



# THE COMMERCIAL CLOUT OF A CATALOGUE

Presented by:

Sophie Grender @ Royal Mail Marketreach

June 2023

# WHAT IS THE POWER OF A CATALOGUE IN TODAY'S WORLD?

We embarked on an in-depth study to find out more...

## EXPERTS



10 interviews with senior marketing decision makers

6 interviews with catalogue designers and printers

## CONSUMERS



Qualitative: in-depth interviews and focus groups

Quantitative 3,000 x 15-20 minute online interviews

## DESK RESEARCH



Desk research – the media landscape & competitor channel statistics

## JICMAIL DATA



JICMAIL gold standard industry data and attention research

# WHAT WE'LL SHARE TODAY

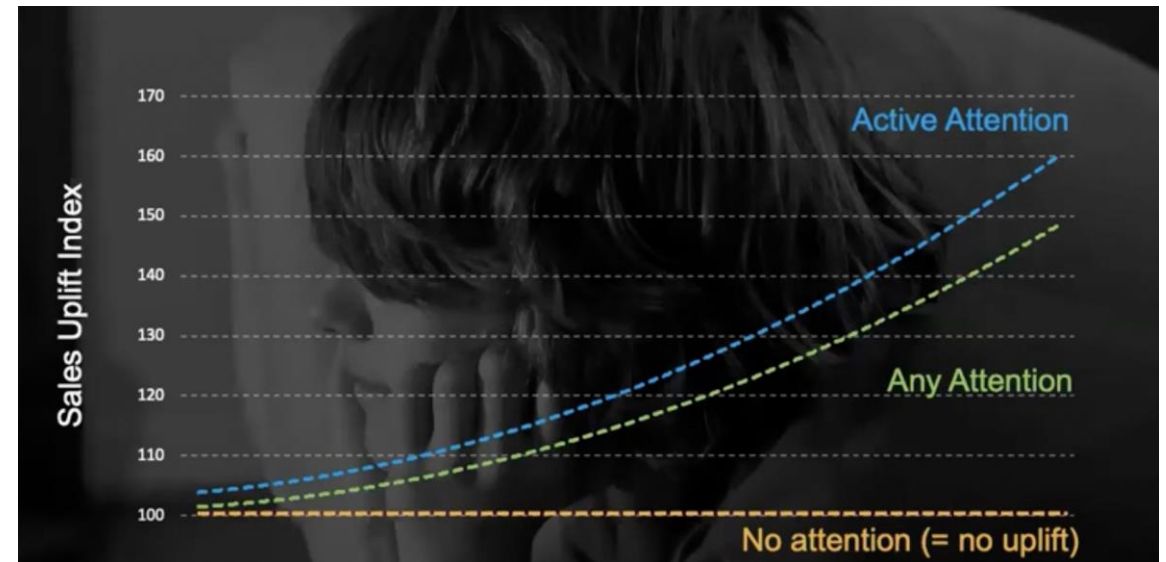
- How catalogues stack up against other channels when it comes to grabbing attention – which has been proven to drive sales
- The unique way consumers interact with and feel about catalogues. And how this leads to buying behaviours
- The role catalogues play in inspiring new purchases
- Why paper makes shopping better
- The symbiotic relationship between catalogues and digital: catalogues bring consumers to the digital world, new digital innovations bring catalogues to life in the consumer's world
- And, most importantly, proof that catalogues **drive sales**

# ATTENTION IS A BRAND'S MOST VALUABLE COMMODITY



- On average, people are exposed to between 6,000 and 10,000 advertisements a day
- The average human brain is incapable of processing such a bombardment of content
- Meaning the vast majority of ads seen are ignored or forgotten about within seconds
- In the attention economy, every second counts
- A longer time in view gives brands the opportunity to communicate more and drive a greater outcome

## 'Active attention' drives the greatest sales uplift


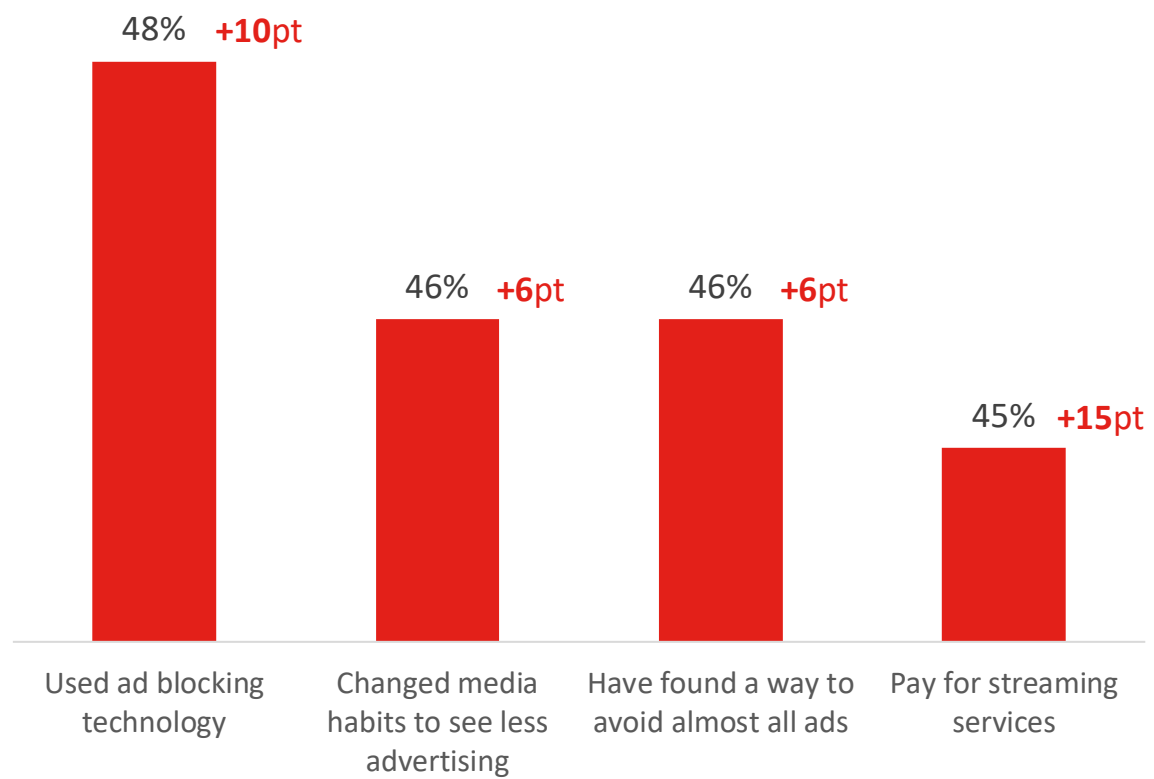


**Content that can hold a viewer's attention for longer not only leads to greater engagement, enhanced brand recall and improved trust, it also positively affects their bottom line.**

