

# SORTED

Discovering the power and performance of mail **Issue - October 22**

The Strategic  
**Mailing**  
Partnership™



Supported by  
Royal Mail

# SMP ANNUAL NETWORKING AND AWARDS EVENING 2022

Winners' details  
and pictures from  
the night

SEE PAGE 14 FOR MORE

## BEHAVIOURAL SCIENCE

To improve the  
effectiveness of mail

## 'CREATIVE FUTURES 2022'

SMP with Canon &  
The Drum champion  
emerging talent

## GOING CARBON NEUTRAL

One print solutions  
company's journey



# MAKING MAIL BETTER FOR ALL

**What a busy time it's been since our last newsletter – I'm so grateful for the support and expertise of our board, and Royal Mail in fine-tuning our strategic plan.**

Turbulence in our industry has continued, with unions' industrial action, but it's in everyone's interest that an efficient and competitive postal service continues, so we look long term, to the profitable future of mail and our industry. I truly recognise the difficulties and the SMP will play its role to feedback the impact on our industry and businesses, but I am optimistic and have faith the situation will improve.

We know how effective mail is in the communications mix, but we have to remind brands how, together with digital, campaigns and customer experience, it can be more effective than ever.

**We have a mission and vision with highly achievable goals, all designed to help generate business opportunities, set standards and maximise outcomes for us all."**

Our SMP strategy is geared to make mail better for senders and receivers. We have to make our industry more exciting, more collaborative, more sustainable, and more competitive.

It's our role to keep print and mail prominent in creatives and marketers' minds. So, there'll be new platforms, online and in-person, on which to network and share best practice and evidence. Our website will provide resources to showcase creativity and effectiveness, report news and share thought leadership. It will also promote opportunities to learn and develop skills.

We all have one agenda really; to grow volume. I'm excited to help drive the engine room of the mail industry that will help do just that, with the support of you all.

So, thank you, our members, for continuing to fly the flag for our industry.

**Lucy Swanston**  
Chair, Strategic Mailing Partnership

# EARN UP TO 25% POST CREDITS

**Marketreach makes mail even more rewarding.**

Post incremental Advertising Mail from October 2022 to March 2023 and earn postage credits of up to 25% with this new incentive.

This exciting new incentive allows participants to post incremental Advertising Mail and Partially Addressed Mail during October 2022 to March 2023 and earn postage credits of up to 25%\*.

\*Subject to terms and conditions. Your Access provider will be charged at the current Access price, and you will be awarded eligible postage credits in accordance with the process set out in Clause 4 of our Incentive Framework Terms.



**Incentive Details**  
**For incremental Advertising Mail and Partially Addressed Mail sent as part of the incentive:**

- Using Royal Mail's Mailmark (for Advertising Mail or Partially Addressed Mail) or Mailmark Economy or Access 1400 if the items are Advertising Mail including Advertising Mail Catalogues).
- Posted in trays.
- In order to qualify for Postage Credits, you must post at least 100,000 eligible items more than your agreed expected base volume during each quarter that you are participating in the incentive.
- This incentive is limited to an aggregate of 50 million items in the postal network.

**For further information**



*T&Cs will apply and full details including eligibility criteria will be communicated soon.*

*These incentives are subject to terms and conditions. Mail producers' access provider will be charged at the current Access price, and producers be awarded eligible postage credits in accordance with the process set out in Clause 4 of Marketreach's Incentive Framework Terms.*

## JICMAIL's warm welcome to old and new

To introduce new SMP members, and act as a useful resource for existing members, The WELCOME page on the JICMAIL website includes all the useful tools, insight and information needed when first using the data. It includes:



**JICMAIL Discovery** – the data visualisation tool is useful for customer presentations and business cases for mail. Included are the Campaign Calculator, Mail Item Database, Competitor Insights and Partner Tools.

**'How to' Videos** – a range of short videos explaining how to use the different tabs within the JICMAIL Discovery tool.

**JICMAIL Academy** – this offers online training modules on the Basic and Intermediate level of understanding and using JICMAIL data, for those taking Bronze and Silver certificates.

**JICMAIL Methodology video** – this explains how JICMAIL data is collected – how data is captured and how the panel works. It also showcases basic metrics on Reach and Frequency data, and physical and commercial actions captured.

**JICMAIL Panel** – this breaks down the composition of the JICMAIL panel in detail and explains how they collect the data.

**Use Cases** – these show how to gain a better result using JICMAIL data. JICMAIL subscribers share success stories of using JICMAIL, including examples from mailing houses, media and data agencies and postal operators.

