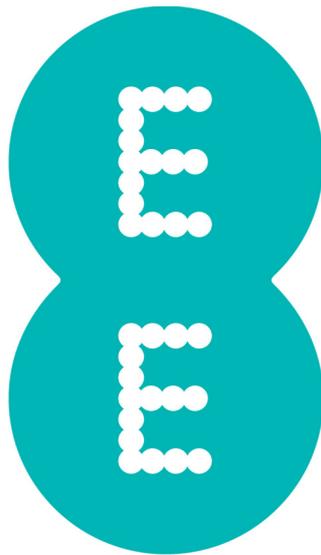


EE USED

TACTILE DIRECT MAIL

TO CAPTURE ATTENTION

AND REDUCE CHURN



Royal Mail

MarketReach

BACKGROUND

EE had a problem: their new customers weren't plugging in EE's award winning Bright Box routers when they switched providers to EE. Mistakenly believing that the quality of service came through the wires alone rather than the router, customers often took the easy option of sticking with their old router. Research had shown that awareness of the benefits of the Bright Box router was low; therefore customers blamed EE for any service issues – without making the link between the issues and using the old router.

In order to reduce churn, EE needed to get into each home and create awareness of Bright Box's benefits in a way that made customers likely to act.

SOLUTION

Based on the findings of Royal Mail's Private Life of Mail, EE were confident that mail was the best media to get their message into each and every eligible household and drive a behaviour change. Not only would mail be evaluated before it was discarded and remain in the house for an average of 17 days, it was the media with the highest level of engagement and emotional intensity. In addition, mail would reach the household rather than just the named customer, so had a greater chance of reaching the person likely to engage and act.

As customers were unaware that they were part of the problem, it was vital to create a pack that had 'doorstop drama' – one that couldn't be missed among the clutter on the doormat. EE used the most innovative print techniques to create stand out. Prefaced by a personalised salutation, the line on the envelope – Hello Wendy, Is your Bright Box router gathering dust? – was brought to life using tactile techniques to mimic the fabric of a duster. Eye-catching and disruptive to touch it would be difficult to discard when sorting the pile of mail and likely to create a talking point, thus increasing its chance of moving through the family and reaching the member most likely to act.

Once they had captured the recipient's attention EE used loss aversion messaging techniques – showing the shiny router that was gathering dust in their house and pointing out its financial value – to drive their message home. Inside, the pack focused on behaviour change by succinctly communicating the benefits of the router and telling the customer how quick and easy it was to install – no need to call in an engineer.



RESULTS

With lower churn rates vs the control cells, it was clear that the tactile direct mail pack had sufficient 'doorstop drama' to encourage customers to plug in their Bright Box router and enjoy a better broadband experience.



Sources: DMA Award Entry 2015