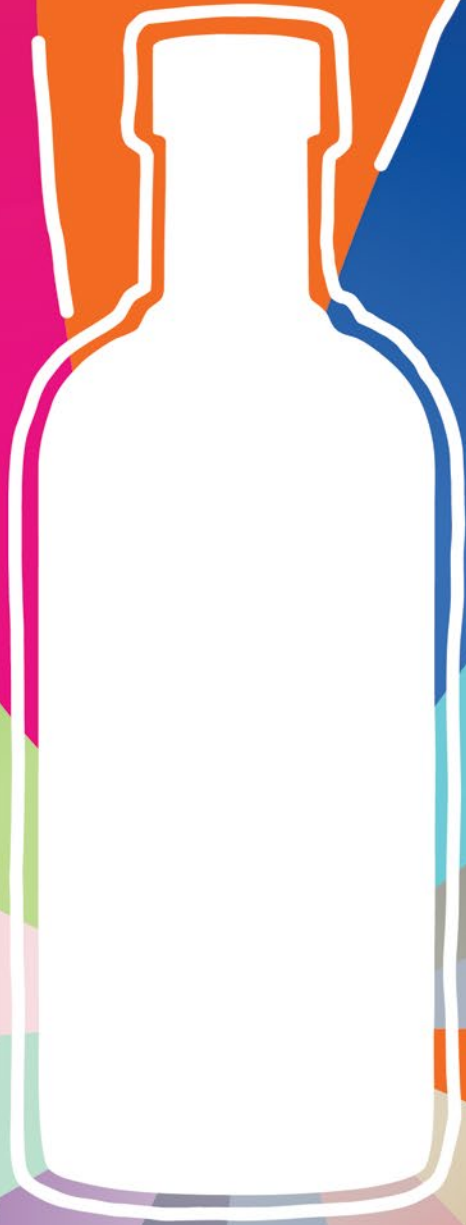


***INCITE***



# ***INCITE***

## **ABOUT THE COVER**

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Discover how Absolut Vodka is more than a famous spirit poured into an iconic bottle. Turn to p. 15 to read how the innovative brand overcame the challenges of pandemic lockdowns and in-store display limitations to increase year-over-year sales of its limited-edition holiday bottle. Precisely targeting young, downtown professionals in key neighbourhoods, Absolut and its partners enticed prospects with a three-panel, creative and colourful direct mail piece utilizing a QR code to drive prospects to the nearest location to buy the bottle.

The cover is printed on 100lb Mohawk Options Smooth Cover 100% PC White in four colour UV process inks with a satin varnish on the outside covers. Printing was on a Heidelberg Speedmaster XL 106 8-colour press equipped with UV LED technology at 20 micron Stochastic screens. Pearlized Foil [Infinity 00] with a registered emboss was used to draw the reader's eye to the logo, some of the curved lines leading towards the bottle, and the bottle itself.

# THE MEDIA RETHINK ISSUE

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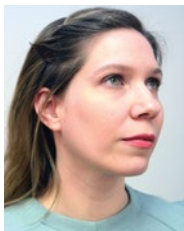


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Media Bias x Direct Mail



# IDEAS FOR INCITING ACTION THROUGH A MEDIA RETHINK



We all have marketing favourites, and media might not be one of yours. Did I hear you say, “Dry as toast”? May I humbly suggest you think again? Now could be the time to show a little more love to what’s likely your biggest investment. To help you bring sexy back to your media mix, we’ve curated an issue full of ideas to reframe your perceptions and approach.

Media is at the very heart of your relationship with customers. So, why do many of us spend little time thinking about the very thing that attracts our audiences? Why do we fixate on a device or a channel when it’s actually content across channels that counts?

With media bandwidth squished, attention fragmented, interruptions resented and cookies crumbling, we must re-examine our biases to find new ways to reach and captivate audiences. To earn their attention, let’s connect them with what they truly care about.

Media isn’t broken, but the way we think about it might be. I encourage you to gather up your big marketing energy and recast media as more than a container to hold a message. Challenge yourself to think beyond digital and consider the new ways channels are coming together.

Inside, you’ll find answers to your questions about the why, how, when and where of media. Read how Absolut Vodka reached urban millennials in lockdown with the perfect media cocktail of targeted direct mail, social, digital and out-of-home. Our theme article, *Media Rethink* is also available in audio. Tear out our mini-guide, *The Media Mixologist*, to kick-start your new media adventure. For more, go to *INCITE* Online at [canadapost.ca/incite](http://canadapost.ca/incite) or scan the back-cover QR code for your digital copy.

Esmé Rottschäfer

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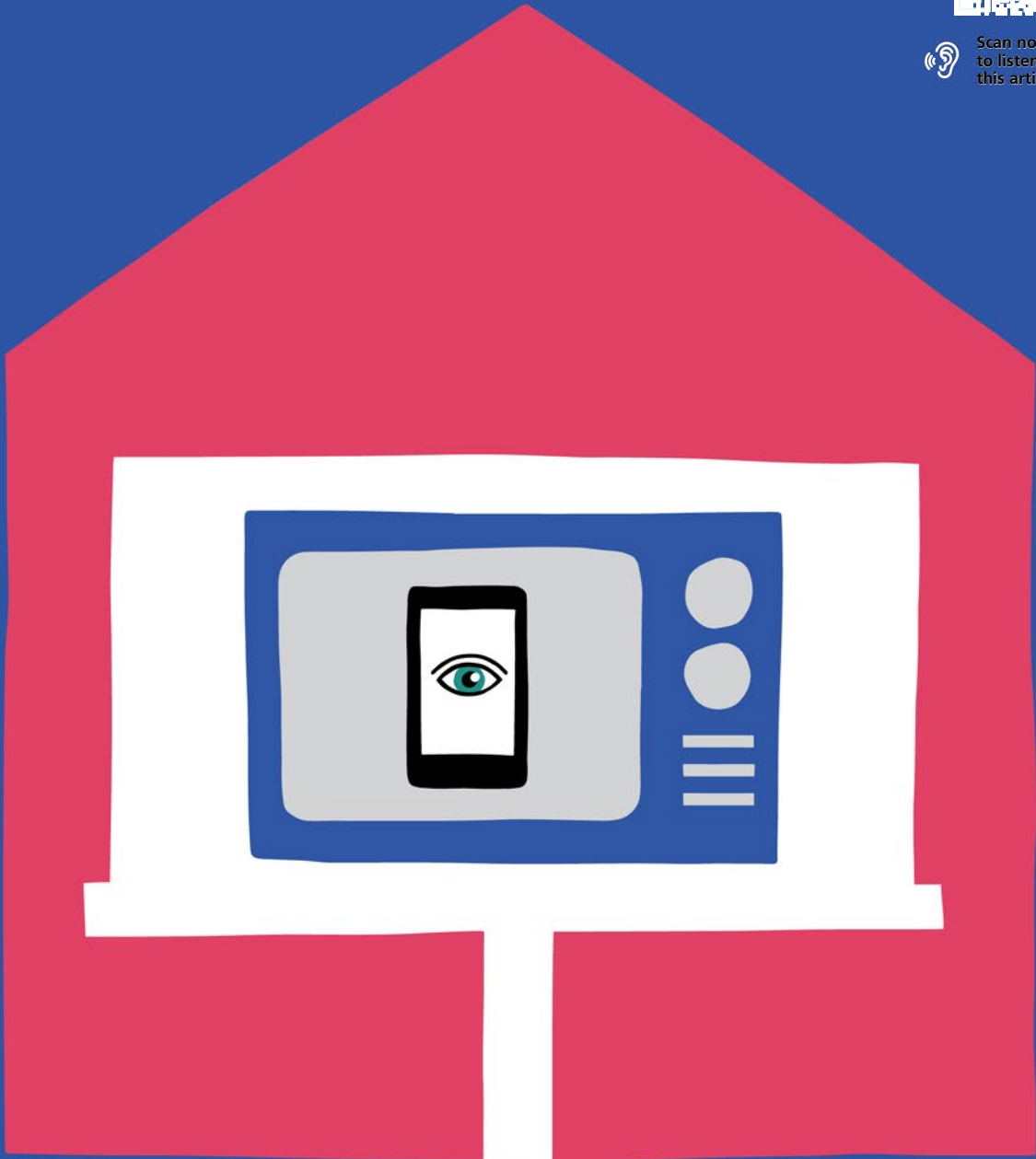
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# ***MEDIA RETHINK***



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to listen to  
this article.



Attention is getting a lot of attention. Media bandwidth is compressing to the point where we have no additional capacity for media consumption without risking sleep deprivation. The impact of our always-on media lives is prompting people to filter, block, opt out and turn off. The constant binging, pinging and haptic vibrating vie for our attention; the endless scrolling and digital retargeting try to force our focus while hyperbolic headlines lure us into clicks. It's taken a toll on ad tolerance.

Do we really have the attention span of goldfish [a myth, by the way], or has our ability to concentrate simply peaked? The attention economy has sought to capture and commoditize our attention for years. The result? The lowest level in ad trust ever, the highest level of ad disengagement ever, the weakest return on ad investment ever. Attention buying has hit a wall. As an industry that relies on attention, we need to rethink how we get it – especially since, as Faris Yakob explains, *"We haven't left time for ourselves and are seeing now a counter-trend of digital detoxing and mindfulness."*

## EARNING ATTENTION

Rethinking attention starts with a focus on earning it. That means getting back to a customer-centric view of media and the human factors that influence receptivity. If we want to solve the attention problem, we need to acknowledge there's an interest problem. People aren't interested in interruption, ads and noise that take them away from what actually interests them.

Content and media environments play a critical role in improving attention. Aligning targeting to interests and context will improve ad attention and relevance. This isn't a new media principle; it's just been sidelined by third-party cookies. But, as those cookies deprecate and audience

fragmentation continues across channels, it's logical to target interests and context, which will improve ad attention across reach, intent or personalization.

The industry is busy rethinking attention measurement, improving ad environments by reducing ad loads and frequency, making ads less interruptive as well as improving the quality of both ads and content.

## PRIMING

Earning attention begins with priming audiences before they're in the active stage of the customer journey. Personalization has its place, but we've been sacrificing priming for intent-based targeting and performance. Priming is where brand building reigns supreme – making emotional connections that inspire, provoke, surprise and align with people and their values, interests and identity. This is the space where brands can stand out for their point of view, identity and actions.

## POE

Across paid, owned and earned [POE] media, diversifying and integrating channels will improve the ability to scale attention. While earned and owned won't replace paid media efforts, equal consideration must be given to how they play with paid efforts – especially from a category perspective. For example, IPAs *TouchPoints* found

that non-paid media on its own adds 0.9 per cent market share growth, compared to paid media's 2.6 per cent. However, adding owned media to the mix increases the business effects of a paid campaign by 13 per cent. Kantar's cross-channel effectiveness and category research has found that 75 per cent of total brand impact comes from non-paid touchpoints across all categories, with some categories like telecom and tech having more paid-media benefits. In contrast, fast-moving consumer goods [FMCG] categories see more earned-media benefits.

## WALLED GARDENS

When it comes to attention, walled-garden growth is slowing. This will increase the cost of ads while diminishing returns. If we want to earn attention and align to interests, we need to step outside of these walled gardens. Roughly 70 per cent of ad investment goes to them, while 67 per cent of consumer digital engagement lies outside of them. The allure of walled gardens is the relative ease of ad management and measurement, not the quality of environment.

## PERSONAL PRIME TIME

People have complete control over media time and space. The traditional broadcast prime time of biggest audiences and most

expensive ad rates no longer applies in an on-demand world. Instead, personal prime times bring media closer to people's interests and context. Google research shows that being relevant to people's interests is perhaps the most critical thing for your content and ads. Relevance puts the onus on brands to create messages that target interests, time of day and, for some brands, location. As we move away from third-party cookies and media comes back around to being more contextual, moment marketing – taking advantage of ongoing events – will get more media closer to the right time/place/message.

## MEDIA INTIMACY

Closer proximity between brands and people is driving media intimacy, along with the need to use channels and create media products that provide more personalized ad environments to improve attention and contextual connection. The more intimate media becomes, the greater the need to prioritize consent, quality content and value creation. As third-party identifiers [3PIDs] deprecate, the focus on first-party data will increase media intimacy through owned channels and publisher partnerships.

Growth in audio media, newsletters, messaging apps and subscriptions are examples of media formats and business models getting more intimate. Newsletters have been one of the faster-growing media vehicles over the last few years. They're particularly taking off for content-publishing brands, independent

bloggers, influencers and the B2B thought leadership space. Newsletters work well to grow audience, provide exclusivity, support premiumization or deliver personalization.

In 2020, streaming audiences tuned into subscription-based services 62 per cent of the time, versus 32 per cent for ad-supported streamers, according to PwC. Subscriptions can take any form, blurring the lines between media, product and business model. Any opted-in/permission-based serial offering is technically a subscription, whether it's a podcast, YouTube channel, newsletter, curated sampling box or meal delivery. Subscriptions deliver their goods to the intimacy of our mobile phones and homes.

