

CERTIFIED SUCCESS

Raising the bar with Bronze certification for all SMP members



MAKING THE CASE FOR MAIL

Using JICMAIL data to win
business and promote
mail use

SAVE THE DATE

SMP Awards &
Networking Evening is
back for 2024

ORIGIN STORY

The new frontier of
measurement



CELEBRATING SUCCESS BUT NEVER RESTING ON OUR LAURELS

With summer just around the corner, we're returning with a new issue of Sorted. This time it's all about tackling new challenges, as well as shining a spotlight on some future trends already starting to have an impact.

As many of you may be aware (because you were there!), last year we held our largest-ever annual awards and networking evening, which brought together over 400 industry professionals for a night of celebration of achievement. Accompanying this newsletter, you will notice we've sent you a stunning brochure featuring case studies showcasing the impressive campaigns delivered by our winners Paperplanes, Webmart, Propack and many more, so you can all see why the winners won. Thank you to Propack and ASL Group for producing these for us!

If you'd like the chance to shine a light on your amazing work this year, save the date - it's Thursday the 26th of September, because we're back again for 2024! It's never too early to start considering your application - the awards are open to all SMP members - mailing houses, printers, print managers or agencies, so what have you got to lose? The evening will be again hosted at The Steel Yard in London and is promising to be bigger and better than ever.

In this issue, we are taking a look at future trends in the industry, and what's around the corner for your business. From keeping audience engagement as a key metric, to having your finger on the pulse of sustainability using innovation, and harnessing AI for enhanced customer experiences; we're covering off

the key insights you need to know.

Beyond that, we're also exploring Innovation in Mail on page 14 and providing you with the latest Royal Mail updates you might have missed.

There is a lot of change happening in our sector at the moment, positive change. So, settle in to enjoy all the SMP news, and catch up on insights we hope will help you stay on the front foot and better equipped to successfully navigate the future moves affecting the print and mail industry.

I would like to end this note by saying thank you to our brilliant members. You champion our industry daily, and I am very proud to work together with you towards a better future for the mailing sector.

If you are interested in supporting the SMP through sponsorship of the awards, please get in touch via lucy@nutshellcreative.co.uk.

Lucy Swanston

Chair, The Strategic Mailing Partnership

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REVIVE RANGE

TACKLING GREENWASH AND PROTECTING OUR INDUSTRY

Two Sides has strengthened its efforts on the Anti-Greenwash campaign, successfully challenging many international companies to remove or amend misleading messages that print and paper is bad for the environment.

Notable organisations in the UK, such as British Gas, Yorkshire Water, and Hastings Direct, retracted greenwashing statements following engagement from Two Sides.

The scale of this impact is significant, with over 8 million customers at British Gas, 5.7 million customers at Yorkshire Water, and 2.8 million customers at Hastings Direct. This means that 16.5 million people will not read unsubstantiated and misleading environmental claims favouring digital over print.

On the wider European front, Two Sides reached out to 224 companies during the same time period, resulting in 75 companies so far, amending their communications.

“Not only are these greenwash claims in breach of established environmental marketing rules, they are also hugely damaging to an industry which has a robust and continually improving environmental record. It threatens the 7,500 companies (115,700 EU) in our sector with a turnover in excess of £14 billion, and which employs more than 130,000 people (1,096,000 EU),” says Jonathan Tame, managing director of Two Sides.

€337 million. The annual value of the European paper, print and mailing industry that greenwash threatens.

The Two Sides Anti-Greenwash campaign is vital in helping companies and organisations understand the consequences of greenwashing, as well as preventing the spread of misinformation so that consumers recognise the value of paper and its contribution to the circular economy.

“It remains vital that greenwash is challenged to safeguard the industry's commendable environmental track record”, says Jonathan, “and that the livelihoods of thousands of industry employees, as well as print, paper and postage volumes, are not damaged by the spread of misleading and opportunistic greenwash marketing.”

The success of the Two Sides Anti-Greenwash campaign relies on the involvement of the sector, spotting any examples of greenwash and reporting them. Two Sides will investigate the statements and, in many instances, will engage with the organisations explaining that claims of saving trees are not factual and in conflict with the Competition and Markets Authority (CMA) Green Claims Code. When possible, Two Sides seeks meetings with these organisations to explain the facts and assist them from making misleading or unsupported claims again in the future.

