

THE SMP AWARDS ARE BACK!

**With two new
categories for 2023 -
Check out page 3!**

**NETWORKING & AWARDS EVENING
28 SEPT 2023**

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

SUSTAINABLE MAILING

Empowering printers and
mail industry professionals

PRIVACY REFORMS

Welcoming the new
pro-growth DPDI data
protection reforms

ENVIRONMENTAL PERCEPTION

Two Sides shares new research that
shows the perception of the paper
industry is improving



SUMMER AT THE SMP?

WE'RE ALREADY THINKING OF AUTUMN!

I am delighted to share that the SMP's very own Strategic Mail Performance Awards are back for autumn 2023! We're really excited to be growing the programme this year with the addition of two new categories: A Bright Futures Award and a Sustainability Award.

I'm also thrilled to let you know we will be joined on the night by one of the UK's most talented comedians, Ellie Taylor (most recently seen stepping out on TV's 'Strictly', no less!). Ellie will be hosting our awards night on 28 September 2023 at The Steel Yard in London (turn to page 3 to find out more).

Alongside honouring the incredible work of our members, on the night we will also be supporting the Million Makers Challenge, raising money for the Prince's Trust to support disadvantaged young people. I hope you can all make it!

Now I've shared the glitter and glam coming up in the autumn, I would like to turn the attention to the people who help make the SMP what it is, all year round. I want to take this opportunity to thank our working parties, and the teams of specialists who contribute to the working parties alongside their busy schedules. Involvement in the working parties is voluntary, so we really appreciate the hard work and commitment that goes into them. Collaboration is key

to ensuring the SMP continues to work and serve our members, and the parties play a huge role in this. Continuing the theme of collaboration, I would like to thank IPIA, DMA and BPIF who promote, educate, and inspire the mail channel. It is partnerships like these that help our industry to thrive.

In this edition of Sorted, we are exploring the latest sustainability campaign from Marketreach (pages 8 and 9) and examining the potential impacts of the proposed GDPR updates that are currently making their way through Parliament as the Data Protection and Digital Information Bill (page 6).

There is a lot of change happening in our sector at the moment; positive change. I would like to end this note by saying thank you to our wonderful members. You are all champions of our industry, and I am incredibly proud to stand beside you as we work together for 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, Strategic Mailing Partnership

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

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SMP STRATEGIC MAIL PERFORMANCE AWARDS 2023 NOW OPEN!



The Strategic Mail Performance Awards are back for 2023 with two brand spanking new categories! Mailing houses, printers, print managers and agencies are invited to enter the 2023 SMP Awards, to celebrate producers who have achieved remarkable work for their clients and industry.

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.

This year's programme will feature two new awards, recognising young talent and sustainability. The Bright Futures Award will focus on celebrating emerging talent under the age of 30 in the UK print and mailing industry and celebrate individuals who show amazing promise in any discipline and at any level. The Sustainability Award will recognise organisations that have delivered a successful campaign which has reduced environmental impacts both of the campaign, and the wider value chain.

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. Entries can cover business mail, advertising mail, door drop or partially addressed mailings and can be B2B or B2C focused. Entries are also free.

The deadline for entries is August 25. Winners will be unveiled at the SMP Awards evening on September 28, 2023. Golden Envelope Awards are available with a Platinum Envelope Award for one outstanding entry.

Lucy Swanston, chair of SMP, is delighted with the impact of the awards, "The Strategic Mail Performance awards aim to celebrate and showcase exceptional work within our industry. What sets these awards apart is their focus on highlighting the specific contributions of entrants that have made a difference to a client's mailing or campaign."

"Judges will be looking at how entrants have used strategy, creativity, sustainability and use of data to drive enhanced performance as well as shining a spotlight on the young rising stars in our industry. It will certainly be a night to remember!"

The judges for this year's awards include amongst others: Lucy Swanston, chair of the SMP and managing director of Nutshell Creative; Rob Syme, MBastack associate creative director; and Rowena Humby, CEO and co-founder of Starcount. Lucy Klinkenberg Matthews, head of ESG at Paragon, will be one of the judges for the new Sustainability Award and Lance Hill, managing director at Eight Days a Week Print Solutions, will be one of the panel judging the Bright Futures Award.

SMP members can enter the awards by completing an online form, to be submitted by August 25. Scan the QR here to enter:



PREPARING A CIRCULAR ECONOMY THAT MAKES BUSINESS SENSE

The Independent Print Industries Association (IPIA) works with several professional organisations that can assist your business with developing a roadmap to increasing the sustainability of your operation. Here, Brendan Perring, general manager at the IPIA, explains how your data management is key to sustainable success.

At IPIA, we have produced a simple framework that can set you on this path if you would like to conduct such an exercise using internal resources. Accurate recording of data is paramount. There are many organisations that will give you tools to 'mark your own homework'. But, if you would like a true picture that can be effectively proven to your customer base and help you to prepare for impending changes in Government legislation, we recommend using recognised scientifically based calculation methods. You need ones that can be externally audited and provide you with a true picture of your carbon footprint and energy consumption.

