

# Creative Solutions



# Formats

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



Classic doordrop



Enveloped doordrop



Sampling doordrop



Localised doordrop



Bespoke doordrop



Multi-page doordrop



Partially addressed

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## Classic doordrop

**National reach with low cost of entry**

A single sheet or folded creative. 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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## Envelope 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.

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## 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.



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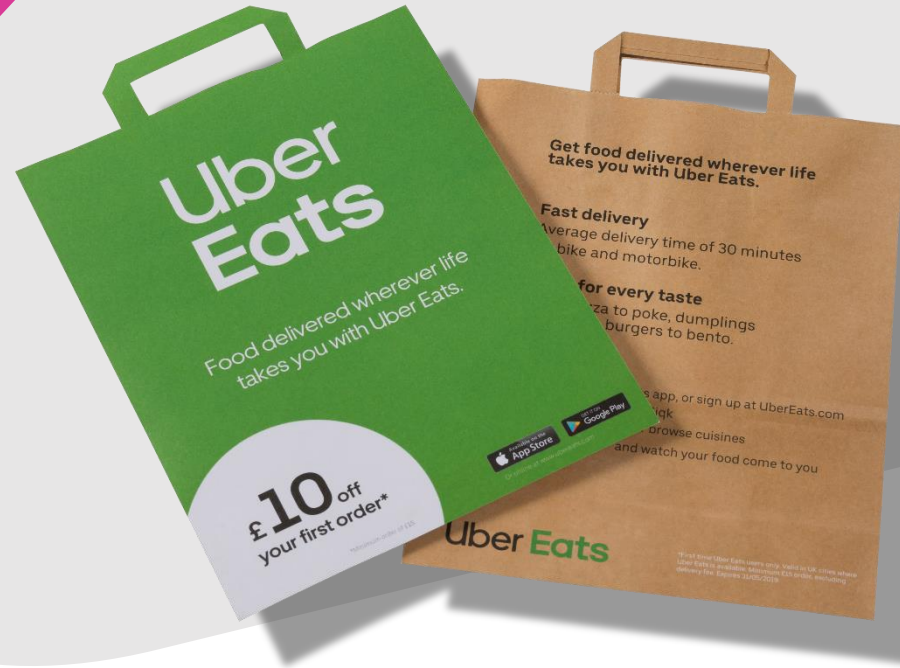
## Localised doordrop

**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.

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## 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.

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## Multi-Page doordrop

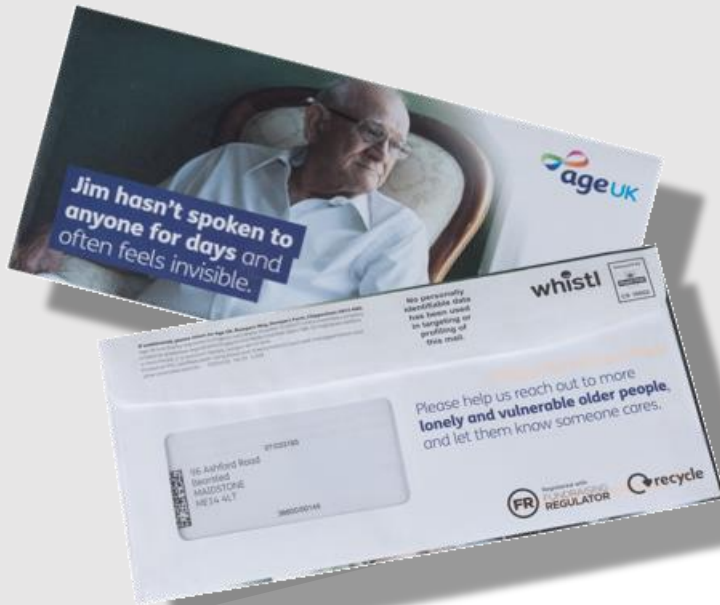
**Cost-effective, informative advertising and showcasing**

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.



