

SORTED

Discovering the power and performance of mail **Issue - March 23**

The Strategic
Mailing
Partnership™



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2023 INDUSTRY PREDICTIONS

The Print Council shares its predictions
for this year on pages 4-5

SUSTAINABLE PACKAGING

Two Sides discusses the
sustainability of physical
mail and paper packaging

JICMAIL KNOWLEDGE

Marketreach shares
five ways you can use
JICMAIL

ENDLESS POSSIBILITIES

Xmpie talks to us about its recent
podcast with Adobe, USPs of direct
mail and the opportunities



SPRINGING INTO 2023 READY FOR ANYTHING?

With the year now well underway, we are taking a closer look at the resilience and perseverance of our industry. Despite the challenges posed by rising costs of materials, energy prices and industrial action, the increase in our membership, up by over a third, is a testament to the industry's commitment to working together and finding solutions. The start of 2023 may have been difficult, but it has also provided an opportunity for growth and adaptation.

Our new SMP strategy is gaining momentum with our aim to help members weather the economic storm and educate and inspire the current and next generation of businesses about the importance of print media, sustainability, and the dangers of greenwashing. The printing industry is facing new challenges, but it is also presented with new opportunities. As such, it is crucial that we remain agile and adaptive, diversifying our services and staying at the forefront of sustainable strategies to keep the industry moving forward.

One of the things that makes the mailing sector so special is the collaborative nature of its members. The return of this approach is already evident, with rising opportunities for young people created by the Creative Future Awards with Canon and The Drum. This spirit of collaboration is what sets our industry apart and will help us to overcome the challenges we face. See page 14.

In this edition of the newsletter, we catch up with the DMA Print Council to hear about its predictions for the print sector in 2023, how the industry has adapted post-pandemic, and how to adapt to a more sustainable printing environment. Two Sides shares with us its thoughts and research behind its efforts to combat organisations making misleading and unsupported environmental claims with a piece on the "Great Sustainable Story of Physical Mail and Paper Packaging". We also heard from Malcolm Auld, across the globe in Australia, about how B2B direct mail is one of the most fun aspects of marketing.

There is a lot to be optimistic about in our industry and we must never lose sight of this. I would like to thank our members for their continued commitment to the mailing sector. Together, we will continue to make mail better for senders and receivers and keep the print industry moving forward in the right direction.

Lucy Swanston

Chair, Strategic Mailing Partnership

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CATALOGUES: CONNECTING WITH CONSUMERS, CONVERTING SALES



Marketreach has partnered with Retail Week magazine to examine the power of catalogues in 2023. Here Eve Stansell, senior strategic planner at Marketreach, tells us what its latest research study reveals.

Our latest research shows how catalogues have grown in impact since Marketreach conducted the initial catalogue research five years ago.

The findings demonstrate that catalogues are **15% more effective** in driving digital activity now and inspire audiences to buy more as they're more visual engaging.

The extensive study, led by independent research agency, Illuminas, spanned six months and involved a multi-stage approach, using quantitative and qualitative methods.

Sixteen brand interviews have generated an in-depth understanding of today's business priorities and challenges, in addition to a robust exploration of consumer attitudes and buying behaviours in the current market.

Why undertake new research?

Following the pandemic, an online shopping boom and renewed focus on climate change, the world has moved on significantly since Marketreach's last wave of catalogue research in 2017.

The focus of this new study was to understand whether these global and market changes have:

- Impacted consumer attitudes and behaviours towards catalogues and print?
- Influenced how brands perceive catalogues and their investment in them?
- Varied what role catalogues play now in the shopping experience both online and offline?
- Changed what the future holds for catalogues?

Headline findings:

For a flavour of the core report, themes and insights include:

- Catalogues cannot be ignored – they cut through in a digitally saturated world with **68%** saying that they're more likely to notice a catalogue/brochure received in the post than a marketing email
- Catalogues and digital go hand in hand - catalogues have evolved to drive the online retail experience – **two** in **three** consumers visited the brand website after receiving a catalogue in the last year
- Catalogues are a more powerful sales and brand building tool than ever – **55%** bought something after receiving a catalogue in the last year and **60%** associate catalogues with positive emotions like enjoyment and relaxation
- Different retailers are seeing the value of catalogues for their businesses, particularly ecommerce brands who can physically connect with consumers – the report showcases a range of retailer case studies from fashion to beauty, homewares, sports equipment and food and drink
- A look at Christmas 2022 – how retailers engaged with customers to deliver the full festive experience and what role catalogues played for different brands
- Innovation and sustainability are a core focus in the report – the future catalogue for tomorrow's shoppers

What next:

This new insight should help pitch the value of catalogues to new or existing customers who are planning their marketing activity. As Christmas planning starts earlier in the year, this could be the right time to start sharing these findings about how catalogues deliver and how they integrate powerfully with digital.