The critical importance of having a verifiable and structured roadmap, which can develop systems and data measurement, is proven by the significant increase in emphasis on 'sustainable sourcing' from FTSE 100 companies.

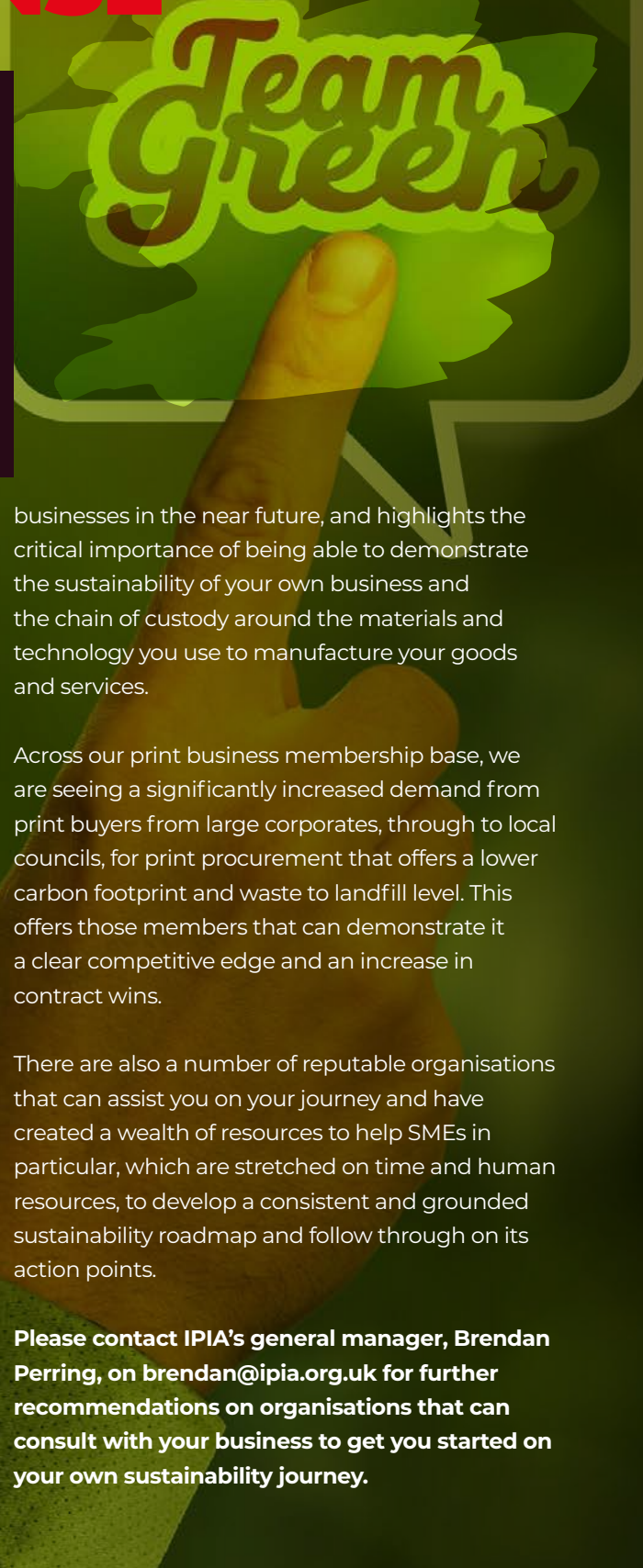
When you consider that almost two-thirds of FTSE 100 companies now include some sort of environmental, social and governance (ESG) measure as part of executive incentive pay plans, up from less than half in 2020, as reported by environmental research and news organisation, edie, it is crucial that businesses pay attention. This type of pay incentive will no doubt begin to filter down through corporations, brands, and

businesses in the near future, and highlights the critical importance of being able to demonstrate the sustainability of your own business and the chain of custody around the materials and technology you use to manufacture your goods and services.

Across our print business membership base, we are seeing a significantly increased demand from print buyers from large corporates, through to local councils, for print procurement that offers a lower carbon footprint and waste to landfill level. This offers those members that can demonstrate it a clear competitive edge and an increase in contract wins.

There are also a number of reputable organisations that can assist you on your journey and have created a wealth of resources to help SMEs in particular, which are stretched on time and human resources, to develop a consistent and grounded sustainability roadmap and follow through on its action points.

Please contact IPIA's general manager, Brendan Perring, on brendan@ipia.org.uk for further recommendations on organisations that can consult with your business to get you started on your own sustainability journey.



ENVIRONMENTAL ROAD MAP



THE PATH TO SUSTAINABILITY

Print is sustainable, but do you know how sustainable your business is? Anthony Rowell, BPIF Environmental Forum chair and sales & customer success director at Tradeprint, talks about how BPIF's new service can help printers and mail producers to enhance their environmental efforts.