Adding her voice to the campaign, SMP chair, Lucy Swanston comments, “Our membership is ideally situated to help minimise these false claims, as in many cases they are the ones being asked to print these messages. That’s why we’ve created a greenwashing leaflet to let members know how they can help avoid proliferating greenwashing”.



ADDING VALUE THROUGH EMBEDDING JICMAIL CERTIFICATION INTO YOUR L&D

The value of mailing houses, printers and print management companies embedding JICMAIL data in presentations, pitches and tenders is clear – no mail business case is complete without the supporting use of JICMAIL data. Every member of your team needs to know where the data comes from, how to access it and how to use it.

During the JICMAIL Conference 2023, Gemma Mitchell, managing director - Dagenham, explained how Paragon encourages everyone to take Bronze and Silver certificates to add JICMAIL into their toolkit to enable them to confidently discuss the power of mail and use the data in their work.

“I am a huge fan of JICMAIL data and I use it in every client presentation. JICMAIL makes our job easier when we are talking to customers about campaigns. One of the issues everyone in the industry comes up against is budget and the need to defend mail's place in the marketing strategy. JICMAIL provides independent empirical evidence enabling marketers to defend and grow the mail share of the budget.

“To embed JICMAIL certification at Paragon, we've made it easy to take the certificates. It is included in the L&D portal and we have set minimum certification levels for all customer-facing colleagues. We keep all of the team aware of the benefits, along with sharing the quarterly data updates and research. We focus on JICMAIL updates in our Facts & Snacks sessions, which are regular virtual learning opportunities for the wider business that we run with JICMAIL, so anyone can find out more and learn what the data can do, providing us with the tools to be subject matter experts.”

The business impact of achieving JICMAIL certifications is profound. As Gemma explained, “Using JICMAIL certification helps empower the team to use JICMAIL to engage with our customers, change perceptions and drive intelligent use of mail. Being trained on the data means confidently using it when talking to clients, and moving the conversation from cost per acquisition to brand impacts and awareness mail can deliver.

“We had a client who had reduced their mail volume, but measured their cost per acquisition, so, when we presented the latest attention research, there was a penny drop moment - the whole room went silent. They could now evaluate mail campaigns, not only in terms of impressions but in cost per second, and therefore shouldn't just be seeing mail as a customer retention or acquisition tool. They could see mail's role and value in brand awareness and advocacy where previously this wasn't considered.”

Don't forget – it's a mandatory requirement of SMP membership to hold a minimum of Bronze Level JICMAIL certification, so look out for the next training sessions, if you still need to get certified.

To sign up for JICMAIL to embed the certificates into your L&D programme, **contact tara@jicmail.org.uk**



GEMMA MITCHELL



THE BENEFITS OF JICMAIL PLATINUM PARTNER STATUS



Go Inspire has been a JICMAIL Platinum Partner for almost eighteen months and seen huge benefits across the business. Danny Cook, Go Inspire's Group operations director and Anna Kotecka, head of postal services, explain what Platinum accreditation has brought to the company.

"It has been an absolute pleasure to be part of this journey to becoming a JICMAIL Platinum Partner, enthuses Danny. "We deeply embed JICMAIL as a crucial tool within our client-facing teams. We offer postal consultancy and audit services, leveraging JICMAIL to measure commercial outcomes driven by mail, for both acquiring new clients and nurturing our existing customer base.

Additionally, we use JIC analysis to showcase the impact of mail campaigns in our tender responses. Our focus is on delivering tangible business outcomes for clients. Therefore, integrating media planning metrics specific to the mail industry and analysing response effects enable us to effectively demonstrate the benefits of mail to current and potential clients."

Platinum Organisational Accreditation is awarded to businesses who have demonstrated a level of proficiency with JICMAIL beyond its basic application and that includes evidence JICMAIL data is: Embedded into L&D programmes, central to sales and account management processes, systematically used to retain and grow business.

Platinum status also requires evidence the organisation adheres to industry best practice with respect to the levy, specifying the specific levy cost on plans/proposals or detailing the levy as a VAT exempt item on invoices with best practice process a key criterion.

Anna adds, "My journey with JICMAIL began over two years ago when Patrick Headley, the former CEO at Go Inspire, suggested we undertake the Platinum Accreditation Process. I was eager to accelerate progress, so we immersed ourselves in the wealth of information provided by the JICMAIL team.

