

DIRECT™ **EFFECT**



Innovation Challenge

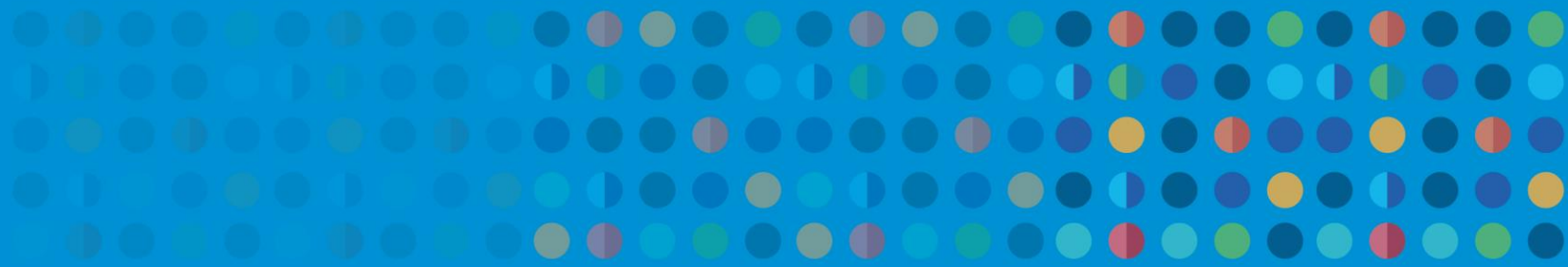


DIRECTTM EFFECT

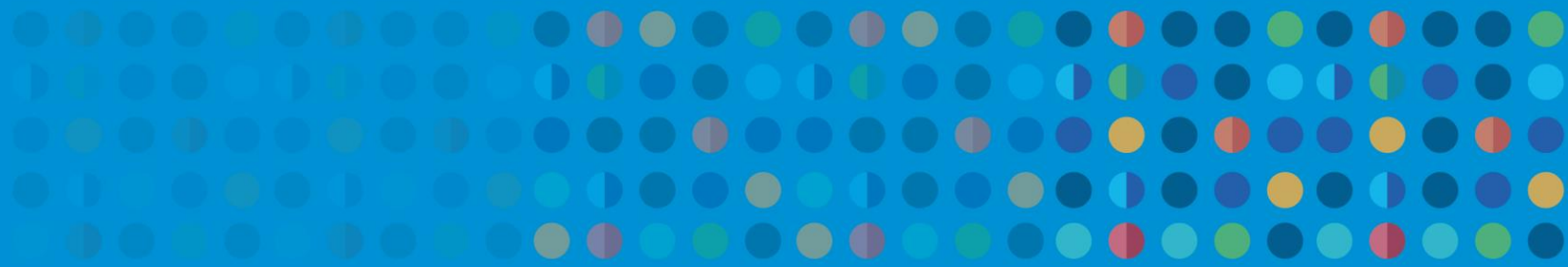
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Innovation Challenge

