### Sappi North America Direct Mail

Bentley University April 2018



# Why Direct Mail?

....when touch is part of the marketing experience, it helps shift the brain into a deeper level of engagement while building knowledge.



A COMMUNICATOR'S GUIDE TO THE

# NEURO SCIENCE TOUCH

### Neuroscience Short Perceived Ownership and Touch

https://youtu.be/gpch3ff8ERs

#### THE MEDIUM SHAPES THE MESSAGE



MORE THAN HALF THE BRAIN
IS DEVOTED TO PROCESSING SENSORY EXPERIENCE,
AND MUCH OF THAT SENSORY RECEPTIVITY
FOCUSES ON TOUCH.

# "PEOPLE UNDERSTAND AND REMEMBER WHAT THEY READ ON PAPER

BETTER THAN WHAT THEY READ ON SCREEN.

# RESEARCHERS THINK THE PHYSICALITY OF PAPER EXPLAINS THIS DISCREPANCY."

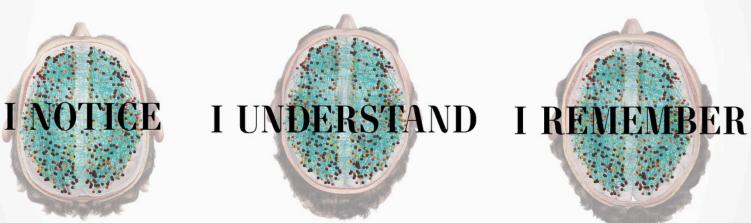
—FERRIS JABR

"WHY THE BRAIN PREFERS PAPER"

SCIENTIFIC AMERICAN

#### **HOW MEDIA SHAPE MESSAGES**









# BMW – The making of an M Print https://youtu.be/aYuk64NMYLM

# STRATEGY **FORMAT ANALYSIS**

# STRATEGY

# "THE 40/40/20 RULE"

40% Audience – No matter how amazing and creative your mailpiece is, it doesn't matter if the content is not relevant to the recipient

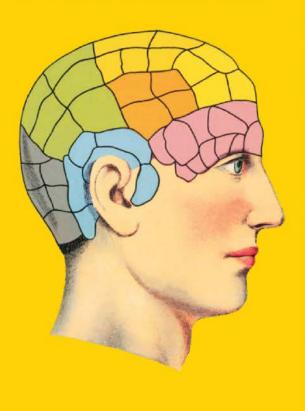
40% Offer – With your ideal audience targeted, the offer has to be compelling enough to get them to act

20% Everything Else – If you can present your offer in a way that will engage the recipient, there will be a lot of power in your mailpiece

<sup>\*</sup>The 40/40/20 Rule was established by marketing expert Ed Mayer



### **PSYCHOGRAPHIC**





### MARKET SEGMENTATION

Geographic – based on location, such as city, county, ZIP code, neighborhood

Demographic – based on measurable statistics such as age, gender, income, ethnicity, marital status

Psychographic – uses science of psychology with demographics to enhance selection based on lifestyle, personality and values. Ex: pet-loving city-dwellers over 50

Stage Segmentation – segments based on what stage the customer is in the sales pipeline

INSIDE: **URGENT REMIND** PROMPT ATTENTION PLEASE RSVP SAVE REQUESTED OPEN SALE DO NOT FORWARD **IMMEDIATELY** OFFICIAL SPECIAL WE MISS YOU NOTIFICATION THE FAVOR FOR ADDRESSEE DO NOT BEND OF A REPLY IS ONLY REQUESTED LAST CHANCE FREE GIFT FREE ISSUE YOUR FREE GIFT PLEASE RESPOND **IMPORTANT** BY **ENCLOSED** 

# YOU NEW SAVE MONEY OVE **GUARANTEE** HEALTH RESULTS **PROVEN**

Direct mail expert Denny Hatch's most evocative words in the English language

# THE 7 KEY COPY DRIVERS\*

Fear – of financial ruin, of losing out, of being unprepared

Greed – more for your money, bonus, free prize

Guilt – help a cause, be a better parent, contribute

Anger – strike a nerve to provoke action

Exclusivity – part of a special club, status, special perks

Salvation – improve your life, offer a shortcut or relief

Flattery – make them feel younger, smarter, capable

\*The 7 key copy drivers were defined by two direct mail experts, Swedish entrepreneur Axel Andersson and Seattle direct marketing guru Bob Hacker, and are expanded upon in Secrets of Emotional, Hot-Button Copywriting by Denny Hatch

# FORMAT

There is more than one way to get your message in your target's mailbox. The key when choosing a format is to make sure the content squares with your objective. For a one-day sale, you're not going to announce it in a catalog. Just as when you want to show your whole new spring clothing line, there is no way a postcard is going to do the trick.

# THE spring clothing a postcard is go FORMAT

The following pages show the most popular direct mail formats so that you can determine which one works best for you and your message.



