/ Webinar: Discover how mail helps consumers navigate the messy middle of the purchase journey







## / Welcome

James Devon, Chief Strategy Officer, The Gate





#### / Mail in the middle

Mark Earls, HERDmeister, HERD

Eve Stansell, Planning Director, Marketreach







#### PAPER OR SCREEN...

We wanted to understand more about decision making and whether there's a difference in how physical media impacts our decisions.

Industry research has shown the impact that reading on paper vs screen on comprehension, retention and knowledge.

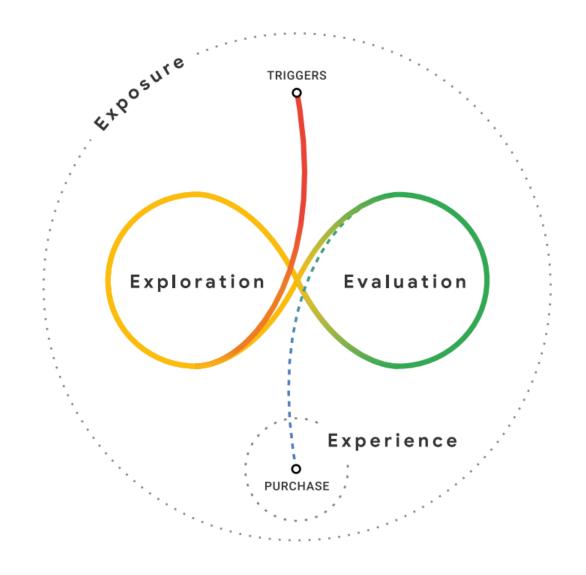
Commissioned experimental research through behavioural science research agency, Walnut Unlimited.

These findings add insight into how mail impacts consumers, particularly in the messy middle of decision making





#### GOOGLE DEFINED THE MESSY MIDDLE







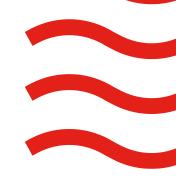
WHY THE MESSY MIDDLE?

WHERE BRANDS DRIVE EMOTIONAL CONNECTIONS AND COMPETE FOR CONSIDERATION.

THE PLACE WHERE 16X MORE SALES CAN BE ATTRIBUTED.

**GOOGLE** 

#### 4 EXPERT PERSPECTIVES





Behavioural Science



Research Expert



Mail Expert





Brand Expert Join The Dots



## THIS IS NOT ABOUT TOILET PAPER...

#### But bigger decisions:

Higher risk, higher spend, more emotional investment or more cognitive effort – getting it wrong has consequences:

- Travel
- Charity
- Government
- Retail home improvement, fashion, beauty
- Technology
- Utilities
- Automotive
- Longer term FS products pensions, mortgages, savings and investments