To read the research report in full and find out more information about Marketreach, please visit





HOW CAN THE MAIL INDUSTRY OVERCOME THE CHALLENGES OF 2023?

The cost-of-living crisis is having an effect on many industries across the UK and the print industry is not exempt from this, with economic uncertainty, the rise in energy bills and disruption to the supply chains. How can the print industry respond to the cost-of-living crisis and remain strong?

The Data & Marketing Association's (DMA) Print Council specialist, Neal Dodd, managing director of The Letterbox Consultancy, discusses the balance between cost effective strategies and ensuring that customer and client service remains efficient.

With the global pandemic and utility bills on the rise from economic turbulence, it has been an extremely challenging few years and now we are experiencing a cost-of-living crisis, high inflation, and cost increases for European imports.

Like most channels, print has been affected, with paper prices soaring over the previous 18 months – quite possibly the most significant factor for users of print media in recent times, causing real issues for clients and their agencies to contend with.

And yet, despite these challenges, the channel continues to welcome new clients – often tech-based businesses – who have seen the value of print media within their advertising plans.

The rise of JICMAIL and the pushback against last-click attribution are helping more people understand how print can offer exclusive benefits. It speaks volumes that we are seeing so many new users of door drop and mail.

How will businesses respond in 2023

As we move through 2023 and beyond, new, and existing clients – and their suppliers – will continue to try to come to terms with the challenges of the wider market.

They will do this in two ways; making changes to their distribution and material usage, or reducing their use of the channel altogether.

Those making changes to the production and distribution will typically do so by changing paper specifications and reducing pagination. Catalogue companies might reduce the size of their printed item and use print to push online activity. Similarly, more costly die-cut or multi-page door drops might become single-sheet leaflets.

This decision must be made with consideration for effectiveness. Clients and their suppliers should accurately assess how any production changes might affect results and whether it is worth making these key changes during the current climate or to whether it is safer to ride out the storm.

In our recent experience, retailers, regional authorities and FMCG companies were actively testing these changes throughout 2022 and now also into 2023. However charities, in particular, seem to be holding firm with the envelope, letter, lift and response device – something to look out for this year to see if this changes.

I would not be surprised to see a lot of testing in the market over 2023 and for some clients to return to the more costly item, having discovered that this offers a better return on their investment.

Those looking to simplify their item and drive people online have been aided by the rise of QR codes. It is commonplace to see QR codes on door drop and mail through our doors. Anything that can ease the process of guiding consumers online and ensuring a considered customer journey will further encourage clients to reduce content and size.

There will undoubtedly be clients who reduce their use of print media, and it should be expected to see some users of the channel depart.

Much like those testing a different format, the key for clients reducing their volumes is understanding how this has affected business results.

Tough times ahead but the outlook is positive

Despite many challenges, I believe 2022 was positive for door drop and mail – new clients, further evidence of their value to businesses, and increasing volumes for many key sectors.

There will continue to be some turbulence in 2023. Clients will adapt their work accordingly, so the onus will be on suppliers of door drop and mail to help justify the use of the channel, demonstrating the actual effects of those changes.

However, considering the reach that door drop and mail offers, the physical presence in the home, and the commercial actions that it brings, can this tactility and uniqueness be found elsewhere? I am not convinced.



ADVERTISING AND THE ATTENTION ECONOMY

- WHY THE ATTENTION ECONOMY IS BOOMING AND WHY IT MATTERS

Phillip Ricketts, wholesale commercial director at Marketreach, explains why it is crucial for advertisers to understand and measure attention metrics in an increasingly fragmented media environment.

Attention has been on most advertisers' minds for a couple of years now, and there has been a lot written on the subject in recent months, with research pieces from the likes of JICMAIL, Lumen, Ebiquity, WARC and PwC. In a highly fragmented media environment with an ever more distracted audience, Attention should be on every advertiser's mind and with good reason. But first we must ask; what is Attention, how is it measured, is it even properly understood and is there a consensus on why it matters?

Defining Attention

When we talk about Attention in the context of advertising, we are talking about the fact that people have a choice between options which they can be selective about. For example, very simply, it can be the choice between watching the TV that is on in front of you, your phone in your hand or the magazine by your side; all three are trying to engage you and grab your Attention. However, your Attention is finite, therefore you must give your Attention to one thing at a time.

How do we define Attention measurement in advertising, is there a consensus in the industry?

The amount of choice given to consumers simply makes paying Attention to it all impossible. As Ebiquity's **The Challenge of Attention** attests, it is simply no longer possible to reach a mass audience just by running a TV campaign, and characterises marketing as an **"Attention Economy"**, a competition for everyone's eyeballs! The Ebiquity study used eye tracking data and shows due to the ease of measurement, and the importance of vision, that this method proves to be highly effective. From the eye tracking study, it's clear that not all media channels command Attention in the same way, for

example, from its findings, a single 30 second TV ad will generate the same amount of Attention as one and a half YouTube ads, or four and a half Facebook in-feed ads.

