

Direct Mail

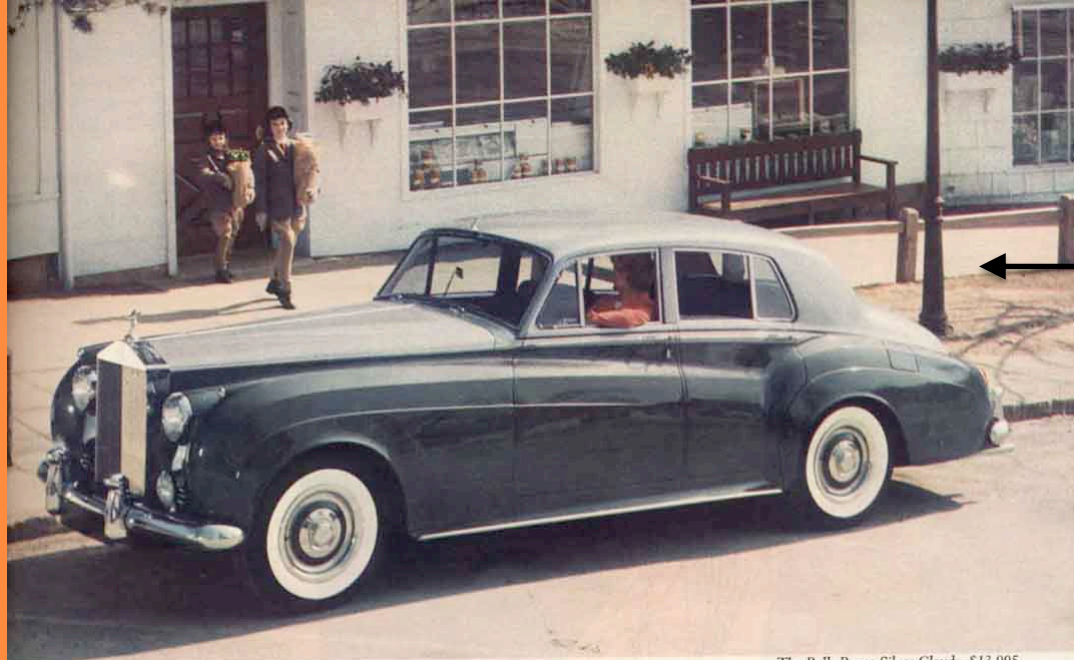
Caroline Jones

What is Direct Mail?

- Direct Mail is a method of marketing which involves companies sending advertising material directly to people who they think may be interested in their products and services.

“It was my secret weapon
that made Ogilvy & Mather
an instant success”

David Ogilvy



The Rolls-Royce Silver Cloud—\$13,995

family
running
errands

“At 60 miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock”

What makes Rolls-Royce the best car in the world? “There is really no magic about it—it is merely patient attention to detail,” says an eminent Rolls-Royce engineer.

puts you in
the driving
seat

1. “At 60 miles an hour the loudest noise comes from the electric clock,” reports the Technical Editor of *THE MOTOR*. Three mufflers tune out sound frequencies—acoustically.
2. Every Rolls-Royce engine is run for seven hours at full throttle before installation, and each car is test-driven for hundreds of miles over varying road surfaces.
3. The Rolls-Royce is designed as an *owner-driven* car. It is eighteen inches shorter than the largest domestic cars.
4. The car has power steering, power brakes and automatic gear-shift. It is very easy to drive and to park. No chauffeur required.
5. The finished car spends a week in the final test-shop, being fine-tuned. Here it is subjected to 98 separate ordeals. For example, the engineers use a *stethoscope* to listen for axle-whine.
6. The Rolls-Royce is guaranteed for *three*

years. With a new network of dealers and parts-depots from Coast to Coast, service is no problem.

7. The Rolls-Royce radiator has never changed, except that when Sir Henry Royce died in 1933 the monogram RR was changed from red to black.
8. The coachwork is given five coats of primer paint, and hand rubbed between each coat, before *nine* coats of finishing paint go on.
9. By moving a switch on the steering column, you can adjust the shock-absorbers to suit road conditions.
10. A picnic table, veneered in French walnut, slides out from under the dash. Two more swing out behind the front seats.
11. You can get such optional extras as an Espresso coffee-making machine, a dictating machine, a bed, hot and cold water for washing, an electric razor or a telephone.

