

# DIRECT MARKETING

Vol. 22 • No. 12 • JUNE 2010

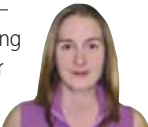
THE ART & SCIENCE OF PREDICTABLE MARKETING

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### Green DM


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# It's getting easier to be green

Canadian consumers are demanding more eco-friendly practices and suppliers are listening



Photo credit: Gary Tannyan

From left, Kevin McKay, HP Canada's Marketing Manager, Graphics Solutions Business Imaging & Printing Group; Ginny Coultts, President of Sims Recycling Solutions Canada; Frances Edmonds, Director of Environmental Programs for HP Canada in front of a container of recovered HP circuit boards awaiting recycling at the Brampton facility.

**E**BY AMY BOSTOCK  
veryone should be concerned about the environment, but those in direct mail should be especially sensitive. After all, the first comment many people make about direct mail is "look at the waste of trees in my mailbox."

"The biggest complaint we were hearing from consumers in the market was about excess packaging and waste," says Greg Pakula of Address-All Mailing Services. "Because the younger generation who are much more eco-knowledgeable, are now in buying roles, having more earth-friendly products is much more top-of-mind than it

used to be."

In response to these complaints, Address-All has developed a biodegradable polybag option that doesn't require heat, light or mechanical processing to break down. Even if the bag does end up in landfill it will fully biodegrade in as little as nine months.

"We think that this product sends the right message to consumers," says Pakula, who has had great success with the polybag since introducing it to clients last November.

The option is a bit more expensive than traditional polybagging – about \$10 to \$25

per thousand per mailing – but includes a biodegradable logo every 4" throughout the bag so that no matter where it is cut there will be a logo on the finished product – an important feature when you want consumers to know that you're doing your part, says Pakula.

Address-All has recently taken their eco-friendly packaging one step farther by adding a white strip to the bags that allows the address to be printed right on the bag, eliminating the need for a paper address insert.

"It gives us a real edge on our

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# Looking for the best and brightest

## *Direct Marketing to honour top women in DM industry*

We're looking for the best and brightest women in the direct marketing industry. In our first annual Top Women in DM Awards, we're recognizing the contributions of some of Canada's most influential direct marketers. Whether they've been in the industry for decades or are an up-and-coming direct marketing star, we want to hear about them.

Winners will be chosen based on their contributions to the theory and practice of direct/interactive marketing and will be featured in the August issue of Direct Marketing.

► Visit [www.dmn.ca](http://www.dmn.ca) for nomination forms.  
Deadline for nominations is July 15, 2010.

**DIRECT** MARKETING 







## editor's letter

Amy Bostock

### Debunking the myth

How Canadian suppliers are greening DM

As consumers become more educated about their environmental footprint, direct marketing suppliers find themselves under the gun to provide more eco-friendly solutions. Whether that means altering the way they collect and use data, switching from paper to digital communications, or finding ways to use more 'green' methods in traditional direct mail pieces, Canadian suppliers are recognizing the need to be industry leaders when it comes to greening their businesses.

In this month's issue of DM we once again turn our focus to debunking the myths surrounding the DM industry. You know the one that paints all DM suppliers as tree-killing, landfill-contributing,

greenhouse gas-emitting environmental monsters? Our contributors will show you that they are not just talking the talk but also walking the walk when it comes to being green.

Gilmour Doculink's green guru Dennis Quon is back this month to give us a glimpse into how large commercial printers are leading the charge when it comes to developing and promoting responsible printing practices. Industry newcomer E-Hanger In Home Media talks about their sustainable advertising platform that not only captures the consumer's attention, but also their approval for its green properties.

But how can a consumer tell if a company is really green or if they are just a

victim of 'green washing'? Is the product you are buying really green or did the company spend more money advertising than actually implementing green practices? Read "Beware of green washing" to discover how to tell the difference.

Another element of marketing green involves making better use of the information you gather about your customers. Our Print on Demand section spotlights companies like The FSA Group and Transcontinental and shows how their targeting campaigns helped increase results while decreasing their environmental footprint.

And finally, what true-blooded Canadian hasn't heard of the Calgary Stampedede?

In a special feature from Paul Hollas of Environics Analytics, we'll learn how the "Greatest Outdoor Show on Earth" used a dual segmentation system to help them connect with new and old fans.

### Upcoming issues...

Don't forget that in August we'll be featuring the Top Women in DM as voted by you. You only have until July 15 to get your nominations in.

Also happening in August is our DM Agency special focus featuring a comprehensive list of Canada's direct marketing agencies. Send your listings in now to amy@dmn.ca to make sure you don't get left out.

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SMART DM

The FSA Group

Wood & Associates Direct Marketing Services Ltd.



## directives

Richard Kouwenhoven

### Print: environmental benefits you can hold in your hand

Printed products shouldn't be guilt-inducing

It's certainly no secret that print is a communications medium in transition. Clocking in at nearly 600 years as the primary communications medium, print is at another stage of its long life with the exponential growth of online communications. In general, print is no longer 'necessary' to communicate a brand, a product, a story or a collection of ideas. But increasingly, print is being assessed and chosen on the basis of its strengths – it's physical, personal and when elements of design and content come together, it can captivate its audience like no other.

Simultaneous to sweeping technological change that is re-shaping the role of print, there exists a stigma, that print by its very nature is harmful to the environment. The "print less" argument is commonly being sold as a win-win proposition: save money with the added benefit of "saving the environment". Yes, there is a legitimate environmental argument to be made by going paperless but it is very important to recognize the significant progress that has been made within the industry to address the impacts of the paper supply chain and the print manufacturing process. Increasingly, to print does not need to be guilt-inducing, in fact quite the opposite.

In my contribution to Directives, I would like to issue a challenge to all of you print fans out there (and I know there are many), to be a part of the solution and help continue to raise the bar in environmentally progressive print. More than ever, the paper and print industries

are innovating and responding to calls for change. On the paper side, a glance at the websites of the leaders in the field that we at Hemlock deal with on a regular basis, Sappi, New Page, Neenah, Mohawk and Grays Harbor demonstrates the importance of sustainability within their company brand (and they have the products to back this up)

Here's a few thoughts on how you can 'be the change' you would like to see in the industry:

#### Aim high and take pride in your paper purchases

- Firstly, choose a Forest Stewardship Council (FSC) certified paper with maximum post-consumer recycled content. For coated grades, look for 30%-50% pcw as the standard. For uncoated, search out 100% pcw has become the standard
- Support progressive papers that contain alternative fiber like Neenah Environment FSC 50% Recycled which contains 50% pcw fiber with the balance made from bamboo and bagasse alternative fibers.
- Space permitting, include a statement describing the environmental benefits of the paper chosen and include any associated logos offered by that paper choice. FSC, Rainforest Alliance Certified, Ancient Forest Friendly being the most widely recognized and respected badges of honour which can be incorporated into the design. Your print provider can supply to you a statement of environmental benefits for a specific

project based on the widely accepted environmental paper calculator which can also be found at [ww.edf.org/papercalculator](http://ww.edf.org/papercalculator)

- Stay current with the latest developments within the North American paper industry from reputable sources. Canopy, a non-profit based in Canada and of international acclaim for their Ancient Forest Friendly program, is a good source for the latest developments in the areas of paper and publishing. A couple of very recent announcements of note include: The Canadian Boreal Forest Agreement which was signed on May 18th and covers nearly 70 million hectares of forest, an area larger than France. A commitment from both industry and non-profit organizations to work together to build a blueprint for a sustainable forestry industry which also protects the vital habitat of the remaining woodland caribou populations (approximately 30 million hectares. Also in May of this year, the Manitoba and Federal governments committed \$400,000 to support research and development of high quality, eco-friendly paper made from agricultural crop by-products in rural Manitoba (better known as the 'wheat sheet!')

#### Select an environmentally progressive print vendor

- As with paper, drive change in the industry by partnering with a print provider that demonstrates a high level of commitment to environmental stewardship. They are out there

in all regions of the country. Look at past winners of the Print Action Environmental Awards which honours leading print providers and industry suppliers.

- Some questions to ask your prospective print supplier:
  - Do you have a published environmental policy?
  - Which materials do you recycle?
  - Does your company produce hazardous waste and if so, how is it disposed of?
  - What environmental performance indicators are you tracking?
  - What measures are you taking to reduce VOC's in your process?
  - Do you use Isopropyl Alcohol in your pressroom environment?
- It is common to engage suppliers through the Request for Proposal process and increasingly companies are incorporating sustainability criteria into the scoring system.

#### Consider the carbon emissions of your project

Calculating the associated carbon emissions of a given project is becoming an important metric as it can be measured as part of an overall reduction strategy. Material and vendor selection affect the emissions and there are mechanisms in place where the total emissions can be offset through investments in projects that are responsible for an equivalent reduction in emissions. Hemlock was proud to launch our Carbon Neutral printing program, ▶ See Directives, page 23

coming in the  
July issue of  
*Direct Marketing*

### Fostering loyalty through branded stories

Sarah O'Connor talks to Totem Brand Stories about the art of engaging customers at the crossroads of marketing and journalism.

### What's all the buzz about?

With all of the tweeting, commenting and sharing, business leaders are seeking ways to gain insight and competitive advantage. In this piece from CanWest Digital we'll look at how social media is becoming a mainstream communications channel and information source.

### The power of a panel

Now that we're on the post-recession road to recovery, many retailers and service providers are struggling to regain numbers and increase their customer base. Aeroplan shows us why companies need to get back to the basics, re-evaluate strategies and develop a deeper understanding of customers and their shopping habits in order to come out on top.

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competition and also something new to present and get us in front of clients that maybe don't want to hear the same sales pitch again."

The company has also implemented changes to their internal structure, including a comprehensive recycling program.