**Nickable Charts** – insights on consumer mail activity are shared with our subscribers in webinars and presentations. Download these from 'Nickable Charts' for use in blogs, presentations and social media. For more information go to [www.jicmail.org.uk](http://www.jicmail.org.uk)

For editorial enquiries please email [info@thestrategicmailingpartnership.co.uk](mailto:info@thestrategicmailingpartnership.co.uk)

Follow us on LinkedIn - [www.linkedin.com/company/the-strategic-mailing-partnership](http://www.linkedin.com/company/the-strategic-mailing-partnership)

With thanks to:  
Denmaur Paper - Printed on 190gsm Revive Offset  
[www.denmaur.com](http://www.denmaur.com)

MetrolMail - Print & Mailing  
[www.metromail.co.uk](http://www.metromail.co.uk)

**CONTENTS**

**EDITOR'S FOREWORD 2**

**INDUSTRY INSIGHT 3-5**

**MARKETING MATTERS 6-9**

**KNOWLEDGE BANK 10-12**

**MEMBERS' NEWS 13-15**

**MEMBERS' CORNER 16**



# BPIF'S LATEST PRINTING OUTLOOK SURVEY FINDS BOOST TO OUTPUT FOR UK PRINTING IN Q2

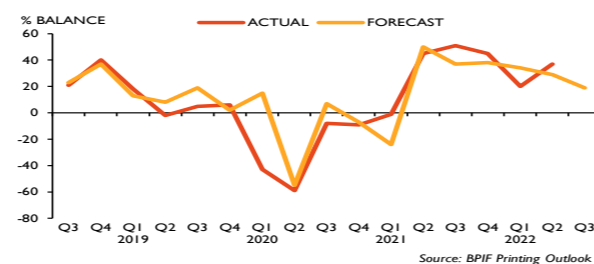
...but this quarterly report from The British Printing Industries Federation (BPIF), the UK's leading trade association for print, printed packaging and graphic communications, also shows a dip in confidence for Q3 amidst concern over the impact of rising energy costs.

The UK printing and printed packaging industry showed stronger growth in Q2 2022, as output and orders performed slightly better than forecast – but a continued recovery is expected to be under more pressure in Q3. This is according to BPIF's latest quarterly report which finds that, despite the fact that Covid hasn't vanished, and worldwide cost inflation is not providing an ideal climate, strong output and stable orders enabled growth to be positive in Q2.

The latest Printing Outlook survey reveals that 50% of printers managed to increase their output levels in the second quarter of 2022. Whilst a further 36% were able to hold output steady, the remaining 13% experienced a fall in their output levels. The resulting balance (the difference between the ups and the downs) was +37, well above the +20 in Q1, and above the Q2 forecast (+29). A fifth consecutive quarter of positive output growth means we are in the longest positive run for output since Q2 2018.

**50%** of printers increased their output levels in the second quarter of 2022

**36%** of printers held their output levels steadily in the second quarter of 2022

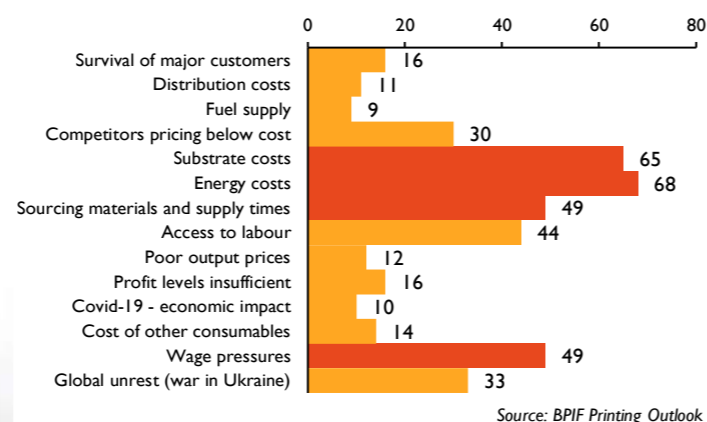


## VOLUME OF OUTPUT – GROWTH PICKED-UP IN Q2 BUT EXPECTED TO EASE IN Q3

The report shows activity levels are expected to be positive in Q3, though not as strong as in Q2. Output growth is forecast to increase for 36% of companies, and 47% predict they will be able to hold output levels steady. That leaves 17% expecting output levels to fall. The resulting balance forecast is +19 for the volume of output in Q3.

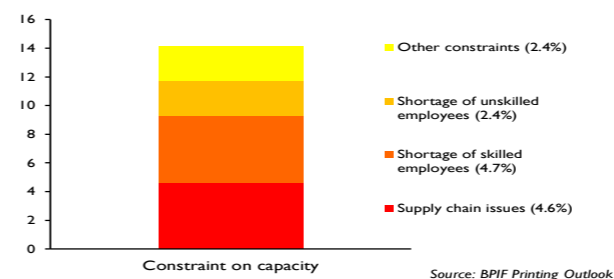
**Energy costs have remained the top business concern for printing companies.** They were selected by 68% of respondents, and substrate costs (paper, board, plastics etc.) by 65%. Companies are aware of a strong link between the cost of energy and the cost of the paper and board supplies they are purchasing.