In **WARC's The True Cost of Advertising Attention**, the author, Mike Follett, explores a way in which to standardise how we measure Attention. Standardisation is crucial to measurement, to ensure fairness, for everything to make sense and to make sure we aren't comparing apples with digital banner ads. Follet states, that by combining data from TVision and Lumen, it is possible to create a true cost of Attention across media channels by calculating an 'attentive CPM' (aCPM), the cost of generating a thousand seconds of Attention.

TVision data suggests that a lot of TV ads are not watched or paid Attention to, meaning that **"only 43%"** of broadcast TV ads are properly viewed i.e., someone giving full Attention and watching the whole creative. But when TV ads do get viewed, oh boy, do they generate a large amount of Attention, and according to the WARC study over 6,000 seconds get generated per 1,000 30 second ads. By using a one size fits all approach to measurement we can finally start to attribute Attention fairly by channel.

There is no one gold standard yet in the industry, but that measurement needs to come, in my opinion, in the form of attentive Cost per Thousand (CPM), or aCPM for short. Only then can we attribute fair and equal Attention metrics to each channel.

Why does Attention matter?

The Attention Council's (TAC) **From Attention to Action**, refers to Attention as inevitably becoming the way in which we buy our media. This means that Attention will soon be able to be traded as a commodity and will need to be measured and priced accordingly. The TAC has stated that "the industry needs to come together to reshape the ecosystem in a way that reflects these two essential truths."

The incentives are as obvious as they are powerful: consumers will enjoy great content, and advertising will be more effective. As a result, content creators will earn the right to higher CPMs. Which I think more than makes Attention worth at least keeping an eye on as the change is coming sooner rather than later.

What does this mean for mail?

We already know from **JICMAIL research** that mail spends a lot of time in the home and drives many commercial and physical actions. This leads to the conclusion that mail is an important Attention driver, one that people are focused on and are viewing with undivided Attention and whilst not being distracted by their phone etc. Mail stays in the home for days or sometimes weeks at a time and is often revisited and reviewed by members of the household, which means the amount of Attention accrued is likely to be significant.

JICMAIL has been talking about this issue for some time now, and calls **Attention the media measurement**, and spent the summer of 2022 running its recent pilot study with full results to come in 2023. Its vetted (by PwC) results so far show mail is **"proving to be a highly Attention efficient channel when compared to other media,"** which should become a key point when media and marketing managers are making decisions.

There is still some way to go for Attention to be considered on par with CPM or advertising Reach, but there have been some seismic shifts in recent years towards that goal. In doing so we should see greater transparency for brands and media agencies, which in the end can only be a positive thing and may help utilise budgets more efficiently.

The industry needs to come together to reshape the ecosystem in a way that reflects these two essential truths.

References and further reading



WARC - True Cost of Advertising Attention



Thinkbox TV Research - Giving Attention



Ebiquity Booklet - Challenge of Attention



Squarespace - Activating Attention



JICMAIL Blog - Marketers Giving it More Attention



JICMAIL - Data Attention



TWO SIDES: TELLING THE GREAT SUSTAINABLE STORY OF PHYSICAL MAIL AND PAPER PACKAGING

Increasing pressure is on our sector as many leading organisations including banks, utility companies and telecommunications providers, in a bid to reduce costs, urge their customers to go paperless with claims that paperless bills, statements and other electronic communications save trees, are “greener” and are better for the environment

Two Sides has been engaging organisations making these misleading and unsupported environmental claims, successfully influencing more than 980 organisations globally (227 in the UK) to remove or revise such statements.

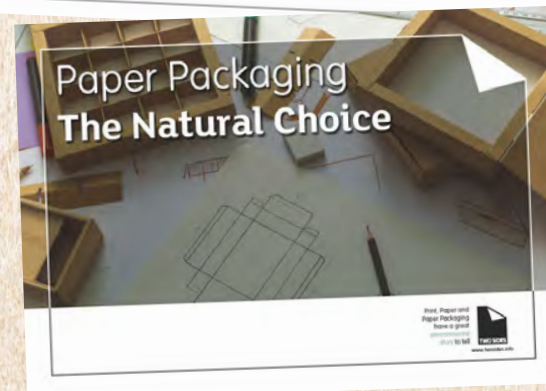
Research by independent researchers, Censuswide, shows Two Sides' activity has preserved £11.2 million of value annually in the UK for the paper, print and mail sector, and stops greenwash messages being seen over 209 million times each year.

Telling our great sustainability message

As well as campaigning to fight greenwash, Two Sides provides information and resources to help our industry explain to both consumers and businesses the great sustainable story and nature of our products.