## SOUND ON

How many of us have caught ourselves "watching" TV with only our ears? In a time of media multitasking, it's vital that visual ads also get our aural attention, because the chances are you've heard the ad but not actually seen it. The growth in audio media is moving attention to our ears. Audio formats like podcasts, audiobooks and music streaming are proving that attention isn't just about eyeballs. Visual media fatigue has played a role in the rise of audio media, but it goes deeper. Audio media creates a highly emotional relationship – reflecting people's tastes, moods and emotions.

For this reason, audio media can connect with its audience and captivate attention on a deeper level. Audio media doesn't compete for our attention in the same way

visual media does – it's a more accessible companion to daily life. Spotify, for instance, has captured and sustained the attention of people by building trust and personalizing content around moods and tastes.

## SOCIAL SHOPPING

When the *Washington Post* features a *must-read* article about skinny jeans, you know we've reached peak consumerism. Social shopping is helping brands engage and convert shoppers anytime, anywhere and on any device, merging online/offline discovery and experience. For example, *New York Magazine* and BuzzFeed both have affiliate shopping platforms and sponsored social shopping articles.

As channels evolve, media is becoming retail and retail is becoming media. Shopping integration, like that offered by Instagram, Facebook and Pinterest, turns our feeds into shopping browsers. Out-of-home can create on-the-go shopping, while physical stores can turn window shopping into instant gratification – both using QR integration. Greater personalization and data precision turn direct mail into customized shopping experiences with unique offers, and turn order fulfillment into opportunities to reinforce desire. Brands like NET-A-PORTER use video to create exclusive, hyper-limited-time offers to stimulate fear of missing out. If you don't click, the offer is gone. In Asia, live-stream shopping is taking off in a big way. Deeper integration via virtual reality [VR], augmented reality [AR] and image

## THINKING BEYOND DIGITAL

It's important not to conflate digital transformation with a digital-only media approach. There are lessons to be learned from the digital-centric approach adidas applied to its media. There's a business cost to focusing solely on efficiency and ROI.

The brand provided a behind-the-scenes look at campaign lessons in an illuminating interview with marketingweek.com. Last-click attribution led adidas to overinvest

in digital display advertising, paid search and CRM, believing these channels were driving sales. Econometrics revealed first-time buyers, not loyal customers, were driving revenue and pointed to video, TV, outdoor and other non-digital media driving e-commerce. They also found that line-of-business advertising wasn't just driving their own product sales but generating general adidas purchases. The brand activity was driving 65 per cent of sales across wholesale, retail and

e-commerce, despite an investment under 30 per cent in brand [another reason not to plan e-commerce in isolation].

A greater focus on brand would be more effective and ultimately more efficient – especially since adidas had an over-supply issue that created price sensitivity. The brand also cited issues related to message incoherence because of internal silos and too many competing agencies, further reducing investment impact.



recognition [IR] is bringing brand, customer experience and shopping closer together across owned and paid channels, with the potential to create word of mouth and deeper engagement.

## THE EDIT

As shoppable media mainstreams and digital transformation increase noise and product abundance, brands turn to customer experience and premiumization levers like editorial to differentiate and connect with audiences. People have always gone to content for information, inspiration and entertainment – it's the language of media. As a result, content is becoming as important as any other service or product a brand offers. It also further integrates with retail. STORY, a retail brand founded in 2011, was an early exemplar of editorial retail, proving that a physical store could be conceived of, curated and edited like a magazine; make its money on media sponsorships; and turn over store concepts every few months. STORY's founder, Rachel Shechtman, wanted to breathe new life into retail spaces by treating them like media channels to create more value for customers and a greater return on square footage. More recently, Ben Kaufman launched CAMP, an experiential family play store. Experiential and editorial

retail concepts are only getting started, with major brands looking at how to integrate them into their own spaces both physically and digitally.

As editorial continues to factor strongly in brand ecosystems, publishers will offer new native formats and more diverse sponsorship opportunities. In addition, editorial and first-party data will work to keep audience attention, opening the door to greater precision and personalization.

## TURNING THE PAGE

Third-party cookies, using personally identifiable information and tracking us across the internet, have played a significant role in the downward turn in attention. The deprecation of 3PIDs will lift the entire system, giving publishers the power to build quality targeting identifiers and ad environments based on their relationships with their audiences. Media partnerships and second-party data will play heavily into the post-cookie reality, bringing environment, interests and data together in new and more valuable ways for both people and brands. The end of 3PIDs provides ample opportunity to turn the page on attention and how we use media.

## RETHINKING MEDIA

Media is more complex than it's ever been. As people's relationships with media keep

evolving in line with technology, media capabilities are becoming more dynamic, responsive and personal. We need to keep reassessing channel capabilities and synergies to improve ad performance and ecosystem integration. We'll need to reorient our thinking towards earning attention – considering ad environment and receptivity factors like intimacy, trust, interests and context.

While paid media will always be essential to driving growth, it's nothing without earned and owned efforts that have a critical influence on market share. First-party data combined with media partnerships will improve relevancy and help us reach beyond walled gardens and into a full spectrum of cross-channel opportunities. There's no one-size-fits-all solution when it comes to the perfect media mix. Each brand needs to identify what works best for its audience, category, positioning and competitive situation. As people rethink the role of media in their lives, we also need to review media to improve how we connect with audiences to captivate and convert them.



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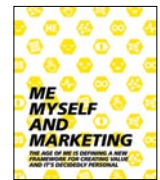
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# HOW BIAS CREEPS IN

Increasing time pressure and a more complex marketing environment can encourage bias – detrimental to growth-oriented decision making and navigating change effectively. Biases are influential because the brain seeks simplicity and looks for mental

shortcuts to get us there. That's why we like best practices, favour predictability and seek precedents. The examples below illustrate some common biases and their impacts on business, marketing and media decision making.

## STATUS QUO BIAS

Preferring things to stay the same



In an interview with C Space, Rita Gunther McGrath, a strategic management scholar and professor of management at Columbia Business School, explains, *“Over the years, what happens to excellent businesses is they optimize around things that are success recipes. An inflection point shifts that success recipe. [That’s why] in the wake of smaller, more agile start-ups like Dollar Shave Club, Gillette’s market share has gone from 70% to 59%.”*

## SELECTION BIAS

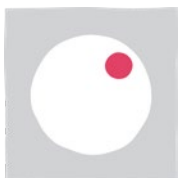
Introducing a limiting factor into a methodology, an audience sample or targeting parameters



Targeting algorithms can lead to overspending by putting ads in front of audiences who will already pick you. Click-throughs might look great in absolute terms, but the campaign does little to bring in new customers in relative terms. An article in *The Correspondent* further explains, *“If Amazon buys clicks from Facebook and Google, the advertising platforms’ algorithms will seek out Amazon clickers. And who is most likely to click on Amazon? Presumably, Amazon’s regular customers. In that case, the algorithms are generating clicks, but not necessarily extra clicks.”*

## AVAILABILITY BIAS

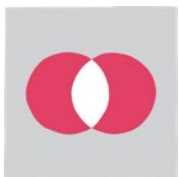
Overestimating the importance of readily available information



A limited data and attribution lens can create blind spots. In the marketingweek.com article *Adidas: We over-invested in digital advertising*, the brand bravely admits that they went too far with a digital-only approach [because that's where young people are] by overly focusing on short-term ROI and only using last-touch attribution metrics to guide decision making. Econometric modelling proved to be a counterintuitive eye-opener about what was driving business for adidas in terms of channel budget allocation, messaging and audience targeting.

## CONFIRMATION BIAS

Favouring/using information that confirms our existing beliefs and preconceptions



Media perceptions and channel choices often fall victim to confirmation bias. Mark Ritson, marketing thought leader, points out, *“Media never dies; it just evolves.”* Separate research by the IPA, Ebiquity and thinkTV highlights the disconnect between what marketers and advertising perceive about media channels versus what the evidence says. Implicated in all three bodies of research is an overinvestment in digital.

## AMBIGUITY BIAS

Favouring outcomes that are more knowable and ideas already adopted by others [*bandwagoning effect*]



Leaning on what is knowable takes the strategic thinking out of decision making, kills innovation and creativity and magnifies quick, reactionary wins that are costly and easily replicable by competitors. It also leads to generic advertising that doesn't stand out. James Hurman and Peter Field completed the most extensive creative effectiveness study to date with Cannes Lions and WARC. They found clear proof that high-quality creative work leads to long-term sales growth and brand building.

## SIMILARITY BIAS

Preferring what's like us over what's different [you are not your customer]



In *The Empathy Delusion* [2019], Reach Solutions found that marketers and advertisers, heavily influenced by identity, struggle to understand mainstream audiences. The research suggested that urban-centricity, ageism and a lack of industry diversity reduce the ability to connect with audiences that aren't like us. The study states, *“We are no better at understanding other people’s emotions and perspectives than the mainstream. This represents a major problem for an industry whose very success depends on a detailed and thorough understanding of the people it seeks to influence.”*



***MATCHING VALUE:  
A MATTER OF  
GIVE AND TAKE***

**Paul Tedesco, Managing Director, TrackDDB**

The world has changed when it comes to data-driven, one-to-one communications. Customers, once ignorant to the value of the personal data they were handing over to brands, now expect equality between the value they receive from allowing access to their personal information and the value brands derive from using it.

It can be a difficult and delicate balance to strike. But gone are the days of accessing, tracking and using customer data while providing nothing relevant in return.

Within this new environment, however, opportunity exists for marketers who want to help brands build meaningful relationships with customers and effectively deliver a clear value proposition.

The challenge before brands is complex yet key – match the value they deliver with the value they receive and work to increase both.

#### **LOYALTY PROGRAMS – THE BIRTHPLACE OF VALUE EXCHANGE**

This is not a new concept. Exchange of value is the basis for most continuity [a.k.a. loyalty] programs that exist today. We allow our favourite restaurants to collect data on us in exchange for points or offers. For customers, these points represent economic benefit in the form of free stuff or discounts. For brands, they represent continuity of purchase. This exchange works well for frequently purchased products such as food or gasoline. Many of us would be happy to drive a few extra minutes to get to the brand that allows us to get points. This is not as effective for higher-value, less frequent purchases like hard goods.

If you think about value at a basic level, consumers start decision making [especially those with minimal investment] at a basic price, performance, convenience level. Loyalty programs are an [often successful] attempt to try and create this continuity by giving consumers a reason to make this

choice in their favour. Creating a more equal value exchange sees consumers showing preference to specific brands that reward them for choosing them more frequently. Many of us will cross the street to a brand that offers points.

***“The challenge before brands is complex yet key – match the value they deliver with the value they receive and work to increase both.”***

Unfortunately, for the most part, these programs fail to address the more emotional aspects of value and in the end drive continuity vs. true loyalty. The other downside is that once a points-type program is put in place, it’s hard to pull it back and potentially alter the value to something more emotional and personal.

The real power in these programs is the data collected and the permission consumers give for these brands to engage. These set us up well to design these programs to drive value at an individual level. The real win comes when companies to move beyond economic benefits to experiential and emotional benefits. A great example is seen in airline programs – they have

been successful at moving beyond preference by creating value beyond price – going well beyond economic or commercial benefits by including value in the form of priority service, exclusivity and upgrades.

#### **VALUE COMES IN MANY FORMS**

To understand the value that organizations can deliver to customers, it’s helpful to group them by customer need states.

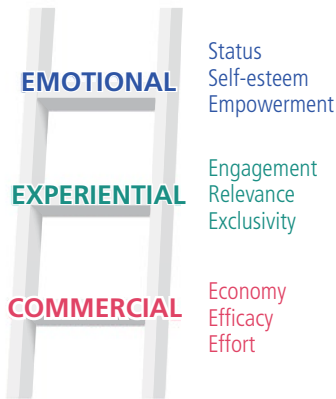
At the core, there are three commercial forms of value – economy, efficacy and effort – which lead to more rational decision making based on the amount of investment a customer is willing to make in the decision. Many decisions end here. If I need gas or a coffee, and there’s a location nearby, I’ll probably not drive 20 km to a different location based on a small savings or to get points. On the other hand, I’ll wait in line overnight two hours from my home to buy concert tickets, or pick a less-than-ideal departure time to reach a new tier in my airline program.

By utilizing relevance, engagement and exclusivity, brands have been moving quickly to deliver a more experiential form of value to consumers. Driven by the influx of choice that consumers can now access through digital channels, brands must up their game beyond commercial value and provide seamless shopping experiences, better service and more effective product delivery.

As people shop and buy brands to fulfill their own identity needs, true loyalty rests in the coveted form of value that engages consumers

at the emotional level, delivering status, self-esteem and empowerment benefits.

It's not quite Maslow – but it's close.