12. There are three separate systems of power brakes, two hydraulic and one mechanical. Damage to one system will not affect the others. The Rolls-Royce is a very *safe* car—and also a very *lively* car. It cruises serenely at eighty-five. Top speed is in excess of 100 m.p.h.
 13. The Bentley is made by Rolls-Royce. Except for the radiators, they are identical motor cars, manufactured by the same engineers in the same works. People who feel diffident about driving a Rolls-Royce can buy a Bentley.
- PRICE.** The Rolls-Royce illustrated in this advertisement—f.o.b. principal ports of entry—costs **\$13,995.**

If you would like the rewarding experience of driving a Rolls-Royce or Bentley, write or telephone to one of the dealers listed on the opposite page.

Rolls-Royce Inc., 10 Rockefeller Plaza, New York 20, N. Y., Circle 5-1144.

references
turbo-jet
engines,
association
of quality
and
credibility

→ JET ENGINES AND THE FUTURE

Certain airlines have chosen Rolls-Royce turbo-jets for their Boeing 707's and Douglas DC8's. Rolls-Royce prop-jets are in the Vickers Viscount, the Fairchild F.27 and the Grumman Gulfstream.

Rolls-Royce engines power more than half the turbo-jet and prop-jet airliners supplied to or on order for world airlines.

Rolls-Royce now employ 42,000 people and the company's engineering experience does not stop at motor cars and jet engines. There are Rolls-Royce diesel and gasoline engines for many other applications.

The huge research and development resources of the company are now at work on many projects for the future, including nuclear and rocket propulsion.

Magazine subscriptions

Catalogues

Clothes

Books

Financial services

Insurance services

Local business



Quite frankly...

- “Quite frankly, the American Express Card is not for everyone...”
- Ogilvy & Mather, 1972
- mailed 280 million times
- over 12 years to 1984
- US\$1billion revenue for
- American Express

Dear Mr. Smith:

Quite frankly, the American Express Card is not for everyone. And not everyone who applies for Card membership is approved.

However, because we believe you will benefit from Card Membership, I've enclosed a special invitation for you to apply for the most honored and prestigious financial instrument available to people who travel, vacation, and entertain.

The American Express Card is the perfect example of the old adage, "You get what you pay for."

For example, you get a truly impressive array of extra privileges, all designed for your convenience and security:

- A Worldwide Network of Travel Service Offices* is at your Service. Enjoy personal attention at any of the nearby 1,000 American Express Offices -- Your "homes away from home" -- around the globe.
- Cash your Personal Check at Thousands of Locations. Cash up to \$250 at participating hotels and motels, and up to \$1,000 at most American Express Travel Services Offices all over the world. (Subject to cash availability and local regulations.)
- Card Lost or Stolen? You'll Get a Quick Replacement. If the Card is lost or stolen, an emergency replacement will be provided at any Travel Service Office in the world, usually by the end of the next business day.
- Obtain Emergency Funds Instantly. Once you've enrolled in this convenient service, our network of automated Travelers Cheque Dispensers lets you obtain up to \$500 ... in 60 seconds or less!
- Carry \$100,000 of Travel Accident Insurance. Just charge your tickets to the Card, and you, your spouse or dependent children under the age of 23 are automatically covered when traveling by common carrier on land, sea, or in the air. It's underwritten by Fireman's Fund Insurance Companies, San Rafael, California, for approximately 35 cents of the annual Card Membership fee.
- Your Hotel Reservations are Assured. As an American Express Card Member, if you request, your hotel room will be held for you until checkout the following day at nearly 8,000 participating hotels.

1

Diane Shalb
Vice President

P.S. Apply today, and enjoy all the benefits of Card Membership. Those listed here are just a handful of what's available. A full listing is included in the Guide to Card Member Services you'll receive along with the Card.

