

START WITH A BLANK PIECE OF PAPER

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FOR THOSE OF YOU WHO DON'T KNOW US

Marketreach is the marketing authority on mail



We provide evidence of mail's effectiveness as a marketing media channel and get brands and businesses excited about its possibilities.

The Insight and Planning team's role is to

- Continuously explore the power of mail through research and market insight
- Support audience targeting and give guidance on testing and measurement
- Offer best-practice ideas and examples
- Recognise and share creative inspiration and mail innovation

Our work supports the industry at every level. We work one-to-one with UK organisations, partner with the leading UK marketing bodies and deliver sector-focused insight to industry associations.

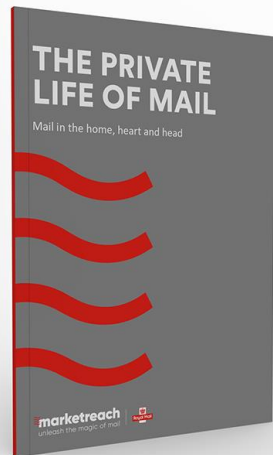
The Marketreach team of mail experts are available to support the mail industry and best of all is available for free



WE CREATE A CONTINUOUS FLOW OF NEW INSIGHT

Market leading high impact studies to grab attention, support messaging and create opportunities to engage with our customers and market

How and why mail works



Mail works with other media



Mail creativity & innovation



Mail's variety and power



Mail's unique strengths



WHAT ALL OUR RESEARCH PROVES QUITE SIMPLY – IS THAT MAIL WORKS

Cuts through

95% of all mail is engaged with & 77% is opened

Delivered in the home, shared, returned to 4+ times, kept on average 8 days

Actioned

Serves as a reminder to do something

29% leads to a commercial action

4.7% leads to a purchase or payment

Personal

Data driven creating a powerful connection between a brand and customer

Highly targeted and connected 121

High attention

Achieves on average 108 seconds of Attention (versus 2-3 seconds for digital)

And for a lot of mail, a lot longer

For everyone

Younger audiences love mail: 86% of 17-34 year olds open or read their addressed mail (vs 87% all respondents)

Integrated journeys

A perfect partner with all media channels, especially digital, guiding people to the critical next stage of their CX journey

