



# Why you should include direct mail in your 2021 marketing plan







Is your ideal client isolated at home? A quality piece of personalised direct mail will help brands cut through all the digital noise and resonate loudly with your audience.

Learn more from this presentation about how we can help with your Direct Mail plans through 2021 and read on to find out more about our Introductory Offer.



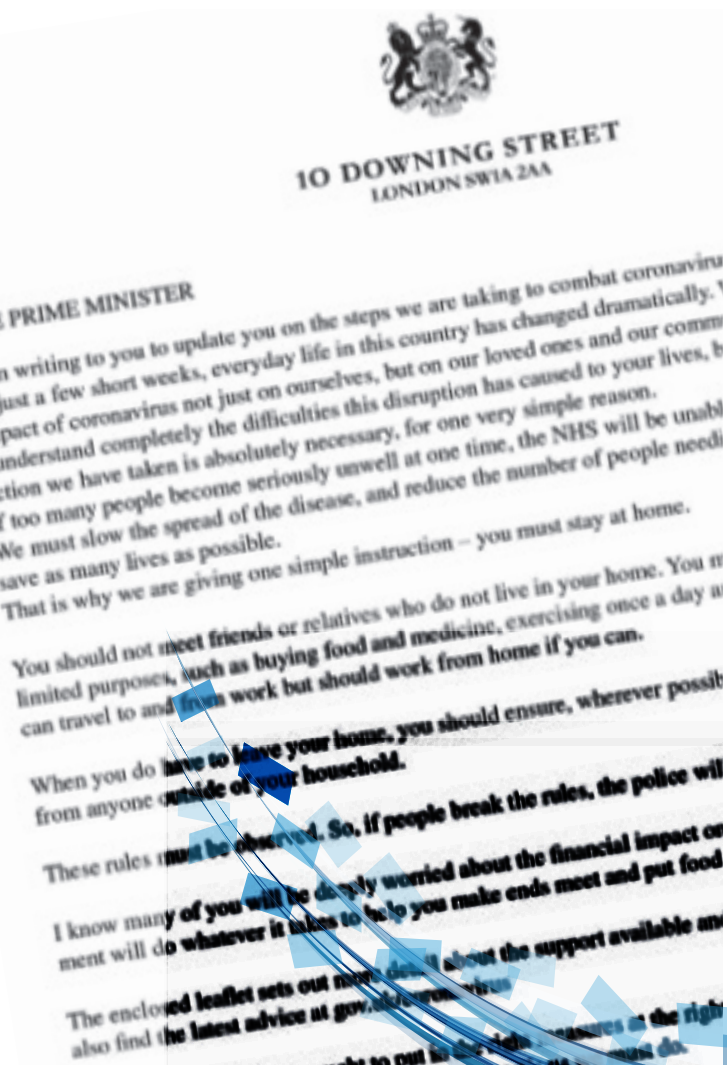




# The power of a letter...

Turning back to the beginning of 2020 with the first national lockdown, Boris Johnson wrote to every UK household about the social distancing rules and included a leaflet detailing support available.

By using the power of mail, it delivered an important message that reached everyone and to those who were non-digital and vulnerable.



80%

80% of people  
remember receiving  
the letter





# Mail is the right choice when it really matters



72%

**7 in 10** people felt  
mail was the right way  
for the Government  
to communicate



63%

Thought using mail  
showed the Government  
was **taking COVID-19**  
**seriously**



