

SORTED

Discovering the power and performance of mail **Issue - July 24**

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Spotlight on Canon and The Drum's Creative Futures project

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All the latest industry
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CELEBRATING SUCCESS BUT NEVER RESTING ON OUR LAURELS

The annual SMP Networking & Awards Evening is coming up and we're counting down the days until the best night of the year, we certainly think so!

In all the excitement to get your tickets, don't forget to enter your business into the SMP Strategic Mail Performance Awards. Mailing houses, printers, print managers and agencies are eligible to enter and entries close on 23 August. The two categories we launched last year, Bright Futures and Sustainability, will be returning as we had an overwhelming amount of entries for these awards. It is wonderful to see so many brands and individuals breathing new life into the sector, pushing for good, sustainable change and delivering staggering campaign results. We can't wait to hear your stories!

All the details about ticket booking and entries can be found on the next page. We hope to see you all there.

We've also got lots of important industry initiatives in the pipeline, I am particularly looking forward to seeing the final results of The Drum and Canon's Creative Futures campaign, as well as the launch of PrintGreen, a new sustainability initiative that is currently being established.

Creative Futures is a project that sets the standard for new collaborations, uniting the entire supply chain to deliver tangible results. I am very proud to be personally involved in this project.

Collaboration is so important, especially as customer journeys are only becoming more and more fragmented. We need to come together as a supply chain to offer true value.

PrintGreen, which is chaired by Webmart's Tom Maskill, is aiming to create a central sustainability resource for the sector, driving standards and consistency, and affecting real behavioural change across print and mail.

We hope you enjoy this issue of Sorted, 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 (SMP)

For editorial enquiries please email info@thestrategicmailingpartnership.co.uk

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SMP STRATEGIC MAIL PERFORMANCE AWARDS 2024 - NOW OPEN!

The Strategic Mail Performance Awards are back for 2024. Mailing houses, printers, print managers and agencies are invited to enter the 2024 Strategic Mailing Partnership (SMP) Awards, to celebrate producers who have achieved exceptional work for their clients and industry.

Business size doesn't matter; 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 irrelevant – only the performance of the mailing matters!

The two new categories that were introduced in 2023 are returning this year, the Bright Futures Award and the Sustainability Award, to reflect the key focusses of the print industry – nurturing new talent and the need to constantly enhance sustainability. The awards are open to all SMP members that are mailing houses, printers, print managers or agencies. If a business is not already a member, it can sign up to become one for free and submit an entry. Entries are also free, and can cover business mail, advertising mail, door drop or partially addressed mailings and can be B2B or B2C focused.

The deadline for entries is 23rd August 2024. Winners will be revealed at the SMP Awards evening on Thursday 26th September 2024, at the Steel Yard in London. Golden Envelope Awards are up for grabs on the night with a Platinum Envelope Award for one outstanding entry.

Lucy Swanston, chair of the SMP, is delighted with the success of the awards, "Each year, the Strategic Mail Performance Awards aim to show standout

achievements and incredible work within our industry. By highlighting specific contributions that entrants have made to a client's mailing or campaign, these awards focus on the difference that strategic mailing can make.

"As well as shining a spotlight on the rising stars in our industry, judges will be looking at how entrants have used strategy, creativity, sustainability and use of data to drive higher level performance. It will certainly be a wonderful evening of celebration!"

The judges for this year's awards include, amongst others: Lucy Swanston, chair of the SMP and managing director of Nutshell Creative; Philip Ricketts, wholesale commercial director, Marketreach; Chris Gilfoy, head of strategy, the7stars; Rowena Humby CEO and co-founder of Starcount; Royal Mail's Amanda Griffiths; Rob Syme, associate creative director, The Gate Worldwide; Royal Mail's Sophie Grender; Lance Hill, CEO, Eight Group; Paragon's head of ESG, Lucy Klinkenberg-Matthews; Jonathan Tame - managing director, Two Sides.

SMP members can enter the awards by completing an online form, to be submitted by 23rd August 2024. Scan the QR here to enter:



HOW TO ENHANCE SALES CAPABILITIES WITH JICMAIL DATA

Members can enhance their sales capabilities through the use of JICMAIL data, showing customers an understanding of their mail and market, and helping with targeting and content.

