

# Doordrop Media

## Creative Solutions



**Module 4**

**Whistl Doordrop Media**



# Make sure the campaign objectives can be achieved with the creative

- ☺ If your role is to provide media choices to brands who need to be able to attribute sales performance, or measure customer acquisitions on a linear basis, then please ensure that the creative is highly considered
- ☺ The creative is ONE of the most important elements of a doordrop campaign. It is the physical item that the audience actually sees. All the hard work undertaken in planning and evaluating who your audiences are, it's the creative that your audience sees!
- ☺ Doordrop Media is a hard working channel delivering numbers, and the creative should allow you to measure them
- ☺ Looking at these images here, pick your favourite one and ask yourself what you like most about it. Think about your client base and think about how your clients can create something equally compelling. The important part aside from the imagery is ensuring you can evaluate its success!



# Formats



Find out which captivating intelligent doordrop creative format will gain you the greatest impact from your media budget.

- Typically a format is dictated by a budget And the campaign objective. For simple messages driving customers online to claim an offer a simple A4/A5 format does the trick
- An understanding of what formats have worked well before be it in doordrop or other media OR a different PRINT media channel can usually be adapted to suit doordrop
- Look at what your competitors do, they are using doordrops for a reason!
- The next few slides describe the different formats in more detail, however to give an initial overview **ALL formats give you a National reach, however classic formats give you a lower cost of entry**, giving you cost-effective access to all 29 million households in the UK. Our geodemographic targeting allows you to reach valuable consumers with the least wastage.
- Typical questions asked by clients will be if an envelope is needed . An envelope can create intrigue, they establish credibility if done well, or if there is a variety of items that you need to send to the target audience, typically seen in charity donor acquisition campaigns. The 5 seconds it takes for someone to decide to open the envelope are important, so the envelope outer is key.



Classic doordrop



Partially addressed



Sampling doordrop



Localised doordrop



Enveloped doordrop



Coin Carrier



Bespoke doordrop



Multi-page doordrop



Coin Carrier



# Classic Doordrop



**National reach with low cost of entry**

By blending distribution across Royal Mail, Newshare and The Whistl Own Network, Classic doordrop campaigns give you cost-effective access to all 29 million households in the UK. Our geodemographic targeting allows you to reach valuable consumers with the least wastage.

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# Case study



“Whistl’s Printer was exceptional, they were able to create over 250,000 unique codes for the doordrop in exceptionally tight deadlines. The quality of the print and creative has far exceeded our expectations.”

Helena Jennison, Marketing & Communications  
Director UK at Movember Foundation



- Movember generated a response rate of **1.48%**
- The doordrop generated circa **2,933 NEW** donors, and incremental sign ups from **780** existing donors
- 5,000 FREE Razors were redeemed from the doordrop, giving a redemption rate of 2%



# Partially Addressed Mail



**A new media opportunity to grab a larger share of your target market**

This unique and high-impact format draws together doordrop media and direct mail to create partially addressed mail. This new media type is hard to ignore alongside normal mail you can target an occupier, home owner or campaign specific titles for example “Jet setter” ensuring GDPR compliance.



# Enveloped Doordrop



**Deliver a longer or more complex message at scale**

Enveloped doordrops gives you the opportunity to intrigue consumers while establishing credibility. This format is ideally suited to conveying a more detailed or complex message about your brand or offering, and can optionally include a reply-paid card or other enclosure.

# Sampling Doordrop



**Let consumers experience your brand in the comfort of home**

Allowing consumers to try your product in the home environment can produce a strong and sustained uplift in sales and a halo effect across your other product ranges. Create engagement with your brand and deliver a creative impact.



# Localised Doordrop



There's no place like home with a local campaign

Advertisers are increasingly recognising the value of bringing a local significance to national campaigns to get closer to consumers. Using print partners with the latest digital techniques, we can deploy localised creative cost-effectively across a national doordrop campaign to deliver stronger recall and receptivity.

