

THE POWER OF CATALOGUES TO GRAB ATTENTION AND CONVERT TO BUSINESS

Catalogues are able to grab consumers' undivided time

June 2024



WHY ARE WE PAYING ATTENTION TO ATTENTION?

- Media channel reach is critical to market penetration and brand growth
- Yet, as media choices have grown and evolved, the methods by which impressions are measured and valued are proving to be flawed, often failing to align with real human viewing and responses to ads
- Recall is a key driver of brand choice and saliency, but most ads don't receive the requisite attention they need to be remembered
- Attention metrics have emerged as an additional filter through which we can assess advertising impressions and therefore its impact
- According to research by Dentsu: **“attention is a three-times better predictor of positive outcomes, including brand choice, than viewability”**



WHY ATTENTION HAS COME TO THE FORE: BECAUSE HUMAN INTERACTION WITH ADS CANNOT BE ASSUMED



Conversion to eyeballs is in doubt



“ of digital ads in the UK are ‘viewable’ ie at least half of the ad is viewable on screen for at least a second ”

IN A WORLD WHERE ATTENTION IS THE LIFEBLOOD OF BRANDS

There are compelling reasons to use mail

Mail delivers high levels of attention

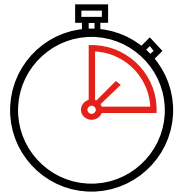
Attention to mail tends to be undiluted

Mail can drive significant uplifts across the marketing funnel

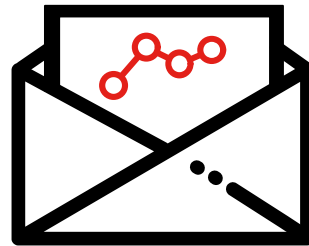
Mail is a powerful additive to the media mix

JICMAIL ESTABLISHED THE HIGH LEVELS OF TIME PEOPLE SPEND WITH MAIL

Now an on-going JICMAIL measure and the industry standard



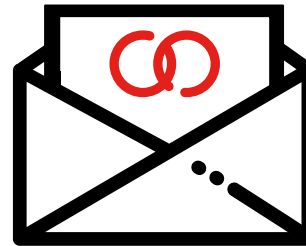
SECONDS OF ATTENTION



BUSINESS MAIL

161

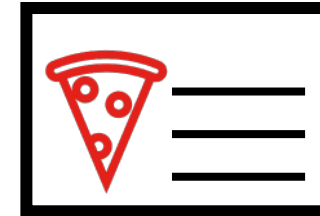
seconds



DIRECT MAIL

118

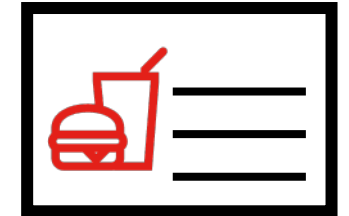
seconds



PARTIALLY ADDRESSED

71

seconds



DOOR DROP

55

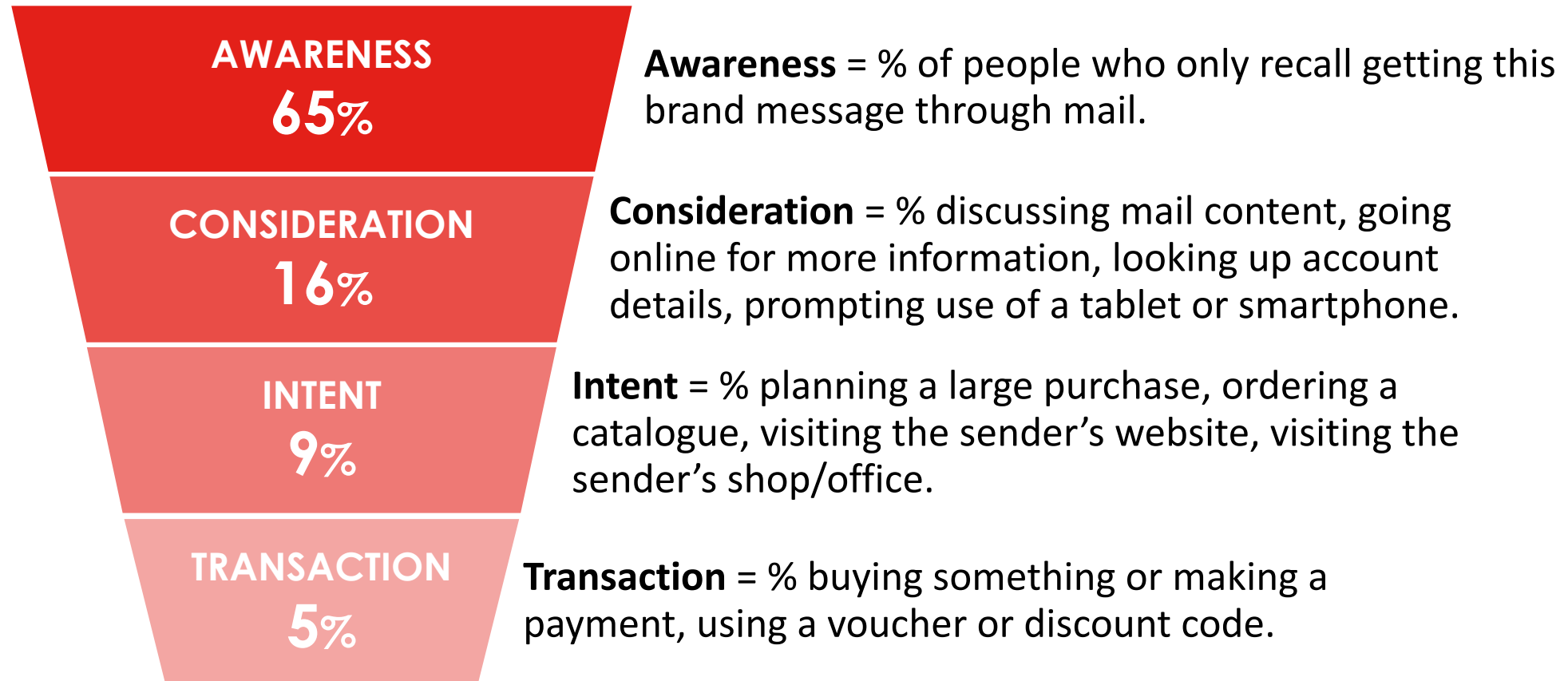
seconds



MAIL CAN DRIVE SIGNIFICANT UPLIFTS ACROSS THE MARKETING FUNNEL



ALL MAIL TYPES



BRANDS FEATURED IN THIS STUDY

LANDS' END 

 DAMART

Cosyfeet

HOTTER

THE HOUSE OF
BRUAR 

CHARLES
TYRWHITT
JERMYN STREET LONDON

SOSANDAR

GO
Outdoors

Pia

MINT VELVET

David Nieper

THE WHITE COMPANY
LONDON

MATALAN

moshulu

 atlasformen

BAM
BAMBOO CLOTHING

Boden

GRAHAM AND GREEN 

CELTIC & CO.

SCOTT'S of STOW

LAKELAND

Cox & Cox


HOWDENS
COOPERS
OF STORTFORD

OKA
leaf

LAITHWAITES

ParsleyBox 

HOTEL
Chocolat.

ESTD 1842 
TANNERS
WINE MERCHANTS


THE SUNDAY TIMES
Wine Club

Majestic 

THE
WINE
SOCIETY
1874

Oakhouse
Foods
ESTD 1984



CATALOGUES GET NOTICED

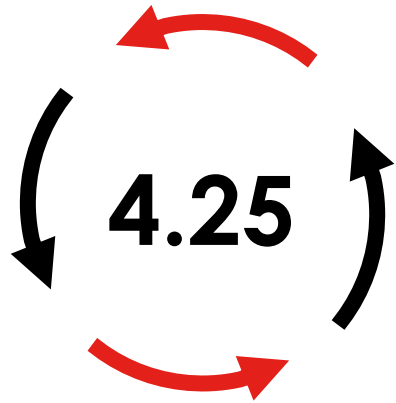
Catalogues from all types of retailers enjoy high levels of engagement