Myths & Facts booklet

One of the most popular Two Sides resources, the Myths & Facts booklet, has been updated to take in the latest research, explaining in detail the many misconceptions about paper and its effect on the environment. Whether it's the fact that European forests grew by an area bigger than Switzerland between 2005 and 2020, play an important role in biodiversity and are part of the solution to climate change, or a total of 55 million tonnes of paper was collected and recycled in Europe in 2021, representing a recycling rate of 71.4%, the booklet is packed with facts and information.



Packaging booklet

With the explosion of e-commerce and brands becoming more aware of their environmental responsibilities, the use of paper and cardboard packaging has grown significantly. Its strength, versatility and ability to be recycled make it highly sustainable and an essential component of the circular economy. Titled 'Paper Packaging: The Natural Choice', the Two Sides booklet explains the multiple benefits of paper and cardboard packaging, with plenty of facts and research from a range of organisations to prove its immense value.

Social media graphics

Two Sides also produces a range of resources designed to be shared on social media. These resources include a series of mini videos and Factographics – small, easily digestible facts that can be quickly posted on any platform or used as part of a presentation.

Co-branded resources

Members of Two Sides can personalise resources with their company logo. By adding a company logo, the co-branded Two Sides materials can be a valuable tool to share with customers and stakeholders and provide sustainable facts for marketing teams to utilise.

Become involved and help tell this great story

Printers, mailing houses and anyone involved in the creation of print, should support Two Sides and use the resources created to help tell the great sustainable story of print and physical mail.

Don't forget, SMP members can get a 25% discount on their first year of Two Sides membership.

For more information visit:
www.twosides.info/become-a-member/
Contact Two Sides at: enquiries@twosides.info



¹ CEPI Key Statistics 2021

SMP LAUNCHES NEW MEMBERSHIP SCHEME FOR TRADE ASSOCIATIONS

The SMP has partnered with British Printing Industries Federation, Data & Marketing Association and Independent Print Industries Association to launch a new membership scheme for trade association members. The aim is for the SMP to be the engine room of the mail industry, driving change from the ground up and growing volume by innovating, inspiring and educating members to move the industry forward and deliver 'better mail'.

The scheme supports Trade Association businesses by providing them with additional resources and training material that they can distribute amongst their members to help them execute effective mailing campaigns.

By signing up, companies are not only joining the only known specialist supply chain network for post in Europe, but they are also becoming part of a movement to improve the industry in lasting and impactful ways.

The BPIF is delighted to partner with the SMP, to support the growth and development of print and mail. This partnership will enable us to continue to support the sector with latest research, insight, and education, so printers can support clients with excellent, effective, and sustainable print and mailing advice and services”, said Charles Jarrold, chief executive of the BPIF.

Brendan Perring, general manager of the IPIA, said:” “The IPIA believes passionately in collaborating with industry bodies such as the SMP to pool our resources, networks and strengths to advance the cause of the print and allied industries. We look forward to building our partnership and helping our respective memberships to flourish.

Rachel Whitter, DMA's director of customer engagement, said: “As the UK's marketing trade body, we champion the value of learning and industry collaboration. Education should never stop, regardless of our job title or career

seniority, so being able to share our industry expertise, pioneering research, and best practice insights with SMP's community is a great way to further this cause.”

Trade associations can offer the SMP membership programme as an extension of their provision. **The SMP benefits include:**

Networking opportunities

Opportunities to attend various networking events throughout the year with senior contacts in the industry and a chance to be represented by your peers on the board, access to advice and a network of valuable contacts. Members will also gain opportunity to attend the SMP annual awards event and discounted IDM mail training courses.

Become JICMAIL certified!

Businesses will have the opportunity to become JICMAIL certified in just over an hour with regular training sessions and same day qualifications.

Free resources

FREE resources such as readymade sales PowerPoint decks and research papers to help facilitate new business. You will also be party to the latest product and service briefings.

Collaborate closely with Royal Mail

With an SMP membership, businesses will also be able to input into Royal Mail's strategy and product design.

Lucy Swanston, chair of the Strategic Mail Partnership said: “We are thrilled to have teamed up with BPIF launching a new membership scheme for trade associates to help shape the future of mail and educate and inspire the next generation of printers by opening the door to many new and established industry contacts and exciting opportunities.”

BPIF, DMA and IPIA members can take advantage of this by signing on our usual SMP members' page.

**The Strategic Mailing
Partnership Membership**



TAKE YOUR DIRECT MAIL INTO THE DIGITAL AGE

By David Baldaro, XMPie marketing operations manager

Instead of taking a carpet-bomb approach to your next print marketing project, profit from the latest Direct Mail innovations to set your clients' brand apart and create a campaign that converts.

Personalise your Direct Mail

Post-covid, 71 per cent of consumers expect companies to deliver personalised interactions. Seventy-six per cent get frustrated when this doesn't happen (McKinsey). Luckily, it's a strategy that reaches more people using fewer resources!