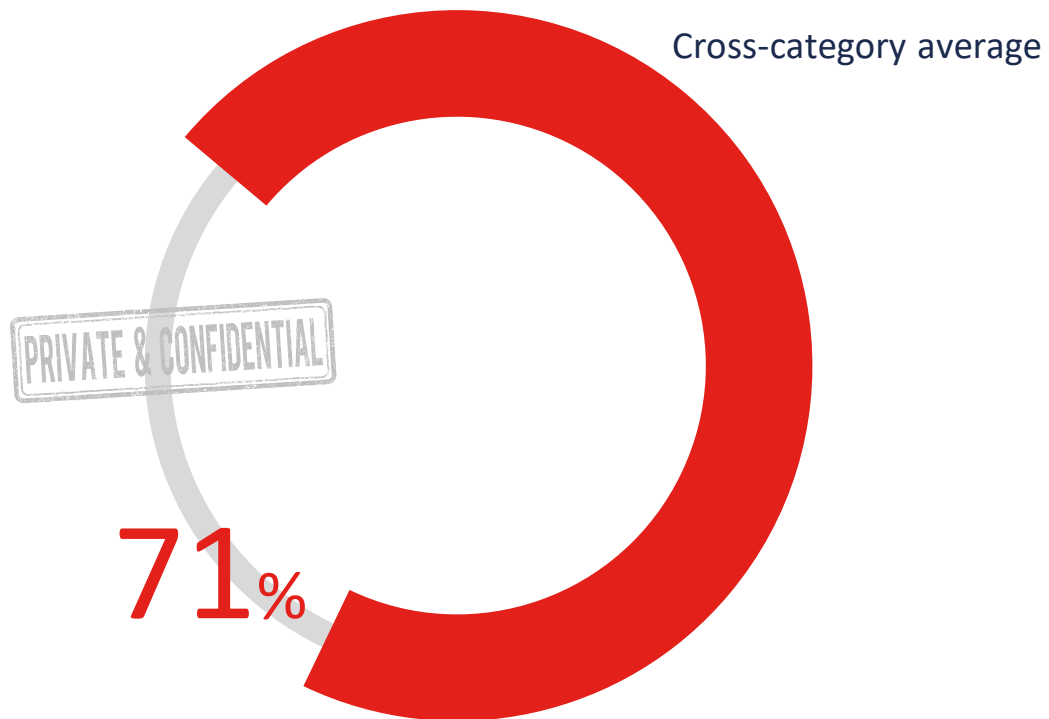
From brand to response



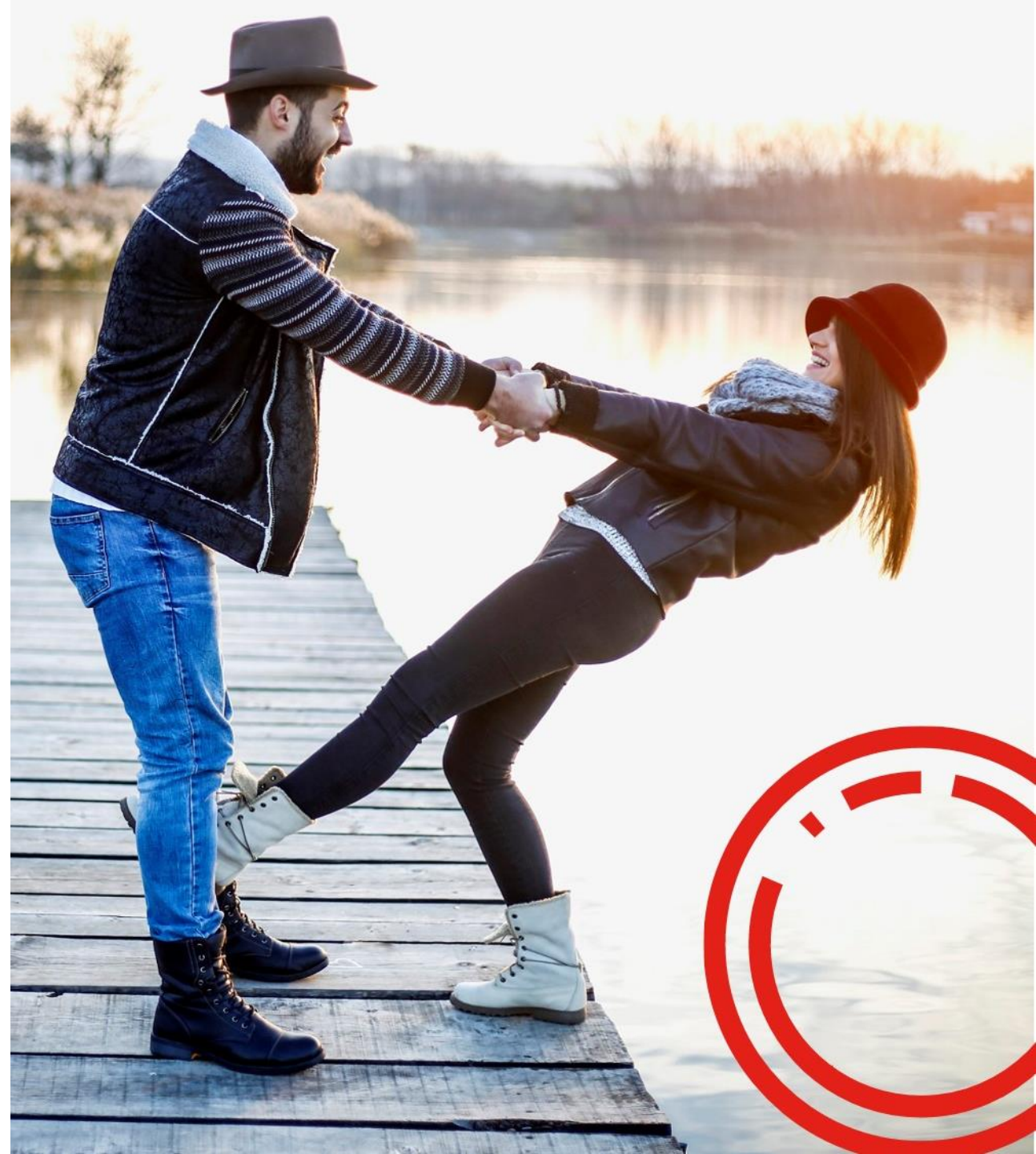
IN A WORLD LOSING TRUST IN ADVERTISING, PEOPLE TRUST MAIL

Completely trust the mail I receive

Agree or agree strongly (%)



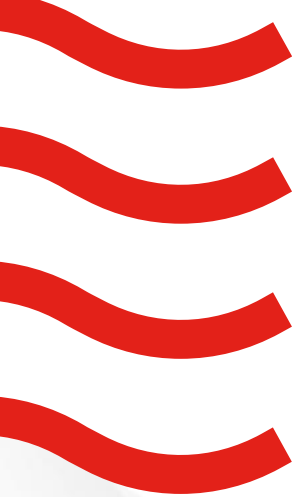
Source: Royal Mail Marketreach, Customer Mail, Trinity McQueen 2021



The background of the slide features a photograph of a woman in a dark dress standing in a doorway, looking out. The scene is dimly lit, with light coming from the doorway. To the right, a straw hat hangs on a rack. The entire image is overlaid with a semi-transparent dark grey layer. On the left side, there are three thick, red, wavy horizontal lines that curve across the frame.