# Bespoke Doordrop



**Harness outstanding creative to  
create a truly memorable  
campaign**

Today's sophisticated die-cut techniques, eye-catching finishes and innovative formats allow you to create an exclusive doordrop that just begs to be explored. Bespoke doordrop brings your brand to life and differentiates your product launch.

# Multi-page Doordrop



## Cost-effective, informative advertising and showcasing

A Multi-Page doordrop like a catalogue or brochure creates a perfect flow of factual information such as product descriptions, prices and store locations. This format brings the store experience to life in the home, enabling consumers to focus on purchasing decisions, driving online and in-store visits.

Brands whose products or services have a high order value, (holidays/luxury items) may need a 'multipage'. Catalogues are known to stay in the home for longer periods of time.

# Increasing pagination can improve Response Rates



A5/A4  
2/4 pages

Limited Content

**0.18% to 0.4%**



210mm x 195mm  
12 pages

All Content

**0.3% to 0.8%**



210mm x 195mm  
16 pages

All Content

**0.36% to 1%**

**Average Response Rates:**

- There are a lot of different formats for consideration AND what a slide can't show you is paper thickness and paper quality, this is known as GSM grams per square meter.
- Premium brands will need to show more depth and quality, and typically this is done by using the correct type of paper weight and finish. Uncoated and thicker gsm paper stock allows for a more premium look and feel. The higher the GSM number the thicker the paper is.
- So on balance format, paper quality, and pagination come hand in hand. Whistl can help you here by suggesting what to use within your budget. We can manage the whole print element for you, as well as make recommendations on creative improvement