Communicating the value of using mail is vital when customers are reviewing their marketing budgets and deciding which channels will be most effective. JICMAIL Discovery is the dashboard for finding relevant industry insight for pitches, presentations and update meetings.

JICMAIL data provides insight into the following areas:

1. TEST AND LEARN

Many customers will have a research programme, testing their targeting, creative or format to make sure they are getting the best results for their campaigns. JICMAIL data can provide useful hypotheses for customers to test when they want to make more of their mail.

For example, direct mail from mail order/catalogue retailers drives 12% of recipients online. For any ecommerce company not currently using mail, this should be an opportunity to see if it could work for them.

2. TIME CUSTOMERS SPEND WITH THEIR MAIL

Included as standard in all JICMAIL reporting now is the figure for attention with mail. JICMAIL panellists are asked to record not just their activity with mail, but also how long they spend taking those actions.

The results are significant – and stack up well against other channels. Customers should be made aware that the average piece of direct mail is looked at for 108 seconds across the course of a month, while the average door drop is viewed for 46 seconds.

3. INDUSTRY BENCHMARKS

The recently updated Response Rate Tracker provides industry response rates. This tool aggregates anonymous campaign level data

gathered from over 2,300 campaigns by thirteen different organisations spanning sell-side businesses, agencies, data and technology partners. The latest results from the Response Rate Tracker reveals that the average warm direct mail campaign has a response rate of 7.9%, cold direct mail 0.9% and door drops 0.6%.

The interactive Response Rate Tracker can be found in JICMAIL Discovery.

4. COMPETITOR ANALYSIS

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

For help with using JICMAIL data, there are blogs and videos on the website, alongside the Bronze, Silver and Gold certificates, available for everyone who works in mail. JICMAIL run regular webinars dedicated to helping people understand and use the data.

If you have any questions about using JICMAIL data or would like an update, please get in touch with Tara Pickles at JICMAIL on tara@jicmail.org.uk.

NEW DIRECT MAIL AND DOOR DROPS BENCHMARKS REVEALED THROUGH THE EXPANDED JICMAIL RESPONSE RATE TRACKER

We caught up with Ian Gibbs, JICMAIL's director of data leadership and learning, and Mark Cross, JICMAIL's engagement director, to hear about how the JICMAIL Response Rate Tracker has been scaled up for 2024.

The JICMAIL Response Rate Tracker 2024 contains aggregated anonymous campaign level data, gathered from over 2,300 campaigns by thirteen different organisations, including seven new organisations who have contributed this year.

For the first time, the Response Rate Tracker is able to report on key performance metrics for door drops, alongside cold and warm direct mail. Benchmarks are also available for Cost Per Acquisition (CPA), Average Order Value (AOV) and Return on Investment (ROI) metrics, across twenty-two sectors and product categories.

The latest results from the Response Rate Tracker reveal that the average warm direct mail campaign has a response rate of 7.9%, with cold direct mail at 0.9% and door drops at 0.6%.

The highest response rates for warm direct mail were found in the medical category at 25.9%, while for cold direct mail, the highest rates were found in the retail and mail order sectors at 1.0%. For door drops, the highest response rates were found in retail at 3.0%.

Whilst having less of a ROI compared to warm direct mail, cold direct mail has an AOV that is 2.5x higher than warm direct mail. The new data also shows that door drops are a vital mail channel for customer acquisition and are being used to good effect by advertiser sectors, with an average response rate of 0.6% and ROI of £2.6.

"Having accurate benchmarks by which to set targets, track relative performance, and validate measurement results, are all crucial steps in making the most out of a performance-oriented direct mail or door drop campaign," Ian says, adding that he is "delighted to bring an expanded Response Rate Tracker to the industry."

"Thanks to the great collaboration from our contributing partners, this latest Response Rate Tracker provides a rich suite of response benchmarks across more categories for more campaigns and mail types," comments Mark Cross.

The new Response Rate Tracker data is now available to all JICMAIL subscribers through a new interactive dashboard viewable in JICMAIL Discovery.

In an economic climate in which performance marketing is struggling to make an impact, it is vital that marketers widen the net and explore all channels available when looking to driving immediate returns from their marketing spend"

says Ian Gibbs, speaking about the results.