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## Partially addressed

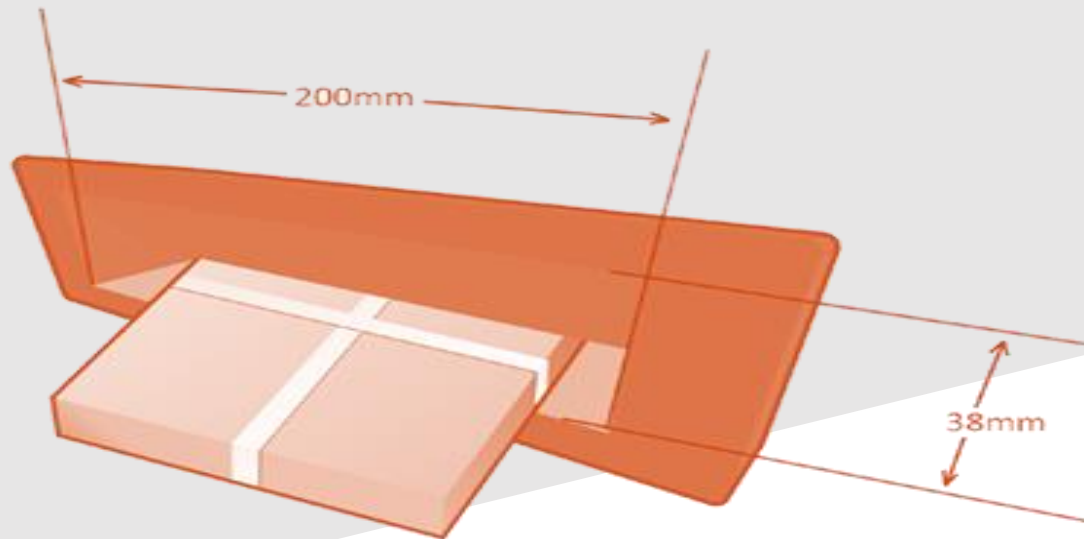
**A new media opportunity to grab a larger share of your target market**

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 and doordrops as you can target an occupier, home owner or campaign specific titles for example "Jet setter" ensuring GDPR compliance.

# Creative tools and tips



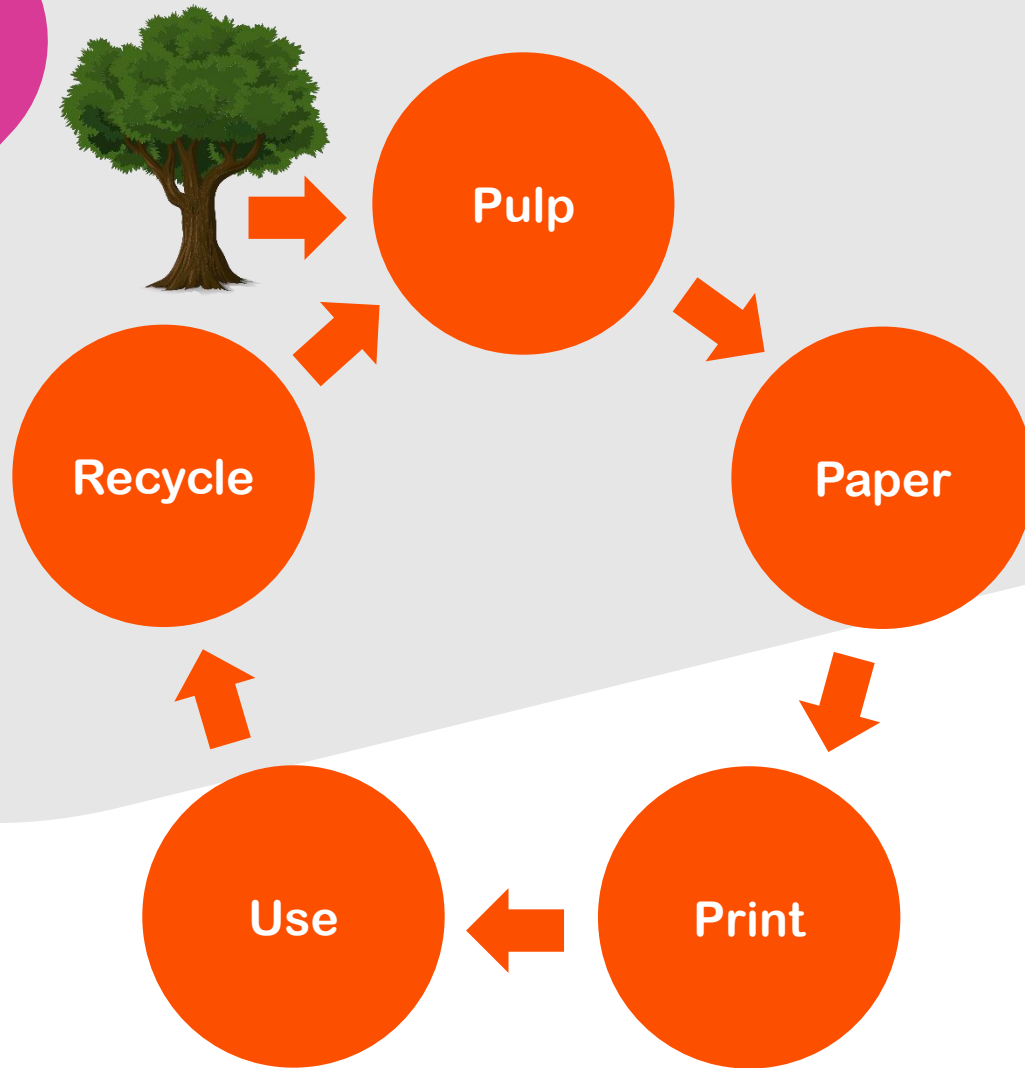
# The average UK letterbox



## Understanding reach within deliverable homes

- The average size of the UK letterbox: **230mm wide 30mm deep** (internal dimensions)
- 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

