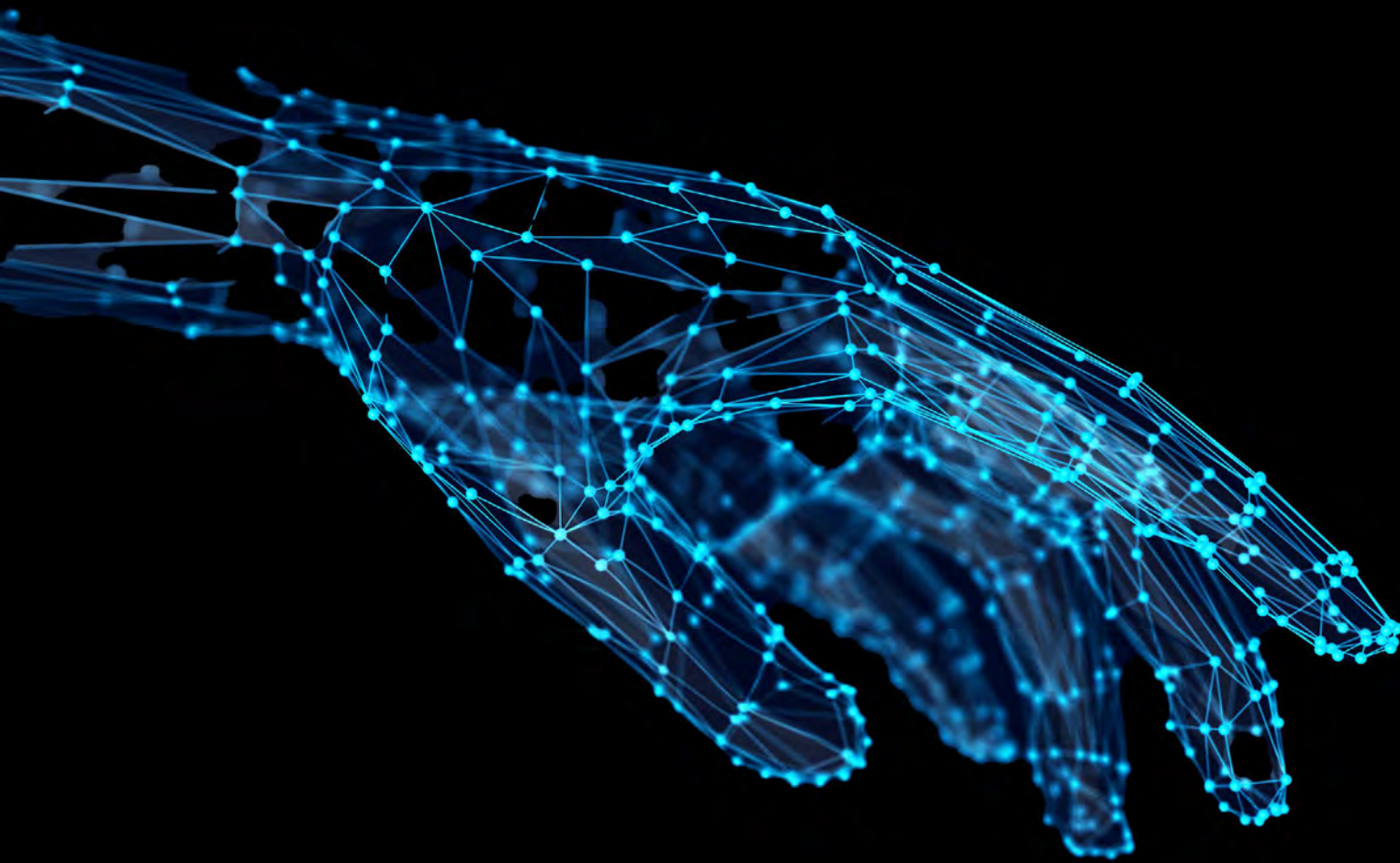


PHYSICALLY IRRESISTIBLE

 **marketreach**
unleash the magic of mail

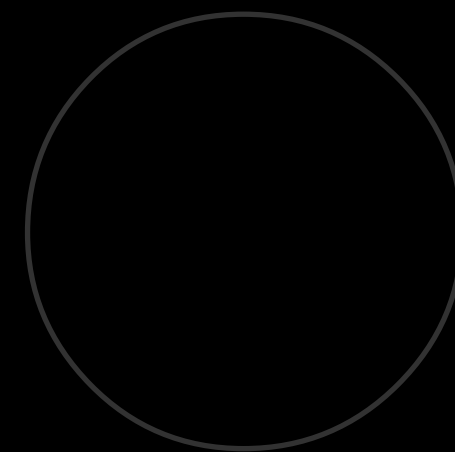




THIS BOOK WAS MADE TO BE HELD

From touching textures to pages that pop, it's full of techniques and styles to inspire and engage you with the physical capabilities of mail.

This is the digital version. And it's full of useful information and interesting techniques, however, some of the pages will need a little imagination.





During a time when everything is online, having something that we can touch, smell, see, and experience, feels almost magical. That's why people love mail. It's the antidote to our virtual lives, creating real world connections and giving people something private and secure, that they can trust and hold on to. Literally.

It's not just us saying it either, research backs up the power that the physical has. In fact, 95% of mail is engaged with, by people of all ages, and 33% of mail drives a commercial action. Also, 70% of people said mail gives them a better impression of the company that sent it, while touch has a surprisingly powerful and long-lasting impact on our memory.

This book is packed full of the power and magic of mail, showcasing its myriad possibilities and opportunities. It includes thought leadership pieces from industry leaders and some very creative, successful direct mail campaigns that have done wonders for brands.

We hope this book brings you joy, as well as informing and inspiring you to create something that utilises the **#magicofmail**.



IN MARKETING, THERE IS THE HARDEST ARGUMENT IN THE WORLD, AND THEN THERE IS THE EASIEST ONE.

The hardest is trying to claim that any specific medium or channel is superior to all or any of the others on offer. Everyone tries to make this claim with oodles of data and a bit of econometric ‘bullshit’ sprinkled here and there. But the reality of all media is that it depends. It depends on budget, on target audience, and on objectives. And even if it did not, the quiet but reassuring truth about media is that diversity really does always win. Adding different channels into an integrated campaign always beats betting the house on a single approach. So there is no ‘best’ approach.

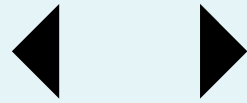
The easiest argument in marketing is therefore asking clients to consider different channels in their mix as they plot their tactical campaign. Note that this is consideration not investment. Who knows if each channel is worthy of some of the budget? But if you don’t consider a channel you are not doing your job. On that basis, and the fact that diversity is the way to win – you should always be able to convince any marketer to consider anything.

But, of course, that is not the case. Too often marketers come to the table with their mind already made up about which tactics they want to employ and which will not get a look in. More often than not, it is direct marketing that loses out these days. It has none of the digital shininess of TikTok or Instagram. It lacks the theatre of TV. And it has none of the big-box impact of outdoor.

Which is a shame because when direct marketing is done well – done as Lester Wunderman once envisaged it – it remains one of the great connections between companies and customers. It can be rubbish and wasteful, of course. But when it is welcomed, targeted, useful and engaging, it represents one of the great communication forms.

During the pandemic, with quite literally everything on the line, the PM decided to write a letter to each and every British household. With unlimited funds and an arsenal of potential channels at his disposal, the PM opted for the simplest bit of direct marketing possible – a letter – to ensure his all-important message struck home. This is not evidence that direct marketing is superior to other forms of communication. That would be an impossible argument. But it is proof that most marketers should consider direct marketing, and this should be an easy argument to make.

MARK RITSON
**MARKETING PROFESSOR & GLOBAL
BRAND CONSULTANT**



A NEW DIMENSION

Paper. The very thing you send in the mail can be so much more. It can be folded, textured, printed and patterned. It can be held and interacted with, building immersive customer experiences. What's more, it can be sustainably sourced and recycled, supporting tree planting, biodiversity and the circular economy. So what will you do with it?



NOTHING BEATS THE BRAND IN YOUR HAND

How can a piece of paper speak to you? How can it make you feel something?
Make you remember something?

When the message is targeted, of course.

Where there is an idea, obviously.

And because it's tangible.

Nothing beats the brand in your hand.

It's the closest we can ever get to our customers. It's also where print really does come alive. The stock you choose, maybe you emboss, maybe you die cut. Maybe the piece opens in a fun way. Maybe it's totally understated.

Technology is of course magic too. And I love email, when treated correctly, as a medium.

But whilst an email can sit unnoticed and unopened in your inbox, a piece of mail will be physically picked up, noticed, and can remain in a home for more than 28 days – reinforcing a message for a month – and giving your brand a presence in the place most precious to your customers.



“

A piece of mail will be physically picked up, noticed and remain in a home... giving your brand a presence in the place most precious to your customers.

”

NICKY BULLARD
GROUP CHIEF CREATIVE OFFICER
MULLENLOWE GROUP UK



STAND UP STAND OUT



This beautiful example of Direct Mail, sent out as a Christmas card, is paper engineering taken to another level. It starts as a cut-out Volkswagen logo and ends up as a pop-up snowflake when customers open it. Craft, at its joyful best.



“

I believe there’s no other medium as powerful as Direct Mail when it comes to putting your sales pitch in front of someone.

”



Watch **Pete Markey**, CMO of Boots UK, unveil his personal secrets behind the power of mail with Rory Sutherland in Mail Unleashed – the series where top marketers discuss their experiences and successes with Direct Mail.



WATCH THE FULL EPISODE



ROUGH LETTERS



Gothenburg Homeless Aid wanted to stand out amongst all the other charities asking for help during the busy Christmas period. So they created an experiential idea and delivered it through mail. They wrote letters asking for donations, but first put the letters out in the streets for a whole night. When the wet and muddy mail landed on the recipients’ doorsteps, they stood out for all the wrong reasons, but also brought home to them the plight of the homeless. And it worked – raising a whopping 163,000 euros for the city’s rough sleepers.





DIRECT MAIL & CRM GO HAND IN HAND



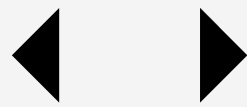
Ecommerce brands need to build tangible connections with potential customers, and Direct Mail really helps to cut through the noise and build awareness.

