



## Bio-Gard increased product orders with tactical approach to door drop media and partially addressed mail

### Shortlisted DMA Awards 2020 - Best Use of Unaddressed Mail

#### Campaign Objective

- Bio-Gard wanted to raise awareness and continue recruiting customers for Muck Munchers Biological Septic Tank Treatments during the Covid-19 lockdown in 2020
- Bio-Gard were keen to select channels that could reach target homes, whilst remaining GDPR compliant
- Bio-Gard appointed Whistl to plan both the door drop media and partially addressed mail (PAM) campaigns, targeting prospect rich postcodes and postcode sectors across the UK.
- The strategy was to deliver tangible communications, to engage with homes owning a septic tank and convert them to use Muck Munchers.

#### Solution

- The strategy used two forms of advertising mail, delivered directly to targeted homes. The reach of the two methods could then be compared for engagement and performance:
  - Door drop at postcode sector level
  - PAM to individual postcode prospects.
- Whistl created profiles and predictive models to identify the key individual postcodes and postcode sectors with high penetrations of septic tanks, to maximise response using:
  - Anonymised historic customer sales data
  - Bio-Gard's extensive UK prospect database
  - Mosaic demographic modelling
- Creatively a 4-page leaflet was created for the door drop schedule, while PAM used a more traditional direct mail envelope format with 'Dear Septic Tank Owner' vs. 'Dear Homeowner' salutations tested.
- Each creative explained how Muck Munchers work and 50% of households also received a £1 NHS charity donation promotional message to understand impacts on response rates.

#### Campaign Results

- The campaign reached 610,000 households, generating 2,866 orders, confirming that targeting was attracting an audience who owned a septic tank.
- 0.47% response rate produced a 5-month 48% return on investment.
- Year-on-Year response levels increased 31% and ROI by more than double.
- Doordrop provided greater reach, with 88% of orders from new customers, boosted by existing customers receipt for re-order of products.
- Partially Addressed Mail generated near 100% new customers and over 50% ROI.

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