As an industry, we are aware of how sustainable print is, but are consumers aware? Digital appears to take a precedence when it comes to the sustainable choice. At BPIF, we have launched our Environmental Road Map service to support mailers and printers on their journey and to provide an easy-to-understand path for customers to follow in their decision-making process.

Environmental and sustainability requirements are at the forefront of the focus for the industry, but it can often be difficult to know where to start, or where to go on your journey, or how to communicate your efforts to your customers.

The content in the Environmental Road Map is intended to help you continually grow your knowledge and performance and can be used by any company no matter what stage they are at. The journey starts with a Baseline Self-Assessment to help printers and mail producers to evaluate what measures their company has in place already and what still needs to be considered, highlighting the areas for improvement.

The Baseline Assessment Report produced will direct you to the Resource Area which is The A Baseline Assessment Report produced will direct you to the Resource Area which is intended to help you find where you are on the route to saving costs by reducing waste, protecting yourself from legal and climate risks, understanding and responding to customer demands, looking ahead to any new requirements, and achieving better environmental and sustainability performance.

The Environmental Road Map delivers content that provides insight, best practice, case studies and guidance, and links to external information and resources. As environmental requirements evolve, the Road Map will be a proactive platform that always features the latest information, helping you to communicate confidently with your customers.

The Road Map shares information on net zero and the measuring of emissions, a topic we are working closely with the SMP on. Net zero relates to carbon emissions and means 'achieving a balance between the carbon emitted into the atmosphere and the carbon removed from it'.

As an industry, we must take action to slow climate change and take responsible steps as individuals and as businesses to do what we can to mitigate our environmental impacts.

We hope that our Road Map will help you to create a pathway to being a more sustainability conscious business.

If you would like to find out more or would like to access the Environmental Road Map, email environmental@bpif.org.uk.

THE SMP WELCOMES THE NEW DATA PROTECTION AND DIGITAL INFORMATION BILL

The Data Protection and Digital Information Bill (DPDI) is working its way through Parliament. But should it be passed, what will this mean for our industry and how it will make a positive impact?

“The proposed DPDI Bill is a significant and progressive development for the mail channel.” says Lucy Swanston, chair of the SMP, “The proposed changes within this Bill provide much needed clarity around the use of third-party data for attracting new customers through direct marketing channels like mail.”

The reforms are poised to bring substantial benefits to businesses operating in the mail sector while upholding robust privacy protections for consumers, thanks to a focus on the concept of legitimate interest.

“This bill is a significant step forward in helping the postal industry reinstate much needed confidence amongst brands about the use of mail for such purposes.” continues Swanston.

Legitimate interest

One of the standout aspects of the DPDI is the greater clarity it offers on the definition and application of legitimate interest. This reform addresses a longstanding concern among businesses, enabling them to utilise legitimate interest as a lawful basis for data processing, particularly in direct marketing activities. This development paves the way for organisations to better understand and engage with both existing and potential customers.

Consumer empowerment and privacy safeguards

While the DPDI acknowledges the importance of legitimate interest for businesses, it also recognises

the paramount right of customers to object to marketing initiatives, if they so choose. This emphasis on consumer empowerment reinforces privacy safeguards, ensuring individuals have the final say regarding their personal data usage. By striking a balance between business interests and consumer rights, the DPDI builds trust within the digital economy.

Industry impact

The reforms proposed in the DPDI will have a transformative effect on our industry, benefiting businesses in several key areas.

Firstly, charities will enjoy an extension of the soft opt-in for email, facilitating easier communication with existing donors and volunteers on par with commercial organisations. This change streamlines the process for charities, enabling them to engage with their supporters more effectively.

Secondly, DPDI also aims to reduce administrative burdens by minimising the volume of paperwork required for demonstrating compliance, which will be of particular benefit to smaller marketing outfits. This streamlining process ensures that businesses can focus on their core activities while maintaining data protection standards and compliance.

The bill also addresses consent requirements for cookies, expanding the range of exemptions. This reduction in consent banners, particularly for ecommerce and charity websites without advertising, enhances the customer experience while relieving businesses of unnecessary red tape.

“The DPDI reforms will revolutionise the mailing industry, allowing businesses to operate in a more agile and efficient manner. The emphasis on legitimate interest will empower organisations to leverage data-driven strategies responsibly, fostering innovation and growth - something which can only be a good thing,” concludes Swanston.

IS THE PAPER INDUSTRY'S ENVIRONMENTAL PERCEPTION PROBLEM IMPROVING?

According to new research from Two Sides, the answer is yes! Let's take a look...

In Two Sides' 2023 edition of its Trend Tracker Survey, the organisation seeks to understand changing consumer perceptions towards print, paper, paper packaging and tissue products.

This unique insight into consumer attitudes towards one of the world's most universally used materials is repeated biennially to monitor and report upon evolving consumer perceptions, as environmental awareness intensifies and alternative digital channels of communication become more prevalent.

Results of the 2023 study show clearly that, whilst paper retains its place as a vital communication and packaging material, there remain misconceptions about the environmental impact of the paper industry.