"With more people recognizing that we all have to do our part to protect the environment, it's become more important than ever for companies to step up to the plate and show that they are making changes," he says. "Not just on the product side but on the company philosophy side as well."

**Green from beginning to end**

Environmental responsibility has been a cornerstone of HP Canada's corporate philosophy since the company began in 1939.

"I love to use a quote from one of our founding fathers that says everyone assumes wrongly that HP exists to make a profit. The real reason HP exists is to make a contribution," says Frances Edmonds, Director of Environmental Programs for HP Canada.

From developing digital products and services that help eliminate unnecessary printing waste to offering an industry-first printer cartridge recycling initiative, HP is cleaning up the industry from design to end-of-life stages.

"With landfill space at a premium, even in a country as large as Canada, and all municipalities looking for ways to reduce landfill, we have to look at ways to eliminate

components of consumption within the direct mail industry," says HP Canada's Kevin McKay, Marketing Manager, Graphics Solutions Business Imaging & Printing Group.

"Traditional printing technologies can have a much higher carbon footprint, so by being more digitally-minded we're giving our customers the tools needed to incorporate good environmental practices such as eliminated plates and inks while at the same time saving money," says McKay, who notes that from a production standpoint, the switch to digital technology is actually reducing some manufacturing costs.

Analogue printing is seen as very wasteful and tends to give the print industry as a whole a bad rap according to Edmonds.

"I would argue that print does not need to have a bad reputation," says Edmonds, "especially since there are considerable opportunities for improvement and lowering the carbon footprint.

"Print provides a valuable communications medium but what we need to do is clean up the industry and eliminate needless waste while at the same time saving money – it's a win-win really."

"From a direct mail perspective, in terms of brochures, flyers, etc, we can make a huge difference by using digital technology to print on demand verses printing en masse and hoping it all gets consumed," says McKay. "In reality, we know there is a huge amount of wastage as a result of mass DM campaigns."

A reality, Edmonds says, Canadian consumers will no longer stand for.



From right, Kevin McKay, HP Canada's Marketing Manager, Graphics Solutions Business Imaging & Printing Group; Ginny Coutts, President of Sims Recycling Solutions Canada; Frances Edmonds, Director of Environmental Programs for HP Canada in front of a container of recovered HP circuit boards awaiting recycling at the Brampton facility.

**Making their voices heard**

According to Edmonds, Canadians in general are very attached to their environment, love recycling and believe that it is an important part of environmental responsibility. And although Europe still leads the way in environmentally-responsible practices – due in large part to more legislation – she sees Canada as the most focused country in the world when it comes to recycling.

As a result, Canadians are demanding higher environmental standards from companies across all industries – including direct mail.

"People are becoming much more savvy about environmental issues," says Edmonds, who notes that the increased levels of consumer education is increasing the pressure on companies to pull up their socks.

"Many large companies are now embedding environmental practices and

policies in response to consumer feedback," she says.

And it doesn't stop there. With pressure coming from all angles – shareholders, government, employees, customers, now is the time for companies to position themselves as sustainability leaders.

"Another trend we're seeing is companies like the IKEAs and NIKEs of the world starting to ask their direct mail suppliers, especially their print service providers how they are doing their printer and wanting to know how they manage their supply chains," says Edmonds.

Even agencies, who according to McKay have always been a hard nut to crack when it comes to offering green options are finding themselves questioned by their DM clients who want to ensure that the agency is choosing their suppliers with the customer's environmental policy guidelines in mind.

"As a result of this type of pressure, many agencies have become early adopters who want to incorporate eco-friendly options into their business for both cost-savings and social responsibility standpoints."

**Shout it from the rooftops**

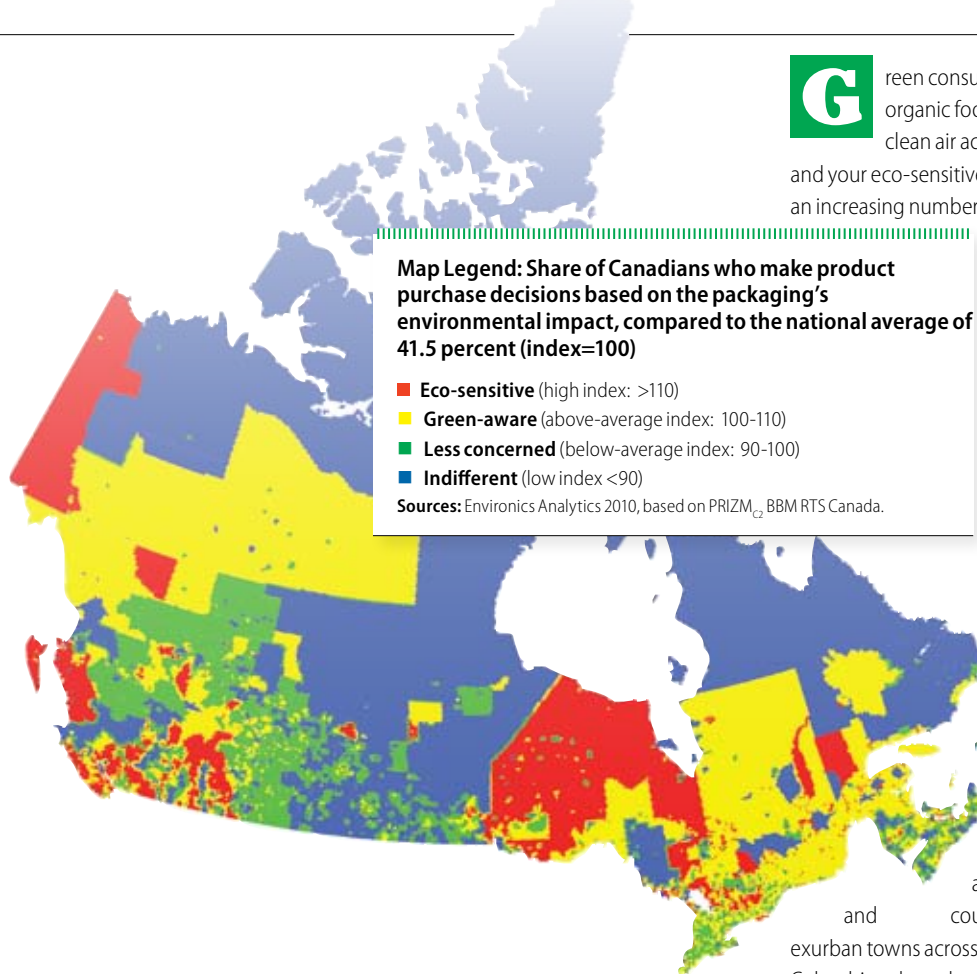
Although many companies are doing their part to reduce their footprint, a lot of them are forgetting to let the world know.

Products like Address-All's biodegradable polybags boast logos proclaiming their green status but how many other products have eco-friendly components that consumers don't know about?

"Suppliers need to let the consumers know about what they are doing – whether that be labeling or regular sustainability reports – and be completely transparent about it," says McKay. "Because at the end of the day let's face it – the consumer rules."

# DM LANDSCAPES

## Green consumers in Canada



**G**reen consumers come in many shades. You've got your organic foodies who only shop at local co-ops, your clean air activists who've traded their cars for bicycles and your eco-sensitive families who recycle religiously. And for an increasing number of consumers, the environmental impact

of product packaging plays an important part in choosing what they buy. More than 40 percent of Canadians regularly make purchase decisions based on product packaging, according to Environics Analytics (EA) and BBM RTS Canada, a statistic that marketers can't afford to ignore. With young adults registering the most concern, interest in environmentally friendly packaging is only expected to grow.

Understanding green consumers can help marketers cultivate this growing market. As EA's segmentation system PRIZM<sub>2</sub> indicates, the highest concentration of these consumers are found in young lifestyle types like Young Digerati (upscale urban trendsetters), Grads & Pads (lower-middle-class urban singles) and Jeunes et Actifs (urban Quebec singles and exurban towns across Canada, particularly in Ontario and British Columbia, where they pursue culturally informed lifestyles, attending art galleries, music festivals and operas all at high rates.


They're also health conscious and stay fit by cross-country skiing and playing tennis and other racquet sports. And they're attracted to venues where they can meet like-minded peers, frequently attending pubs, live theatre and comedy clubs.

Of course, for some marketers, package-conscious consumers are not their prime customers. For instance, these shoppers have low rates for buying popcorn, chocolate milk and potato chips. However, at drug stores, they're more likely than average to buy liquid dishwashing detergent, personal care soap and anti-aging cream. And in the supermarket, they fill their shopping carts with organic food, soft cheese, fresh vegetables and dried fruit. As for drinks, many are partial to coffee, soy beverages and fruit juices—hold the Styrofoam cups, please.

To reach these green consumers, marketers would be smart to promote their products' eco-sensitive packaging in spots on classical, news-talk and jazz radio stations. On the Internet, this group can be found reading online magazines, browsing health-related websites and listening to radio podcasts. But when it comes to traditional media like TV, print magazines and daily newspapers, these consumers are nowhere to be found, and many have an unfavourable opinion about mailed flyers.

The messaging for the package-sensitive should reflect this group's ever-expanding green commitment. Surveys show that they also use environmentally friendly cleaning products, take public transit instead of driving and, when they do get in their cars, keep trips to a minimum to reduce their carbon footprint. Yet for all their green practices, they feel guilty that they are not doing more: They tell researchers that they're not always careful about composting or turning off lights. For these consumers, you can never be too green.





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# E-Hanger In Home Media wears green well

By Mike Friskney

As the green movement gains strength throughout North America, more and more companies are putting their marketing dollars towards appearing green and environmentally conscious. Research has shown that affluent consumers are receptive to green initiatives. Naturally, this is a consumer segment that companies want to tap into. As a result, brands are seeking out ways that will allow them to reach this consumer and be environmentally responsible at the same time.

