

SORTED

Discovering the power and performance of mail **Issue - October/November 23**

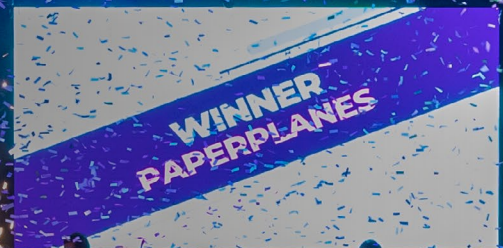
The Strategic
Mailing
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CELEBRATING PRINT AND MAIL'S LEADING LIGHTS

SMP Mail Performance Award winners 2023



WHAT'S NEW FOR GDPR?

Exploring the Data
Protection and Digital
Information Act

THE FUTURE IS NOW

How AI can be optimised
in the manufacturing
environment

COLLABORATION IS KEY

Printers and agencies weigh
in on how to effectively
make the case for mail



BRIGHTER, GREENER FUTURES. CELEBRATING OUR INDUSTRY'S UP AND COMING

Wow it's been busy in the run up to the networking and awards evening! I would like to extend a massive thank you to all our sponsors, board members and judges for their ongoing support in making it all happen.

Congratulations to all of the winners! It really was a fantastic range of entrants this year, so as an industry we should be really proud of what has been achieved over the last 12 months.

This year's networking and awards night was our biggest event yet, with nearly 400 people coming along to support our industry. It really did bring the 'best in class' together! I hope the networking was fruitful and some great conversations took place.

Despite all the fabulous success stories we heard on the night, it has been another demanding year, met with true resilience and determination. I'm proud of what we do, of our innovation, especially in the face of so many challenges. I'm also proud of the huge strides we've made, enabled by our new Sustainability

working party, to change the way we do business, and our partnership with Canon and The Drum in supporting SMEs with their Creative Futures project. Collaboration is vital to the future growth and success of our industry, so I am thrilled that we have continued to work closely with trade associations like the DMA, IPIA, BPIF, GPMA and Two Sides. We're also seeing evidence of a more inclusive, equitable and gender diverse sector. Indeed, the entrants in our new Bright Futures awards were ALL women!

And we're not the only ones seeing change. The Printing Charity also noted an increase in role diversity in its Rising Star winners this summer, so there's much to shout about in career opportunities for young people in our sector. Let's not forget, they are the future of our industry.

I hope you enjoy this edition of Sorted, don't forget to send us your news and success stories!

Lucy Swanston

Chair, Strategic Mailing Partnership

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THE ROLE OF MAIL IN DELIVERING CONSUMER DUTY REGULATIONS

The new Consumer Duty regulations will raise standards across the board, according to Ian Gibbs, JICMAIL's director of leadership & learning.

July saw the long-awaited FCA's Consumer Duty regulations come into force, heralding improved services from financial institutions. According to the FCA, the four key pillars are:

- Consumers are equipped to make effective decisions
- Products and Services give fair value
- Products and Services are fit for purpose
- Helpful customer service

For advertisers selling and serving financial products, it's important to understand how mail helps support the requirements of Consumer Duty regulations," says Ian Gibbs.

When using JICMAIL data, there are five key ways in which mail is useful for achieving this:

1. Mail generates the actions that matter most for Consumer Duty

Mail drives the required actions across four keys stages: from the initial processing of information through to consideration, then external fact finding and physical mail retention. "This is measurable by isolating eight core JICMAIL metrics that are most relevant," says Ian, "and applying it to mailing strategy."

2. Mail delivers a high attention ad platform that delivers enhanced consumer understanding

JICMAIL's research on attention has identified the amount of time consumers spend with their mail on average over a 28-day period. For Business Mail it is a huge 150 seconds – showing mail's ability to provide complex information in a digestible format that consumers are keen to use.

3. Consider your timing and phasing to maximise mail engagement

"When examining how long a mail item is kept in the home, we see that Financial Service Business Mail arriving in the house on Monday has a slightly longer lifespan than mail arriving later in the week." This informs strategy such as targeting the delivery of mail to earlier in the week.

4. There are audiences of untapped potential to target with consumer duty messaging via mail

The JICMAIL TGI Fusion data tells us that there are 14 million people who prefer paper statements to online statements, and that those people show high engagement rates with their mail of 4.7 interactions a month. "It also shows high engagement levels for the financially prudent and those who need more help," says Ian.

5. Test and learn with your Consumer Duty mail

There are many ways to test and learn with Business Mail to see what drivers will improve engagement and outcomes. "JICMAIL has created a benchmark which shows that, including local service information in Finance, Mail makes it 3.5 times more likely to be read and looked at" says Ian, "and 1.8 times more likely to drive visits the sender's website.

This means financial institutions could be improving their mail response rates underpinned by JICMAIL data."

These points are covered in much greater detail in Ian's recent webinar: 'The role of mail in the FCA's Consumer Duty shake up'. The recording is available to watch on the JICMAIL website:



For support using JICMAIL data, please speak to tara@jicmail.org.uk.