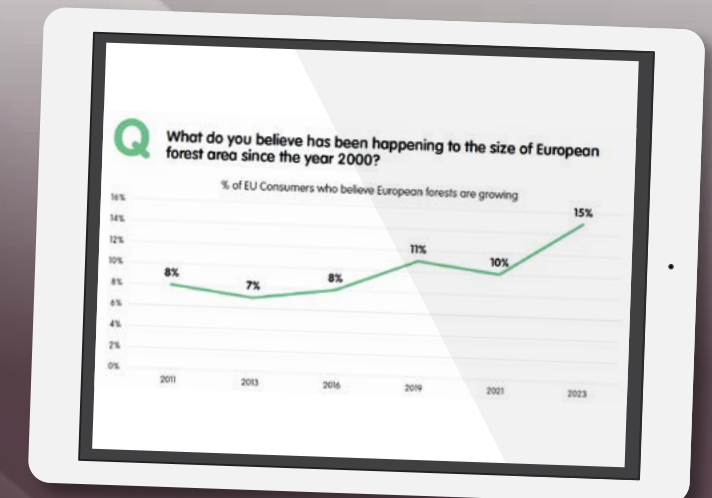
Consumers are not aware that European forests are growing

The 2023 study found that consumers still perceive forests are decreasing in size, with 60% of people believing European forests are shrinking, although this number has improved since 2021, down from 64%. The number of consumers who understand European forests are actually growing in size has improved to 15% in 2023 compared to just 10% in 2021. It shows that consumers are becoming more aware of these facts within the myths that surround the paper industry.

The truth is, European forests are growing impressively in size. Indeed, between 2005 and 2020, they grew by an impressive 58,390km² – an area larger than Switzerland and the equivalent to 1,500 football pitches of forest growth every day.¹

Paper and paper packaging's high recycling rates are not understood by consumers

Another common misconception about paper is the amount that is recycled. The survey found that only 18% of European consumers understood that the paper recycling rate exceeds 60%. Again, this has improved slightly from 2021 when it was 16%.



The survey showed that 41% of European consumers believe that paper and paper packaging is wasteful. In reality, Europe's paper recycling rate is currently 74%, with paper packaging even higher at 83%. In 2020, a total of 56 million tonnes of paper was collected and recycled in Europe.²

“Whilst it's good to see there have been some improvements in consumers' perceptions, this report shows there remain many misconceptions surrounding print and paper-based products' impact on the environment. These misunderstandings make our work at Two Sides and Love Paper vital.” says Jonathan Tame, managing director, Two Sides Europe.

An executive summary of the Trend Tracker Research 2023, published in May, is available to industry stakeholders on request. Contact Two Sides to register your interest in receiving this summary at enquiries@twosides.info.

To find out more about the Two Sides campaign, and how you can become a supporter visit: www.twosides.info. The full report, which provides regional data broken down by age and gender, is available to Two Sides members only.

¹ FAO, 2020

² European Paper Recycling Council, Monitoring Report, 2020



DISCOVER THE CIRCULAR
ADVANTAGE OF MAIL

NAVIGATING THE PATH TO SUSTAINABLE MAILING: EMPOWERING PRINTERS AND MAIL INDUSTRY PROFESSIONALS

Becoming more sustainable can feel increasingly complex for marketers with so many priorities feeding into campaign decisions – including how to operate effectively and efficiently in a depressed economy where budgets are being squeezed.

So, the SMP has welcomed Marketreach's recent launch of end-to-end life cycle assessment (LCA) data as part of a mailing industry campaign aimed at empowering commercial mail users to make informed sustainability decisions when creating mailing campaigns. Philip Ricketts, wholesale commercial director of Marketreach, explains...

Marketreach is committed to helping clients and partners, and to working collaboratively with the mail industry, to improve the sustainability of mail as part of the marketing mix. By investing in research, tools, and collaboration, Marketreach aims to empower printers and mail industry professionals to make informed decisions and contribute to a more sustainable future.

Understanding the Life Cycle Assessment (LCA) Data

Marketreach's commitment to sustainability is exemplified through the development of an end-to-end LCA of mail. In partnership with WSP, an independent research firm, Marketreach

commissioned a comprehensive LCA study to evaluate the environmental impact and carbon emissions associated with mail at each stage of its life cycle. This ground-breaking research provides valuable insights into the ways in which mail can become a more sustainable form of communication.

To support this LCA data, Marketreach has also launched an interactive online carbon calculator tool. This tool allows users to compare the average carbon emissions of different mail formats throughout the life cycle and provides context by comparing it to everyday products. By integrating this data into their decision-making process, printers and mail industry professionals can make informed choices to make mail a more sustainable form of communication and actively reduce the environmental impact of marketers' campaigns.

Reducing the environmental impact of mail

Reducing the environmental footprint of mail requires a multifaceted approach. The importance of regenerating, reinventing, reducing, reusing and recycling mail throughout its life cycle to contribute to a circular, regenerative economy, cannot be overemphasised.