Personalisation is an excellent tactic to boost campaign effectiveness and can be achieved with zero sacrifice to the original creative intent - whether you want to reach ten, a hundred, or even a million recipients. Instead of manual versioning, merge your data, business logic and design to inject variability automatically across any design element, including personalised text, images, layouts, PURLs, QR codes and even promotional codes.

Add Omnichannel Tactics

Once you've added personalisation to increase your response rates, consider infusing your Direct Mail with omnichannel capabilities. QR codes (thanks, Covid!), NFC, and augmented reality (AR) have opened new opportunities for interactive print to coexist with digital initiatives to optimise the customer experience.

With automation, you can create all the touchpoints and response scenarios before the campaign is even launched. And if you're using a single personalisation engine for all channels, every interaction will extend seamlessly from the previous one. Each digital touchpoint is generated automatically using real-time data when the recipient accesses the personalised link or QR code.

With every interaction, the quality of your data will improve, and you'll gain a deeper understanding of your audience. With this knowledge, you'll be in a better position to anticipate and respond to their needs, reduce customer effort with every brand interaction, and improve your communications for the future.

Trigger Your Print

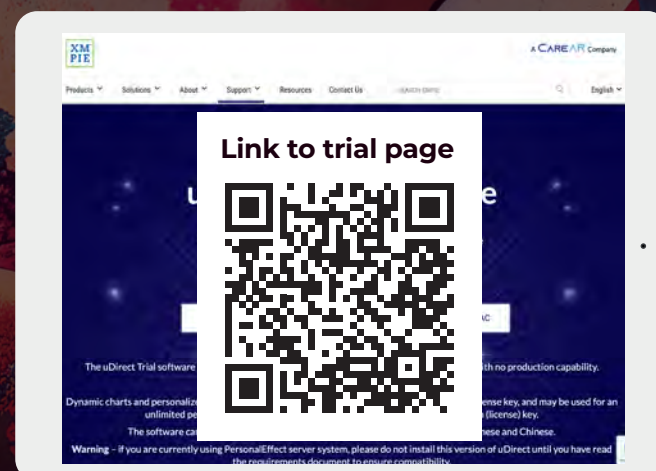
Direct Mail can even be printed and delivered on-demand when triggered by customer actions on websites, apps, emails, or other digital channels. If your software uses live data (as it should), the print communication will consistently match the recipients' journey status. The speed of this tactic is a big plus because the communication is received while the action and motive are fresh in the consumer's mind.

Direct Mail Edition of PersonalEffect

The latest version of the **XMPie Platform** - both the desktop and server versions - has numerous features to increase efficiency and reduce the cost of **sending large mail runs of multipage personalised Direct Mail**. Included are all the features required for executing data-driven Digital Direct Mail campaigns: supporting the Adobe workflow from set-up through preview, Direct Mail-ready composition, and output to the latest formats, soon including the new PDF/VT-3 standard, which will become a near requirement for digital print production.

How to Get Started

Get started with XMPie's **unlimited free trial version** of its entry-level plugin into Adobe InDesign.



A Xerox Company

SMP WORKING PARTIES WELCOME **YOUR** SKILLS AND EXPERTISE

Could you help upskill the print industry and encourage sustainability?

To continue to deliver for you, creating business opportunities, setting standards, and maximising outcomes in 2023, SMP is looking for your professional input.

Each of the SMP's working parties support our three strategic pillars: **operational, sales and marketing** and **education** and we rely on members who are experts in their field to develop our network, upskill the industry, and lead collaboration on sustainability goals.

And it's easy to lend your support as most working parties meet online to ensure everyone can have a voice and input into the future of our industry.

If you have expertise in sales/marketing, HR or learning and development, or you are a sustainability lead, or have a role relevant to any of our other working parties, we want to hear from you - to help us make the SMP's offering to its members even stronger.

WHICH WORKING PARTY COULD YOU BRING YOUR INDUSTRY EXPERTISE TO?

OPERATIONAL

MPAG

A real problem solver? The MPAG (Mail Presentation Advisory Group) is tasked with the collaborative improvement of mail presentation, enhancement of operational processes and input in Royal Mail product development.

MIG

Interested in innovation and communications? The MIG (Mail Innovation Group) provides a forum for ideas within organisations involved with customer communications for the purpose of developing future product or service enhancements.

Incentives

On the ball with industry initiatives? The incentives group reviews and discusses industry incentives and shares ideas to help Advertising, Business and Publishing Mail with their objectives.

Sustainability

Are you a sustainability professional? The sustainability working party brings together professionals from all parts of the print and mailing supply chain to accelerate the industry's drive to Carbon Net Zero.

SALES AND MARKETING

Masses of marketing experience? This is group for you - it improves communications and retention of our membership through various forms of online and offline media and events.

EDUCATION

Can you provide forward thinking ideas on enhancing industry skills and capability? The education group helps other members to articulate the value of mail in a highly competitive landscape, by providing industry training opportunities.