# Creative tools and tips



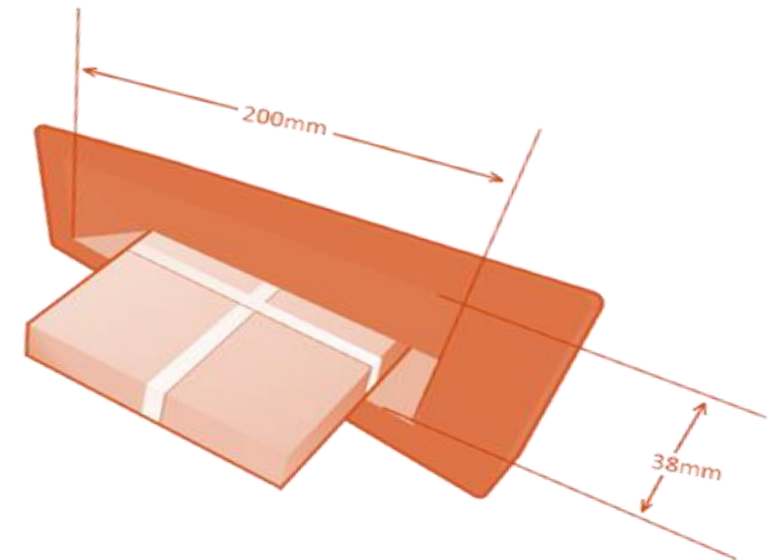


# The average UK letterbox *230mm wide 30mm deep* (internal dimensions)



## Understanding reach within deliverable homes

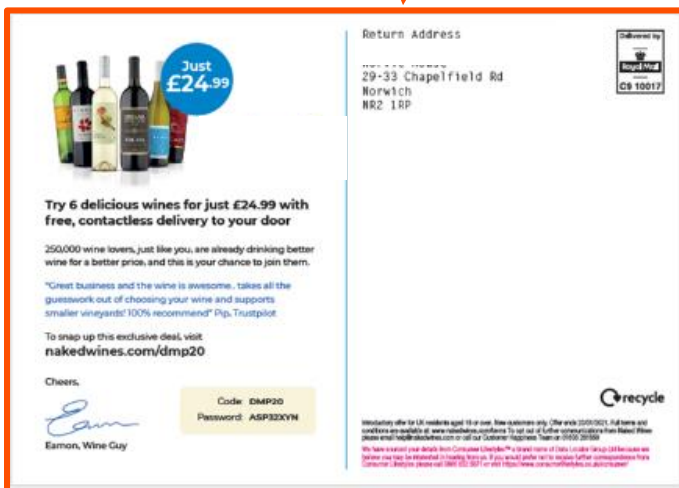
- If items are outside average letterbox dimensions, the item may still be delivered but may require additional households to be visited. Allowing for replacement homes that cannot accept the delivery due to letterbox size
- NB: For optimal Royal Mail rates, items under 5mm in depth are recommended
- Think about ALL the printed items you produce in other channels....and then think about how nicely they would fit through your target audiences' letterbox! In their home....no need to rely on walking past an Out of home poster, or limiting your possible audience reach to a publication....and to add, currently doordrops offer a non-competitive environment....you would literally be the only brand in a particular category
- **Did you know?** People ask themselves **at least 20 unspoken questions** as they go through the process of picking up a mail item, deciding whether to open it, deciding whether to read it, reading it, and deciding whether to respond.
- That might seem like a lot of questions but don't forget, people think quickly, much more quickly than they speak or type.
- If you design your creative to lead people through these questions and give positive answers to them, then you have the best chance of getting the response you want.
- The MESSAGE is important and can determine the success of the campaign, and all the wonderful planning undertaken from Module 3 needs the support from a powerful creative



# I only have budget for a A5 Single Page/Postcard



- Whistl recommend adapting a current DM postcard or your Insert Creative, however consider the following:
  - Improved paper quality is needed for a postcard, start at 250gsm, however ideally use 350gsm from a quality perspective
  - The Doordrop creative does NOT 'need' to have any Royal Mail indicia's, this frees up space as per the Toyota creative
  - An A5 **or** postcard is a great starting point, they weigh under 20grams, so by default fall within the cheapest weight bracket with Royal Mail. We strongly recommend that if you are NEW to doordrop yet have tested postcards or A5 in inserts or DM before then absolutely adapt it for doordrop. The great thing about doordrop is that anything that was a DM creative WILL have more space for more messaging with doordrop, just for the sheer fact that you don't need the space for an address or return address – just look at that blank space on these DM examples which could be adapted for more imagery, similar to the Toyota creative. Doordrops free up SO much space on DM formats, and it means you have a creative benchmark to work against
  - In comparison to DM, the Doordrop creative must NOT have a reply address and must NOT have any address details on it. This means there is LOADS of space on the current format!



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# How can I make my message / offer stand out?

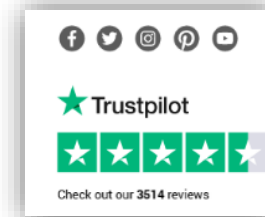


- The Front should lead with what you sell! Product or Service is the KEY feature. Add in the offer and list anything 'FREE' i.e. tumblers, discounts, free delivery, use roundels. Include Trust Pilot, App to Download. The KEY ways to measure the 'success' and campaign objectives need to be clear
- Establishing or reinforcing your company's brand and being aesthetically appealing, as well as giving the consumer an idea of what's inside. You want to encourage existing and prospective consumers to explore the item further
- Driving traffic to multiple sales channels by prominently displaying the phone number and web address. Much of what applies to the front cover applies to the back too. Featuring products on your front cover could prompt immediate sales- and helps measure HERO products
- Typically on the back you see the Recycling or FSC icons, this is really important if you have gone to the effort to use recycled paper tell your audience that you've used recycled paper