"Initially it was challenging, but as we participated in training sessions, used the Discovery Tool, and

earned both Bronze and Silver Certificates (almost 100 to date, a testament to our relentless internal efforts), our momentum steadily grew.

"Reaching the Gold Training Task marked a significant milestone, despite the time, energy, and patience it demanded. I owe a special debt of gratitude to Ian Gibbs for his unwavering support throughout.

"It's an immense honour to be part of the JICMAIL Platinum Partnership programme alongside esteemed organisations like Whistl, Eight Days a Week, Marketreach, and others.

"The knowledge we've gained from JICMAIL Platinum Partner status is a formidable competitive advantage and a potent tool for us. It is indispensable in identifying market trends, facilitating decision-making processes, and nurturing robust business relationships. Thanks to JICMAIL's efficiency, Go Inspire has re-engaged channels with higher mail volumes, resulting in strong commercial outcomes for our clients. Our mission remains steadfast: to assist in 'making this difference.'"

Bronze Level JICMAIL certification is a mandatory minimum for SMP membership, so look out for the next training sessions, if you still need to get certified.

To sign up for JICMAIL to embed the certificates into your L&D programme, **contact tara@jicmail.org.uk**



ANNA KOTECKA



UK DATA REFORMS WILL DRIVE GROWTH FOR PRINT PRODUCERS

The UK's data protection landscape is set to receive significant revisions with the new Data Protection and Digital Information Bill (DPDI). The Government hopes it will unlock £10.6 billion in savings for the UK economy over the next ten years and supercharge investment and growth across the data driven economy. Chris Combemale, CEO of the Data and Marketing Association (DMA) breaks down what the changes mean for the print industry.

THE DMA ASKED SME LEADERS WHAT THEY WANT FROM REFORMS:

75%

WANT DATA PROTECTION
REGULATIONS THAT EASILY
ENABLE THEM TO PROSPECT
FOR NEW BUSINESS

76%

WANT REGULATIONS
THAT MAKE IT EASIER TO
TALK TO THEIR CURRENT
CUSTOMERS

“Print producers stand to gain significantly from the changes,” shares Chris. “Since GDPR, many brands have taken a cautious approach to use of third-party data, which drives most acquisition mailings as well as enabling better insight to existing customers. This data has been collected based on legitimate interests, but since GDPR many brands have been uncertain.”

Consequentially, volumes of direct mail have declined affecting print production companies, mailing houses and data providers.

One of the most significant reforms within the DPDI Bill is the greater clarity offered on what constitutes a legitimate interest – attracting and retaining customers and donors through direct marketing is now clearly identified as one such interest, in the main text of GDPR. And this is where Chris believes

the value is for printers, “This will give a lot more businesses confidence to use it as a lawful basis for data processing, helping them to better communicate and engage with customers.”

Many businesses use customer insights to improve productivity and optimise the service offered to customers through personalisation and recommendations.

“The DMA has lobbied hard for the past three years to achieve this clarity for the industry,” says Chris. “Including chairing a Business Advisory Group for Secretary of State Donelan. Exemptions to the consent requirements for cookies on websites may mean that your business no longer requires consent banners, saving money and enabling your customers to transact with you without being interrupted by pop-ups.”

DPDI extends the soft opt-in for email marketing to non-commercial organisations, giving them the opportunity communicate with existing donors and volunteers on the same basis as commercial organisations.

By adopting DPDI's pro-innovation revisions, which preserve GDPR's robust consumer protections, the UK can establish a customer-centric model for data protection that will make the UK a model for the rest of the world to follow. “From an innovation and investment perspective, it will provide stronger privacy protections than the US and China, while being more pragmatic and less bureaucratic than the EU's model.” explains Chris.



WHAT'S NEW AT ROYAL MAIL WHOLESALE

Royal Mail has launched several new initiatives to support customers with moving volume over to the lowest priced Mailmark services, including a Mailmark Amnesty and Default Postcode. Here we're breaking down what's new and how it can be implemented in your organisation.

Mailmark Amnesty

The Mailmark Amnesty aims to produce a safe environment for customers to test mail that is new to Mailmark and protect them from receiving certain adjustment charges. The Amnesty which started on the 22nd January runs until 30th November 2024. Royal Mail is accepting applications until 30th June 2024.

This scheme is for customers and types of mail that have not used Mailmark before. Overall customers are allowed one Amnesty per supply chain. The Amnesty will cover up to five eManifests.