# IN THE LAST TWO YEARS AD AVOIDANCE HAS BECOME MORE ACTIVE



% change 2018 to 2020

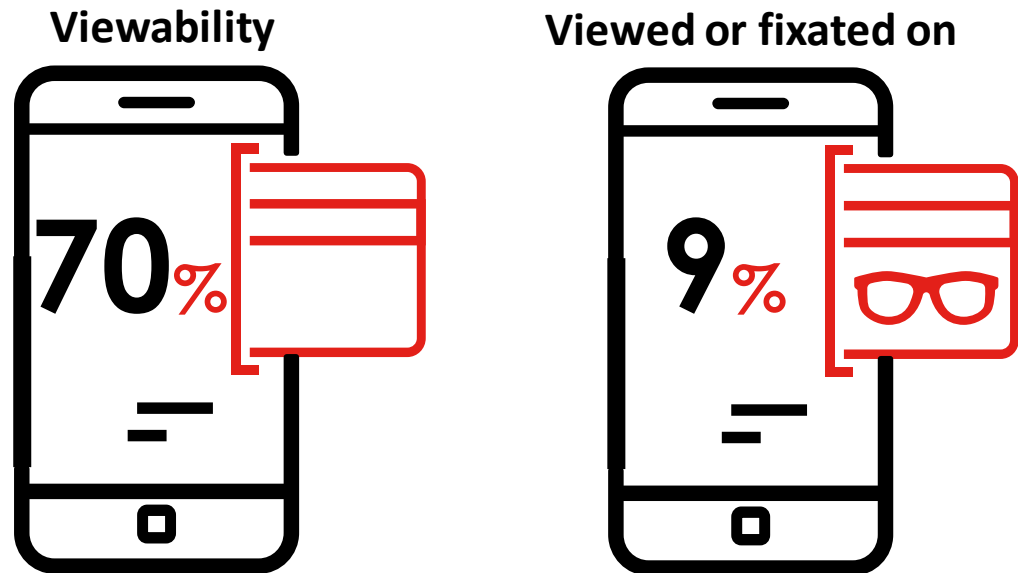


**69%** +5pt

7 out of 10 now actively take at least one action to avoid advertising



# DIGITAL ADVERTISING OFFERS NO GUARANTEE OF BEING VIEWED



**70%** of digital ads in the UK are 'viewable' i.e. at least half of the ad is viewable on screen for at least a second

And only **9%** of these are viewed or fixated on

# EMAILS GET MISSED OR OFTEN MISDIRECTED

**55** consumers say they get around 55 marketing emails each week

**1 in 5** have two or more personal email addresses

**1 in 4** use their additional email addresses to receive *some or all* their marketing messages

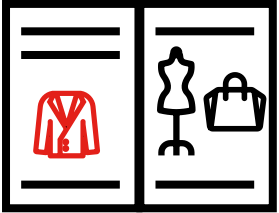
**1 in 7** inbox placement rates are around 85% meaning that 1 in 7 permission based emails never reach their intended recipients

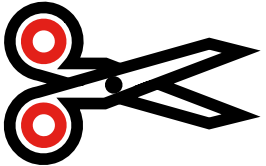


Source: DMA Consumer Email Tracker 2020, DMA Marker Email Tracker 2021



# CATALOGUES ARE ALMOST GUARANTEED TO BE SEEN

**98%**  of catalogues are engaged with

say they are more likely to notice a catalogue/brochure sent in the post than a marketing email **68%** 



Source: JICMAIL Discovery 2023 : Royal Mail Marketreach, Illuminas, Catalogue Research 2022





# NEW RESEARCH SHOWS UNRIVALLED ATTENTION WITH PRINT



MINUTES  
SECONDS



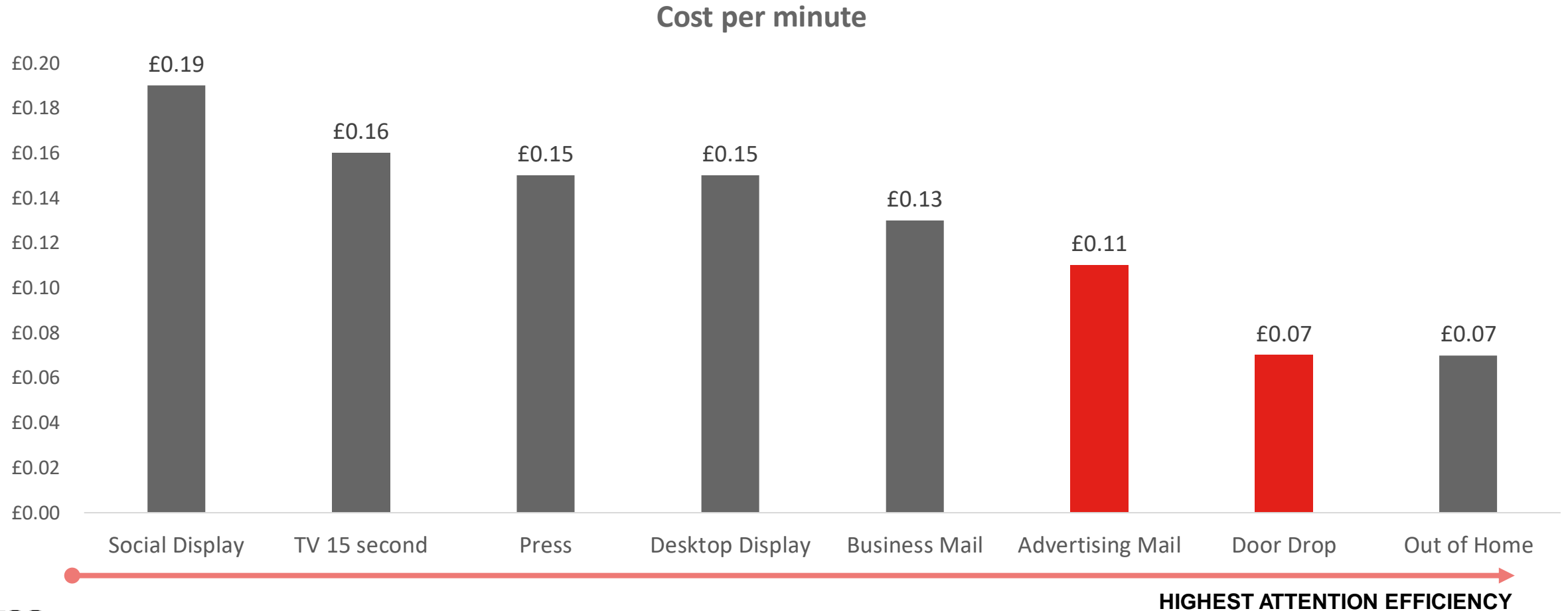
ADVERTISING  
MAIL  
**01:48**



CATALOGUES  
**03:06**

# MAIL IS AN ATTENTION EFFICIENT CHANNEL

The amount of attention attracted by mail over the course of a 28 day period, completely reframes the conversation about the cost of the channel vs other media