E-Hanger In Home Media offers marketers a sustainable advertising platform to deliver a wide range of marketing programs via its recyclable clothing hangers. An award recipient of a *Silver Award Winner for Sustainable Product of the Year* from the Recycling Council of Ontario, this unique green direct marketing vehicle not only allows advertisers to reach an audience of high-

income professionals through a network of dry cleaners nationwide, it also allows them to do so in an environmentally-friendly manner.

"E-Hanger is a wonderful way for clients to deliver their marketing message directly into the homes of affluent consumers, while reinforcing their company commitment to being green at the same time," says Andy Fannis, Managing Director at E-Hanger.

What makes E-Hanger green is its hangers.

"Our hangers are a green alternative to the traditional wire hanger," explains Fannis. "Recently we upgraded our hanger from a fully-corrugated version to one with a patent-pending plastic hook. The hook is made from 100% recycled plastic while the body is made from 100% recycled paper."

That's not all that makes the new hanger better. With its new, thinner plastic

hook, the hanger now fits perfectly onto vehicle garment hooks, dry cleaning conveyor belts and in garment bags. It takes up less space on the rack, so it means more clothing items can be hung up at dry cleaners, clothing retailers or in clothing wardrobes. According to Simran Shergill, owner of High Class Cleaners in Vaughan, "the new plastic hook hanger is stronger and lasts longer than a full corrugated hanger would".

The recycled paper body of the E-Hanger hanger is printable, making it ideal for messaging. As a result, companies are leveraging E-Hanger for everything from advertising, couponing, product sampling and direct marketing.

The concept has gained traction in the U.S. where American advertisers such as Staples, Johnson & Johnson, ADT, Bose, L'Oreal, Nivea, Unilever, Revlon, P&G, and SC Johnson have all enjoyed success

reaching their audience via a similar eco hanger advertising program.

Unlike most forms of direct marketing mediums, hangers are guaranteed to be seen by the consumer," points out Fannis. "Every time someone picks up an item from the dry cleaner it comes on a hanger, and when someone gets dressed they first have to remove their clothes from a hanger. Consumers can't help but be exposed to the hanger and the message that is printed on it. It is for this simple reason that E-Hanger is able to deliver an unprecedented high delivery and open/view rate compared to most other direct marketing channels."

Studies have shown this form of medium, on average, increase brand recall by 58 per cent, boost ad awareness by 53 per cent and drive purchase intent by 17 per cent. According to a brand-to-media engagement study completed in August 2009 by research firm Brand Keys, hanger advertising placed well above TV, FSIs and online media, scoring up to 19 points higher in terms of engagement levels across five major consumer categories.

E-Hanger offers advertisers superb

targeting capabilities too, companies can target their direct marketing efforts based on geography, retail, ethnicity and gender. The company can also even go as specific as providing 16" hangers for females and 18" hangers for males for gender targeting capabilities.

Another unique benefit to E-Hanger is the specific time when the hangers are likely to be seen by consumers. Most often this takes place during a person's grooming and dressing ritual i.e. when they are getting ready for work in the morning or to go out for an evening event. Because of this factor, E-Hanger becomes an excellent direct marketing channel for consumer packaged goods that are consumed in the morning, shaving products, apparel wear, beauty and personal hygiene products.

"The growing awareness of the effects of global warming has created an unprecedented desire by consumers and businesses to reduce the harmful effects on the planet," Fannis explains. "E-Hanger In Home Media serves as a green direct marketing solution that allows companies to meet their advertising and green objectives at the same time."

*"Consumers can't help but be exposed to the hanger and the message that is printed on it. It is for this simple reason that E-Hanger is able to deliver an unprecedented high delivery and open/view rate compared to most other direct marketing channels."*

## The green direct mailer

A look at responsible green printing *By Dennis Quon*

Direct Mail for marketers has been a key element in marketing efforts for many years. Arguably, it is the least invasive and most accepted form of marketing communications. Who can remember the day when you did not stand over your recycle bin daily when you sorted your mail? With the tide of junk mail, flyers and unaddressed ad mail is direct mail just more noise and a non-green annoyance? Many people are saying this is enough and they are calling for a "do not mail list" or putting up "No Junk Mail" stickers on their mailboxes. Will this sentiment spill over by virtue that printers are generating so much non-relevant shot gun style marketing materials?

The print and direct mail industry is gaining a reputation for not acting green. We can argue it's the marketers but, the writing is on the wall. We are beginning to see Canada Post providing a Consumer Choice option and advocacy/marketing groups like Red Dot Campaign ([www.reddotcampaign.ca](http://www.reddotcampaign.ca)) that are pushing for relief from junk mail.

Paper suppression and the green movement have taken their rightful place and the desire to go paperless is stronger than ever. What should the print industry do? While paper companies are creating campaigns pushing the virtues of paper and how green paper is, the issue comes

down to the consumer's perception. It is incumbent for a responsible printer/printer and campaigner to understand that the acceptance of mounds of paper in your mail box is just not responsible. If you're receiving time and time again, an unacceptable and non-relevant deck of advertisements, the companies that are marketing themselves just tarnish their brand.

None of us want to see a Do Not Mail List as it hurts the industry. There are better alternatives and stronger means of connecting to your clients that make direct mail relevant. Some of these alternatives include the adoption of 1:1 based, data driven campaigns that take advantage of on-going communications through multi-channel solutions such as email, web, mobile or social media sites.

This is an educational process and marketers need to be educated by the next generation printer / advertising agency on optics of not going green.

What will successful Green printer do for the responsible marketer?

- ▶ Provide higher value documents that consists of:
  - Relevant data driven content and relevant offers
  - Variable content that includes images and content
  - Variable colour content
  - Combined direct mail and web

addressed PURLs and CURLs. This will drive users to microweb sites or alternative and sustainable communication channels allowing users to opt into email, mobile based or social networking sites

- ▶ Help cull lists, eliminate duplicates, drive toward relevant data and eliminate bad addresses – list hygiene
- ▶ Set standards on paper – 30% post consumables
- ▶ Set standards on the use of chlorine-free recycled paper
- ▶ Provide papers from managed forests (FSC or SFI Certified) or Environmental Choice approved papers
- ▶ Integrate marketing into TransPromo statements and invoices – use of must read and must mail statements to carry marketing content as a complement to standalone direct mail campaigns

The higher value documents incorporating data driven content will drive more relevant information to the target audience. By adding in variable content and PURLs, marketers can be shown a higher response rate justifying the extra cost for the above steps. Combined with a higher response rate, the optics and brand image is improved.

### What should I do?

Choose an environmentally responsible

printer

- ▶ Ask about their Environmental initiatives
- ▶ Is your printer committed to recycling?
- ▶ See if they are ISO 14001 certified
- ▶ Are they Environmental Choice Approved? – Eco Logo
- ▶ Do they work with the Forestry Stewardship Council or are they part of the Sustainable forestry Initiative program using their chain of custody program?
- ▶ Do these logos appear on your printed mail pieces?

The successful marketer must embrace multi-channel communications. Paper based direct mail is the portal to start that journey driving the customer to opt-in to electronic based communications.

By looking to our neighbours in the US, the "Do Not Mail" registry has gained significant traction. According to the DMA – Direct Marketing Association, as of September 17, 2008, "The 2008 state legislative year began with nine states having bills that would create state-run Do Not Mail registries -- seven states carried over legislation from their 2007 session and two states filed new bills at the beginning of the session. Mail Moves America is actively working with state business groups and communicating with legislators about the importance of direct

mail for consumers, businesses and the economy."

According to Global Insight, Inc. DMA 2010 Statistical Fact Book, February 2010, Direct mail is poised to grow over \$1 Billion in revenue in the US this year alone. This is a huge opportunity for the Green Printer to capitalize on.

The green printer of the future is aware of the impending changes in consumer perception and is seeking ways to be environmentally sound. Many digital printers have embraced the green movement and are seeking to complement or provide alternate non-paper based channels to drive their client's marketing message. As a marketer seeks to go to market with a print vendor, they're now seeing a GREEN print and multi-channel marketing enabler combined together when they seek a print and mail provider.

*Gilmore Doculink is a Direct Mail, Invoice & Statement and Marketing Collateral Fulfillment digital and mail provider. Dennis Quon is Vice President of Sales for Gilmore Doculink. Dennis can be reached at [dennis.quon@doculink.com](mailto:dennis.quon@doculink.com) or you may visit Gilmore Doculink's web site at [www.gilmoredoculink.com](http://www.gilmoredoculink.com).*



# Looking for the best and brightest

*Direct Marketing to honour  
top women in DM industry*

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We're looking for the best and brightest women in the direct marketing industry. In our first annual Top Women in DM Awards, we're recognizing the contributions of some of Canada's most influential direct marketers. Whether they've been in the industry for decades or are an up-and-coming direct marketing star, we want to hear about them.

Winners will be chosen based on their contributions to the theory and practice of direct/interactive marketing and will be featured in the August issue of Direct Marketing.

▶ **Visit [www.dmn.ca](http://www.dmn.ca) for nomination forms.  
Deadline for nominations is July 15, 2010.**

**DIRECT**MARKETING<sup>★</sup>



# Go green this Spring with your loyalty card

Tips for going green with your miles

Now is the time to think about what you can do for the environment. While some people may use green modes of transportations such as walking or cycling, others may turn down their heating systems and many may compost, recycle and shop locally.

