**Modern Milkman conducted a campaign with [Leafletdrop](#) and secured 900 new customers in 2020.**

Modern Milkman started as a group of friends running their own local milk round, before expanding to a network of milkmen and women, connecting regional dairies and their communities. All the milk and juice is delivered in reusable glass bottles, which are collected and returned to the local dairies. They also deliver a range of fresh groceries in plastic-free packaging, making sustainability convenient and achievable for everyone on their rounds.

Whistl Doordrop Media secured a significant contract with Modern Milkman following the success of a trial door drop media campaign in 2020.

The trial which consisted of a leaflet delivered to a targeted catchment area was created on Whistl's online self-service leaflet advertising tool, [Leafletdrop](#). The campaign secured 900 new customers for the new company.

The mailer introduced the service to the householder with a discount code to be used when registering for the service online. Following the success of the trial, Modern Milkman have already placed more bookings on Leafletdrop.

> Our test campaign was a great success. Using Whistl's Leafletdrop booking tool allowed us to create a campaign in a matter of minutes including audience targeting, leaflet printing and distribution dates saving us valuable business time.

### John Hughes, Founder, Modern Milkman

> Over the past year we have seen a re-evaluation of how we live driven by more time spent in the home. Modern Milkman has brought the traditional return and reuse doorstep delivery service up to date with its innovative technology, making it easier and more convenient for customers to manage their order and shop sustainably. The success of the trial shows the effectiveness of traditional print advertising leaflets being read in the home driving sales to an online sales platform. Cost effective and green – perfect synergy with Modern Milkman's proposition.

### Mark Davies, Managing Director, Whistl Doordrop Media