## TOP BUSINESS CONCERNS - % OF RESPONDENTS SELECTING



BPIF's survey included questions to help establish the extent and make-up of some potential constraints on capacity. The identified constraints include supply chain issues affecting the availability or timely delivery of material inputs, and a shortage of skilled and unskilled employees. Until now the most widespread and significant of these constraints has been supply chain issues.

## CONSTRAINT ON CAPACITY - AVERAGE % CAPACITY RESTRICTION



A shortage of skilled employees has been identified as the most widespread and significant constraint in BPIF's latest survey. Together, they estimate these constraints have restricted the UK printing industry's capacity by just over 14% (the same as last quarter).

"From an output, orders and industry turnover point-of-view, the printing industry was still recovering well in the second corner of this year." commented Kyle Jardine, BPIF economist, "Though turnover will have been inflated by the significant increases in all cost areas to business which have filtered through to output prices.

**"Firms are advised to be aware that cash flow levels maintain enough of a buffer for future cost inflation, the risk of global supply chain disruption remains high – so be mindful of stock levels sources of supply, and be aware how cost pressures, pricing and a squeeze on household incomes might affect demand for your products."**

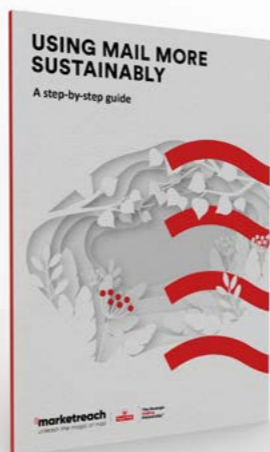
The BPIF Printing Outlook Q2 2022 report also features sections industry turnover, business confidence, capacity, costs, pay reviews, paper and board – and much more.

If you have any questions on Printing Outlook, please contact Kyle Jardine, [kyle.jardine@bpif.org.uk](mailto:kyle.jardine@bpif.org.uk) [www.britishprint.com](http://www.britishprint.com)

## Summary of key findings:

- The UK printing and printed packaging industry showed stronger growth in Q2 2022, as output and orders performed slightly better than forecast – but a continued recovery is expected to be under more pressure in Q3.
- In March, industry turnover, at just under £1.3 billion, was 19.8% greater than March 2021, and 14.2% above the pre-Covid comparison to March 2020.
- Energy costs have remained the top business concern for printing companies – once again just ahead of substrate costs.
- Industry capacity utilisation improved in July, with noticeably more companies operating in excess of 100% capacity.
- A shortage of skilled employees has been identified as the most widespread and significant constraint – 40% of companies reported that this was constraining their capacity.
- Despite recruitment challenges, employment levels have continued to increase, on balance, in Q2.
- Average price levels in Q2 increased for most companies, though not quite at the record level set last quarter.
- The pressure companies face from climbing costs throughout their businesses remains relentless.
- Paper, board and other substrate costs is the largest cost component with a 37% share, on average, of total costs.
- Almost two-thirds (65%) of respondents reported that they had conducted a pay review in Q2, the resulting average (mean) change in basic pay was 4.5%.
- The vast majority of exporters were challenged by additional administration (82%), additional transport costs (69%), and customs duties or levies (30%).
- The number of printing and packaging companies experiencing 'critical' financial distress increased in Q2 2021. Those experiencing 'significant' financial distress decreased slightly, back to a level very similar to Q2 2019.
- UK consumption of printing papers and boards suffered its first decline in consecutive quarters since the initial pandemic induced shock in Q2 2020.

# MARKETREACH AND SMP PARTNER ON SUSTAINABILITY GUIDE



Marketreach has teamed up with The Strategic Mailing Partnership to produce an invaluable step-by-step guide on how to use mail more sustainably.

The comprehensive guide, written with the help of our members, has been designed to help mail producers, both brands and agencies, reduce their carbon footprint by producing more sustainable mail campaigns.

Called simply 'Using Mail More Sustainably, A Step-by-Step Guide', it aims to benefit the planet and mail producers' customers.

The SMP members who contributed to the guide were Paul Sumner from Go Inspire, Angus Campbell from Paragon, Webmart's Tom Oldershaw and Metromail's Neil Hoban.

All marketing, even a basic customer email, carries a cost because the energy and materials used has a carbon footprint. This guide aims to help mail users make informed decisions, across all areas of the mailing process, to use mail more sustainably and cost effectively; from understanding business sustainability priorities, and choosing the right supplier, through to targeting accuracy, the production process, recycling and much more.

Key learnings from the guide include:

- The opportunities to make carbon conscious mail campaigns.
- What mail sustainability factors to consider, from design concept right through to recycling.
- How to assess sustainable paper options, inks, other materials and print processes.
- How effective data targeting can help to reduce the carbon impact of direct mail and other printed mailings.
- Ways to offset carbon emissions of your mail campaigns.

