

Doordrop Media

Integrating Doordrop Media & Other Media



Module 5

Whistl Doordrop Media



DMA on media integration with Doordrop Media



- “Doordrops offer a unique opportunity to deliver a hard hitting message and call to action; this can be especially effective as part of an integrated marketing strategy. Distributions can be easily co-ordinated to run alongside complementary advertising campaigns.”

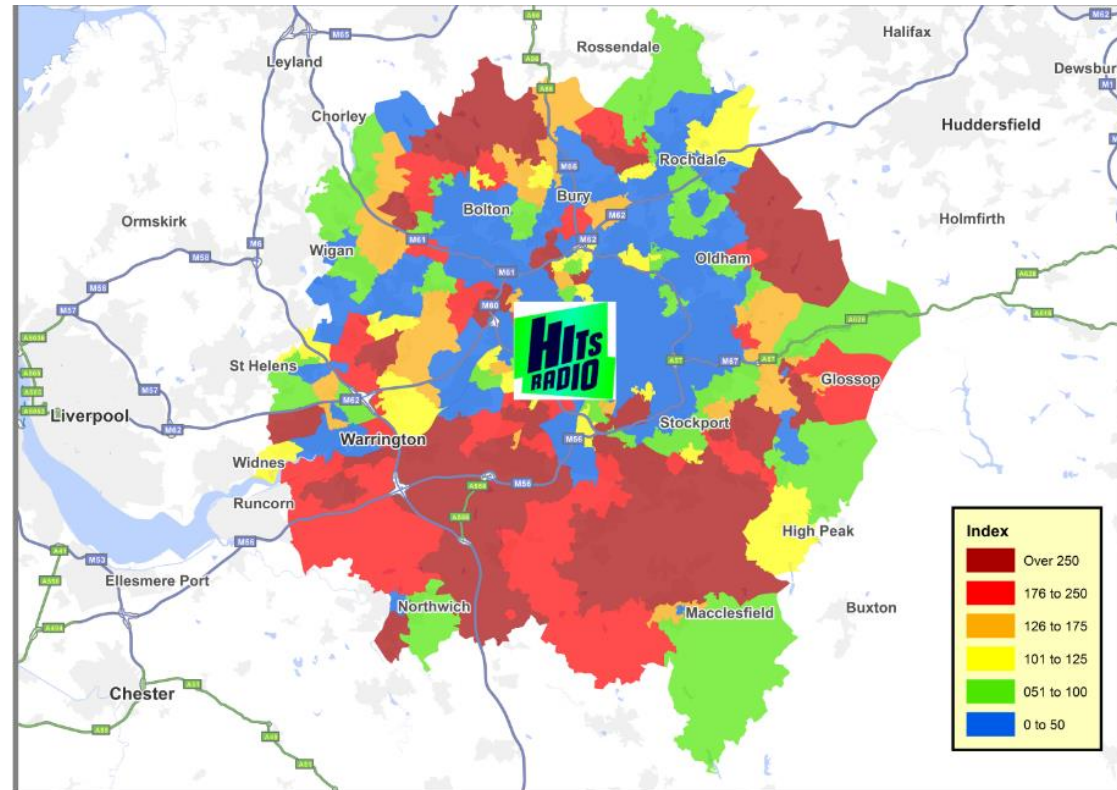


Examples of Potential Media Integration

Integrating Doordrop Media with Radio

Whistl has access to all Radio Catchments

- Enhance your reach and campaign awareness, You can get your doordrops through letterboxes of people that also had exposure to the Radio advertising
- Use in house radio catchment geography for an integrated Radio and Doordrop campaigns. We will provide you with the pos
- Doordrop performance is improved by over 21% when it follows less targeted mass media (TV, Radio etc)