Following are 10 tips from the folks at Aeroplan designed to green up your life and let you earn a few miles while you're at it:

1. Offset your carbon footprint! Aeroplan's Carbon Offset program was created as part of its *Green it Up* program to enable members to use Aeroplan Miles to buy carbon credits to offset the emissions generated by their air travel, car rentals and everyday activities. Members can visit [www.aeroplan.com/offset](http://www.aeroplan.com/offset) to offset their carbon footprint and have Aeroplan match all miles redeemed by 20 per cent. Aeroplan then transfers the total sum to Offsetters to invest in new, energy efficiency and fuel switching projects around the world.
2. Replace incandescent light bulbs with compact fluorescent light bulbs available at Aeroplan partner Home Hardware. Earn 1 Aeroplan Mile for every \$2 spent or redeem your miles for \$50, \$100, \$500 or \$1,000 gift cards for Home Hardware.
3. Earn Aeroplan miles for green gifts. Aeroplan offers members an easy way to earn miles as they shop online: The Aeroplan eStore features over 150 retailers such as Chapters, Indigo.ca, Sephora and Toys R Us from 12 different product categories including clothing, jewellery, electronics etc. Members can also shop at GREEN retailers such as Sony Style Canada and Dell Canada. Members earn at least 1 Aeroplan Mile for every \$1 they spend online and members can earn double the miles if they pay with one of their Aeroplan affiliated cards.
4. Go green with rewards from Aeroplan. In 2007, Aeroplan introduced Eco-friendly rewards to its exciting lineup of merchandise. Members can redeem their miles for a wide range of eco-friendly rewards such as a Solio Classic Charger for 15,000 miles, or the Heys EcoCase set of 3 suitcases made of 100% recycled materials for 36,500 miles. For a complete listing of rewards, visit [www.aeroplan.com/myrewards](http://www.aeroplan.com/myrewards).
5. Commute Green. Why not commute to work by transit, carpool, bicycle or walking? Aeroplan Members can redeem miles for an adult TTC monthly Metropass at [aeroplan.com](http://aeroplan.com) or even an iGo Electric Scooter (a zero emission vehicle).
6. While doing your shopping, utilize reusable bags available at Aeroplan partner Sobey's. Don't forget to Auto-Convert your Club Sobey's Account to Aeroplan to earn 1 mile for every \$2 spent.
7. Use all natural cleaning products like EarthCare Cleaning Supplies from Home Hardware available to redeem on [aeroplan.com](http://aeroplan.com). For 6,500 Aeroplan Miles, the non-toxic, phosphate-free, biodegradable products will make you feel good about cleaning up!
8. Aeroplan Members can now donate miles to Earth Day Canada through its Beyond Miles program. Beyond Miles is a program that enables Aeroplan Members to donate miles to outstanding Canadian charities that are committed to improving lives and enriching communities abroad. Mileage donations to Earth Day Canada will be used to offset costs related to travel by air and by land, including training for coordinators across Canada, educational initiatives and outreach to communities. To donate your miles, visit [www.aeroplan.com/donate](http://www.aeroplan.com/donate).
9. When going away on vacation, use green rated hotels such as Delta Hotels and Resorts and Fairmont Hotels & Resorts. Both hotels focus on improvements in waste management, sustainability, and energy and water conservation at all properties, and innovative community outreach programs. Aeroplan Members can earn miles on their stay at each of these hotels in Canada and abroad.
10. Lower your energy bill! Learn how to control your energy use by utilizing Direct Energy's tips at [www.directenergy.com](http://www.directenergy.com). Aeroplan Members can earn thousands of miles with Direct Energy's Natural Gas and Electricity Price Protection Plans.



## Green trends in promotional marketing

### Green is the new gold standard.

We're measured in the eyes of the public by our efforts to be environmentally responsible. And in the field of promotional marketing, those green expectations can be tough to measure up to. It's worth having a critical eye on the environmental trends – and non-trends – to see where tangible differences can be made.

### On-demand promotions

Web based promotions began to replace traditional sampling programs a full decade ago. The rationale seemed sound – product given away only to those who express interest. And best of all for marketers – a database of those interested consumers, who sign up to get free samples or coupons. This seemed as environmentally friendly as possible – less waste, lower bulk transportation.

So ten years later, what have we learned? Well, that this is a successful strategy in the right circumstances. Those circumstances depend almost entirely on your target audience demographics.

Females 25-35 are perfect for web based promotions, and seem to have

the patience to await the arrival of their samples by mail.

Both males & females under 25 are responsive to texting – not web – based promotions, provided there is some sort of instant gratification attached – reward points, for example.

Men have less patience than women, and are less likely to participate for goods to be delivered later.

The higher the income levels, the lower the responsiveness to either web or text promotions. And that isn't the case with sampling in general. Sampling of luxury goods (e.g. perfume, boutique foods) has always been a prime means of marketing.

### Sampling promotions

Whether they hit the public through direct mail, in-store sampling, bundled with complementary products, or other localized distribution, physical samples need packaging. And that's where the environmental rubber hits the road, because to many, packaging=evil. But a necessary evil that protects product from damage, and keeps foodstuffs, pharmaceuticals etc from potentially harmful contact with plastics, inks and

more.

So change-up in the packaging materials is called for to make this alternative greener. And there are a couple obvious trends, which have become ubiquitous – use of recycled paper products, and vegetable based inks. We're so used to these that many of us look for the recycled symbol on any packaging.

Less frequently seen are the alternatives to plastic. There are two major developments here:

- Cellulose based films and soft plastic
- Corn based hard plastics

We're so used to plastic film, that we often don't see it. Being transparent or translucent helps this disguise, but most plastic film doesn't bio-degrade, it photo-degrades, which means it breaks into smaller, but equally toxic pieces of plastic. Cellulose based film has all the same versatile properties – you can print on it, bend it or seal it – and you can also throw it in the compost bin along with potato peels. It completely degrades to a molecular level because it is plant matter.

Corn based hard plastic shells share the same compostable qualities. There

remain issues of heat-resistance for this, however, because it melts at lower temperatures than standard blister-pack materials. Deployment has consequently been limited to date.

### Adoption rates of green materials

Recycled paper products and vegetable based ink have been so widely used for such a long time, that the price premium to be environmentally responsible is minimal. There is still an uptick in the cost of replacing plastic with fully compostable materials, and that continues to limit the frequency of use. Sampling promotions remain very price sensitive because they involve added cost at every stage – giving away free product, putting this in a special mini-container, marketing, advertising and other costs. A few pennies more to replace plastic which is immediately discarded, can be a tough sell. There are also behavioural issues to address, making consumers aware that they can compost – not trash – their plastic packaging.

### Don't buck the trend

Sampling is effective. Period. Whether

you receive a sample in-store, or request it on a website. The effectiveness of the method of delivery for a campaign is entirely dependent upon the target audience. Yes it can be greener to text for a free sample, but it can also severely limit your reach. Make that decision accordingly – not on the side benefits of data capture or reduced environmental impact. Because a failed campaign means another, and another follows on its heels to get the results you need. If web or text based promotions work for you – be certain to trumpet the environmental advantages too.

For packaging materials, go as green as you can. Use any incremental costs to demonstrate that you care about our planet. The awareness of your environmentally friendly efforts can be a significant factor in product selection. Just check the ever-expanding organic food section of your local market for the proof.

*Michael Chambers is the Senior Manager Sales for Econopac Limited. He can be reached at [Michael@econopac.com](mailto:Michael@econopac.com)*





# Beware of green washing

“Green marketing” verses “marketing green”

By Gail Nickel-Kailing, Managing Director, Business Strategies Etc.

**I**n the larger scheme of things, marketing is set of activities, functions, and processes for creating and communicating products and services that deliver value for customers, clients, and partners. Unfortunately, for many companies, “green marketing” has become a label that describes the way they tout their sustainability efforts and flaunt the responsibility of their products and practices.

Perhaps we should consider using the term “marketing green” to more realistically describe how marketing practices are applied to not only improving the environmental and social performance of products and services, but also to communicating those values and impacts.

By moving from green marketing to marketing green companies can also avoid “green washing.” A quick check of Wikipedia gives us this excellent definition of “green washing:” Significantly more money or time is spent advertising being green, rather than spending resources on environmentally sound practices. This is often portrayed by changing the name or label of a product, to give the feeling of nature; for example, putting an image of a forest on a bottle containing harmful chemicals.

To ensure that you are marketing green, you can take some solid steps that will result in defining, developing,

and delivering truly green products and services.

First, look inside your company and assess your corporate mission and values. Are you committed and actively working to reduce your environmental impacts? If not, any efforts you make to describe your products and services as “green” will simply be green washing. And today’s consumer is leery of anything that looks like touting and flaunting.

Here are some steps you take:

- ▶ Understand your products’ lifecycles. Where can you make the biggest environmental impact? Sometimes the biggest dollar spent does not give you the best impact, so look closely.
- ▶ Add or improve the availability of environmentally friendly products. And – from the other side – eliminate any that are not. Now is the time to look at ways to improve your products. For consumer products, the biggest reduction in environmental impact can come in how your customers use your products.
- ▶ Examine your procurement, production, and packaging to understand their environmental and social impacts. Reach up and down the supply chain to understand how your suppliers’ suppliers’ affect the environment and society.
- ▶ Search for third party verification to ensure that any claims you make

are valid and accurate, such as those from Green Star, Forest Stewardship Council, and other certifications and registrations.

- ▶ Become active in trade programs that shape the rules about how your industry sector both measures and improves the environmental performance of products and services.

Then communicate your green message to all your stakeholders: customers, employees, shareholders, suppliers and your community. Here are some of the ways you can ensure that your message is marketing green without green washing:

- ▶ Ask yourself if the initiative you are communicating is a significant environmental or social achievement. If not, don’t communicate it.
- ▶ Make sure your initiatives address an issue that is related to your core business and is of interest to your stakeholders. If not it may be perceived as an attempt to distract your

audience.

- ▶ If you have not invested considerable resources (time and/or money) in the initiative, it probably won’t have a significant impact nor will it be worth communicating.
- ▶ Have you spent more money on the activity itself or on communications about it? There is generally an inverse relationship when the effort is on the message rather than the impact.
- ▶ Work across multiple functions in your company; an initiative that has significant impact takes collaboration.
- ▶ “Do as I say, not as I do.” If other activities in your company conflict with the message you’re delivering about any initiative, your audience will be confused. Consistency is critical.
- ▶ Measure your impact, document it and validate it. When you have data measuring performance and you can measure it against objectives, you can communicate the impact clearly.
- ▶ Use a wide range of communications

channels to reach all of your stakeholders, from those who are most eco-conscious to those who are less committed.