**What do you want your integrated
direct marketing campaign to look like?**



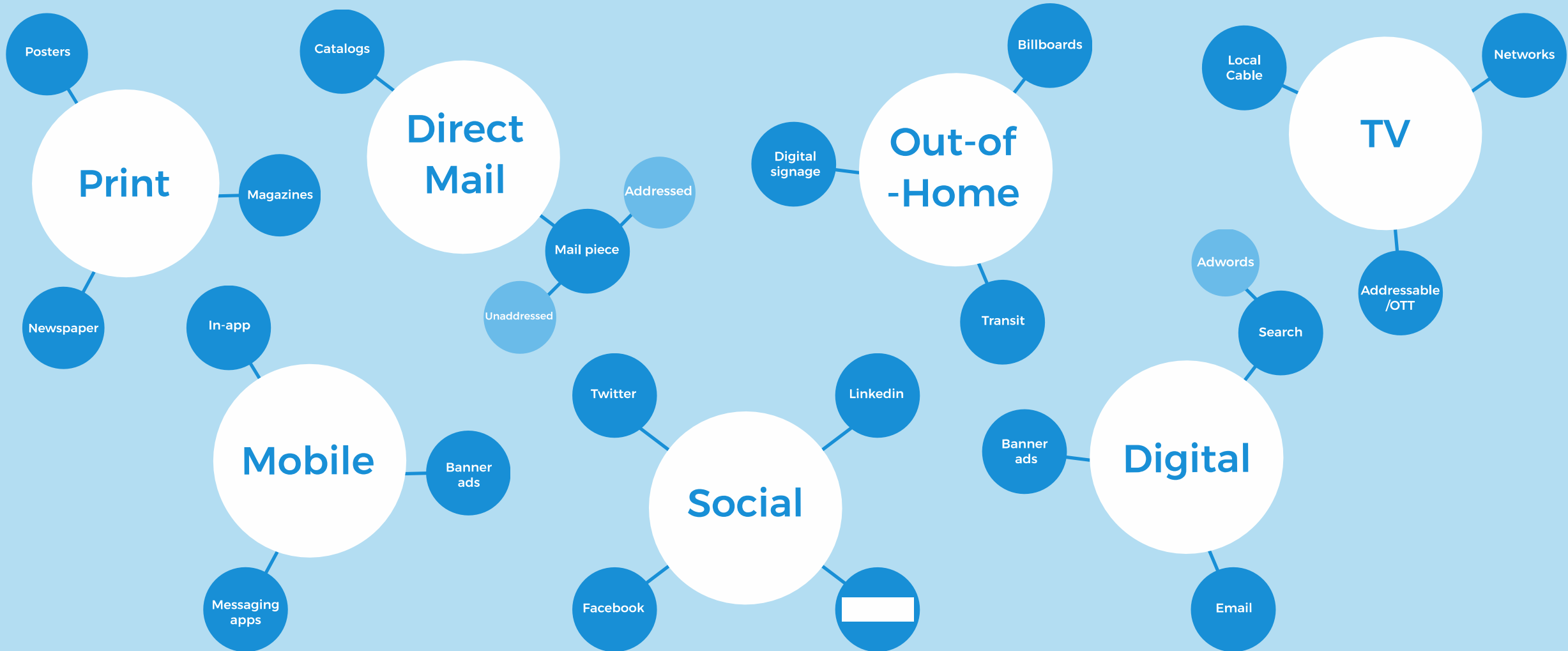
**What do you know
about the client?**



**What insights or other data
do you have about
the target audience?**

DIRECT EFFECT™

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Innovation Challenge

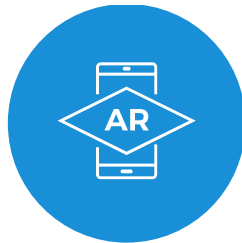


DIRECT™ EFFECT

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Innovation Challenge



VR



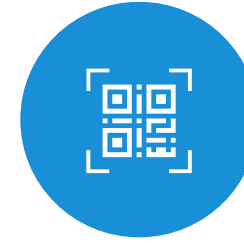
AR



NFC



Digital-to-Direct



QR