During the Amnesty, Royal Mail will not apply charges such as Postcode Accuracy, Delivery Point Suffix, Default Postcode, Unmanifested, Missing or Incorrect eManifest IDs, and Barcode not Seen (Note: to qualify for Barcode not Seen you must have tested your items with the quality assurance team).

Discover more about the Mailmark Amnesty here:



Default Postcode

On 2nd January 2024, Royal Mail launched the supplementary Default Postcode option for its lowest-priced Mailmark service.

The Default Postcode solution allows customers to enter a non-geographic postcode (ie XY99 1AA) in the Mailmark barcode for a supplementary charge of 1.5 pence per Letter or Large Letter (there is a higher charge for Wholesale General Large Letters).

This feature is available when the actual postcode cannot be identified.

Please note, Royal Mail systems recognise the non-geographic postcode, and the supplementary service charge will apply for all mailing items that exceed the 10% postcode accuracy tolerance level per eManifest.

It remains a requirement that the mailing items with Default Postcode meet the Mailmark specifications in all other aspects.

Further details can be found here:



KEY TRENDS TO IN THE NEXT SIX

The next six months present challenges for our industry, requiring teams to leverage flexibility and ingenuity. While cautiousness persists among marketers due to ad spend growth predictions, staying attuned to industry trends and customer behaviours is crucial for identifying and seizing opportunities. Here, Marketreach is breaking down the key trends to watch out for.

1. ATTENTION

This topic has bubbled away during the past year and will be front and centre in 2024 as brands try to figure out which marketing channels drive 'real' value and improved ROI. The ad industry is focused on devising robust attention metrics and this means going beyond comms viewability to actual engagement. The pivot towards attention was highlighted by research at the start of the year showing 91% per cent of UK marketers think the trend towards attention measurement is important. With insight into which channels achieve high attention, marketers can then optimise their media mix for effective campaigns. Our independent research, in partnership with WARC, revealed that two-thirds of recipients say mail attracts their undivided attention and it persuaded 16% of recipients to consider the brand – leading 5% to a transaction.

2. SUSTAINABILITY

Consumer awareness is high on environmental issues and research regularly points to a propensity to purchase from sustainable brands. But aspirations to prioritise sustainability are under pressure in an economic downturn.

An Advertising Standards Authority report showed consumer confusion over words like 'biodegradable' and 'compostable', with brands either consciously or inadvertently greenwashing. On the positive side, we have brands like Mars using stock footage in ads to reduce environmental impact by cutting travel, filming and production costs. And there are more tools being developed constantly to measure the carbon footprint of marketing channels and formats, with decarbonising specialist Scope 3 recently expanding the carbon measurement capabilities for Digital Out-of-Home. We carried out a UK first Life Cycle Assessment for mail in 2023 and used the

insights to create an interactive tool to help users understand the carbon footprint of different mail formats. **Check it out:**



3. BRAND SAFETY AND TRUST

Organisations are working hard to gain consumer trust and loyalty in an environment where consumers are often price-led or happy to trial different brands. Any reason to distrust a brand can be an excuse to drop it. This includes greenwashing and appearing next to content that is offensive.

Brands want to appear on trusted channels and avoid damage from negative associations, so expect more scrutiny of where ads are appearing and a greater emphasis on brand safe environments to provide a more enjoyable customer experience. Ofcom's 2023 report on news consumption in the UK found that while social media is rising as a source of news, it rates lower for 'trust, accuracy and impartiality' than established channels. As part of the customer journey, mail is proving to be a trusted channel, with 71% saying they completely trust the mail they receive.



LOOK OUT FOR X MONTHS

4. PRACTICAL HELP FOR CONSUMERS

Consumers continue to struggle with the cost-of-living pressures and high interest rates. Brands that show they empathise and are willing to hold prices or help in other ways will benefit from the much-needed brand loyalty, already mentioned. One example is Boots, which in December 2023 pledged to donate 10,000 essential hygiene products to charity The Hygiene Bank. Consumers are likely to keep scouting for vouchers and 'money off' offers and brands will have to figure out how far they can go in this direction without becoming addicted to short-term promotions. The Q3 IPA Bellwether report indicated a drop in promotional ad spend and a strengthening of investment in more longer-term brand resilience.

5. BRANDS WILL LOOK FOR AI USE CASES

ChatGPT debuted over a year ago and the ad industry is still very much struggling with working out where and how AI tools can add value. Use cases on efficiencies and enhancement of the customer experience are emerging.