CANON ANNOUNCES NEXT STEPS IN CREATIVE FUTURES PROJECT

CANON HAS ANNOUNCED ITS NEXT STEPS IN ITS 'CREATIVE FUTURES' PROJECT IN COLLABORATION WITH THE DRUM AND THE SMP, AFTER ANNOUNCING BOWER COLLECTIVE AS THE OVERALL WINNER.

SETTING THE STANDARD FOR NEW PRINT COLLABORATIONS, CREATIVE FUTURES IS AN INDUSTRY-WIDE INITIATIVE RE-IMAGINING COMMUNICATION AND COLLABORATION ACROSS THE PRINT SUPPLY CHAIN FOR THE DIGITAL AGE, TO DELIVER TANGIBLE RESULTS FOR BRANDS.

Despite being one of the oldest communication tools in the marketing playbook, print has been through a digital transformation in recent years, with new high-tech innovations and printing capabilities turning it into one of the most intelligent, data-driven, connected mediums for delivering customer-centric communications.

Customer journeys are becoming increasingly fragmented, making it all the more important to ensure the process behind the delivery of campaigns is coherent and united, to provide the best experience for the end user.

Multiple elements, from data and creative, to personalisation and measurement, play a part in the end-to-end process across the print supply chain, setting the foundations for Canon and The Drum to explore what a new kind of collaboration could look like, and to drive new standards for success when industry stakeholders work in a smarter, more connected way.

Speaking about the importance of collaboration in the supply chain, Cathy Bittner, strategic business development manager, Canon Europe said, "Canon is completely dedicated to developing state-of-the-art digital printing technology that lends itself to delivering complete individualisation for customer centricity in print – but we also realise that technology is only one piece of this puzzle. We need to collaborate with the entire supply chain to really understand what else effective communication requires and deliver it with partners."

For Creative Futures, The Drum, Canon and The Strategic Mailing Partnership (SMP) assembled an interdisciplinary team from across the promotional industry supply chain, including experts from creative agency Nutshell Creative, media agency Join the Dots, audience measurement JICMAIL, print management and marketing fulfilment provider Latcham, Royal Mail Marketreach, behavioural analytics business Herdify, and print mail automation start-up AutLay.

Lucy Swanston, founder and managing director of Nutshell Creative and chair of the SMP, added her thoughts about collaboration, "A lot of people talk about collaboration, but they don't actually do it. As initial conversations evolved, we knew we had to get everybody in the supply chain behind this – the print service provider (PSP), research, data, creative and the media agency – to help. Getting everybody on the same page from day one gives the PSPs more skin in the game to drive these campaigns through and for everyone to truly create a wonderful campaign, from start to finish, through true collaboration."

With a joint ambition to provide the best customer experience, the working group came together to explore and showcase this new collaborative

way of working and uncover the opportunity for digital transformation in promotional customer communication.

"Together we leverage technology, expertise, data and creativity and position print most effectively in the channel mix," says Bittner. "Doing so, also allows us to maintain and grow print volumes for our industry."

With 'Creative Futures: the next chapter', Canon and The Drum launched a competition for one small UK business, who might have limited marketing resource, to put collaboration into practice, and run a free omnichannel marketing campaign, including print, with support from the Creative Futures team.

The aim of the competition was to create a best-in-class example to inspire the marketing and creative industries on what's possible with a customer-centric approach to planning campaigns, proving how the clever combination of data, creativity, targeting capabilities and personalised print can be used in the marketing mix to deliver measurable impact.

The winner of the competition was Bower Collective; a brand that has a very strong sustainable product proposition and market opportunity. It also offers significant opportunities for personalisation and audience insights by working with the Creative Futures team - something Bower Collective hasn't had access to before.

The Creative Futures team began working with Bower Collective in February this year, bringing all parties together in a series of workshops to build a new campaign from scratch, learning and guiding the data, insights, creative, production and measurement to ensure the best results.