#### FULL DRESS PACKAGE

#### OBJECTIVE

Get customers to make a heavy commitment; states your case; allows customers to respond.

#### USES

Credit card, cable plan, subscriptions, offer to join an organization.

#### DESCRIPTION

Considered the highest form of direct mail, the full dress package usually takes the form of a USPS Letter-sized envelope mailpiece consisting of up to 6 components—outer envelope, letter, lift letter, brochure, reply envelope and reply card.



#### CARDS / POSTCARDS

#### OBJECTIVE

Reach a large group of people; make the most of receivers' attention; Cost-efficient, Conveys information quickly

#### USES

Grand opening announcements, time-sensitive deals, change of address, prospecting campaigns.

#### DESCRIPTION

Cards and Postcards are single-sheet mailpieces that follow USPS guidelines for size and thickness. Postcards must be sized to USPS Postcard guidelines to qualify for postcard rates. Cards can be letter-sized or sized as flats.

# 3 CRITICAL RULES OF DIRECT MAIL:

#### 1. Aspect Ratio:

Length  $\div$  Height = 1.3 - 2.5

#### 2. Address Orientation:

Mailing address must be placed parallel to the long dimension and the mailing indicia

#### 3. Fold Placement:

For folded self-mailing pieces, fold must be at the lead edge or below the mailing address

Machinable Aspect Ratio

### LENGTH



HEIGHT

=

1.3-2.5

Common Costly Error

47.1%

Percentage more you could pay for a mailing that goes from being machinable to non-machinable if aspect ratio requirements are not met.

#### **ASPECT RATIO**

When it comes to letter-sized mail, calculating aspect ratio is a very important concept to get to know because your mailpiece must be produced in the right size and shape to be processed by machine.

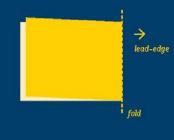
Simply put, aspect ratio is a proportionate relationship between the width and the height of the mailpiece. The formula for calculating aspect ratio of a USPS Letter-sized mailpiece is length divided by height.

If the quotient is between 1.3 and 2.5, then your piece is machinable as long as it meets standard weight, thickness, address placement, and contrast and tabbing/enclosure requirements. This is something to take into consideration when you are ordering mail products and something you'll definitely want to double-check considering the difference in machinable and non-machinable mailings can completely blow up your budget.

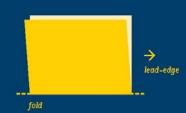
Length is always the dimension parallel to the delivery address as read

#### Mind the folds

#### VERTICAL



#### HORIZONTAL



#### **FOLD PLACEMENT**

Fold placement can be the difference in spending or saving thousands of dollars on your mailing, and therefore should be considered when designing your layout.

Looking at the mailing panel, the right edge is the lead edge—the edge that leads the piece through the processing machine. If the folds are on the vertical, the lead edge must be closed with a fold. If the fold is on the horizontal, it must be below and parallel to the mailing address and indicia.

#### Common Costly Error

47.1%

Percentage more you could still pay for a mailing that goes from being machinable to non-machinable if fold placement rules are no followed even though aspect ratio is correct.

THE PROTOCOL: OPTIMIZING PRODUCTION

← When an ancillary service endorsement is used, a domestic return address must be placed in the upper left corner of the address side of the mailpiece or the upper left corner of the addressing area.

#### ADDRESS PLACEMENT & ADDRESS ORIENTATION

It's hard to overstate the importance of an address to any piece of mail, but the significance of correct address orientation in terms of direct mail marketing is tantamount to your success.

This key element of mail formatting determines how you're charged (machinable vs. non-machinable) and ignoring it can lead to squandering money on postage and inaccurate data. To avoid these problems, first check the placement of your address Depending upon the class of mail, there are different rules and requirements for orientation of the mailing address.

For USPS letter-size mail, the mailing address must always be parallel to the long dimension of your mailing piece. Place the address in the wrong place and you'll end up shelling out for a surcharge that could have been avoided.

Every Door Direct Mail®: For USPS Flat sizes only, the entire mailing label and indicia must reside on the top half of the mailpiece. Unlike other forms of mail, the orientation of the address (parallel to short or long dimension) does not matter. The top half of the piece will always be measured from the short dimension.