- ▶ Take full advantage of new technologies and new channels to give your stakeholders environmental information; ranging from social media and to QR (quick response) codes to mobile applications.

To ensure that your green marketing IS marketing green and not green washing, be introspective. Make sure you are “walking the talk” and have implemented social and environmental initiatives that truly have impact.

And when you have those in place, use all the most marketing sophisticated tools and methods to get the message out, to communicate your efforts – and your successes – honestly and effectively.

*This article first appeared on the blog of the Green Marketing Coalition. It is copyright by Green Marketing Coalition and reprinted with permission.*

*“Perhaps we should consider using the term “marketing green” to more realistically describe how marketing practices are applied to not only improving the environmental and social performance of products and services, but also to communicating those values and impacts.”*

## Attention all Canadian DM agencies

Get listed in our August issue

The August issue of Direct Marketing will include a comprehensive listing of agencies across Canada that service the direct marketing industry. To be included in the list please email [amy@dmn.ca](mailto:amy@dmn.ca) and include the following information:

Agency name • Agency address (es) • Agency phone number (s)  
Agency web site • Names of principals • List of services offered  
Contact name, email and phone number

All listings must be received by July 15, 2010 in order to be included.

**Don’t miss out on this great opportunity to have your agency included in Direct Marketing.**



# DM PEOPLE



## Spider Marketing Solutions Inc.

Spider Marketing is pleased to announce the hire of **Jason Dubroy** as vice president of consumer and shopper strategy.



## TPG Direct

**Thomas Kluth** has joined TPG Direct as Senior Vice President, Director of Modeling and Analytics.



## Facebook Canada

**Jordan Banks** has been named the new managing director of Facebook Canada

# WORTHKNOWING

## Transcontinental takes 'Best of Show' at Environmental Printing Awards

Transcontinental was honoured for its commitment to sustainable development at the Fifth Annual Environmental Printing Awards hosted by PrintAction magazine recently in Toronto.

Transcontinental was presented with the inaugural "Best of Show" award which recognizes the most environmentally progressive company in Canada across all categories over the past year. Transcontinental also received a Gold

award as the Most Environmentally Progressive Printer in Canada with more than 500 Employees.

"Transcontinental is thrilled to be awarded both the 'Best of Show' honour at the Environmental Printing Awards and a gold award for the most environmentally progressive printer in Canada," said Jean Denault, Vice President, IT and Corporate Procurement, Transcontinental. "We continue to take significant steps in

sustainable development. For example, our new facility, Transcontinental Northern California, is one of the first printing plants in North America to receive silver LEED (Leadership in Energy and Environmental Design) certification from the U.S. Green Building Council."

More than 300 printing professionals celebrated the environmental innovation and achievements of the Canadian printing industry at the 2010 Environmental Printing

Awards. The keynote address was given by Peter Robinson, CEO of the David Suzuki Foundation, who spoke of the commitment to sustainable development that businesses require in order to achieve long-term success.

Transcontinental actively commits to sustainable development by integrating social, financial and environmental considerations into its day-to-day business operations and long-range planning.

## Moya Greene to lead Royal Mail

According to an announcement released by Marc Courtois, Chairman of the Board, Canada Post, Moya Greene has resigned her post effective July 14, 2010, in order to accept the position of Chief Executive Officer with the Royal Mail in the United Kingdom.

Mr. Courtois wished her every success in her future endeavours and said she leaves Canada Post extremely well placed to face the future.

"Among Moya's accomplishments are the \$2-billion Postal Transformation program; the significant increase in annual Employee Engagement scores; and other improvements in safety, on-time delivery, reduced absenteeism and increased automation. These improvements have

led, despite the declining use of traditional mail and a recession in 2009, to five consecutive profitable years since her arrival at Canada Post."

In the short term the Canada Post Board of Directors will work as quickly as possible to appoint an interim Chief Executive Officer, and also launch a full-scale search in collaboration with the Government of Canada for a new Chief Executive Officer.

Head: Pitney Bowes Expands IntelliJet™ Line of Color Production Print Systems

Pitney Bowes Inc. has announced it is expanding its line of high-speed digital color printing systems. The new offering, the Pitney Bowes® IntelliJet™ 20 Printing System, will help more companies transition their printed communications

from monochrome to color simply and cost-effectively, and communicate more effectively with their audiences.

The new system complements the IntelliJet™ 30 Printing System, which Pitney Bowes launched in 2009.

Like the IntelliJet™ 30 Printing System, the new system is the result of a strategic alliance with HP, a global leader in information and print technology. Offering the same high-quality, 1200 x 600 dpi addressable resolution print engine and built-in Pitney Bowes Production Intelligence™ software, the IntelliJet™ 20 Printing System produces complex transactional statements without compromising speed or quality. Its 20.5-inch-wide format is sized to replace

existing toner-based monochrome devices. Scaled for high-volume transactional print and mail customers, the system fits right within their existing environment to deliver 2-up monochrome as well as the full color variable print they need to expand services.

"For years, enterprise customers and service bureaus have turned to Pitney Bowes for industry-leading customer communications solutions," said Leslie Abi-Karam, executive vice president and president, mailing solutions management. "The IntelliJet™ 20 now allows us to take the ability to integrate variable color print and mail down market, delivering this same value to a much broader array of customers, both domestically and internationally."

## Pareto subsidiary, Direct Sales Force, ranks 7th in the PROFIT 100

TORONTO- Pareto Corporation, a leading Shopper Marketing company, proudly announces its recently acquired subsidiary, Direct Sales Force Inc., has ranked seventh in the annual PROFIT 100 ranking of Canada's Fastest-Growing Companies by PROFIT Magazine with an overall five-year revenue growth percentage of 4374%.

"We are extremely pleased with our performance over the past five years, and PROFIT Magazine's recognition of our accomplishments," says Neil Spivack, President, Direct Sales Force. "This ranking would not have been possible without the continued support of our clients and the incredible talent and hard work from

the Direct Sales Force team across the country."

"We look forward to Direct Sales Force continuing this impressive growth trajectory, and helping us to further build upon Pareto's position as the leader in the Shopper Marketing market," says Kerry Shapansky, President and CEO, Pareto Corporation.

Ranking Canada's Fastest-Growing Companies by five-year revenue growth, the PROFIT 100 profiles the country's most successful growth companies. Published in the June issue of PROFIT Magazine and online at PROFIT100.com, the PROFIT 100 is Canada's largest annual celebration of entrepreneurial achievement.

## Louise Clements has been hired as the Senior Vice-President, Managing Director of Twist Image out of their Toronto office.

"Louise is one of the most seasoned and experienced Marketing professionals in Canada, and we're thrilled that she has accepted this role with Twist Image," says President Mitch Joel. "Louise will also take part in our Executive Committee, so along with running the Toronto office, she will also take part in the overall growth of our Canadian operation."

Louise is the former RVP, Head of Sales of Facebook in Canada and prior to that she was the Vice-President of Digital Properties at Rogers Media. She has been in the Digital Marketing space since the mid-nineties and really has seen and done it all.



# LISTWATCH

## IH Training Professional and Decision-Making Women

Named here are 186,755 Canadian in-house technical training program attendees. Selections: Gender, state/SCF/ZIP Price: \$165/M Canadian (\$125.84/M) Contact: North American Direct Marketing Inc., 416-622-8700

## Canadian Men's Database

The Canadian Men's Database consists of de-duplicated active subscribers to four of Canada's top publications (Outdoor Canada, Canadian Home Workshop, Cottage Life, and Explore Magazine) dedicated to men's interests such as fishing, hunting, cottages, sports and home improvement. Selects: gender, province, age/income combo Price: \$150/thousand CDN Contact: Cornerstone Group of Companies, Stephen Manson-Hing, 416.932.9555 Ext: 415

## Toronto Region's Top Employers

This is an authoritative and current list of top executives and senior managers in 5,000 of the largest businesses and organizations in the Toronto region based on employee size of 50 or more. Selects: Function, company size and industry selects available Price: Multiple use @\$450/M (minimum \$1200) plus selects etc. All selects have a \$25 minimum Contact: Cornerstone Group of Companies, Lynda Robinson, Tel: 416.932.9555 Ext: 117

## Canadian Geographic Active Members/Subs

Canadian Geographic Enterprises is part of The Royal Canadian Geographical Society, Canada's foremost national membership of individuals interested in Canadian geography, science, nature and culture. It reaches an upper-income well-educated readership: 52% have a household income of \$50,000+. 60% college educated, 70% married, 75% own their own home. These names are all members. Selects: gender, province, income, income/age combo, direct mail sold, age overlay Price: \$130/thousand CDN (5,000 min) Contact: Cornerstone Group of Companies, Alejandra Cuevas, Tel: 416.932.9555 Ext: 177





# DIRECT & PERSONAL

by Billy Sharma

## Kristy Taylor

A profile in courage, tenacity and determination

**K**risty Taylor is more than just the Executive Director of Show Kids You Care, a national charity dedicated to feeding children living in poverty in Canada.

Kristy Taylor is a fighter for the kids she serves and it doesn't get any more personal than that.

As she told me, "I grew up in a middle-class family that was picture perfect, until one day our family went through a crisis that left us broke — and broken.

"Bills piled up, creditors came to the door, and our house went under power of sale. We became poor and hungry, but our picture perfect image kept people from realizing what we were going through.

"In fact, many of my friends still don't know that I went to school hungry, or that I often lied and told them I forgot my lunch when in truth there was no food at home to bring.