## ● Redeeming Your Offer:

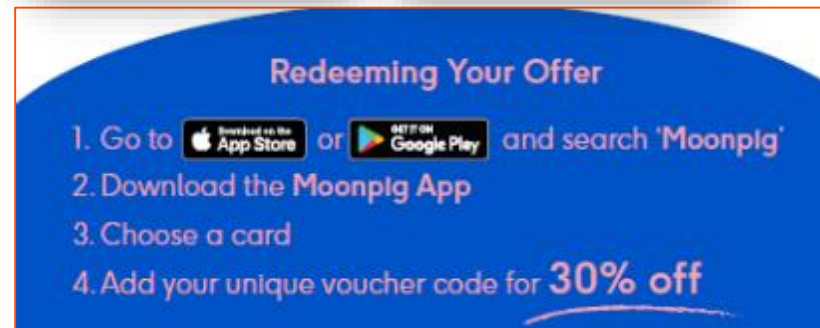
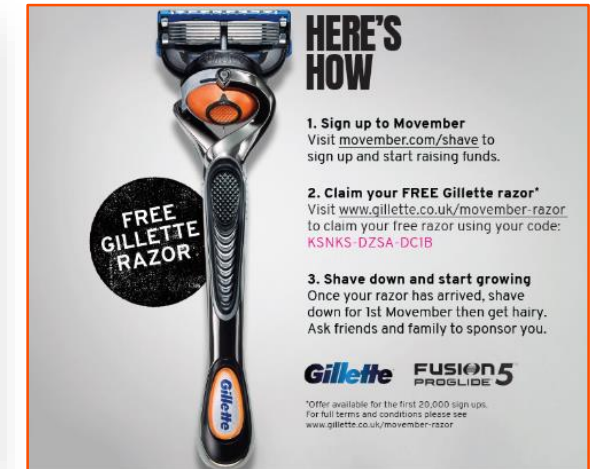
- 1: Go To  Download on the App Store OR  GET IT ON Google Play and search XX
- 2: Download the App
- 3: Choose your products
- 4: Add your code XXXXX
- 5: Sit back and wait for your product to arrive





# I need to be able to MEASURE. Do I need a Unique Code?

- In order to truly measure doordrops on a linear basis, you need a unique code for the 'channel'. A unique code can be a URL, and unique telephone number, a QR code, or/and a unique discount code. Search Terms can also be used, as seen on this Vodafone creative by calling out 'search online Vodafone press'.
- A key point to make however, that with URL's **WE** can be lazy consumers and just use google, this means we lose the trackable nature of a doordrop and at times
- Alongside the code, in most cases a postcode is captured at the 'checkout' which can then be allocated BACK to the distribution schedule for measurement
- Some advertisers go one step further, and create a 'unique code' for each doordrop item, which allows the recipient to enter their 'unique code' at checkout.
- The Movember, Sainsbury's and Moonpig example show the use of unique codes, this helps reduce the campaign from 'over redeeming' and reduces 'Voucher Code' websites from benefiting from response.



# Call to Action & Measurement

**4 more reasons to choose Vodafone Home Broadband**

- Ultimate Speed Guarantee**  
Superfast speeds guaranteed or money off until it's fixed, whatever your package.
- Up to 6x faster**  
Than UK standard broadband
- Boost your signal**  
For downloads in a hurry
- No hidden fees**  
No line rental charges, no usage caps

**Switch today for your FREE tech gift**

08080 044 995  
vodafone.co.uk/broadband  
Pop into your local Vodafone store

**Hurry!**  
Offer ends 3 Sep 2018

**HOW IT WORKS**  
EVERYTHING BUT THE COOK

- Our chefs create delicious and nutritious recipes each week
- We source all the fresh ingredients for the meals you have chosen
- We deliver for free so you can skip the grocery store
- You cook a great meal in under 30 minutes

- Download our app
- Try our online test at [specsavers.co.uk/hearingtest](https://www.specsavers.co.uk/hearingtest)
- Pop in for a 3-minute screener
- Book a comprehensive hearing test in store with our team of hearing care professionals

For more information or to book a free hearing test call 0800 085 7970 or visit [specsavers.co.uk/hearing](https://www.specsavers.co.uk/hearing)

**Specsavers**  
Audiologists

**The power of kindness**

No need to post, there are many ways that you can donate:

Call: 0300 023 0810  
Visit: [redcross.org.uk/power](https://www.redcross.org.uk/power)  
Text POWER to 70141 to make a £10 donation