Source: JICMAIL Item Data Q4 2022, Lumen; TVision; Kite Factory CPM data



**ATTENTION IS MORE THAN A  
ONE SECOND GLANCE... IT IS  
IMMERSION AND INVOLVEMENT**

# CATALOGUES DO **MORE** NOW




**45%** 

**More in the home**  
Of catalogues were kept in the home for more than a week vs 38% in 2017

**55%** 

**More purchase**  
Bought something they saw in a catalogue in the last year

**76%** 

**More inspiration**  
Give them ideas of things to buy



# EMAILS GET MISSED OR OFTEN MISDIRECTED

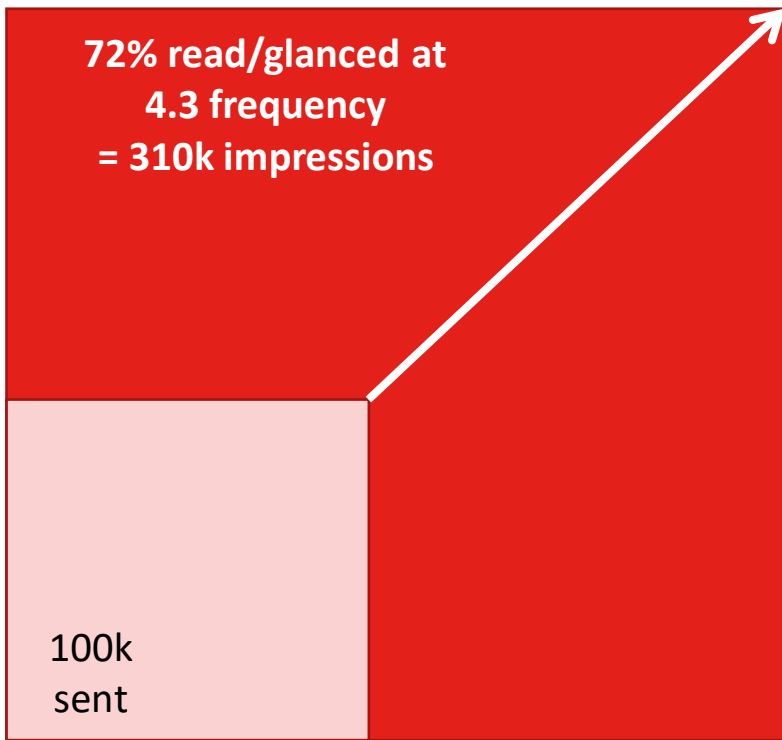
**1.7 days** the average lifespan of an email in the UK before it's deleted

**23%** delete emails within an *hour* of receiving them

**56%** delete emails within an *day* of receiving them

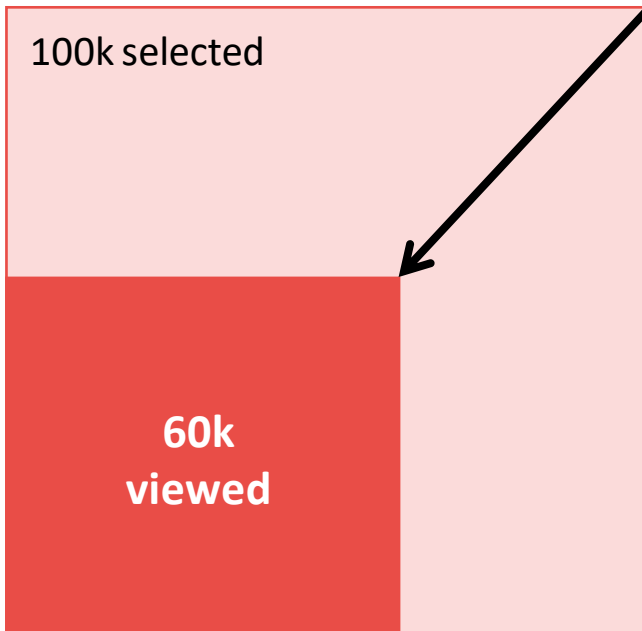
**9 secs** the average time people spend reading an email  
30% of emails are looked at for less than two seconds

# CATALOGUES ARE VIEWED MORE THAN ONCE – DELIVERING MULTIPLE IMPRESSIONS

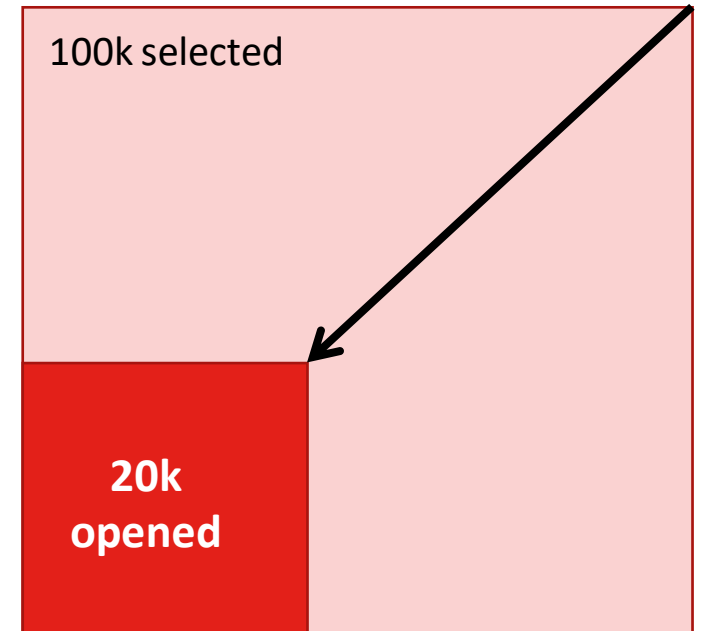


CATALOGUES

The opposite is true of display and email



DISPLAY



EMAIL



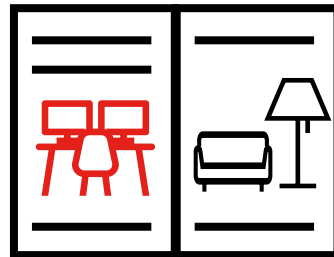
# PEOPLE GIVE CATALOGUES THEIR TIME AND ATTENTION

“

I usually look through catalogues for discounts or offers that could be useful.