From a creative point of view, agencies are exploring how to work with text and visual tools to create content. But the cautious advice heard at many conferences is "Remember, AI is a tool, not a strategy." Like any tool, AI has the potential to cause damage. This is why some agencies have paused using AI while working out their policies around copyright, IP and transparency. On a macro-level the UK Government is working on AI regulation but is diverging from the EU in looking to be more 'light touch.'



6. INVESTING IN PEOPLE

Successful businesses need to nurture supportive work cultures as employees begin to vote with their feet. The 'Great Resignation' may be over but the new generations entering the job market want to do work they feel has a purpose and to join companies that align with their values. Among the emerging workplace trends, it's important to monitor the growing importance of 'psychological safety' (a shared belief held by a team that it's okay to take risks and express ideas and concerns, all without fear of negative consequences) and note this is different from a risk-free 'safe space.' A recent study by Behave found that only 16% of HR leaders were clear on what psychological safety means.

Trends come and go and to make use of the market intelligence at any given time, brands need to use trends to interrogate their own business activity, making sure they keep an eye on shifting patterns – this will help teams to move quickly in changing the strategy and execution of marketing plans for maximum optimisation in the year ahead.

CREATIVE FUTURES LIGHTS THE WAY FOR TEN SMES TO GAIN INDUSTRY EXPERTISE AND RESOURCES

As customer journeys develop and more businesses explore omnichannel campaigns, now is the perfect time to catch up with Canon Europe's strategic business development manager, Cathy Bittner, about its joint initiative with The Drum, 'Creative Futures', and the Class of 2023.

Inspired to prove the power of collaboration between the print industry and SMEs, Cathy explains that the aim of 2023's Creative Futures was to "develop partnerships and new business models for the future".

Following the success of the student-focused 2021 project, which gave graduate students access to employers, the 2022 project tasked entrants with creating an omni-channel campaign for the YMCA. Emerging creatives Henry Plumridge and Ollie Bartlett from Transmission agency were crowned winners thanks to their 'original and impactful' campaign.

The 2023 initiative gave ten SMEs with low marketing resource the chance to win an omni-channel marketing campaign.

Impressed by the range of SMEs entering, Creative Futures devised a tiered approach to give the entire class of 2023 access to collaborate, resources, and expertise.

JICMAIL attention figures reveal high levels of attention across all mail forms, with Business Mail at 150 seconds, Addressed Mail at 108 seconds, Partially Addressed at 64 seconds, and Door Drops at 48 seconds over 28 days. Further research showed that mail captures undivided attention, serving as a gateway to significant attention across other channels driving response and revenue.

While consumer trust in brands and communications is declining, mail remains a highly trusted channel – people are significantly less likely to think it's a scam. And, against the backdrop of increasing concerns surrounding deep fakes and artificial intelligence, mail stands as a steadfast source of trustworthiness.

Over the last 18 months, part of the SMP's strategy was to develop a closer collaboration with our supply chain and support SMEs to deliver amazing mailing campaigns, of all shapes and sizes - Creative Futures is a perfect example of bringing together that supply chain together.

I am proud that the SMP has been instrumental in bringing Creative Futures to life, from strategy right through to delivery. My thanks go out to all the incredible stakeholders who have been at the core of driving this project and whose contributions in time and expertise have been invaluable in support."

Lucy Swanston, SMP chair and managing director of Nutshell Creative

The approval of the Data and Digital Information Bill in early 2024 brings further optimism.

The Creative Futures team is made up of industry experts spanning the print supply chain, all imparting knowledge on technology, data and creativity, presenting a huge opportunity for those involved. Stakeholders include Jodie Hanrahan and Nathan Rose from Join the Dots, Emma Fletcher and Sophie Grender from Marketreach, Garry Ford and Mike Hughes from Latcham, Stef Hryczyszyn from JICMAIL, Tom Ridges from Herdify, and Rob Flannery, Steph Perkins, and Lucy Swanston from Nutshell Creative.

2023's overall Creative Futures gold winner was Bower Collective, a sustainability-focused B-corp producing natural household products in reusable packaging.

"We chose Bower Collective for their innovative products, good tech stack, idea receptiveness, possibility for mail to make a sustained difference, opportunities for personalisation and insights, and their position as a 'zeitgeist' brand," shares Cathy.