### STRIVING FOR A BALANCED EXCHANGE

As brands strive to move up the value pyramid and work through the process of assigning customer lifetime value [CLV] scores to individual customers, the natural extension of this is to find ways to use the data we're collecting to create value for our customers. Here are a few ways to get started:

**Emotional value via data-driven creativity.** Move beyond the traditional advertising definition of *creative* as beautiful art and clever words. View creativity as the intersection of science and art – a manifestation of how we use data and technology to make ideas, design and words more powerful by delivering them to the right audience at the right time to create a strong emotional connection.

Data can help identify individual customer needs and motivations, what messages are relevant to them and even when they're most interested in engaging with us or when they're tired of hearing from us.

**Relevancy value via data-driven personalization.** Consumers want relevant interactions. They know you know them and want you to use that data to provide value to them. Today, relevance is value. That means

communicating less with interactions that mean more. Think suppression and make it your friend. This will be counterintuitive for organizations that believe "*more is better*" and are hard-wired to flood the market with messaging and communications.

**Equalizing value via data-driven allocation.** Stop giving all of your customers the same thing. Stop giving your loyal customers less than switchers. We've all had the negative experience of this inequality. Personally,

***"The switch to a value orientation isn't easy. We need to stop thinking in terms of economic exchanges alone and start thinking about our relationship with customers as a mutually beneficial exchange of value."***

I've been with my cable company for over 30 years and have spent close to \$100k in that time with not one advantage. They don't respond faster to my issues; they still make me wait, sometimes for hours, on the phone – not one benefit. And yet, someone switching every year gets a better price than me. Does this make any sense? This ridiculous practice needs to stop. Start matching value delivered to customers with the value we receive in return.

### DELIVERING A NEW VALUE FOCUS

To deliver this, we need to develop content/personalization at scale. This will require a new way of working and a new tool set. We'll have to let our customers decide [through their behaviour] and realize that being customer-centric, not product-centric, is the new norm.

Quality of engagement vs. quantity of interruptions will be the winning balance.

We need to become obsessed with measuring CLV; we need to understand current and potential customer value; we need to increase CLV by matching delivered and received value.

The switch to a value orientation isn't easy. We need to stop thinking in terms of economic exchanges alone and start thinking about our relationship with customers as a mutually beneficial exchange of value. Data isn't something to be collected but something to be utilized to create and distribute that value.

A 25-year marketing industry veteran, **Paul Tedesco** has spent his career focusing on using data, technology and analytics to deliver the right message to the right customer at the right time. This journey has led from mass advertising to promotions, shopper marketing and 1:1 CRM. Paul currently heads up the North American operations of TrackDDB, a leading data, technology and analytics agency focusing on data-driven marketing. In addition, Paul teaches Customer Value Creation and Marketing Analytics at McMaster's DeGroote School of Business as part of the MBA faculty.



# ***CLAIMING YOUR SHARE OF TRIGGERS***

**Marc Binkley, VP Marketing & Digital Strategy, Anstice**

As marketers, we're great storytellers. But what if the stories we tell ourselves are leading to the wrong conclusions? To me, that signals an industry in need of a new narrative – one more focused on preparing for the future than preserving the past.

## BUILDING ON TRADITION

There's a lot of orthodoxy in marketing – generation upon generation of accepted canon that we don't tend to look beyond.

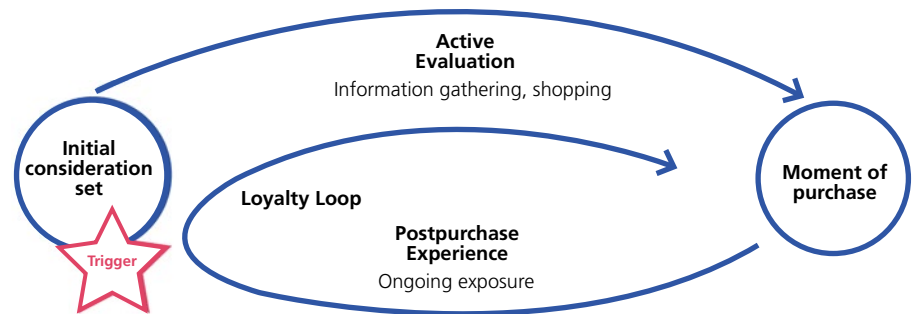
Take brand funnel metrics, for example, which typically track awareness, consideration and intent. If the metrics are up, you get a pat on the back. If they're down, you're told to get more awareness, improve consideration or make the audience believe your brand is the preferred choice. While those are natural reactions, there's nothing that informs us about how to improve the scores.

Or what about traditional brand-health metrics, which say a lot about general perceptions, but little about where the specific opportunities are? For example, they don't highlight where the next wave of growth will come from, and they certainly don't give much insight on the right creative to put in market. By their own design, these metrics are generic, and it's this lack of specificity that makes them incapable of being meaningfully actionable.

These metrics [and others like them] are valuable in their own ways, but they're not absolute.

There are a lot of customers out there and, predictably, those customers have a lot of reasons to start a particular purchase journey. Some of those reasons are popularly shared by millions; some are as unique as the individuals themselves. All combined, however, they reveal a detailed portrait we're currently ignoring. But by studying the brush strokes of that portrait, we start to see the complex stories of why customers are attracted to a particular brand and, therefore, start to arm ourselves with an understanding to create strategies that make deeper connections with them.

Share of Triggers [SoT] provides an opportunity to do just that.



## PULLING THE TRIGGER

How many times have you stared at the McKinsey *consumer decision journey* graphic? For the last decade or more, that model has helped marketers visualize [and capitalize on] the modern customer journey. Like many of you, I knew it by heart.

Or so I thought.

For the longest time, I almost completely ignored a single point tucked beneath the initial consideration set. Admittedly, that is

**“SoT is a metric that connects brand health to customer journey in actionable ways through factors that increase market penetration and total market share.”**

not difficult to do as *Trigger* doesn't exactly take up a lot of real estate on the graphic. But why? A person could have numerous triggers to purchase anything. There could be dozens,

hundreds, even thousands of triggers sitting unseen behind that single starburst.

McKinsey research talks about how brands on the consideration set are three times more likely to get bought at the point of purchase than brands not on the consideration set. But how do brands get on the consideration set in the first place?

SoT looks at the totality of those consumer triggers and seeks to understand their influence on market share from the most to the least motivating triggers, thus allowing brands to rank their ownership of a specific trigger against their competitors while also visualizing their level of ownership of all triggers in the category.

This is a metric that connects brand health to customer journey in actionable ways through factors that increase market penetration and total market share.

Picture the SoT metric like a map that helps you better understand the topography that motivates customers to purchase. By ranking the triggers that start a customer's buying journey based on their market share and a brand's ownership, marketers have the information they need to make strategic choices about the segments to target and how to position the brand for growth.

## BRINGING SHARE OF TRIGGERS TO LIFE

Genesis Builders is a great client of ours in the B2C home building industry. By December 2020, we were well on our

way to mapping out their annual plan. We wanted to know where to invest our resources to get the best return and, especially, where the opportunities were to differentiate them from competitors and connect with buyers early in their journey.

We could have created a campaign featuring any number of product features and benefits. We had traditional funnel metrics, but those didn't tell us much about how to solve interdependent questions such as:

- › *"Which of the dozens of features and benefits inside a new home were most likely to connect with buyers? Should we talk about affordability or promote developed basements? Finishes or amazing layouts?"*
- › *"Which of the brand positioning angles were most motivating and profitable?"*
- › *"How would triggers translate into touch-point budget allocation, including considerations of creative and format?"*

To answer those questions, we added the SoT question to our in-market survey. We had responses from 777 prospective buyers who were asked about their motivations for wanting to move.

Not surprisingly, the results told us there are many reasons why potential buyers are triggered to start their purchase journey. It also showed us that not all of those triggers are equally weighted. On one hand, only four per cent of future buyers said affordability was the trigger for starting to look for a new home, while 21 per cent said the need for more space was most important. Combined with larger, more livable outdoor space, the whole *space trigger* was the primary reason for looking at new homes in over one third of buyers. This information was critical in building our plan of action.

The SoT question gave us a map of the customer landscape. We were then able to choose which of these triggers our client could compete on and how to go

about it. The research also told us that prospects needed more space in specific areas such as their bedrooms, closets, home gym, home office and kitchen.

***"Success is nothing short of providing consumers with meaningful and motivating shortcuts all the way from consideration to purchase."***

This information went straight into our brief, which gave the creative and production teams clear direction for the campaign. From there, we were able to craft a motivating campaign dialing up distinctive brand assets that connected with prospects without needing to rely on discounts and promotions.

**WHAT DOES THE FUTURE BRING?**

As a marketer, SoT also gives my team the data we need to turn insights into action. We've found that it helps us be more specific on where to position the brand and give better direction on the allocation of media investments. With one small adjustment to the surveys used to acquire traditional metrics, we can gain superior consumer insights.

Admittedly, this is not a fully new idea. In fact, SoT is underpinned by solid academic thought, including the ideas of category entry points and the fame metric of distinctive brand assets. Building my idea off of McKinsey's work, however, allowed me to

bring something to the table that my clients immediately understood due to its weight, history and widespread use.

SoT will only become more valuable as the marketplace becomes more complex, more volatile. As categories get fuzzy edges, funnels compress [actions happen in a click] and reality settles into a messy middle, this ability to translate and actively manage the customer journey becomes more important.

This is a metric that allows us to move from awareness to action by providing more specific information to make more informed choices about our customer-journey strategy. Success is nothing short of providing consumers with meaningful and motivating shortcuts all the way from consideration to purchase.

If you're building a marketing strategy and you're trying to achieve market penetration with limited resources [like everybody is], then you need to start looking at the triggers that have the biggest potential for growth in terms of market penetration and new customer base.

Telling yourself the same old story might be comforting, but it isn't moving you forward.

**Marc Binkley** is the VP of Marketing and Digital Strategy at Anstice, a bespoke full-service agency based in Calgary. Marc is also the host of the Anstice podcast, the Board Chair of the Calgary Marketing Association, a graduate of Mark Ritson's Mini MBA program and currently enrolled in an EMBA.



# ***CASE STUDY***

Absolut Vodka reaches metropolitan millennials in lockdown with the perfect cocktail of targeted direct mail, social, digital and out-of-home. >>

# SHAKEN, NOT DETERRED.

Absolut is a quality premium vodka company, strongly rooted in Swedish values of diversity and inclusion. For more than a century, the company has operated under a *one source, one community* philosophy, where its processes from wheat harvest to water collection to distillation and production exclusively take place in and around the village of Åhus, Sweden.

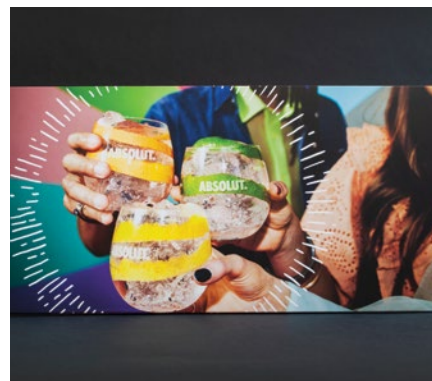
The worldwide brand has successfully cemented itself into popular culture. It has cultivated a persona of fun and creativity with revellers and collectors thanks to its deceptively simple bottle with distinctive blue lettering, appearances on the screen filling the glasses of James Bond and Carrie Bradshaw and iconic print advertisements in partnership with world-renowned artists like Keith Haring, Annie Leibovitz and, most famously, Andy Warhol.

## CHALLENGE

Every year during the winter holidays, the brand's licensed distributor, Corby Spirit and Wine, issues a special edition of this classic libation. Absolut fans keep an eye out for the limited run, so the bottles have a following among collectors. Traditionally, Corby has supported this special product with a multimedia campaign and made good use of in-store displays and point-of-sale elements.

The 2020 holiday season, however, put a chill on that.

Pandemic-inspired safety measures meant liquor stores were open, but to create space for physical distancing, they weren't allowing as many in-store displays. Corby still needed to reach its customers and drive sales to Absolut's special edition bottle, but now faced the challenge of doing so without its favoured tool.



## RELEVANCE

Absolut was not alone. Creating meaningful connections with customers whose world was rapidly changing [almost by the day] required brands to constantly reconsider and re-evaluate their media mix in order to remain relevant. The home environment and gifting became a critical component of the holiday strategy to ensure sales remained strong. And, according to Kantar's cross-channel study, physical media is among the most impactful touchpoints for food and drink.

With pandemic lockdowns in place, most brands turned to digital communication. That presented an opportunity for Absolut. "We thought it was a good time to test and learn," says Anika Sharma, Assistant Brand Manager for Corby. With other channels clogged, trying something new – namely a print message – let the company stand out.

For this special edition bottle, Corby targeted urban millennials. Research proves that groups respond well to direct mail if it's relevant to them. "We're not used to getting mail; it's all digital culture for us,"



says Sharma. She also knows that campaigns that use physical and digital outreach drive higher recall. *"It was the perfect time to kick it in an old-school kind of way,"* she says.

### INCITING ACTION

Canada Post identified neighbourhoods with a high percentage of young, downtown professionals. To drive awareness for this new bottle, Corby would send 250,000 pieces of direct mail in combination with social, digital and targeted out-of-home.