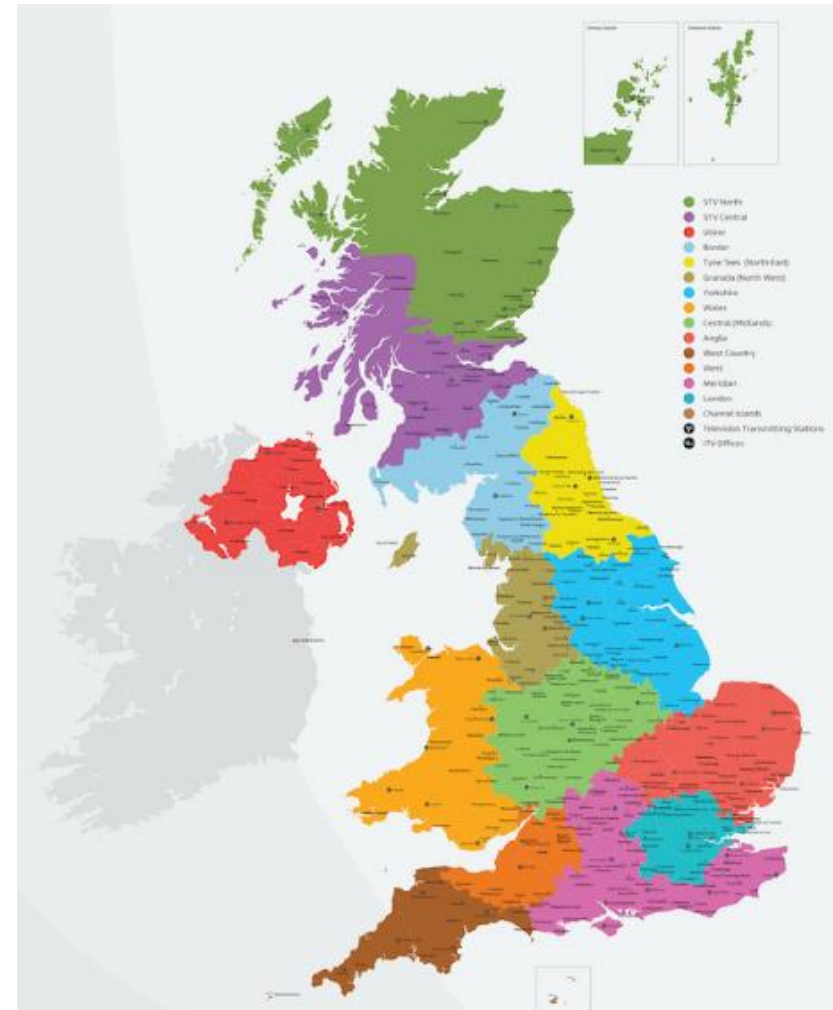


Integrating Doordrop Media with TV

Whistl has access to all TV Catchments

Doordrop performance is improved by over 21% when it follows less targeted mass media

Enhance your reach and campaign awareness, You can get your doordrops through letterboxes of people that also had exposure to the TV advertising