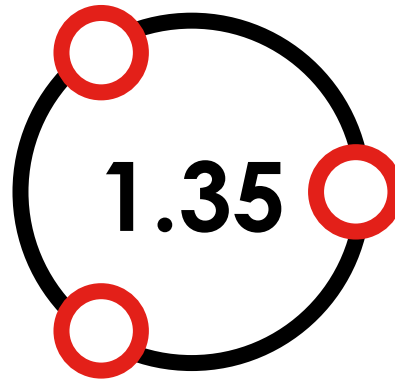
98%

Engagement Rate

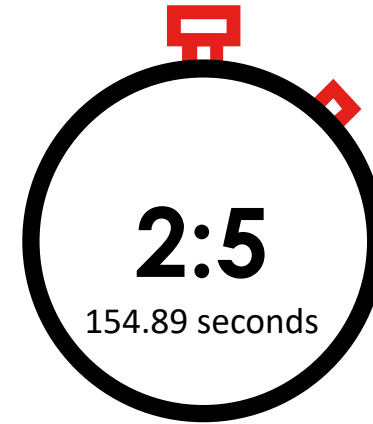
KEY MEDIA METRICS CATALOGUES



Frequency
Number of times mail
returned to



Reach
Number of people who
see mail



Attention
Average number of
minutes attention per
catalogue item

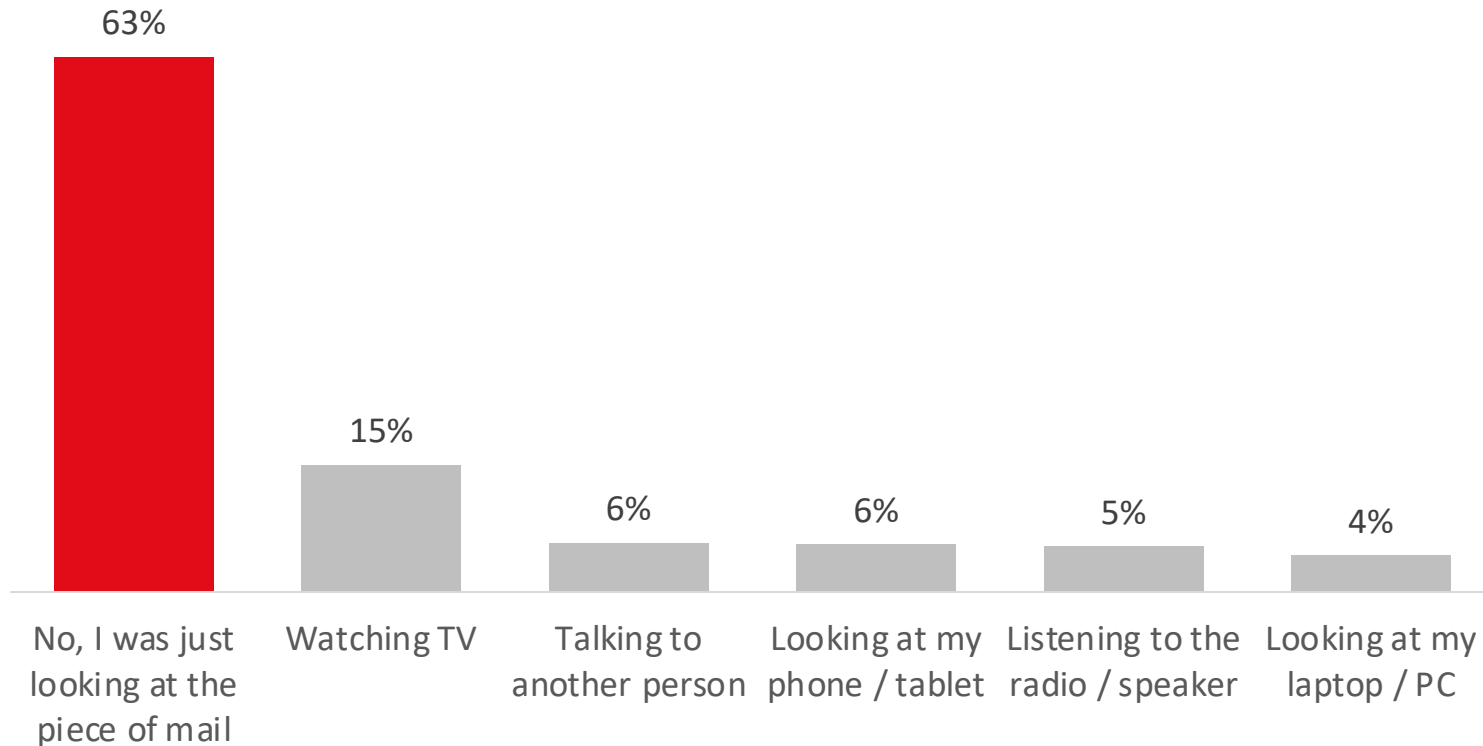
119 seconds of
attention for
advertising mail



IN A NOISY WORLD MAIL CAN COMMAND PEOPLE'S **FULL ATTENTION**



Media exposure whilst looking at mail across all interactions



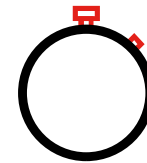
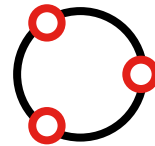
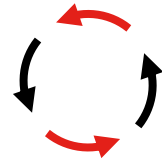
Whether it is the act of opening something or the fact that it is perceived to contain valuable information, the channel is seen to warrant full concentration.

According to research by Dentsu:
“attention is a three-times better predictor of positive outcomes, including brand choice, than viewability.”



KEY MEDIA METRICS BY CATALOGUE TYPE

Over two minutes spent with catalogues of all types

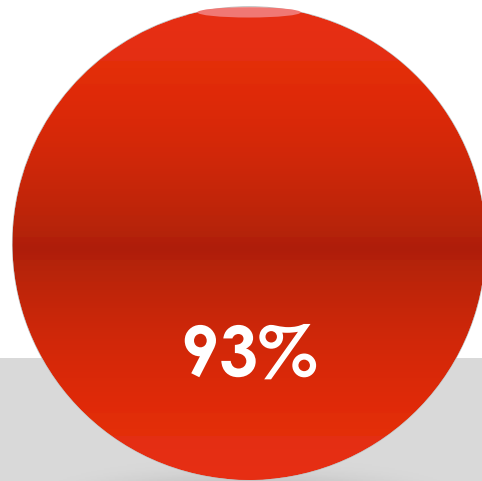


Catalogue sector	Frequency	Reach	Attention (minutes:seconds)	Commercial actions
Fashion	4.08	1.14	2:8	23%
Home	3.78	1.16	2:03	20%
Food & drink	3.97	1.08	2:35	22%