With its sophisticated targeting capabilities, direct mail shows it can deliver specific demographics with unrivalled precision – in this case, younger adults in condos within urban centres near specific retail outlets. Each one had to count. *"If we're investing in that many pieces,"* says Sharma, *"we want to*

*make sure they're going to the right 250,000 people, not a random collection."*

Neither Sharma nor Havas, Corby's agency, had ever worked with direct mail before, so they enlisted Canada Post expert partner Marketing Kitchen, to help. *"The Expert Partner made it turnkey for Corby,"* says Robin Nordlander, Canada Post Business Acquisition Manager.

Corby targeted neighbourhoods in Ontario and British Columbia where the holiday bottles were available.

Working with Havas, Corby developed a three-panel print piece. Sharma explains that it included three perforated gift tags *"to elevate the gifting proposition,"* as well as recipes for inspiration and a QR code where people could find a location close to them that had the bottle. *"The material was high quality and vibrant to push the premium cues,"* says Sharma.

### RESULTS

What Corby saw was a 70 per cent increase in sales of the limited edition bottle compared to 2019, when the campaign didn't include direct mail media.

*"I can tell you we haven't done this level of sales in any of the past years. It was phenomenal. People were walking into LCBO carrying the DM piece,"* says Sharma. *"Direct mail is not a space that's tapped into enough. It's not overly cluttered in our category, the way digital and social are. So we get more brand recall that way. Direct mail provides an elevated customer experience you don't get through digital. If there's another opportunity, we will consider direct mail for sure."*

As a result of this campaign, Havas is now recommending direct mail for other clients.

## Case Study Debrief

**BRAND** Absolut Vodka

**INDUSTRY** Food & Beverage

### Inciting Action

Corby's reconsidered its usual media mix for Absolut Vodka, turning to direct mail to drive in-home use and gifting for its premium LTO.

### Results

Using direct mail for the first time as part of an integrated campaign achieved a 70 per cent increase in year-over-year sales.

### Conversion Funnel

*Dots indicate where direct mail was used to incite action.*



### Data Sources

Postal code data  
Media Formats  
Canada Post  
Neighbourhood Mail™

### Activation Pillars

Physicality  
 Data  
 Connectivity

### Key Takeaways

- > Constantly re-evaluate channel mix against current market conditions.
- > Direct mail offers the targeting bandwidth needed to reach specific audiences.
- > Physical media helps brands stand out in cluttered categories.
- > Direct mail is a timely activation channel that reinforces premium brand cues.

**“ Direct mail lets us hit people where they are... at home. This was the perfect opportunity for us to test and learn with an elevated piece of direct mail. In the end, sales were phenomenal. ”**

– Anika Sharma, Assistant Brand Manager, Corby Spirit and Wine.

# CASE STORIES

A collection of inspired work from around the globe and across industries showcasing the many ways modern marketers are integrating direct mail media to enhance the media mix.



Get inspired!  
Scan here for *INCITE*  
direct mail cases from  
our digital archive.



## LET THEM EAT CAKE

Vachon lets customers decide which treat tops in tastiness.

In a colourful, light-hearted campaign developed by Cossette, the Canada Bread snack brand Vachon tapped into the nostalgic notions and competitive spirits of its customers to settle the issue of which of the Quebec-based company's treats was tops in tastiness. Eleven of the company's best-known [and best-loved] cakes were put to a vote, including Passion Flakie, Jos Louis and Ah Caramel!

Using out-of-home signage and social posts, Quebecers were urged to support their favourite by casting a vote online, purchasing a box at the grocery store or sharing their pick on social networks. The campaign caper was a 60-second online and television spot in which co-workers, couples and friends debated the merits of each cake.

This light-hearted customer debate succeeded in reigniting emotional connection to and conversation about the products. To further bring the vote to life, Cossette created an *edible wall* on a Montreal street, featuring 1,000 packages of the different snack cakes. In December 2019, Ah Caramel! took top honours as the company's best cake, an announcement celebrated across social media.

That spring, amid the province's emergency measures to combat COVID-19, the brand looked to "share the joy and comfort that only a box of Ah Caramel! can bring" by reaching out via Canada Post Personalized Mail™ to deliver a box of the winning cakes to the homes of 42,000 customers who participated in the survey.

Perhaps comfort food has never been so comforting.



COMPANY: Canada Bread | PRODUCT: Vachon Ah Caramel! | COUNTRY: Canada | AGENCY: Cossette | TEAM: Strategy: Michel-Alex Lessard, Sophie Giroux | Creative: Anne-Claude Chénier, Patrick Michaud, Christine Girard, Marc-André Lafrance, Guillaume St-Hilaire, Nicolas Doyon, Camille Lévesque, Marc Lessard, Anik Meunier-Tremblay, Cameron Hudson, Alexis Cadieux, Marc Fabien, Mélanie Delisle | Community Management: Annie Robitaille | Product: Sophie Couvrette, Johanie Gonneville | Digital: Marie-Bénédict Jacquemin, Caroline Matter, François Lavigne, Belinda Potvin, David Fréchette | Production: Stéphanie Côté | Production House: Cinélande – Nick Jolicoeur | Director: Jean-François Asselin | Sound: Apollo Studios | Public Relations: La force du collectif – Axelle Techer | Media: Spark Foundry – Valérie Jolivet | Activation: Publicité Sauvage

# RAGE AGAINST THE MACHINES

Agency deciphers code to generating C-suite action.

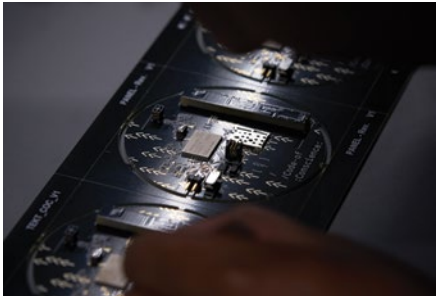
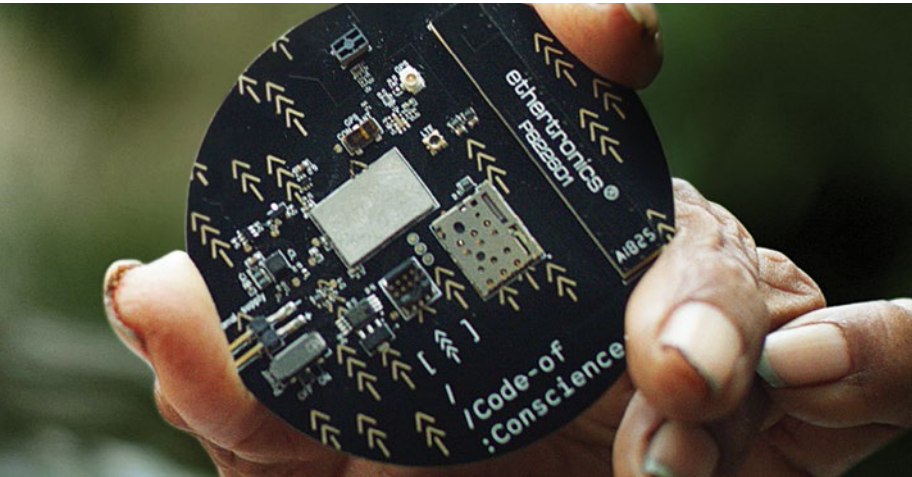
While it's difficult to stop humans from destroying the planet, there is a way to bring the machines they use to a standstill.

In collaboration with global non-governmental organizations, experience-design company AKQA developed and launched Code of Conscience, an open-source software that restricts the use of heavy-duty vehicles. By combining geolocation with data from the United Nation's World Database on Protected Areas, the coded chip brings to a halt any machinery driven into a vulnerable area.

With a tangible solution in hand, AKQA needed to take the message beyond true believers and connect with C-suite decision makers.

Through a targeted direct mail campaign, AKQA sent wooden sculptures of endangered animals with the Code of Conscience chip embedded into them as an invitation to CEOs of the world's top 10 construction equipment manufacturers to install the chip in all new vehicles. Supported by a widely circulated video message from prominent Indigenous Brazilian leader, Chief Raoni Metuktire, the campaign garnered serious attention from media and industry.

Soon after, manufacturers began discussing implementation of the code while two countries worked to turn the code into a law. The campaign had turned a rage against the machines into action.



COMPANY: Instituto Raoni, IPAM, Idesan, Instituto Peabiru, Ecam, World Land Trust | PRODUCT: Code of Conscience | COUNTRY: Brazil | AGENCY: AKQA | TEAM: Executive Creative Directors: Hugo Veiga, Diego Machado, Tim Devine | Creative Directors: Renato Zandoná, Adam Grant | Associate Creative Director: Pedro Araujo | Copywriter: Pedro Araujo, Maurício Dias | Art Director: Daniel Kalil | Designer: Felipe Yamaoka | Production Companies: La Carretera, Prodigio, Horda

## DRAGONS NEED NOT APPLY

Windy City festival takes flight thanks to raven-delivered promos.

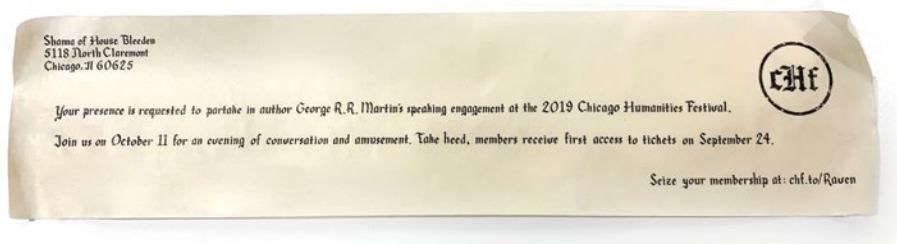
It seems that the dragons were too temperamental.

In honour of the Chicago Humanities Festival's [CHF] fall speaker – *A Game of Thrones* author George R. R. Martin – the organization enlisted Westeros's second most popular winged protagonists to get the word out.

Across the Windy City, ravens physically delivered parchment scrolls to houses, high rises and other notable destinations, launching the nation's first-ever direct mail campaign sent by raven. Playing out in front of thousands of residents, the scenes were reminiscent of how the birds played a critical role in Martin's fantasy world, acting as messengers between castles and cities.

Far from an invite to a Red Wedding, these scrolls were delivered to promote CHF memberships in order to gain early access to tickets year-round, including Martin's speaking engagement at the Chicago Symphony Orchestra. The plan resonated with recipients by connecting the famed author, devoted fans and promotions to generate a word-of-mouth-worthy direct mail campaign that took people to another realm.

"We knew we had to celebrate having the brilliant mind behind *A Game of Thrones* as an upcoming speaker in a unique and authentic way," said Philippe Bahar, CHF's Executive Director. "Utilizing trained ravens to deliver our announcements felt like the perfect way to tap into the beloved series while also inspiring the community to discover what we're all about."



COMPANY: Chicago Humanities Festival | PRODUCT: Event promotion | COUNTRY: U.S. | AGENCY: FCB Chicago  
TEAM: Chief Creative Officer: Andrés Ordóñez | Executive Creative Director: Avital Pinchevsky | Creative Director: Justin Enderstein | Art Directors: Christopher Terry, Mateus Cerqueira | Copywriters: Adam Repp, Derrick Yousefi  
Production Chief Digital Officer: John Kenny | Producers: Ellen Israel, Michael Bryers, Cody McGuire | Account Director: Lauren Snider | Strategist: Brian Asner

# POWER IN A PANDEMIC

Last-minute pivot makes divinely inspired connections for appeal letter.

Hour of Power needed to respond to a world changing by the minute.

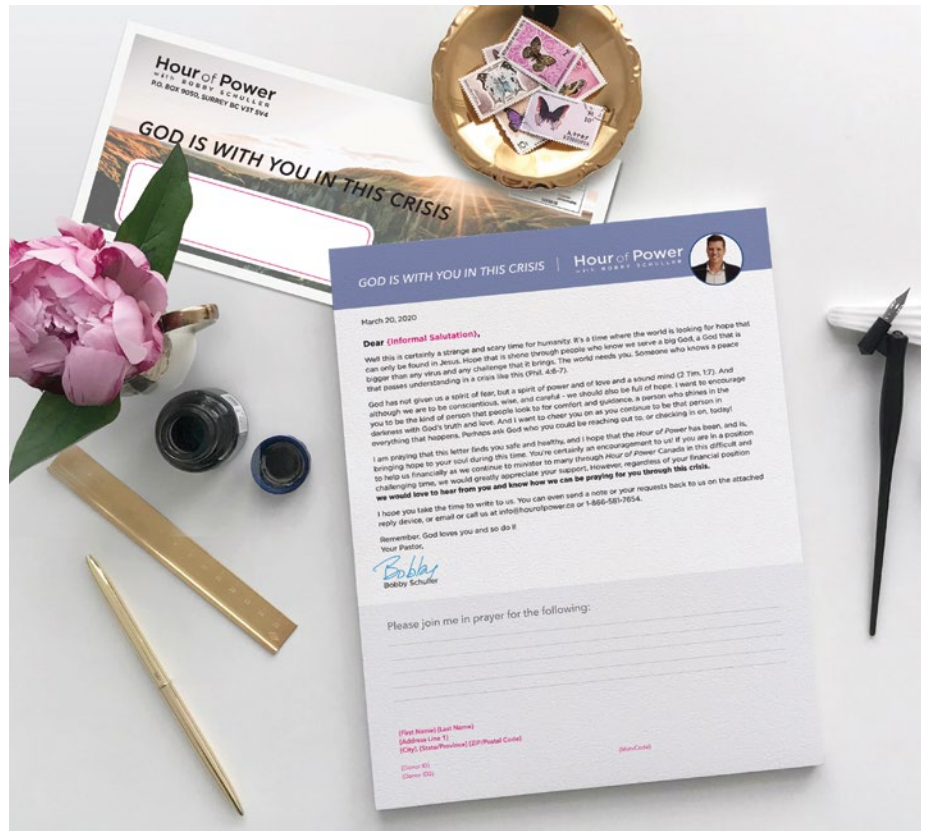
The global Christian ministry sends monthly appeal letters with special offers to its Canadian donor database as part of its annual fundraising strategy. Anchor Marketing helps Hour of Power Canada adapt and redesign the appeal from its U.S. counterpart for the Canadian audience.