Let's explore practical strategies that printers and mail industry professionals can implement to create more sustainable campaigns:

- **Sustainable Materials:** Start by using paper sourced from sustainably certified forests. Replanting trees helps draw down carbon from the atmosphere and contributes to biodiversity. Additionally, consider modern paper mills that run on renewable energy, use chlorine-free processes, and recycle water, and opt for low-carbon, energy-efficient printing processes with biodegradable and water-based inks.
- **Efficient Distribution:** Reduce the impact of distribution by employing tight targeting and an efficient delivery plan. Royal Mail, for instance, is actively decarbonising its distribution fleet, switching to renewable energy, and using electric vehicles to ensure more sustainable operations.
- **Reuse and Recycling:** Embed reuse and recycling practices in mail production. On average, a piece of paper is reused 3.8 times, making it the most recycled material globally. Encourage customers to recycle or compost biodegradable materials, further reducing waste.

Practical strategies for sustainable campaigns

To create environmentally positive mail campaigns, it is essential to balance strategic goals with the carbon cost of each mailer. Collaboration with like-minded suppliers is crucial, such as those with B-Corp status or Carbon Balanced Printers.

Prioritise the following actions in your campaign strategy:

- **Minimise Waste:** Use formats and sustainable materials that minimise waste throughout the production and delivery process.
- **Weight Considerations:** Balance the weight of the mailer with campaign objectives to optimise cost and environmental impact.
- **Efficient Production:** Review the end-to-end production process to identify areas where environmental impact can be reduced, such as optimising energy usage and waste management.
- **Carbon Cost of Delivery:** Explore ways to reduce the carbon cost of delivery, such as utilising low-carbon transportation methods or consolidating mailings to increase delivery efficiency.
- **Customer Engagement:** Encourage customers to recycle or compost biodegradable materials, fostering a culture of environmental responsibility.
- **Carbon Offsetting:** As a last resort, consider offsetting any remaining carbon emissions through verified carbon offset programmes.

Not all the opportunities to reduce impact can be embraced in a single campaign. But the above points can help with initial planning and are applicable whatever the size of a business. Scan the QR code to find more helpful advice in Marketreach's best practice guide:



Case study: Sustainable Mindset in Action

Eastons Holidays, a coach holiday company, successfully implemented a sustainable mindset in their mail campaign with the help of print agency Eight Days A Week Printing Services (EDWPS). By replacing polywrap with a paper wrap alternative, Eastons' mailing qualified for machine processing and sustainable bulk mail discounts. The result was a reduction in production costs by 50%, increased return on investment (ROI), and improved sales, demonstrating the tangible benefits of sustainable practices.

Marketreach wants those who use, or are thinking about using commercial mail, to have the information they need to continue to invest in a highly effective and creative medium. Marketreach's life cycle assessment data will enable mailing houses as well as their clients to make strong decisions with the numbers to back them up, knowing they are minimising their carbon impact as much as possible.

There is much more to be done across the whole value-chain to decarbonise, detoxify, reduce waste and lower the impact of mail - but the journey is well underway. Marketreach believes this move marks a milestone for the industry, highlighting the importance of creating sustainable business practices that align with environmental goals.

The life cycle assessment and best practice guide will contribute to the sustainable future of the print and mailing industry, providing a resource that will help discussions with brands when creating mail campaigns. It is a prime example of how collaboration across the supply chain on a common issue can help our industry create increased value for the users of the channel.



JICMAIL LAUNCHES NEW RESPONSE RATE TRACKER

JICMAIL has released results from its inaugural Response Rate Tracker, which, for the first time, provides benchmark data on how responsive consumers are to acquisition vs retention-based marketing strategies with mail. Let's take a look at what the tracker reports and how you can use it to inform your campaigns.

Response data derived from over 1,000 campaigns from six key industry players (Join The Dots, Epsilon Abacus, Ginger Black Analytics, Sagacity, The Letterbox Consultancy and DBS Data) has revealed an average warm mailing response rate benchmark of 10.9% and a cold mailing benchmark of 1%.

In a climate in which efforts to boost levels of customer loyalty and engagement is taking on increased significance in the face of a challenging economic environment, understanding the response of known customers to advertising mail is all the more important. The 10.9% response rate reported for warm direct mail highlights the value of speaking to current customers in the mail channel, when the ability to target using third party cookies is waning, in an era of heightened privacy compliance.

Practitioners should be wary of simply regarding warm mail as a more effective channel than cold mail, however. No brand grows without acquiring new customers, and understanding the effectiveness of the mail channel in driving acquisitions is critical to campaign planning efforts. A 1% response rate of cold mail compares favourably to that seen by many other channels. A blend of warm and cold is therefore critical to success.

The Response Rate Tracker also reports on the average Return on Investment (ROI) of warm and cold direct mail, revealing results of 13.5 and 4.4 respectively.