Co-founder and chief executive officer of Bower Collective, Nick Torday commented, "This has been amazingly helpful to be surrounded with such expertise, learning so much so quickly about personalised print and being able to pull

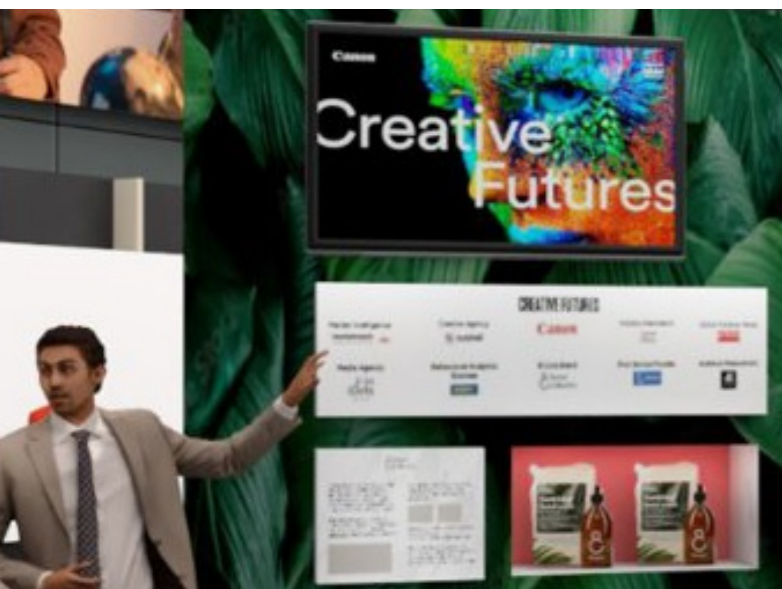
so much energy and resource to make the campaign successful."

Speaking about how the project has been going so far, Bittner said, "What an exciting vibe it has been when in this early planning phase to bring all this expertise to one table. This is the first time all members say they have been involved together at this early stage of the project. To get such positive feedback from all parties, is incredible. It not only endorses the concept of Creative Futures but proves that we're doing the right thing!"

Already showcasing the power in bringing different ideas, skills and disciplines to the table from the outset, this collaboration is a big step forward for the industry.

From audience exploration, to creative customisation, to seamless production, the close co-operation of creative and printer teams from the beginning has helped cut out many iteration feedback loops. Creative designers have also gained a better insight into how production technology enables unlimited customisation, meaning both imagery and messaging can adapt to defined profiles, exploiting all creative uses of clever personalisation, regionalisation, colour and design.

The campaign has seen over 25,000 individualised mailings sent out so far. Keep on eye on The Drum for the results coming soon!



MAIL IN THE MIDDLE: HOW MAIL INFLUENCES THE MESSY MIDDLE OF DECISION MAKING

Marketreach has launched its latest report about the complexities of decision making, and how mail can help influence the middle ground. Here, Eve Stansell, Marketreach's planning director, breaks down the key findings.

"The middle is where brands drive emotional connections and compete for consideration. It's also the place where 16x more sales can be attributed to marketing activity as discovered by Google." shares Eve.

Marketreach has partnered with behavioural science expert, Mark Earls, and leading research agency, Walnut Unlimited, to bring this insight-led perspective on consumer decision making and how it has evolved, from a linear path to purchase towards a messier model fuelled by digital proliferation, complex shopping behaviour, and social influences.

As the internet has grown, it has transformed from a tool for comparing prices to a tool for comparing everything."

Google

"We know that mail is a powerful response driven channel, but our evidence shows that mail influences consumers earlier in the journey when it comes to consideration, brand perception, discussion, and validation." explains Eve, "By harnessing the power of behavioural science, we've uncovered some universal truths about the way consumers make decisions and how to help guide them through the messy middle.

"We then look deeper into the evidence for mail as a unique paper-based, tangible media channel, essential for marketers tasked with managing complicated customer journeys.

"There's a breadth of research that proves that paper has an unmatched power for engaging consumers."

Marketreach explored this further with Walnut by running a comparative media test between mail, email, and mobile advertising.

If you want your message to be remembered, put it in print."