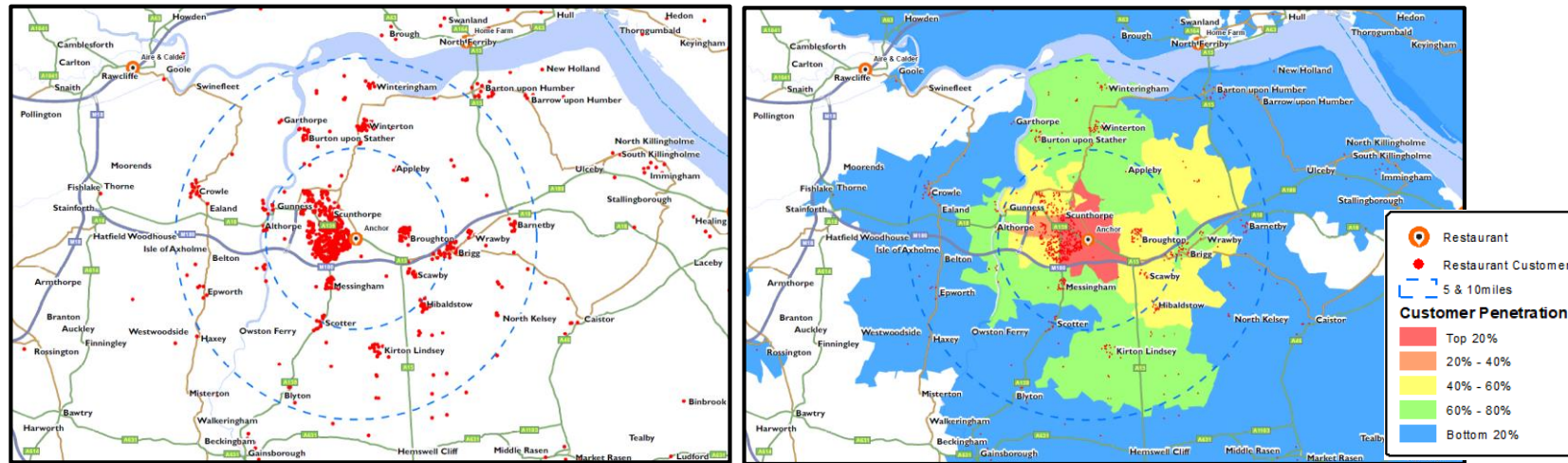




This fabulous creative linked the above the line campaigns with the doordrop through the visual. It also epitomised the diverging offering of brands with Greggs now being delivered to the home and how this is fantastically supported by doordrop media.

A promotional poster for Greggs delivery by Just Eat. The background is a solid orange color. The main headline reads "LET THE GOOD TIMES ROLL" in large, bold, white capital letters. Below this, in smaller white text, it says "Yep, you guessed it - you can now get Greggs delivered to your door for just £1.99, only on Just Eat." In the bottom left corner, there is a small line of text: "Selected stores only. £1.99 inclusive of delivery fee & service charge. T&Cs apply." In the bottom right corner, there are two logos: the Greggs logo (a white square with a grid pattern) and the Just Eat logo (a colorful speech bubble with the text "DID SOMEBODY SAY" and a house icon with "JUST EAT" below it). In the top right corner, there is a small white speech bubble with the text "ONLY DELIVERED BY JUST EAT".

Integrating Doordrop Media with Out of Home

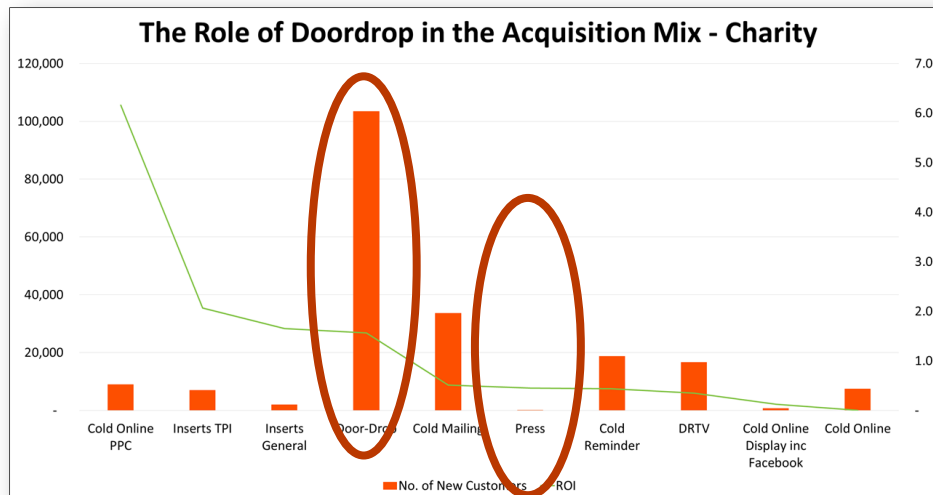


- Plotting the customers specific to each location to identify where current customers are travelling from in relation to the visited location
- We can then identify the highest penetrating areas to establish the locations catchment
- Using this methodology, OOH can be planned in Doordrop areas for enhanced awareness and improved effectiveness

Integrating Doordrop Media with Press/Inserts

- Inserts drive efficiency
- But doordrop drives reach with circulations reducing
- Integrate your insert campaigns with doordrop media for increased reach and efficiency

