

DM recap

Caroline Jones

Your Client: Local business

- Identify your client's service/product that will be the focus of your Direct Mail
- Identify the clients benefits/USP
 - Write a brief with SMART objectives to keep you on track
- Identify the client's Target Audience
 - Create an ideal customer mood board



TA Recap

- Demographics
- Lifestyle
- Context
- Likes/dislikes
- Media

Identify, then focus on your ideal customer...

Quote: Predatory Thinking by Dave Trott

- *If you're using mass media, you're only ever talking to one person.*
- *You're never addressing a crowd of thousands of people.*
- *Even if the reach of your communication is in the millions.*
- *You're only ever talking to one person at a time.*

- *This isn't new.*
- *This is how advertising's always worked.*
- *In 1914 First World War. The army, fighting the Germans, needed a lot of soldiers quickly.*
- *So they ran a recruitment poster.*
- *But the visual didn't show massed ranks of soldiers or headline, 'The British Army Is Short Of Two Million New Recruits'.*

BRITONS



JOIN YOUR COUNTRY'S ARMY!
GOD SAVE THE KING

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- *And that poster worked.*
 - *It got millions of recruits.*
 - *By talking to people one at a time.*
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- *It was so successful the USA copied it a few years later...*



WILLIAM MONTGOMERY FLAGG

**I WANT YOU
FOR U.S. ARMY**

NEAREST RECRUITING STATION

- *And it recruited millions of men there, too.*
- *One at a time.*
- *And that was more than 100 years ago.*
- *Since then media has changed and changed again.*
- *... silent pictures ... radio ... television ... social media ...*

- *...and it'll keep changing.*
- *...the only thing that hasn't changed is people.*
- *They're still the same.*
- *...*
- *So whatever the media is.*
- *we're still only ever talking to one person.*

Dave Trott, 2013



Direct Mail

What form will your Direct Mail take?

- Concept boards / 3D prototype idea or visualisation of your direct mail campaign.

Direct Mail copy

Write copy that will:

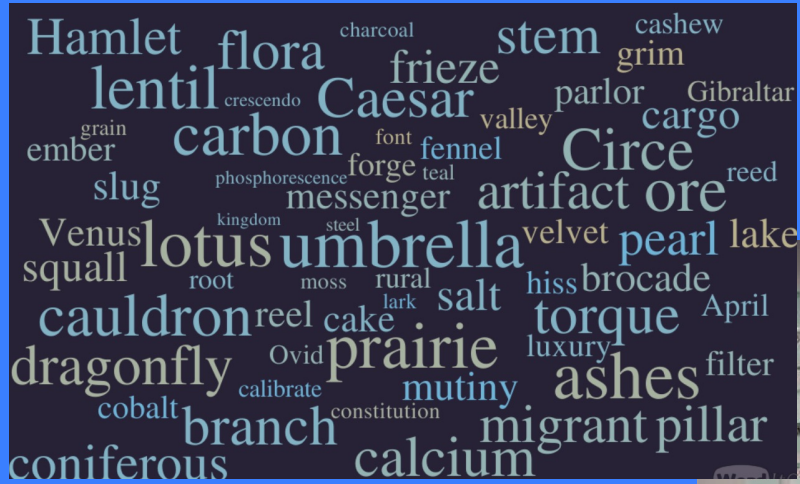
- engage your Target Audience and...
 - prompt a response or action
-
- *Don't let your Direct Mail piece become a just a generic promotion for the client*

Direct Mail copy

To help you create a powerful message use strategies such as:

- Freewriting 5mins + 3mins
- Powerful Words
- Tangibles / Intangibles
- AIDA
- Word Bank

Create a Word Bank



Task

Create a Word bank for your DM idea.
Then analyse the results. Look for:

- connections and links
- double meanings
- phrase to hijack or play on words

Strong punchy message!

Prompt action.

CHECKLIST

AMBIENT:	
Research and development work in digital visual diary, (include marketing: needs, wants, demands, 4ps, tangibles and intangibles, USP)	
Concept boards of your ambient campaign.	
A 100 word design rationale for your concept.	
OOH Billboard:	
Research and development work in digital visual diary.	
Billboards.	
A 100 word design rationale for your concept.	
DIRECT MAIL:	
Research and development work in digital visual diary, (include SMART objectives, your chosen client service/product benefits/USP, Target Audience ideal customer mood board).	
Concept boards/3D prototype idea or visualisation of your direct mail campaign.	
A 200 word design rationale for your concept.	

Digital submission only – all mind maps, paper ideas, prototype need to be digitalised (scanned or photographed) and collated into your ppt/pdf. Upload and share on ONEDRIVE.

As Monday 3rd May is a Bank Holiday –

SUMMATIVE DEADLINE Tuesday 4th May 2021 3pm

Full brief details on Moodle.