- The call to action should be on **front** and **back** pages. Include Website (ideally a URL), Phone Number (Unique). Both back and front need to have the same doormat presence
- Think about colour fonts for standout, Landscape vs Portrait
- Use a 1, 2 3 step guide and/or symbols to visualise the steps, i.e. a van to symbolise free delivery, or 'How It Works' Our brains pick up on these icons quickly and saves the audience reading words
- Order Now on XYZ HURRY Offer Ends 01/01/0000
- Call to action and measurement is so important, use powerful words, language and imagery to create impact
- Allow an online/digital option for sign up, more important now for charity donations, this reduces anonymous donors and allows a younger audience to respond in a way that they like
- Always look to repeat key information that you would include on the front cover, such as offers, contact details, brand, and so on

**To order, follow these three simple steps:**

-  Order now at [laithwaites.co.uk/XZX1C](https://www.laithwaites.co.uk/XZX1C) or call 03330 148 188
-  Select the Top 12 mix case (or select an all-reds or all-whites case) for just £54.99
-  We'll deliver your case to you for FREE (£7.99 for subsequent orders)

Order now: 03330 148 188 | [laithwaites.co.uk/XZX1C](https://www.laithwaites.co.uk/XZX1C)

[www.gtech.co.uk](https://www.gtech.co.uk) 0800 051 83 53 + FREE DELIVERY

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# When to use a FACE and Eye Contact



- Use Eye Contact, especially to get a point across. The impact of including human faces will help improve **linger** time
- Typically we see this in fashion and charity doordrops.
- The RSPCA image has a cute kitten looking directly into the camera lens with its leg wrapped up in a bandage. And with the powerful words "Please don't throw me away again". it really gets the point across doesn't it?



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# When to use Shapes



- Typically shapes are used for doordrop presence and stand out, as most creative are classic A4/A5 a shape will absolutely get noticed over and above standard formats.
- Use shapes when you can't sample an item, hazardous items for example which can't be delivered as a sample
- Electronics to help visualise what the product is
- Die cut to make the item look like what you would find on the shelf, or a shape to demonstrate quickly what the product does. The CIF example is a dustpan and brush shape to demonstrate the tough cleaning message
- The a money off coupons help to incentivise purchase, giving an average response rates of 2.5% Greater value or free offer messages can get between 5 and 10%.
- Electricals, Utilities, Telecoms all use shapes from time to time, this helps creative tire and gives the audience the ability to truly understand what the product can do



# How do Chilled or Frozen brands doordrop then?



- Create the doordrop to look like the item on the shelf
- Add a coupon as this gives consumers that chance to find it quickly and easily in store or on their online shop and can very quickly and easily add it into their basket!
- The Carrot image is for birds eye frozen carrots, where sampling was not a viable option, therefore a super sized die cut carrot with a coupon on the back was created, with a clever bite mark die cut into the creative to showcase just how great they taste.



# Well what about products with a short shelf life?

- Creating a paper based campaign and make it look like the product on the shelf.
- Have a coupon with it. A brilliant way to drive engagement and sales uplift, especially if sampling is tricky due to short product dates



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# My client does a lot of TV/ABTL, how can Doordrops Integrate with what they currently do?



- Create the doordrop to look like the OOH/TV is the best starting point, and make it fun!
- The creative examples on this slide demonstrate the power of integration, for example, British gas used Wilbur the Penguin in all of their doordrop campaigns to tie in with their TV.
- EDF used Zingy the flame on their doordrops to tie in with above the line.
- Hellman's mayonnaise took theirs one step further by using using valentines day theme (which also tied in with their above the line) and the envelope was made to look like a valentines day card.
- And if you want to be truly unique the McVities Jaffa Cakes creative was the product packaging as 'the leaflet' and a post-it note was attached to the front offering a money off coupon with very clever messaging
  - "Sorry I was supposed to deliver these but I ate them all as they are so tasty, P.T.O for your money off coupon"





# So when would I use an envelope instead then?



- If you already have a DM creative letter/envelope, then adapt this for Doordrop! Add a Doordrop to your current print run
- Create intrigue- why open me? If you received an envelope asking you to “throw it away” .....what would you do? Of course you will open it.
- Coin Carriers as per the RSPCA and PDSA examples generate strong response rates, at least 0.8%.