Paid for press circulation continues to reduce



Multi-channel Customer Acquisition

Direct Mail and Doordrop Media
combined delivers stronger results



- ☺ These channels are often planned in silos but are both stronger when the thinking is integrated
- ☺ Get a better media plan without spending one penny more!
- ☺ Phased activity delivers results
- ☺ Lead with Doordrop Media to build brand awareness in the home
- ☺ Follow-up with Direct Mail to continue the brand journey leading to higher acquisition
- ☺ Building an effective strategy to maximise marketing investment
- ☺ Align targeting, creative, timing and geography

Doordrop media

Fast coverage build
Targeted households
Putting brand front of mind

Direct Mail

Reaching warmer and
more receptive
prospects

Integrating Doordrop Media and Admail



Source: internal Whistl pre-post campaign data analysis

Make Social Media Work Harder



- Mail can give a powerful boost to your social media advertising too. Neuroscience shows that people who are primed by receiving mail first, spend 30% longer looking at a brands promoted post
- To understand more, download the full Neuroscience report from Marketreach

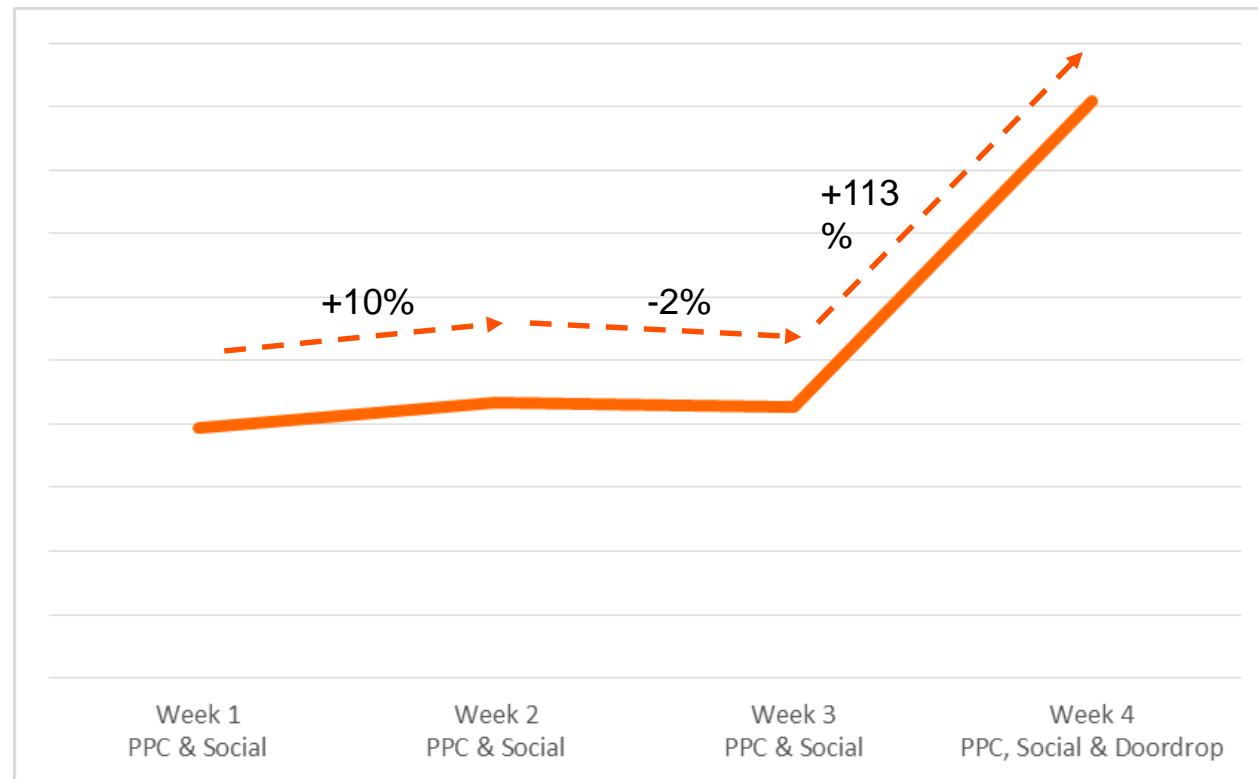


**30%
Longer**

Integrating Doordrop Media with Digital Media



Effect of doordrop & digital integration



The Halo Effect Of Door Drop

To understand how media integrates it is imperative to understand how the performance of one channel uplifts the performance of other media.