In April 2020, the pre-written monthly mailer didn't address the rapidly evolving COVID-19 pandemic. Anchor red-flagged this notable omission and quickly pivoted to create a special-edition mail piece to better serve and support patrons – all in two days.

The agency felt strongly that keeping the planned message, along with a direct call to action, would risk damaging donor relations going forward. This was about more than fundraising; direct mail was a method of connecting the brand empathetically and contextually with donors. Despite a time crunch and added costs, the calculated risk was deemed worth it to remain relevant by reflecting the reality people were collectively experiencing.

The pivot paid off. The direct mail piece's supportive messaging generated the highest response rate and second-highest revenue of all mailers sent out by Hour of Power Canada in 2020. Followup letters were also adapted to ensure what was being sent reflected donors' current experiences.

Pressing pause, it seems, was a divinely inspired pivot that proved powerful in a pandemic.



COMPANY: Hour of Power Canada | PRODUCT: Fundraising | COUNTRY: Canada | AGENCY: Anchor Marketing  
PRODUCTION: Growth Media North America



# NEWS THAT MAKES SENSE

Newspaper puts familiar feel back in former readers' hands.

Opening a newspaper, inhaling the aroma of ink, feeling the roughness of newsprint and hearing the pages rustle remains a cherished custom for many. Newspaper subscribers are dedicated to the sensory experience and connected to the physical medium, even if they don't realize it.

The Sydney Morning Herald harnessed this unique power of print in an innovative direct mail campaign to win back these lapsed subscribers.

The publication targeted customers who had actively unsubscribed and not responded to a combination of four standard letters and marketing emails.

A new approach leveraged the insight that digital alternatives don't offer the same tactile experience and ritual as the newspaper.

To let recipients relive the sensation of opening a newspaper, the Morning Herald printed its subscription offer on a recent front page and mailed it to former subscribers. A personalized greeting on the envelope teased them into opening it. Inside, the front-page pitch included evocative messaging, "You only really know how much you enjoy something when it's not there anymore."

The first mailing to more than 18,000 customers achieved a response rate of over nine per cent. Ongoing weekly communications converted at six per cent – a huge increase compared to an average response rate of 0.9 per cent for the last win-back campaign.

Now that's news that makes sense.



COMPANY: Fairfax | PRODUCT: Sydney Morning Herald | COUNTRY: Australia | AGENCY: MercerBell | TEAM: Executive Creative Director: David Bell | Senior Art Director: Paul Critchley | Head of Copy: Simon Gaffney | Graphic Artist: Cathy Bignell | Senior Production Manager: Lex Tully | Account Director: Iain Griffin | Account Manager: Jess Rix

## DELIVERING A LITTLE BIT OF MAGIC

HBO charms influencers with personalized pitch for program.

What better way to brighten a fan's day than to make it *Dark*.

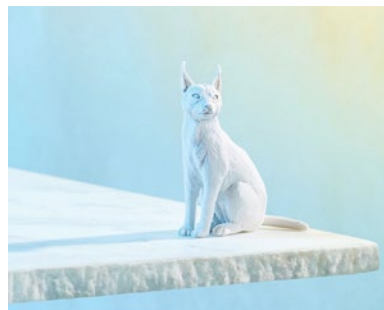
To promote the highly anticipated season finale of HBO's *His Dark Materials*, the team at 360i sought to bring the hit show to life by captivating influential superfans. In the fantasy drama, based on Philip Pullman's beloved book series, every character has a personal *dæmon* that is a physical manifestation of their soul in the form of an animal.

As such, 360i decided to send 40 influencers – who also happened to be die-hard fans of the novels – their own handcrafted personal *dæmon*. Created by artist Kate MacDowell, the distinctive sculptures were unique to each influencer, based on their social media persona of likes, interests and activities.

The porcelain figurines were each delivered in laser-engraved and detailed wooden boxes inspired by the show's *alethiometer* [truth reader] along with a personal letter explaining why their specific personal *dæmon* was chosen for them.

Fans were overjoyed by the surprise delivery, sharing their excitement with their followers across Instagram and Twitter. The campaign generated organic press coverage from notable creative outlets, including *Campaign* and *Muse by Clio*.

The magic in the moment was simple – surprise and delight remains key. When you charm your fans, they'll be sure to spread the word.



COMPANY: HBO | PRODUCT: His Dark Materials | COUNTRY: U.S. | AGENCY: 360i | TEAM: Chief Creative Officer: Menno Kluin | Executive Creative Directors: Sam Shepherd, Frank Cartagena | Creative Directors: Andrew Hunter and Doug Murray | Senior Copywriter: Dany Rothemund | Art Director: Sarah Arrington | Design Director: Brian Gartside | Designer: Sophia Del Plato | Porcelain Artist: Kate MacDowell | Project Director: Melissa Cohen | Project Manager: Kevin Tamayo | Head of Integrated Production: Carissa Ranellycke | Executive Producer: Kristina Kane | Senior Producer: Adrienne Darnell | Head of Graphic Studio: John Kinsella | Group Director, Brand Mgmt & Growth: Dani Calogera | Associate Director, Influencer Marketing: Joy Glass | Director of Business Affairs: Andrew Zinker

# TOAST IN TOUGH TIMES

Brand raises a glass to global health during pandemic.

We may have been physically distant in 2020, but one of the largest supermarket chains in the world wanted to make sure we remained socially connected as we rang in a second year of pandemic.

In December 2020, the Carrefour Group demonstrated its commitment to our collective health with an integrated campaign built around the most universal toast in the world – “Salud!” or, “To your health!”

The company composed a 30-second video showcasing images of warmly lit intimate moments among family and friends backed by swelling music and hopeful messaging, “This year, we understood that all the good we dream of by toasting is only possible with a word. Those close to you, look into their eyes and say out loud – Salud!”

The television spot was supported by social media and in-store promotion and amplified with a direct marketing campaign that looked to make its own connections between brand and audience.

Carrefour mailed high-value customers and brand influencers across Spain a bottle of Cava sparkling wine, two glasses and an invitation to toast. They were encouraged to post their toast with #TheMostImportantToast.

All told, the multi-channel campaign reached 31 million people and boasted a 76 per cent positive sentiment.

In raising a glass to the world, the chain dramatically raised awareness of its brand globally. Salud, indeed.



COMPANY: Carrefour Group | PRODUCT: Carrefour | COUNTRY: Spain | AGENCY: Shackleton | TEAM: Executive Creative Direction: Nacho Guilló | Creative Director: Tania Riera | Direct Marketing: Antonio Herrero, Clara Fernández, Pablo de Castro | Audiovisual Production Team: Manuela Zamora, Cristina Cortizas | Director: Paco Carpio Postproduction: Paloma Martín, Juan Manuel Acosta | Digital Production Team: Lucía García, Patricia Torregrosa | Graphic Studio: Josué Hernández | General Manager: Lucía Angulo | Account Team: Magalí Cuccorese, Rafael Alarcón | PR/Social Media: Eva Calo, Auxi Gutiérrez, Alberto González

# REUSE, REJOICE, RECYCLE

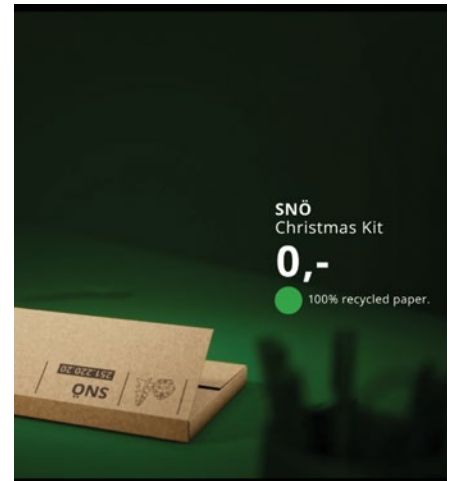
IKEA catalogue promotion dreams of a green Christmas.

For many, the sight of an IKEA catalogue landing on their doorstep once signalled a magical time of the year. Who could resist thumbing through its colourful pages and daydreaming about the perfect chair or light fixture to spruce up their surroundings? So when the home furnishings retailer announced in 2020 that the 70<sup>th</sup> edition of the most distributed book in the world was to be the last, it marked the end of an era, but also an opportunity to repackage a tried and true IKEA channel in new and innovative ways.

Aligning with ongoing efforts to be more sustainable, IKEA Belgium asked customers to return their old catalogues to the store in exchange for a Christmas gift. Teasers on social media helped spread the cheer, promoting the concept of a *green* Christmas.

In the end, 1,000 customers were mailed back their recycled catalogues in the form of a DIY decoration kit containing eight Christmas baubles, 152 decorative stars and two small table trees – and, of course, instructions for assembly.

The campaign reinforced the value of recycling while also showcasing that sustainability can help innovate channel use. The old direct mail catalogue was transformed into new, creative decorations to captivate customers. Not only was it successful in recapturing their joy of receiving the catalogue, but, it also came with a special type of home decor they couldn't find in stores.



COMPANY: IKEA | PRODUCT: IKEA Catalogue | COUNTRY: Belgium | AGENCY: Ogilvy Social.Lab Brussels | TEAM: Creative Director: Gregory Ginterdaele | Creation: Gregory Ginterdaele, Antoinette Ribas | Production Design: Anne Debruyne, Xavier Vanderplancke | Production: Marianne De Meuleneire, Frank Machtelincx | 3D Video: Cinesco.com | Music: Yellowbloom.nl  
Account Team: Carolines Charles, Barbara Hennin | Strategy: Julie Frederickx | Social Media Strategy: Elliot Steed

## ONE IS THE LONELIEST NUMBER

Enemy campaign a Smash with customers.

*It's impossible to have just one* is the longstanding slogan of Norway's popular treat, Smash! – an irresistible mix of sweet, salty and crunchy, made with corn and covered in milk chocolate. So when makers of the snack were hatching their next marketing campaign, they came up with a deliciously evil idea to entice customers.

Using print and television advertisements in combination with social media, the campaign aimed to enlist their customers as co-conspirators. The brand encouraged people to tease their worst enemy by sending them one single Smash! in the mail, anonymously. Just one. A website was set up where participants could enter the phone number of their unsuspecting victim, with their address then auto-filled using the postal service registry.

The goal was to have 10,000 people mail an enemy in the five-week campaign period, but it caught on so quickly that everyone wanted a taste of the fun. After just three days, an additional 15,000 shipments were ordered. Before long, people were posing with their packages on Facebook and Instagram, using the hashtag #EvilSmash.

The clever use of data, consumer activation and direct mail resulted in a 41 per cent jump in sales of the product, proving the power of demonstration to evoke an emotional reaction and back up bold messaging.

Never has the number one added up so quickly.



COMPANY: Nidar | PRODUCT: Smash! | COUNTRY: Norway | AGENCY: Saatchi & Saatchi Norway | TEAM: Executive Creative Direction: Oeyvind Waage | Creative: Fanny Vaager, Christopher Koeltzow | Account Director: Sverre Middtun Digital Producer: Vetle Gjevestad Agledahl | Planning Director: Patrik Bergfjord | Art Director: Linus Hjellstroem, Ola Bagge Skar | Motion Designer: Joe Langdon | Account Manager: Nanna Groenli



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**INCITE**

# THE MEDIA MIXOLOGIST

More than a space to deliver a message, media constitutes the primary consumer relationship you are leveraging. Media design requires a deep and unbiased understanding of the media choices your audiences make. You need to know how they feel about each channel in the moment of engagement.

The media pendulum is swinging back to a less biased and more holistic approach – acknowledging that all channels offer different ways to engage people. We've scoured the latest literature to help you rethink your relationship to media. Go ahead and tear or print it out as a reminder to mix it up!