- Today, Direct Marketing has exploded, an explosion caused by digital media more than anything
- Multimedia platforms have allowed us to personalise messages
- We can now select a demographic and find out what they are interested in and track a purchase
- Direct Mail has become more selective and therefore more effective

Why Direct Mail?

- Mail is engaging
- Mail is a tangible form of advertising
- Mail can be targeted to reach very specific audiences
- Mail can support and deepen brand relationships

One of direct mail's
biggest advantages is it's
ability to make personal,
one-to-one contact

Direct Mail is...

- Quick to produce
- Quicker response
- Highly targeted
- Less competition
- More personal

For every **£1**
spent
£14
is generated

[Link](#)

How?

How to create effective direct mail

- Identify Benefits
- U.S.P.
- Identify the audience
- Grab attention
- Incentive and promotions
- Response mechanism
- Tracking

Powerful words in advertising

- Bingo task

other powerful words...

- best/better
- double
- more
- reliable
- happy
- smile
- wonderful
- amazing
- reward
- important
- first
- original
- miracle
- sex
- money
- connect
- current
- give/get/got
- donate
- own
- curious
- reward

Ask a question?????

This can work well if the question is relevant to the reader.

“Would **you love** to clear your student loan by the end of this week?”

“Would **you** like to **discover** how **you** can have the perfect **double** to sit in lectures while you go to the Union bar?”

Writing body copy that sells

- Use words that are personal **YOU** and **I**
- Don't suppress a natural easy style – write as if you are **talking to a friend**
- **First sentence** is the most important one
- You need to **state the benefit**
- Identify **the needs** of your audience
- **Tell a story** create an empathy with the reader
- **Flatter the reader** appeal to their intelligence
- Use a provocative quote, news or statistics

Do not bore your audience,
your copy should be...

*CRISP, LIVELY, LIGHT,
HAVE RHYTHM AND CLARITY*

SOLVE THE READERS PROBLEM

Stress a benefit

“How to **help** your business make **money**”

“How to create and produce **successful** products”

Identify the reader's problem and your target audience

Talk about the problem then lead on about
how to solve it.

e.g.

Are you sick and tired of
having to carry home
shopping bags full of
groceries?



Tesco are now offering **you** a
new free home delivery service
to Townhill.



www.tesco.com

Every little helps

Make it personal and flatter the reader

Dear Caroline,

Thanks for coming to TGI Fridays last week.

We hope that you enjoyed your visit.

*As we noticed that you enjoyed the buffalo wings
we have sent you a voucher for £2.00 off your
next order in our restaurant.*

We look forward to seeing you soon.

Ed Davies

Restaurant Manager

TGI Friday

Use a provocative quote to **Grab attention**

“In the UK every hour 10 people get **guaranteed** 20/20 vision after **new safe** eye correction surgery”

“**New Healthy** McDonald’s beef burgers are made of 100% organic beef”

“**Love** Cadbury cream eggs? The **new** recipe now contains 0% gms of fat, absolutely no sugar, **proven to help you** lose weight”

Long copy is best

Tell a story, it has great reader appeal.

People are familiar with stories and relate to narrative form...

“I once knew a college lecturer who used to sit in a rocking chair with his pipe, wearing his favourite slippers. On cold winter evenings, when you could hear the cold south easterly wind whistling through the cracks in the oak timber framed windows of our lecture theatre, he would tell us tales of a ghostly apparition that walked the corridors of the Dynevor campus...”

Two young men...

- “One of the men was manager of a small department of that company. The other was its president.”
- Wall Street Journal. Martin Conroy wrote what might well be the most mailed direct mail piece of all time.

THE WALL STREET JOURNAL "TWO YOUNG MEN" LETTER

A great direct mail letter, written by Martin Conroy, is mailed regularly by *The Wall Street Journal*. It compares the success of two college graduates. Although the letter doesn't claim that reading *The Wall Street Journal* made the difference in their careers, the thought is strongly suggested.

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable, and both — as young college graduates are — were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't always a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she makes use of that knowledge.

And that is why I am writing to you and to people like you about *The Wall Street Journal*. For that is the whole purpose of *The Journal*: To give its readers knowledge — knowledge that they can use in business.