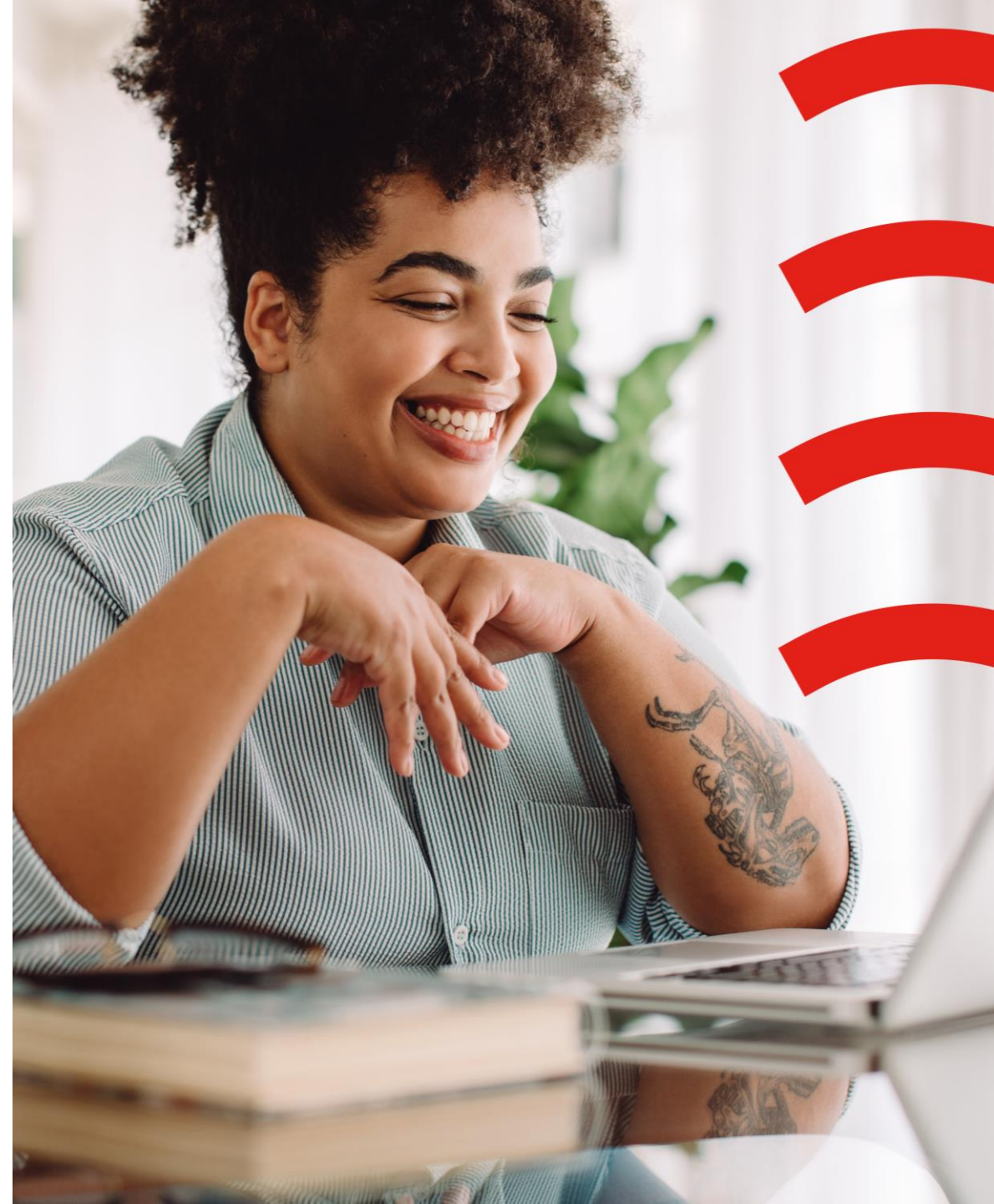
”

69%



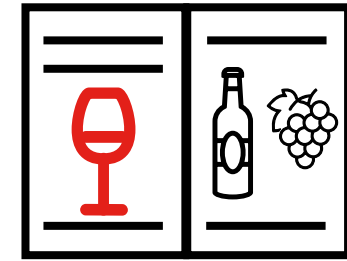
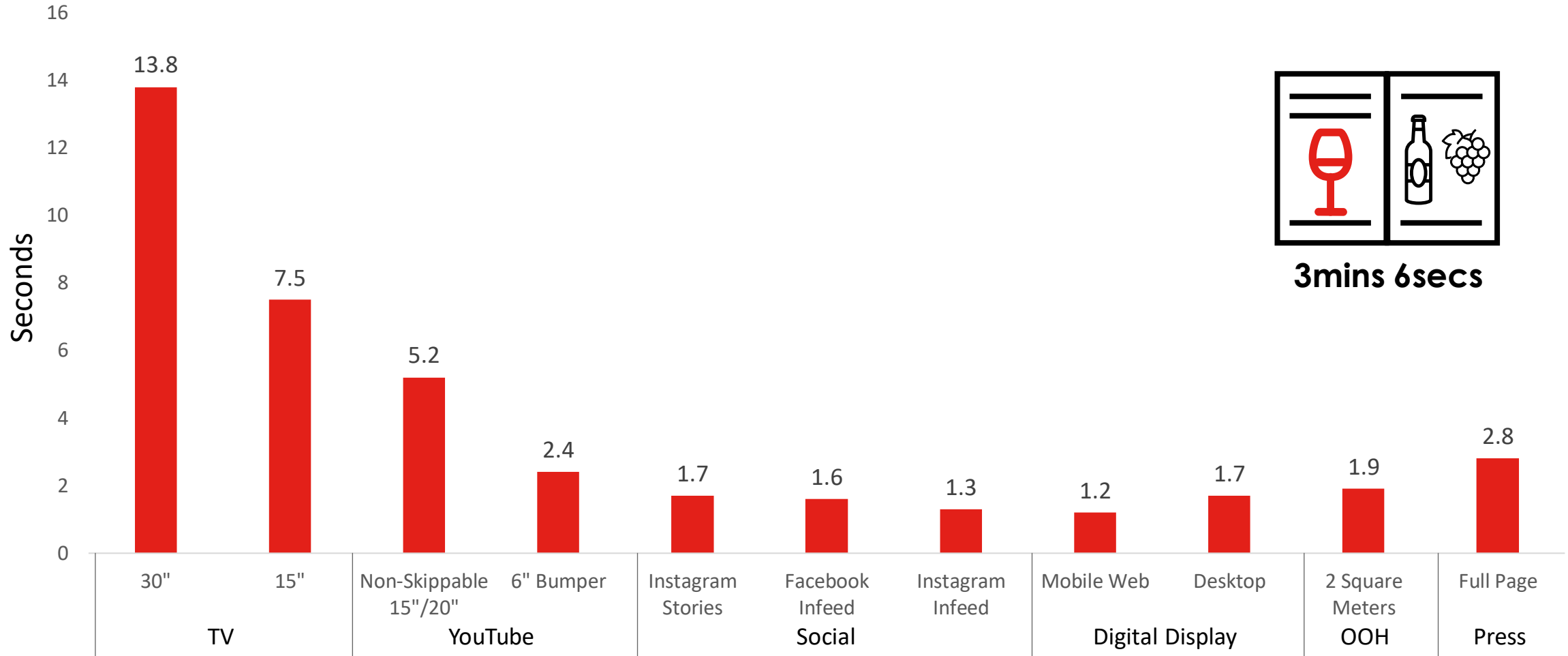
CATALOGUES