# How can I avoid alienating my existing customers?



High Definition. Now it's for everyone.  
Visit [sky.com/hd](http://sky.com/hd) or call 08442 410 835  
One month's free HD Pack when you buy Sky+HD online.  
If you are an existing Sky TV customer, please pre-register for Sky+HD at [sky.com/hd](http://sky.com/hd)  
£49 box price for your first Sky+HD box only - when you take the HD Pack and another 12 months of Sky TV.

**12 months half price  
home broadband for  
our mobile customers**  
From just £6.25 a month if you've  
been with us for 2 years or more

Do you have a friend or relative who might be interested in this service?  
If so, please pass this information on to them.

**Home for Life - Here's how it works**

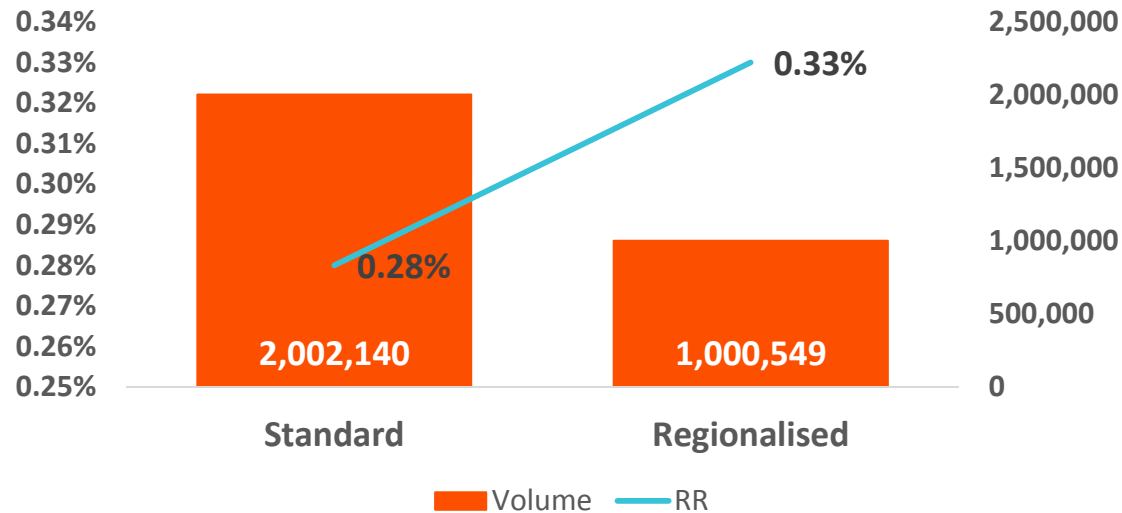
give with confidence

If you are already helping the British Red Cross, please accept our thanks.  
You might like to pass this letter on to someone you know. Thank you.

- As a Doordrop can at times be received by 'Existing' customers, there are tips and tricks to keep them engaged and re-activate an 'order'
- The charity sector typically include 'if you are already a XYZ donor, thank you and do pass this on to someone you know'. You could include messaging in a similar way to Sky, who acknowledge the fact that the doordrop 'might' be received by an existing Sky customer
  - 'If you are already a customer, then enter this code XYZZYXC and there will be a gift waiting for you in your basket'
  - Or a completely separate offer for existing customers, as in the O2 example on the bottom right, half price 12 months broadband if you've been with us for 2 or more years
- Above the line media (TV, Radio) as examples, cannot differentiate between a new or existing customer, with doordrop media planning Whistl can find ways to reduce existing customers from receiving the doordrop, by looking at headroom and by applying an existing customer penetration score against each postcode sector. Ask yourself, will it be detrimental to a campaign for an existing customer to receive the doordrop? Think about how you can GIVE an existing customer something unique, typically when we look at evaluations, specifically for the charity sector, you will be surprised how doordrop reactivates existing donors or generates an incremental donations
- If it IS detrimental to the campaign for an existing customer to receive the doordrop **or** if the brands is particularly niche, then Whistl can help you with Partially Addressed Mail which completely removes any existing customer from receiving the creative.