"Thankfully, there were a few people who knew what had happened to our family and knew that we needed help. They graciously brought us hampers of food — just when we thought we'd have no dinner. I know what it feels like to go hungry. And I know what it feels like to have someone show you how much they care. It changed my life.

"Now I have the opportunity to do the same for other kids living in poverty in Canada. I am motivated to let other people show kids how much they care too; because I know how much it means to the kids we serve. Kids living in poverty suffer silently. I feel it is a privilege, a responsibility and a challenge to let their voices be heard — to ask for help — and to thank people who help us provide food for hungry kids."

Being a small charity, every part of the operation is a hands-on affair. Almost every week, Kristy still brings letters home and manually folds them and stuffs them into envelopes.

She told me a cute story taking work home. "I was working in the dining room with everything spread out on a table when the phone rang. I went to another room to take the call. As soon as I hung up, my three year-old daughter called me frantically saying, 'Mommy, come quick! James is getting into the boxes of hungry kids you brought home from work!' Turned out that all my talk about working with hungry kids had her thinking there were actually kids in the boxes I brought home with me and that she was concerned because her little brother was poking around in the boxes!

"We recently created a holiday card campaign for our donors. We sent them a decorative card, thanking them for their support over the year. Then we offered

the donors the opportunity to 'purchase' their own holiday cards from us. Donors could choose one of our designs or upload their own image to our website and we would print their custom image on cards for them. Furthermore, donors could use one of our messages for the cards or have us print their own message on the cards. The best part is that we offered people the opportunity to have us send their cards directly to their friends by uploading a list

"She taught me to pay attention to the relationships donors have with the organizations and to the relationships that donors have with the people that the organizations serve.

"I remember sitting with her as a teenager folding letters by hand, reading people's names and making sure their addresses were correct. I remember stuffing thousands and thousands and thousands of envelopes over the years,

*"I get annoyed with people who think that kids living in poverty all must have bad parents. I get annoyed when people tell me they won't help us feed hungry kids because it's those kids' parents' responsibility to feed them. I get upset when people quickly forget about the graces they've been given, the generosity others have shown them, and how good it feels to share with others."*

of their friends' names and addresses. We could send by email, or print, depending on the donor's choice. Although not many people ordered cards, the response to our mailing was terrific. It was a win-win because our cost for completing the campaign was minimal and response and donations were very high."

The above project was different but they personally crafted the cards themselves, one card at a time.

"I like being creative when communicating with donors. I like offering people the chance to be heard when they're hearing from us. I like engaging in the relationship. By offering to help our donors send holiday cards — without obnoxiously sending them six or eight generic greeting cards and hoping they'll use them and eventually send us a donation — we offered to engage our donors in a deeper relationship with us and with the cause we represent."

Her early days were full of valuable lessons, all learned through doing the small jobs well, under her mother, Jill McKinney's, watchful eyes.

"My mom always worked for charities while I was growing up so I 'grew up' learning the business. She taught me that being prepared to say 'thank you' was more important than asking people for donations.

"She taught me that the 'little jobs' were often the most important jobs — such as donor data management, credit card donation processing, etc. — all such little jobs with potential for enormous impact if they were done wrong.

and licking them closed, and then licking the stamps. Everything had a personal touch."

So did you always plan to work for a charity? I asked.

She replied, "No, I didn't know I was going to work for charities when I went to school. I studied at Lakehead University in Thunder Bay, and at the University of Waterloo. I wanted to run a B&B in cottage country. But, as I worked for different charities throughout university, I realized that I would be far more passionate about helping people through their struggles in life than I would be about helping people relax on vacation. I think I made the right choice!

"In university I started working with a man who wanted to inspire people to sign their organ donor cards. He was passionate because he had received a donated kidney. He was alive because of someone's generosity and compassion, so I joined him at 'Organ Donation and Transplant Association'.

"Then I worked for Kim Phuc, the Vietnamese girl in that disturbing photo of child running down the road after her village was bombed with Napalm.

"Kim ran a charity that provided assistance to child victims of war. She was alive because of someone's generosity and compassion.

"Now I work for Show Kids You Care. I work here because a few people showed my brothers and me how much they cared about us when we had no food at home. I am alive and well," she said with a smile while rapping the table twice with her



tell me they won't help us feed hungry kids because it's those kids' parents' responsibility to feed them. I get upset when people quickly forget about the graces they've been given, the generosity others have shown them, and how good it feels to share with others.

"I get a lot of satisfaction from sharing my passion for helping kids living in poverty with like-minded people. I get notes and letters from retired teachers, nurses, social workers, etc. thanking me for helping feed hungry kids. Many of the notes I receive are from people who tried to make a difference in their own professional lives and are glad to see a more formal way make a difference for many more kids now through Show Kids You Care's national network of breakfast, lunch, snack and other meal programs for hungry kids.

"Charity is a personal thing. From the reasons for giving, to the reasons people need help, it's all very personal. I love that I work in a profession that allows me to have personal relationships that are centered around things people are compassionate about."

Kristy cites three people who have had a big influence in her life. They are her mom, Jill McKinney, her grandfather, Sam McKinney, and her mentor, Mary Lynne Stewart.

"My mom taught me to be honest with myself and with others. She has had the biggest influence on my career. She's always my first proof-reader and editor; she always reminds me who my audience is; and most importantly, she reminds me of the smiles on the faces of the kids we serve when they show up hungry and we tell them we've got food for them to eat, day after day. She keeps me grounded but encourages me to shoot for the stars.

"My grandfather taught me to be hard working, especially when no one was watching.

"And Mary Lynne Stewart taught me how to do my job. She is the one I look to for advice and for ways to evaluate my

► See Direct & Personal, page 13



# INTHEMAIL

This column is sponsored by Canada Post.



from: anywhere  
to: anyone

## Blitz's personal touch wins international acclaim

How a small campaign for a local business earned a Gold Caples Award

**W**hen Mario Cesareo, Senior Art Director for Blitz Toronto, agreed to help his favourite lunch spot drum up some catering business, no one could have predicted that the resulting campaign would garner international attention and Gold at the prestigious Caples Awards. Several hundred industry leaders from all around the world watched as Cesareo and Blitz, the direct response division of Cossette, Inc., took home the top prize in the Direct Mail Flat, 1-500 Pieces category, Canada's only Gold at this year's competition.

The client was Fusaro's, a successful restaurant serving fine Italian food in downtown Toronto. When owner Pat Belsito wanted to expand his catering business, he turned to Cesareo, a friend and frequent customer. Right from the beginning, the creative team's personal relationship to the business made all the difference.



"We eat there often," says Agostino Guastella, Associate Creative Director on the campaign. "Mario's there almost every day and I'm pretty close. The food is really, really good quality and there's an abundance of it."

"It's good comfort food," agrees Cesareo.

Both Guastella's and Cesareo's enthusiasm is obvious when they start talking about lunch at Fusaro's. It is clearly a spot that they hold near and dear to their hearts, and that familiarity and emotional connection was actually what led them to the key insight of the campaign.

"We're both Italian and we both love to eat," says Cesareo. "While I was growing up, after all the men finished eating they would be sitting on the couch with the top button of their pants unbuckled. And that was the insight, that, just like mom's, the food at Fusaro's is so good you're just going to keep eating."

And so the Fusaro's Temporary Waistband Expander (FTWE) was born, a clever strip of red checkered fabric designed to give customers a little extra wiggle room after a particularly satisfying meal. This hard-won insight was the result of over a year of meetings and brainstorming.

"This was an entirely new level of marketing for Fusaro's, so Pat had to put a lot of faith in Mario and us here at Blitz," says Guastella. "There was actually a great deal of time spent trying to figure out what that insight was going to be. Pat could tell us what he wanted to achieve, he had a pretty good idea of who the target was and knew exactly what part of the business he was building, but he really couldn't help us arrive at that insight. And we needed to nail that first."

Belsito acknowledged that while he was the expert in the kitchen, Cesareo and Guastella were the creative whizzes

and he more or less left them to their own devices.

"When we presented this to Pat at first he didn't quite get it but he basically left it to us, saying, 'you guys are the creative guys, you go and do what you need to do to get the job done,'" recalls Cesareo.

"When you're working on large corporate clients there's often a lot of levels that things have to go through that can weigh in on an idea and sometimes the idea doesn't end up quite the way you want it," explains Guastella. "Mario had a personal relationship with Pat and so they did a lot of the work one-on-one. We always try to check and double check our ideas and push them a little harder. In this case though, I think Mario was able to do that to the ideal degree. He was able to come back with ideas and come back again a couple of weeks later and come back again and again and again until finally one day we all were like, my god,

**Senior Art Director:** Mario Cesareo  
**Creative Director:** Roehl Sanchez  
**Associate Creative Director:** Agostino Guastella  
**Creative Group Head:** Pete McLeod  
**Cadence Solutions (Production Services):** Scott Keeling

you nailed it."

Once the insight was defined, the next challenge was producing the FTWE. Every piece was handmade, nothing was mass produced, and it took some time to find the right partner for this. The piece was eventually mailed in a clear cellophane envelope, designed to capture the recipient's attention as soon as it came out of the mailbox.

"Based on the target we wanted to hit, direct mail was the right medium to use," says Cesareo. "We were targeting the office managers who actually would do the office catering for the staff. We knew where Fusaro's could deliver to and just targeted the businesses within the area."

Approximately 300 temporary waistband expanders were distributed to offices surrounding Fusaro's. The impact of the campaign was evident immediately, as some recipients actually wore them into the restaurant!

"There were about forty additional

orders over every month and it pretty much doubled his catering operation," says Cesareo. "We've already spoke about doing another version of the temporary pants expander, maybe in a jean material or something that goes with a suit."

Winning the Gold Caples award was a tremendous feather in Cesareo's hat, and a profoundly satisfying experience from a creative perspective.