Consumer attitudes are changing towards the environmental impact of their purchasing decisions, with four out of five people admitting they are more likely to choose a brand that considers a positive approach to environmental sustainability. Not only this, but customers are becoming wiser, as to how businesses behave, therefore, being sustainable is now essential rather than a choice.

Key sections in the guide include:

- Guidance for sustainable mail
- Reducing waste through data
- How to choose suppliers
- Delivery footprint
- Encouraging recycling

"All media channels and marketing activity have an impact on the environment, particularly regarding carbon footprint," said Philip Ricketts, commercial director of Royal Mail Wholesale.

**"This guide, developed with the invaluable experience of the members of the Strategic Mailing Partnership, provides genuine guidance for mail users including practical insights on ways to take often simple steps within the mailing sector to becoming more sustainable."**

"Following the steps in the guide is an extremely useful place to start for brands on the journey to becoming more sustainable; even if it simply helps them to know which questions to ask production partners and printers. We hope the guide gives organisations a better understanding of when and how they could reduce the carbon footprint of their mail campaigns, as every change we make today can lead to a more sustainably optimistic future within the mailing industry."

To obtain a copy of the guide visit:



**Protecting the planet by improving sustainability must be a major priority."**

# TACKLING GREENWASH AND PROTECTING OUR INDUSTRY

Two Sides' Anti-Greenwash campaign is vital for the print and paper industry, helping companies and organisations understand consequences of greenwashing on the industry and environment, as well as preventing misinformation, so consumers recognise the value of paper and its contribution to the circular economy.

Organisations including NatWest, Aegon and E.ON, have recently changed greenwash statements thanks to Two Sides. With 19 million NatWest customers, and 3.8 million customers each at Aegon and E.ON, 26.6 million people now won't read misleading environmental claims that digital is better.

Across Europe, during the same period, 213 companies were contacted, with 60, changing their communications. **"Not only are these greenwash claims breaching environmental marketing rules,"** says Two Sides managing director, Jonathan Tame, **"they are hugely damaging to an industry with a solid, continually improving environmental record. They threaten the 7,500 companies in our sector, with a turnover exceeding £14 billion, and employing more than 130,000 people."**

## €337 million

The annual value of the European paper, print and mailing industry that greenwash threatens

**"It's vital greenwash is challenged to ensure the industry's great environmental record is recognised,"** says Jonathan, **"and livelihoods of thousands of industry employees, as well as print, paper and postage volumes, are not damaged by misleading, opportunistic greenwash marketing."**

The success of Two Sides' Anti-Greenwash campaign relies on sector involvement, to report greenwash.



Greenwashing was spotted in recent communications from retailer, Screwfix and digital storage service, Dropbox. Screwfix posters stating, **"Reducing the number of printed catalogues has saved 74,000 trees"**, told customers they have to now request their 1,000-page catalogue rather than pick up in-store.

Two Sides engaged Screwfix's head office, stating without substantiation, the claim of saving trees is not fact-based and falls foul of the new Competition and Markets Authority (CMA) Green Claims Code. They requested a meeting to explain and help Screwfix avoid misleading, unsupported claims.

Meanwhile, Dropbox ran an email and online campaign entitled "Be-leaf it or not, we can all save more paper", stating **"Learn three ways you can use Dropbox to do your part for the planet by cutting down on paper waste" and "Secure your data and the future of forests with Dropbox Backup"**.

Two Sides wrote to Dropbox's CEO urging them to cease deceptive environmental claims and Two Sides members were asked to send their own letters to [press@dropbox.com](mailto:press@dropbox.com).

If you spot greenwash, please email details to [greenwash@twosides.info](mailto:greenwash@twosides.info)



# INDUSTRY INSIGHT: WAYS TO USE BEHAVIOURAL SCIENCE TO IMPROVE THE EFFECTIVENESS OF MAIL

**Psychologist, Richard Shotton, author of The Choice Factory and founder of Astroten06, has examined some of the most relevant studies currently available to marketers, that provide evidence-based insights into how to persuade consumers to alter their behaviour.**

Psychologists have conducted thousands of studies into why people behave the way they do. These studies can be applied to any medium but here I'm focusing on applying them to mail. It's an important area to discuss as more than £1 billion is spent on mail each year and currently there are few discussions on how best to apply behavioural science in this medium.

Here, I've picked the four most relevant pieces of research and ways you can use it to make your mail campaigns more effective.

## 1. Tap into direct mail's targeting power by reaching nine-enders

Nine-enders is a term invented by a New York University professor, Adam Alter, to describe people whose age ends in nine. Alter notes this group is particularly open to changing their behaviour.

His argument is our culture gives importance to the turn of a decade. So, turning 40 is a big deal, whereas hitting 46 is less so. The fact we value milestones means as we approach the turn of a decade, we are more likely to contemplate the direction of our lives. Since we're normally on autopilot, the fact we're even thinking about our lives means we are more persuadable.