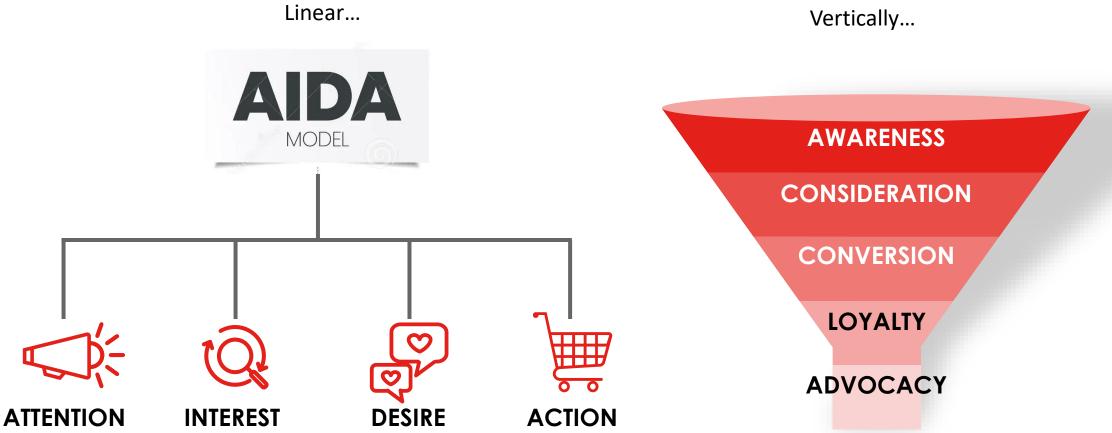






## DECISION MAKING MODELS FROM THE LAST CENTURY

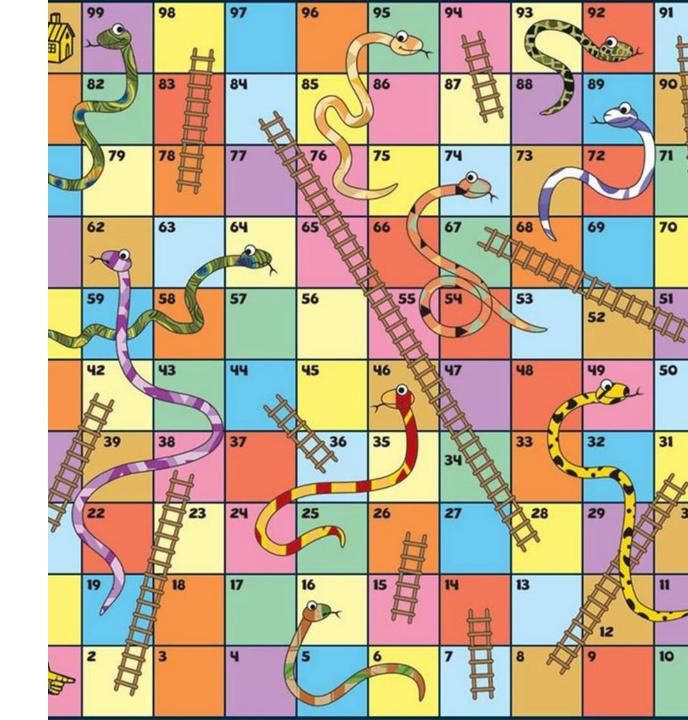








## REALITY: MORE LIKE SNAKES AND LADDERS THAN 'LAST CLICK' ATTRIBUTION SUGGESTS

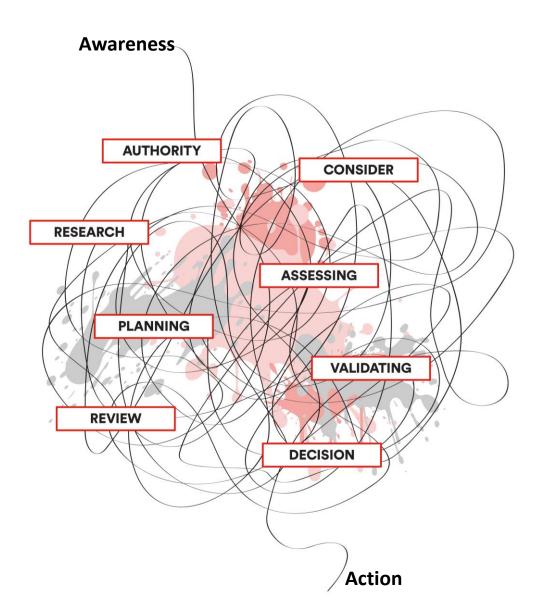




#### DECISION MAKING NOW CLEARLY A TANGLED MESS

#### **INTERNAL**

- Time pressure
  - Knowledge
- Confidence
  - Habits
- Brand preferences
- Media preferences



#### **EXTERNAL**

- Economic
- Cultural & social influences (#me too etc)
  - Competitors
  - Seasonality
  - Sustainability







Humans are not made for the kind of decisions we have to make today.

Marketing must help them.

#### MAKE IT EASIER WITH BEHAVIOURAL SCIENCE

## Make people feel, don't make them think

Humans are to thinking as cats are to swimming: we can do it if we really have to



## Help people imagine the future: inspire and show different paths

The future is too far away – people find it hard to think about their future needs