By complementing online CRM activities with mail, particularly for high value customers, leads are driven online to convert.

The creative potential and the targeting opportunities of both Direct Mail and Door Drops make it a highly flexible marketing tool that should be given serious consideration.

JIM BUCKLE CFO
Gousto



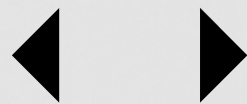


A TOUCH OF OPULENCE



Cunard wanted to tease the launch of the Queen Anne to loyal guests across the world, sharing how this new ship will provide more choices and enhanced experiences than ever before. Designed to perfection, the unboxing experience oozed class and glamour making loyal guests feel valued. Four dazzling teal and gold cards revealed unique architectural features of the ship. Nestled beneath the cards was a 16-page brochure filled with initial destinations and itineraries. The mail pack produced rich results: the maiden voyage sold out in less than a day.





CONSUMERS ARE CRAVING PHYSICAL CONNECTION



In a digitally connected world, consumers are craving physical connection. Direct Mail is more than just a message; it’s a responsive ally in your brand’s journey. Programmatic Direct Mail is essential for a comprehensive omnichannel marketing approach and should not be underestimated.

SEEMA KUMARI
SENIOR DIRECTOR - MARKETING, E-COMMERCE AND CRM



WATCH SEEMA IN
MAIL UNLEASHED





YOU CAN'T BEAT BEING THERE

“

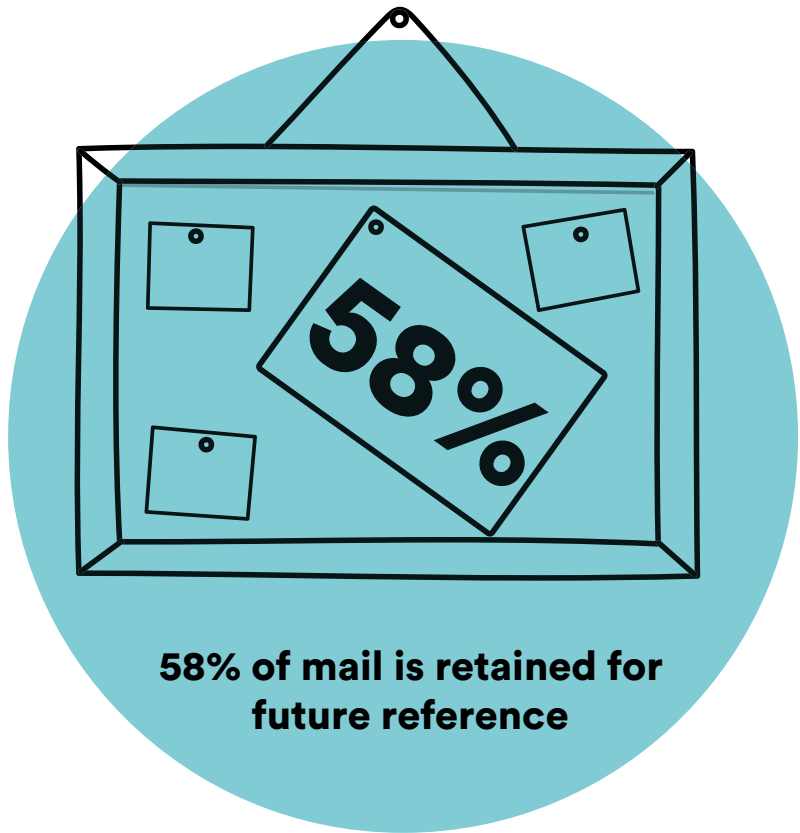
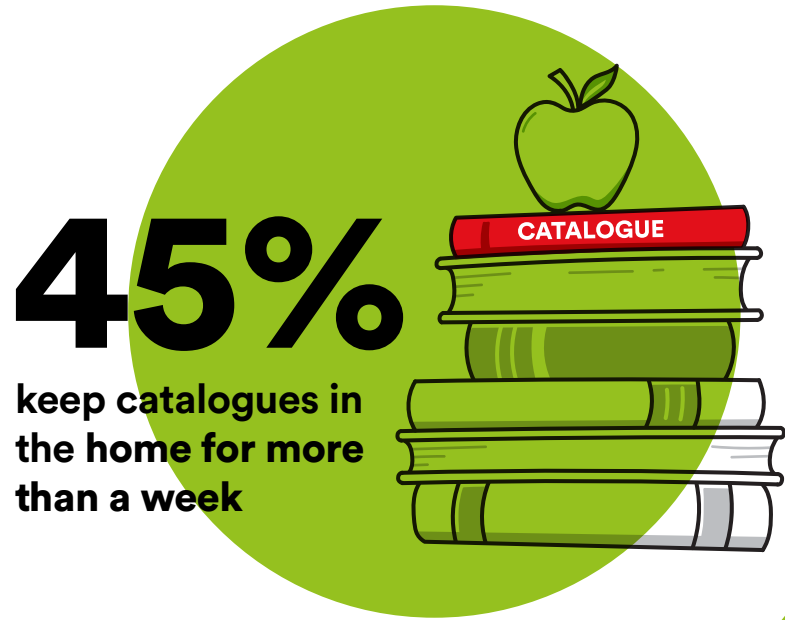
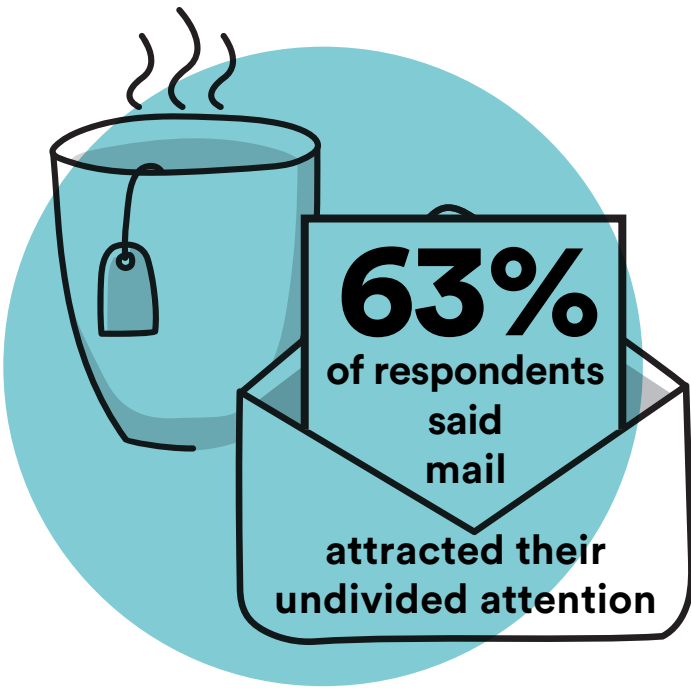
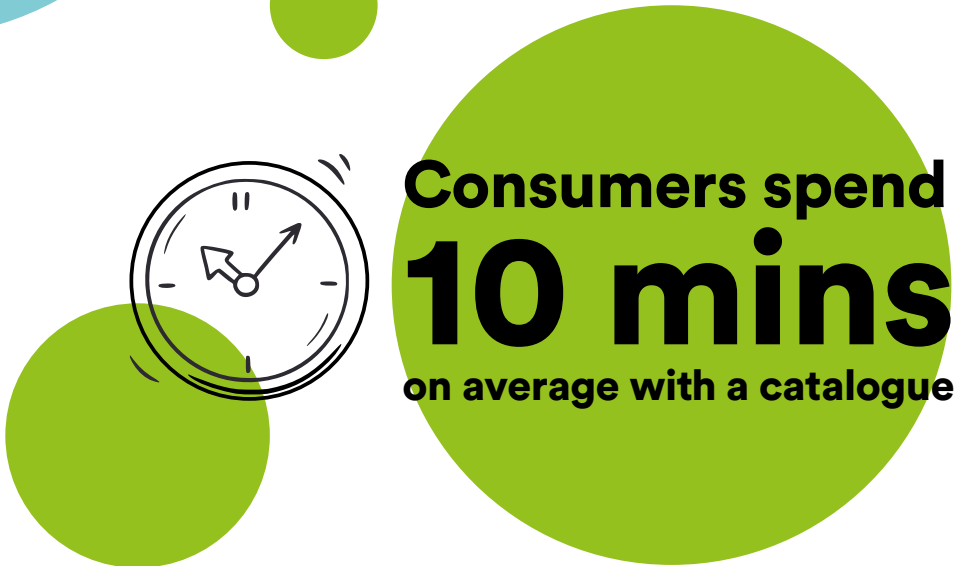
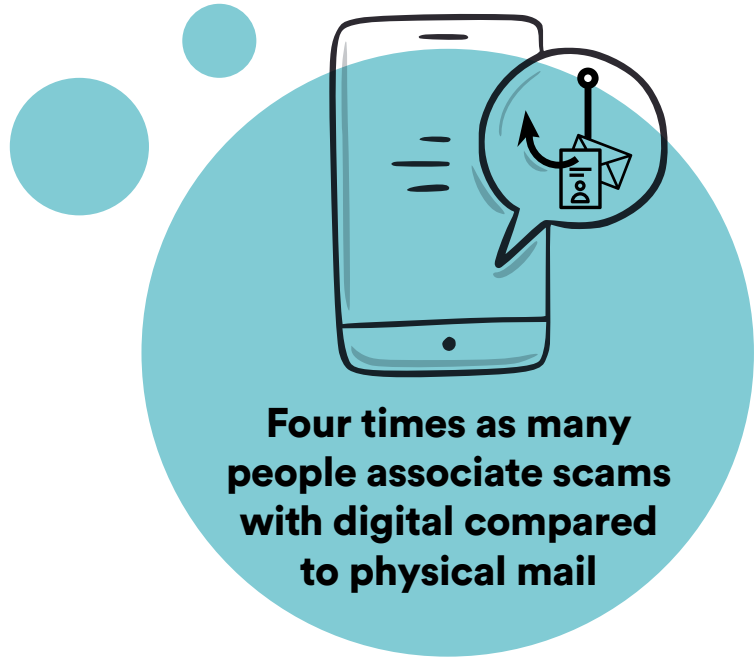
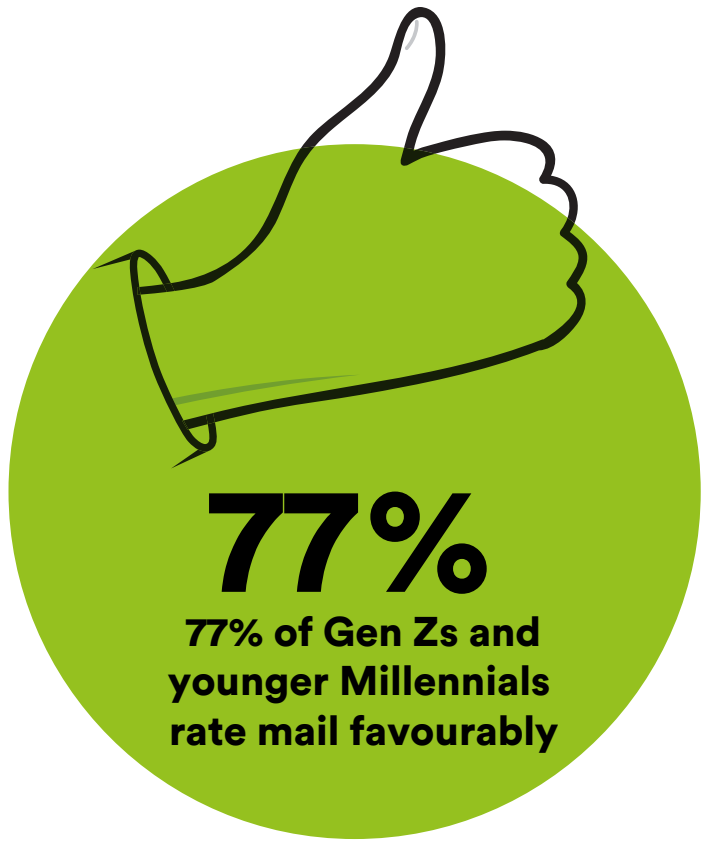
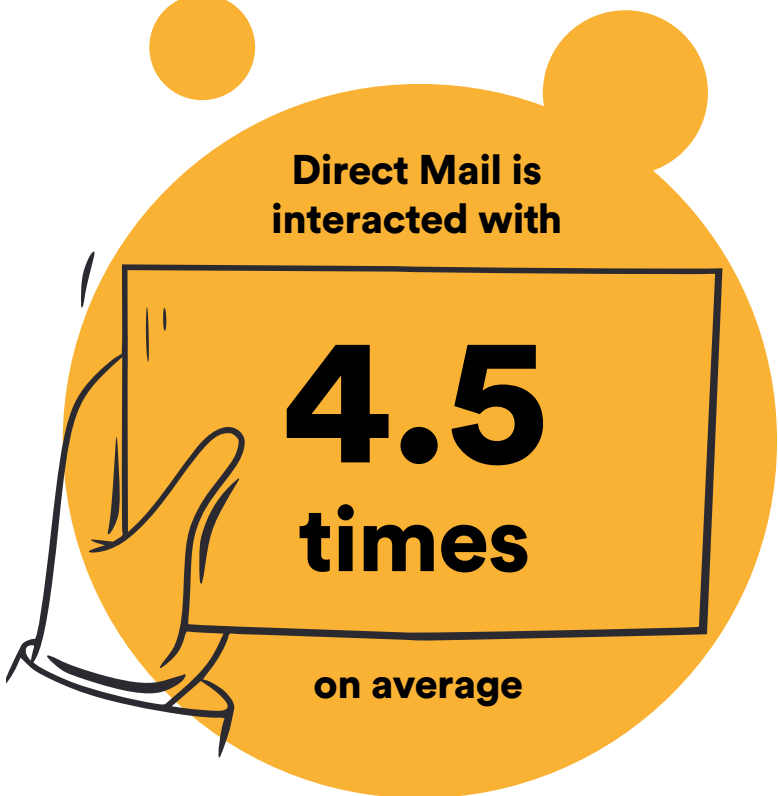
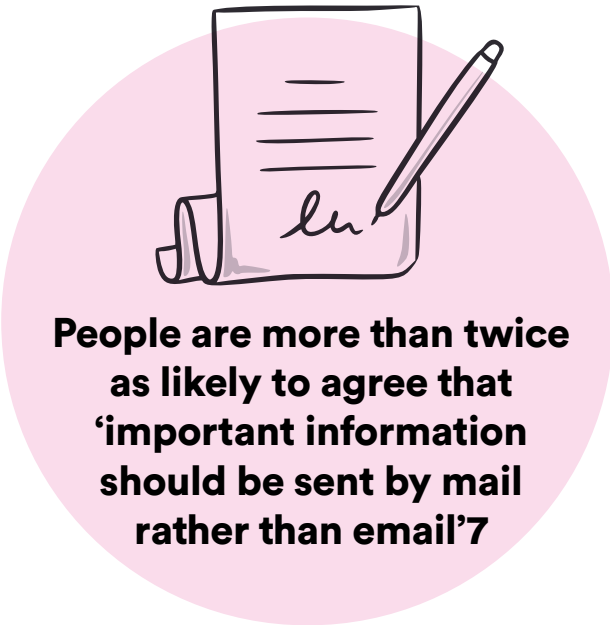
In the same way that meeting someone virtually can never replicate meeting them in real life, it is the same with digital versus Direct Mail. In an increasingly virtual world, it is still the case that when our clients really want to make an impact with a direct communication, it is physical. It shows you care, it shows it matters, it shows up!