Bower Collective got to work with a dream team of experts to run a live omni-channel marketing campaign, including print, in the first half of the year. They also gained the benefits of the bronze and silver categories, including a resource pack and consultancy workshop session.

Two more B-corps won silver: Bambino Mio, a brand leading a 'reusable revolution' with planet-friendly reusable nappies; and Oppo Brothers, a brand creating indulgent ice cream with high quality ingredients.

Look out for the 'Creative Futures' case study video and whitepaper report coming soon!

WHAT'S IN THE WORKS FOR 2024?

The SMP working parties have set their goals and objectives for 2024, working across all areas of our industry. Below we explore what they'll be bringing to the table this year!

Sales & Marketing

Chair: Carrie Klepzig, eProductivity Software

The Sales & Marketing working party is focused on increasing membership and engagement, developing a robust network of contacts, and leading on key events like the SMP Awards and Networking Evening. The party will also focus on enhancing member skills in selling and pitching the value of mail, through training.

Incentives Group

Chair: Gemma Mitchell, Paragon Customer Communications

The Incentives working party is identifying sector-specific opportunities for growth and retention in 2024. This includes a plan to promote and increase the usage of incentives, collaborating with SMP to reach more end brands through partner channels, and working with Royal Mail in designing new incentives to support mail innovation. The party will also work on enhancing member understanding of incentives.

Mail Presentation Advisory Group (MPAG)

Chair: Kerry Holden, Mailbird Organisation Ltd

This year, MPAG is aiming to create a culture of innovation for mail piece design. The group is developing processes to address common processing issues, supporting industry-wide problems, like postcards, and keeping mail producers informed about new technologies and product developments.

Mail Innovation Group (MIG)

Chair: Danny Cook, Go Inspire

The Innovation group will explore key customer pain points related to mail usage in 2024. Its initiatives include promoting mail innovation to end brands, driving adoption of marketing automation platforms, and raising awareness of supporting technologies. The group is also exploring emerging technologies, such as AI, advocating for their application in the industry.

Education

Chair: Sophie Grender, Marketreach

The Education working party is committed to ensuring that all SMP members meet the JICMAIL entry requirements, working with JICMAIL to elevate competencies across the membership base. Initiatives include enhancing sales skills, improving understanding of environmental credentials, and upskilling industry professionals with the latest research and complementary technologies.

Sustainability Group

Chair: Lucy Klinkenberg-Matthews, Paragon Customer Communications

The Sustainability working party is taking on the task of accelerating the print industry's drive to net zero. This involves implementing lifecycle carbon measurement, reducing carbon across the supply chain, and aligning the industry on a standard framework for promoting environmental credentials.

SMP Carriers Group

Chair: Nigel Maybury, The Mailshop

The Carriers working party will focus on collaboration across the supply chain to reduce costs and improve services to end customers. It is aiming to optimise the flow of trays and containers, reduce the CO2 impact of the mail network, and enhance daily forecasting accuracy. The group will also provide a platform for carriers to contribute to discussions at MPAG and identify emerging issues.

THE AGE C

As the media landscape proliferates with new channels, inventory sales points and ad formats, it becomes increasingly challenging for advertisers to know who has seen their ads, how many times and what the quality of the exposure was. We sat down with Martin Lawson, product lead for Origin, an independent cross-media measurement solution, to see how his team is addressing this.

"To compensate for lack of visibility, advertisers can be tempted to optimise reach and frequency within each channel or sales point, at the risk that consumers are being exposed to messages across multiple channels," explains Martin. Subsequently, campaign reports may underestimate the real frequency of exposure, with the commensurate risk that consumers feel bombarded.

To date, any attempt to measure campaign delivery in a cross-media context has either been prohibitively expensive, beholden to a proprietary solution, or both. Origin is a new, independent cross-media measurement solution designed to mitigate for these challenges.

"Origin will transform the way that media campaigns are measured, planned and optimised by advertisers, and the way that brands are perceived by consumers," says Martin.

WHAT IS ORIGIN?

Origin is the UK manifestation of a global, advertiser-led initiative orchestrated by the World Federation of Advertisers (WFA). Overseen by the Incorporated Society of British Advertisers (ISBA), the UK advertiser trade body, Origin is an independently audited, single-source, cross-media measurement solution launching later this year.

"The product of unprecedented collaboration between advertisers, media agencies, media owners and platforms, Origin is set to create a new standard approach to campaign measurement, reporting and planning," shares Martin.