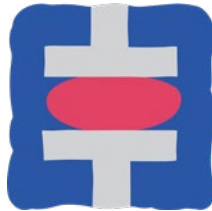
## AUDIENCE EXPOSURE TO AN AD IS NOT A GIVEN



**MEDIA BIAS**



**MEDIA FRAGMENTATION**



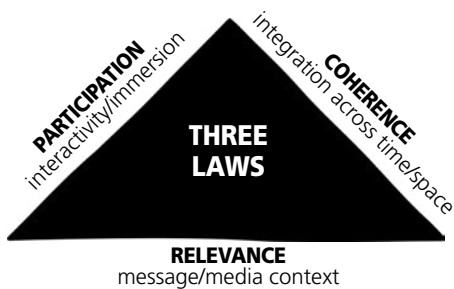
**MEDIA COMPRESSION**



**AD TURN OFF**

### A REMINDER FROM ERWIN EPHRON

Media's organizing principles are **Targeting** and **Presence**



**Five channels** improve performance **+35%**

**Did you know?** TV scale has the highest impact on long-term performance, while **online display** has the lowest incremental profit return and **direct mail** is one of the most underestimated channels in terms of performance evidence vs. perceptions.

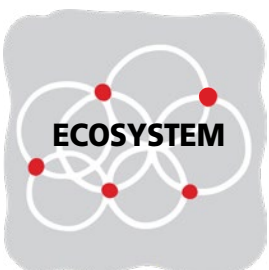
Source: Advertising Research Foundation, 2016; Ebiquty, 2020; Challier et al., *Profit Ability*, 2018

## 10 PRINCIPLES

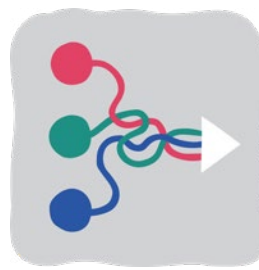
- 1 Set KPIs and budgets according to advertising task and audience.
- 2 The second and third exposures are not worth more than the first.
- 3 Achieving media scale is important for effectiveness and penetration.
- 4 Advertising that works in the long term will also work in the short term.
- 5 Brand building improves activation and overall performance.
- 6 Don't rely too heavily on one channel, as integrated campaigns perform better.
- 7 It's no longer about media fit because different media can do more than one thing.
- 8 Improve integrated channel impact by engaging people where they're most receptive.
- 9 Unconventional media can amplify audience interest in a message.
- 10 Interest-based targeting can prime audiences and address intent.

## 10 QUESTIONS

- 1 How will media help reach and engage your target audience?
- 2 Are you integrating paid, owned and earned channels?
- 3 Do you consider both time spent and channel influence?
- 4 What level of affinity does your target audience have for a medium?
- 5 How does your audience use/engage with the channel?
- 6 Can the channel reach enough of your audience in time?
- 7 How much will you need to spend to use this channel effectively?
- 8 Can you cut through the noise cost-effectively in this channel?
- 9 Does the channel provide a quality environment that improves attention?
- 10 What role will channel play to deliver engagement that runs deep and lasts long?



**MEDIA ORIENTATION**  
An **ecosystem orientation** is needed for channel planning to improve media integration and synergies between paid, owned and earned channels and customer experience.



**POE**  
**Paid, owned and earned media** work together and the integration of efforts across all three improves total **business effects**.

**Did you know?** Paid media adds 2.6% market share growth, owned media adds 13% more business effects to paid while earned adds 26% more business effects to paid.

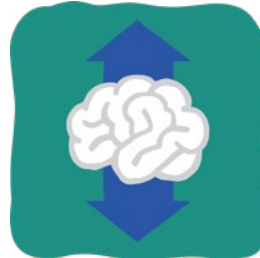
Source: Binet and Field, *Marketing in the Digital Age*, 2016



### CATEGORY DIFFERENCES

There is a relationship between category and **channel influence**. Some channels are more cost-effective for certain categories, while others build brand better. Paid media is more important for some categories, while others benefit more from non-paid media.

Source: Kantar, *Power of Connection 2.0*, 2010



### PERSUASION IN THE BRAIN

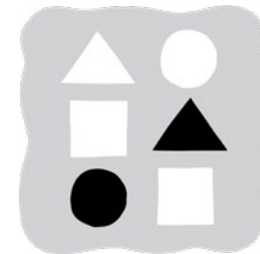
Media that delivers **higher arousal** and **lower cognitive** effort is more memorable and motivating. **Print media** scores much higher than digital on arousal and lower on cognitive load.

Source: Canada Post, *Connecting for Action*, 2016



### ATTENTION

Media planning needs to close the gap between opportunity to see and **attention**. Consumer attention is in media environments, not ad space. Understanding the context of media consumptions will improve ad attention.



### FEWER, BETTER ADS

Attention is driven down by ad volume, repetition, obtrusiveness and irrelevance. **Two ads** per screen is the maximum number people pay attention to. Three ads receive less than half the attention of one or two ads per screen.

Source: WARC, *Best Practice*, August 2020



### PERSONAL PRIME TIME

People are creating their own **personal prime times** across different screens, content types, devices and times of the day.

**Did you know?** Audio media is growing. It doesn't compete for our attention in the same way visual media does.



### AUDIENCE RECEPTIVITY

Multimedia delivers the message in a range of ways, in different moments and contexts. This adds up to a greater chance of audience **receptivity, response and budget efficiency**.

## MEDIA COMPOSITION

Overreliance on media consumption averages can hide the variety of opportunities within each medium.



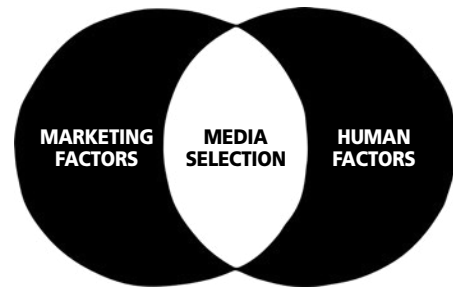
**Media strengths** are the inherent qualities of a channel.



**Media capabilities** are the ability to generate an outcome.



**Media synergies** are the complementary roles between channels that increase impact.



Consider both marketing factors and human factors when selecting media.

## MEDIA QUALITIES

Focus on what media qualities are needed to achieve ad task, increase relevance and enhance creative. Here's a short list to get you started:

- Extend reach
- Drive traffic
- Fame
- Credibility
- Trust
- Interest affinity
- Intimacy
- Immersion
- Emotion
- Exclusivity
- Personalization
- Brand safety
- Discovery
- Exploration
- Right time/place/message
- Feeling valued
- Quality environment

***MEDIA MANTRA!***  
***MEDIA NEVER DIES; IT JUST EVOLVES.***  
***YOU ARE NOT YOUR AUDIENCE.***  
***MIX IT UP.***



***ATTENTIVE BRAND  
SEEKS MEANINGFUL  
RELATIONSHIP***



Over the last couple of years, economic, social and cultural issues have become so obvious, so inescapable that they're now impossible to ignore. Calls for change are getting louder, more forceful and more organized. Brands that pay attention to the signs and respond with genuine empathy, transparency and relevance are the ones we notice. When you stand for what people care about, you capture attention and earn the right to lead the way.

A good brand evokes emotion and creates affinity. It has a personality, a point of view, a way of doing things that makes people like it and trust it. It might as well be a person. And when you trust someone, you're willing to pay attention – maybe even follow their lead.

Already-skeptical consumers today are paying extra close attention to what brands say and how they live up to their words across channels. If a brand fails to put

**“Brands today should be encouraged to start conversations, explore new channels, make people feel something and, in the best of cases, strive for tangible change.”**

forward a point of view, or contradicts that point of view in its actions, the public will call that brand out. DidTheyHelp.com is a crowd-sourced website run by a worldwide

team of volunteers, including Canadians. It rates corporations [and celebrities] on how they've responded to the pandemic, BLM and LGBTQ+ issues. People expect brands to personify the social values and behaviours of the business, and they're willing to open their wallets to support those that rise to the occasion.

That doesn't mean every company needs to save the world. But it does mean that brands need to figure out what they stand for. Then actually stand for it. That means taking concrete action and holding the position, even in the face of controversy and opposition. There was a time when relatively few brands were open supporters of LGBTQ+ communities. But that kind of early support, for those kinds of causes, that's how brands can lead positive change. P&G's *The Talk* is a case in point. A heartbreaking commercial that revealed the conversations Black parents have with their children about prejudice. Most people know this Emmy-Award-winning commercial from its 2020 release. But that spot originally launched in 2017 – way ahead of the bandwagon of brands addressing systemic racism.

Serious issues don't need serious faces and serious voices. They can benefit from levity, offering a different perspective. Take KFC, who, during the pandemic, replaced their tagline, *"Finger-licking good,"* with ones from other brands. A great way to create attention for the brand while reinforcing a pandemic behavioural no-no. Or how about Ben & Jerry's – they introduced a no-same-flavour ruling in Australia. The brand refused to serve two scoops of the same ice cream until same-sex marriage was legalized. No chocolate and chocolate, no strawberry and strawberry. An ice cream company doesn't need to weigh in on same-sex marriage, does it? Maybe not, but the bold move succeeded for the brand because it was a demonstration of Ben & Jerry's long-standing brand ethos – *Peace, Love & Ice Cream* – and framed the injustice as an absurdity, sharing the message right at the

point of sale, where customers would least expect it. Staying in their brand voice and centering the message on the cause made it clear what the brand stands for.

Work that is brave and compelling and commands attention authentically is proof a brand understands issues, cares about them and knows where to go to meet

**“The most damaging form of advertising is one that is easily ignored.”**

like-minded customers. Brands today should be encouraged to start conversations, explore new channels, make people feel something and, in the best of cases, strive for tangible change. The most damaging form of advertising is one that is easily ignored. It's a waste of time for the people creating it and the people watching it, as well as a grave misuse of clients' money. In the wise words of Dan Wieden, *"Move me, dude."*

Ads today compete for attention with the sum of potential human experience. A big part of our job is aligning the voice of our brand with the communication it puts out. Just make sure when you do say something, it's worth listening to.



**Nabil Rachid** is a Creative Director at The&Partnership, an advertising instructor at OCAD University and an

all-round good dude. He's been lucky enough to work for some of the world's most iconic brands, such as Samsung, Cadillac, TD, P&G and Emirates airline and has received recognition at award shows including Cannes, NYF, ADCC and the Effies.



# ***PAINTING A NEW MEDIA MASTERPIECE***

MARKETING EXPERTS EXPLORE A CANVAS OF NEW INTEGRATED OPPORTUNITIES THAT REVEAL THEMSELVES WHEN YOU SHED PRECONCEIVED NOTIONS ABOUT MEDIA CHANNELS >>

## INCITER Q&A

**[MC]** Marc Cooper, President | Junction59

**[DM]** Don Masters, President & Creative Director | Mediaplus

**[JNS]** Jacki Nelson Shilletto, Principal | NelsonConnects

**[KT]** Kristi Tomasin, Director, Smartmail Marketing | Canada Post

### WHAT SHOULD MARKETERS ASK THEMSELVES ABOUT INTEGRATION?

**JNS** *"How can I create a truly seamless online and offline experience for my key audience or community?"* To build and maintain a comprehensive experience, it's important to take the time to understand the needs and desires of target audiences. Understanding not only the demographics, but also the psychographics, is crucial. Each marketing channel and medium has a different purpose and psychology. Sharing relevant content, through the most relevant channels, using tailored messages that entertain, educate and engage is a way to continue to build a community.

**KT** *"Is my marketing working hard enough for me?"* and *"Am I choosing the right media channels to achieve my objectives?"*

In a world of good enough and a lot of fast-moving deliverables, we can all get complacent. Integration has never been more important, as fragmentation will get worse with third-party cookie deprecation. Delivering a meaningful experience becomes imperative. By not challenging ourselves to ensure we are using the optimal channels, we are impacting marketing effectiveness.

**DM** *"Do I have the right combination and balance of channels to achieve my objectives? Am I relying too heavily on a channel or channels that aren't delivering against my objectives? Are there channels that I'm not using that would more effectively deliver against my objectives?"*

*Am I needlessly duplicating efforts across more channels than is actually necessary?"*

**MC** *"Is integrated marketing enough? Or do we need to go to the next level with an omni-channel approach?"* In either case, you should apply a customer experience perspective, where you leverage the strengths of each channel to deliver the message that makes the most sense for your audience in that channel. And if the story you want to tell doesn't fit in that channel, don't use it.

### WHAT'S EVOLVING IN THE RELATIONSHIP BETWEEN PAID, EARNED AND OWNED MEDIA?

**KT** These media choices will always work together, but as more companies develop direct relationships, they will evolve. Owned will grow in importance, so having a strategic, connected approach for how you are using the three to your advantage is critical to maximizing the customer experience.

**MC** These three are always best when working together, but the next shift is on its way, as privacy becomes more important and our ability to target audiences with third-party data becomes more difficult, especially in digital. To that end, I recommend brands invest in building their owned channels and therefore

first-party data. However, paid and earned will still be your best bet to attract attention to your own channel.