If you have expertise aligned to any of our working parties, we want to hear from you!

Please email info@thestrategicmailingpartnership.co.uk to register your interest.

B2B DIRECT MAIL - THE MOST FUN YOU CAN HAVE WITHIN MARKETING

Malcolm Auld from Malcolm Auld Direct in Australia talks us through why B2B Direct Mail is his preferred choice of mail.

Direct Mail is just my favourite form of B2B marketing! You're so unrestricted in the creative formats available. 3D mail can deliver messages in all shapes and sizes and this works in your favour, because, here's what you're tasked with:

"You're communicating with prospects who may not know you, who probably aren't interested in what you're selling, and you're trying to get them to do what you want, when you want them to do it." That requires great skill.

A 3D mailpack helps break through workplace clutter and puts you in your prospect's hands – overcoming initial resistance and warming them to your message. Obviously, you must create a quality message/offer too.

It's innovations in digital technology driving growth in using mail for B2B marketing. Your response device can be a personalised QR code or Personalised URL (PURL) linking to a personalised landing page.

This provides three follow-up options:

1. **Hot prospects who've done what you want**
2. **Warm prospects who responded to the landing page but didn't do as you wanted**
3. **Those who didn't respond**

You now have three reasons to follow-up and a higher chance of improving results. The follow-up can take many forms – resend mailing, email, telephone, or SMS – depending on your relationship.

What about LinkedIn?

The best way to use LinkedIn is identify prospects, then get off LinkedIn and communicate via mail, telephone or email. "Social selling" to executives on LinkedIn can damage reputation and doesn't always help chance of a sale.

LOCKEROOM's knock out DM campaign

Here's how LOCKEROOM launched a successful gym targeting CEOs in Sydney during the pandemic, when offices were mostly empty. Average membership is \$18,000 to \$22,000 per annum and is limited to 100 CEOs / business leaders – those working within a 500-metre radius of the gym. There are corporate memberships but limited to 4 members. CEOs don't like sweating it with subordinates.

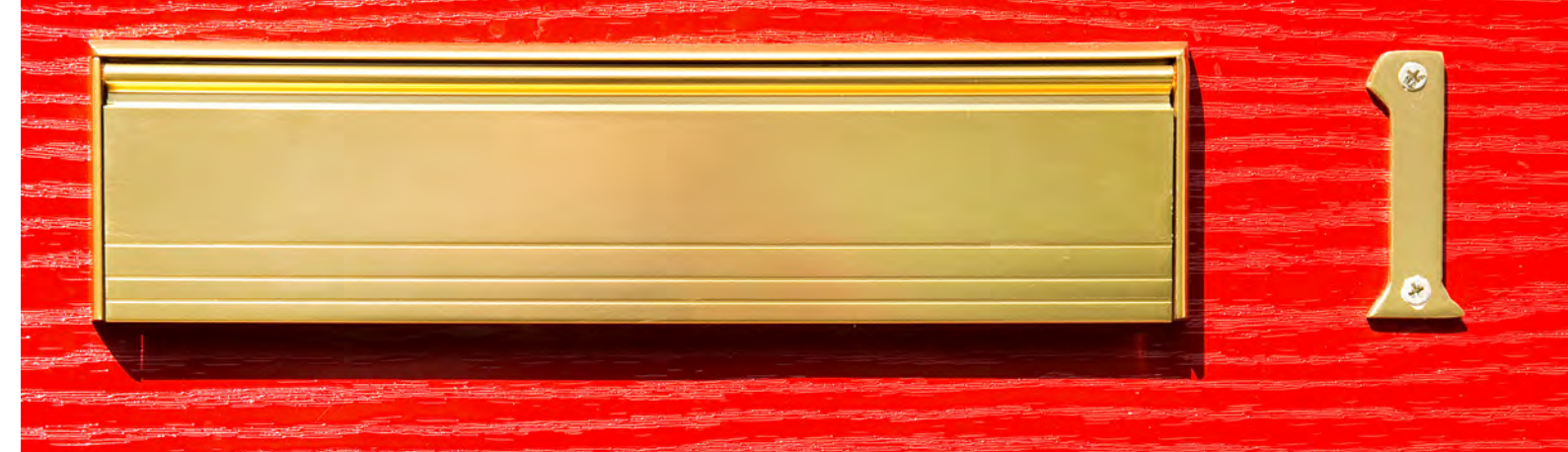
The marketing manager used LinkedIn to identify prospects in catchment area companies and called to confirm title and that they physically worked at the local address. Prospect data was entered into a database. Connecting on LinkedIn wasn't essential to the process.

Personalised 3D mail of a boxing glove was delivered to prospects offering a gym visit to collect the matching glove, plus a free boxing lesson. The response was over 40%.

Following this success, a different design and offer was tested including a personal hand-written letter. It tracked at 83.2% response. There was a 44% response directly from the mailing and a 70% response to the follow-up phone call to the 56% who didn't initially respond.

