

# PRESS RELEASE

## **Creative mailing from Print Power challenges common beliefs about direct mail**

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**The two-stage mailing confirms the strong position of direct mail in the UK and highlights its effectiveness. Using recent data from Royal Mail/Market Reach and actual cases from the DMA Awards, it demonstrates the ability of direct mail to deliver strong business results.**

WPN/Chameleon created the two-step mailing for Print Power using an innovative wrap as envelope and loose inserts to bring across the strengths of direct mail. Says Bob Nash, creative director of WPN/Chameleon: "We want to engage and excite people with all the possibilities of direct mail and the tremendous space and opportunity it provides for creativity."

The mailing uses the A0 DIN scheme as a key part of the layout, while the three key elements – importance of the channel, the effectiveness and the creative potential of mailings – are expressed on different paper qualities to demonstrate the sensory benefits of direct mail. In the second part of the mailing, four winning cases from the 2016 DMA Awards prove direct mail's effectiveness – Lloyd's Bank, for example, showed a ROI of 59:1 on a B2B mailing, a £59 return for every £1 invested.

Furthermore, beyond immediately measureable returns, research from Royal Mail/Market Reach shows that non-measured responses to direct mail might add up to as many as five different actions. These include sharing content with friends or relatives, sharing content online, planning future purchases on the basis of a mailing or visiting a physical or online store.

This Print Power mailing forms part of Print Power's ongoing campaign to promote the use of print media among brand owners and advertising and media agencies. Says Martyn Eustace, Managing Director of Print Power Europe: "In the UK the direct mail channel is the third most important advertising channel, with expenditures of £1.8 billion in 2015, while recent research in Germany shows that mailings are the most important channel for large companies. Given the critical importance of direct mail, brand owners might want to re-think their budget allocation as their competitors may already be using direct mail to gain an advantage. We want brand owners to know about the value of direct mail, and as we are in the 2017 budget planning period we wanted to have the mailings on their desks now."

Addressing brand owners and agencies, the mailing also includes a valuable call-to-action: a free online subscription to The Directory, a publication curated by Patrick Collister which showcases worldwide creativity and provides an invaluable source of inspiration.

And finally, Print Power used the mailing to issue a challenge to prospective record-breakers, with a fun competition to fold a sheet of paper more than 12 times – a record that has stood since 2002. For those wanting to have a go on the record, Print Power will provide the paper for free. Nearly 8km of it!

To view the contents of part one of this mailer, click [here](#).

## ENDS

### About Print Power

Print Power is an initiative by companies from the Graphic Communication Value Chain including forestry, pulp, paper, inks and chemicals, pre-press, press, finishing, publishing and printing. Today there are over 300 UK members. Our common goal is to maximise the share of Print Media in a Multi-Media world by promoting its effectiveness in building Brands and delivering high returns for advertisers.

### Notes to editors

If you have any queries please contact:

Campaign details:

Brand: Print Power  
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Copywriter: Chris Martin  
Co-operation with Royal Mail/Market Reach: Jonathan Harman team  
Co-operation with DMA: Rachel Aldighieri  
Production co-ordination: Jonathan Tame, Jessica Taylor  
Printer: Canon UK

Print Power is a unique European industry-wide initiative promoting the use of print media among brand owners and advertising and media agencies. Members of Print Power include associations and companies encompassing the entire value chain of pulp and paper production, distribution, printing, converting, magazine and newspaper publishing and postal distribution. Print Power was launched in 2009 and is active in 13 European countries.

For further details about the campaign please contact Martyn Eustace at Print Power at 01327 262920 or by email [Martyn.Eustace@printpower.eu](mailto:Martyn.Eustace@printpower.eu).

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