18 of them will go online
- But compare that to the 35-44 year olds, if 49% of them take a commercial action over 19 people will go online

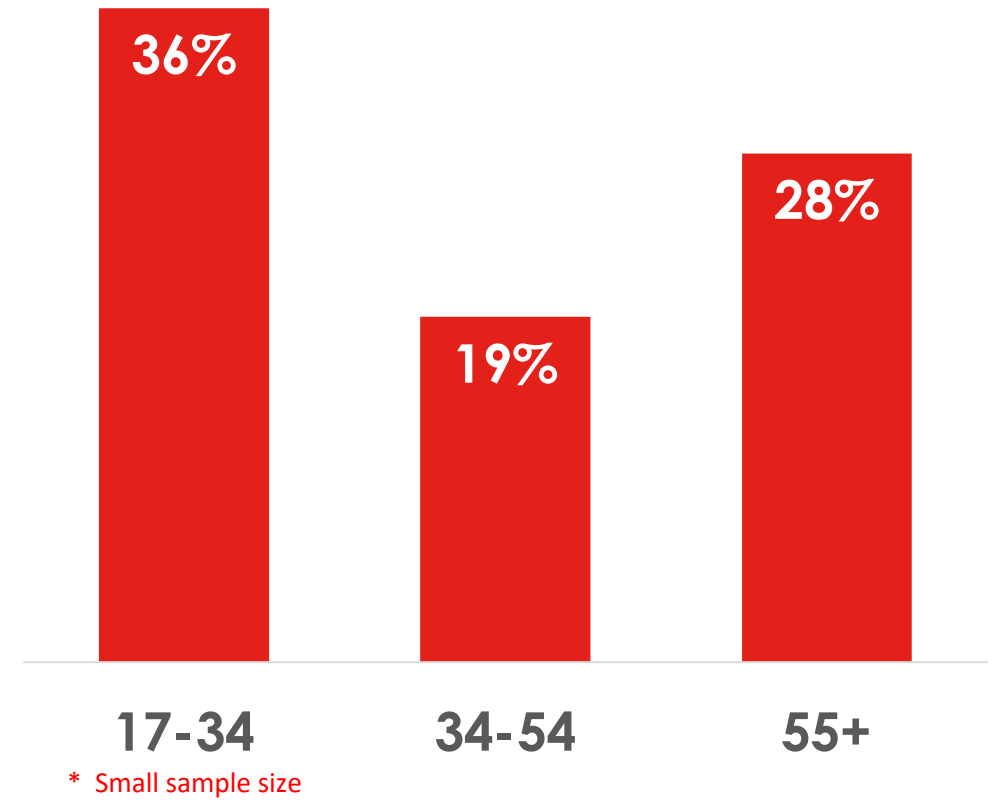


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# BRAND DISCUSSION

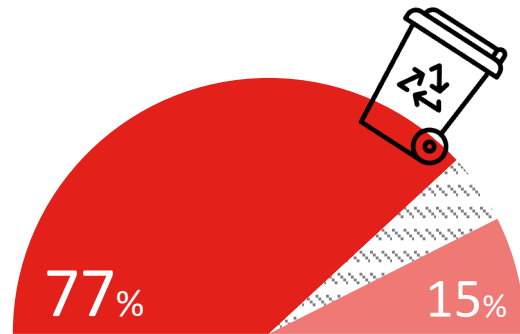
Mail isn't just acted on it's talked about building on your brand story and recognition



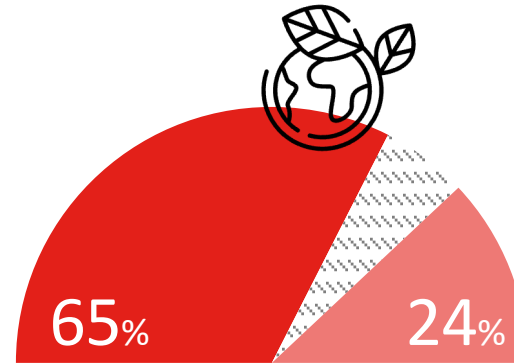
# PAPER'S SUSTAINABILITY IS A STRONG MESSAGE IN TODAY'S ENVIRONMENTALLY FOCUSSED WORLD