That's 350 leads from 420 mailpacks. Sales are confidential but the campaign ROI is over 900% and climbing. LOCKEROOM filled its membership and is opening a new gym across the CBD.

So, to build brand, and generate quality leads/sales in B2B markets, use the most powerful, continually proven channel - Direct Mail. You'll have a lot of fun.



5 WAYS TO USE JICMAIL INSIGHT

To help members get the most from JICMAIL insight, Tara Pickles, customer support manager at JICMAIL has put together examples of how to use the data when speaking to customers. All these tools are available in JICMAIL Discovery and will enable users to:

1. Show clients the wider effects of their Mail Campaign

Mail has a wider effect than just the number of items mailed out. With mail being shared in the home (Reach) and interacted with multiple times (Frequency), a mailing sent to 1000s of households has a greater chance to be shared and interacted with, increasing the opportunities for consumer engagement and sales.

Use the Campaign Calculator in JICMAIL Discovery to select the sector, mail type and audience to show the impact of campaigns.

2. Show clients potential campaign results

When Mailbird was asked by a client what the potential results would be from its mail campaign, the company used JICMAIL data to provide an indicator of how long the mail would stay in the home, how often it would be interacted with and which commercial actions could be expected. This gave its client confidence to go ahead with what became a successful mailing.

Read the Mailbird User case study on the JICMAIL website.

3. Show clients a cost comparison against other channels

Often the wider effects of mail aren't considered by advertisers and agencies when comparing the costs between different marketing channels.

The Audience Comparison Tool (ACT) allows you entry of a budget for a campaign and to see comparable purchased impacts for mail alongside offline and online channels. This considers how many people see and interact with different channels based on the impressions generated – not just how many items are sent – a more equitable cost per impressions view is revealed.

Use ACT to show a clearer picture of the value of mail against other channels.

4. Show clients what happens with mail in the home

JICMAIL panellists record their activity with the mail items they receive, such as when the mail is opened, shared, and read and whether it converts to website and store visits. This is available for sharing with customers. Advertisers find it valuable to see the patterns of interaction with their mail across a month, what types of interaction happened, including commercial actions taken, and in what sequence.

Find mail journey examples in the Mail Item Database and share these with your customers.

5. Provide competitor benchmarking and analysis

Clients often want to see how their mail compares with their competitors' activity or across their category. The Competitor Insight tool provides comparisons and benchmarks between leading brands across the main metrics depicted in chart format. At the very least, providing an essential review for clients of the market within their planning cycle.

Use the Competitor Insight Tool to show comparisons across brands.

These are just some of the ways to use JICMAIL in proposals, presentations and business cases. For more information on accessing and using JICMAIL, please contact tara@jicmail.org.uk

NEW ERA FOR BRITISH STAMPS

As we enter the Carolean era, the UK embraces not only a new monarch, but also notable time for the mailing industry.



The new King Charles stamp will be entering general circulation in April and it's a significant development in the world of philately and the mailing industry.

The stamp, featuring a portrait of King Charles III, will replace the existing Queen Elizabeth II stamp that we, as a nation, have been using for more than seventy years.

King Charles III is the seventh British monarch to appear on the stamps since they were first introduced in Queen Victoria's reign in 1840. The new stamp's design is a departure from the traditional British postage stamps, which typically feature portraits of monarchs wearing a crown. King Charles III's portrait is depicted in a more contemporary

style. This design reflects a modern society, that still strives for elements of tradition.

In the UK last year, Royal Mail delivered nearly eight billion letters. The new standard-issue stamp will be used on millions of pieces of mail every single day, making it one of the most widely distributed images in the country. The stamp symbolises the importance of the mail service in the digital age. While many people now communicate digitally, there is still a need for physical mail, and the postal industry remains a vital part of the economy. The stamp is a reminder of its continued relevance.

CANON CREATIVE FUTURES AWARDS



In December, in collaboration with Canon and The Drum, we announced the winners of our first Creative Futures Competition, celebrating the

future of omnichannel marketing excellence and championing rising stars, combining data and creativity to deliver measurable omnichannel campaigns.

Creative Futures showcased collaborative ways of working to reimagine future communications. The jury comprised of marketing industry and technology stakeholders, including the SMP, Nutshell Creative, Canon, Join the Dots, JICMAIL, Latcham, Marketreach and Autlay.

The brief was from the YMCA and entrants were tasked to showcase the customer journey throughout their campaigns with variations of creative copy and messaging. The challenge was a new donor acquisition drive amongst a younger demographic, while building long-term engagement. Judges were looking for the most creative and innovative campaign, aligned with the YMCA's inclusive purpose and brand guidelines.