**AS THE MAIL INDUSTRY REMAINS
FOCUSED ON PRACTICAL ISSUES
SUCH AS GUIDELINES, GDPR,
COSTS, REUSING ASSETS AND
SUSTAINABILITY**

**HAVE WE FORGOTTEN HOW
MUCH FUN MAIL CAN BE?**



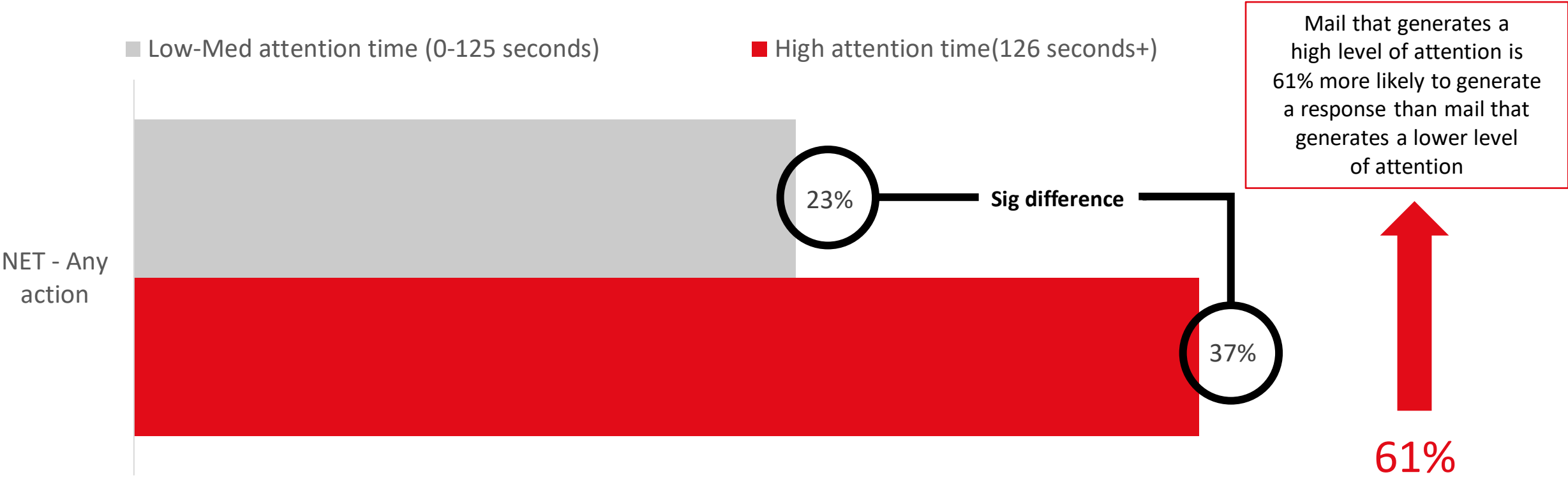
“Mail is incredibly diverse. You have 15-second unskippable YouTube ads or half-page newspaper ads, but there’s no equivalent with mail. The world is your oyster. Because of the variety of the medium, you can get four or five times more attention.”

Mike Follett, Managing Director Lumen Research UK

Source: The Attention Advantage WARC and Marketreach 2023



SENDING GOOD MAIL MATTERS



Source: Marketreach/Blue Yonder 'Attention On Mail' 2023; Low-med attention n=1118 interactions, high attention n= 701 interactions

AN UNMATCHED OPPORTUNITY IS QUITE LITERALLY AT YOUR FINGERTIPS

Format

Letter
1 piece mailer
Catalogue
Post card
Leaflet
Pop-up

Content

Sampling
Multi-part
Tip on
Story
Data
Personalisation

Sensory

Fragrance
Sound
Texture
Shape
Papercraft
Engagement

Tech & Integration

QR code
PURL
Augmented reality
Bluetooth
Voice activation

Data underpinning all

BUT BEFORE WE START



These are the questions I will not answer

What is the best
size letter or
envelope?

Can there be too
much
personalisation?

What colour will
be most
engaging?

Where should the
coupons/offer
be?

Should I use both
sides of the
letter?