EXPLORING THE PROPOSED GDPR CHANGES: WHAT'S NEW AND HOW WILL IT IMPACT THE PRINT AND MAIL INDUSTRIES?

The UK's existing data protection framework is based on the EU's General Data Protection Regulation (GDPR) and Data Protection Act (DPA) 2018, with a potential overhaul in sight.

Kevin Green, head of partnerships at Sagacity, a leading data insights consultancy, explains some of the proposed changes and what this means for the print and mail industries.

The Data Protection and Digital Information (DPDI) Bill, which is currently working its way through Parliament, could significantly alter the UK's data protection regulations, if brought into law.

Kevin's hope is that the DPDI update will "remove the red tape associated with the current laws, with new regulations making it easier and less costly to comply with."

The DPDI Bill retains the same definition of personal data under the current GDPR laws, but further clarifies when data is related to an identified or identifiable individual and when it should be considered anonymous. Information will be considered as identifiable by a person other than the controller or processor if that other person will, or is likely to, obtain information as a result of processing.

Kevin states, however, that "organisations of all sizes have found that dealing with Subject Access Requests (SARs) is a time-consuming exercise."

The Government's proposed changes to the current threshold for refusing or charging a fee for SARs will

bring it into line with the Freedom of Information Act and, as Kevin hopes, could make data protection affordable.

The DPDI Bill proposes the creation of a limited list of processing activities where the requirements to conduct and evidence a balancing exercise are no longer required.

The Government will extend soft opt-in options to non-commercial bodies, such as charities. These organisations will need to ensure the appropriate accountability and safeguards are in place to protect individual rights, allowing for a clear audit trail, and that the provenance exists to be able to process an individual's data in this way.

For organisations looking to implement a cold mail or acquisition campaign, Kevin says, "these changes will broaden who can be targeted. It could make things easier by removing the need for a Legitimate Interests Assessment (LIA), which is considered good practice under current regulations. Instead, organisations must demonstrate the data they're processing is necessary for purpose."

The proposed Bill offers advantages, including reducing compliance costs, and removing a "one-size-fits-all approach", as Kevin puts it, to data protection.

Organisations operating in the UK and the EU will feel an impact due to dual regulations which could make privacy and governance frameworks complex. However, businesses which are already GDPR-compliant, shouldn't have much to do, as they will automatically comply with the proposed legislation.

Keep your eyes on our channels for updates as the Bill progresses.

WHEN CONSUMERS CAN CHOOSE, IT'S MAIL THEY WANT!

Two Sides reveals customers still want the choice of physical mail in business communications, and that organisations may be going paperless for the wrong reasons...

The Two Sides Trend Tracker survey, carried out every two years, is one of the print and paper industry's largest studies examining consumer preferences and perceptions of print, paper and paper-based packaging. The latest proves what the industry has been saying for years: physical mail is still very much valued by customers!

The research questions more than 10,000 people in 16 countries across the world, and provides an assessment of consumers' attitudes towards print and paper. Jonathan Tame, managing director from Two Sides Europe, discusses what the results reveal, this year, about paper communications.

Paper vs digital communications

One major find from across Europe is that increasing numbers of brands and organisations are switching their customers from paper to digital communications for cost-saving reasons, but are using misleading, unsubstantiated environmental messaging, as the justification.

"These statements are hugely damaging to an industry that employs 105,000 people in the UK across more than 7,400 businesses," says Jonathan.

Transparency in how environmentally friendly the digital-only decision really could change how a lot of consumers view digital communications."

The survey also reveals that 76% of European consumers believe that they should have the right to choose how they receive communications, printed

56%

of European consumers increasingly concerned their personal information is at risk

Two Sides Latest Trend Tracker Survey Reveals Both Challenges And Opportunities For The Print And Paper Industry

About The Survey

The Two Sides Trend Tracker survey reports on consumer attitudes towards print, paper, paper-based packaging and tissue products. In January 2023, a global study of 10,250 consumers was commissioned by Two Sides and conducted online by the independent research company, Ipsos.

This biennial report explores and seeks to understand changing consumer preferences, perceptions and attitudes towards print, paper, and paper-based packaging. Looking in detail at consumers:

- Environmental Perceptions
- Reading Habits
- Packaging Preferences
- Attitudes Towards Tissue Products

Nationally representative surveys were undertaken in Argentina (500), Brazil (1,000), Chile (350), Paraguay (200), South Africa (500), the United States (1,000) and Europe, including Austria (500), Belgium (500), Denmark (500), Finland (350), France (1,000), Germany (1,000), Italy (1,000), Norway (350), Sweden (500) and the United Kingdom (1,000).

This document provides a few key findings for Europe. An executive summary of the Trend Tracker Research 2023 together with detailed findings, broken down by country, age and gender, is available free to Two Sides members or to purchase at €849 for non-members.