Average Order Value (AOV) and Cost Per Acquisition (CPA) benchmarks have also been made available across four different industry sectors – retail, finance and insurance, medical and charity. Consisting of 83% retail and online retail campaigns, the database is currently skewed towards this sector, but future releases should look to redress this balance.

By providing campaign-centric response rate benchmarks, JICMAIL has been able to supplement the output of its panel-centric metrics, in which a sample of 1,000 households a month self-report their interactions with, and response to, mail. An average Response Rate Tracker figure of 5.1% across warm and cold mail combined, is closely aligned to the 5.6% response rate reported by the JICMAIL panel, providing a powerful validation exercise for both independent data sets.

The Response Rate Tracker relies on organisations contributing anonymised campaign data for inclusion, so be a part of this industry standard. Get in touch with Ian Gibbs, ian@jicmail.org.uk, if you would like to discuss contributing campaign response data and being part of the Response Rate Tracker.



WHAT'S **NEW** FROM THE SMP WORKING PARTIES?

The SMP working parties were formed to support our three core strategic pillars: operational, sales and marketing, and education.

Collaboration is key to ensuring that we're all working together towards a brighter future, so we are incredibly grateful to all the volunteers who support the working parties.

We caught up with the chairs of five of our working parties to see what they've been up to and find out about their latest projects.

Sustainability Group

Chaired by Lucy Klinkenberg-Matthews, head of ESG at Paragon, this group's goal is to galvanise collaboration across our industry and its value chain, to tackle climate change and social inequality.

Its work this year will focus on providing stakeholders with the knowledge, tools and confidence to accelerate our industry's pathway to Carbon Net Zero.

The group is planning to survey SMP members in the coming weeks to identify which areas of sustainability they need the most help with so keep your eyes peeled!

Mail Presentation Advisory Group (MPAG)

MPAG, chaired by Mailbird's managing director, Kerry Holden, is an operationally focused group, primarily tasked with the collaborative improvement of mail presentation processes.

MPAG is currently exploring a number of opportunities, including the viability of minimising the number of mail bags in the Access Network and is meeting with stakeholders to hear about the challenges faced in doing so. The production of mail in trays has many advantages over bags, including process simplification and benefits from Royal Mail postage offers.

The Education Group

Marketreach's director of new business, Sophie Grender, heads up the Education Group, focusing on upskilling in our industry. In its latest meeting,

the group planned out a series of events for this, including a webinar to highlight the circular advantage of mail and a practical session showing how customer mail can be supercharged to improve the performance of bills, statements, reminders and notifications.

Mail Innovation Group (MIG)

Chaired by Go Inspire's managing director, Danny Cook, MIG's main focus for 2023 is providing a forum for ideas and innovations which promote and enhance the role and value of direct mail, customer mail and door drop in customer communication. In addition, the group has been working closely with Royal Mail in a consultative capacity, ensuring its latest initiatives have industry support and relevance.

The Incentives Group

MD of The Dragonfly Agency, Isla Munro, chairs the Incentives Group, which reviews current incentives and shares ideas from industry on how to support mail groups, with the overall objective of generating more mail into the channel.

The group recently met with Royal Mail to discuss opportunities and challenges to enhance the incentive portfolio. This included looking at first time user incentives, seasonal incentives, growth and commitment schemes and test and innovate incentives.

ORIGIN: A NEW MEASUREMENT PLATFORM FOR THE ADVERTISING INDUSTRY

Following the Incorporated Society of British Advertisers' (ISBA) announcement of Origin, a never-before-seen measurement platform for advertisers, we're taking a look at how this platform can support the advertising and mail industries.

The advertising industry is facing a number of challenges, including the fragmentation of audiences, the explosion in the number of advertising formats available and the blurring of the categorisation of different media channels. As a result, it is increasingly difficult for advertisers to measure the reach, efficiency and effectiveness of their campaigns.

ISBA's Origin will help to tackle these challenges, enabling the planning, optimisation, measurement and reporting of audiences for advertising campaigns, across all forms of media, from a single source of data.

Using a combination of digital first-party data and traditional media measurement panels, Origin provides a privacy-safe and accurate measurement of cross-media reach and frequency.

Origin will deliver a number of benefits for advertisers, including:

- Improved efficiency by reducing the wastage from duplicated reach and unwanted frequency
- Increased effectiveness by making it easier to target the right audiences with the right messages
- Greater transparency by providing a single source of data for measuring the reach and effectiveness of advertising campaigns

Origin is still in its early stages of development, but it has the potential to revolutionise the advertising industry. By providing a singular data source for measuring the reach and effectiveness of advertising campaigns, Origin will help advertisers and marketers to make better decisions about where to invest their media budgets.

As well as supporting advertisers, Origin will also deliver a number of benefits direct to the consumer. By reducing the excessive delivery of ads, Origin will help to improve the user experience and make advertising more relevant, increasing transparency and accountability in the advertising industry.