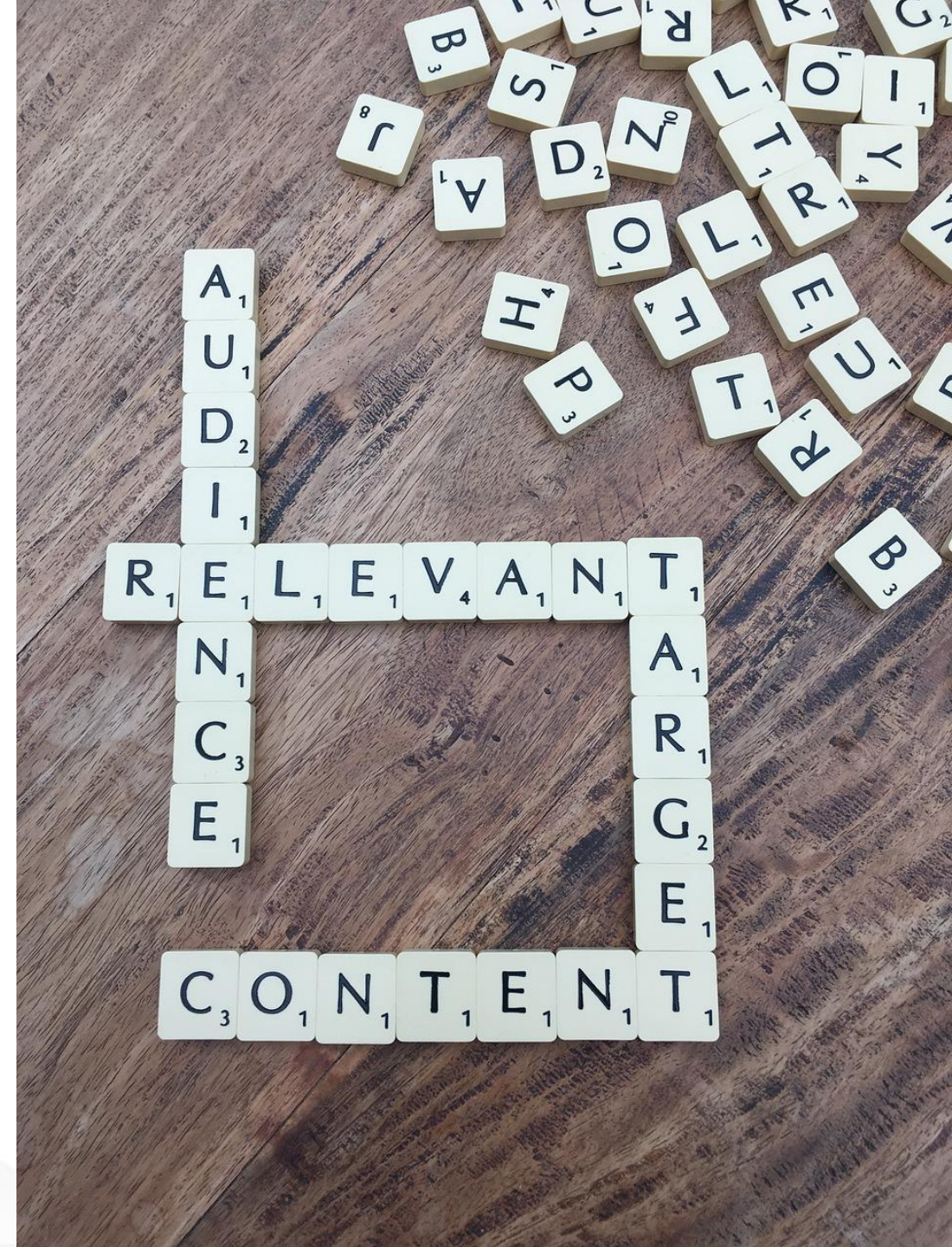
Should I use
inserts?



The answer is – It
depends

What it depends
on is

RELEVANCE





MAGICAL MYSTERY TOUR

A person wearing a grey hoodie and a black beanie is standing next to a red mailbox. They are holding a white envelope or letter. The mailbox is a large, red, multi-compartment unit. The background is slightly blurred, showing a street scene with a car and some foliage. The word "FORMAT" is overlaid in white, bold, sans-serif capital letters in the center of the image.

FORMAT

PAPER IS DEEPLY DISRUPTIVE

- Mail has creative freedom built within it.
- It can come in different shapes, sizes, colours, textures and weights.
- All of which can be used to bring your message alive.
- The A4 letter will remain king through the letterbox, but always ask yourself if it's the best and only starting point
- By getting people to pull, bend, twist or even tear, your mailing will demand attention in a way that is hard to ignore or dismiss.



A MALTESE CROSS FOR PEAK PERFORMANCE

Problem:

Monarch Airline's routes were overlooked by independent adventure skiers.

Solution:

A mailing with a "Maltese cross" format was sent. It unfolded to reveal a mountain range, ski routes, and resort information, allowing recipients scan over with their phone to click through and book.

Results:

The campaign generated 7,201 bookings, £2.2 million in revenue, a 24.5% increase in average spend, and an impressive 18:1 ROI.



SIMPLICITY IS CHILD'S PLAY

Problem:

Rising household bills and COVID-19 resulted in low footfall and spend at IKEA stores.