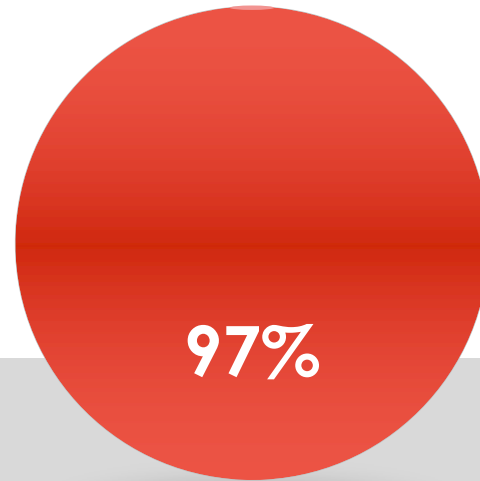
ENGAGEMENT RATES WITH CATALOGUES

High already but improved if you offer the consumer something inside



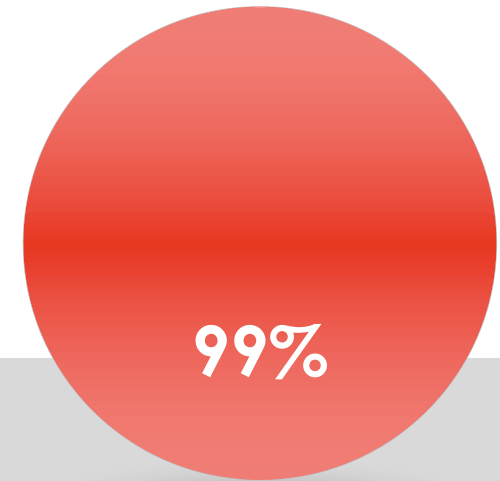
Any catalogue

n=11,023



Catalogue containing a special offer or discount

n=3,804



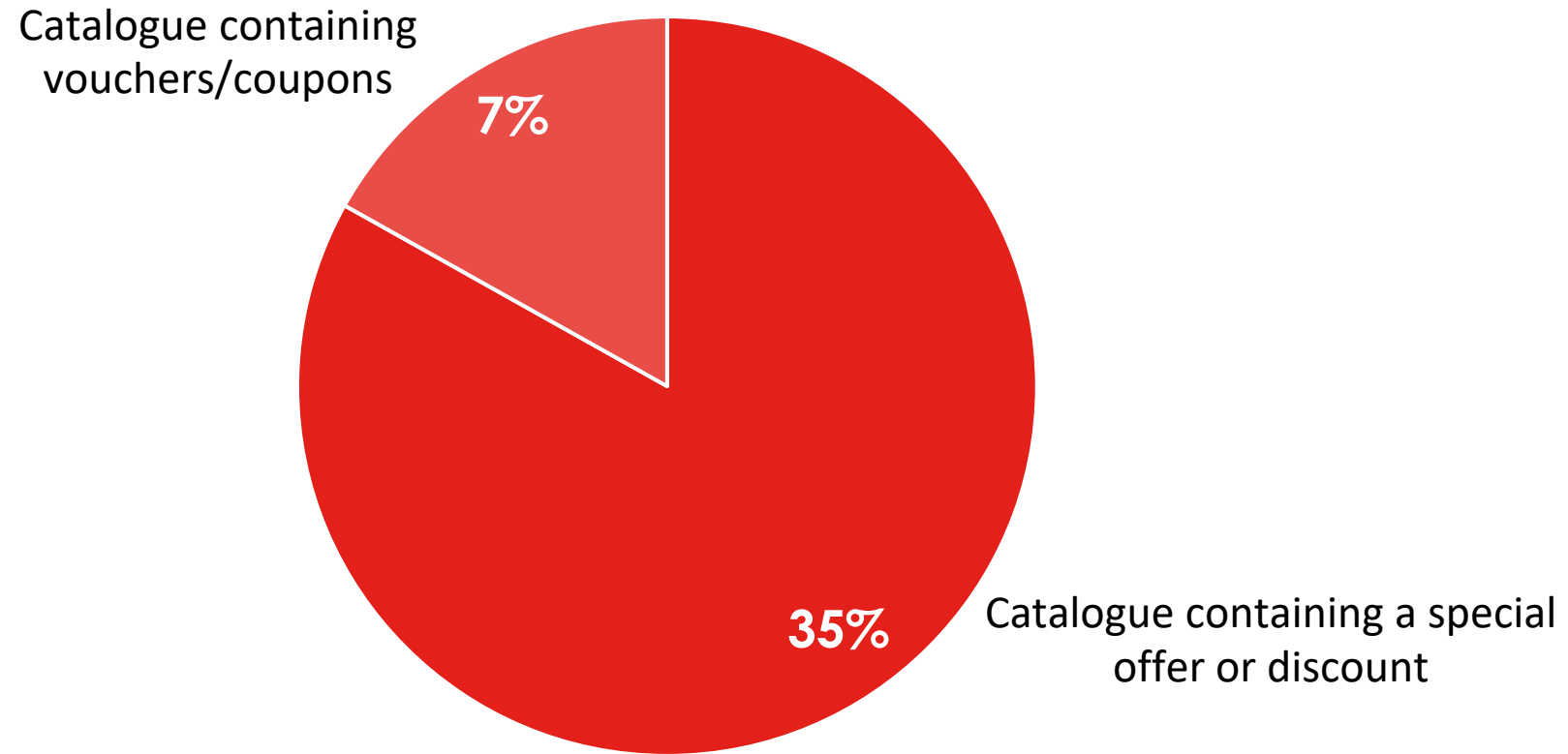
Catalogue containing vouchers/coupons

n=780

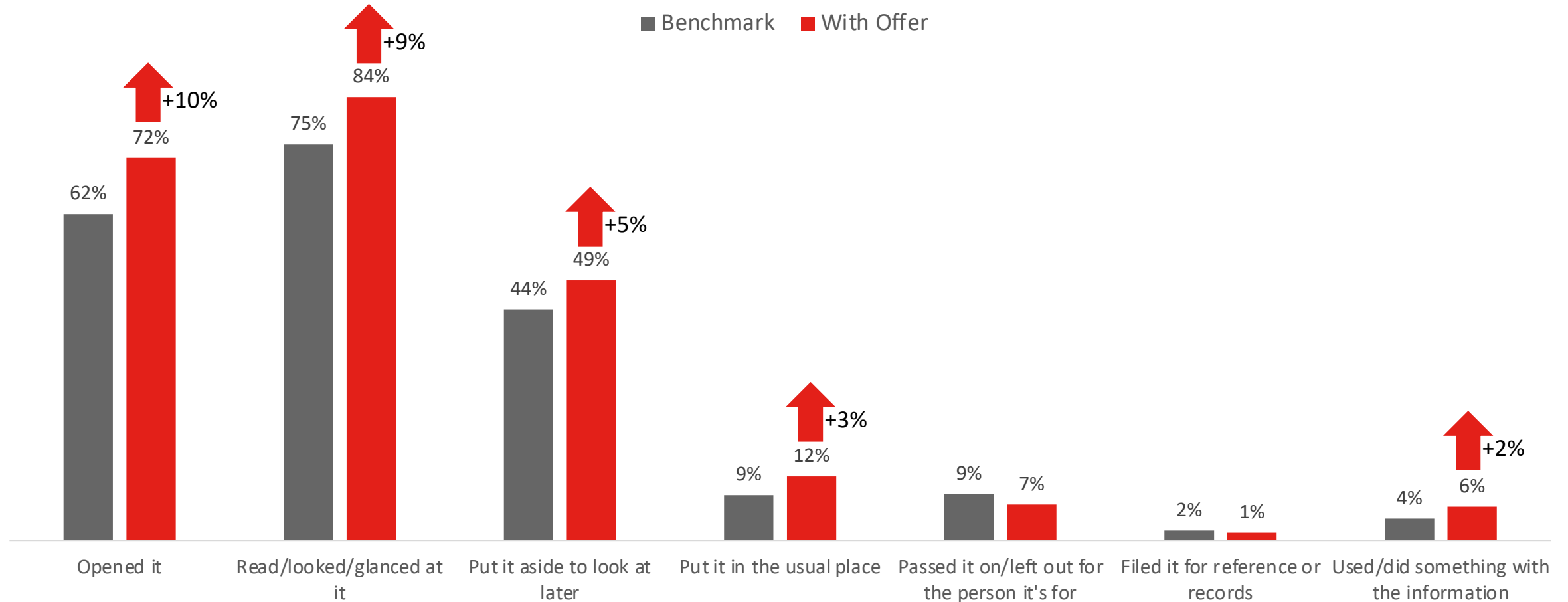


CATALOGUES INCLUDING AN OFFER

Consumers don't report receiving many offers from retailers sending a catalogue

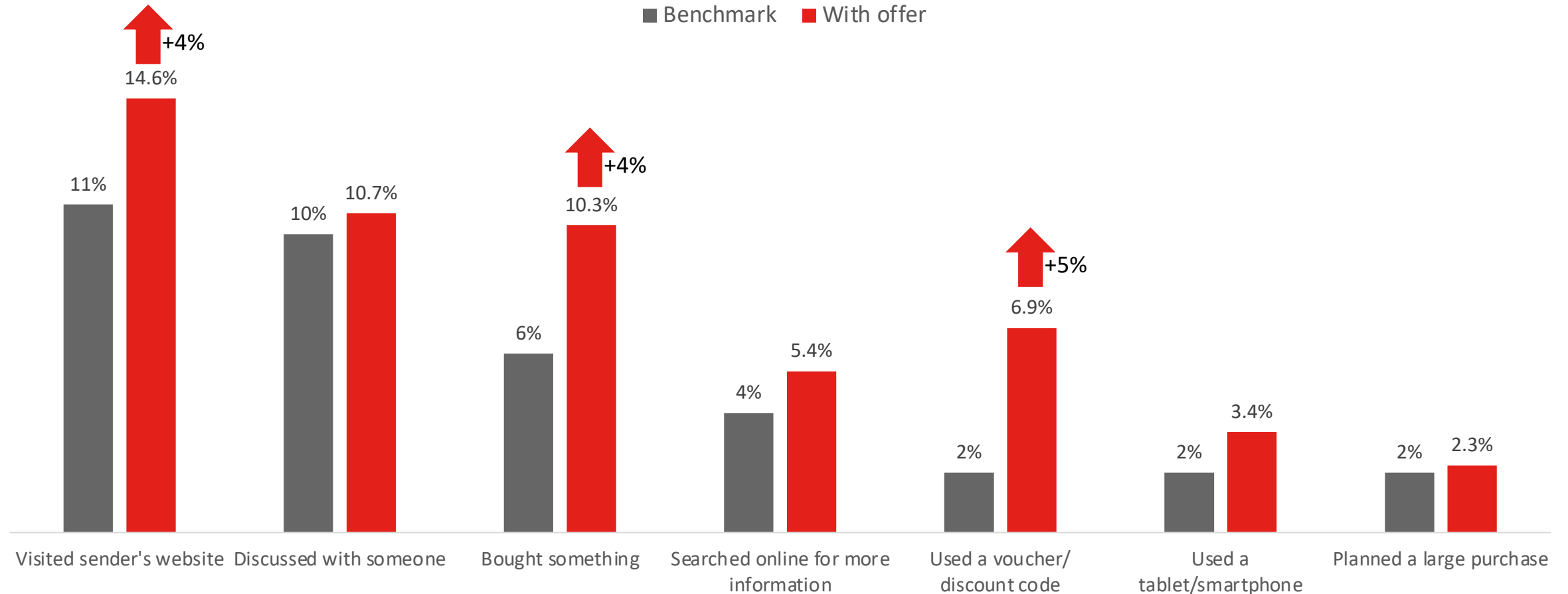


THE INCLUSION OF AN OFFER ALWAYS GETS MORE PHYSICAL INTERACTIONS



Source: JICMAIL, Item Database, 2019-2024

WITH SIGNIFICANT UPLIFT ON COMMERCIAL ACTIONS



Source: JICMAIL, Item Database, 2019-2024

A man with glasses and a beard, wearing a red t-shirt, is standing in a kitchen and looking down at a document he is holding. The kitchen has white cabinets and a window in the background. On the left side of the image, there are four thick, red, wavy lines that curve across the frame. The overall image has a dark, semi-transparent overlay.