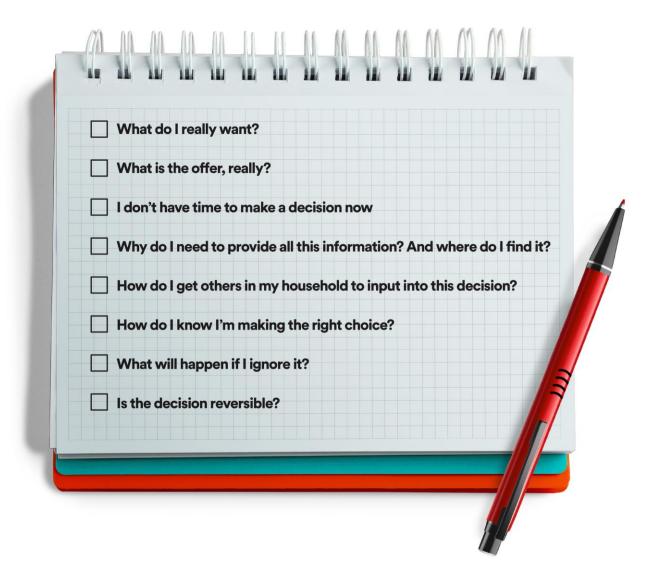
## Help people see others' choices and share their opinions

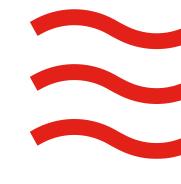
Human minds evolved for a social world: decision-making is often made based on other people





#### UNTANGLE THE MESSY MIDDLE...









# WHILE KNOWN FOR DIRECT RESPONSE, OUR EVIDENCE SHOWS THAT MAIL'S TACTILITY WORKS VERY WELL IN THE MIDDLE:

16% OF MAIL INTERACTIONS MADE PEOPLE ACTIVELY CONSIDER THE COMPANY





#### WALNUT RESEARCH APPROACH

Understand the real impact of mail as a tangible channel compared to digital (email and mobile ads) used to guide consumers through the messy middle

Standardised the creative material and messaging across all channels

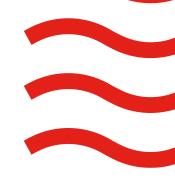
Equalised the exposure so all channels matched the same high open rates of mail

Used behavioural science and neuroscience (implicit reaction) to avoid overclaim and provide confidence in the answers provided





## HEADLINE FINDINGS: MAIL INFLUENCES EARLIER PART OF DECISION MAKING

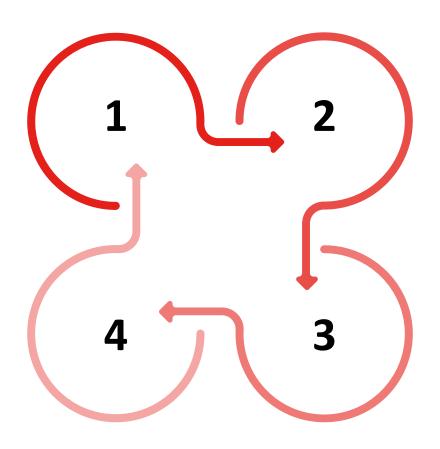


#### **BUILDS EARLY ASSOCIATIONS**

Mail builds the early associations that may influence or directly lead to consideration.

#### **SOCIAL POWER**

Activates word of mouth or social influences that shapes so many decisions



#### **BUILDS TRUST**

The gateway to any audience accepting and acting on key messages for big or difficult decisions

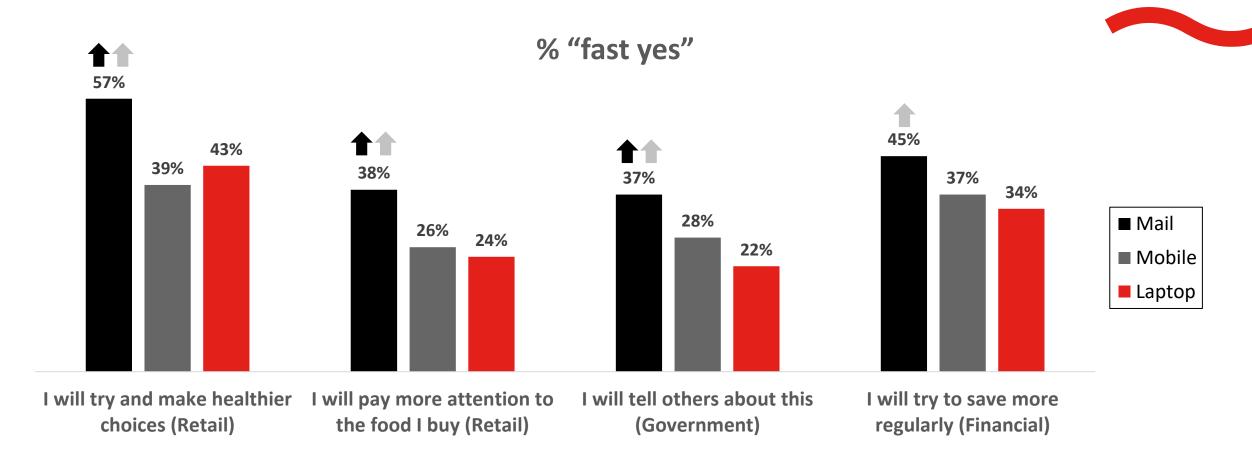
#### **MESSAGES THAT MATTER**

Mail strongly impacts when the message is socially motivated or relevant to the audience