To register your interest in receiving the full report, visit: www.twosides.info/trend-tracker-2023, and how you can become a supporter visit: www.twosides.info

Print, Paper and Paper Packaging. Keep it green! www.twosides.info

76%

European consumers believe that they should have the right to choose how they receive communications

or electronically, from financial organisations and service providers. Ensuring choice not only supports consumer demand, but also ensures that those who are unable to access digital information are not disadvantaged.

Attitudes towards digital

"Whilst many consumers understand the environmental benefits of digital communications, they also recognise that this isn't a one-size-fits-all approach," Jonathan says. "They still recognise the true benefit for businesses is to save money, and that there lies value in the choice of physical mail. This is incredibly important for businesses to recognise to avoid alienating customers."

The internet is having an impact on how we receive news and information, and according to Two Sides' findings, the growing dependence on digital information brings a variety of challenges. The Trend Tracker survey also reveals that consumers are concerned with the security of digital communications, with 56% of European consumers increasingly concerned their personal information held electronically is at risk of being hacked, stolen, lost or damaged.

An executive summary of the Trend Tracker Survey 2023 is available to industry stakeholders upon request. Visit www.twosides.info/trend-tracker-2023 to register your interest in receiving this summary*.

To find out more about the Two Sides campaign and how you can become a supporter, visit www.twosides.info.

*The full report, which provides regional data broken down by age and gender, is available to Two Sides members only.



THE POWERFUL EFFECTIVENESS OF MAIL MARKETING IN 2023

We live in challenging times for marketing and changing times for direct mail. In two short years, we've gone from global pandemic to conflict in Eastern Europe, with the twin spectres of inflation and recession looming. Now, more than ever, direct mail needs to prove its effectiveness. Gurdeep Puri, founding partner of The Effectiveness Partnership, investigates.

It's been a rollercoaster ride. Global marketing spend plummeted in 2020 and then soared to unprecedented highs in 2021¹, outstripping all predictions². Direct mail is showing signs of an even more dramatic turnaround. It's been almost a decade of decline, but now we're at last seeing growth. In the first six months of 2022, UK direct mail volumes grew 9.5% year-on-year³. After a long period of decline, the increase is modest, and can't be taken for granted, but is very encouraging.

There's a growing recognition that with its physical, tactile nature, well-planned and executed 'real' mail can do things that email can't. There's also a growing recognition that with the aid of today's technology, when it is used in conjunction with other channels, mail can amplify and strengthen overall campaign performance. Research by JICMAIL showed that online behaviour driven by mail increased by 70% during Covid-19⁴.

Marketing must be about effectiveness

In a world where only 9% of sales emails are opened⁵, all forms of marketing must earn their place at the table. Businesses increasingly look to marketers to justify the choice of channels used and prove their commercial value.

At The Effectiveness Partnership, we talk a lot about something we call the Flow of Effects. It's a deceptively simple concept but it's enormously important for marketing today. It's also surprisingly poorly understood.

Components of marketing effectiveness

Here's how it works. You do something in the marketplace, be it a mailing, social media post, TV ad, or a combination, with the aim of impacting how consumers think or feel about your brand.

If it has enough of an effect, it will nudge consumers to behave a little differently. It might get more of them to buy your products, or it might get your existing users to buy more. Either way, you should see a shift in market performance. At the end of the day there will be an uplift – you hope – in company revenue figures reported in the boardroom.

Think of it like Newton's Cradle, starting with a mailshot landing on a doormat and proceeding through a string of knock-on effects, all the way to the chairman of the board, announcing the annual profits. Importantly, each point can be observed, and each impact can be measured.

It's a simple enough concept, however, our research shows that 89% of all marketers say they find it sometimes or always challenging, to establish the link between marketing activities and commercial returns⁶.

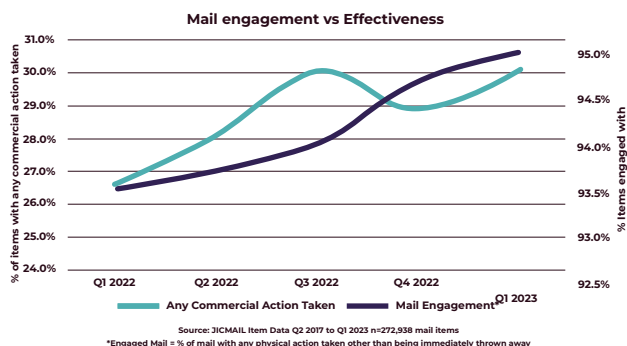
The key lies in two things:
measurement and connection.

Why does measurement matter?

If you can't measure the impact of your activities, then you fall at the first hurdle when it comes to justifying your budget. Fortunately, direct mail has always been one of the most measurable forms of marketing. Back in the early days it was always possible to count how many coupons were redeemed, or how many calls made to the dedicated telephone line. Today, with growing opportunities for digital integration, the opportunities for interaction and the number of available metrics have increased exponentially. And the numbers are impressive!

We now know, for example, that 95% of all mail generates some form of physical interaction from consumers. We know that almost half (46%) remains undiscarded in the home after 28 days, and that the latest metrics for mail's engagement and effectiveness are increasing⁷.