Belief in statements about the environmental impact of mail communications

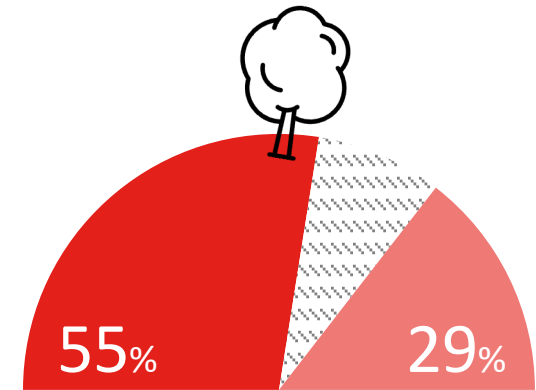
% **Believe** vs. **disbelieve**



Paper is one of the most recycled products in the world



Paper is a renewable and sustainable product



The wood used to make paper is grown and harvested in a carefully controlled and sustainable way



# PROGRAMMATIC DIRECT MAIL, GOUSTO SAW AN 11% RETURN RATE OF CHURNED CUSTOMERS

## The Context

Gousto supplies subscribers with recipe kit boxes which include ready-measured, fresh ingredients and easy-to-follow recipe instructions. They are one of the fastest-growing companies in the UK with a strong reputation for speedy service and great food.

Response from digital channels had peaked in recent months so Gousto approached Paperplanes to understand if a fast, responsive and dynamically driven creative via the postal channel could make a difference for their already advanced customer journey.

## The Action

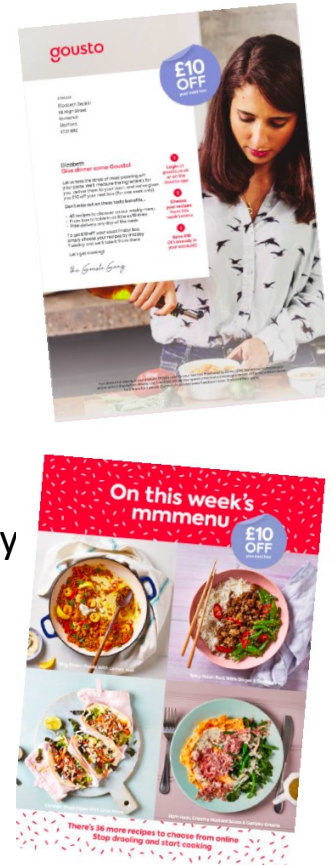
Upon scoping the size of the opportunity with Gousto it was clear that personalisation and speed of communication to the lapsed universe would be key. We wanted to entice a returning customer with meal kit inspirations for the week ahead so we created a dynamic creative link to pull in a weekly update of meals.

It was also crucial to understand the difference between offering a customer a direct discount on creative vs potentially seeing if a QR code with a pre-loaded offer could add value. As an App-based business QR could turn out to be quite useful.

## The Results

11% of the churned customers returned to Gousto after receiving the automated mail

17% meaningful incremental uplift from the campaign



# FOCUSING ON QUALITY NOT QUANTITY DELIVERED RESULTS TO SWOON



## Background

Swoon is a UK design-led online brand with a mission to create distinctive furniture designs that last for generations and sell at affordable prices.

In 2020, during the height of the Covid-19 lockdown when spending on household goods skyrocketed, Swoon needed a new approach to acquiring customers. Swoon's print agency Mailbird had used JICMAIL to conduct pre-campaign analysis that confirmed mail's potential to engage the Swoon target audience.