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# Regionalisation can improve performance



Creative	Response Rate	Volume	Donors
Standard Creative	0.28%	2,002,140	5,606
Regional Test	0.33%	1,000,549	3,302
Totals	0.30%	3,002,689	8,908

- Regionalisation of creative can increase RR by **20%** on average.
- The outer must have the regionalisation to show the locality of the item and entice the consumer to open / read it
- The more “local” feel you give the item the higher response you will receive.
  - Example: If you are a national brand and some of your doordrop covers Scotland for example, you may wish to put a more local Scottish phone number on the creative rather than the 0800 national number.
  - Local charities should call out where they are, for example to the people of Manchester. In this table and chart you can see the uplift the regionalised charity creative has versus the standard format, giving an improved response rate
- If you are localising the creative around a ‘location’, consider showing a map or detail, as in this Jessops example, calling out where the nearest store is. Whistl’s targeting will allow the brand to target within a specific catchment and Whistl can version the postcode sector geography to the creative for you



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# Doordrop eye tracking service

Using the latest eye tracking software, Whistl can assess your creative and provide recommendations which can help drive response rates.

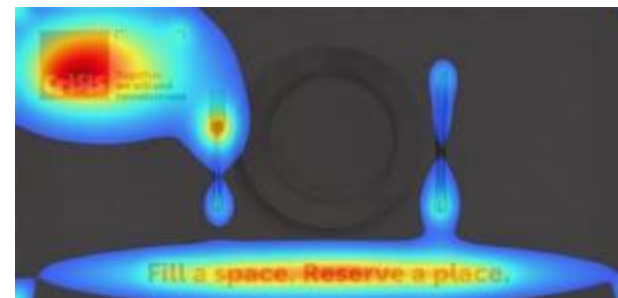
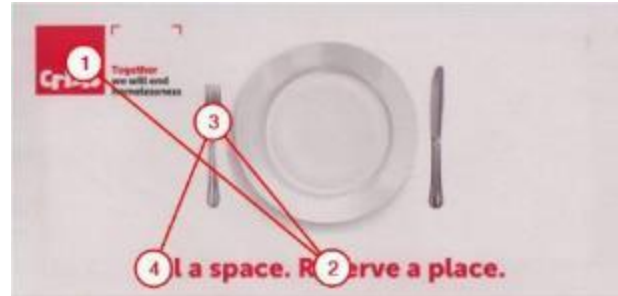


## Crisis Creative Analysis



The Crisis creative is a simple but effective envelope.