Mail engagement and effectiveness are at their highest levels in a year



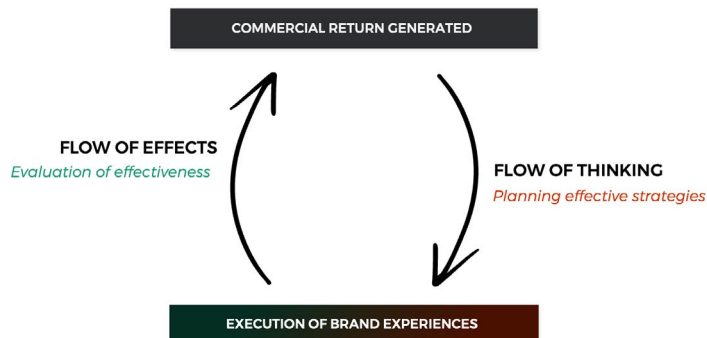
Making sense of your measurements

Isolated, single-level measurements may be extremely useful for the job in hand or the task on the ground. But effectiveness means being able to follow the flow of effects all the way upstream. This is where so many marketing efforts fall down. In the digital world, there are plenty of marketers who can give you chapter and verse on page impressions, clickthrough rates and likes, but who struggle to articulate just how many extra products in baskets this led to, or how much extra revenue that has brought in.

That's why it's so important to plan for effectiveness. Whether you're talking direct mail or any other form of activity, effectiveness must be built in from the start.

The Effectiveness Flow Strategy

I talked about the Flow of Effects, and how the individual activities you execute can ladder up to a big change for your business. But to engineer your marketing activities so that they work in this way, your strategy needs to be developed from the top down – from targets rather than from channels. We call this the Flow of Strategy. It's about starting with the commercial and market performance targets, and then using them as the basis for working out how individual consumers will have to change their behaviour, and how your mailshot needs to change what they think or feel to achieve that.



Striving for effectiveness

We live in a world rushing to embrace digital and virtual technologies. It is good and right to be excited about the potential these things can offer, but at the same time it is a mistake to write off the attractions of the real world, or the power of physical communications you can hold in your hand. A newer, smarter generation of marketers is pioneering ways to bring them together to multiply the possibilities of the physical and to take what is virtual and make it tangible and measurable. Which is why digitally integrated, effectiveness-driven direct mail looks set to become one of the hottest marketing tools of the 21st century.

1. UK Advertising's Adspend Review: the Pandemic Effect, 2022, Advertising Association
2. Expenditure Report, April 2022, Advertising Association/WARC
3. adassoc.org.uk/our-work/uk-advertising-spend-forecast-to-rise-to-35bn-this-year
4. JICMAIL, 2021
5. emailanalytics.com/37-email-statistics-that-matter-to-sales-professionals
6. LIONS, WARC and TEP State of Creative Effectiveness, 2022
7. www.jicmail.org.uk/news/news-q1-2023-results-mail-engagement-and-effectiveness-reached-their-highest-level-in-a-year

95% of all mail generates some form of physical interaction from consumers.

ASA EXTENDS ADVERTISING RULES AROUND ENVIRONMENTAL CLAIMS

How aware are you of the new guidance around environmental claims in advertising?

In December 2021, the Code of Advertising Practice (CAP) published guidance to assist the advertising industry with interpreting Advertising Standards Authority (ASA) rules relating to misleading environmental claims and social responsibility.

This guidance was welcomed by the postal industry as part of its response to addressing misleading claims about the channel and the overall environmental impact of its core product component, paper.

Context counts

After these rules were instated, the ASA ruled on several cases involving advertisers, often in high-priority sectors, for consumer behaviour change. These adverts made positive environmental claims about specific aspects of their businesses, where much of the business model is responsible for a significant amount of environmental harm/emissions.

The ASA found that these adverts breached the CAP codes on the grounds that they were likely to be understood as making claims about a business's wider environmental impact and claims about their positive initiatives, therefore exaggerating the business's overall environmental credentials. In some cases, the claims were not contextualised, or sufficiently contextualised, with material information about the business's overall environmental impact.

In response to these rulings, CAP published an updated version of its guidance in June 2023, that draws on the principles established by recent ASA rulings and the principles from the "Competition and Markets Authority's Making environmental claims on goods and services guidance", to which marketers should have regard when making claims about initiatives designed to reduce environmental impact.

Moving forward

This new guidance isn't designed to prevent marketers from making environmental claims, but it identifies factors that make such claims more or less likely to be compliant.