"It was a great feeling for me," says Cesareo. "It was my first international huge award like that. When they announced it and I ran up onstage and I actually started hugging some people I didn't know. I texted Pat right away and he was super happy about it. I just wish we had more clients like this, where we can be super creative and take the time we need to come up with something like this."

*Sarah O'Connor is a Markham-based freelance journalist. She can be reached at (647)261-2260 or sarahaoconnor@gmail.com.*

*"Based on the target we wanted to hit, direct mail was the right medium to use. We were targeting the office managers who actually would do the office catering for the staff. We knew where Fusaro's could deliver to and just targeted the businesses within the area."*





# Snapshot: Connecting with customers' memories in a flattering light

By Melisa Jeffers

It's evident that new media users prefer content and layout that specifically suits their taste. While some are still overwhelmed by the endless stream of information trickling into inboxes and browsers, most have applied their own unique filters and approach to manipulate technology and serve up tailor-made media. We know that targeted ads on Facebook, Google and other platforms are appreciated, effective, and, at times, eerily accurate. How can we make the most of users' love of personalized content and create an online experience worth sharing with peers? The answer is simple, use the most personal, prevalent and punchy media there is – photography.

## Personalization

By speaking with users directly and using their favourite digital photographs as the 'hook,' businesses can address the instant-gratification, personalization and innate social functions that users crave online. Soliciting snapshots isn't enough to keep a user engaged, however. Each email and web browser needs to contain a message suited to the users' likes, which we call 'variable-data communications.'

When we develop user profiles with our clients, we emphasize that customers need to be spoken to in a format, tone and style that is most like their own. Once clients become 'fluent' in their customers' unique 'languages,' brand engagement

and consumer loyalty increases significantly. To this end, when we create a familiar online environment with the appropriate language and then position customers' favourite photographs in unique products, we're inextricably linking a brand to a customer's most treasured memories and milestones.

## Strategy

Determining this compelling, familiar 'language' and the best products to offer an audience are the key components of a strong campaign strategy. Similar to most product launches, re-brandings and other communications efforts, a thorough research and analysis phase is the first step. Often a re-examination of online behaviour, consumer research, and existing customer data will be brought into the mix. Equipping yourself with these resources and delving into the broader trends of social media, communications and new platforms is vital. Once we pair this knowledge with the benefits of digital print technology, we've got a cost-efficient and timely product line, which works across multiple communication channels—all on demand.

## Execution

Once the appropriate language(s), platforms and products are determined using research, data retrieval and analysis, a business is prepared to execute. With a

specialization in consumer research and strategic intelligence, we thrive developing the language and products to suit unique consumer profiles. These many different consumer profiles are then connected with applicable messages at their preferred time and online location. We've been pleasantly surprised lately how compelling the personal photography hook has been when paired with language and format that is respectful and relevant. Many campaigns notice an almost immediate uptick in conversion rates and customer retention.

Melisa Jeffers is Senior Vice-President of Business and Corporate Development for Rastar, a Transcontinental Company, ([www.rastar.com](http://www.rastar.com)) which is a North American leader in print on demand solutions and social expression products. As a critical part of the Transcontinental Marketing Communications Sector, Rastar's expertise result in robust solutions that help businesses provide their customers with highly personalized experiences. Contact Melisa at [melisa.jeffers@rastar.com](mailto:melisa.jeffers@rastar.com)



## Case study: Vancouver 2010 Winter Olympics

Demonstrating our commitment to customized, relevant and timely print media, Transcontinental's Rastar launched the first-ever personalized merchandise site for the Vancouver 2010 Winter Olympics. This Web-based portal allowed consumers to upload photos, create uniquely personal merchandise and share creations with others.

"Today's consumer is increasingly interested in personalized experiences. Technology enables individuals to craft their own experiences, to select interesting content, and to share their creations," says Melisa Jeffers, Rastar's senior VP of Business and Corporate Development. "By providing the first platform in Olympic history to allow consumer creation and sharing in this way validates Rastar's commitment to R&D, technology and exploration."

## ◀ Cont'd from page 13 efforts."

Kristy is happily married with two children.

As she put it with a big grin, "I am married to a wonderful man who swept me off my feet five years ago. His name is Shane Taylor and we've been blessed with two wonderful children, Rachel and James, who are the biggest joys of my life.

"I love to be outdoors, paddling or camping. However, with two pre-school children at home, I don't find myself doing the things I used to as a teenager. My priorities now are finding organic and local food suppliers, learning how to make nutritious meals my kids will love and creating a home for my family. I've learned to knit and crochet and I love spoiling my kids with homemade sweaters and blankets. I love being with my family and am very close with my two brothers and their families.

"I wanted to call it quits after my second child was born. I live in a community where a lot of moms have the opportunity to stay home with their kids and I really struggled with being a working mom.

"It's still a daily struggle but this morning my daughter said to me, 'Mommy, when I get older I want to come work with you. Can I feed hungry kids too?' Showing her the example of what

it means to show kids you care makes it a little easier to say goodbye to her and my son in the mornings."

How deeply personal is her commitment to her work and the people around her? I feel she carries her heart on her sleeve. Here's what she said about her relationship with one of her suppliers and about a recent episode at work.

"I once had to end a relationship with a supplier that I found out wasn't being honest about the work they were doing for us. That really hurt me personally. I trusted them to represent us to donors and they violated that trust. The relationship we have with donors is the most important thing we have as a charity, so I felt deeply wounded when they jeopardized those relationships.

"Sacrifices are made every day. Deadlines come and go; print presses start running too early to catch a small mistake and not every thank you note goes out as soon as it should. Recently we mailed a solicitation letter to someone two days after he died. I knew the donor had passed away, but I didn't think to remove his name from our mailing list before the campaign went out our doors. We had to call and let the family know that we were sorry for our oversight and that we knew our letter addressed to their family member would be like salt in the wounds.

"It was a hard phone call to make, but it was the right thing to do," she observed.

As part of a small charity, Kristy's work can be quite interesting at times.

She chuckled as she told me, "We've had people offer us skids of candies to distribute to kids in our network of programs and I have struggled to decide what to do with that kind of offer. Kids love candies! Kids love treats! But we run a program for kids who are chronically hungry; we need to get vegetables, dairy products, fruits, etc. for the kids we serve! But, really, it didn't take much of my time or resources to accept the skids of candies and ask a local volunteer to help me bring them to some of the kids we serve. They were delighted when we showed up with something special for them. Showing Kids We Care means we bend the nutrition rules some times!"

Then here's another episode that she told me about: "Although we've never had store front office space, we did have an unexpected visitor to our office one day. A man showed up with his son and said, 'We have an emergency!' Although we are categorized as a social service agency, we don't usually have any kids in our office, unless they're my kids coming to visit me for lunch. I asked the man what the emergency was, and he said, 'my son has to pee. Can we do that here?'

"I have learned a lot about life — how to live it, how to give it — because of my work experiences," she concluded.

For my part, I am glad to have met Kristy Taylor and to have got to know her but I am prouder still to call her my friend —

and that is personal.

Billy Sharma is president and creative director of Designers Inc., Toronto. He can be reached at [designersinc@sympatico.ca](mailto:designersinc@sympatico.ca) or by calling him at: 416.203.9787

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# REGIONAL REPORT: Montréal

The next in a series of Regional Reports that will shine the light on Canada's marketing agencies, mailing houses, printers and more. Find out what makes these businesses successful and how they overcome the challenges unique to their markets

## Who we visited

- Assetprint
- Pentagon
- Transcontinental
- Bel-Fast
- Pinnacle Direct
- Twist Image
- Equipments Postaux Canadiens Inc.
- Poste\_Matik Ltee
- Worldcolour/Joncas

**D** BY AMY BOSTOCK  
 espite years of political turmoil that has forced many head offices out of the city and into Toronto, Montréal's creative culture and entrepreneurial spirit has nurtured a thriving direct marketing industry that is embracing the new channels available to marketers.

### Bienvenue à Montréal

With a population of 1,620,698, Montréal boasts a highly educated, multi-lingual labour force that allows them to be competitive on the world stage.

"There are 80 different languages spoken in Montréal," says Murray Horner, Vice President of Bel-Fast Envelopes in Saint-Laurent, a suburb of Montréal. "The workforce is strong, especially for the print industry in Montréal, which has about 150,000 employees."

Combined with the high quality of life and lower cost of doing business, this Quebec city has weathered the recent economic storm with an eye on continued growth.

"Sales have remained constant throughout the recession but it's been a horrific roller coaster ride," says Horner, who says that in his 25 years of direct marketing industry experience in

Montréal, he's never seen anything like it. "We'll have two weeks of solid work and then the tap turns completely off. Then we'll get hit again."

He attributes this erratic workflow trend to the "Costco mentality" of if you want something you should be able to just walk in and get it right away.