Now in its third year of development, Origin has circa 700 panel homes installed against a 2,500 target. This year the programme is entering its critical trial launch phase with real data being surfaced for the first-time using advertiser campaigns – with BT, L'Oreal, Pepsico, Procter & Gamble and Unilever being the first trial advertisers to participate. In 2024, Origin's Minimum Viable Product will launch across linear TV, digital video and digital display. Looking ahead, there is a road map to more sophisticated and granular reporting tools, to deliver the platform's planning modules and to eventually produce business outcome capabilities. It's an exciting time for advertisers!



COULD DATA DRIVEN DIRECT MAIL HELP OUR INDUSTRY REDUCE DISTRIBUTION OF UNWANTED MATERIALS?

Direct mail has long been a popular marketing tactic, but concerns about its environmental impact have grown in recent years. Vidhi Mishra, marketing manager at Paperplanes, explains why the company believes a new data-driven approach it is encouraging the industry to adopt more widely, may go a long way to increasing direct mail's sustainability.

"Traditional direct mail campaigns often involve printing large quantities of materials," explains Vidhi. "These campaigns can lack precision targeting, resulting in potential wasteful distribution of mail to uninterested recipients."

"A new approach called data-driven direct mail, addresses these environmental concerns and aims to be more efficient and targeted," Vidhi continues. "By utilising data analytics, potential customers who are most likely to be interested in the advertised product or service can be identified. Additionally, automated and programmatic direct mail campaigns allow for customisation to each recipient, boosting the likelihood of a positive response."

Vidhi believes automated direct mail provides our industry with the ability to offer our customers several advantages over traditional methods and we need to help them make this more sustainable choice.



"Firstly, it reduces waste by sending mail only to interested individuals, minimising the environmental impact. Secondly, customisation to each recipient enhances the chances of a positive response, enabling businesses to achieve more with fewer campaigns," says Vidhi.

As an industry searching for routes to greater sustainability data driven direct mail has got to be a welcome string to our bow.

"Not only is automated direct mail more sustainable, but it's also more effective. By reaching the right people with the right message at the right time, automated campaigns yield higher response rates and better returns on investment."

"We should be giving businesses aiming to reduce their environmental footprint while improving marketing results the option to consider incorporating automated direct mail into their strategies," Vidhi continues.

Additional benefits of automated direct mail:

- Automated campaigns offer higher effectiveness, resulting in a greater return on investment
- Targeting specific demographics and interests enhances customer engagement
- Reaching a wider audience through automated campaigns helps boost brand visibility
- Personalised and relevant messages foster stronger customer loyalty
- Reduced customer acquisition costs and higher conversions

Vidhi concludes: "As an industry, if our customers are considering direct mail as a marketing tool, we should be encouraging them to explore the option of automated direct mail. It offers a sustainable and effective way to engage their target audience."

PAY ATTENTION TO PAPER: THE POWER OF USING MAIL TO ENGAGE CUSTOMERS

JICMAIL's groundbreaking, year-long study called 'The time we spend with mail', conducted in collaboration with Kantar, PwC and Lifestream, sheds light on the importance and longevity of mail, and proves it is the "must-have" channel in attention-based media plans to grab a customer's attention!

Ian Gibbs, JICMAIL's director of data leadership and learning, tells us how this report can make the case for mail for years to come.

Analysing data from 1,000 homes, the study used a range of techniques, including innovative AI video analytics, to gather data on how people interact with mail in their homes.

Direct Mail shines - Some enlightening findings:

- Direct mail items hold the spotlight with an impressive average of 108 seconds of attention over 28 days
- Business mail grabs the attention of recipients for a jaw-dropping 150 seconds
- Partially addressed mail receives a fantastic 64 seconds of attention
- Door drops manage to capture attention for 46 seconds, making an impact in a short span, compared to other methods which are significantly less.

These attention-grabbing statistics showcase the remarkable engagement potential of mail and reveal a stunning correlation between mail attention and commercial effectiveness.

Direct mail items demonstrate two to three times more attention from recipients than other marketing; a boost translating into exceptional marketing impact.

Commercially effective mail drives numerous positive outcomes, including purchases, footfall, discussions, and voucher redemptions. Mail also generates significant digital attention, with average mail items prompting five-minute sessions on advertiser websites.

Living rooms are particularly high attention environments for charity, medical, and government mail. Retail and restaurant mail are

frequently encountered in the kitchen. Talk about cooking up a storm!

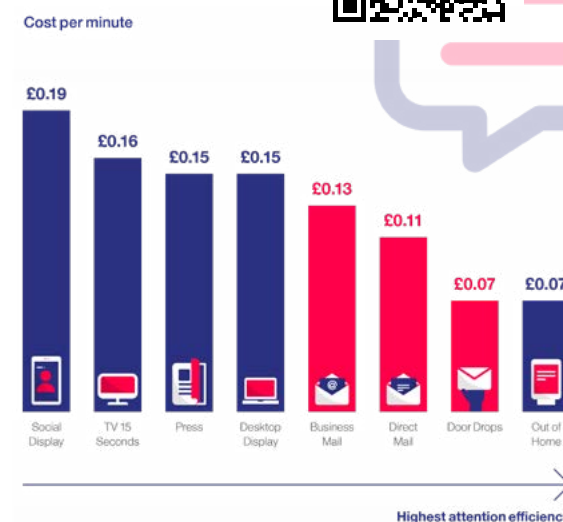
Door drops were found to cost only £0.07 to generate a minute of consumer attention, while direct mail costs £0.11 per minute. Comparatively, mail surpasses social display and digital display advertising in attention and cost efficiency.