Smart Speaker



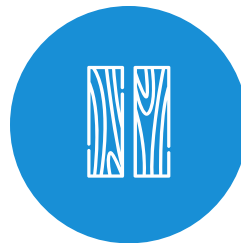
Video



Format



EDDM



Texture



Scent



ShareMail

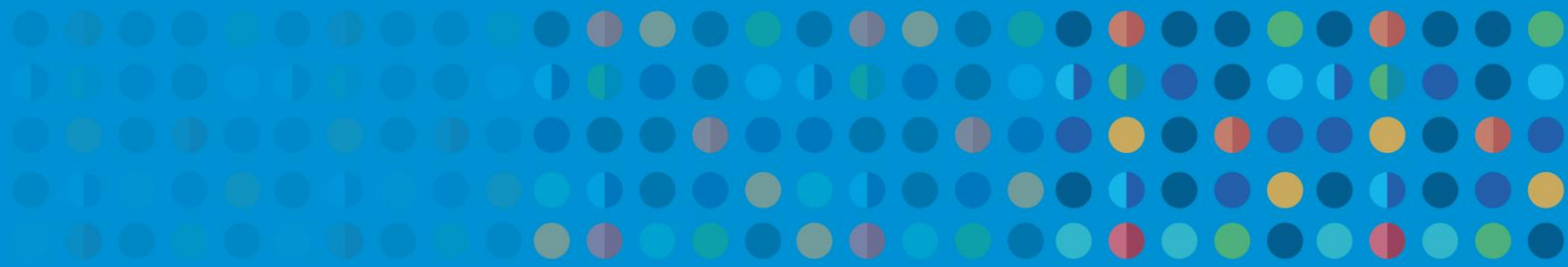


**Variable Data
Printing**



**Informed
Delivery**

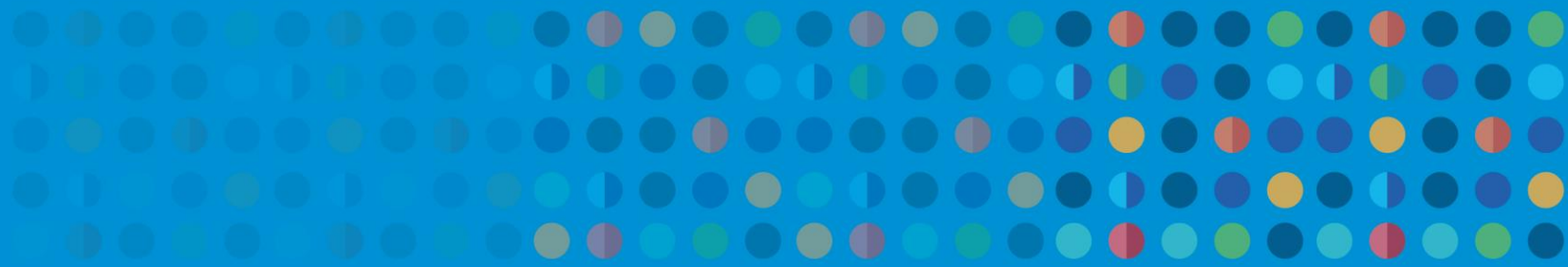
Channel 1



What is the call to action, by channel?

How will you leverage the strengths of each channel and measure effectiveness?

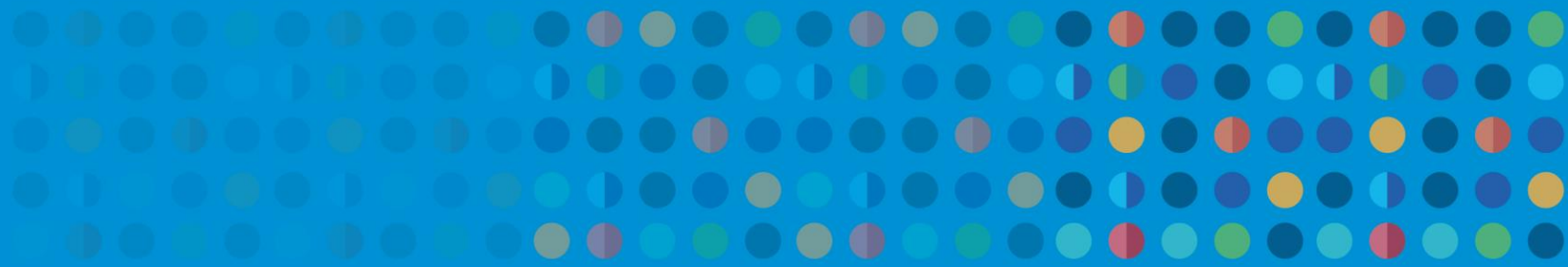
Channel 2



What is the call to action, by channel?

How will you leverage the strengths of each channel and measure effectiveness?