Behavioural scientist, Richard Shotton

KEY INSIGHTS TO DEMONSTRATE HOW MAIL INFLUENCES DECISION-MAKING:

- **Mail builds the early associations that may lead to consideration**
- **Mail builds trust – essential to any audience accepting and acting on key messages for bigger difficult decisions**
- **Mail can activate the word of mouth and social influences shaping bigger decisions**
- **Mail's tangibility makes it strong in engaging audiences with messages around issues that matter**
- **Mail has a strong impact when something is highly relevant to the audience**

HOW DOES MAIL WORK IN THE MIDDLE?

Mail's unique attributes give consumers the time to pause and consider bigger decisions, for example holidays, investments, or energy saving. Previous research conducted by Marketreach expands the power of mail identified by the new Walnut research:

Several studies have found that communication through physical media, particularly paper, is more likely to lead to knowledge than communication via digital media."

David Eagleman, expert on the science of touch

- **Brand in the hand** – Having something physical in your hand powerfully influences our decision-making
- **Emotional Engagement** – As behavioural science shows, emotions are the gateway to those more complex decisions:
 - 50% of those receiving direct mail say they feel very or somewhat more positive about the brand
 - 53% find browsing for items in a print format more enjoyable than on a screen.
- **Trust** – 71% of people completely trust the mail they receive. For complex decisions, the degree of authority that the consumer feels in the sender and its message is critical.
- **Drives big messages where it really matters** – into the household, creating dialogue and shareability. A mail piece can become what the social scientists call 'a social object'.
- **Inspires over time and shared** – Mail stays in the home repeatedly. 50% of mail is kept for an average of eight days and referred to four times. People revisit mail - 52% showed or talked about something from a catalogue with a family member or a friend.

CASE STUDY: LAND ROVER AND JOIN THE DOTS

Land Rover's campaign with Join The Dots illustrates how mail delivered a seamless 'brand in the hand' experience through tactility, trust, and highly engaging content. 50% contacted a Land Rover expert to find out more, demonstrating the effectiveness of mail.

Background

Land Rover's New Defender was its most customisable ever. Land Rover retailer staff became Defender experts. The task was to connect the two.

Solution

The ultimate expression of a car's capability is being able to drive up the steepest of inclines - 45 degrees in the case of New Defender. So, Land Rover created a mailing where everything was at a 45-degree slant. Tactile finishes replicated textures used on the vehicle and the terrains New Defender can master.

When the recipient turned the interactive button 45 degrees and pressed, it broadcast a command to Land Rover's CRM system to send an SMS and email to the recipient confirming an expert would be in touch. It was a GDPR compliant lead generator.

Results

2,508 customers were enticed to speak to an expert (a response rate of 50%). Lead quality was strong, resulting in 246 sales at an ROI of 49:1.

To download the full Mail in the Middle report, access it here:



It includes tips on how marketers can use mail to address different elements of the messy middle and create the right outcome for their investment and customers.

Sources

1. Decoding decisions, making sense of the messy middle. Google
2. Unlocking the power of the middle to drive sustainable growth. Warc.
3. Catalogues: Connecting with consumers, converting sales. Marketreach with Retail Week, 2023
4. Customer mail: The physical connection that transforms the customer experience. Accenture/Marketreach 2022
5. The attention advantage. Warc/Marketreach 2023
6. Land Rover case study. DMA/JoinTheDots 2021

TELLING THE SUSTAINABLE STORY OF PAPER MAIL

Two Sides has found that, increasingly, in a bid to reduce costs, organisations are pushing their customers online with misleading and unsubstantiated marketing messages such as 'go green - go paperless'. This, however, as we all should know by now, is greenwashing.

Research conducted by Two Sides¹ shows that consumers' perceptions are impacted by these messages, and they don't understand the great environmental story of paper mail.

Only 15% of consumers understand that forests in Europe are actually growing, by the size of 1,500 football pitches everyday², and just 18% understand our impressive recycling rates - 71% for paper³ and 82% for paper packaging⁴. In 2022, a total of 55 million tonnes of paper was collected and recycled in Europe³.

However, consumers do still want physical printed mail. Data from the Trend Tracker report¹ revealed that 76% want the choice and do not want to be forced to use digital communications instead.

As an industry we must reassure consumers of the sustainable story of physical mail and paper-based packaging. Two of the most popular Two Sides resources, the Myths & Facts, and Packaging Facts booklets, have been updated to take in the very latest research, facts and findings about paper and paper packaging, as well as the latest Trend Tracker report from Two Sides.