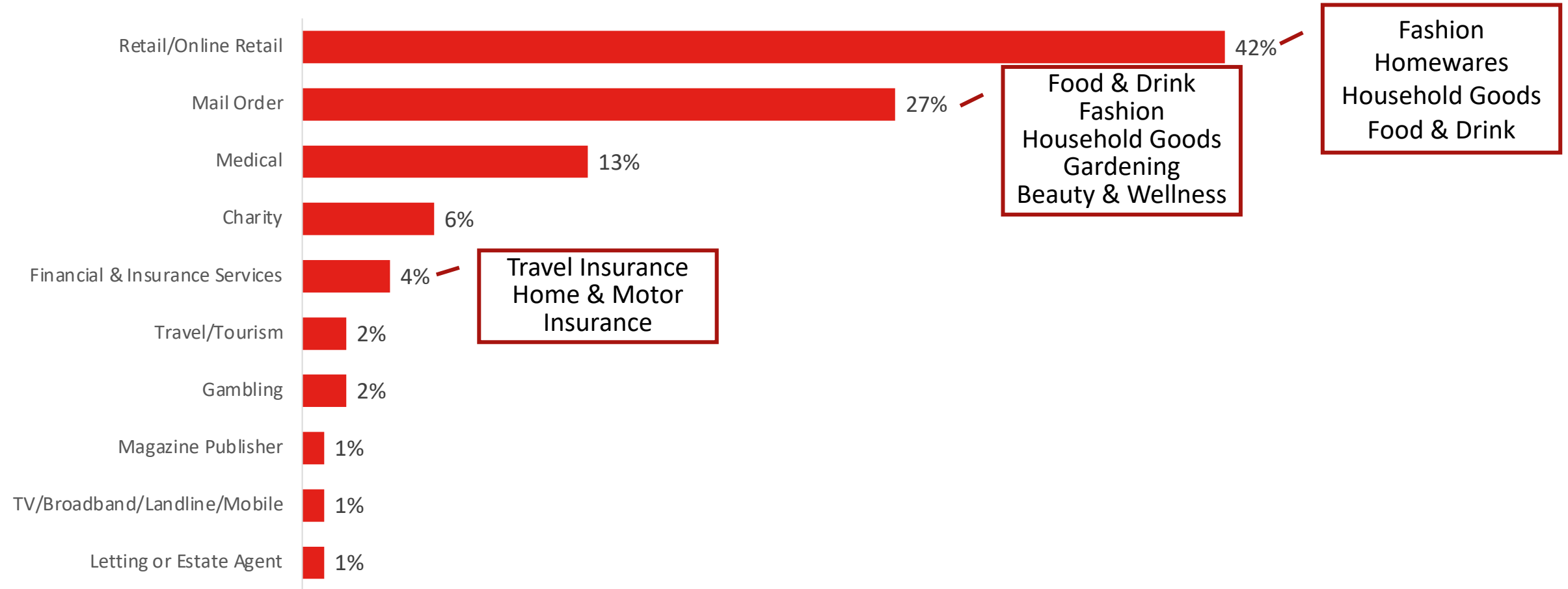
AND WHAT DOES RESPONSE DATA REVEAL

2,341 CAMPAIGNS MEASURED

JICMAIL 2024 Response Rate Tracker

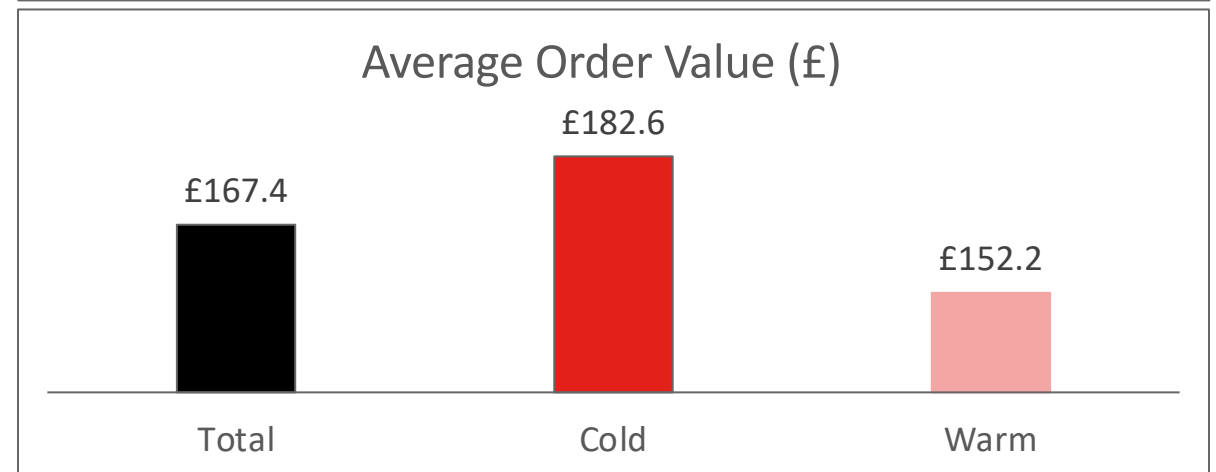
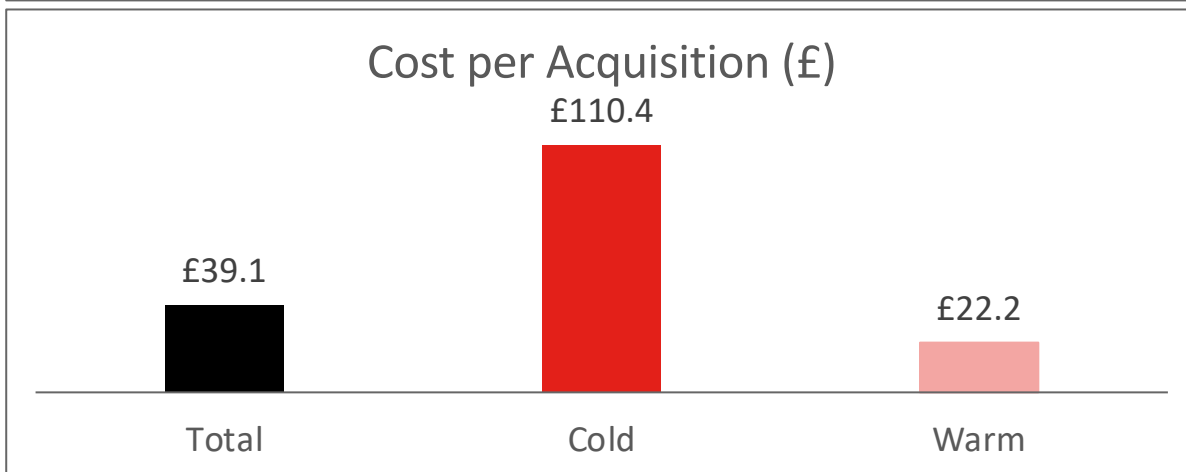
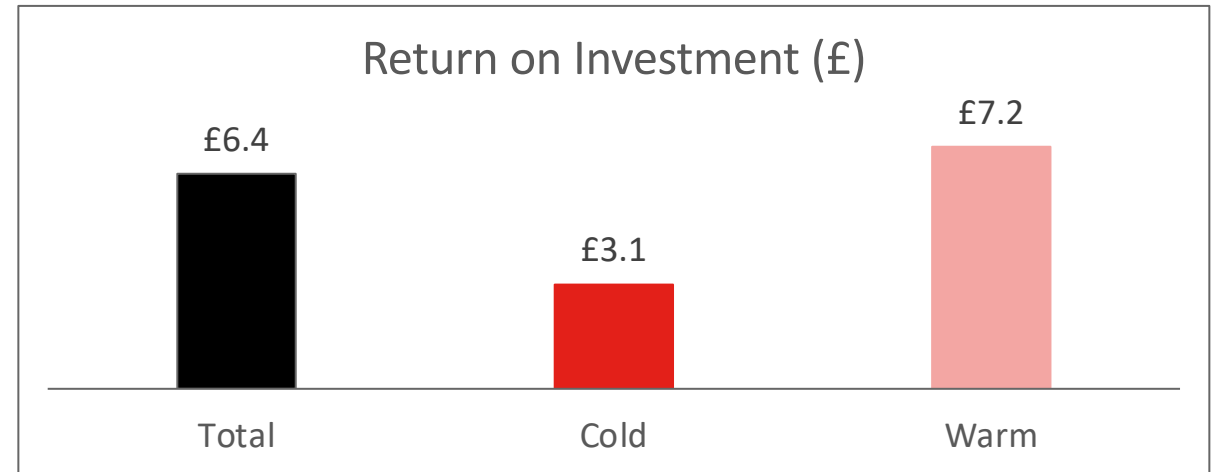
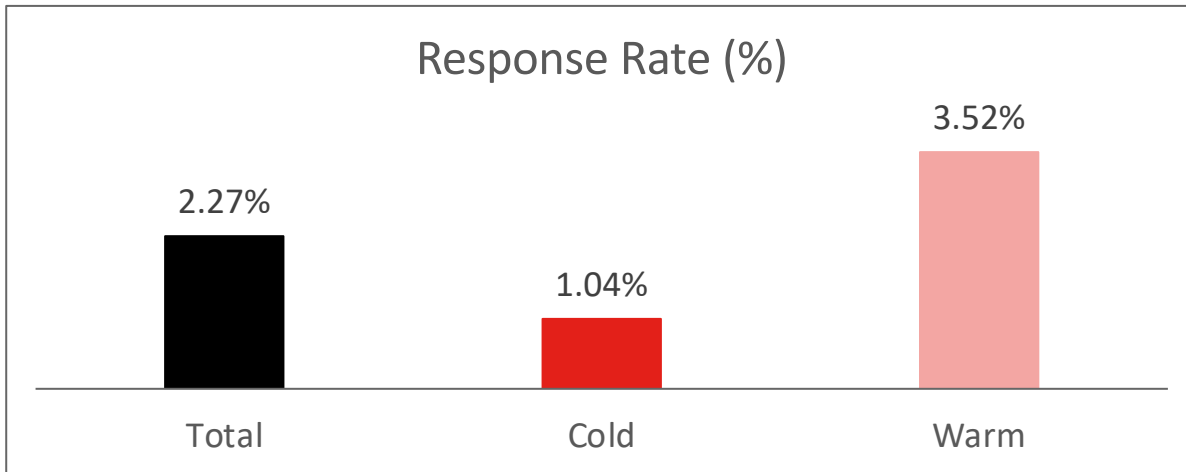