#### 1. MAIL BUILDS EARLY SIGNS OF CONSIDERATION

Mail significantly higher than mobile



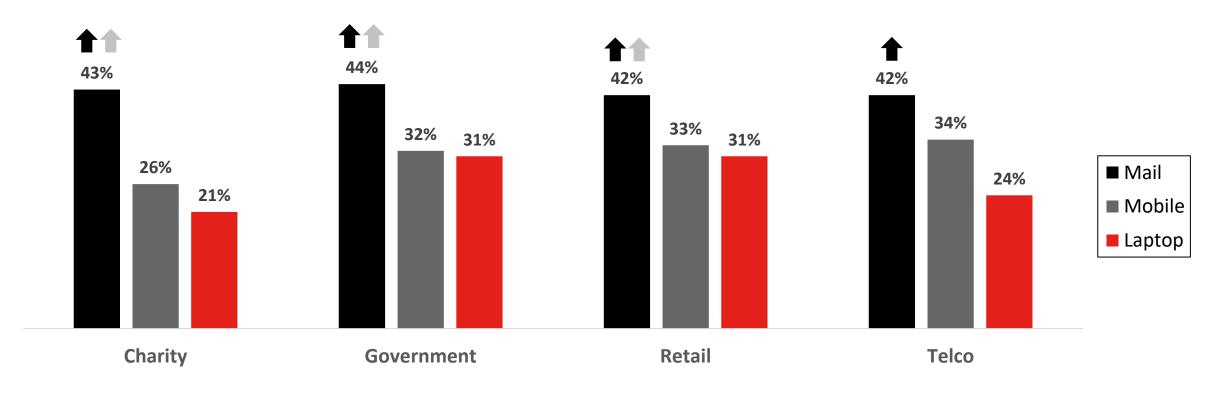


★ Mail significantly higher than laptop

#### 2. MAIL BUILDS TRUST



% "fast no (does not)" sound like a scam



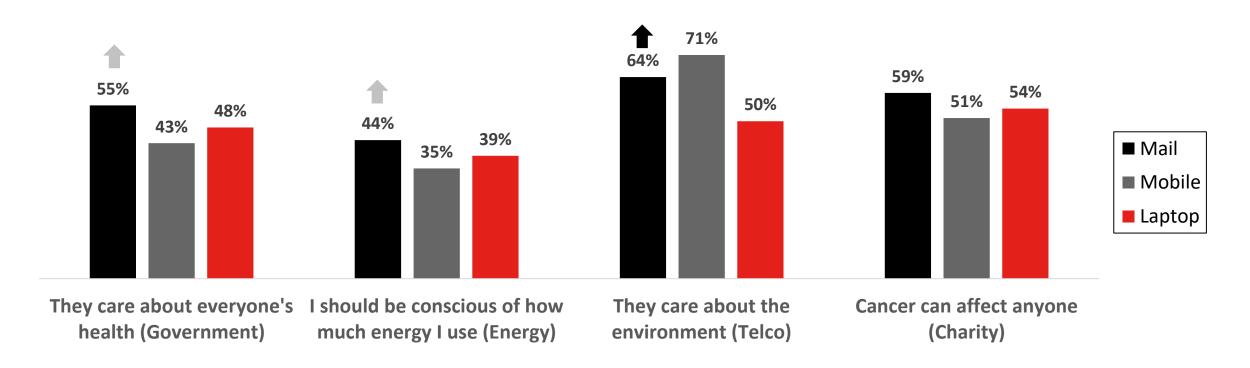
- Mail significantly higher than mobile
- ★ Mail significantly higher than laptop



### 3. MAIL ENGAGES WITH MESSAGES THAT MATTER







- Mail significantly higher than mobile
- ★ Mail significantly higher than laptop





#### HOW MAIL INFLUENCES THE MIDDLE...

### Brand in the hand

53% find browsing for items in print more enjoyable than screen

### **Emotional connection**

50% of people receiving mail feel very or somewhat more positive about the brand

#### **Trusted**

71% completely trust the mail they receive

## Mail is shared and lasts

**52%** showed or talked about something from a catalogue

50% kept mail for an average of 8 days and referring to it 4 times.