03:06



Source: Royal Mail Marketreach, Illuminas Catalogue Research 2022

# WHICH IS SIGNIFICANTLY HIGHER THAN OTHER CHANNELS



**3mins 6secs**



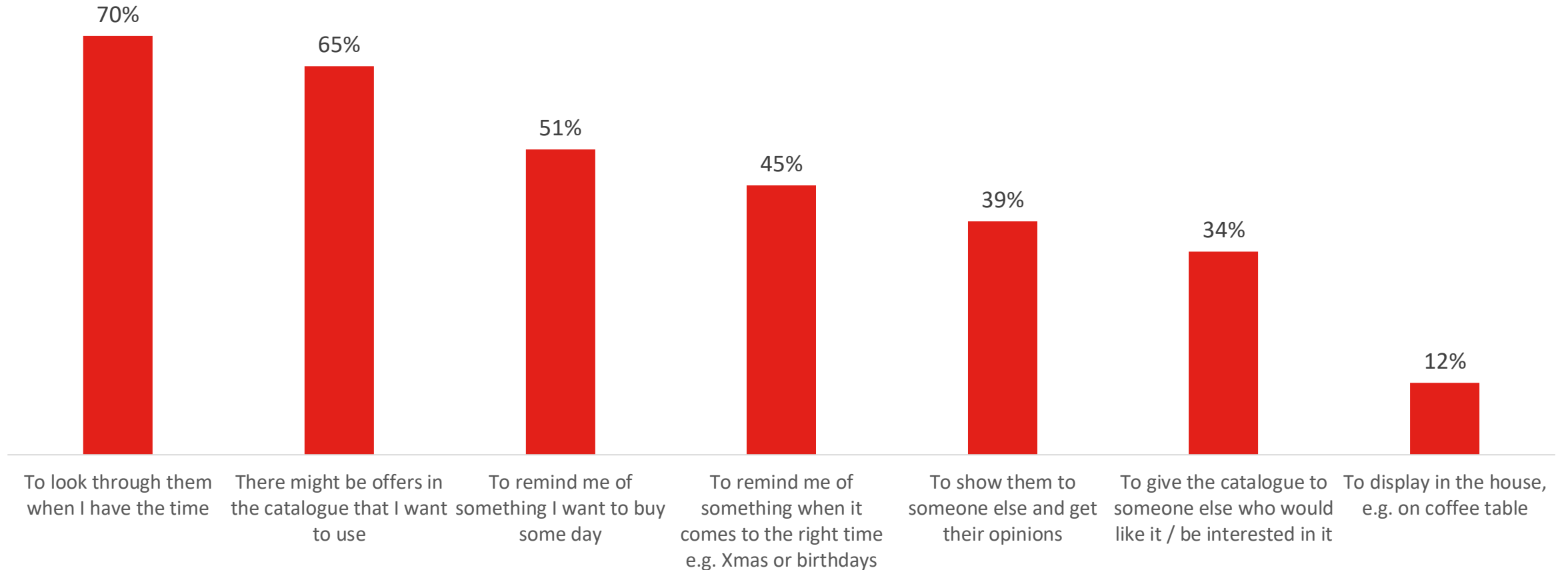
Source: Attention data from Tvision (TV), Lumen (Digital, Print, OOH)



# CATALOGUES ARE KEPT WITH BUYING INTENTION IN MIND



When you keep catalogues/product brochures for a period of time, why is that?




Source: Royal Mail Marketreach, Illuminas, Catalogue Research 2022




# CATALOGUES INPSIRE UNIQUE ENGAGEMENT OPPORTUNITIES

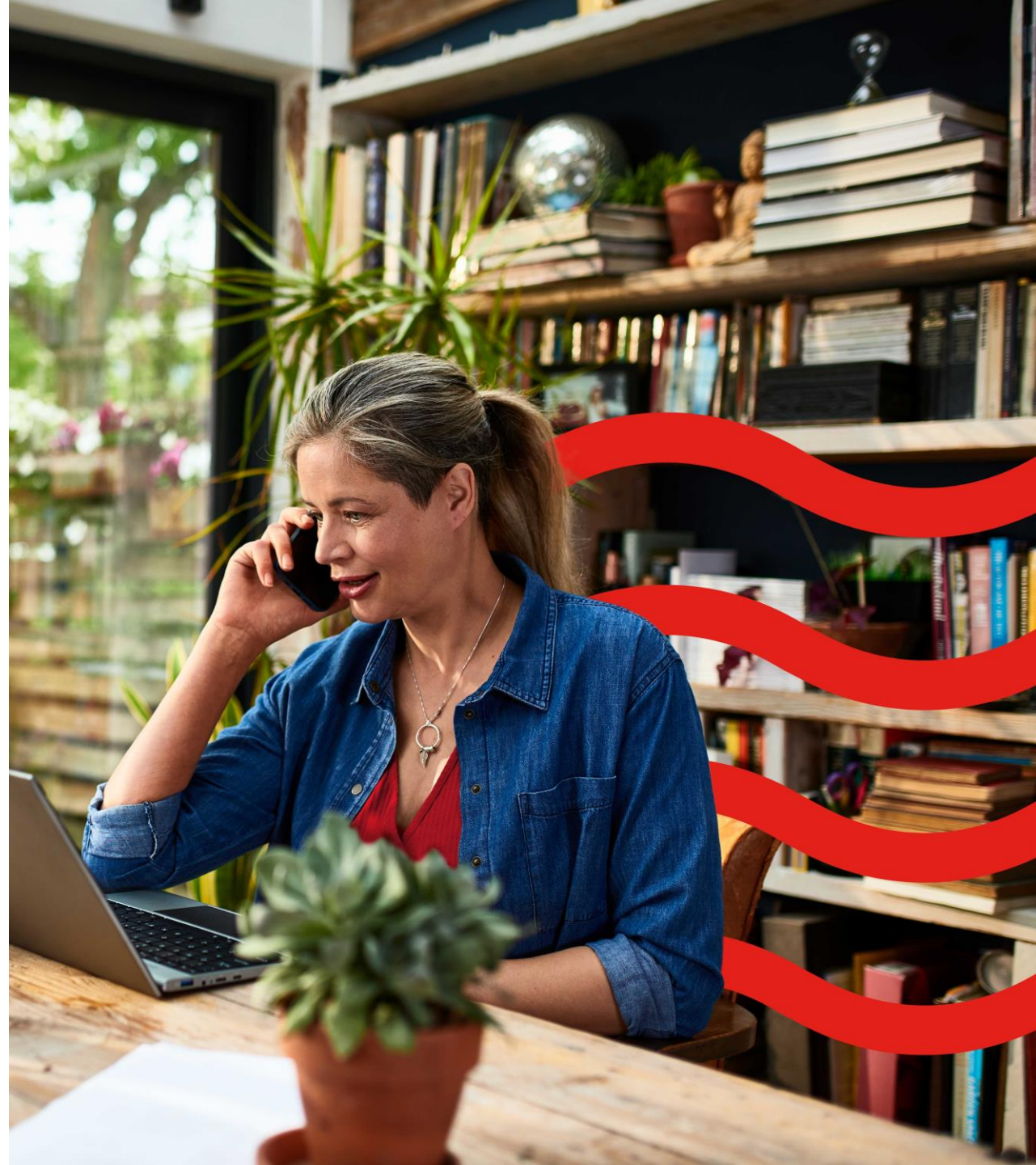
# CATALOGUES INSPIRE PURCHASES AND INTRODUCE NEW BRANDS AND PRODUCTS

56% 

New engagements  
Discovered new  
brands or products I  
like through  
catalogues