**Alter looked at three varied data sets — first-time marathon runners, men committing affairs and American suicides and found a spike in the behaviour among people whose age ends in nine.**

The implication is if you want to change behaviour, discretely target people whose age ends in nine. Hard to do on many media but straightforward in mail. Data providers can help identify this group. Want to encourage people to stop smoking, drink a non-alcoholic beer or go on a holiday? Target nine enders!

## 2. Bypass the ostrich effect by using direct mail creatively

The ostrich effect is a term coined in 2009 by George Loewenstein from Carnegie Mellon. He looked at the behaviour of US and Swedish investors by analysing data from fund provider, Vanguard.

**This research showed customers avidly checked share accounts when the stock market was rising. But when it fell, they avoided checking. In a bear market, they stuck their heads in the sand.**

Loewenstein argued one deep driver of human behaviour is pain avoidance. So, if checking our portfolio causes pain — a falling market generally will — we avoid discomfort through studied ignorance. It might be illogical, it's important to understand our finances in desperate times as well as boom — but the behaviour is hard-wired.

So, what has this got to do with mail? Communicators may need to reach people with messages people would rather not hear.

If that's the case, consider sending messages in plain rather than branded envelopes. Maybe use a postcard rather than a letter. Or put key message on the envelope. People will have interacted with your message before they can stick their heads in the sand. Mail offers plenty of ways to avoid the ostrich effect.

**An example of this idea comes from a campaign from the Behavioural Insights team. In 2015, they wanted to encourage reluctant residents to pay sewage fees on time. So, on the outside of each envelope, they added a handwritten note to the customer:**

*'[Person's name], you really need to read this.'*

**This novel ostrich effect avoidance tactic increased the likelihood of a customer making payment by 34%.**

## 3. Harness costly signalling

Costly signalling suggests believability and trust in a message are proportionate to the perceived expense of the message. The most relevant experiment from our perspective comes from Amna Kirmani at Duke University.

She gave 214 participants a magazine article on the launch of a new trainer. The article discussed how much the brand was spending on advertising. Some heard the brand was spending \$2m; others \$10m, \$20m or \$40m.

Participants were then asked about the quality of the trainers. The basic finding was the more they thought a brand had spent, the higher the quality of the shoe. They assumed a brand would only spend heavily if the product was great.

This study is of more than just academic interest. You can harness it in your next campaign.

Consider a campaign from Ogilvy and Christian Aid. In 2018, they sent out 200,000 envelopes and randomly tested six different interventions. Some tried direct ways of boosting generosity by stressing the government's Gift Aid program would top up donations, or emphasising urgency of appeal. These were quite successful. The most successful idea harnessed costly signalling and wasn't based on messaging at all.

**They used thicker paper for the mailer. With expensive-feeling paper, donations went up 16% versus control. This subtle cue of 'premiumness' increased people's perception of a reasonable amount to spend.**

You don't have to apply this finding directly — heavy paper stock isn't the only way to suggest premium quality. But, if you want to boost quality perceptions, hinting at your spend could work wonders.

## 4. The benefits of tactility

The final study comes from Anne Mangen of the University of Stavanger in Norway.

In 2013, she asked students to read two texts, 1,500 words long. Half the students read the texts on paper; half on computers. Mangen then gave the students reading-comprehension tests. The students who read the texts on-screen performed worse than students who read on paper.

The explanation I find most convincing is giving a fact a physical location boosts its memorability. When we recall information, we often remember where we saw it. If you sketch out a mind map of facts, you often remember a certain fact was written in the top left-hand corner, for example. It seems information on paper naturally presents these location cues.

**The application is straightforward — if you want your message to be remembered, put it in print.**

I've picked just four studies relevant to mail. However, there are hundreds of relevant experiments. If you want to make sure your marketing is as effective as possible, immerse yourself in psychology.

**And remember Mangen's advice. If you want to remember the findings you discover, make sure to read them on paper.**

To read this article in full, including links to the source materials please use this QR code;



# NEW OMNICHANNEL MARKETING EXCELLENCE AWARD SPOTLIGHTS CREATIVE TALENT OF THE FUTURE

Canon, along with an expert team of marketing industry and technology stakeholders, including the SMP, has collaborated with The Drum to launch 'Creative Futures 2022', a bespoke awards competition to celebrate the future of omnichannel marketing excellence and emerging talent at the vanguard of customer-centric communications.

The competition champions emerging talent at the forefront of new ideas that are purpose and sustainability-driven, and that combine data and creativity to deliver measurable impact.

Creative Futures was designed as a free-to-enter competition, open to students and junior creatives poised to rise through the ranks and redefine the marketing communications of tomorrow.

The SMP, along with the other judges, dedicated its time to support the development of the competition brief and will conduct a series of workshops for shortlisted entrants.