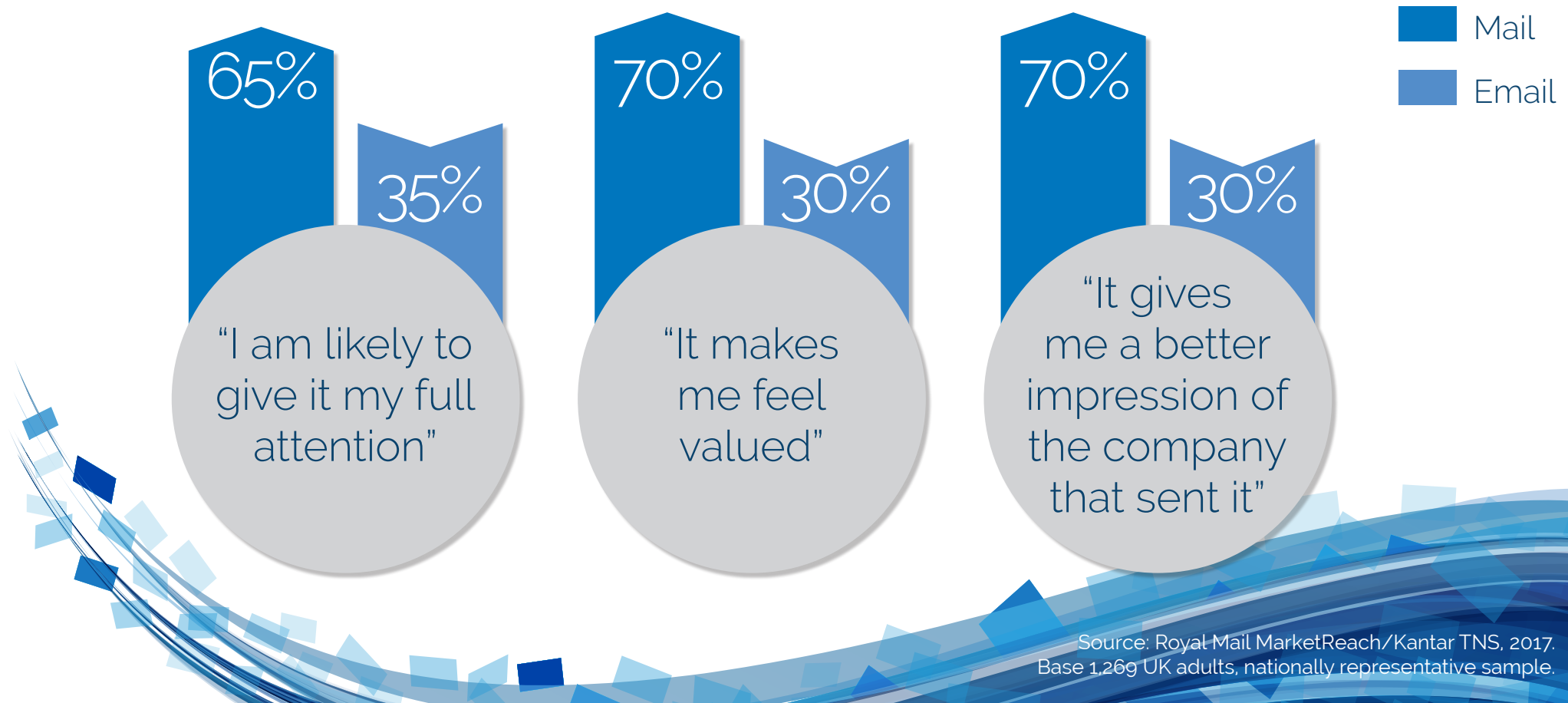


# People value mail and give it their full attention

With people stuck at home they are even more likely to give mail time and attention. It will be a break from their digital lives.

The Royal Mail conducted a survey with the following statement:

*"Do the following statements relate mostly to mail or email you receive from companies?"*



Source: Royal Mail MarketReach/Kantar TNS, 2017.  
Base 1,269 UK adults, nationally representative sample.





# Highly personalised with relevant messages which impact brand perception

63%

agree that personally relevant content improves how they feel about the brand associated with it

58%

see brands in a more positive light when they provide content that matches their interests