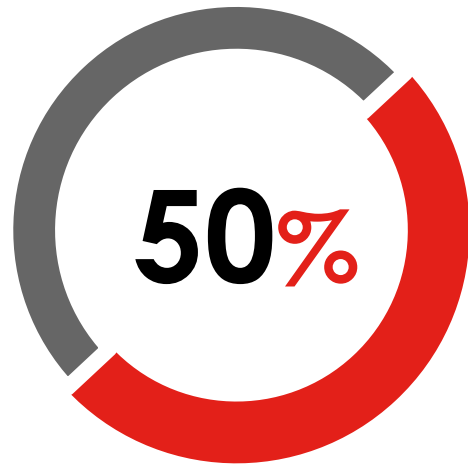
76% 

More inspiration  
Give them ideas of  
things to buy

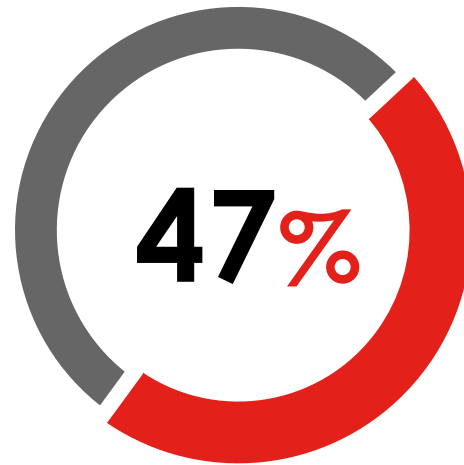


Source: Royal Mail Marketreach, Illuminas, Catalogue Research 2022

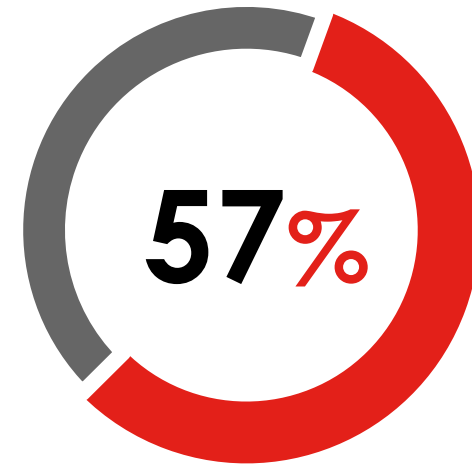
# PAPER MAKES THE SHOPPING EXPERIENCE EASIER, RICHER AND MULTI-DIMENSIONAL



Catalogues make choosing things easier by highlighting products that I'm more likely to want



Printed catalogues give me a better idea of how something feels and looks



Catalogues can provide more detail about the look and feel of something I'm considering



# CATALOGUES OFFER AN ESCAPE FROM THE DIGITAL WORLD



“ I enjoy sitting down and looking through them in my own time ”

**69%**

“ I find browsing for items in catalogues more enjoyable than on a screen ”

**53%**

“ Reading a catalogue is a way to escape from the busy world for a while ”

**48%**



# CATALOGUES MAKE CONSUMERS FEEL VALUED WHICH DRIVES LOYALTY

“

Receiving a catalogue from a company I use makes me feel like a valued customer

45%

”

According to Forrester Research the number one emotion that wins customer loyalty is **feeling valued**



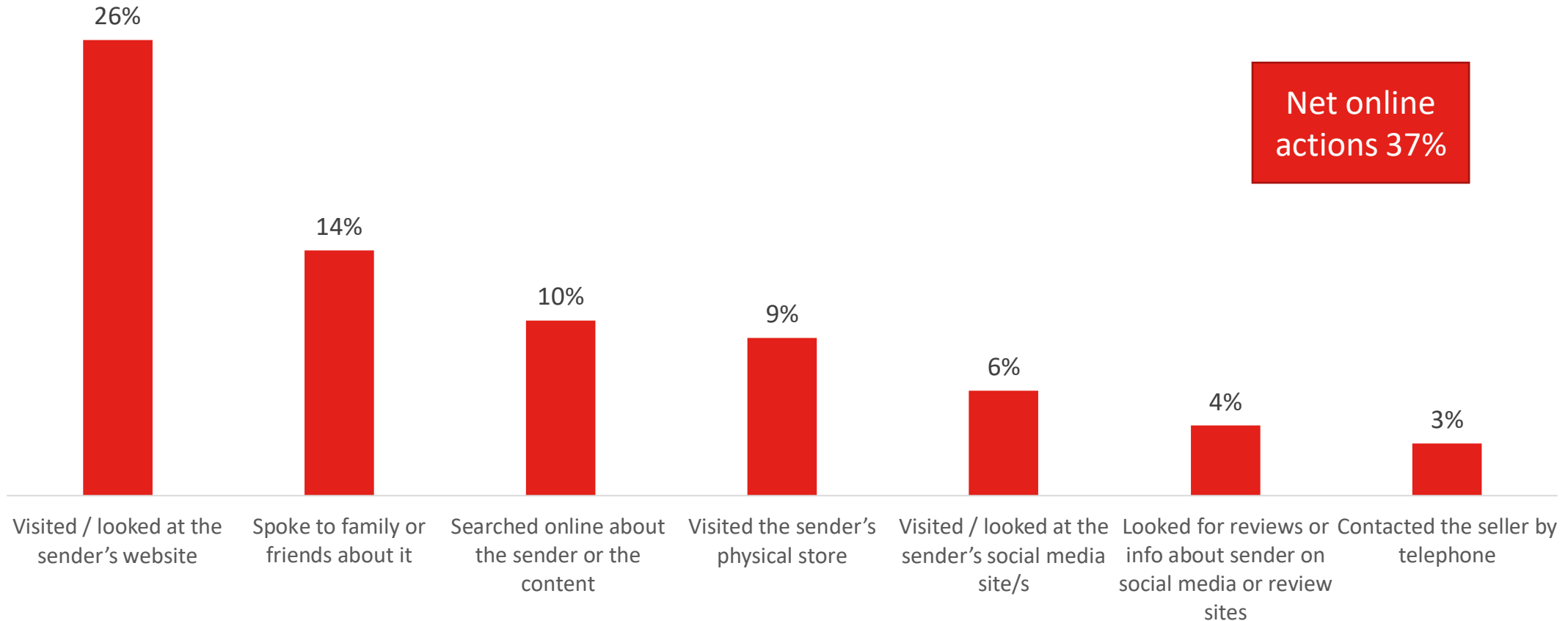
Source: Royal Mail Marketreach, Illuminas, Catalogue Research, 2022, Forrester Research, 2021



# THE PURCHASING JOURNEY IS MAINLY ONLINE



After receiving the catalogue which, if any, of these did you do?