Entrants create and design an omnichannel marketing campaign across multiple touchpoints, responding to a competition brief for a leading brand, which was curated by the specialist working group. This includes data-driven, in-home print media, such as direct mail, door drop, partially addressed mail, insert marketing, as well as complimentary digital channels.

Throughout the entry process, shortlisted entrants also have an opportunity to attend a series of mentoring workshops – offering a value exchange by learning from some of the best in the business.

It is the first time the industry has come together like this to showcase new, collaborative ways of working by combining creative and new tech expertise to re-imagine the future of communications.

**“Our mission is to not only prove the power of personalised print in data-driven omnichannel campaigns, but to experience what future collaboration could look like, by bringing together experts from a range of disciplines in a state-of-the-art knowledge sharing experience,”** says Cathy Bittner, strategic business development manager, Canon Europe.

Members of the working group, who also form the awards jury alongside The SMP, include:

- Canon – the world’s leading imaging brand
- Nutshell Creative – a full-service marketing and design agency
- Join the Dots – a data-led, independent media agency, delivering acquisition solutions through print and broadcast media
- JICMAIL – the joint industry body for delivering ‘gold standard’ audience and item measurement data for direct mail, door drops and business mail
- Latcham – a print management and marketing fulfilment consultancy
- Marketreach – the leading authority on mail, providing regular insight, research and advice for brands and agencies to use mail effectively
- AutLay – a start-up using artificial intelligence for creating automated layouts

**“By breaking down silos, working together and learning from each other, there’s a real opportunity to re-imagine customer-centric communication for the future by combining creativity and new tech to drive real ROI for brands.”**

The awards programme builds on the success of the ‘Class of 2021’ – a virtual exhibition that gave graduates a second chance to showcase final year artwork, having missed degree shows due to Covid-19. The digital platform created connections between them with the global creative community.

**“We’ve taken our partnership with The Drum a step further this year to launch a unique opportunity for emerging talent in the industry,”** adds Bittner. **“We are excited about this competition, empowering future generations to realise their own potential, by engaging with experts and new technology to give them learning opportunities they wouldn’t otherwise have. We look forward to seeing what the industry can learn about the future of customer-centric engagement across multiple channels, and how print can integrate into that mix.”**

# BECOMING CARBON NEUTRAL - ONE COMPANY’S JOURNEY



EIGHT DAYS A WEEK PRINT SOLUTIONS

**“EDAW is committed to protecting the environment and operating as a sustainable, carbon neutral business whilst being socially and ethically responsible. Our long-term goal is to organically grow the business and continue to offer best in class service to our customers, protect our staff and ensure our supply chain is treated fairly.”**

**The background to EDAW’s carbon neutral status is that it was primarily driven by the company’s ambition to become more efficient, not just commercially, but also from an environmental angle. As a business that was already certified to ISO14001, the continual improvement and measurement of its environmental impact was core to its operations, so it was looking at how it could go further and reduce its impact and be more sustainable.**

The company had put in place initiatives like the cycle to work scheme, electric vehicle charge points for staff, and invested in more efficient equipment and lighting which was already showing dividends, so carbon neutrality seemed like the obvious next step. In addition, EDAW was already part of Premier Paper’s Carbon Capture scheme in partnership with The Woodland Trust.

“We researched how to go about it and found Carbon Neutral Britain (CNB) to be a well-suited partner to help us achieve our goal,” says Lance Hill, managing director of EDAW. “The process was relatively simple as it was all about data gathering, which we had 70% of already due to the requirements of ISO9001 & 14001, the rest was a bit more complicated but nothing too taxing. Once the data was submitted, we received a detailed report from CNB detailing our Green House gas emissions (GHG’s) and the different schemes we could go into to offset this.”

“Once selected and the contribution made, EDAW was then certified a recognised international standard. Our clients have been very positive about our commitment, so much so that many of them have added the CNB logo to their packs to show their brands commitment to carbon neutrality as well.”

EDAW’s recent re-certification for its second year was a much simpler process as the data set was already in place from year one, so this is worth factoring in for any businesses going for it for the first time.

EDAW experienced other positives from going through the process, including staff engagement. “They can see that sustainability is very much part of our DNA and how they can play a part going forward,” says Lance.

**■ ■ We have also picked up new business off the back of our status - it is clear that sustainability credentials are very high up on many brands’ agendas in terms of the supply partners they work with.**

“My advice to other businesses considering it is to choose a partner to help you do it, as long as they can certify you to the international standard then there should be no issues, and it does drive greater focus on efficiencies that will ultimately have financial benefits. In the current economic climate, can this be ignored?”