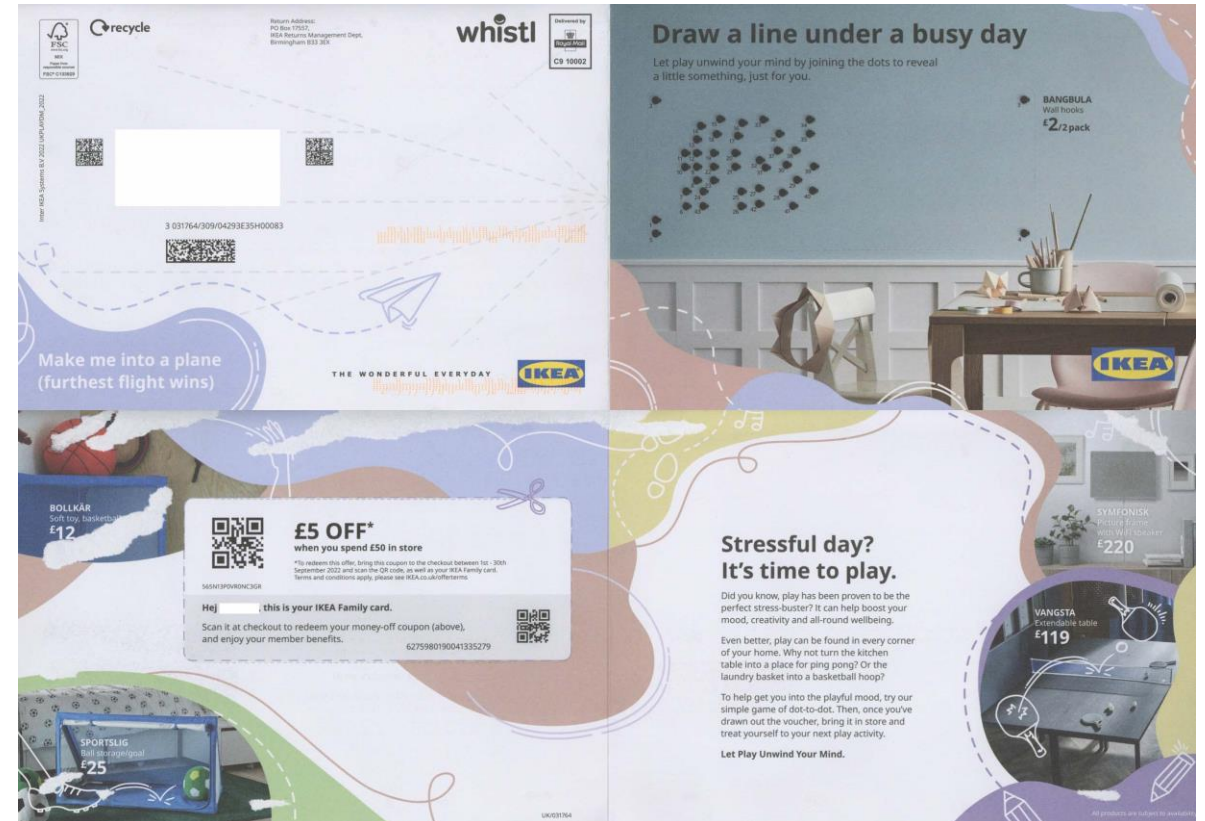
Solution:

To combat the nation's stress levels, IKEA sent a playful dot-to-dot mailer. . Once the dots were joined, a money-off in-store threshold discount was revealed.

The mailing could then be folded into an origami paper airplane for recycling.

Results:

In 3 weeks 14K customers visited stores. £1.6M incremental sales in 3 weeks, 3.8:1 ROI.



CUSTOMERS PLUGGED IN

Problem

Vodafone customers could save money by getting rid of their landline, but many were still wedded to it.

Solution

The pack encouraged customers to disconnect a landline phone literally by pulling a plug apart to open the pack.

A z-fold page explained how much they could save by ditching their landline fee.

Results

A 2.3% response rate - as high as 4.1% in some segments.
3 times the expected response.



HALF A LETTER DOUBLED REGISTRATION

Problem

Woosh NZ wanted to acquire customers to their cost-saving phone and broadband package but could only afford a letter and an envelope

Solution

To make sure it was noticed, the entire mailing was ripped in half by the mailing house before being door dropped.

Half a letter proved a powerful illustration of savings.

Results

The ripped letter increased new account openings by 62%.



AN UNRIPPABLE LETTER GOT GYM GOERS RIPPED

Problem

58% of Germans were overweight. Kingdom of Sports wanted to motivate them to go to their gym and get in shape.

Solution

Kingdom of Sports gyms mailed a letter printed on a tear-resistant paper-polyester mix.

The letter challenged recipients to tear it in half for a year's free membership, which was impossible. Those who failed were offered a month's free membership as an incentive.

Results

A 23% uplift in new members compared to the previous year.