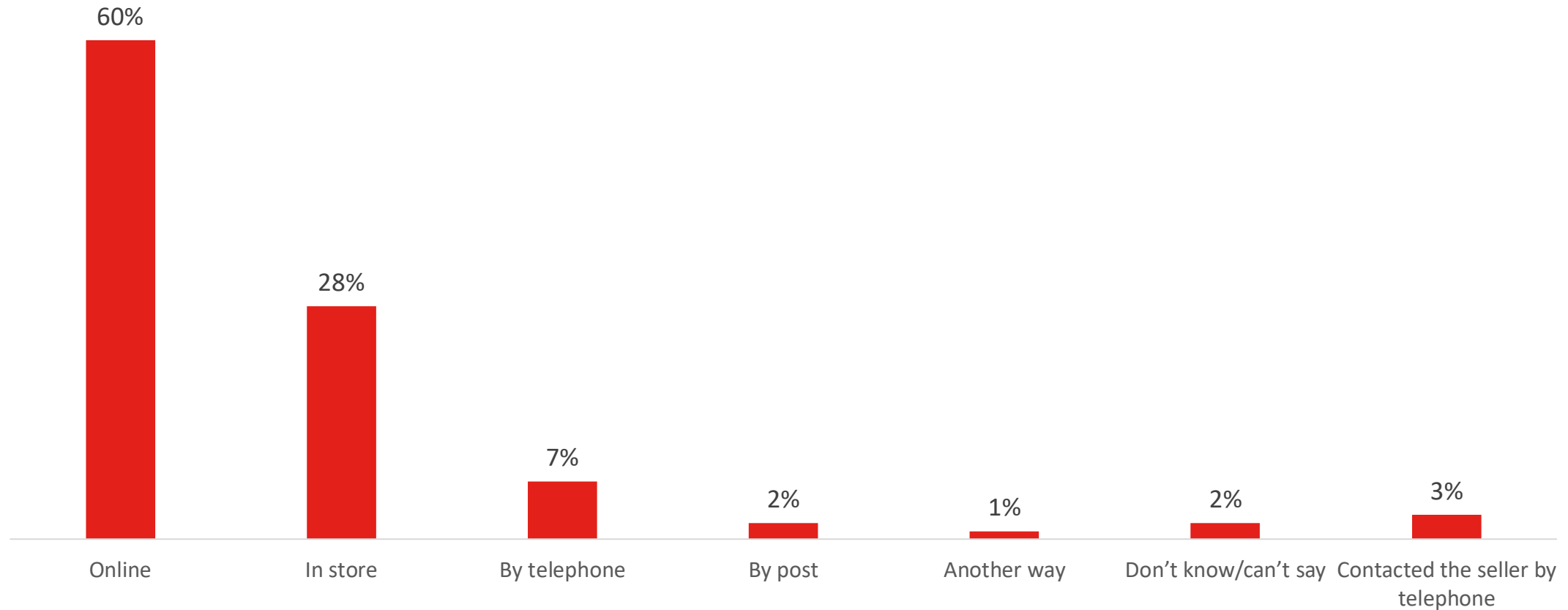


Source: Royal Mail Marketreach, Illuminas, Catalogue Research, 2022

# AND MOST LIKELY TO FINISH ONLINE



How did you / are you likely to make the purchase?




Source: Royal Mail Marketreach, Illuminas, Catalogue Research, 2022

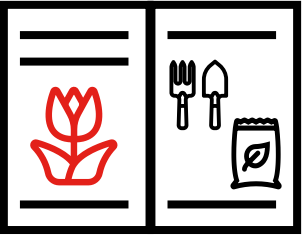




**THE FINAL PROOF – CATALOGUES  
DRIVE SALES**

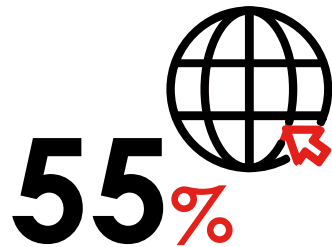
# CATALOGUES DRIVE SALES

**55%**   
bought something they  
saw in a catalogue  
within the past year

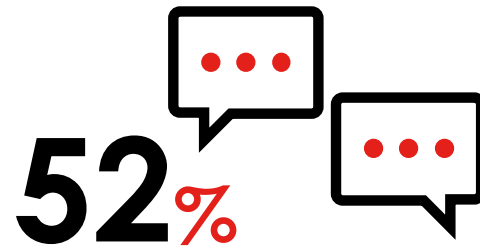
 **6%**  
JICMAIL shows that 6%  
of ALL catalogues drive  
a sale



# AND DRIVES LONGER TERM COMMERCIAL ACTIVITY



visited the sender's website



showed or talked about something from the catalogue with a friend or family member



visited the sender's store

Catalogues deliver wider commercial benefits as well as short-term sales, the impact of which are often ignored in measurement



# ALL WHICH CONTRIBUTE TO A HIGHER LIFETIME VALUE

- According to the DMA Response Rate Report 2020, catalogue buyers have a higher LTV than non-catalogue buyers
- The study found that catalogue buyers had a **28%** higher LTV than non-catalogue buyers for first-time purchases, and a **35%** higher LTV for multi-purchasers

Beauty and skincare brand This Works see an average uplift of **28%** in first year spend and **47%** in spend over the first 2 years from direct mail recruits vs the average across their online channels\*



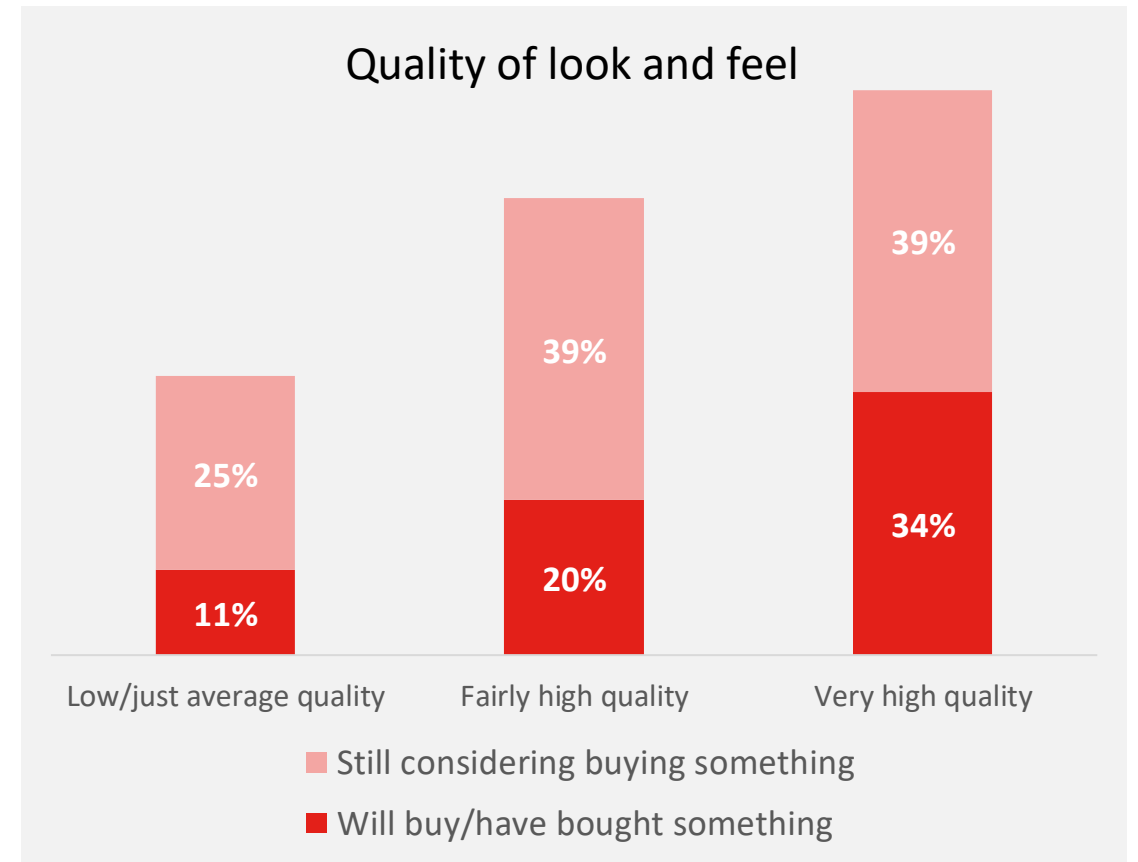
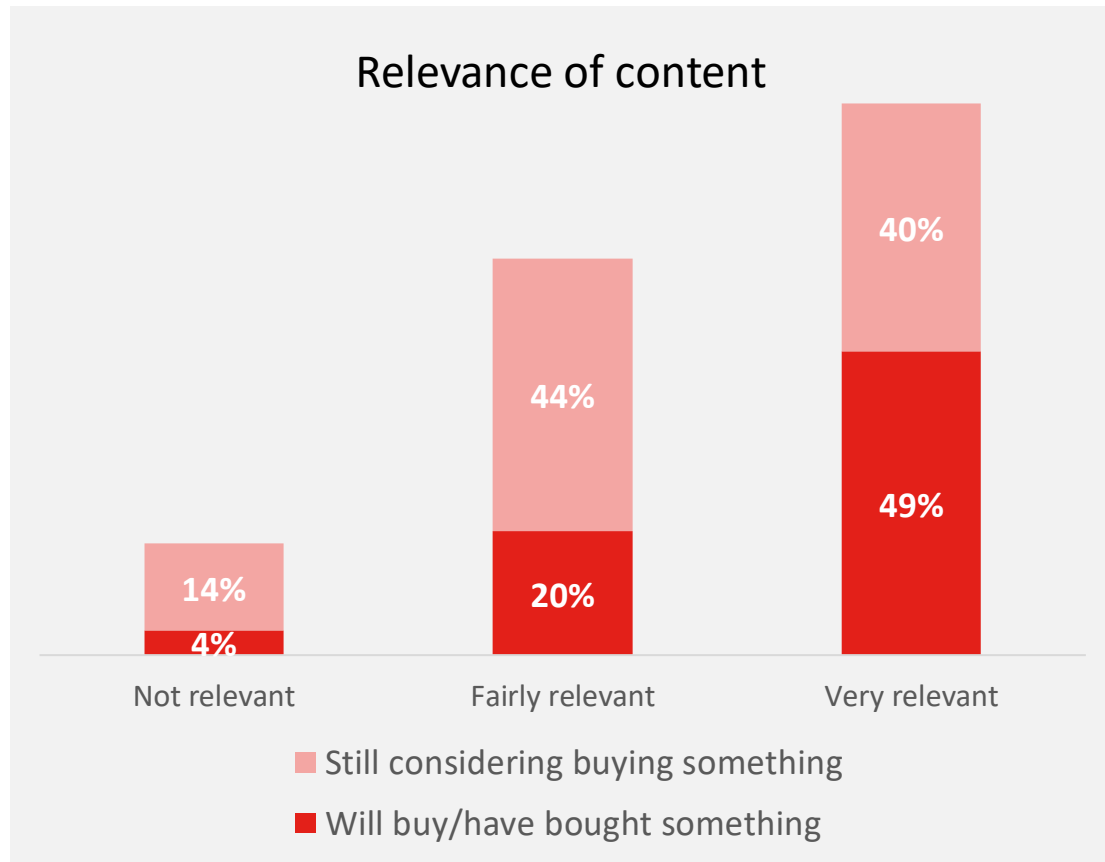
Source: DMA Response Rate Report \*Epsilon Abacus (quoted on dma.org.uk)