Lance Hill - MD, Eight Days A Week Print Solutions



# LAST CHANCE TO UPSKILL YOUR TEAM'S SKILLS ON DIRECT MAIL

20 FREE PLACES FOR SMP MEMBERS UP FOR GRABS

There are still a limited number of places available to take the IDM/Royal Mail Award in Direct Mail. If you would like to upskill your teams, this is a great opportunity to offer them the chance to take an accredited award that constitutes 35 hours of CPD. It's an invaluable online course with 10 modules covering every aspect of mail and door drop, from planning it to producing it – a must have for any budding talent in the print industry.

The Award is a practical course designed to develop a deeper understanding of direct mail, guiding you step by step in discovering and learning how to make the best out of mail, how to use it alongside other channels, and how to ensure you know how to use data to enhance and optimise your mail campaigns.

Throughout each step, there are practical applications aimed at demonstrating what the best practices are and deepening understanding of the examined concepts. This is a course in which there are numerous templates and exercises for participants to put what they learn into practice from day one.

The course is aimed at:

- Professionals with little or no knowledge of how to incorporate mail into their marketing campaigns.
- Professionals wishing to upgrade their skills in the mail channel.
- Professionals with less than five years in their marketing roles.
- Digital practitioners with few skills in print media.

The 10 modules cover:

1. Using mail for marketing success
2. Where could mail have a role to play in my customer journeys?
3. Using data for effective mailing campaigns
4. Planning your mailing campaign
5. Measuring the effectiveness of mail
6. Audience response to mail
7. Creativity in mail
8. How to produce a mail campaign
9. Responsible and compliant mail marketing
10. Writing the business case

The course is available as a paid for course through the IDM. The cost for enrolment is £295. But we are offering 20 free places to members of the SMP. To book a place email Sophie Grender ([sophie.grender@royalmail.com](mailto:sophie.grender@royalmail.com)) at Royal Mail Marketreach by November 30th 2022.

**HURRY... BOOK YOUR PLACE NOW**



## NEW SMP MEMBER PRINCIPAL MAILING SOLUTIONS MAKING ALL THE RIGHT MOVES

Becoming a member of the SMP is just one of the significantly positive moves Principal Mailing Solutions has made this year as it embarks on a further programme of growth, aligned with three recent new hires and appointments to its senior management team.

The latest addition to the Northampton-based direct mail firm is Robin Skinner, who takes up the role of managing director. Robin, who has over 30 years of industry experience, most recently at Lettershop and previously long tenures at 4DM / Eclipse and Colorgraphic, joined Principal Mailing on the 27th of July.

Robin's appointment comes hot on the heels of Sam Cocking's, who has been newly appointed as operations director, and John Knight, who joined the business earlier in the year in the newly created role of data services director.

Sam started his career at the firm as an apprentice data processor in 2013 and has worked in various key operational roles, whilst John, an industry veteran of 25 years, has extensive experience using market leading software applications Cygnus and Quadiant, both of which form a key part of Principal's powerful data offering.

Principal offers a range of services spanning time sensitive, regulatory and business critical campaigns alongside direct mail and campaign management services, enclosing and mailing. The firm added significant colour digital firepower to its laser room at the beginning of the year with a brace of Xerox toner and inkjet presses, along with the implementation and accreditation of ISO27001.

"The first six weeks at Principal have been somewhat of a whirlwind, with an incredible amount of solid interest across a range of sectors," says Robin. "My belief that the low to medium volume direct mail market and the opportunities that is presents was vast, has been affirmed, and some!

"In addition to this, it has been exciting and refreshing to see an element of surprise when potential new customers see the scale and offering that we can provide, as well as seeing the many strong long-term customer relationships already in place.

**Joining the SMP is a two-way stream, for us as a business to be part of a wider industry body and the benefits that this brings, but also to give something back, in terms of playing an active part."**

Principal has also recently joined the IPIA and the local Chamber of Commerce as it seeks to actively network both within the industry and beyond. The company is also committed to widening and strengthening its offering over the coming year, with its first investment underway. It will reveal further details this autumn.

**PRINCIPAL**  
MAILING SOLUTIONS



Join the Dots accepting their Golden Envelope award



The Lettershop Group, part of Paragon Customer Communications, accepting their Golden Envelope award



The Dragonfly Agency accepting their second Golden Envelope award

**The winning campaigns for the SMP Strategic Mail Performance Awards were:**

**Platinum Envelope Winner**

- Precision for: Subway

**Golden Envelope Winners**

- The Lettershop Group for: Group Sky Win back
- The Dragonfly Agency for: Knight Frank
- The Dragonfly Agency for: People's Postcode Lottery
- The APS Group for: Isle of Harris Gin Gift Pack
- Join the Dots for: RSPCA

**The winners of the 2022 Strategic Mail Performance Awards, sponsored by Canon, were announced at our glittering Annual Networking Awards Evening, held at the Mail Rail Museum in London on September 28th.**

The very well attended event saw the leading lights in the UK's print and mailing industry recognised for the outstanding results they have achieved for their clients, in front of an audience of more than 240.