**JNS** The trifecta should ideally be sequenced for a thorough, holistic approach, which results in a timely marketing and sales funnel. None of these media work consistently well in isolation or in an oddly staggered approach that sounds good in theory but struggles in execution. To reach a wide audience, paid media activities, from advertising to direct mail, help generate awareness through reach and frequency. Awareness can then drive your audience to owned media such

as websites and/or blog content, and earned or word-of-mouth marketing can help turn happy customers into loyalists and powerful brand ambassadors.

**DM** Paid media will continue to be the go-to choice for expanding brand awareness and market share. Who needs to spend time and resources pursuing traditional earned media these days when publishers are able to natively present brand-made content to look and feel like news content on their platforms? Owned media will continue to grow as the channel to build customer relationships and customer experiences.

### HOW CAN MARKETERS OVERCOME BIAS IN MEDIA AND CHANNEL SELECTION?

**KT** Get back to basics! Take a step back from what you're currently doing and refresh your thinking on the merits of the media channels available to you. Are you truly putting your audience first? Re-examine your marketing mix and revisit your marcomm objectives to determine if your chosen channels will provide the best possible results based on your goals. Don't be afraid to test. Using different channels strategically will not only surprise and delight your audience but ultimately drive better results.

**DM** Make choices based on verifiable data – which affirms whether the media channel delivers the right audiences – and by continually tracking and analyzing channel efficacy. It's an essential part of evidence-based decision making that can lower the risks and increase returns on marketing investments.

**MC** One might assume we can simply rely more on the data and less on our gut but, unfortunately, we unconsciously look for the

data points that support our gut, or our own personal bias. If this past year has taught us anything, it's that we have to better understand and empathize with people from different backgrounds and cultures. Perhaps working toward a more diverse advertising and media agency workforce will help reduce or eliminate our bias.

**JNS** I regularly counsel my clients to consider what's bubbling outside of their competitive

set and to look for insights and provocation for the most relevant ways to engage their target. Consider completely different categories and offerings to see how the change in audience or environment may evolve your existing

strategy and supporting tactics. The *spray-and-pray* approach of traditional marketing may initially connect with a few targets, but look at the potential gaps and missed opportunities with that one shot.

Sometimes, starting with a targeted and personalized letter can stand out much more than a generic message online.

## WHAT ABOUT PARTNERSHIPS, SHOPPABLE MEDIA, CONVERSATIONAL MARKETING?

**KT** There's a new world of converging media that's more intimate and collaborative, so it needs to be highly integrated. It points to cross-functional channel roles in the brand ecosystem that bring marketing, sales, customer experience and engagement together in a much more interdependent way.

**JNS** These, along with user-generated content, are table stakes for winning engagement these days. Social media has transformed everything – from branding to consumer relationships – into dialogue rather than monologue. We can no longer simply talk at customers; we need to be sharing with them. Finding ways to engage and showcase members of our target

audience as the hero of the story helps to build trust and resonance. Repeated experiences that deepen trust help to turn one-time buyers into loyal advocates who love your brand.

**DM** Shoppable media can convert awareness and interest into direct sales – all in one fell swoop. Conversational marketing takes consumers through a process wherein they effectively talk themselves into making a specific purchase. Both reduce barriers and intermediaries between brands and customers. Partnerships can do the same, by bringing a brand closer to new customers through channels with which those customers are already familiar and comfortable.

**MC** As a group, they speak to the sense of urgency our audience has when it comes to getting what they want, or, from another point of view, the things brands do to ensure they don't lose someone's interest once they're paying attention. We're definitely all paying more attention to customer journeys and people's experiences along the way. These developments address customer needs to comparison shop, get third-party and other user feedback and have most of their questions answered – all before engaging with a live person.

## ONE THING TO CONSIDER MORE CAREFULLY?

### **DM** Audience

**Why it matters:** Media has always been about delivering to the right audience at the right time in the appropriate environment. Media approach and selection should be guided by one overriding consideration: Does this channel demonstrably reach the audience I need in order to succeed?

**What's happening?** Media channels provide audience data and targeting tools. But with so many shiny new choices and channels at their disposal, it's easy for marketers to forget that it's always about the audience.

**The big picture:** It's easy for marketers to report blissfully on impressions and engagements without fully understanding whether or not they're reaching the people who matter. There's no point in leading a horse to water when your objective is actually to lead a moose to water.

### **MC** Beyond Digital

**Why it matters:** We need to reach people where they are, and when they are most receptive to our message [and leave them alone when they're not]. That means digital is not the only answer.

**What's happening?** Digital burnout or fatigue is a real thing. We've all spent the last year staring at our screens for work, school and play. We're all craving a little analog.

**The big picture:** As we build marketing plans for the future, we need to look at an omni-channel approach, which includes both the physical and digital worlds.

### **KT** The Home

**Why it matters:** Accenture has termed the 2020s as the *decade of the home*. The context of home connects media, data and devices to consumer decision making like never before.

**What's happening?** The home is central to our lives. What *aren't* we doing at home? It's the place where we work, learn, socialize, exercise, eat, sleep and definitely shop. We're focused on our communities and our local connections.

**The big picture:** The opportunity for marketers is to use data to reach these lucrative audiences at home, where they make decisions. The postal code has never been more important, and connecting channels for a truly omni-channel approach will foster stronger brand relationships that connect, captivate and convert.

### **JNS** Inclusivity

**Why it matters:** Communicators would benefit from being consistently considerate and authentic about inclusivity in their messaging. Understanding the nuances of a specific niche and finding ways to include your audience in the conversation in a credible way will be more engaging. This approach has to be done with sincerity and evidenced by supporting actions.

**What's happening?** Brands no longer control the message; your audience does. I have most recently been guided by Ron Tite's book, *Think. Do. Say*, where he touches on the value of honest and authentic messages about your business.

**The big picture:** With that focus in clear sight, decisions about the right message and media mix become that much easier and carry greater potential for success with different audiences.

# ***BRIDGING THE GIVING GAP***



Navigating and anticipating the donor journey for non-profit organizations has become increasingly complex. We're in a time of large generational giving shifts, coupled with technological advancements changing how people donate and interact with non-profits.

As a result, these organizations need to be more intentional than ever before to ensure they have a research-informed and results-driven donor strategy in place to secure long-term viability.

In considering that strategy, non-profits must address the *giving gap*. In Canada, it's common to see growing attrition in

**“Fundraising campaigns are most effective when potential donors are exposed to your appeal in a variety of ways, where channels work together...”**

established non-profits with aging donor bases. Steady, faithful and foundational donors are often 55 and older, and organizations are finding it difficult to bridge the gap with younger demographics.

Therefore, one key area in today's strategic planning process is diversity in an organization's marketing communication mix. Gone are the days of being able to live by the mantra, “*build it and they will come.*” Today, non-profits need to meet their donors where they're at, with a seamless and barrier-free response system.

#### CAUSE-BASED CAMPAIGNS AND IN-THE-MOMENT GIVING

Younger generations are motivated to give to causes that resonate with them, especially social and racial justice movements. By focusing your appeal or campaign on a

specific cause, then providing easy ways to take quick action [such as text-to-give or a seamless online donation page], your organization becomes more appealing to these demographics. Many organizations are focused on monthly committed giving as a reliable base of funds. But for younger generations who've grown up amidst financial uncertainty and global disasters [and now a pandemic], asking for a monthly commitment isn't always the best approach. Presenting a specific cause they can contribute to provides them with an option to give in the moment without a long-term commitment. To encourage new donors to continue to give when prompted, it's vital to ensure the donation is followed up with transparent communication emphasizing impact.

#### WAYS TO APPROACH YOUR MARKETING MIX

**Social Media** – In the *2020 Global Trends in Giving Report* from Nonprofit Tech for Good, we see that Facebook and Instagram's fundraising tools are on the rise, with 40 per cent of respondents having donated through Facebook and 12 per cent through Instagram. Non-profit organizations should ensure they have a solid social media strategy that focuses on three or four strategic pillars on which they base their content. Many organizations approach their social media in an ad hoc manner, but planning out posts that show impact and change, share changed life stories, inform about the organization and invite viewers to participate in current fundraising campaigns will cultivate a loyal and engaged audience over time.

**Email** – In the same *Global Trends* report, we see that email continues to be a leading method for inspiring giving, with 33 per cent of respondents saying it most often prompts them to give. Email communications are a key opportunity to provide a succinct insight into the current efforts or goals of the organization with links to videos or resources that will allow invested supporters to dig deep if they wish.

Today, with more people working from home, email readership is high. Non-profits can take advantage of this by working on a strong email marketing strategy that determines the right frequency for communicating so potential supporters don't get fatigued and unsubscribe.

**Direct Mail** – Millennials and Gen Z have grown up almost exclusively in a digital world, so analog experiences are a novelty. In fact, the *Generation Gap* report from Canada Post shows that 87 per cent of people believe what they read in physical mail, compared to 40 per cent who believe what they read digitally. Similarly, 50 per cent of people said they are excited to see what's in their physical mailbox. This provides an excellent opportunity to put some creativity and, most importantly, personalization into your direct mail campaigns to try to engage in a tangible way with an audience that's becoming desensitized to digital inputs.

Relying on one primary method of communication is a luxury of the past. Fundraising campaigns are most effective when potential donors are exposed to your appeal in a variety of ways, where channels work together to create a higher frequency of exposure. An integrated marketing approach is the best way to ensure you're meeting different donors where they're at and presenting them with easy, hassle-free ways to engage and interact. They'll be more receptive to your message and more likely to support your organization.



**Danielle Gagner** is Captain at Anchor Marketing Inc., a boutique agency founded in 2018.

Danielle and her crew are passionate about helping non-profit organizations, TV networks/shows, universities and religious organizations with their strategy, brand awareness, fundraising and donor communications. Anchor helps clients chart their marketing course, while providing the necessary tactical suggestions and executional support to reach their destination.

***DIRECT MAIL BRINGS  
MEDIA HOME***





Recent world events have given all of us cause to pause. As new ways face up to old ways, more marketers are asking, “*What if we don’t do things the same way?*” Instead of resetting to default, how about rethinking the playbook? Media is changing faster now than it has in decades. Cookies are crumbling, first-party data is rising, brand building and activation are happening in a single click, marketing is coinciding with CX, audiences and channels are further fragmenting. Now is the perfect time to take a look at how, why and where you mix your media.

## OVERCOMING MEDIA BIAS

There’s no doubt that an integrated channel mix is important to effective marketing. Many expert reports prove the incremental financial impact, a.k.a. media lift, which flows when multiple channels are coherently pressed into service. But integration isn’t the whole story. Bias that grows from perceptions about media has a cascading effect that shows up in strategy, budgets and metrics that get in the way of progress.

Take budgets. We’ve all faced pressure to allocate budgets to serve short-term goals in an effort to plump up the bottom line. In fact, budget is the biggest determinant of media allocation. It’s typically apportioned as a percentage of revenue instead of being based on the marketing job to be done.

According to a Canadian media attribution study by Accenture, many brands are still

overinvested in digital. The study – which Accenture describes as a *Moneyball moment* for Canadian marketers – also revealed that, when measuring lift, non-digital channels provided a better return on investment.

In fact, the gap between media perception and media evidence has never been bigger, according to aggregated research findings in effectiveness reports by WARC.

## HOLISTIC CHANNEL PLANNING

And then there’s the rapidly changing media landscape – across channels and between devices. It’s complicated. Gone are the days when channel analysis could be confined to reach, frequency, impressions and cost-per-thousand. It’s hard to shake off old habits, but they hold us back from seeing what additional media can do for our investments. At a time like this, there’s no room for media bias. If your channel planning isn’t holistic, your media strategy will come up short. According to WARC, “*Objectivity and integrated planning skills are in short supply. Media has also become less understood in this time. Within both marketing departments and agencies, bias has overtaken hard evidence.*”

When many variables influence how different channels work – both alone and together – the single-minded idea of *media fit* just doesn’t measure up anymore. Well-integrated channel planning puts greater emphasis on aligning to the human factors that enhance relevance and improve receptivity: context, trust, emotion, environment and audience interests.

Successfully integrated campaigns assign clear roles to each channel that steps up to the plate – focusing on the full complement of strengths, capabilities and synergies needed to achieve the advertising task. Ebiquity, a world leader in media investment analysis, looked at the true value of media

for growing brands during challenging times and has identified a renaissance. “*Older, more established channels including OOH and print – early victims of the rush to digital – are reasserting their right to get on media schedules for the unique contributions they can make. Those campaigns that succeed are increasingly those that play channels in position and blend them together.*” Integration is a necessary step on the marketer’s journey to locate a more balanced media ecosystem. The first step is understanding how people consume media and engage in media environments.