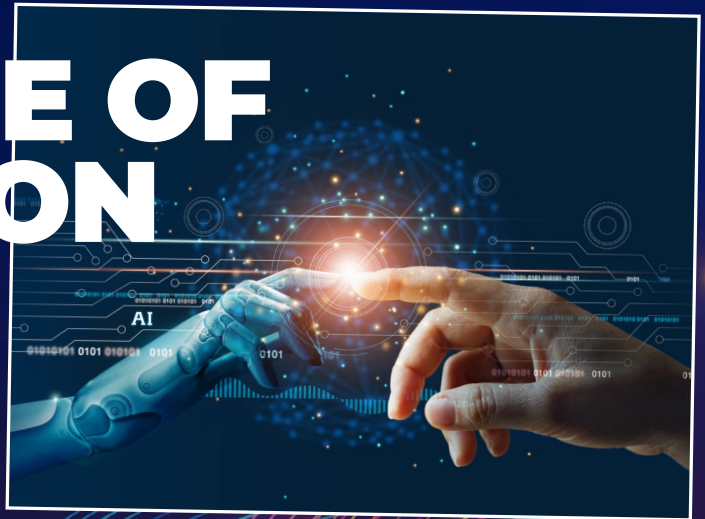
Commenting on the changes, SMP chair, Lucy Swanston, said,

As a service industry, we play an important role in helping our customers understand and comply with advertising regulations. Mail producers have the unique position of seeing proposed advertising content before it is produced and have the opportunity to be diligent in ensuring misleading claims are not made in the first place, especially with regards to greenwashing. It's important that our industry sales teams understand these changes and can direct customers to where they can find the information that they need to comply with the new guidance."

The MASBOF levy, collected by Royal Mail from advertising mail on the industry's behalf, helps fund the ASA's work. This enables end users of mail to access training opportunities and the CAP's Copy Advice team, which provides a confidential, free pre-publication advice service on non-broadcast ads. They can also call upon its support team, who can advise brands on marketing communications containing environmental claims at the early planning stage.

For more information, visit www.asa.org.co.uk

THE FUTURE OF AUTOMATION IS NOW



Automation is a hot topic for our industry, but how do we optimise it within the manufacturing environment? We spoke to four experts to hear how they're doing it.

Addressing pain points

As technology advances, traditional practices present challenges. Something that Kevin O'Donnell, from Xerox's graphic communications and production systems team, knows all too well, "Labour-intensive processes, high operational costs and tight deadlines have plagued the industry for years, hindering our ability to keep up with evolving consumer demands and market dynamics." That's where automation comes in.

"Repetitive, time-consuming tasks, like file preparation and colour correction, can be optimised through automation, minimising errors and allowing skilled professionals to focus on strategic and creative tasks."

But it's not just manufacturers reaping the benefits, "Consumers increasingly expect personalised, timely and tailored products. Automation can enable customisation without compromising speed or quality."

Becoming 'future-ready'

Jonathan Malone-McGrew, WW workflow product marketing manager at HP PageWide Industrial, believes that to operate a production environment competitively, companies must focus on two areas, "Cost savings allow for additional margin, better ROI and increased business opportunities. While operational efficiencies enable faster turnaround, increased asset utilisation and lower labour costs."

These factors were at the core of HP's work with IWCO, "IWCO chose to implement new HP PageWide web presses into their multi-site operation." Jonathan explains, "To take full advantage of these, their workflow and processes needed to change.

"The answer was to leverage integrated workflow solutions. The savings included over \$100,000 and 7.5 hours a day in process time."

The future is automated

"Having the right workflow software solution to balance process optimisation versus flexibility is a key part of this and is vitally important whether you're printing with offset, toner, inkjet or all three," comments Stuart Rising, head of commercial print at Canon UK & Ireland.

"Human skills and experience will always be valuable, but automating processes wherever possible reduces labour costs, maximises productivity and minimises the scope for error.

"Automated end-to-end workflows, including software, printing and finishing, are crucial to running digital printing technology efficiently, and inkjet technology, in particular, can help to cut out many of the cumbersome production process steps."

Read Canon's reTHINK Commercial Print report:



Looking beyond automation

Over at Ricoh, workflow consultant, Chris Wheeler, is exploring the concept of hyperautomation, a combination of techniques, including artificial intelligence, machine learning and robotic process automation.

"These technologies automate manual work to increase efficiency and improve operational agility," explains Chris, "Think of each process as a muscle in the body. You can hone each muscle independently, but hyperautomation is the connective tissue that enables the entire network to operate as one optimised unit."

There's one thing we know for sure, the future is automated. And it's here.

WHAT'S NEW WITH THE SMP WORKING PARTIES?

The SMP working parties help to deliver the vital work that we do. We caught up with three of our working party leads to hear about their latest projects and priorities.

We caught up with three of our working party leads to hear about their latest projects and priorities.

Mail Presentation Advisory Group (MPAG)

Chaired by Mailbird's managing director, Kerry Holden, MPAG has been involved in the consultation for withdrawing optical character recognition (OCR), 1400 and non-barcode general large letters (GLL) services. The group has discussed the nuances and implications of withdrawing these options, working with members to gather their feedback.

The group has also been working with Royal Mail to find resolutions to 'traditional' postcards, which are difficult to sort by machine. In recognition of the cost and impact on its operation, Royal Mail has excluded traditional postcards from its Economy product and Incentives.