# RELEVANT CONTENT AND QUALITY DRIVE PURCHASE



Better targeting and personalisation will lead to greater relevance. Higher quality look and feel improve consumers visualisation of products. Both will drive sales



# POSH TOTTY

- Posh Totty Designs wanted to test a catalogue that showcased their product range, increased basket value and expanded their audience
- They used a Royal Mail First Time User discount to mail a 25-page high quality catalogue the week before Black Friday
- The aim: to drive sales over the busy weekend

**x3**

Conversion to sales on the website on Black Friday weekend



Sales stayed elevated the week after

**+35%**

Average order value for customers that had received the catalogue



# HOTEL CHOCOLAT

Hotel Chocolat's Christmas marketing was a prime example of using a catalogue campaign to maximum effect

- **90%** customers would use the coupon (44% non-customers)
- **95%** customers would visit the brand's website (45% non-customers)
- **90%** customers would visit a store (37% non-customers)
- **90%** customers would talk to their friends and family about the brand (37% non-customers)
- The chocolatier's catalogue scored the top 2% of all UK ads on persuasiveness, proving the ability of direct mail to drive long-term brand building\*

\*Source: Kantar, 2022



# FROM PAGE TO POSSIBILITY



**88%** of consumers find at least one of these appealing

 **47%**

Printed catalogues with an easy way to scan an item on your smartphone like a QR code to take you directly to a retailers' social media to find out more

 **54%**

A personalised catalogue you buy from regularly showing only items to your taste or size and directs you to a personalised web page

 **57%**

Printed catalogues with an easy way to scan an item which takes you directly to the retailer web site

 **57%**

Printed catalogues with an easy way to scan an item which takes you directly to the retailer web site



# LOOKING AHEAD... VISUAL RECOGNITION



Improvements in image recognition mean you don't necessarily need QR codes all over the page – your mobile will relatively easily recognise images on a page whether it's a product, a look or an age demographic. It's getting quite sophisticated now, offering catalogue readers lots of trigger points to enter a digital world. All of that can be delivered using browsers rather than native apps.



Jonathan Chippindale – CEO, Holition



# MAIL CAN BE SUSTAINABLE AND CIRCULAR

We can now inspire and educate our audience.

We provide the right tools for them to make better informed choices.

**We invite them to discover:**



The carbon footprint of mail through our first Life Cycle Assessment



How mail can be more sustainable

The journey Royal Mail is on and how our audience can make better informed decisions.

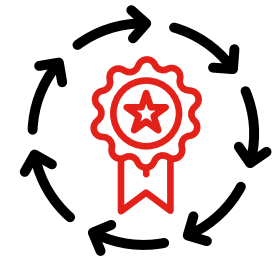


The advantages of sustainability

It includes:



Helpful resources including film, website, and tips and FAQs



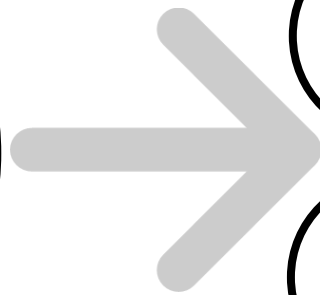
It uses the gold standard of sustainability: circularity



**WE CAN HELP YOU WITH FURTHER  
SECTOR INSIGHT – THIS IS FOR FASHION**



# FASHION CATALOGUES DRIVE IMMEDIATE BRAND INTERACTION



**35%**

Looked at the sender's web site



**11%**

Spoke to family or friends



**10%**

Spoke to family or friends



**9%**

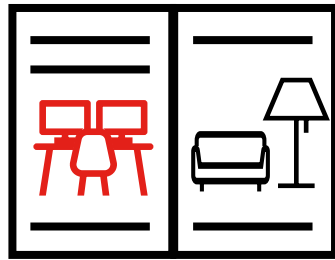
Visited a physical store



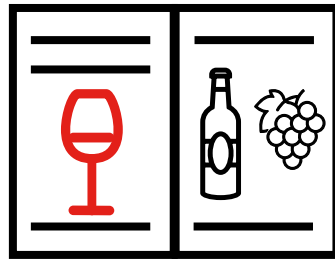
# SECTOR DEEP DIVE



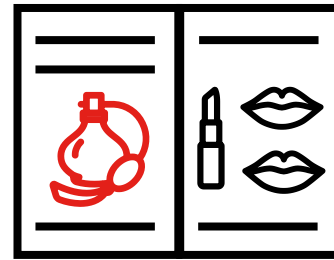
**FASHION**



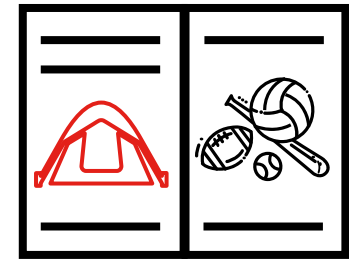
**HOMEWARE**



**FOOD & DRINK**



**HEALTH & BEAUTY**



**SPORT & OUTDOOR**

Get in touch if you want more detail



**THANK YOU**