## Solution

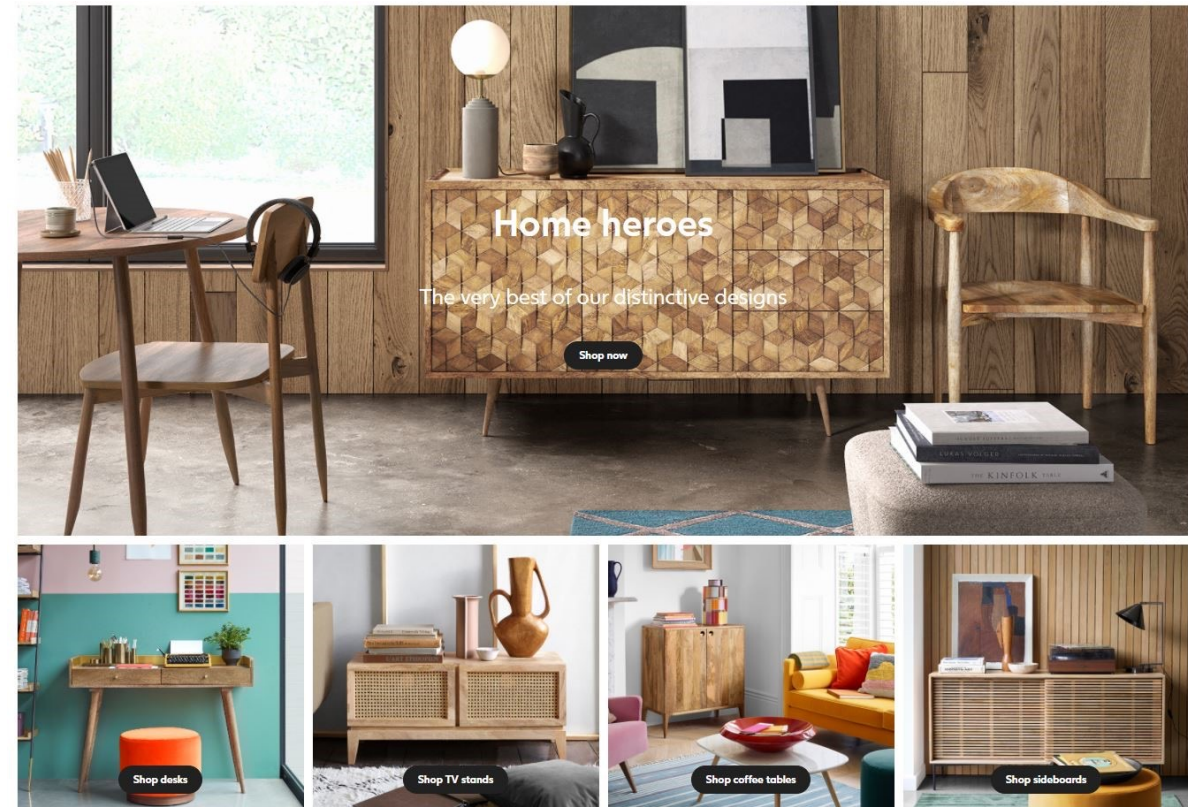
With confidence in the channel, Swoon instructed Mailbird to find their hottest prospects. Mailbird's strategy was 'quality rather than quantity' – they focused on highest quality look-a-like data and not volume.

Starting with Swoon's existing market segments, Mailbird set out to accurately pinpoint prospects more likely to respond. Advanced profiling techniques, statistical modelling and insight analytics were used to identify 25,000 affluent prospects who should be the first to receive Swoon's high quality, 32-page A5 catalogue.

## Results

Swoon's first mailing smashed expectations more than doubling the results predicted by the bespoke JICMAIL data analysis. The highly targeted catalogue delivered a 2.1% response rate and a return-on-advertising spend of more than 22. This resulted in new revenue of more than £300,000 with many product lines selling out.

The results of the campaign have led Swoon to make mail a firm part of its ongoing marketing strategy.



 **marketreach**  
unleash the magic of mail