Selected as best in the industry and picking up Golden Envelope Awards were, The Lettershop Group, APS Group and Join the Dots, with The Dragonfly Agency lucky enough to scoop up two. Precision was crowned overall Platinum Envelope Winner for the demonstrable innovation and results the print and mailing house achieved across a number of client campaigns.

**Congratulations to the gold and platinum winners - the showcase of the work was outstanding and something to be very proud of.**

This year's judging panel included Lucy Swanston, SMP chair and managing director of Nutshell Creative Marketing; Amanda Griffiths, head of communications planning and insight at Royal Mail; Philip Ricketts, wholesale commercial director at Royal Mail; Jack Gallon, the creative director

of MBastack; Rik Moore, managing partner, strategy for the Kite Factory; and Kevin Green, the partnering director at Read Group.

**"We were delighted with the level of interest this year's awards attracted, with entries from the print industry nationwide," said Lucy. "Without exception, the 2022 entrants evidenced real results from genuine innovation - demonstrating that printers, mailing houses, agencies and printer managers can originate award-winning campaigns as well as deliver them. We asked entrants to show us outstanding mail performance and our expectations were well and truly surpassed."**

"I found the SMP Awards judging day really inspiring," said Rik. "It was great to see how best-in-class practitioners are helping unlock the potential of mail through many different tactics, be that advancing sustainability best practice, using broader campaign flighting and QR codes to drive connectivity across the consumer journey, through to the way certain brands have used the medium consistently over time to great effect, to name but a few. You come away brimming with ideas about what is possible."

**"The SMP Awards confirm mail's powerful role in a modern media world," added fellow judge, Amanda. "Far from being 'old media' the entrants and winners brought alive how the mail industry has looked to the future in insight, strategy, creativity and new technology. No other media channel creates the personal home connection of mail or integrates so well with all other media. The winning campaigns prove that the mail industry is well placed for the future."**

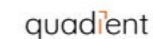
"It was an amazing night and a big thank you must go out to Canon as the official main sponsor of the Awards, and to all our other networking sponsors - Blake, BlueCrest, Bowe System, eProductivity Software, HP, JICMAIL, The Software Bureau, Quadient, Vivid, and Xerox - without which this recognition of excellence in the industry would not be possible," Lucy commented.

"Thanks, must also go to the SMP board for pulling together and helping make the event happen. It was an absolute honour to address some of the best of the best in our industry. It was a great evening and I hope everyone continues to celebrate what's possible and becomes inspired to do more. It was evident on the night, everyone has a story to tell, let us find positive ways to change mindsets, innovate, overcome challenges, and just work together," she concluded.

# 2022 STRATEGIC MAILING PARTNERSHIP AWARDS

UK'S PRINT AND MAILING INDUSTRY RECOGNISED FOR OUTSTANDING PERFORMANCE

Thank you to our sponsors





# MEMBERS' CORNER



For our Members' Corner Q&A feature, this month we've caught up with **Ben Briggs**, new SMP board member and managing director of Bath-based **Join the Dots**, an award-winning media agency committed to working in a transparent, sustainable manner to help clients meet their acquisition goals, regardless of channel or medium.

With over 18-years' experience in the industry, Ben runs Join the Dots' talented team and is responsible for client strategy and the overall direction of the business. He translates brands' data into insight and turns that insight into innovative media plans. He's also a founding member of the DMA Media Council, and a Fellow of the IDM.

#### **What are you most proud of in your career?**

It's got to be navigating and growing our agency through COVID-19. As Thomas Paine (the American civil activist) once said: "The harder the conflict, the more glorious the triumph." As a business we came out a lot stronger than we went in, but the same, unfortunately, can't be said for my hairline!

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

I'd have learned to say 'yes' to putting myself in situations where I didn't feel comfortable a lot earlier in my career.

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

Find comfort in feeling uncomfortable, it's the only way you'll grow and learn.

#### **What's your most memorable print project?**

There have been a few that we've delivered for Jaguar Land Rover over the years, but probably the first one we did is still the most memorable because it really showcases the art of the possible with print; bringing data, insight, creativity and innovation together to deliver a phenomenal customer experience. It really showed that Direct Mail certainly still had a place in the digital world.

To read about the success of this project visit the JICMAIL website case studies page.

#### **What advice would you give to someone starting out?**

Be nosy and inquisitive, put your hand up and ask lots of questions. This is obviously a lot harder in the hybrid world we live in now, but when you can, sit with people that have experience and soak up their knowledge.

#### **What's your perfect night in?**

I love having a takeaway and games night with my wife and two daughters.

#### **In another life, you would be...**

A professional cricketer.

#### **What's your secret talent?**

I lived my "other life" for a year playing cricket in Western Australia for South Perth.

Sorted is brought to you by:



thestrategicmailingpartnership.co.uk