Mail Media Metrics



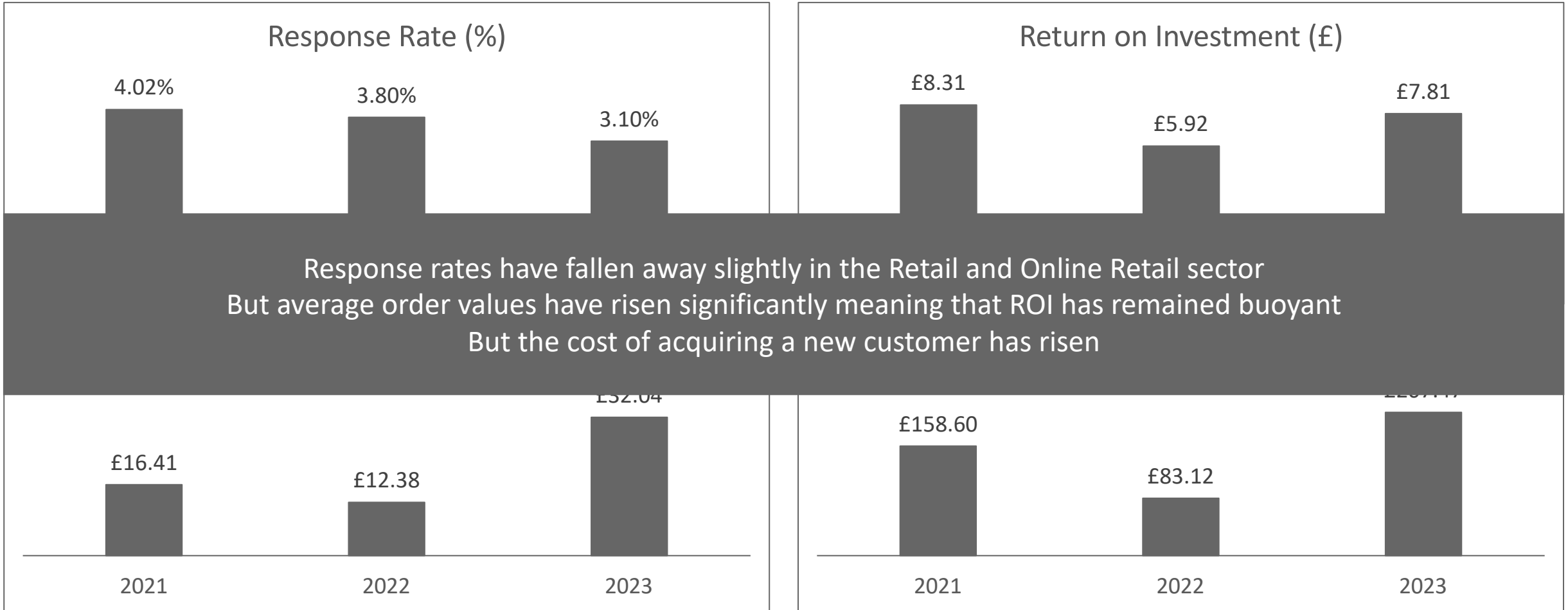
RESPONSE RATE TRACKER

Retail and Online Retail



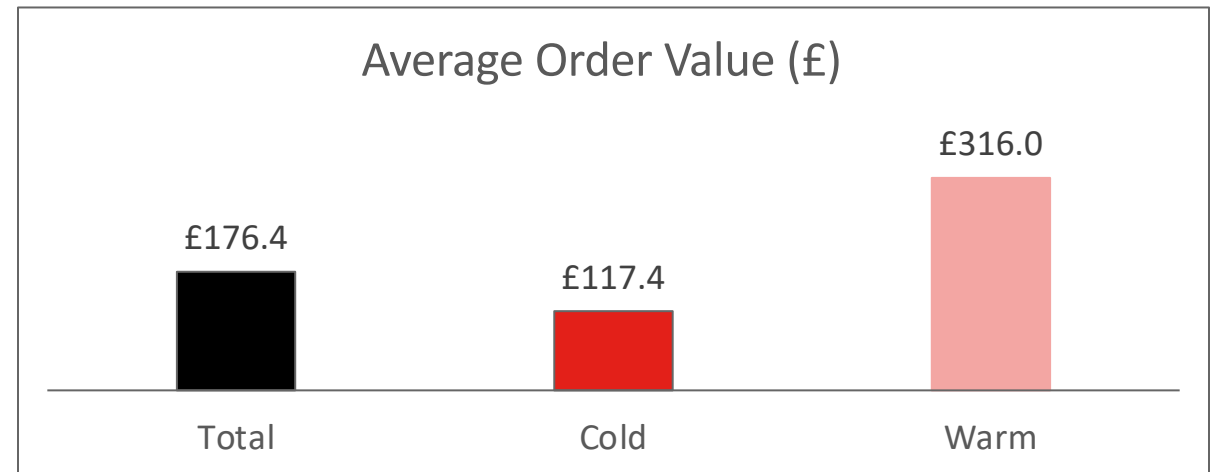
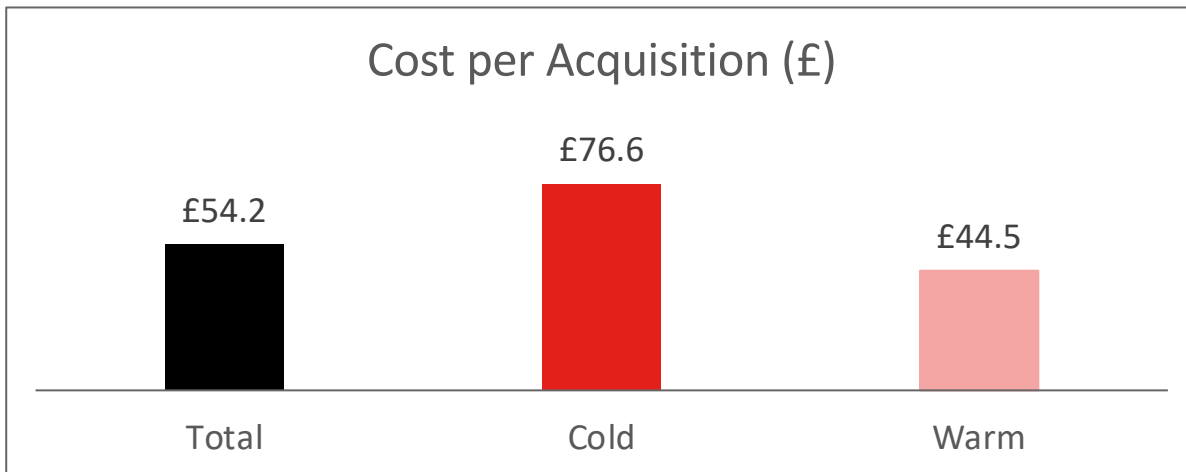
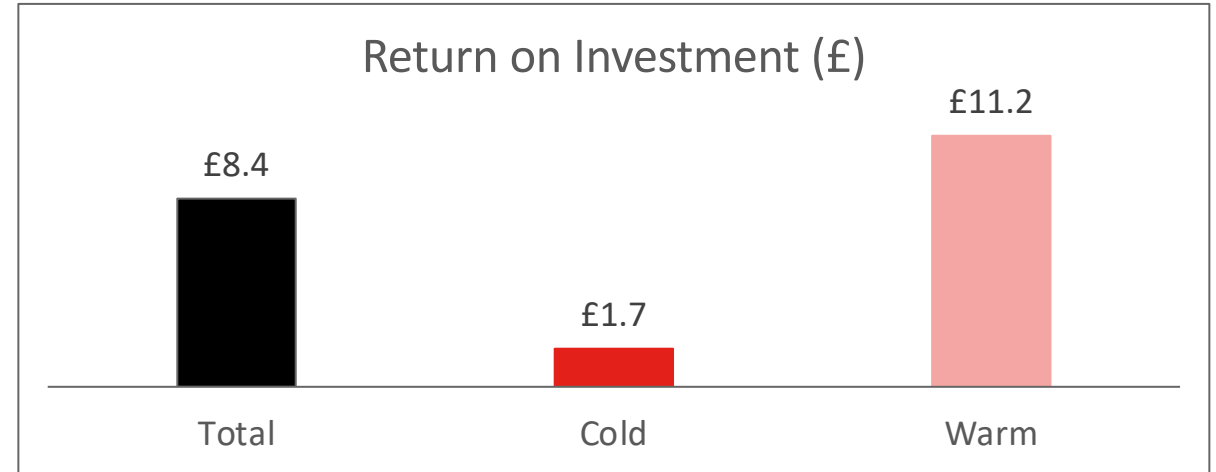
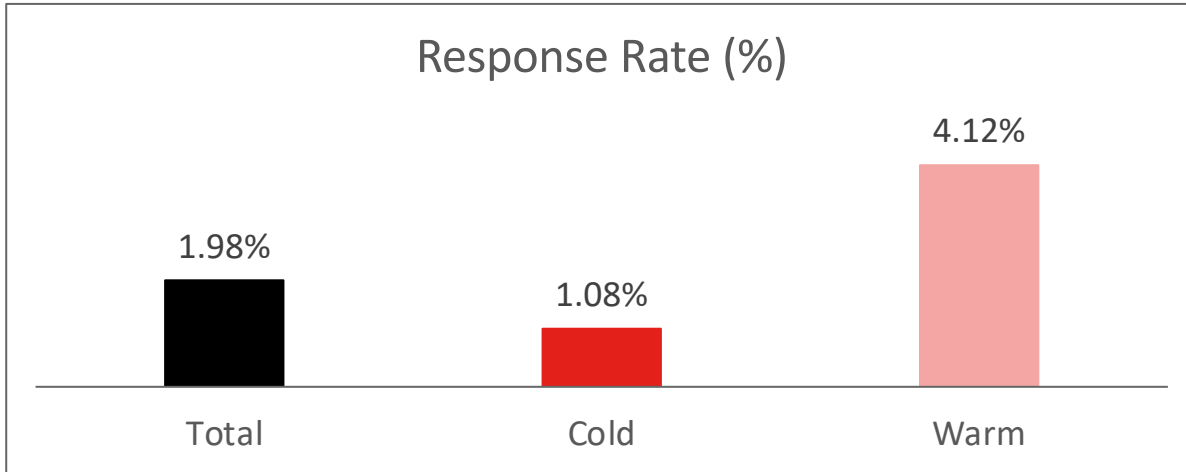
RESPONSE RATE TRACKER

Retail and Online Retail – comparing 3 years of data



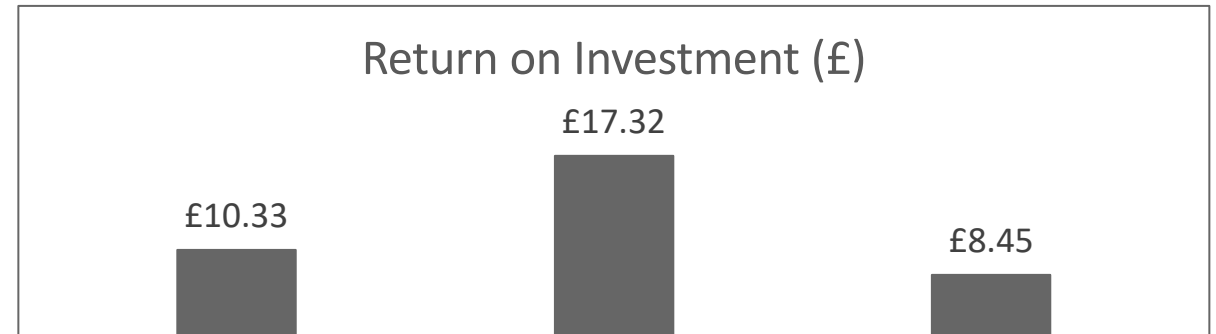
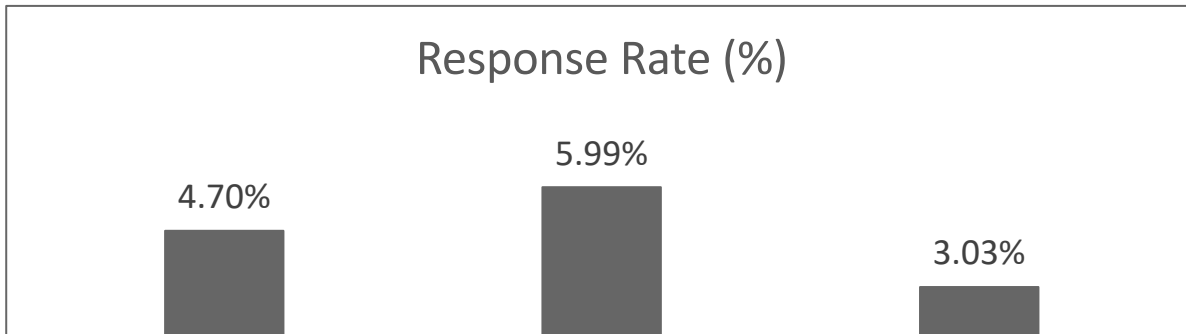
RESPONSE RATE TRACKER

Retail Fashion

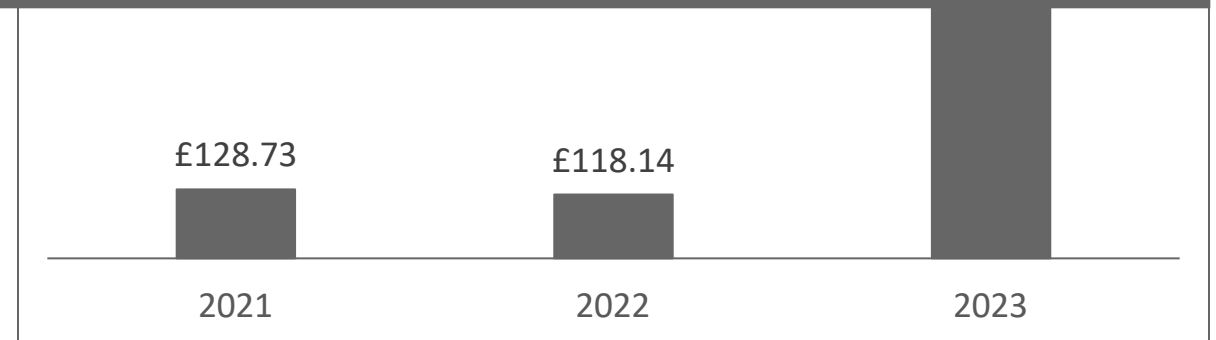
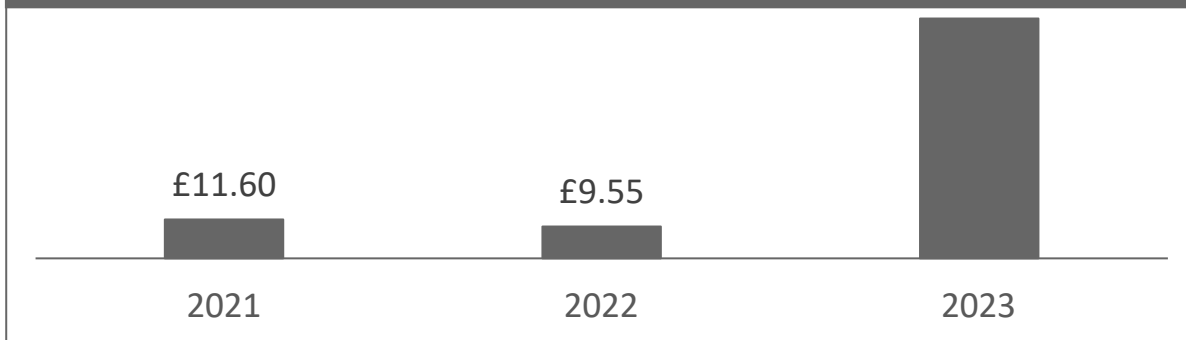