JASON FOO
NON-EXECUTIVE DIRECTOR
THE MARKETING SOCIETY

”



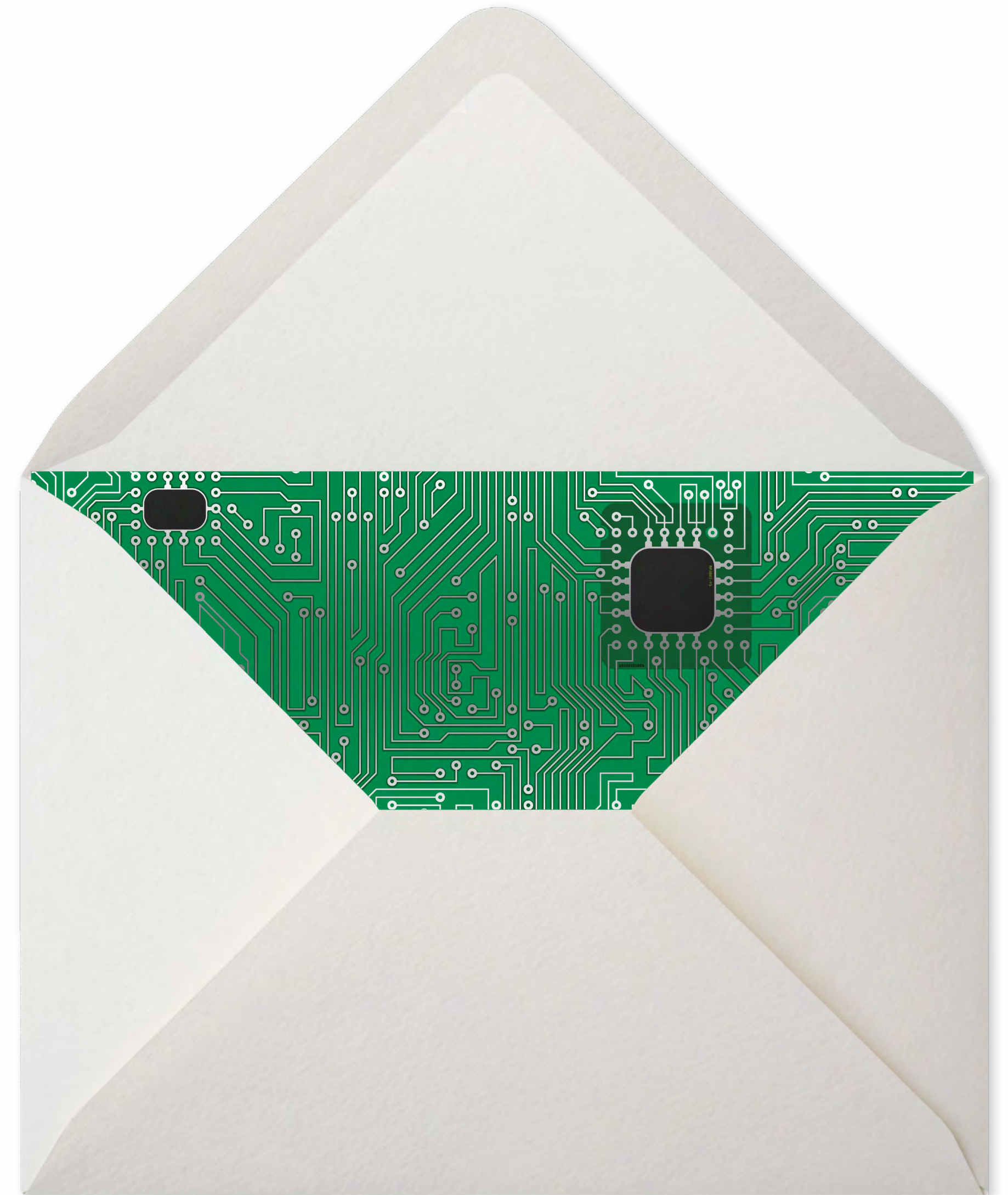
MAIL. TRUSTED BY YOUR AUDIENCE.