## Big behaviour messages

Mail format allows marketers to send complex messages which lead to sustained change e.g. saving energy, recycling, health screening checks



#### **UNTANGLE THE MESS**





## / Brand Perspective

Ben Briggs, Managing Partner, We Join the Dots







## TOBY'S STORY: LAND ROVER



#### LIFE AT 45 DEGREES DROVE SALES

#### **Background**

Land Rover's New Defender was their most customisable ever. Land Rover retailer staff became Defender experts...so busy, time-poor customers didn't have to. The task was to connect the two.

#### Solution

The ultimate expression of a car's capability is being able to drive up the steepest of inclines - 45 degrees in the case of New Defender. So, Land Rover, with their agencies created a mailing where everything – copy, images, format – was at a 45-degree slant. Tactile finishes replicated textures used on the vehicle and the terrains New Defender can master.

When the recipient turned and pressed the interactive button (that mirrored the car's switch gear) 45 degrees, it broadcast a command to Land Rover's CRM system to send a SMS and email to the recipient confirming an expert would be in touch. It was a GDPR compliant lead generator.

#### Results

2,508 customers were enticed to speak to an Expert (a response rate of 50%). Lead quality was strong, resulting in a whopping 246 sales at an ROI of 49:1.









#### HOW MAIL MADE A DIFFERENCE IN THE MIDDLE

#### **Authority**

#### Do I trust the messenger?

Jaguar are a trusted brand and mail conveys trust – addressed and relevant

The high-quality mail pack and technical aided to the brands authority as an innovator with a refreshing take on an approach to mail.

This allowed us to tap into the time poor nature of the audience.

#### Consider

#### Is this right for me, right now?

Join the Dots identified customers who had interacted digitally with the New Defender through their customer data platform.

Used a machine-learning algorithm to verify if they were in-market, along with affordability and share-of-driveway indicators, e.g. we knew where they in the recontract or lease cycle

## Information gathering

Mail expressed the cars capability by showing how it could drive up and down the steepest of inclines - 45 degrees.

The copy, images, format were at a 45-degree slant.

Customers could tailor their vehicle with their exact requirements to fit into their busy lives.

#### **Assessing**

#### Considering risk and FOMO

Once interested, this audience could connect with trained Defender experts by twisting the button to 45 degrees which triggered a comms sequence – email or text

The button was pushed 2,508 times

(a 50% response rate)

#### **Planning**

#### Taking that first step

Booking appointment with dealership.
Bringing the power of a physical medium into the digital age.

The button allowed the customisation, and the technology allowed the brand to make the most of the moment and harvest that immediate demand.

#### Validating

## Reassuring through expertise

Seeking the expertise of the Defender specialists to question, customise and compare other features.