To improve the efficiency of these postcards, Royal Mail launched a new opportunity for mail producers to test new single ply mail designs during a defined period this summer/autumn. Mail producers were invited to submit visual samples with pack details during August and September.

Education Group

Sophie Grender, Marketreach's director of new business, leads our Education Group which has been working with BPIF, IPIA, DMA and JICMAIL to develop the SMP's training offering.

The group's goal is to have an area on the SMP website where members will be able to access special deals on training content.

Watch this space!

If you missed the webinar on 'How to supercharge your customer mail with mail optimisation' you can watch back here:



Sustainability Group

Lucy Klinkenberg-Matthews, head of ESG at Paragon, heads up the Sustainability Group, which was founded earlier this year and unites members from across our value chain, including print, envelope manufacture, postal and paper industry and machinery and ink manufacturers, as well as industry bodies such as Two Sides. Group activity kicked off with a membership survey to determine the areas of sustainability where support is required. The group's attention is now focussed on producing cross-industry guides including:

- Sustainability Glossary / Jargon Buster
- Carbon Measurement and Reduction
- Impact of Print / Sustainability of Print Industry

Lastly, the group has been invited to participate in a Sustainability 'super group', which will bring together the multiple sustainability working parties across our joint value chains to pull together the great work and material that the different working parties produce, to share best practice, guidance materials, and ensure we take a common approach across our integrated industries.

If you're interested in finding out more, please visit: www.thestrategicmailingpartnership.co.uk/about-us/working-parties



MAKING THE CASE FOR MAIL – PRINTERS AND AGENCIES WEIGH IN

Printers and agencies both play a vital role in effectively selling mail, but how can they unite to form an unbeatable alliance? We spoke to five experts to find out.

What can we do to improve sales and collaboration?

"We're all working towards a common goal," says Lance Hill, managing director at Eight Days a Week Print Solutions, "Collaboration is key to achieving seamless customer journeys that benefit both parties."

According to Isla Munro, The Dragonfly Agency's managing director, printers and agencies should look beyond their current projects to improve communications, "We must build long-term relationships that stretch beyond individual projects. This allows us to set realistic expectations, avoid misunderstandings and build transparency."

A sentiment shared by Dimitri Kyprianou, group managing director at Go Inspire, "Direct involvement of both parties in client discussions right from the start of a project adds substantial value and streamlines the process."

Kevin Steele, director at Fox Group, highlights the benefits both parties bring to the table, "Agencies possess creative expertise across various domains, while printers offer years of production experience, innovation and environmental solutions."

Over at Join the Dots, Nathan Rose, director of growth, explains the crucial role this relationship plays for the industry's longevity, "Transparency and collaborative working between agency and printer is essential for the industry's survival, as price increases and negative press continue to deter some clients from using mail."

How can communication be improved?

Making use of available resources is Kevin's top tip...

With access to diverse resources through collaboration, creative minds can merge with manufacturing strengths to achieve cost efficiencies, environmental consciousness and exceptional campaigns."

Being on the same page is key, not just as each other but as an industry. "One thing that I see a lot in the print industry is what I call 'digital bashing'." shares Nathan, "I understand the desire to compare mail to digital, however, client side, that's not usually a decision they are being asked to make. Instead of creating a war against digital, printers and agencies should talk more about the complimentary effect that the channels have on each other."

How can we make the case for new business?

When presenting a case for new business, Lance is a believer in the power of shared insights, "Shared resources can enhance customer experiences and market reach, fostering transparency and ultimately streamlining operations."

Calling for further education, Dimitri adds, "The industry bears a collective responsibility to educate partners and dispel myths around print's effectiveness. Overcoming challenges necessitates united efforts to demonstrate print's enduring place in the marketing mix."

Meanwhile at Dragonfly, Isla encourages a creative mindset, "Share ideas and innovative campaigns. Provide guidance on design, format and messaging to help create compelling marketing campaigns."

SMP MAIL PERFORMANCE AWARDS 2023

UK's print and mailing industry recognised for outstanding performance



The winners of the 2023 SMP Mail Performance Awards were announced at a sparkling ceremony on 28th September

at London's The Steel Yard. The evening, which includes our annual networking event, was hosted by the one and only Ellie Taylor, hilarious comedian and Strictly Come Dancing alum, and was attended by more than 400 people who all gathered to celebrate the leading lights in the UK's print and mailing industry and their incredible achievements this year.

This year's awards programme featured two new categories, Bright Futures and Sustainability, to recognise the young talent and environmental initiatives that are leading the way for the print and mail sectors.

Taking home this year's Platinum Envelope was Paperplanes, for its work with Bower Collective on a programmatic direct mail campaign. Read more about the fantastic results on the next page! Receiving Golden Envelopes were; Propack, for its work with travel giant TUI; Join the Dots, for its third sector campaign with the RSPCA; and a double scoop for The Dragonfly Agency for its campaigns with CHAS and Knight Frank. Go Inspire were also highly commended for their campaign efforts with Lakeland.