The new Myths & Facts booklet explores nine common myths, from 'European forests are shrinking' to 'Paper wastes precious resources', before busting those myths through irrefutable facts. Meanwhile, the new Packaging Facts booklet sets out eight clear reasons why paper packaging is the natural choice for brand owners, retailers and consumers.

Two Sides has also produced a range of resources designed to be shared on social media, including a series of mini videos, and factographics - easily digestible facts that can be quickly posted on any platform.

Members of Two Sides can personalise all of the resources with their company logo, creating a valuable tool to share with customers and stakeholders, whilst providing sustainable facts for your marketing teams to utilise.

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

To date, Two Sides globally has successfully engaged over 1,180 organisations, including 263 in the UK to amend or remove misleading statements about paper including companies such as AXA, Barclays, O2, E.ON, and BT.

For more information visit:
www.twosides.info/become-a-member/

Contact TwoSides at:
enquiries@twosides.info



Between 2005 and 2020,
European forests grew by
58,390km². That is an area
larger than Switzerland!

Source: Two Sides Analysis of
FAO data, 2005-2020

WHAT'S IN THE WORKS FOR SUMMER 2024?

Having set their goals and objectives for 2024 at the start of the year, the SMP working parties are progressing these initiatives across all areas of our industry. Here we're exploring what they're bringing to the table this summer!

Sales & Marketing

Chair: Carrie Klepzig, eProductivity Software

The Sales and Marketing Group webinar schedule has been finalised, with positive feedback so far. More are on the way, so keep your eyes peeled!

Preparations for the SMP Awards in September are also well underway, with award nominations having opened in June. You can also look out for a survey from the Sales and Marketing Group membership in the coming months, alongside planning a webinar for the Incentives Group.

Mail Innovation Group (MIG)

Chair: Danny Cook, Go Inspire

The Mail Innovation Group is working on the Mechanically Sorted Door Drop project, initially paused due to budget constraints, but now back on track for the next phase of testing.

The group is also looking to help improve the tracking of mailed products. This initiative looks to improve the visibility of tracking mail through the Royal Mail system for a more accurate update of when mail has left the delivery office.

Incentives Group

Chair: Gemma Mitchell, Paragon Customer Communications

The Incentives Group is working with Royal Mail to continually improve the incentives, including the sales support and documentation around the incentive framework to make it more user-friendly.

The party is also developing a product specification for customers to continue to produce postcard formats that work operationally for Royal Mail.

If you're looking for support when applying for incentives, please contact the SMP:



Education

Chair: Sophie Grender, Marketreach

The Education working party is in the process of developing a new 'Learn & Develop' section, which will serve as a hub for accessing educational resources, available across the print industry.

This new section will be the go-to place for accessing the JICMAIL Bronze accreditation in mail, a requirement for at least one individual in each SMP member organisation. This will include a helpful video and tips on how to achieve Bronze accreditation, ensuring members can easily navigate this process.

Sustainability Group

Chair: Lucy Klinkenberg-Matthews, Paragon Customer Communications

The Sustainability working party is currently working on the process of testing and reviewing multiple carbon calculators for publication to enhance resources for members.

The party has also recently been developing a comprehensive guide on sustainability concerning envelopes, along with additional guides about the paper and print process. The group will be utilising training materials to offer accessible insights into sustainability, as well as an understanding of the printing process.

If you're interested in getting involved with one of the Strategic Mailing Partnership's working parties, please get in touch with the team by filling out the contact form on www.thestrategicmailingpartnership.co.uk/contact.

Sources:

1. Two Sides Trend Tracker 2023
2. Two Sides Analysis of FAO data, 2005-2020
3. Cepi, Key Statistics, 2022
4. Eurostat, Recycling rate of packaging waste by type of packaging (EU27), 2020



PRINT GREEN

Print is still often seen as an unsustainable channel. Many brands still consider themselves 'sustainable' through reducing or eliminating print in favour of digital communication channels. Generally, this is far from the truth. Digital marketing alone accounts for 3.5% of global emissions, compared with 2.5% for the global aviation industry. This false perception of the print sector brought about through misinformation, incorrect assumptions and poor data unfairly portrays the print sector as unsustainable, which in turn acts as a reason to not use the channel. Here, PrintGreen's chair, Tom Maskill, explains why this initiative is needed right now.