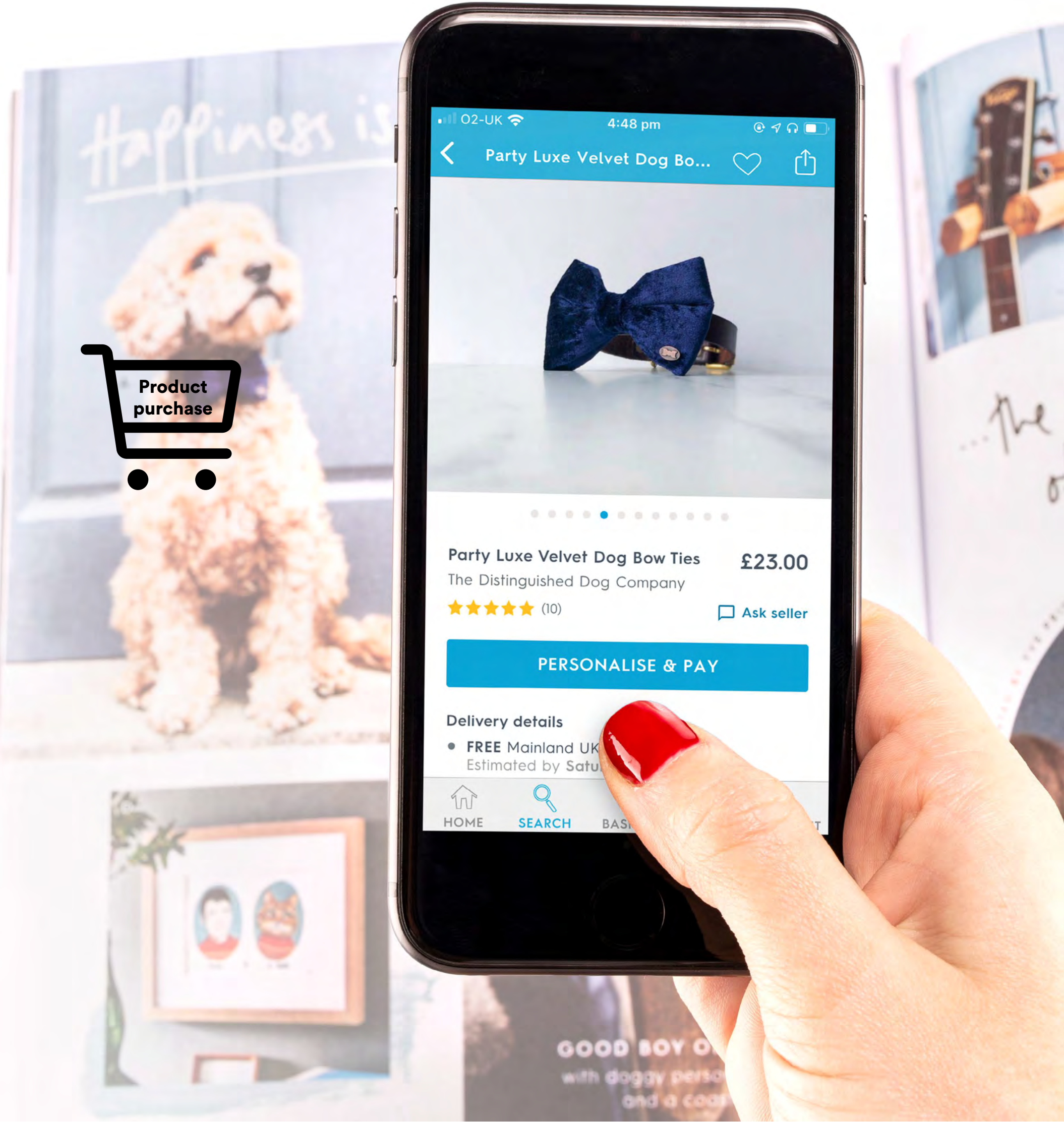
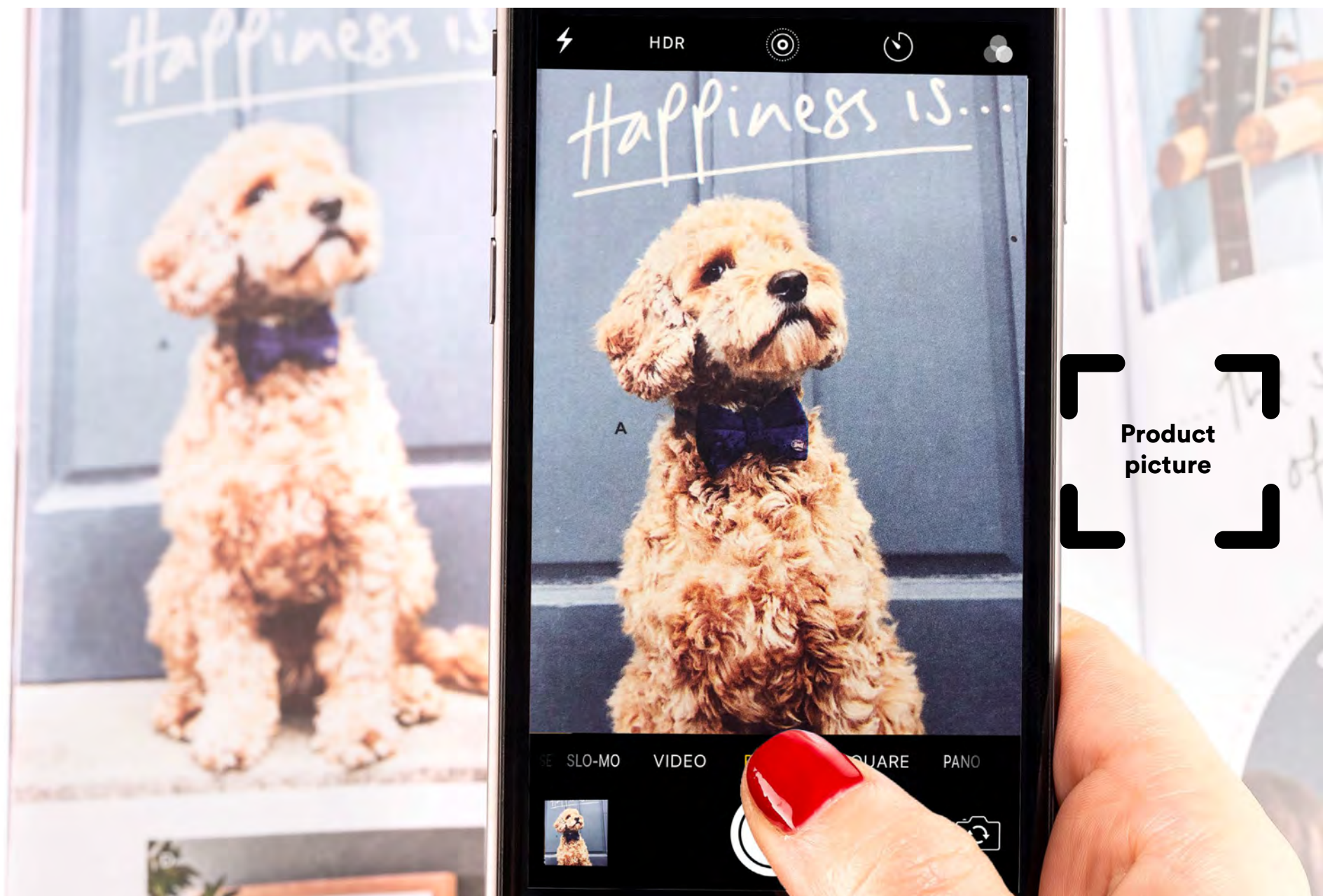
A TECH-TILE EXPERIENCE

When you mix tech with a physical format, you create a seamless experience for your customer – one that they remember, for all the right reasons. We're not just talking about videos and holograms – Direct Mail can be informed by customer journeys, plugging into data gathered from browsing habits. Your customers can find the products they want to order through image recognition. And they can press a button to automatically trigger an email to book test drives. That's a lot of exciting tech – and they all arrive at your customers' doors in a piece of Direct Mail.





A PICTURE TO PURCHASE



Online retailer Notonthehighstreet wanted to make their catalogues a more integral part of the customer experience, creating a bridge between the offline and the online. Using some very clever AI and image recognition, they created four digitally enabled catalogues that took customers straight from the page to the app. This seamless shortcut removed the need to search for a product online. All customers needed was their phone to scan and buy what they saw. A truly connected journey.



A TOOLSTATION WHEREVER YOU ARE

Customers love Toolstation’s quarterly catalogue. But thumbing through 800 pages and then visiting the store to find the item isn’t as efficient as shopping on the website. Instead of the full catalogue, Toolstation and their agency Havas CX Helia sent a 4-page mailing with 6 QR codes that directed customers to the departments they shopped most often – quickly. 143,000 pack iterations ensured hyper-personalisation – all by crunching shopping data – and smashed targets by 300%.





MAKE A LASTING IMPRESSION

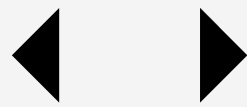
“

In the midst of a crowded digital world, the unmatched power of storytelling, personalisation, and the artistry of Direct Mail emerges as an unparalleled impact. Tangible and enchanting, it forges a unique connection, a magic other media can't replicate.

RORY SUTHERLAND VICE PRESIDENT
OGILVY

”



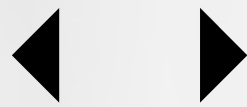


A SEAMLESS CONNECTION



This mailer would have made the perfect ‘unboxing’ video. It allowed customers to book a test drive, almost as soon as they read about it. By pushing a replica start-stop button in the pack, their test drive request was sent directly to their local Land Rover retailer to confirm the booking, and an acknowledgement SMS and email was triggered to the customer. All this happened in real time, without any need for sign ups, pre-interaction, Bluetooth, tethering or Wi-Fi connection. And it was all GDPR-compliant too. Talk about a smooth drive.