Our inaugural Bright Futures winner was Ellie McBeath, account manager at The Dragonfly Agency (read her story on page 14!), while Webmart bagged our first ever Sustainability Award for its 'Spring into Adventure' campaign with Exodus Travels (flip to page 15 to learn more!). Huge thanks to our award sponsors DBS Data, Go Inspire and UK Mail, for helping us to host a truly memorable night. Don't forget to tag us in your photos on LinkedIn if you haven't already.



Fireside chats

As well as announcing our 2023 winners and getting to know new faces in the industry, we hosted two fireside chats at this year's event, discussing everything from communicating the value of mail and the role of young people in the industry to key sustainability focus areas and how to best utilise data in mailing campaigns.

PLATINUM SUCCESS FOR PAPERPLANES



Host and comedian, Ellie Taylor, with Platinum Envelope winners, Paperplanes, and Adam Williams, Managing Director at DBS Data Marketing.



The SMP Mail Performance Awards are designed to shine a light on the brightest and best campaigns produced by our

industry over the last year. And the 2023 entrants have not disappointed!

Taking home the Platinum Envelope this year was Paperplanes for its incredible campaign with Bower Collective, a leading B-Corp that creates natural home and personal care products that pioneers zero waste, reusable packaging.

The programmatic mail campaign saw Paperplanes running a pilot programme with the aim of increasing customer engagement online and increasing overall conversions, encouraging product purchases and eco-friendliness.

Targeting both recent non-returning customers and potential buyers who had browsed but not purchased, this campaign resulted in a whopping, 7.6% conversation rate for mailed customers, doubling the 3.7% rate for non-mailed customers. Staggeringly, Cost Per Acquisition (CPA) also decreased by over 100%, indicating improved cost efficiency.

Driven by personalisation and relevance, programmatic direct mail was chosen to cater to individual preferences. By triggering mail based

on browsing patterns, tailored concepts about products of interest were delivered, spurring engagement and purchases. Data science-driven targeting aligned content with browsing history, focusing on content-rich presentations instead of discounts.

Unlike traditional direct mail, the campaign's personalised approach based on individual website interactions led to stronger sales and optimised return on investment (ROI) for customer acquisition. Ultimately, the programmatic direct mail campaign proved more cost-effective than alternative digital retargeting strategies. Result!

I think the strength of the results was one of the points that made the difference and also the touch points that we can offer with programmatic. There are not a lot in the industry who offer it as exclusively as us, so I think that is what stood out to the judges. This award is a compliment to the entire team, it's the hard work of the entire team. At Paperplanes it's not just one person who works towards it, it's literally every individual's effort that has gone into winning this award."



DESERVING BRIGHT FUTURES WIN FOR DEMONSTRATING INITIATIVE AND DRIVE



The Bright Futures category that was introduced this year to shine a light on emerging talent under the age of 30

in the UK print and mailing industry has successfully celebrated an individual who shows amazing promise.

We were proud to see the winner, Ellie McBeath, account manager at The Dragonfly Agency, go up to collect her well-deserved award for consistently going beyond the status quo in her industry, infusing the Dragonfly Agency's campaigns with fresh ideas and innovative approaches.

Incredible successes Ellie was nominated for include achieving a 99.9% customer engagement rate with record breaking responses for an insurance client, as well as seeing direct debit gift donations up 55% YOY for a charity client.

Ellie's commitment to excellence has been well documented, including her involvement in a DMA upskilling pilot, in which Ellie represented the Dragonfly Agency on a great number of courses, taking full advantage of the IDM library. These courses increased Ellie's understanding of the strategic side of direct marketing, enhancing her ability to go beyond the status quo, infusing her campaigns with fresh ideas that challenge traditional norms.

She has attended multiple training workshops, combined with regular tours and press passes at print partners sites, to ensure she is always on top of the current print landscape. This also gives

her the knowledge to suggest new format and production routes and the ability to confidently negotiate pricing, as she is aware of what the industry benchmarks are. Her clients continuously benefit from this skillset, as the solutions she presents are always as cost effective and efficient as possible.

Her other achievements include embedding JICMAIL into her client campaign preparation and analysis and Ellie has reached silver accreditation so far. This has enabled her to utilise the incredible JICMAIL offering to combine the knowledge from client insight with industry insight and ensure that every pack that lands on a consumer's doormat is planned and prepared in the most effective way.

Described as "a shining example of dedication, innovation, and a relentless pursuit of excellence," by her nominee, here's what Ellie said about her award:

I'm very, very surprised but super excited. It's a brilliant boost for my career; to help take me where I want to be, and recognition of where I have come from. It's a massive surprise but I'm really grateful for the award!"

We're delighted to recognise Ellie for demonstrating qualities that make her a true bright future star in the industry and would like to congratulate every entrant for making a difference in boosting the print, direct mail and marketing industry.



Bright Futures Winner, Ellie McBeath from The Dragonfly Agency, Ben Snutch, Chief Customer Officer at Go Inspire, Ellie Taylor, host and comedian, and Lucy Swanston, Chair of the SMP.