# 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.

# We can organise your print



## Save time and improve efficiency with our print services

- Take advantage of our long existing relationships with print partners
- Experienced print experts giving the best advice the industry can offer
- A one stop shop including managing the boxing, labelling and transport
  - Best quality print, delivered on time
- Economies of scale mean better prices than going direct
  - We organise everything for you



# 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



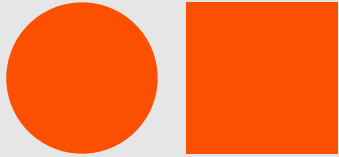
## Classic doordrop

National reach with low cost of entry

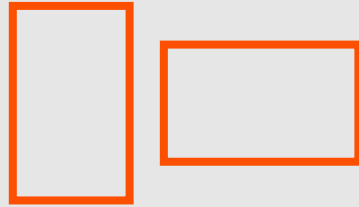
- Movember generated a response rate of **1.48%**
- The doordrop generated circa **2,933** NEW donors, and incremental sign ups from **780** existing donors
  - 5,000 FREE Razors were redeemed from the doordrop, giving a redemption rate of 2%

# Increasing Response Rates

Using the latest eye tracking software, Whistl has found lots of useful tips and tricks to increase the engagement with your Doordrop



Circles are better than squares



Portrait beats Landscape



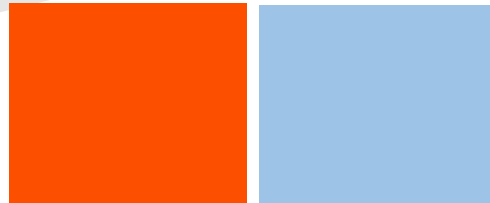
Groups beat Individuals



Colour beats Black and White



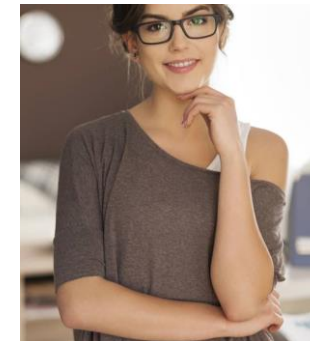
Big pictures beat small pictures



Warm colours beat cold colours



Portrait beats Body



Eye contact beats everything

# Increasing pagination can improve Response Rates



A4  
4 pages

210mm x 195mm  
12 pages

210mm x 195mm  
16 pages

Limited Content

All Content

All Content

**Retail Response  
rates  
Indexed:**

100

800

600

# Doordrop eye tracking service

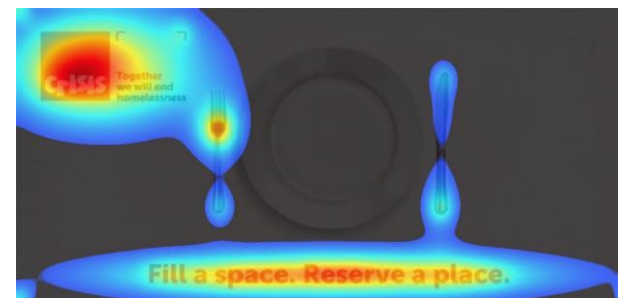
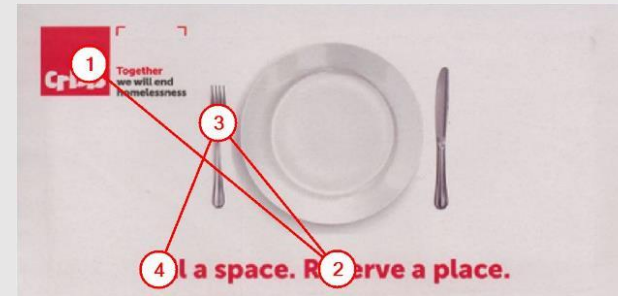
Using the latest eye tracking software, Whistl can assess your creative and provide recommendations which can help drive response rates.

## 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



# Get in touch

Find out more on our  
creative analysis and  
Doordrop solutions:

Call us on [01628 816 611](tel:01628816611)