RESPONSE RATE TRACKER

Fashion Retail – comparing 3 years of data

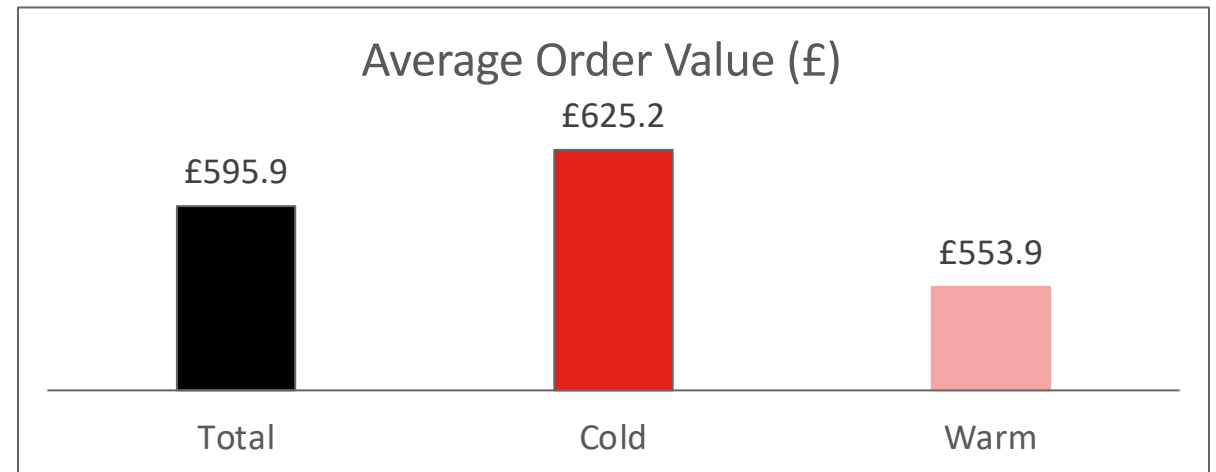
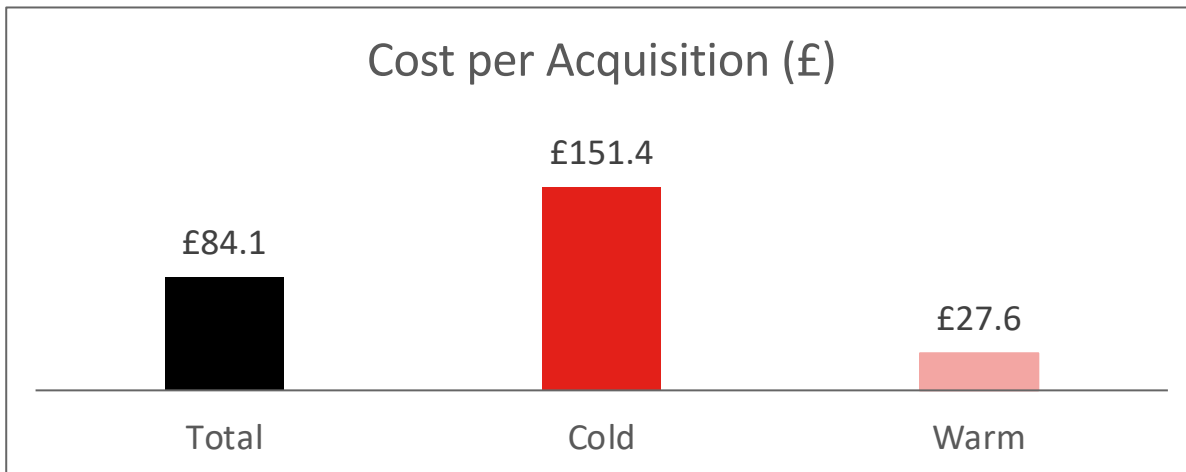
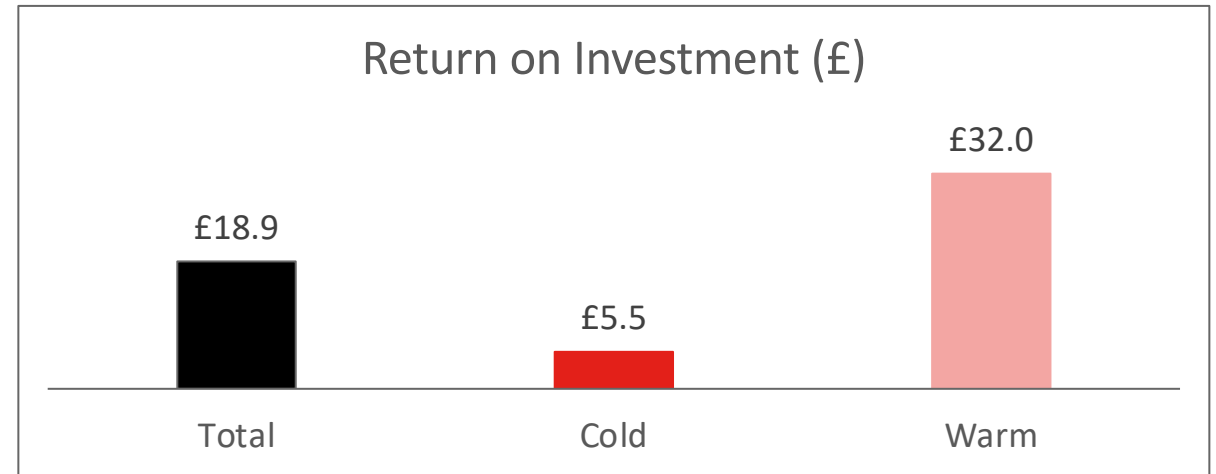
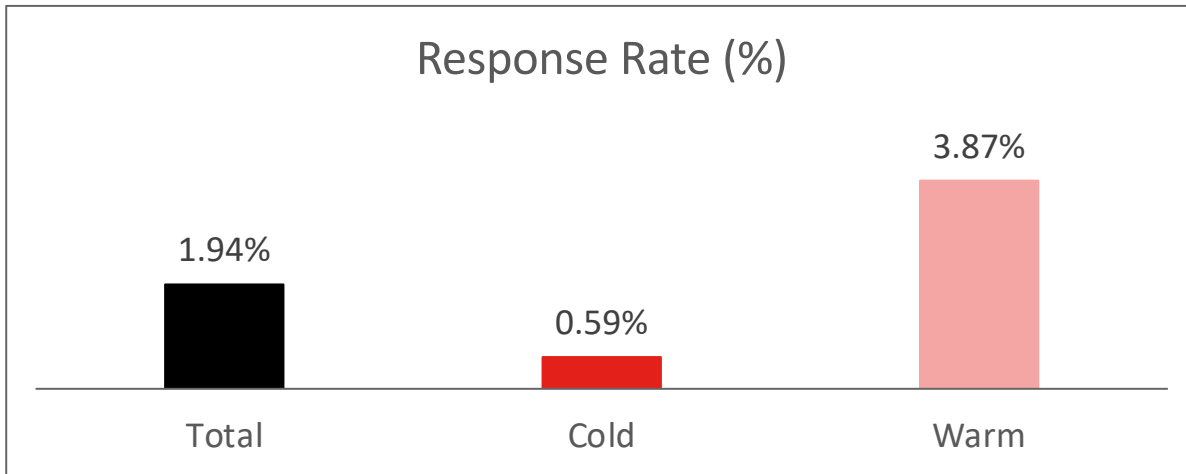


Response rates have fallen somewhat but again average order values have risen keeping the ROI at the rate it is. Similarly to retail and online retail this has meant that the cost of acquiring a new customer has risen somewhat.



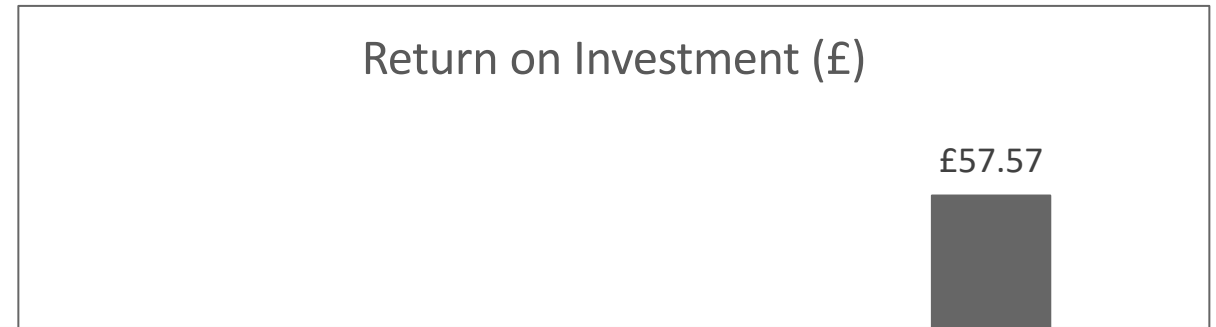
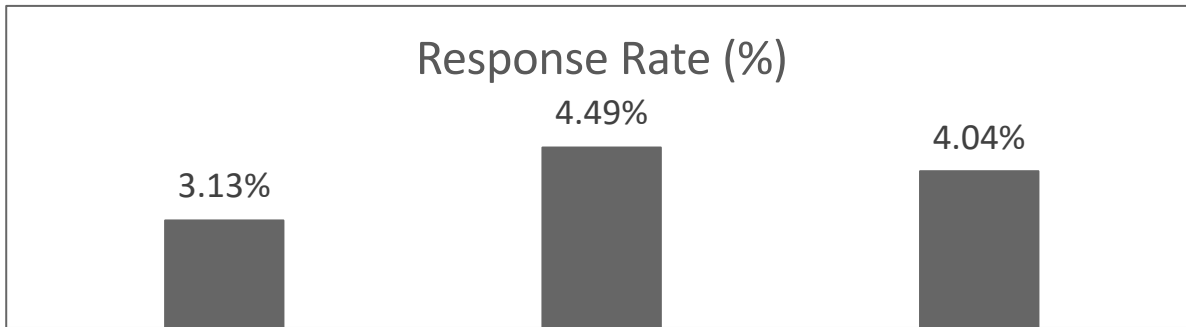
RESPONSE RATE TRACKER