CONTENT

IT'S NOT JUST WHAT YOU SAY IT'S HOW YOU SAY IT

- Once you have grabbed people's attention, the key is to hold it
- Research shows that mail is a high attention media – on average 108 seconds
- And when people become absorbed in your message they give it their undivided attention, often again, and again and again.
- Master the tricks and techniques to keep the eyeballs on your page and engagement high
- This might be personalising your message and/or offer, dramatizing a unique insight about your target audience or immersing them in your brand story



A COMIC SHOWED A BANK'S SUPERPOWER

Problem

Spanish bank Abanca wanted to communicate their technological innovations to customers...a subject quite dull for most.

Solution

Abanca created "Superpowers for all" – a comic book showcasing how their tech solutions empower ordinary people

Inside a QR code directed the reader to a personalised mobile landing page with an audio version of the comic – using the recipient's name in different parts of the adventure.

Results

Downloads for the Abanca Cash app increased by 119%.



WHAT MAKES TRAVELERS DREAM?

Problem

Post-Covid Cunard needed to reignite guests' joy of sailing.

Solution

In the wake of worries about the pandemic, guests were looking for permission to daydream. So, Cunard helped them do that.

Cunard mailed a gilt-edged, heavy stock brochure with 20 pages of stunning photography: an *Invitation to Exploration*.

Results

A £2.1m of incremental revenue in the 4 weeks following the launch.
ROI of 25:1.



HYPER-PERSONALISED PACKS COOKED



Problem

Lakeland wanted to increase engagement within their mylakeland loyalty programme

Solution

Lakeland implemented hyper-personalisation in their mailings.

5 different content versions based on geography, purchasing behaviour, and channel preference were created. Each customer received 6 variable offers or discount vouchers, along with personalized competitions, content, and recipes, resulting in 7,700 permutations.

Results

10x redemption increase vs control resulting in £14.5m incremental revenue in Y2.



A vibrant, low-angle shot of a crowd of people celebrating. Many hands are raised in the air, and colorful confetti is falling. The scene is overlaid with a semi-transparent dark filter and three thick, wavy red lines on the left side. The word "SENSORY" is centered in white, bold, sans-serif capital letters.

SENSORY

ENGAGE ALL THE SENSES

- Unlike digital, mail has the power engage all the senses – people can see it, touch it, smell it, listen to it...even taste it.
- And when they do so it not only creates greater engagement, but it also fires up different neurons in your brain; pathways the amplify emotional processing and memory encoding that build connections to your brand
- In a digital screen based world, people are looking for real experiences. Help them experience your brand completely.



UNBOXING MEATBALL MAGIC

Problem

IKEA needed to revitalise their IKEA Family loyalty program

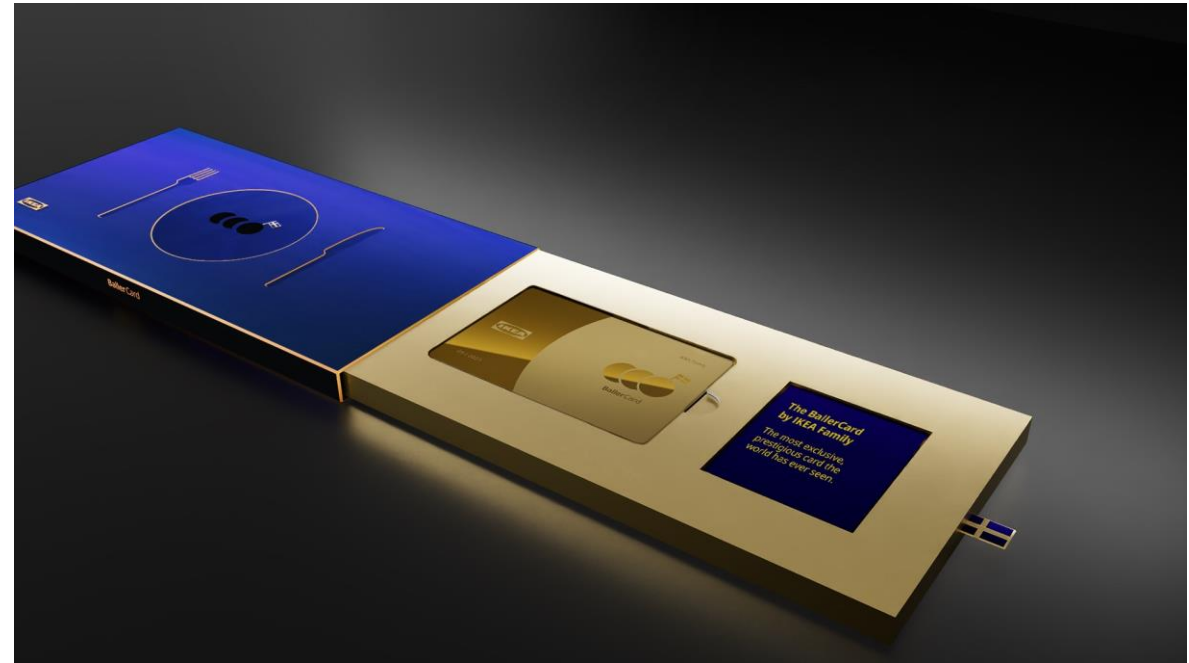
Solution

IKEA created the "BallerCard" - a gold card granting 250 megafans a year's supply of meatballs (or veggie balls).