“

As always, consider the value of the investment and the risks, not just the cost

”

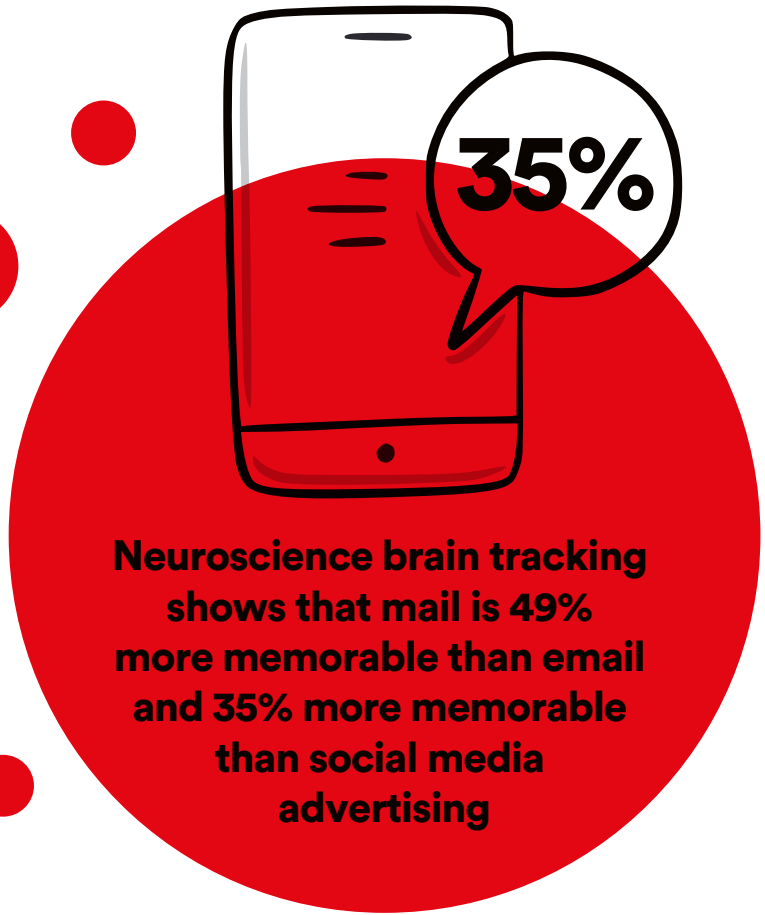
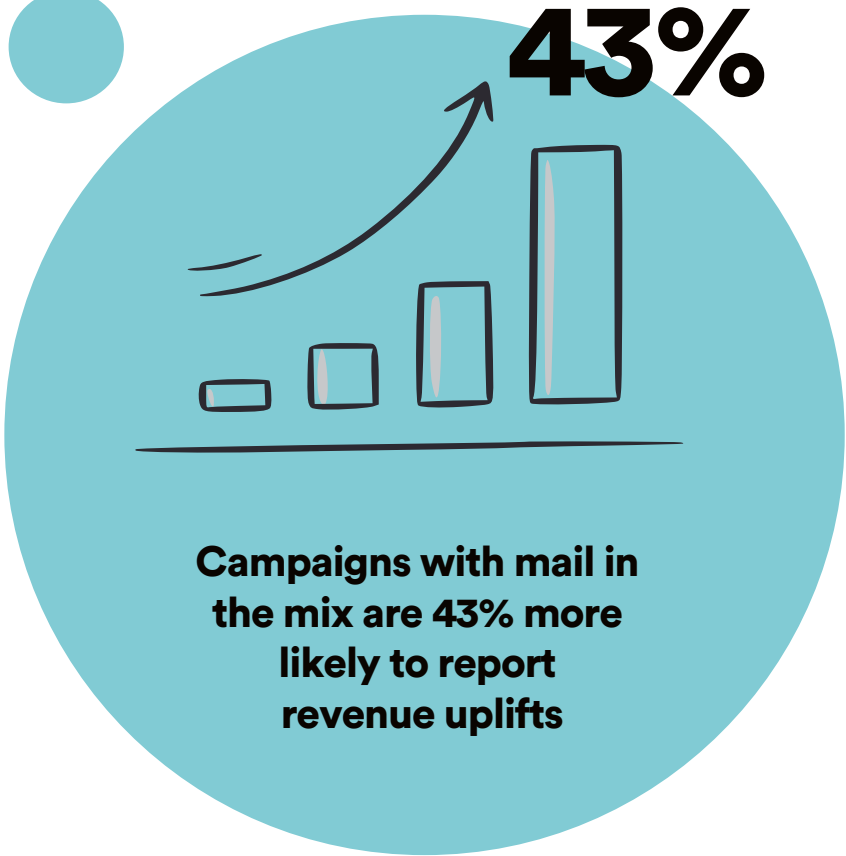
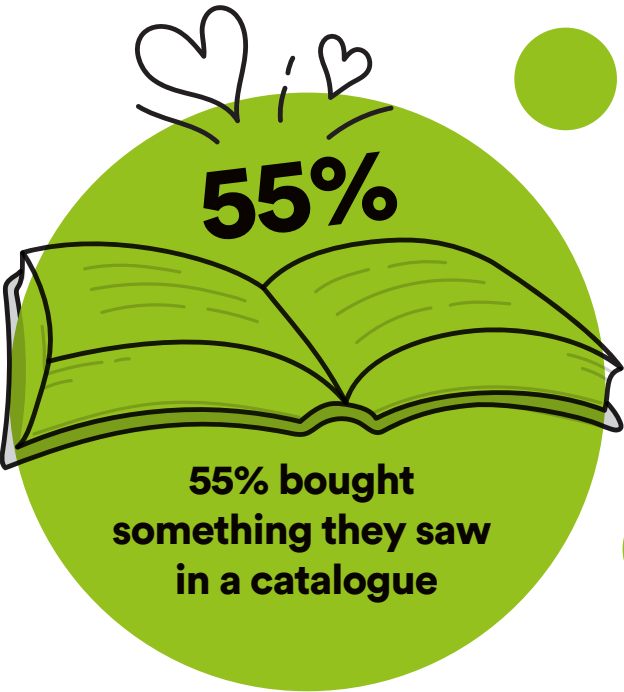
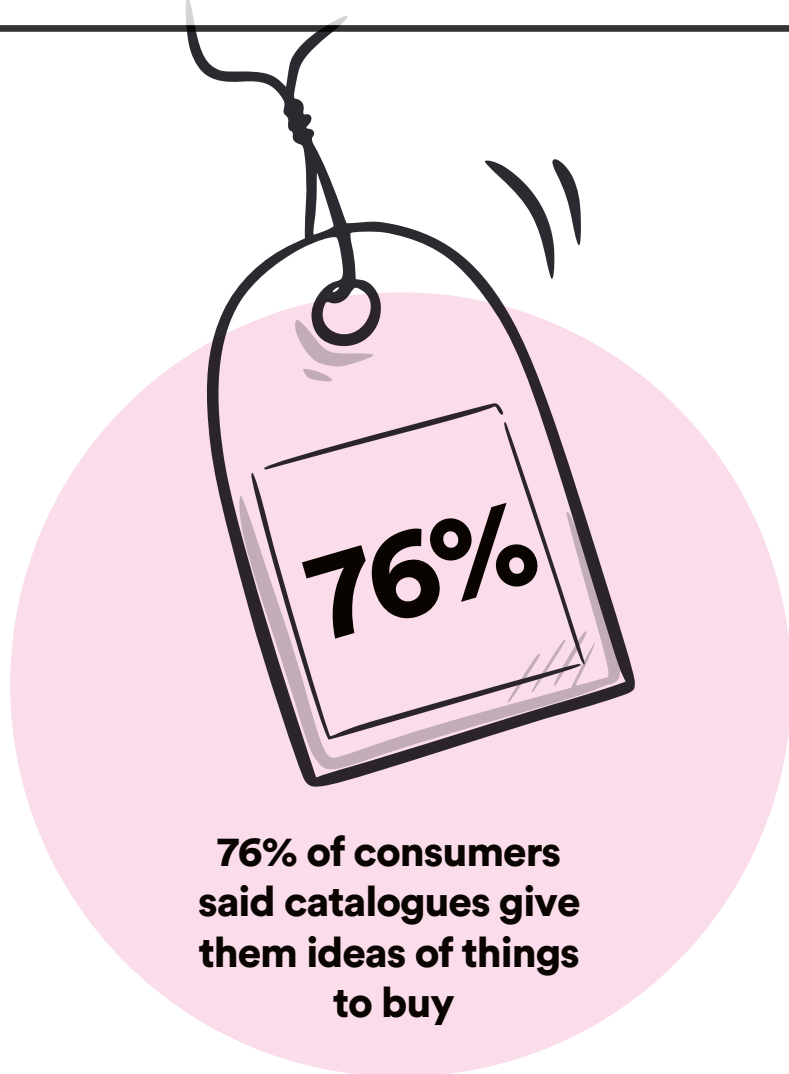
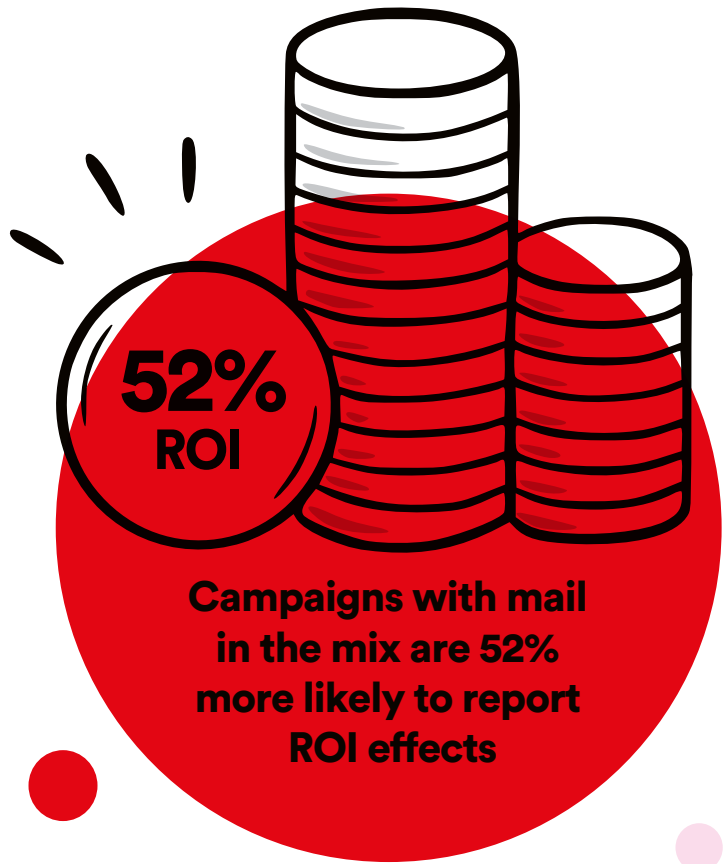


Marketers always need to be accountable for their budgets – even more so at times like this. But when cost reduction is the priority, the danger is that some of the most profitable long-term investments get culled. Sometimes you need to spend more to get a better return.