As an industry, we have a number of voluntary working groups collaborating to better understand and drive sustainability standards within our sector. This extends from creating resources to better understand European and UK compliancy requirements, to building resources for print buyers to use to ensure they're producing in a sustainable manner. The enthusiasm, participation, and collaboration in the face of commercial competition across these groups is remarkable, and not something which is so well replicated in all industries.

PrintGreen is a new initiative within the print industry, which is currently being established, aiming to leverage the collective power of our sector to change these perceptions, and better inform brands and agencies about the impact of print, and how the channel is working to become more sustainable.

Brands, agencies, and stakeholders will be able to use the PrintGreen site and tools for free in order to understand the true impact of their print campaign, as well as access resources from across our community on carbon mitigation strategies, offsetting, and continuous improvement. Included within the site, will be a free to use carbon calculation tool, providing high level carbon calculations for all to understand the true impact of a print and mail campaign.

PrintGreen is supported by BPIF, DMA, IPIA, Marketreach, SMP and Two Sides, and aims to provide a clear voice of sustainability for the print sector.

Understanding the true environmental impact of print, PrintGreen will reduce barriers for brands to use the channel.

In order to develop and manage these tools, PrintGreen is looking for forward thinking organisations to become supporters of the scheme, to help fund the initiative. As a non-profit, all of the funds raised will be going directly into the development, growth and management of the tools and resources, ensuring access to the carbon calculation tools and resources remain free to access for all. Supporters will feature on the website and will be key to the success of PrintGreen.

Philip Ricketts, wholesale commercial director at Marketreach, said, "I'm really pleased to welcome this new industry initiative, which brings together all the key resources that brands and agencies need, initially for the mail channel into one simple to access free resource."

PrintGreen will enable brands to fully understand the full lifecycle of their customer communications and have access to training and guidance that will help them understand how they can further increase the sustainability of campaigns as part of their journey to net zero."

The aims of the organisation are to:

- Create a central, easily accessible, free resource for brands, agencies, and stakeholders to understand print and mailing's sustainability and environmental impacts
- Drive sustainability standards and consistency in the print sector
- Provide a comprehensive picture of a printed item's sustainability credentials to bolster the channel's overall appeal
- Inform and drive behavioural change in agencies and brands regarding the environmental performance of print and mail



INTRODUCING THE YOUNG PEOPLE IN PRINT GROUP

Launched in February this year, Young People in Print (YPIP) is a new group of volunteers dedicated to inspiring the next generation of talent to enter the UK print industry. It intends to bridge the gap between education and the world of printing by delivering engaging events at printing facilities across the nation, welcoming groups of students from various educational institutions.

Who are the volunteers?

With vast experience from across the sector, the team is made up of Elizabeth Bowerman, head of UK sales at Stephen Austin; Kelvin Bell, sales director at Vpress; Paul Stead of ASL Group; Joanna Stephenson of PHD Marketing; and Lucy Swanston of the SMP and Nutshell Creative.

The team has been connecting across the UK education system to understand how the print industry can be made more attractive to young talent. "Sadly, our industry has an old-fashioned image, and there is very limited print or packaging education available today," says Elizabeth Bowerman. "YPIP has been established to promote the industry as a far more dynamic, innovative, and exciting place to work with clear career progression routes."

What is the YPIP strategy?

An initial pilot event was held at FE Burman Printers in London in March, where the commercial printer's comprehensive capabilities were demonstrated to both students and University Careers Hub representatives. The feedback was great, with students walking away understanding the benefits of litho and digital print.

The next events will be wrapped around the education curriculum working across the terms from September 2024 through to March 2025.

The YPIP team works with a broad network of Government-funded Careers Hub Advisors to raise the group's profile. To increase momentum, the team would also welcome companies getting involved by offering up their sites to hold events.

Please get in touch with the team at www.ypip.co.uk for further information.