The opulent packaging wafted a meatball scent when opened.

Results

30% higher retention rates, 57% increase in store visits, £4.1 million earned media, 204% jump in IKEA Family searches.



CATNIP WAS THE CATS' WHISKERS

Problem

Bulk Cat Litter Warehouse wanted to drive cat owners into store.

Solution

Instead of targeting owners, they targeted their cats. They sprayed a door drop with concentrated catnip – ensuring that once it landed the cats would do the rest.

Results

It delivered a spike in customers and sales, with many people coming into store clutching their door drop.



A WAX LETTER SMOOTHED SALES

Problem

With little snow, Swiss winter sports shop Pitsch Sport faced a difficult winter season.

Solution

To drive footfall, Pitsch sent customers and prospects a letter printed on wax paper. After reading it, they could screw it up and use it to wax their skis.

If - contrary to expectations – the skis became slower after waxing, then Pitch Sport guaranteed a ski service on the house.

Results

On the first weekend there was a 200% increase in store traffic. Sales were boosted by 15% over the following three weeks.



DUSTING OFF CHURN RATES

Problem

New customers weren't plugging into EE's router – mistakenly believing the service came through the wires. They were blaming poor service on EE – and leaving.

Solution

EE created a mailing that felt like the fabric of a duster. The line on the outside was personalised - *Hello 'Wendy', Is your bright box router gathering dust?*

Inside communicated the router benefits and how quick and easy it was to install.

Results:

Churn rates declined showing the mail pack encouraged customers to plug in



A STETHOSCOPE RECRUITMENT AD

Problem

Africa Health Placements (AHP) needed an effective way to persuade foreign doctors to work in Africa.

Solution

AHP sent doctors the world's first stethoscope MP3 radio ad from Africa.

Only audible via stethoscope, it played African drumbeats mimicking a heartbeat, conveying the message, *"Do work that gets your heart racing – Africa needs doctors like you."*

Results

The mailing recruited both doctors and 23k new Twitter followers.





TECH & INTEGRATION

SEAMLESSLY INTEGRATED

- Mail works in synergy with all media to create an omnichannel experience that bridges the physical and digital worlds
- We know people read their mail and reach for their phones, or place it by the computer to explore or respond. Or even call out to Alexa.
- QR codes allow recipients to effortlessly access expanded content, videos, access personalised content online and more
- Augmented Reality enables static printed creative to come alive through the recipient's smartphone camera.
- It's a partnership that creates a powerful set of actions along a customer journey.
- Other channels are exploring personalisation, how better to enhance that than adding mail



A RACE TO RESPOND

Problem

TV Licensing needed to make responding feel and be easier.