42%

are willing to forgive mistakes if they feel a brand knows them personally



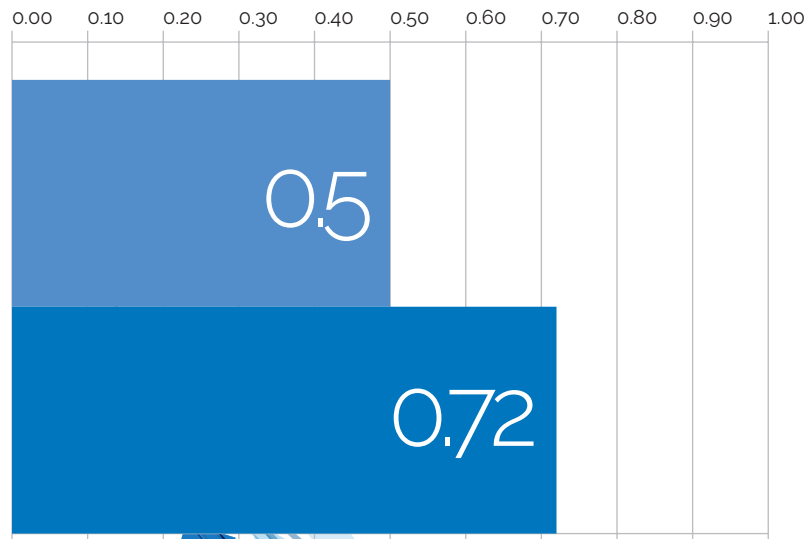


# Integrate with other media, making messages stronger and more memorable

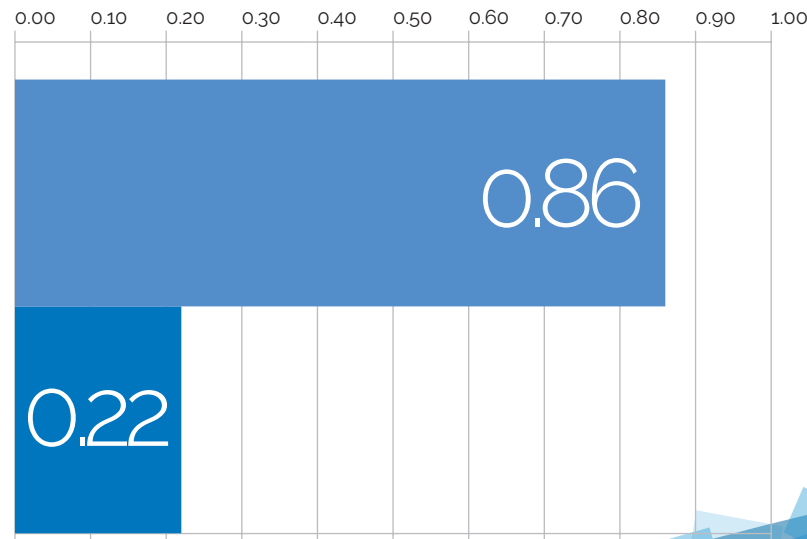
Brain response to the same social media ads was very different amongst those who saw mail first.

The social media ads elicited lower visual attention but were more strongly encoded into people's memory. Here at **Blue Print** we can create Social Media posts and/or Email Marketing Campaigns to match your Direct Mail campaign to help your message resonate with your clients even further.

## Long-term memory encoding



## Visual attention



+44%  
stronger

Seen before mail  
Seen after mail





# Vouchers and discounts can drive repeat behaviours





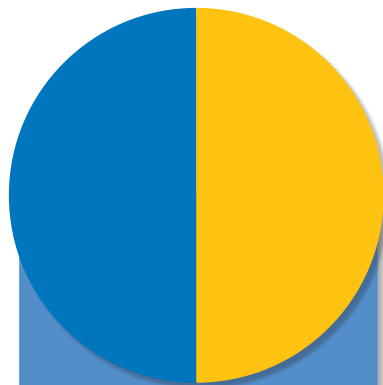


## Research snapshot



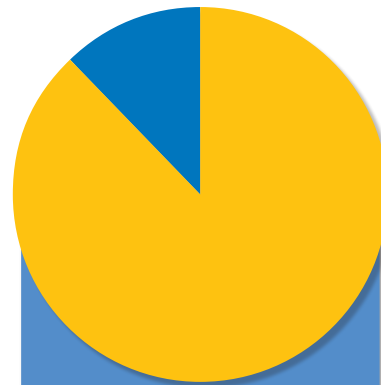
40%

of people **agree** or **strongly agree** that being in lockdown made them realise **how important** mail was to them. Only 20% disagreed



1-in-2

acknowledged the **usefulness** of mail in lockdown



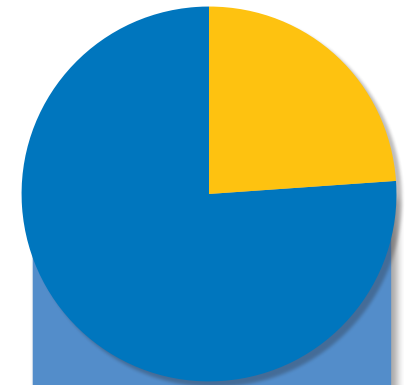
88%

of people paid the **same** or **more attention** to mail during lockdown



50%

Nearly half of all people said they **looked forward to receiving mail**



24%

of **18-to-34 year olds** reported **engaging more with mail**





# Mail delivers positivity and trust







# Lifespan Business mail stays in the home

The average business mail item remains **“live”** in the home for **nine days** on average.

9  
days

8.95  
days

Business mail

7.75  
days

Direct mail





# Frequency of interaction

## Business mail is frequently interacted

Business mail prompts a whole range of interactions throughout the month such as opening, reading, putting on display and passing onto other people in the household.







## Introductory offer...

Hopefully this presentation has shown some insights into how a quality piece of personalised direct mail helps brands cut through all the digital noise and resonate loudly with their audience.

To help you get started on your 2021 Direct Mail Campaign, we are offering all first time customers an introductory offer.

To claim this offer, please email [sales@bpdm.uk](mailto:sales@bpdm.uk) quoting **BPNYOFFER** in the subject line.

### Introductory offer

**500 A5  
2pp postcard  
£360\***

designed, printed  
and mailed to your  
supplied records

\*This offer is based upon you providing a detailed brief for the postcard and any required text and imagery. Once the design is sent over, you can have a maximum of 2 sets of author's corrections included free of charge. Design will include a reference to BPDM. You to provide the 500 names and addresses from your database which we will audit free of charge as part of the offer – any resultant audit actions are chargeable – if you choose not to take suggested audit actions, this is at your own risk. Postcard printed both sides in four colour process onto 350gsm silk. Postage by Royal Mail second class. Terms & Conditions apply, please ask for details. E&OE.