Direct Mail can seem more costly than digital communications, but it will often be more profitable over the long term – and without any of the reputational and other risks associated with some digital media. As always, consider the value of the investment and the risks, not just the cost.

PATRICK BARWISE
EMERITUS PROFESSOR OF MANAGEMENT & MARKETING
LONDON BUSINESS SCHOOL

DELIVERING RESULTS FOR YOUR BRAND



£0.07
for Door Drops
£0.11
for Direct Mail

VS

£0.09
for 30" TV ads
£0.19
for social display

Sources: Retail Week: Catalogues. Connecting with consumers. Converting sales | JICMAIL 2024 | WARC: The Attention Advantage | WARC: Driving Effectiveness with Direct Mail | Marketreach and Accenture: Customer Mail, The Physical Connection That Transforms CX | Marketreach: Neuroscience. Why Mail Cuts Through | TGI 2022 Quick Connections | TVision | Lumen



MAKES SENSE

Mail isn't just a treat for the eyes and fingers, it can engage all five senses. You can make it smell using scented inks and patches, play music, or even taste good, with edible paper. The strawberries on these pages for example, could leave your fingers smelling of Wimbledon when you touch them, or taste as deliciously sweet as they look. This type of multi-sensory explosion builds brand memory. Make sense?



FROM CRISIS TO CREATIVITY

This is all that remains of the historic Mackintosh library.



The Glasgow School of Art proved just how powerful a force ‘touch’ can be. When a major fire broke out in the famous Mackintosh Building of the School, all that remained was rubble and charred debris. To raise money for the restoration of the building, pieces of the damaged building were mailed to a variety of artists around the UK with a note asking them to reinterpret the remnant in their own way. Sending a physical piece of the building served as a potent reminder of just how bad the damage had been and what the loss of this building meant. The resulting pieces of art were auctioned to raise money for the restoration. Proving once again, that there is nothing quite like receiving something physical in the mail to inspire creativity and action.

BRAND: THE GLASGOW SCHOOL OF ART | CAMPAIGN: ASH TO ART | AGENCY: WUNDERMAN THOMPSON UK





LOOK, BUT ~~DON'T~~ TOUCH

“Look, but don’t touch”, was what our mums used to tell us. And it seems like technology has jumped on that bandwagon too, allowing us to view almost anything in the world, without any of the joy of actually touching it. Don’t get me wrong, I love digital. It has opened up a world of possibilities and meant we can access literally everything. But at the same time has it made it all a bit meaningless? A bit, dare I say it, forgettable? Which, for a creative in advertising, is an el problemo.

It makes sense though, looking at a beach on Google is never going to be as powerful as feeling the sand between your toes while listening to the waves and smelling that salty air. Which tells us, for things to truly connect and be remembered, we need to look beyond the visual, and excite the rest of the senses... We do have five after all! And the way to do that is with mail.

Not only can it be a beautiful bit of printed design, but it can also be something you hear, touch, smell, even lick if you like. And this doesn’t mean that it’s the sworn enemy of digital, quite the opposite actually. Injecting tech into your DM can take it to the next level. And linking up your online experience with a touchy-feely, smelly-heary offline one can take engagement off the Richter scale.

So sorry Mum I’m going to have to disobey you... again. Touch is important.

Mail can be something really cool, different, attention grabbing – but it just needs that little spark, that one little creative idea that takes it from being mail to something really wonderful.

And together with smart tech and clever printing techniques, it can create a multi-sensory experience that turns bland into brand.

JACK GALLON
EXECUTIVE CREATIVE DIRECTOR **THE GATE**

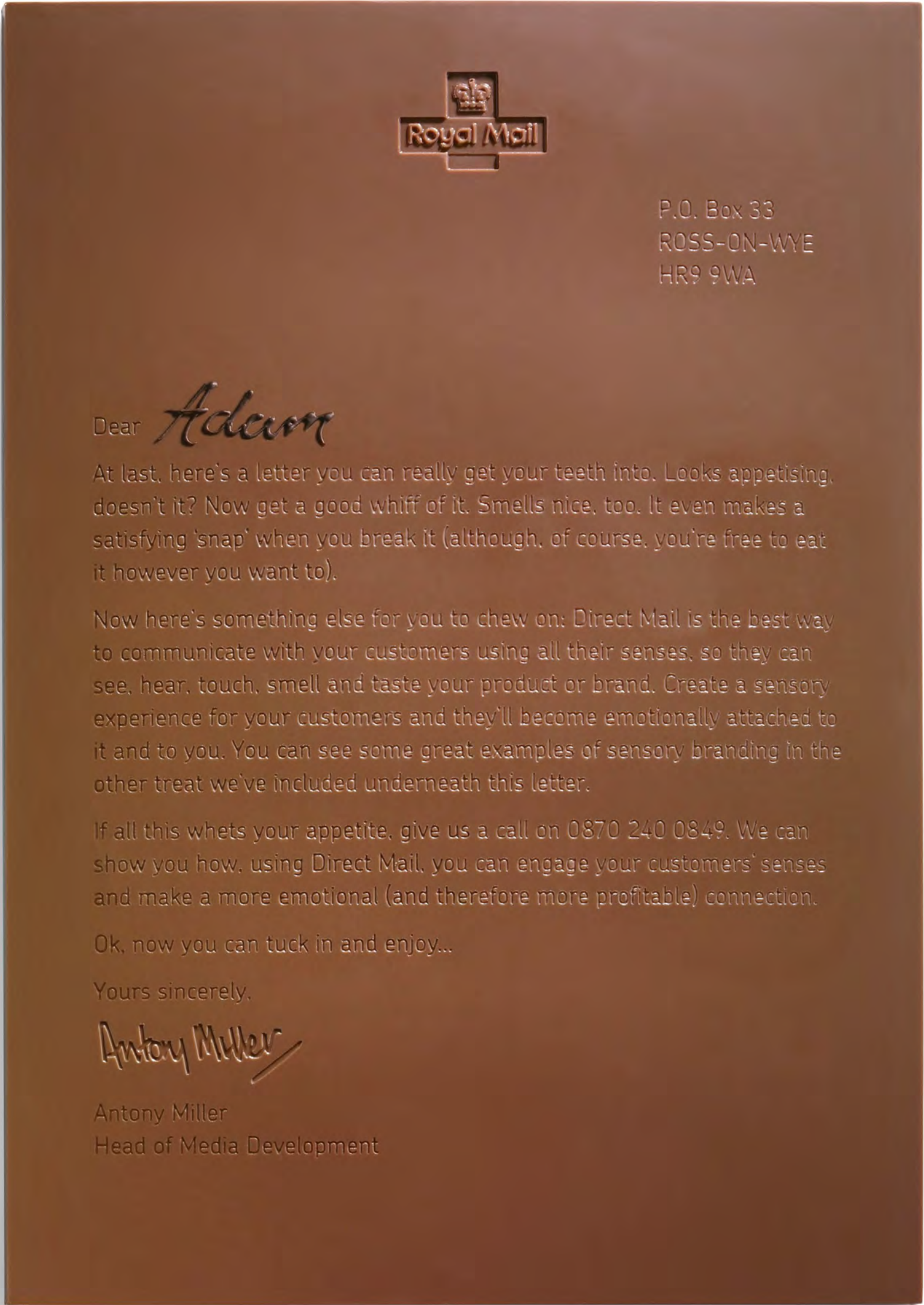




Eat our words



Marketing decision-makers were sent a sweet reminder that proved DM does build a more emotive connection with customers. Recipients were sent personalised letters made of the finest milk chocolate. Giving them something to hold, read and even taste. And demonstrating that when multiple senses are engaged, you get a better brand experience. Success tastes sweet, indeed.





HARNESS ALL 5 SENSES TO INFLUENCE THE SUBCONSCIOUS



Behavioural science proves that sensory experiences are integral for creating that ‘real-world’ connection with consumers; senses like touch, sight, sound, taste and even smell can subconsciously influence behaviour. The more senses you can evoke, the more powerful the subconscious behavioural impact.

We have used some of these concepts to great effect. For example, a campaign for a high-street optician chain included a personal post-it note from the optician helping the communication to cut-through and be more meaningful (‘salience’). It also felt important so it shouldn’t be ignored (‘authority’), made it feel part of a journey they’re already on (‘commitment bias’) and made taking the next step as easy as possible (‘cognitive ease’). The response rates soared!

CRAWFORD HOLLINGWORTH **FOUNDER**
BEHAVIOURAL ARCHITECTS



no two alike

With digital printing, you can take personalisation in mail to a whole new level – swapping images and content to make it relevant to your customers. Using permissioned data, you can even send local maps and give directions to the nearest store from every customer's address. Because one mail definitely doesn't fit all.



WONDERFUL EVERYDAY



IKEA needed a new engaging way to entice customers into their stores, beyond simple discounts and at a time where the nation’s stress levels were high following the pandemic, and life felt very serious. A powerful hook was needed as previous efforts with offers and discounts just weren’t cutting it.

They used a personalised playful mailing, targeting IKEA families to ‘let play unwind their minds.’ When landing on the doormat, they were presented with what seemed to be a jumble of dots. Once the dots were joined together, a money-off threshold discount amount was revealed to claim in store.

The campaign became IKEA’s most successful mailer of the year.





Beauty

is in the eye of
the re-targeted



When you connect customer journeys, you create a more personal relationship and you get great results. Benefit Cosmetics ‘nudged’ potential customers with a little reminder in their mail, based on their browsing history. By first identifying which products their customers were looking at online, and then sending them a triggered mail pack that contained the same items, they found that this innovative, more personalised approach reduced basket abandonment and increased sales in eyebrow products by 37%. Talk about a lift, and not just to the eyebrows!





“

When it is done properly, when trouble is taken and thought and empathy applied, direct mail can be really effective.

”

POWERFUL PERSONALISATION

Dame Judi Dench once wrote to me personally. She opened by mentioning how though the season at the Open Air Theatre seemed very successful, she felt that something, or someone, was missing. Me.

Of course, this was direct mail, I hadn't booked anything that summer. It was the most charming and flattering of DM though. When it is done properly, when trouble is taken and thought and empathy applied, it can be really effective.