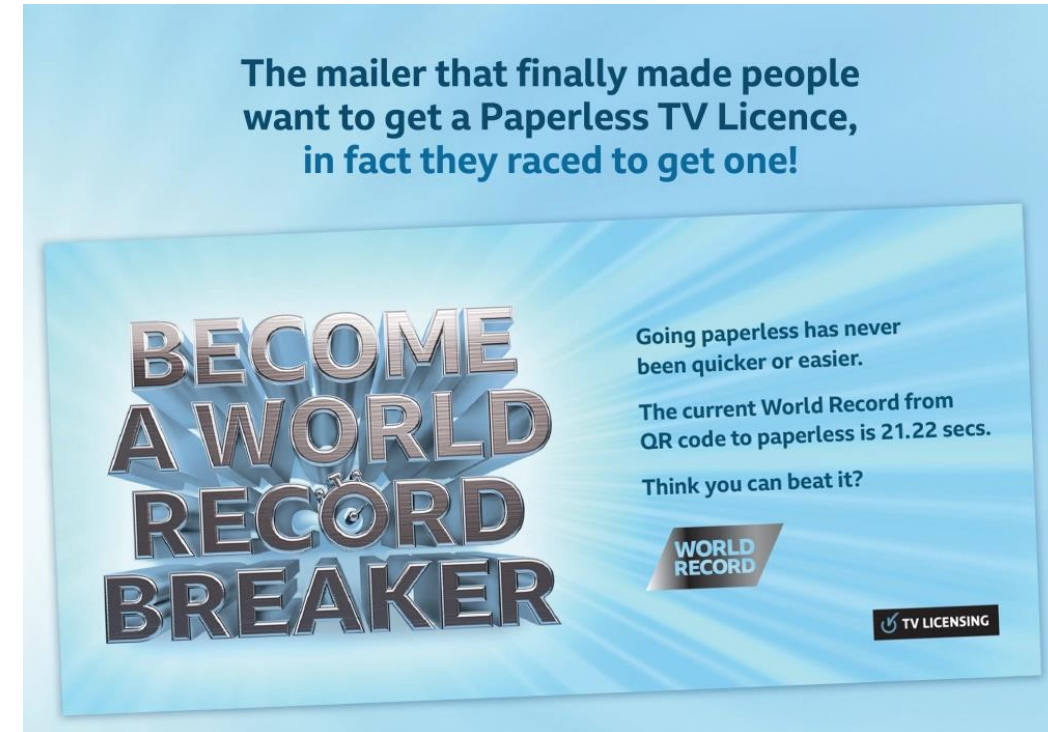
Solution

2.4 million personalised QR codes were created that pre-populated recipients' details on the TV Licensing website. All they had to do was tick a box and click 'done'. But TV Licensing knew this wasn't enough.

So, the "Record Breaking" mailing gamified the process, challenging people to scan and share their renewal time on Twitter for "glory".

Results

999% improvement over the previously most successful mailing, outperforming the control by 10x.



PUSH BUTTON BOOKING

Problem

Jaguar Land Rover wanted to get tech-savvy/time-poor people to test drive the new Range Rover Evoque.

Solution

The personalised mailing, allowed recipients to book a test-drive directly from the mail pack with, literally, the push of a button.

This triggered instant email & text message confirmation. It was real time & GDPR-compliant.

Results

44% responded (vs target of 20%). 5% purchased a new Evoque. The ROI was 24:1



QR CODES DELIVERED

SUBWAY™ needed to encourage customers back in store following lockdowns as well as download their app.

Solution

Each store became the centre of their own campaign through locally targeted data and personalised QR codes based on audience and menu profile.

A self-mailer included 6 QR codes. Two scanned to the Subway Rewards app for 250 reward points. Four were vouchers tailored to that store.

Results

The locally targeted mailings achieved 3x the voucher redemptions of national door drop campaigns.



KEVIN BACON SAYS 'WELCOME'

Background

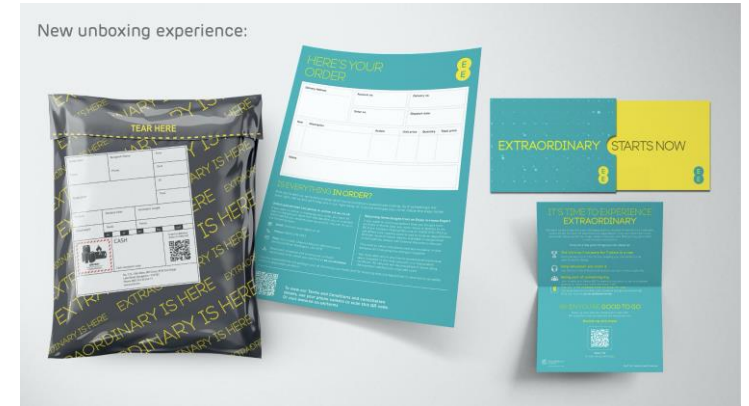
EE needed to improve their Welcome Journey. Customers were receiving their phone in scruffy packaging with no messaging which was negatively impacting NPS.

Solution

Alongside premium packaging, augmented reality in the welcome letter allowed Kevin Bacon to welcome each individual, telling them about all reasons why they had made the right decision to sign up.

Results

The AR had 175,000 AR views. EE outperformed the market in 'Better level of service', 'Reliability' and 'Customer service'.





**GRAB THE OPPORTUNITY AND
HAVE FUN**

START WITH A BLANK PIECE OF PAPER AND THEN THINK BIG



- What is the BIG problem your mailing needs to solve?
- What will ensure people engage?
- How can your brand become the message?
- Where's the emotional connection – Fun, Responsibility, Empathy, Action, Sharing?
- What does the audience expect from your brand? Can you surprise and delight?
- Where does this fit in the customer journey? How do you get people to move to the next step?
- How can you zig when your competitors are zagging?
- How can you own the doormat? The fridge? The coffee table?
- How can you ensure your mailing stays in the home for a week? Forever?
- Is 'the way we always do it' a great reason to try something new?



A person wearing a dark blue sweater is holding a large white rectangular sign in front of their chest. The sign has two lines of bold, black, sans-serif text. The person's hands are visible at the edges of the sign, holding it steady. The background is a plain, light-colored wall.

MY CHALLENGE TO YOU
TIME TO START THINKING

THANK YOU
ANY QUESTIONS?