## DIRECT MAIL DRAWS ATTENTION

As it gets harder and harder to buy people’s attention, media publishers are trying to reduce the clutter. Marketers are seeking better-quality ad environments and premium formats that make it easier to get attention without resorting to anti-social tactics like chasing

people around the internet. They are attracted by the media attributes that bring together brand growth and audience relevance.

According to Ebiquity, for long-term growth and economic recovery, the most important attributes of an advertising medium are that it:

- › Increases brand salience
- › Targets the right people, place, time
- › Stimulates positive emotional response
- › Increases campaign performance
- › Maximizes campaign reach

Their analysis uncovered that direct mail is one of the most misunderstood channels when it comes to perceived performance against these attributes versus actual performance. For each of the attributes listed, direct mail answers the call, respecting the human touches that make marketing effective – bringing versatile strengths, capabilities and cross-channel synergies with it.

## BRAND SALIENCE

Screen overload has mounted, the fatigue of filtering has weighed heavier and it has become more of a challenge to stand out from the clutter. Marketers are now more inclined to lean on a channel that's valued by audiences for being noticeable, relevant and trusted. Its tactile qualities and physical presence in the home make direct mail a prominent medium within an integrated channel mix.

## AND, NOT OR

With unique qualities that make them individual contributors who also play well with others, certain media can end up playing the same roles over and over again. That's why it's important to know that there's more than one way to use a channel. It's the combination of channels and creative that brings campaigns to life. In an article aimed at improving media planning and execution, Ian McGrath, a media consultant, encourages marketers to *"drop the perception that each media type can only do one thing. Marketers must move away from the old-school thinking of 'media fit', especially as the consumption of channels continues to fragment."*

Direct mail is a strong performance marketing channel, but not everyone understands that it also has brand-building talents to offer. Just like all the best stories, direct mail has a beginning, middle and end. According to a London Research/dotdigital report, direct mail was found to play a role at every stage of the customer journey.

The Association of National Advertisers makes a strong case for effective integration that includes direct mail when it suggests, *"Rather than putting more resources and energy into the same digital channels and hoping that*

## RIGHT PEOPLE, PLACE, TIME

Driven by data and responding to intent triggers, direct mail can precisely target based on geography, demographics, interests, behaviours, lifestyle and life stage. It can reach consumers in the context of their own homes, where they're receptive to messages and in decision-making mode.

## POSITIVE EMOTIONAL RESPONSE

A neuromarketing study conducted for Canada Post suggests integrated campaigns that include direct mail get more consumer attention [39% more], emotional engagement [5% more] and brand recall [10% higher] than single-media digital campaigns. Consumers are far more likely to notice, open, read and enjoy mail than digital forms of advertising. They consider it less intrusive, more memorable and the best way to make them feel valued.

*the results will improve, marketers should try sistering digital tactics with physical ones."*

## SISTER ACT

Sisterly relationships can make or break a media family. While there's always temptation to compete for the top spot, playing favourites can weaken connections. There's more wisdom and success to be found in combining individual strengths and capabilities. When one channel completes another, and fills gaps that have previously been ignored, there can be a significant ripple effect.

Think of these sistering examples as infinitely inspirational rather than purely prescriptive and let your imagination play to your unique marketing context. Flex your inner mixologist and explore the innate qualities of different media and find out how direct mail can enhance integrated performance by bringing other media channels home.

## TV + DM

TV gives you scale, fame and emotion while direct mail can intimately transfer that feeling of fame to the individual. This sistering enhances trust and increases attention on the message while doubling down on emotional recall.

## CAMPAIGN PERFORMANCE

The media effect of combining web, email and mobile with print is 45 per cent higher than a digital-only media mix. With an average dwell time in the home of nearly eight days, and 45 per cent of mail still in the home after four weeks, according to JICMAIL data, the chances of being noticed and actioned are greater. With four in five consumers displaying advertising mail that interests them in their homes, there are repeated opportunities for brand exposure and engagement.

## CAMPAIGN REACH

Reaching targets is essential to attention and growth – aggregation across more channels is essential to achieve scale. By better defining audience composition and putting physical media in a receptive environment, direct mail can not only increase total potential campaign reach – it ensures your message is actually seen.

## EMAIL + DM

This pairing activates the efficiency and recency of emails with direct mail's ability to further make personalization tangible plus amplify brand salience and emotional recall.

## SOCIAL MEDIA + DM

This combo brings brand and activation together while balancing reach with personalized engagement. Add direct mail to double down on shoppable media in a more personal way that deepens exploration.

## OOH + DM

Want to drive online traffic and maximize reach and frequency? Connect OOH and direct mail through mobile data to target intent and home in on the right audience composition.

## RADIO + DM

Need to find a way to bring the radio message home? Radio scores well on intimacy, frequency and right message/time/place. Direct mail will amp those qualities while also activating the message and extending its reach.

## MAGAZINE + DM

While magazines focus on interest-based targeting and reach, direct mail can partner to enhance exploration and evaluation.

Together, magazines and direct mail can reduce price sensitivity and enhance emotional recall.

#### ONLINE DISPLAY + DM

This pairing takes online reach into the realm of personalized acquisition, with direct mail reducing diminishing returns by connecting in an at-home environment, where messages have staying power. Extend video content reach and create enhanced customer experiences.

#### INFLUENCER + DM

Use direct mail to turn your audience into a media channel and amplify influencer marketing efforts. Direct mail can act as a social object, giving people something tangible to share.

#### XM + DM

Elevate the excitement and personality of experiential events by using direct mail to deepen engagement with at-home interactions that improve the customer value of events and reinforce emotional connection.



## AS THE COOKIE CRUMBLES

Media and data integration will only become a more prominent need as we get ready for third-party cookie deprecation and deal with the implications of apple's new privacy updates. While many marketers have called their demise a step backward, it might actually be the ultimate step forward to achieving true customer-centricity.

The industry is coming together to figure out what's next. Experts and industry stakeholders are starting to look at the relationship between targeting data and channels differently, which will only help us become more focused on identifiers that build reach and promote personalization in more appropriate and relevant ways for the end user.

An opportunity to make the internet and APP use safer, it's also a chance to rebuild data marketing integration to create true value and reverse the erosion of advertising trust contributed to by third-party identifiers [3PIDs]. With the benefit of hindsight, marketers see that third-party cookies hijacked first-party relationships between

people and media. Losing sight of what audiences are interested in contributed to eroding advertising trust and effectiveness. In stark contrast, this changing landscape will better connect customers with what they actually care about.

While first-party data is critical to the next evolution of data management and advertising, the end of 3PIDs doesn't signal the demise of third-party data. It's illuminating the need for stronger media partnerships as second-party data [the neglected middle child that gets its information from first-party media publisher data] becomes an important leg of the data stool. It will help reach people in the context of their interests and personal goals.

With first-party data leading the way and second-party data back on the scene, the new data economy will once more ask marketers to know what matters to their audiences and actively manage them. By using partner data, they'll further enrich their understanding, build relationships, create greater advertising relevance and demonstrate consumer value.

While we aren't suggesting direct mail and postal code data can fully make up for the loss of 3PIDs like apple IFDA changes, both will contribute to filling critical data and marketing effectiveness gaps:

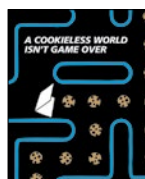
- › Direct mail tracking won't be affected: it uses unique first-party identifiers and mechanisms.
- › Programmatic mail enables retargeting: using first-party data, intent triggers and owned channels.
- › Direct mail offers multiple targeting dimensions: these support reach, precision, interest-based cohorts.
- › Postal code data is stable and up to date: Canada-wide, second-party [deterministic] data improves targeting.
- › Direct mail can be personalized: postal code data, formats, messages, first-party data combine to connect.

#### Read More >>

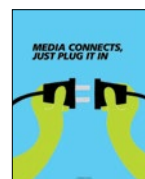
Go to [canadapost.ca/incite](http://canadapost.ca/incite) to download these articles from our archive for more on how direct mail can enhance your integrated channel strategy.



INCITE 2021 02  
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Is Not Your  
Audience**



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**Don't Leave  
Your Media Mix  
Blowing in the  
Wind**

# STRIKING A BALANCE FOR SUSTAINABILITY

Direct mail has been an easy target for marketers willing to surrender to misinformation. Budget impacts. Technology tastes. Sustainability shortfalls. A host of misconceptions have led to unsubstantiated biases and flawed campaign strategies.

However, those biases are being balanced out as a more nuanced discussion about media channels has emerged. Thanks to industry investments in technology and concerted efforts to educate marketers, direct mail is not only proving itself compatible with sustainability, but is also a key companion in creating a sustainable advantage for companies.

But old tropes die hard. In a recent survey, Canadians ranked pulp and paper among the top causes of deforestation. Simply untrue. Canada has one of the most sustainable and stable forest canopies in the world. In fact, Canada is a world leader in sustainable forest management. Over the last two decades, the country's forest canopy has decreased less than 0.5 per cent. Year over year, Canada is actually reducing its rate of deforestation.

Long-term sustainable forest management, alongside government regulations and forest certification programs, has made pulp and paper one of the country's most sustainable industries.

Left unchallenged, environmental misconceptions about media can hinder marketers when it comes to creating effective campaigns.

The key consideration is balance. Marketers need to diversify their media mix to create more sustainability, both environmentally and strategically, by connecting with partners who align with their vision for sustainable decision making.

Organizations like Marketing Kitchen, a Markham, Ont.-based direct mail and fulfillment services company, have been redefining sustainability in the industry by building on a commitment to sustainable

operations in every aspect of their business, with management paying as much attention to the employee break room as they do to their warehouse or products and services.

***“From the beginning, we have wanted to do things differently,” said Audrey Jamieson, Marketing Kitchen President. “Each change in its own regard is not massive, until you put them all together. It’s kind of cool how that happens.”***

*“From the beginning, we have wanted to do things differently,” said Audrey Jamieson, Marketing Kitchen President. “We have found that little things add up. A plastic bottle here. New technology there. Each change in its own regard is not massive, until you put them all together. It’s kind of cool how that happens.”*

As part of that mindset, Marketing Kitchen recently deployed two new machines – a KM-1 UV inkjet press and BB700 inserter – to remove waste and work toward the elimination of plastic wraps and bags in the organization's production streams. That led to the company

eliminating the use of approximately 230,000 poly bags over the last year.

It's an investment that meets the company's triple bottom-line aspirations, addressing financial, social and environmental concerns all while not sacrificing quality.

*“For our customers, the environment is important, but so is using the medium of direct mail effectively. Targeting the right people. Developing a quality piece. All done the right way,”* Jamieson said.

Marketing Kitchen represents the kind of mindset and partnership Canada Post looks to promote widely.

*“Canadians are passionate about the environment. So are we,”* said Janet Brearton, General Manager of Commercial Mail Business at Canada Post, who recently awarded Marketing Kitchen the inaugural SMM Partners Environment Award for its efforts. *“Canada Post strives to be the most environmentally sustainable delivery company in Canada. We have been diligently working with industry leaders in the mail value chain, such as printers and paper manufacturers, to develop, adopt and share environmentally mindful best practices.*

*“By presenting this award, we want to inspire our partners in the mail industry to take strides toward developing sustainable products, processes and solutions for mail and direct mail. It also demonstrates to customers and Canadians, our collective commitment to environmental sustainability.”*



# DATAGRAM

## MEDIA BIAS x DIRECT MAIL

### More consumer attention



### Greater emotional engagement



### Increased brand recall



Direct mail creates more attention, emotional engagement and brand recall than single-media digital campaigns.

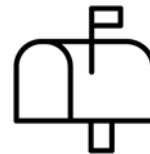
Source: Canada Post, *Connecting for Action*, 2016



### Generational appeal

Gen Z is more likely to save and share direct mail that they received from auto, credit card, computer/electronics, home decor, real estate and travel companies.

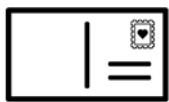
Source: Canada Post/Phase 5, *Fall Omni*, 2020



### Media interaction

More than 70% of Canadians regularly pick up their mail 3x per week.

Source: Canada Post/Phase 5, *Fall Omni*, 2020



### Increased attention

Consumers who saw direct mail first paid 30% more attention to social media ads.

Source: Royal Mail MarketReach, *Neuro-Insight*, 2018



### Activation lift

Integrated campaigns that include direct mail have 40% higher response rates.

Source: Accenture Interactive, *Direct Mail 2020 Trends*



### More engagement and traffic

At 80%, direct mail open rates in 2020 were up by 11% over 2019 – driving more brand discussions and online traffic.

Source: JICMAIL, *Discovery Q2 2017-Q2 2020*



# IN THE NEXT ISSUE

## THE YEAR AHEAD

- › Reflect on the lessons of 2021
- › See if your brand fits the evolving ecosystem
- › Explore data integration after third-party cookies
- › Dial up the sensory impact of your media
- › Arrive at the intersection of direct mail, data and digital integration

*"INCITE is my go-to resource to discover what's on the minds of marketers. I often quote from its pages knowing full well the information is well-researched and on the leading edge."*

– Christine McArthur  
Managing Partner, Mass Minority

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