The letter closes:

About those two college classmates I mention at the beginning of this letter: They were graduated from college together and together got started in the business world. So what made their lives in business different?

Knowledge. Useful knowledge. And its application.

I cannot promise you that success will be instantly yours if you start reading *The Wall Street Journal*. But I can guarantee that you will find *The Journal* always interesting, always reliable, and always useful.

Author Dennison Hatch calls this letter "the most successful single piece of advertising in the history of the world." He estimates this letter has been directly responsible for producing \$1 billion in revenues for *The Wall Street Journal*.

Million Dollar Mailings, Dennison Hatch, Libbey Publishing, Inc., Washington, DC, 1992.

Tell the Truth
and...

Make your writing believable!!!!!!!

Case studies



24 H
EMER

**24 HOUR
EMERGENCY
GLAZING**
CALEDONIAN GLAZING CO.
031-229 3997

Falling letters mail







- invite



Our due date
Friday 11th May 2012
www.guerrillaspirit.co.uk



if the NGO has never existed

actual storefront



if the NGO has never existed

actual storefront



if the NGO has never existed

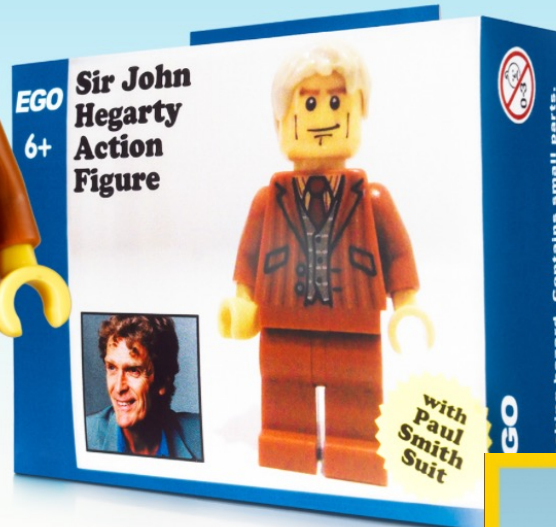
actual storefront

EACH ESTABLISHMENT OWNER RECEIVED A PHOTO OF HIS STOREFRONT. THE OBJECTIVE WAS TO LEAD THEM TO THINK HOW THINGS COULD BE WITHOUT THE NGO'S HOMELESS PROJECT.





ADLAND



- <http://www.ipa.co.uk>

ADLAND



Together Sweater



Natural History Museum Eraser



origami

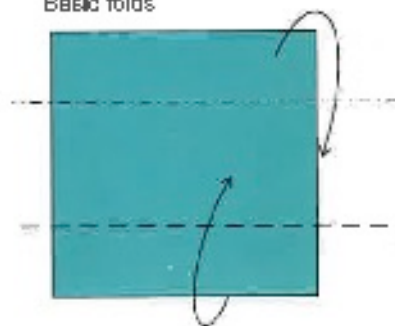
Symbols

Difficulty Rating: **Simple *****

	Fold
	Fold and unfold
	Fold over 2 layers
	The next step will show the model turned over
	Repeat steps 4 to 8
	Repeat behind

	Rotate the model 90°
	I repeat 3 times
	Inflate the model
	Squash or sink the paper inside itself
	Viewpoint
	X-ray view

Basic folds



Mountain fold



Valley fold

origami

- tactile
- printable surface eg: swan
- longevity – interesting/useful/aesthetic, with enough value to be kept

“A direct mail pack should be a sensory experience a delight to hold unfold, read even hear and smell! Even in the digital age a letter is still one of the most warmly welcomed of communications.”

Simon Kershaw – freelance writer for agencies and advertisers

- <https://www.canneslions.com/our-awards>
- <https://www.dandad.org/en/d-ad-direct-mail-award-winning-work/>
- <https://dma.org.uk/awards/award/dma-awards-2020-the-winning-work>

DIRECT MAIL PROJECT:

Choose a local business and design a physical piece Direct Mail. Deliverables will include:

1. Research and development work.
2. Digital Concept boards and/or 3D prototype* of your direct mail campaign.
3. A 200 word design rationale for your concept

*prototype will need to be photographed or filmed for digital submission