I opened it for a start, which is more than many people do with emails.

Did I book tickets? Of course I did, I couldn't leave Dame Judi disappointed in me.

SUE UNERMAN
GLOBAL CHIEF STRATEGY OFFICER **BRAINLABS**





**GET
YOUR
GRETA
ON**

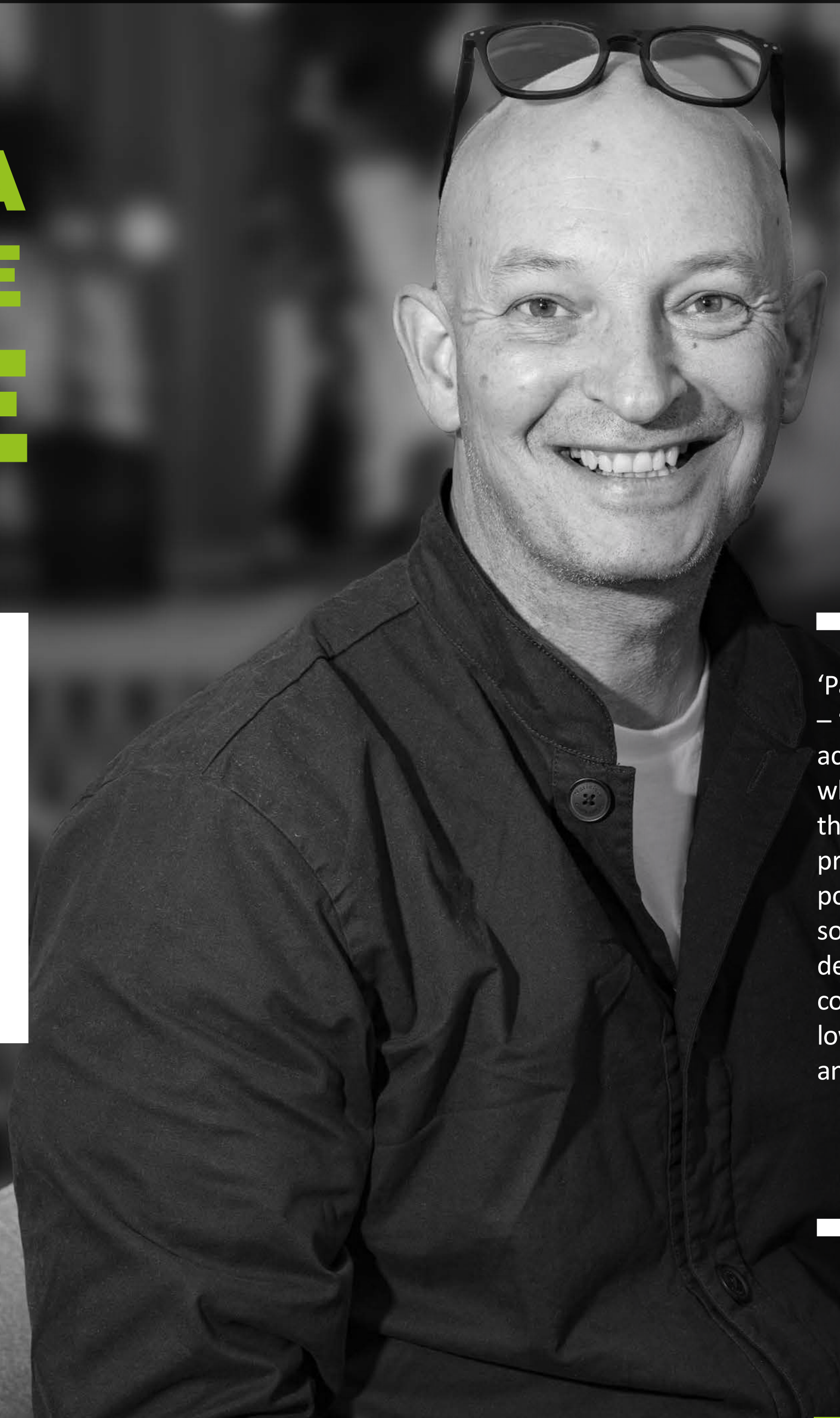


MAIL CAN BE A SUSTAINABLE CHOICE

“

All media has a carbon footprint, but who knew the internet has a bigger footprint than the airline industry?

”



‘Paperless is best’, so says the prevailing narrative – ‘go digital for the planet’. But is that right? Is that accurate? All media has a carbon footprint, but who knew the internet has a bigger footprint than the airline industry? Paper – which is, after all, the product of a regenerative crop – has a much more positive role to play in a circular economy than we sometimes think. When we design out waste, and design in the use of sustainably sourced paper and consider weight, when we factor in efficient targeting, low-carbon delivery, and better recycling rates – paper and mail can be the more sustainable choice.

RICHARD ARMSTRONG
PARTNER **MSQ/SUSTAIN**





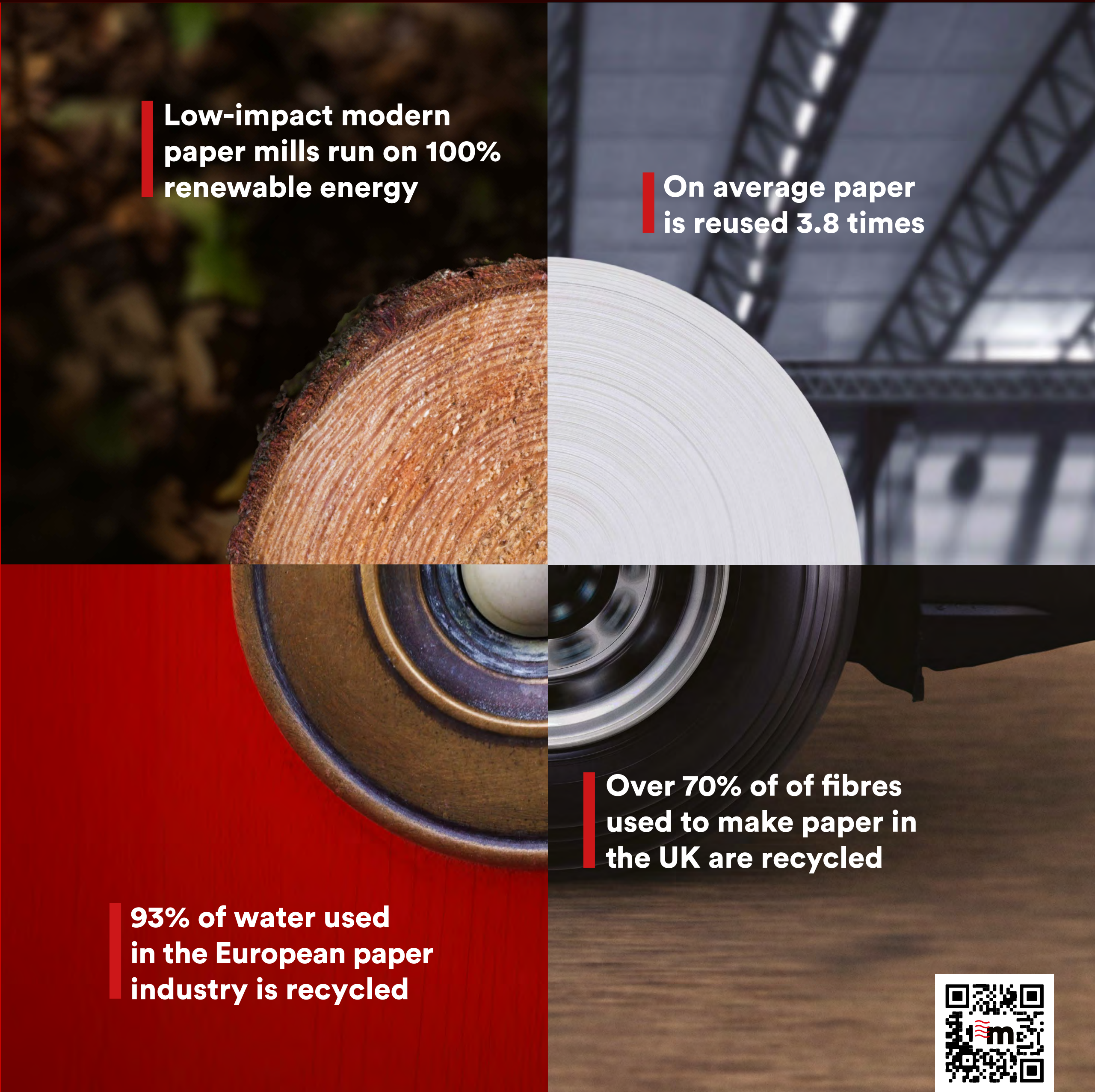
DISCOVER THE CIRCULAR ADVANTAGE OF MAIL

Direct Mail is all about paper. And there are many ways that paper – and therefore mail – can contribute to a more circular, regenerative economy. We call this the ‘circular advantage of mail’:

- Paper comes from a natural, regenerative crop – trees. Using raw materials sourced from a thriving, sustainably certified forest supports tree planting and biodiversity, protects long-standing forests and helps draw down more carbon dioxide from the atmosphere.¹
- Low-impact modern paper mills run on 100% renewable energy, use total chlorine-free processes and 93% of water involved is recycled – some can even generate more renewable energy than they use.²
- Low-carbon, energy-efficient printing processes can use biodegradable and water-based inks, can find alternatives to plastics, and run on clean energy.³
- Distribution fleets are rapidly decarbonising – Royal Mail is switching to renewable energy and using more electric vehicles, electrifying operations, finding low-carbon solutions, and ensuring van loads are more efficient – not forgetting the last mile delivery by posties on foot.⁴
- Paper is readily recycled and can be reused again and again to extend the life of mail. In fact, over 70% of fibres used to make paper in the UK are recycled.⁵ Recycled paper fibres are reused on average 3.8 times, and sometimes up to 7 times.⁶

This is the circular advantage of mail. When designed and deployed in the right way, mail can be part of a circular, regenerative economy – as well as part of an effective marketing mix.