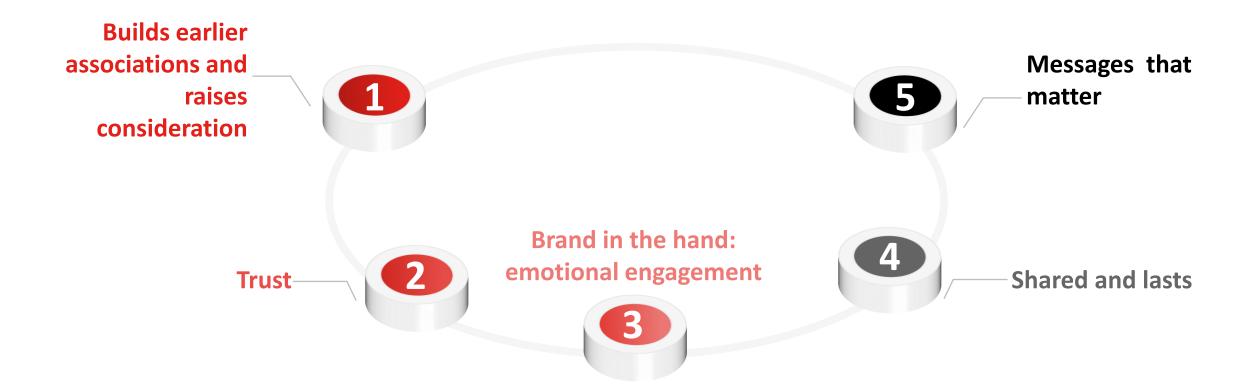
Test drive





#### MAIL IN THE MIDDLE SUMMARY





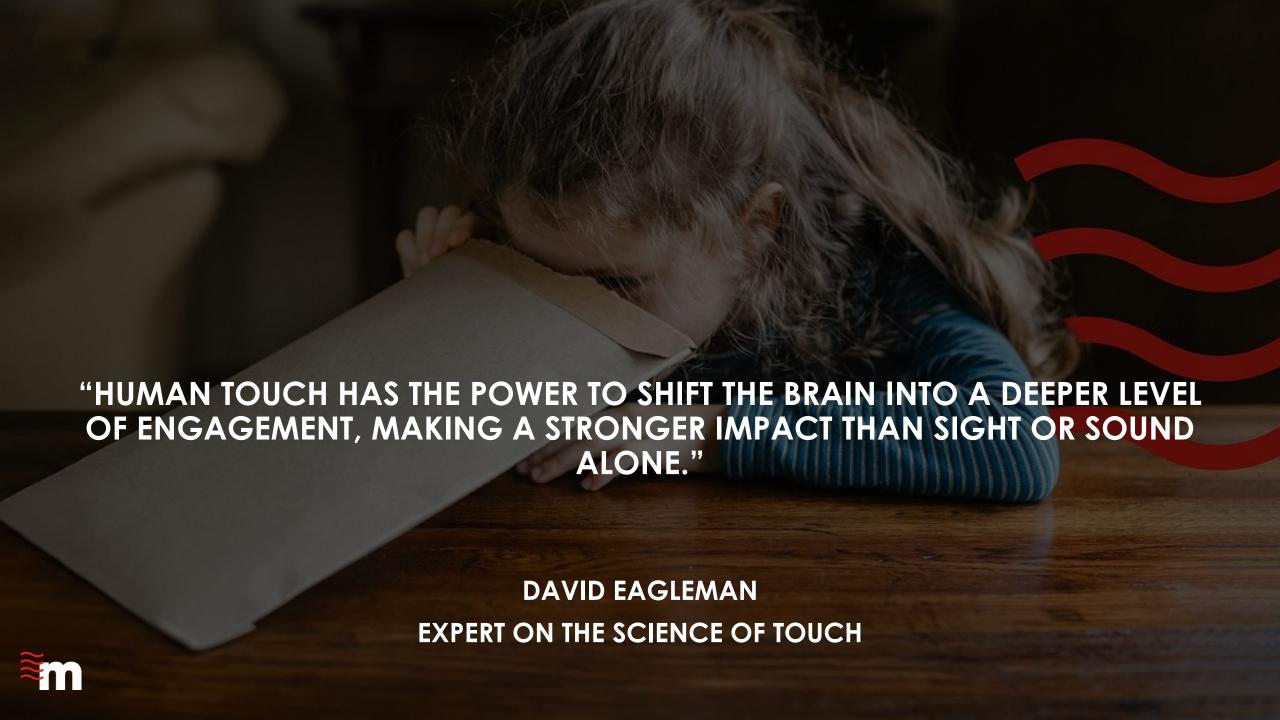


#### HOW MARKETREACH CAN HELP YOU



- Harness our expertise to help solve some of your bigger decision challenges for consumers:
  - Explore where mail can make best impact in your multi-media journey
  - Access JICMail insights to understand mail performance at a deeper level
  - Explore what competitors are doing in this space
  - Guide and optimise your creative approach with eye tracking software
  - Data Planning expertise develop test and learn approaches
  - Access best practice case studies
- The full report of this study will be sent to webinar attendees if permission has been given.







### / Panel Discussion/Q&A

Ben Briggs, Managing Partner, We Join the Dots

Mark Earls, HERDmeister, HERD

Eve Stansell, Planning Director, Marketreach





## / Closing Comments

James Devon, Chief Strategy Officer, The Gate





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## / Feedback Link