Retail Homewares

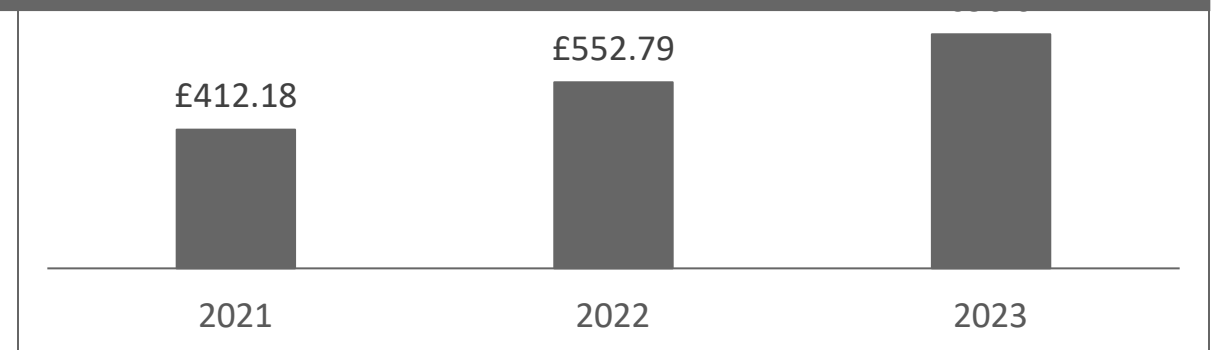
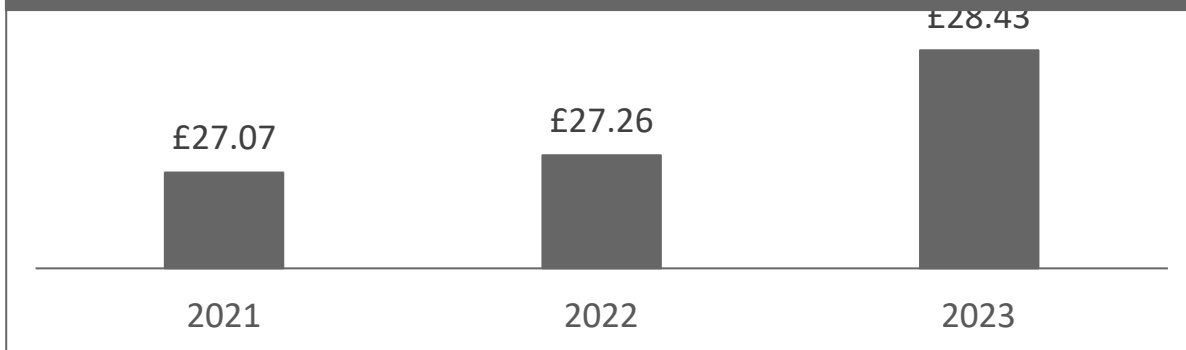


RESPONSE RATE TRACKER

Retail Homewares – comparing 3 years of data

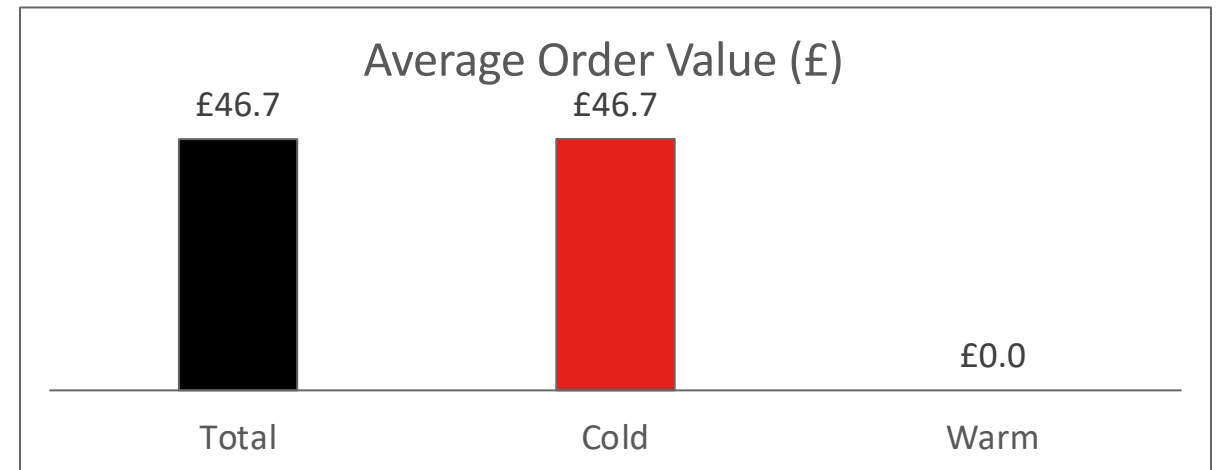
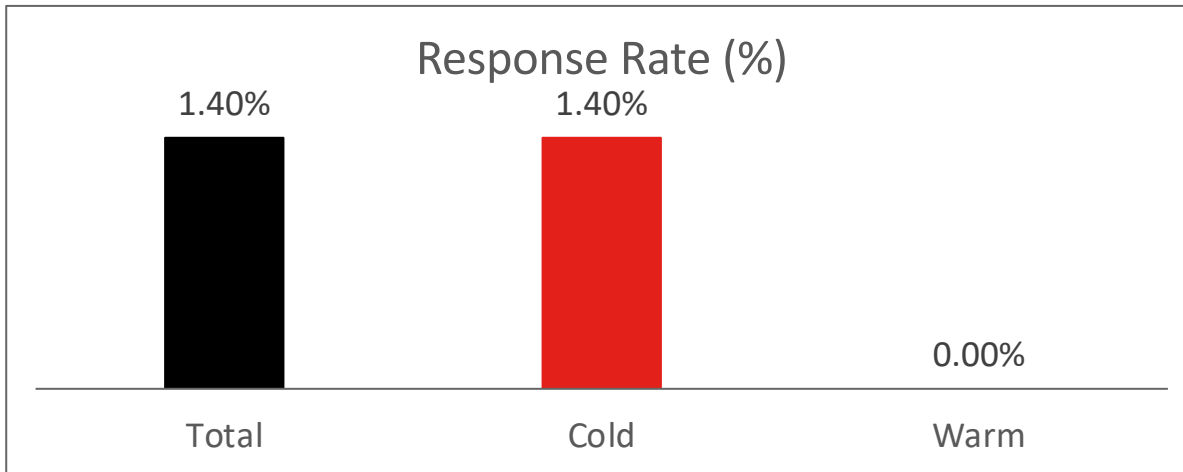


Response rates in the Homewares sector have remained more buoyant than other sectors and are returning a healthy increase in average order values meaning there has only been a marginal increase in the cost of acquiring a new customer



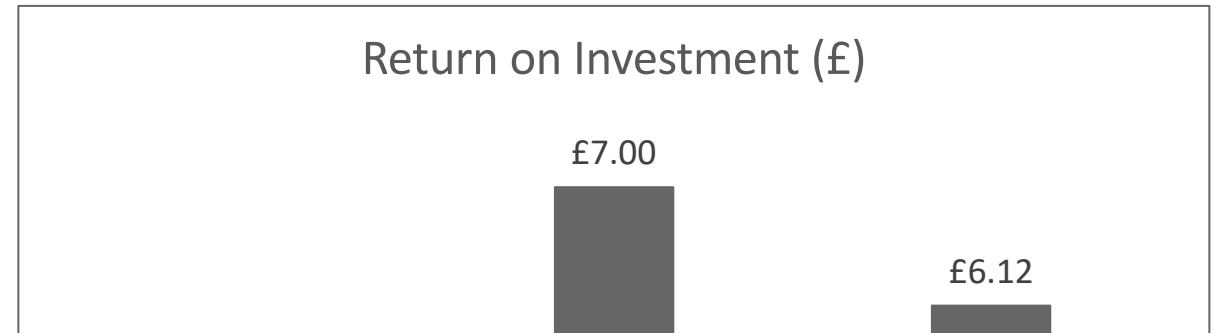
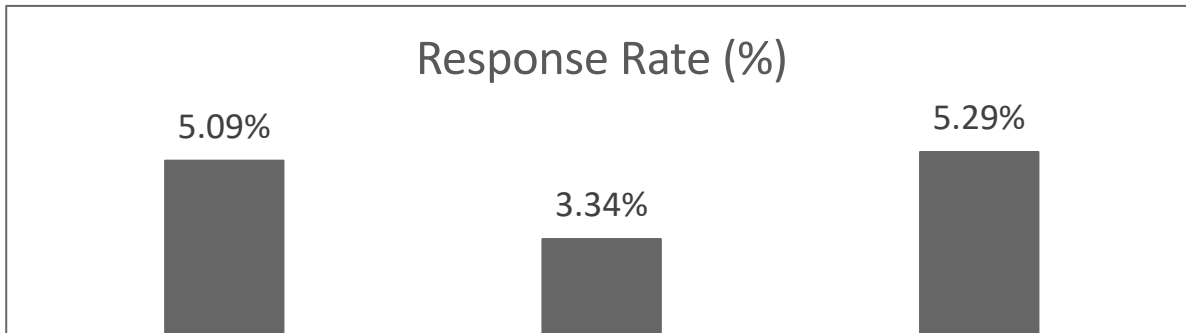
RESPONSE RATE TRACKER

Retail Food & Drink

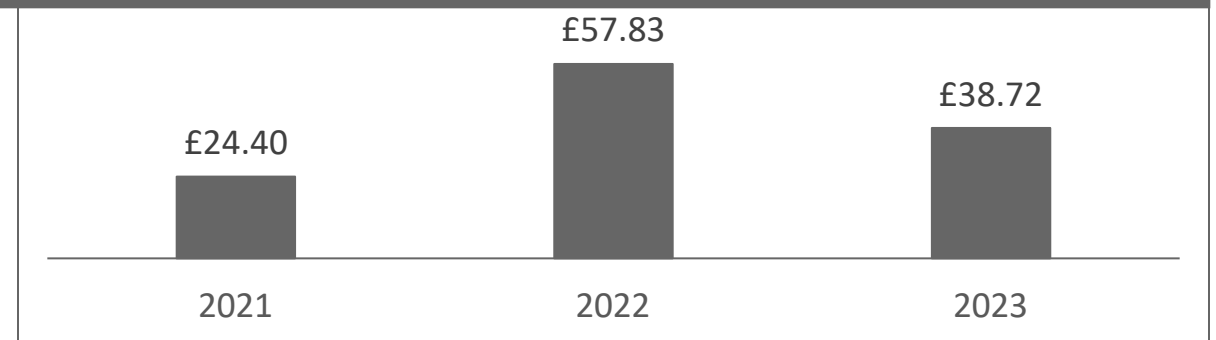
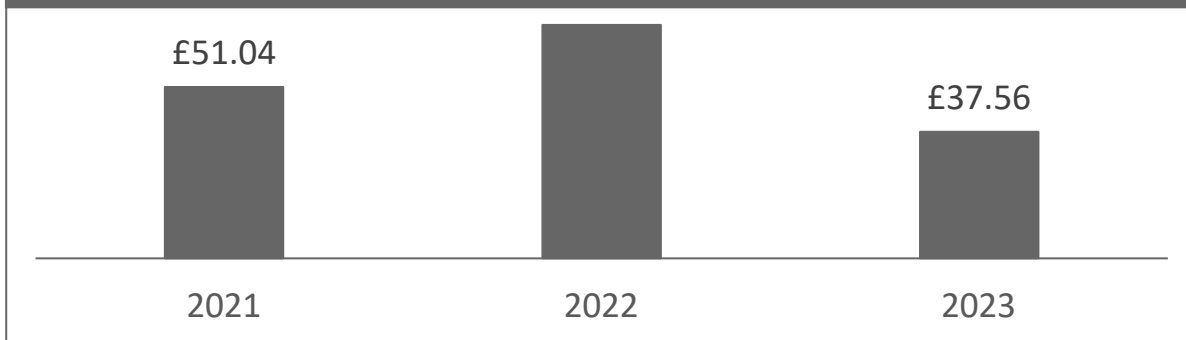


RESPONSE RATE TRACKER

Retail Food & Drink – comparing 3 years of data



In the Food and Drink retail sector response rates have risen from 2022 but in this instance average order values have fallen away somewhat but overall the result is a lowered CPA and only marginal decrease in ROI





**DON'T FORGET TO MAXIMISE
THE IMPACT OF YOUR MAIL**

HOMEWARES SHOWCASED

Catalogues were used by numerous retailers as another tool to reach out to consumers at Christmas.