Origin is currently undergoing trials involving 35 leading advertisers (including BT, Direct Line, HSBC, Lloyd's, Tesco, Unilever and VMO2). Media owner stakeholders include Amazon, Bauer Audio, Meta, Newsworks, Ozone, the PPA, Royal Mail, Samsung Ads, TikTok, The Trade Desk and YouTube.

Knowing how direct mail works in the context of a multi-channel communications strategy is key to our ability to ensure that the channel is top-of-mind for advertiser and agencies."

Philip Ricketts, commercial director at Royal Mail Marketreach

Origin will initially offer a service that measures de-duplicated reach and frequency for advertising campaigns that run across TV, digital video and digital display. Post-launch, the service will expand to measure other channels such as direct mail, OOH, audio and print. Initially, ~2/3 of UK advertising investment will be measured; this will grow rapidly to encompass more than 80% of ad spend within two years. The ambition is to have as close to full market coverage as quickly as possible.

For the first time, advertisers and agencies will have a single reference point for measuring campaign delivery across an array of media touchpoints. Using this data, they will be able to understand how different channels and media owners work together to reach different audiences, and how both reach and frequency can be optimised in a multi-channel context.

For the first time ever, advertisers will be able to implement media-neutral planning, enabling better planning, measurement and optimisation of spend across channels."

Marg Jobling, chief marketing officer at NatWest Group

OF ORIGIN

BY THE INDUSTRY, FOR THE INDUSTRY

Origin has been developed through the collaboration and consensus of over 50 founding stakeholders from across the industry.

“Once launched, the service will offer a JIC-like, not-for-profit service. Whilst governance will be determined by a membership base co-opted from across the industry, Origin will differ from existing JICs by not being underwritten by its members. Instead, Origin will be funded by those paying to access their data,” explains Martin.

A core component of the Origin funding model will be the Fractional Advertiser Contribution (FAC), a payment mechanic similar in many ways to the ASBOF levy. The 0.1% FAC will apply to all UK media spends (bar direct mail, which is excluded at present due to existing measurement levies already in place), and in doing so will become a progressive means of funding the Origin service.

Any advertiser that pays the FAC (collected by their agency) will be entitled to see their deduplicated reach and frequency reports, and to share these with their partner agencies. Access to the data will be via the Origin UI, and through an API feed that will release automated reports for those looking to ingest Origin data directly into their dashboards and planning systems. For mail data to be included in Origin, a levy is being targeted for introduction in 2025 and discussions are starting across the industry on how best to enable this.

Origin is on track to become a new industry standard, and to transform the way campaigns are planned, measured and optimised across the UK.



Origin

As marketers and media planners, better navigating an ever-fragmenting media landscape to deliver effective and efficient reach from our investment in advertising is critical.”

Tom Mardon, head of media and campaign planning at Tesco

As one of two pilot markets (the other being the ANA's initiative in the United States), Origin sits squarely in the gaze of advertisers around the world as they seek best-in-class media measurement. With Royal Mail's long-term involvement, the integrated measurement of direct mail alongside a host of other media channels, sits firmly on the Origin roadmap. When this is realised, it will place direct mail much closer to the heart of integrated planning for British advertisers.



THE STANDING OVATION THEORY

Choosing the right house to send mail to isn't just a matter of location; it's a matter of timing. Or so Tom Ridges, CEO and founder of Herdify, believes. Herdify is a software platform for media planners and strategists which applies behavioural science to first party data to identify the best time and place for media placement.

Most people follow the herd; they don't like standing out. This means getting them to change their behaviour is extremely difficult, which if you're in marketing, makes your job hard."

"Marketing is at its most effective when it looks to trigger these cascades, says Tom, and this where mail comes in. "Like the theatre placing people strategically, brands can harness behaviourally targeted mail to help establish and maintain cascades.

When people are exposed to a brand and see those about them in the real world adopting a product, they are more susceptible to their marketing messages. When they see a marketing nudge, via mail for example, the hard work has already been done and there's a higher probability that they will engage with that marketing activity. This isn't about just understanding where you have customers, but where and when these 'standing ovations' are likely to occur."

Tom generally used standing ovations to explain how this issue can be fixed, describing how standing ovations are started by, at most, a handful of people standing up. These early adopters influence a few more people who copy them and stand-up too. "Slightly more reticent members of the audience then see five, six, seven people around them standing and are swept into the cascade., he explains. "Eventually, the few killjoys left sitting in a room full of people standing feel stupid doing so and take to their feet. The result of this herd mentality is the whole crowd standing and cheering. In fact, theatres know this and have been known to employ people to trigger this herd mentality."