JOHN DOUGH 321 MAIN ST APT 4 ANYTOWN, N.Y. 12345-6789

- Ուրլոնիկիլիկիցութերոնիկիլիան Մարդինիկիլի

Common Costly Error

72.2%

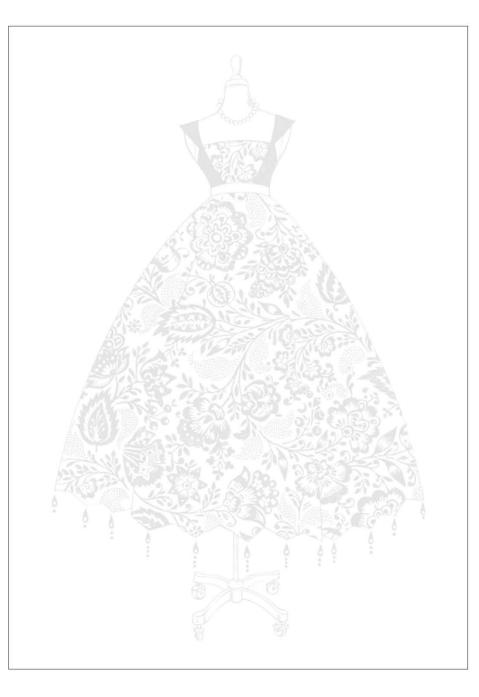
Percentage more you could pay for a mailing that goes from being machinable to one that is non-machinable and must mail as a flat due to incorrect address placement.

# STYLE &

# **ERROR**







JUST LIKE TRUE LOVE

# FIRST IMPRESSIONS ARE FOREVER

#### IVE SECONDS

Your advertisement has five seconds to capture a potential customer's attention and motivate them to keep reading.

To do that, your message and how you deliver it better be special so it doesn't get lost in the sea of plain white envelopes and postcards. An embossed image like this dress literally makes your message stand out from your competitors' one-dimensional communications. It makes both a visual and tactile impact that ean't be overlooked, and also gives your directive a weight that in turn makes the recipient feel important for receiving it.

PRINTED ON OPUS PS MATTE COVER 80LB/9PT/216GSM.

SCULPTED BLIND EMBOSS, FOIL ON PEARLS AND DRESS FORM,

MATCH BLUE PLUS OVERALL SATIN AQUEOUS.

Printed on Opus PS Matte cover 80lb/9pt/216gsm. Sculpted blind emboss, Foil on pearls and dress form, match blue plus overall satin aqueous.

# **Choosing Paper**

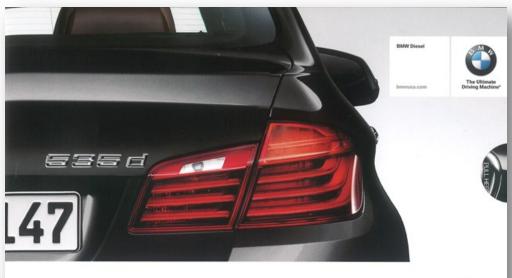
# Neuroscience Short How the Medium Shapes the Message











#### THE BMW 5 SERIES DIESEL



UNBELIEVABLE DEADLINES?
MORE REVISIONS?
ANOTHER MEETING?





#### **Higher Production Values**

The words used were more emotional and less functional, focused on the qualities of the piece and the sensations it evoked about the brand rather than the exact nature of the offer.

Participants openly

discussed how layout and paper quality affected how they felt about the sender.

One in particular admitted that they would irrationally choose a more expensive

service provider based on the quality of their mailing.



# ANALYSIS

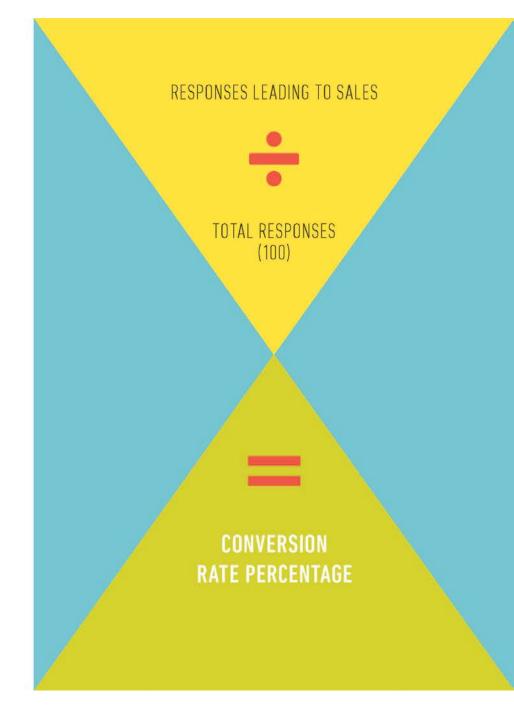
use, you should have compiled some type of data related to how people responded to your mailing. The next important step is to measure the data so that you can quantify whether or not your mail is working for the purpose for which it was designed.

No matter which tracking method you

# THE not your main purpose for the purpose for

#### CONVERSION RATE

To begin this process you can calculate the conversion rate, which is the degree to which responses turned into actual sales. Do so by using this formula: (responses that led to sales) + (total responses) x 100 = % conversion rate. A mailing that had 125 sales out of 500 responses would have a conversion rate of 25%.



# "SEEING IS BELIEVING, FEELING IS THE TRUTH."

-THOMAS FULLER, GNOMOLOGIA

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