Tone of voice critical – Robert Dyas showed empathy with ‘Cut the cost this Christmas’ slogan.

Personality key – Loaf engaged its customers with Xmas themed wordplays and a wordsearch puzzle.

Innovation front and centre – Liberty included QR codes to take customers online. Argos did the same, directing customers to video content.



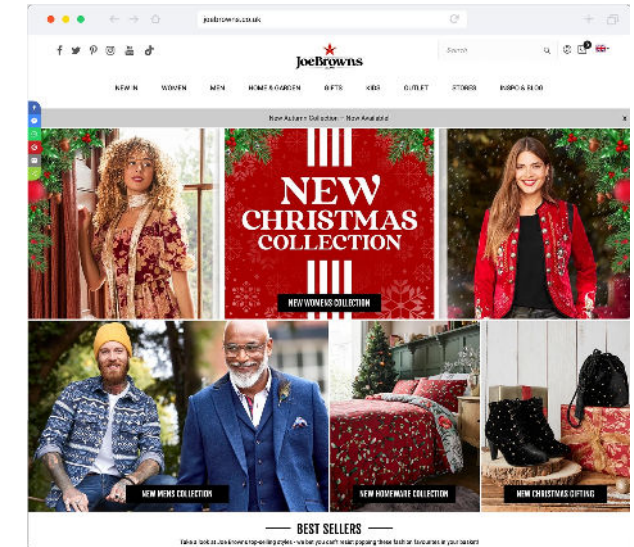
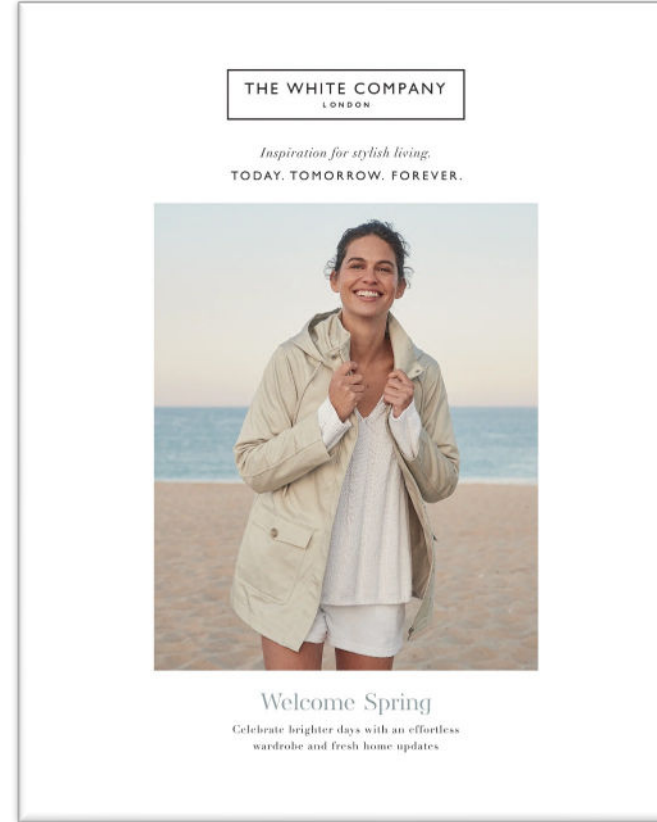
ALWAYS IN STYLE

Catalogues are key for many fashion retailers - **23%** of fashion catalogues received lead to an immediate purchase.

Joe Browns – started as a catalogue business and this remains the core driver of sales now that it is multichannel.

The White Company – “The brochure has evolved from our primary sales channel to a tool we use alongside our stores, social media, email and website to create a 360-degree shopping experience,” says Chief Creative Officer Mark Winstanley.

Seasalt – showcases new collections and says catalogues have a longer impact than digital marketing.



BRING FOOD AND DRINK TO LIFE

Catalogues and brochures were a key way to engage consumers during pandemic, and many continue to invest in them. **22%** of food and drink catalogues received lead to an immediate purchase.

Hotel Chocolat – Christmas 2021 marketing prime example of using a catalogue campaign to maximum effect. Kantar data showed the chocolatier’s catalogue scored in the top 2% of all UK ads on persuasiveness, proving the ability of direct mail to drive long-term brand building.

Majestic Wine – “It’s a key brand piece for us, allowing us to personalise content and expand on the key Majestic branch propositions, highlight our range, going into detail on the wines and winemakers, giving buyer insights or showcasing key events or times of the year.”



MAXIMISE YOUR CATALOGUES

- We can help you design your catalogue to maximise its performance
- There are lots of ways you can engage your readers
- Consumers see a catalogue as a pleasurable experience that can give them valuable time to escape their ever day
- Our catalogue research and insights can help you optimise your investment in print

THE INSIDE FRONT SPREAD

Here's some key components

The diagram illustrates the layout of an inside front spread. It features a central vertical column with icons for a delivery truck, a smartphone, and a gift box. To the left is a text block, and to the right is a grid of six product images. Orange arrows indicate the 'gaze trail' starting from the top left, moving down the central column, and then across the top of the product grid.

- 1 A letter telling people about your brand and what makes you different resonates with consumers
- 2 Repeating your offer reinforces consideration
- 3 Be up front with your terms of purchase: delivery, contact and gifting is great in one place
- 4 Reference products on the front cover with page numbers
- 5 Have an index if you have a big range of products
- 6 The gaze trail for landscape pages differs from portrait, with the eye entering at the top of the right page

10

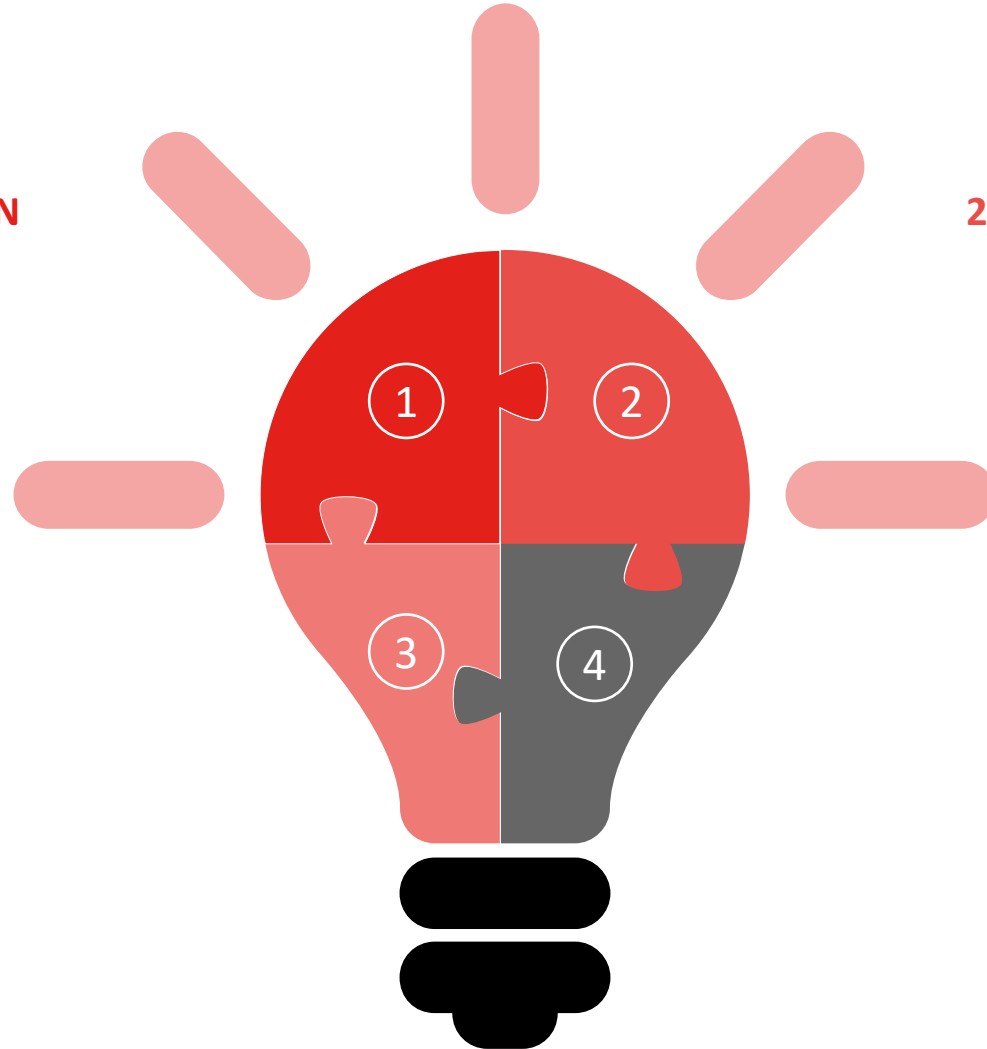
SOME CLOSING THOUGHTS

1. GRAB CONSUMERS ATTENTION

Catalogues enjoy high levels of engagement and get over 2 minutes of someone's attention

3. GRIP THEM WITH AN OFFER

If you include a special offer or discount in your catalogue you are even more likely to get someone's attention – over 6% use a voucher if there's one inside



2. DRIVING COMMERCIAL ACTIONS

People receiving catalogues take commercial actions with over 20% buying, going online or discussing with someone else

4. RESPONSE RATE TRACKER

The latest response rate data from JICMAIL demonstrates a slight decline in response rates overall but with average order values holding up in a difficult climate


unleash the magic of mail



THANK YOU