References/Sources: 1. FSC <https://fsc.org/en/why-forests-matter>. 2. Two Sides [https://www.twosides.info/papers-water-consumption / Paper Advance: https://www.paperadvance.com/mills-technologies/power-and-energy/the-clean-energy-efficient-pulp-and-paper-mill.html](https://www.twosides.info/papers-water-consumption/Paper%20Advance) / CPI: https://thecpi.org.uk/library/PDF/Public/Key-Issues/Bio-economy/ECF-TCF/environmental_aspects_ECF_TCF.pdf 3. Inside Packaging: https://inside-packaging.nridigital.com/packaging_sep20/eco_friendly_inks_colour 4. Royal Mail <https://www.royalmail.com/sustainability/environment/net-zero> 5. <https://paper.org.uk/CPI/CPI/Content/Information/Recycling.aspx> 6. <https://twosides.info/paper-packaging-is-recycled-more-than-any-other-material>



Low-impact modern paper mills run on 100% renewable energy

On average paper is reused 3.8 times

Over 70% of of fibres used to make paper in the UK are recycled

93% of water used in the European paper industry is recycled





FROM FOREST TO FRONT DOOR

How do you challenge the mistaken assumption that all paper (and therefore mail) is bad for the planet? Paperless isn't necessarily best – especially when mail can be a surprisingly sustainable option, part of a more circular, regenerative economy.

Well, Marketreach created an integrated campaign, with mail at the heart, and put it into the hands of marketers and senior decision-makers for them to Discover the Circular Advantage of Mail for themselves. Using data from a UK industry first life cycle assessment, the mailer from the campaign showcased just how straightforward it can be to create high impact Direct Mail and still be sustainable.

Applying best practice guidance, the campaign helped change attitudes to just what's possible when it comes to mail and sustainability. YouGov tracking showed there was a 50% increase (+15% pts) pre- and post-campaign in those agreeing that 'mail is more sustainable compared with other media channels.'



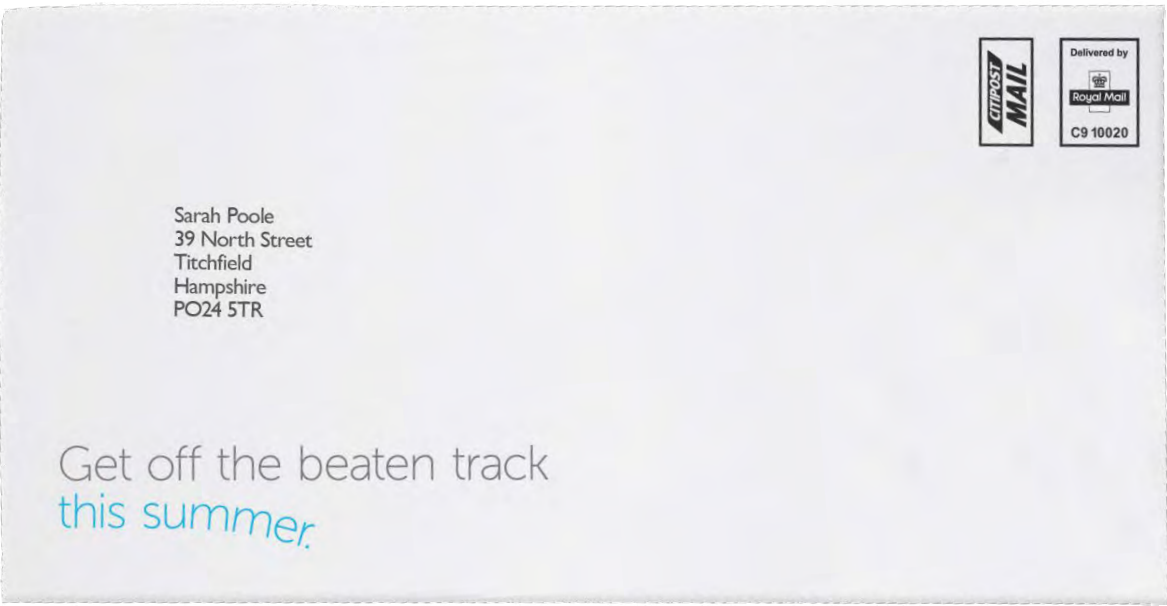


SIMPLY ENGAGE

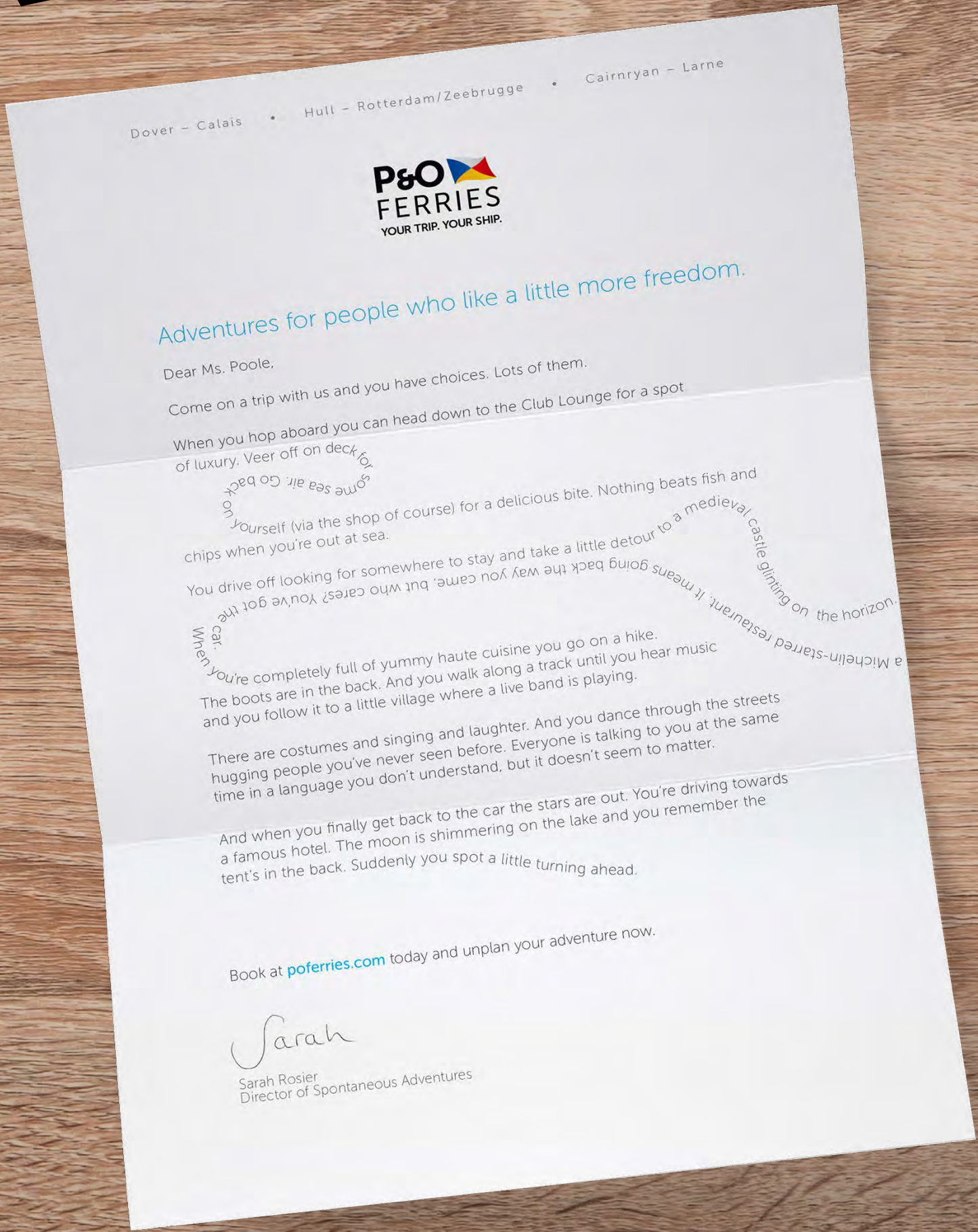
Mail doesn't have to be expensive or use complicated technology or printing techniques to be effective. Sometimes all you need is a plain piece of paper and some brilliant storytelling.

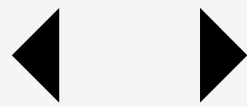


WANDERING WORDS



P&O Ferries enables customers to travel with their cars, giving them the freedom to go off on their own adventures once they reach the port. So they designed the copy in their mail to go off the beaten track too. The words were set free to roam across the page and were designed to catch, and then hold, the attention of the recipient. A delightfully simple yet innovative use of typography and print.

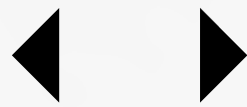




PERFORATED CUT THROUGH

Sky’s Winback programme aimed to bring back lapsed customers through creative print, finishing, and Direct Mail. The challenge was to create visually appealing mail packs that stood out and encouraged engagement alongside regular mail campaigns. Sky’s creative team developed six highly impactful, interactive mailings with themes tied to seasonal events. One pack showcased Sky Glass, featuring a shaped double zipper perforation resembling TV wires. The interactive Direct Mail campaign smashed expectations.





IF YOU REALLY WANT TO TALK TO SOMEONE... WRITE TO THEM



The best things that are said have always been written. It is rare that truly great lines come straight out of our mouths. Any that do, have almost always been put down on paper first and then read out or regurgitated from memory. The speeches we spout, the songs we sing, the poems we perform; the quotations we repeat and the movie moments we replay in our heads.

Spoken words stay with us like ink on paper, because once they were ink on paper. So, if you want to really reach someone, write to them. Whether that's your family, your friends, your clients or your customers. And the better you write it, the better they'll read it.

Because when something has been written, rewritten and rewritten again, it is more likely to get read, and reread and reread again.

ROBIN GARTON
EXECUTIVE CREATIVE DIRECTOR SKY CREATIVE AGENCY





CONTACT US

Welcome to Marketreach, the marketing authority on commercial mail.

We help brands and agencies gain that marketing effectiveness edge. The edge that comes from the inherent trust people have in mail – its tactile nature creating memorable experiences and powerful connections – and its proven success in delivering commercial results.

Whether you’re a seasoned pro or just starting out, we provide free resources, tools, research, and creative inspiration to help your organisation unleash the magic of mail.

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