Henry Plumridge and Ollie Barlett of agency Transmission won for their 'Limitless' campaign. **Limitless started from one simple idea: reimagining the 'm' for male in YMCA as an infinity sign for all, building limitless messaging that was inclusive, ambitious and hopeful.**

The campaign's success was supported by data from Marketreach and JICMAIL, which shows print and digital's powerful symbiotic relationship. The YMCA's audience of 24 – 44-year-olds, as well as likely to engage with print mail, are also a technology-led generation.

The Creative Futures competition was an industry milestone, highlighting forward-thinking and collaboration. The winning campaign is a testament to the importance of combining data and creativity in omnichannel marketing campaigns to deliver measurable results to the younger generation.



AWARDS PROGRAMME TO CELEBRATE THE PRINT INDUSTRY'S RISING STARS: NOW OPEN

We spoke to Neil Lovell, CEO of The Printing Charity, one of the UK's oldest charities, which supports printers and their dependants, about the Rising Star awards 2023, and how to apply.

The Printing Charity's annual Rising Star awards, the largest dedicated awards programme recognising and supporting young talent within our industry, are open for entries until 2nd April.

Anyone aged 18-30 and working in print, packaging, paper, publishing or the graphic arts, whatever their role, is eligible. Successful applicants receive up to £1,500 to fund the skills development of their choice, the course or learning opportunity they believe will help them shine in their career.

What the awards can fund is not designed to replace role or employer-specific training. At the charity we encourage applications for courses to develop personal skills. From our conversations within the industry, we've heard that as the world of work changes, strong personal, or 'soft' skills, such as resilience, communication and collaboration, are key to career advancement. Personal skills such as these are transferrable skills, hugely valuable for gaining rounded job satisfaction, getting the most out of current roles, and for career progression.

Previous winners have told us about the positive impact winning an award has had on their career. Chelsea Davis from Coveris, a European packaging company that manufactures flexible and sustainable solutions for leading brands, said: **"Since winning the award, a colleague and I have been given the opportunity to head up a sales team, which is a step in the right direction for my career and means I can put what I learnt into practice, developing my skillset further."**

Jordan Saunders, from Arden Engraving, commented: **"My award funded training that improved my confidence in working with the customer to resolve issues, and ultimately allows me to deliver great customer service."**

The best applications are built as a result of conversations between potential Stars and their managers, mentors or HR teams, where they discuss their career ambitions and the most appropriate training and development that could help them achieve their goals.

David Richards, MD of Amberley Labels, is positive about the benefits of supporting the awards from a business perspective. **"The Rising Star Awards help engage our younger people to look at their career. Supporting our Rising Stars' entries was a really positive move for us, and I can definitely see a real change in their professional approach to their roles."**

As people working in the world of print, we all recognise the importance of nurturing and developing new talent in our industry. If you have Rising Stars in your business or your networks, please share this information with them and encourage them to discuss what the awards could fund to support their career.

If you think you could be a Rising Star yourself, the Print Charity would love to hear from you. Find out more on their website: Rising Star Awards 2023 - The Printing Charity



Rising Star Awards 2023 - The Printing Charity



Rising Star Awards 2023 entry

MEMBERS' CORNER



For our Members' Corner Q&A feature this month, we've caught up with **Cath Cussons, head of customer services at CustomerKNECT (formerly MetroMail)**, one of the UK's leading full-service mailing houses.

What are you most proud of in your career?

Building a large, strong, and loyal network of customers and suppliers over 30 years that I can rely on and trust. I think building great relationships with so many people for so long has been beneficial in my progression to my current role as head of customer services.

Looking back, is there anything you would have done differently?

I would remind myself that I am only human and work (as much as I have a passion for it) is not the only priority in my life, regardless of how busy or challenging a situation can be. I have an amazing team and support network to keep things on track – without me spinning all the plates myself! I work with brilliant colleagues and amazing customers, which definitely makes my job a lot easier.

What's the best piece of advice in business you've ever been given?

Honesty is the best policy – it ensures your business relationships are genuine and legitimate and you know you can rely on people when times are tough! It also ensures others trust you and you build integrity for yourself and the business you work for.

What's your most memorable print project?

It would have to be when Saga floated on the stock exchange, and everything was turned up a notch or two! I had to ensure everything was 100% and in a 24-hour turnaround. Safe to say it is one I will not forget.

What advice would you give to someone starting out?

Ask as many questions to as many people as you can. Soak in all the knowledge and experience around you, whether it be from your departmental colleagues or new people who have different experiences and specialisms. It will help develop and mould who you are and how you are perceived. Also, in moments of self-doubt, remember you were hired for a reason, you stood out from the crowd, believe in yourself and be confident in your decision making.

What's your perfect night in?

A Marvel movie marathon with snacks and a glass of wine (or two).

In another life, you would be...

A social worker or someone who cares for others. I am a people person through and through so I can't imagine any other type of role I would prefer.

What's your secret talent?

I am fascinated with postcodes and can quote them! You know where to find me if you need some answering!



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