Toolkits and resources

Recognising the scale of the problem in engaging over 4,000 secondary schools in the UK and 288 higher education colleges and universities, the team is currently working on a toolkit to support print companies to engage with their local education system themselves as a YPIP-approved partner. The toolkit will include information on education and career organisations; a standard email to use to invite attendees; a proposed agenda; a PowerPoint on the print industry; as well as the option to use YPIP's marketing to promote the event. In the works is a flyer on the print industry that can be handed out to students, and further testimonial videos and case studies will be loaded to the YPIP website, as the programme evolves.

For more information on YPIP or to get involved, please visit www.ypip.co.uk



MOVING ON UP; THE FRESH FACES IN THE INDUSTRY

NEW
ROLES

In this edition's round-up of new appointments across the sector, we chat to Tom Oldershaw, strategic solutions director at Eight Group, and Rachel Prior, media strategist at Join the Dots, to find out how they are settling into their new roles.

TOM OLDERSHAW

Strategic solutions director @ Eight Group

Tom Oldershaw has joined Eight Group as the strategic solutions director, armed with extensive experience in the marketing industry. He brings a wealth of knowledge from his previous roles, including serving as client services director at Webmart Ltd, where he established the strategy team, and spending eight years at The Eclipse Group in account management and sales.

In his new role, Tom integrates his deep understanding of print and direct mail with complementary marketing channels, such as digital marketing, creative, and data. This comprehensive approach ensures that Eight Group always delivers top-tier solutions for its clients, while maintaining a strong focus on sustainability.

Tom's expertise enables him to address clients' marketing challenges across all mediums, keeping print and direct mail relevant and effective in a diverse mix. He'll also be focusing on driving innovative strategies, liaising with key stakeholders, and ensuring that sustainability is at the forefront of all marketing efforts.



RACHEL PRIOR

Media strategist @ Join the Dots

With an undergraduate degree in business and management, and a master's degree in marketing and brand management, Rachel Prior has moved over to the Join the Dots media team after previously working in a CRM strategy-based role within the company.

As a media strategist, Rachel helps to deliver clients' objectives regardless of channel or medium, helping to plan inserts and TV, and managing TV turnarounds to make sure campaigns are meeting their objectives.

Her other responsibilities include responding to queries and liaising with media owners to make sure everything is ready to go for client campaigns.



If you'd like to be featured in our new appointment round ups, or know a colleague who deserves a shout out, please submit your name, job title, a short bio about your role and a full colour head shot to thestrategicmailingpartnership.co.uk/contact.

MEMBERS' CORNER



Managing director at Formara Print & Marketing, Andy Pond, started his career as a 16-year-old trainee paste up artist, progressing through pre-press, marketing and IT roles at the company to the heady heights of MD. He takes pride in delivering high quality personalised print and post for a range of industries.

What are you most proud of in your career?

It may have taken a long time but it goes to show that it doesn't matter how you start, you can reach the top. I'm also very proud to be associated with Formara and the people here – many of us have grown up together.

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

Not really. There's no point in having any regrets!

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

I've had plenty of advice over the years, but when I became MD last year, I had a call from Formara's founder, Geoff Baker. He's long left the business but still a good friend and he said, "Do it your way!" He is right - you must be authentic in all aspects of life otherwise you'll be 'found out' very quickly.

What's your most memorable print project?

It must be the REACT study with Ipsos and Imperial College London. The pandemic was a tough, terrible time for so many people and to be able to play a small part in the fight against the virus was quite a moving experience. Delivering over four million test kits in just over two years was an exceptional feat of logistics by the team at Formara and our partners. I'm not sure there has ever been a direct mailing type project in the UK that has been so important!

What advice would you give to someone starting out?

Enjoy being part of the process of creating something! That's why I joined the industry and still feel the same way today. Embrace the idea that a person or company has entrusted you and your company to make their product.

I'd also tell anyone to ask questions. Never do things 'parrot fashion' because there are often small improvements that you can make in a process that can have a significant positive impact.

What's your perfect night in?

A good film, a takeaway and a good IPA or bottle of Pinotage.

In another life, you would be...

Roger Federer's coach. I mean, that back hand needed a bit of work and then he might have been successful – haha!

What's your secret talent?

If I told you that, it wouldn't be a secret anymore!



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