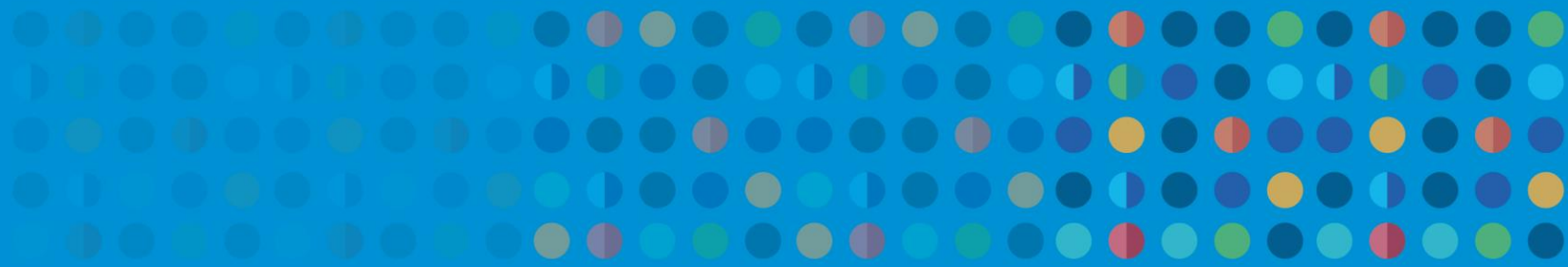
Channel 3



What is the call to action, by channel?

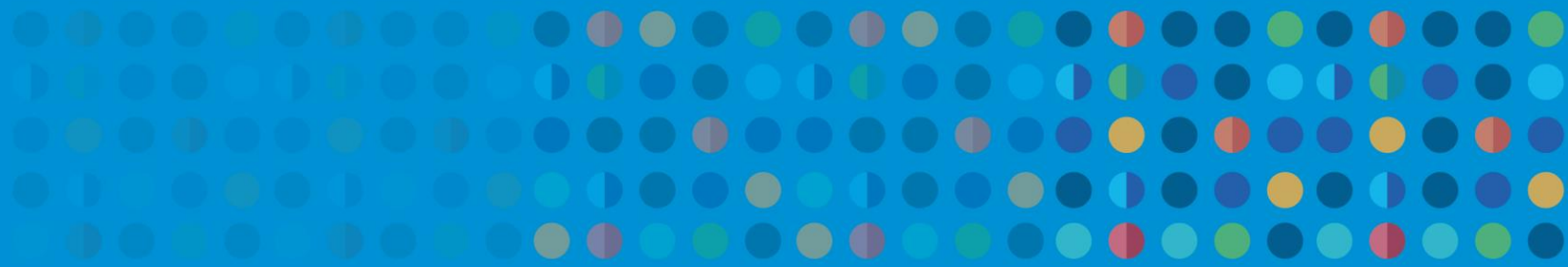
How will you leverage the strengths of each channel and measure effectiveness?

Channel 4



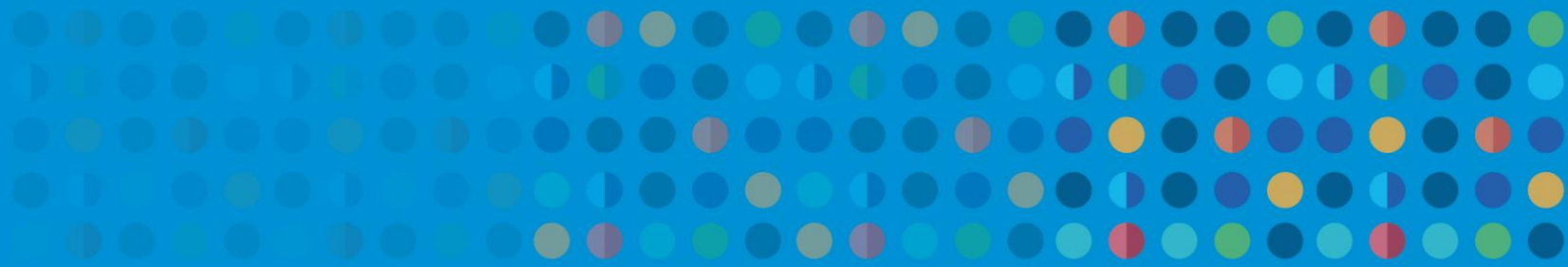
What is the call to action, by channel?

How will you leverage the strengths of each channel and measure effectiveness?



Map your campaign's key touches





**What do you want
the customer to feel and think?**