SUSTAINABILITY ACHIEVEMENTS

SHOW GREAT PROMISE



Webmart collecting their Sustainability Award with Director of DSA Mail, UK Mail, Jon Wilkins, and host and comedian, Ellie Taylor.



Our winner, the 'Spring into Adventure' campaign by Webmart, was the entry that scooped the award on the night.

The win was awarded for Webmart's collaborative efforts with Exodus Travels to elevate the existing campaign, enhancing every element from data selection and materials to format and postage. This transformation was driven by dual objectives: amplifying response rates while reducing the campaign's carbon footprint.

Judge, Ian Bates, said about the Award win, "The SMP Sustainability Awards reflect the increasing need for marketing campaigns to demonstrate and prove impacts both environmentally and commercially. Thoughtful design, effective implementation, and communication, regenerative material choices and measuring all relevant impacts being key ingredients for any successful outcome.

"Spring into Adventure' by Exodus Travels is a great example of this, where transparency, methodical carbon measurement and excellent communication were clearly evidenced."

By leveraging Webmart's innovative Carbon Calculation service, Ecometrics, Exodus Travels embarked on a comprehensive journey to mitigate the campaign's carbon emissions. By calculating the campaign's overall carbon impact, to align with Webmart's commitment to sustainability, it was able to offset this impact through accredited schemes, effectively neutralising the campaign's environmental footprint.

Webmart relied on transparency to seamlessly address Environmental, Social, and Governance (ESG) requirements, reinforcing its commitment to sustainability and responsible practices, setting a new benchmark for sustainable excellence in the direct mail sector.

As a sustainable integrated marketing agency, the intrinsic approach involved collaboratively

addressing carbon mitigation across all marketing channels. This ethos harmoniously aligned with Exodus Travels' shared sustainability ambitions, driving the joint endeavour to mitigate and offset carbon emissions.

Webmart, in tailoring its approach for Exodus Travels, refined data to enhance accuracy and reduce the carbon impact by targeting responsive audiences. Concurrently, the agency worked to re-engineer the product, transitioning from a 6pp A5 landscape leaflet in an envelope to an environmentally conscious maltese cross format, minimising paper consumption.

Employing Webmart's carbon-neutral postage solution, Enviromail, ensured sustainable mailing. These mitigation strategies yielded a substantial 57% reduction in campaign carbon emissions, equivalent to a 1,064kg decrease.

The final stages involved furnishing Exodus Travels with comprehensive reporting, empowering them to showcase significant scope 3 reductions within their broader marketing context. This holistic approach culminated in a campaign that not only achieved results but also fostered environmental responsibility and awareness.

Tom Oldershaw, Client Services Director at Webmart:

We, as a business have had sustainability at the heart of what we do for 26 years, since we were established by our owner. Sustainability is becoming more and more relevant to people - it's something that we are really passionate about and winning awards reinforces the great work we are already doing for our customers, so we're really happy to have won the award."

MEMBERS' CORNER



For our latest members' corner, we sat down with **Andrew Robinson, head of sales and marketing at The Flow Group**. Based in Brighouse, West Yorkshire, the Group encompasses Flow Fulfilment, Mr Flyer, CO. Brands, The Personal Print Portal, and its latest brand launch, Greener Mail, a sustainable mail alternative built around carbon balancing.

Andrew, who founded Mr Flyer in 2010, successfully merged the business with The Flow Group in 2020. The merger saw Andrew take on his current role, overseeing the sales and marketing for Flow's impressive brand portfolio.

What are you most proud of in your career?

Tough opening question, but maybe the first award win, the BIY Inspired Awards back in 2015. This was the catalyst for many more, and it gave me confidence that we really were building something worthwhile.

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

Studied business strategy sooner. Stepping back, analysing your business and being able to implement strategic change is vital; it certainly changed the course of my business.

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

Balance. So many business owners work far too hard for far too long with far too little reward. I don't believe business has to be that way - I've done a four-day week for 12 years and have no intention of changing.

What's your most memorable print project?

Years ago, we did a large D2D campaign for St. Gemma's Hospice, printing a Maltese fold uncoated A5 leaflet with multiple perforations and other fancy things! They got a great ROI, which was the main thing!

What advice would you give to someone starting out?

1. Read the E-Myth, 2. Pay for good business consulting upfront to get your model right, and 3. Invest in great branding - people judge on appearances.

What's your perfect night in?

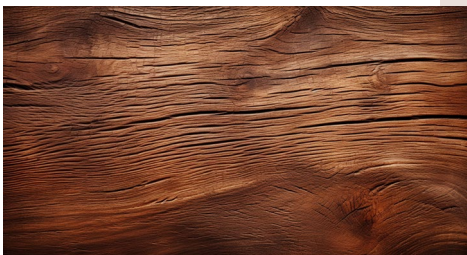
I love to be active and outdoors, so nights in don't appeal to me!

In another life, you would be...

A master craftsman. I have such admiration for people who are experts in making wonderful things out of wood.

What's your secret talent?

I'm yet to find that out!



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