Representative control cell created based on sectors outside of the distribution with similar targeting to benchmark against the Door Drop sectors performance

An additional 761 orders were generated from the Doordrop

Volume Control Value DD Value

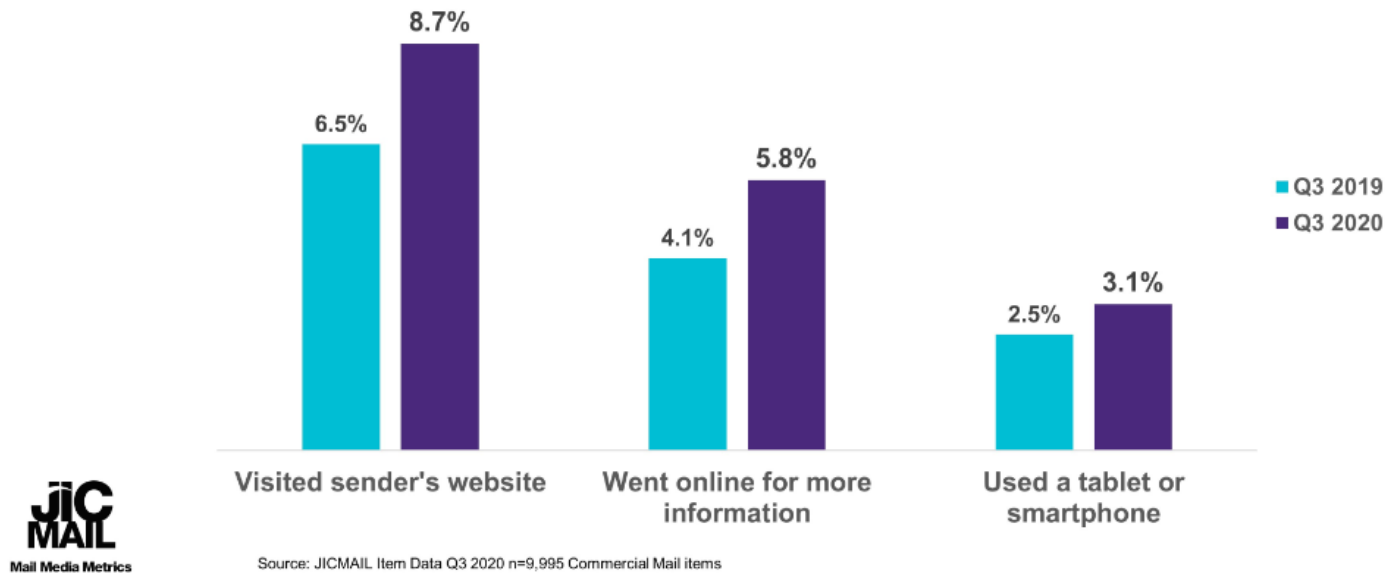
+24%
Uplift in orders from dropped areas

Week	18/11/2019	25/11/2019	02/12/2019	09/12/2019	16/12/2019	23/12/2019	30/12/2019	06/01/2020	20/01/2020
Control Orders	432	693	312	325	303	178	354	334	59
DD Orders	673	985	362	341	338	176	421	357	71
Uplift	241	292	50	16	35	0	67	23	12

HOT OFF THE PRESS! JICMAIL Q3 2020 results reveal a +33% growth in web visits attributed to ad mail

Digital actions prompted by mail continue to grow in Q3

Digital Response Rates (All Mail Types) % of mail items



Admail covers DM, PAM and Doordrop

whistl

Next Webinar



Module 6
Host:
Sonia Hitzelberger
Best in Class
Measurement

Friday 6th December 2pm



Thank you



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