Something similar can also happen with brands. A small number of early adopters kick off a wave of adoption and those about them copy them. If adoption reaches a tipping point, it creates a cascade with more and more people adopting the behaviour until brand stardom is achieved.

But if the cascade never starts, the marketing never benefits from the momentum caused by the cascade and acquisition costs go up and growth stalls.

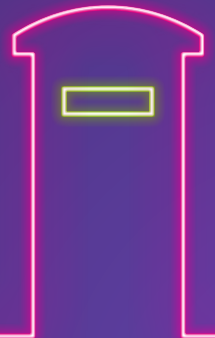
Targeting media when a 'standing ovation' is bubbling under the surface leads to increased response rates. For example, Abel and Cole received a 120% uplift in their response rate to a door drop when they used Herdify's platform to identify where their 'standing ovations' were about to happen.

Is herd mentality the missing piece of the puzzle for your mailing plans?

SAVE THE DATE

26 SEPTEMBER 2024

THE STEEL YARD
13-16 ALLHALLOWS LANE
LONDON EC4R 3UE



The annual SMP Strategic Mail Performance Awards and Networking Evening is back for 2024. And you won't want to miss it!

We'll be heading back to The Steel Yard in London for a night of celebrating the best in our industry with fine food, insightful speakers and some top networking thrown in. So, put Thursday 26 September 2024 in your diaries now and be sure to follow us on LinkedIn for updates.

The Strategic Mail Performance Awards celebrate mailing houses, printers, print managers, and agencies who have delighted their clients and showcased the skill of this industry, as well as supporting the industry's fresh talent in the Bright Futures category.

Stay tuned for upcoming announcements including categories, this year's host and entry deadlines. And of course, get ready to shout about your campaign successes.

Think you've got what it takes to enter?

Business size is irrelevant; the judges will be looking for how entrants have made a difference to a client's

mailing or a campaign. The size of the client is also immaterial – only the performance of the mailing matters.

The awards are open to all SMP members that are mailing houses, printers, print managers or agencies, and if a business is not already a member, it can sign up to become one for free and submit an entry.

If you're interested in exploring sponsorship opportunities for the 2024 SMP Awards & Networking Evening, please contact SMP chair, Lucy Swanston, on Lucy@nutshellcreative.co.uk.

MEMBERS' CORNER



Trainee account manager at Eight Days a Week Print Solutions (EDWPS), Gabby Solarek, started her career as a temporary production operative and is now learning the ropes of the 'front end' of the industry, utilising her hands-on experience to deliver great results and bring print campaigns to life.

What are you most proud of in your career?

How far I have progressed within the first year in my new role! Not only have I been on a steep learning curve with the new skills and processes, but I have also won three industry awards! This has given me the confidence and self-belief to know I am on the right path.

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

No, because every decision I have made has led me to where I am today, and I wouldn't want to change a thing. I am as proud of my achievements as I am of the mistakes, learning curves and growth it has taken for me to reach where I am.

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

My mentor, Karen Herbert, told me not to be afraid to ask questions - it's far better to feel a little foolish and ask, giving yourself the opportunity to learn than to try and push on, make assumptions, or fail.

What's your most memorable print project?

One of my most memorable projects was also one of my first solo projects. It was all going perfectly fine when, a couple of hours before the deadline, the whole job almost fell through due to a 'courier error'. I am proud of how I managed the situation, learning and negotiating to find a solution which resulted in the campaign going ahead.

What advice would you give to someone starting out?

Jump in - roll up your sleeves and get stuck in. Look for what you can add. To begin with it might only be more manpower but once you find your feet, it might be a new perspective or a way to improve a process.

What's your perfect night in?

A quiet one! My life is really fast paced, as a full-time working mum. There is not a minute to spare in the week, so when the opportunity of a night in happens, I like to curl up on a sofa with my family and watch a film.

In another life, you would be...

A black cat - lucky, a little mischievous, very capable, calm natured and fiercely loyal.

What's your secret talent?

Besides having an uncanny ability to often find myself in the right place at the right time, I would say my secret talent is problem solving. I often think outside of the box, applying my practical knowledge to find ways to resolve issues.

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