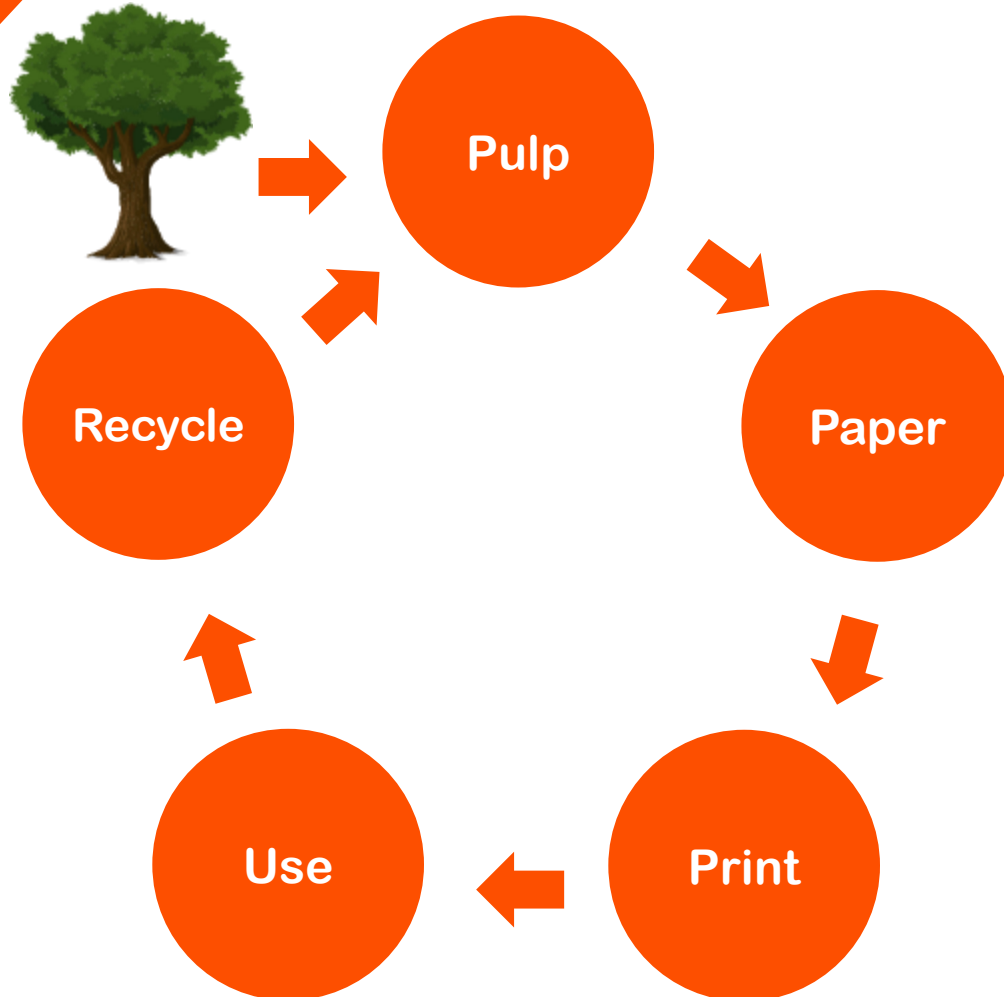
A strong focus on both the brand and the message, both are which has an 80%+ likelihood of being noticed in the first 3 – 5 seconds



- Whistl can offer eye tracking technology to agencies, and customers who book their doordrop campaigns directly with Whistl.
- Eye tracking allows us to scan your clients creative through the software and allows us to predict what people are likely to see in those critical seconds. There are 3 KEY reports Whistl can produce for you.
- 1) The Sequence Report which indicates the first 4 most likely eye fixation points, in order, so where you would look first. Shown here on the top right
- 2) The Regions Report graphically represents the likely distribution of visual attention, this is recorded as a %
- 3) The Heatmap Report graphically represents the likely distribution of visual attention. Red areas are most likely to attract attention, followed by Yellow/Orange and Blue areas are colder. Areas that have no colour overlay are unlikely to attract visual attention
- There is a strong focus on both the brand and the message on this Crisis creative, it is a simple but effective envelope, which has an 80%+ likelihood of being noticed in the first 3 – 5 seconds

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# Paper sustainability



## Did you know?

- Paper accounts for less than 14% of the world's harvested timber. Most of the virgin fibre paper products used from our print partner are made from certified sustainably managed forests, such as FSC® and PEFC.
- Paper is a truly sustainable product, and recycled paper is an absolute example of a circular product in action. Paper fibre can be re-used between 6 and 8 times. Thereafter it has a use in agriculture and construction.
- Door drop media items are more often printed on a sustainable forest sourced paper and usually printed with Vegetable inks, so this tends to please brands and allows them to use this scalable high reach channel in the right way.
- The two most recognisable certifications are the Forest Stewardship Council® (FSC®) and the Programme for the Endorsement of Forest Certification (PEFC™). Use these certifications on the creative.



# Final Thoughts

- It's amazing how an image can spell a thousand words.
- People are spending more time at home and the way we consume media and the way brands build trust and drive customer action has also changed.
- IT has never been **more** important for brands to build deeper, more engaging relationships with their consumers, and by sending them something tangible through their letterbox, that ties in with what they do in other media, surely will only ADD to that engagement
- ....and of course if there's a nice cheeky offer or freebie this will ALWAYS help



# Thank you



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