We're delighted JICMAIL has managed to provide a definitive view on the time spent with mail, plus a whole host of additional insights into the planning factors most strongly linked to high mail attention," explains Ian.

"Triangulating in on the truth using multiple data sources is an important step in contemporary media research, and it's been a great validator of the core JICMAIL panel methodology to see how closely aligned it is with observed video-analytics data," he added.

JICMAIL now provides ongoing mail attention data, measured by Kantar, across 1,000 households and over 10,000 mail items each month. Key mail advertisers can assess the time consumers spend with their mail, in addition to standard JICMAIL metrics like reach, frequency and mail lifespan.

Download the full report:



WEBMART LAUNCHES ADVANCED CARBON CALCULATOR TOOL AS PART OF ITS MISSION TO BE THE UK'S MOST SUSTAINABLE MARKETING AGENCY



Bicester-headquartered marketing and print procurement specialist, Webmart, has just launched an innovative tool in a bid to enable the print and mailing industry to calculate the carbon impact of marketing campaigns across digital and offline channels. We spoke to Tom Maskill, Webmart's sales and sustainability director, to find out more about how he sees 'EcoMetrics', the certified new tool, driving the B-Corp company's mission to be the most sustainable marketing agency in the country.

"As marketers, if we can better understand our environmental impact, we can take steps to reduce emissions rather than just offset and make more informed decisions that are both environmentally and commercially sustainable," says Tom.

Webmart claims that EcoMetrics will mean that, for the first time, marketing campaigns can be built to suit commercial and environmental objectives using data, not guesswork. The company's aim in designing EcoMetrics is to encourage and enable marketers to optimise marketing performance and sustainability, by introducing metrics like carbon cost per acquisition and return on carbon emitted.

To underline the credentials of the new tool, Webmart has ensured it has been certified by CarbonQuota, to adhere to PAS2060 and ISO16759 standards where available, and ClimatePartner has independently certified the carbon impact of the postage calculations.

The company sees EcoMetrics as the start-point for a four-step approach to sustainability, which is focused on reducing the collective impact on the environment rather than simply offsetting. For projects across marketing channels, they use the calculate, mitigate, offset and communicate framework to correctly assess the environmental impact of each campaign.

We have created EcoMetrics to take away the guesswork around carbon cost per acquisition, and other core carbon metrics," adds Tom. "As well as helping to reduce carbon emissions and the environmental impact of marketing campaigns, being more sustainable also delivers more commercially effective results."

As part of its aim to innovate for the industry and help embed sustainability, Webmart is making its new, advanced carbon calculator available for free to all its clients, which include Interflora, Nintendo, COOK, East of England Co-op and Great Ormond Street Hospital Charity (GOSH).

This latest move towards advancing a more sustainable industry follows on from its climate-positive postal service to calculate, reduce and offset the carbon footprint of client's postage, including direct mail and doordrop, which it rolled out in 2021. As a scope 1 & 2 carbon-neutral business with its own 164-acre Oxygen Farm in Scotland, Webmart is on target to be Net Zero by 2026.

For more information about EcoMetrics, visit the Webmart website here:



Image: Webmart's Oxygen Farm, Scotland

MEMBERS' CORNER



For our Members' Corner Q&A feature this month, we've caught up with **Adam Williams, managing director at Chelmsford based, DBS Datamarketing.** Adam has worked in sales and marketing for more than 26 years, joining the DBS team in 1994. When he's not at work, Adam enjoys skiing, sailing and cycling!

What are you most proud of in your career?

DBS Datamarketing celebrates 30 years next year, so definitely resilience and staying power. Above all, turning threats into opportunities, GDPR to name but one!

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

Almost everything, I'm still learning!

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

There are three sides to every story.

What's your most memorable print project?

The most recent one I'm proud of is a brochure campaign we did for Kuoni. It was based on a foundation of solid data, targeting potential holiday buyers from transactional sources, regional models based on affluence, and individuals with significant birthdays. It had a 14x return on investment, proving once again the power of direct mail.

What advice would you give to someone starting out?

Make yourself indispensable.

What's your perfect night in?

An empty house!

In another life, you would be...

A skier, sailing the 7 seas or cycling for a living. I try to keep up with my hobbies as much as my job allows!

What's your secret talent?

If I had a talent, it wouldn't be a secret!



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Adam attended the SMP Awards last year at the Royal Mail Museum. He was living the dream as an old school postie, sorting mail and riding the mail train!