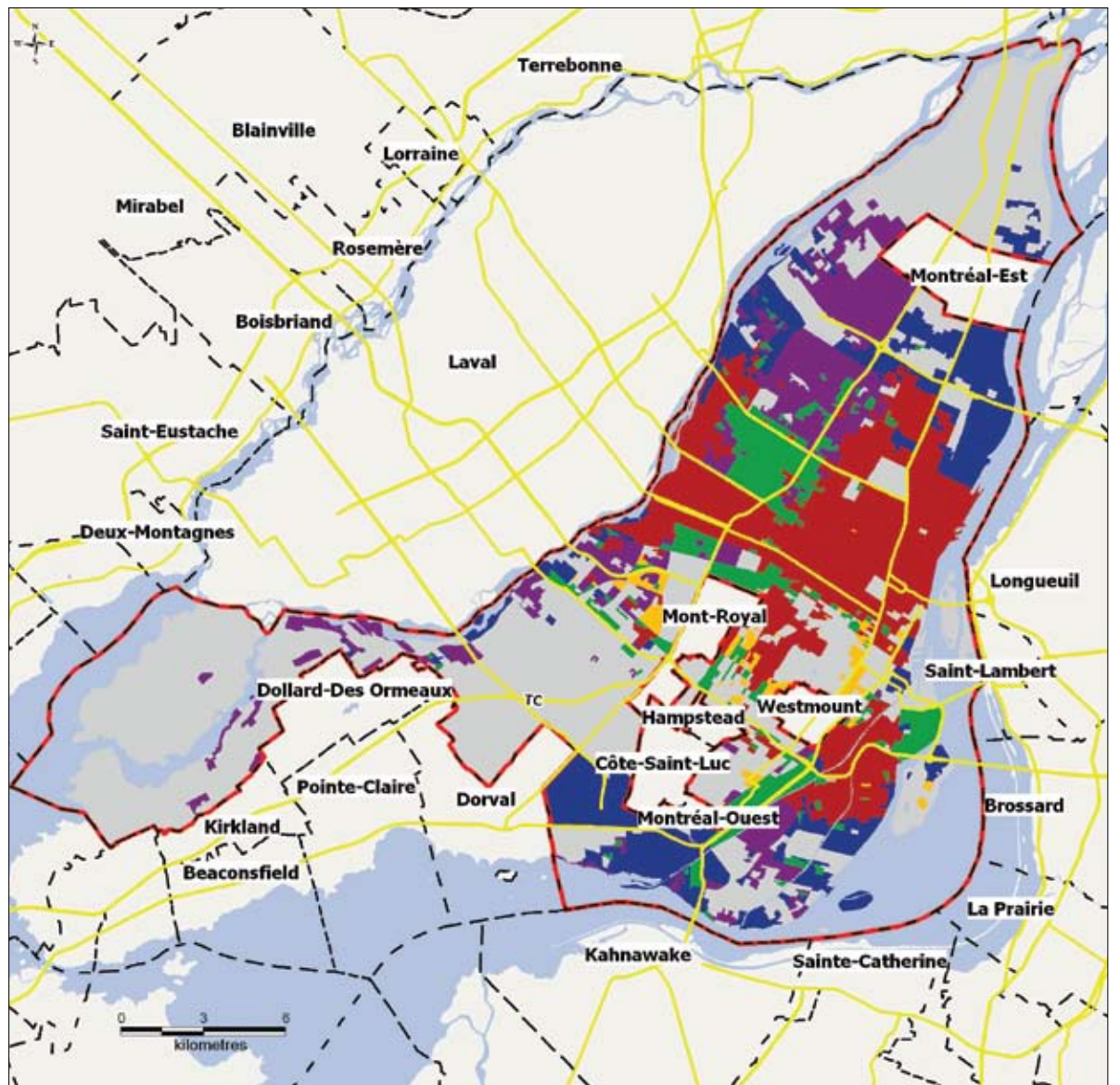
"Everything comes in quick and requires fast turn-around time because decisions are taking too long to be made on the client side."

But decisions are being made and clients are continuing to mail, says Angela Riccardi, Sales Director at WorldColor, Joncas.

"The DM industry here is holding its own," she says, "and it would be unfair of me to say that direct mail has no place here."

Mailing smarter is the new mantra of Montréal-based businesses, who are slowly but surely recognizing the benefits of things like cross-channel marketing and variable printing.

"It has been a bit hard convincing traditional mailers to update their DM campaigns and take their mailings to a new level," says Claire MacDonald, Art Director at AssetPrint. "But once we're able to show them the results, they are right on board."



With 90 per cent of their business done within the borders of Montréal, MacDonald says that their location is a huge advantage when it comes to tapping creative talent.

"Montréal has a great reputation for being creative and we have lots of university programs from which to draw talent," she says. "I think Montréal companies really thrive on that."

Although recognized for their creative culture, Montréal is seen by some, including local DM suppliers, of being a bit behind the curve when it comes to innovation and the willingness to embrace new technologies.

Patrice Lacoste, Senior Vice President for Transcontinental Marketing Communications Marketing Products Group, disagrees.

"I wouldn't say that Montréal is so much behind as that we have fewer large

organizations. With 60 per cent of head offices located in Toronto, there is much more room to grow there than here."

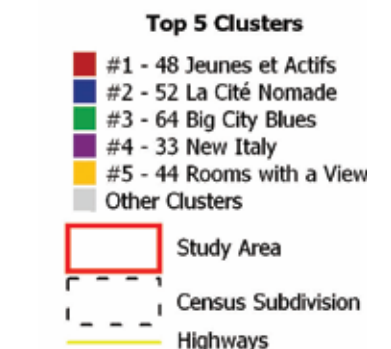
But according to Lacoste, that doesn't make Montréal any less innovative than Toronto – just not as "in your face".

"We have smaller organizations in Montréal that are very innovative and are testing new concepts like variable digital printing – they're just less visible," he says, adding that Montréal DM suppliers have all the tools needed to be innovative in their space and to keep the industry growing.

### Adapt or perish

In order to initiate this growth, however, DM suppliers in Montréal have had to diversify their business in order to accommodate the changing needs of their clients.

"Digital print is changing how people



Source: Environics Analytics 2010, PRIZM C2



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focus their marketing strategies," says Riccardi. "So I think the industry is having to readjust itself and look more closely at how different components can complement each other.

Pentagon, which began in 1974 as a full-service commercial printer, has been



embracing change and reinventing itself to better keep up with the changing DM market in Montreal.

In 1996 they began printing phone cards that were shipped all over North America and into Africa and the Caribbean, but once clients discovered they could save money by outsourcing the work to China, Pentagon once again shifted their focus – this time looking at cross-media marketing.

“It’s not an easy sell because it’s not really understood in the Montreal market,” says Glenn Caron, Technical Director/VP for Pentagon. “It takes a lot of educating but we feel it’s a real up-and-coming innovation.”

The key to the success of cross-channel marketing is generating the right data for the right customer, according to Riccardi. And generating data is what Daniel Lemire and his team at Indicia do best. All geographers by trade, these special analysis specialists apply geography to many fields – including direct mail.

“In Canada you cannot sell, use or buy information at the household level,” Lemire explains, “so mailers have to rely on geocoding lists to get their profiles and distribution lists.”

Indicia provides service to clients across North America but 40 per cent of their business is done in Quebec.

He also feels that Montreal weathered the recession well and hasn’t experienced any cutbacks in his clients’ spending. In fact, he says, many saw this as an opportunity to increase their presence in the market and actually expanded their mailing campaigns.

#### Hungry for digital

Mitch Joel of Twist Image, a full service digital marketing agency with offices in Montreal and Toronto, says that Montreal is hungry for digital and that online is often the first channel consumers and companies alike gravitate towards.

“The digital industry is performing great here as more marketers begin to see the importance of digging into analytics and data,” he says. “They now want to know why, not just what.”

Smaller companies especially have added incentive to explore multi-channel options says Lacoste, since they have smaller budgets and need to get the most bang for their buck.

“These new channels have also brought clients back to the table who had stopped mailing during the recession by giving them ways to better target their mailings.”

#### The other side of the coin

Where agencies, printers and mailers are climbing out of the recession with nary a scratch, another vital arm of the industry has been much harder hit. Ronald Pelletier of Poste-Matik Ltée, a mail and forms handling equipment supplier in business since 1991, says that although a lot of people want to know what’s out there in terms of equipment, not many are ready to buy yet.

After a great summer in 2009, Pelletier says business has been slow – in large part due to the amount of staff turnover his clients, which include banks lawyers, newspapers, unions and chartered accountants, are experiencing.

“You can be talking to someone who says yes call me next week to get this going and then next week they’re gone,” he says.

Fred De Civita, who operates Equipments Postaux Canadiens Inc. is also feeling the crunch, watching as sales for his company, which specializes in used mailing equipment have dropped by more than 50 per cent.

“Profit margins are not what they used to be,” says Pelletier, who remembers when that margin used to be 35 – 40 per cent. “Today the cut-throat nature of the business has destroyed that profit margin and the lowest quote always wins.”

#### There’s no place like home

What every company we spoke to had in common, even those whose sales are lagging, was a real love of the city of Montreal.

Quality of life was the first thing out of every mouth, followed by lower costs of doing business and access to a strong, bilingual workforce.

Quebec as a whole has a strong DM industry, ripe with opportunities and being a home-grown company is a real advantage according to Howard Goldberg, President of Pinnacle Direct, a direct mail agency that mainly services the not-for-profit industry.

“We know the local market and Quebec-based clients feel comfortable dealing with us,” he says.

But Montreal is not so far removed from other centres, like Toronto, that clients are not willing to shop around and send their business there, says Angela Riccardi.

For Bel-Fast Envelopes, who have trucks leaving daily for deliveries to Ottawa and Toronto, transportation costs are another huge advantage to operating out of Montreal.

“Shipping something by truck from Montreal to Toronto is the same cost as shipping something from one end of Toronto to the other,” says Horner. “18,000 trucks make the trip from Toronto to Montreal but only 6,000 go from Montreal to Toronto. They don’t want to go back empty so our transport costs are dirt cheap.”

So what about the language barrier? According to Claire MacDonald at AssetPrint, there’s more myth than truth to that worry.

“There’s a real stereotype that doing business in Montreal is harder because of the language,” she says. “It’s just not true. Everyone speaks English hear and companies are just as comfortable doing business in either language – or in both if that’s what’s needed.”

## Montreal Fast Facts:

- Montreal is the second largest city in Canada and the largest city in the province of Quebec
- Montreal is the second largest primarily French-speaking city in the world, after Paris
- As of 2009 Montreal is North America’s number one host city for international association events, according to the 2009 preliminary rankings of the International Congress and Convention Association (ICCA)
- Montreal’s economy is the second largest of all cities in Canada based on GDP and the largest in Quebec. The city is today an important centre of commerce, finance, industry, technology, culture and world affairs
- With access to six universities and twelve junior colleges in an 8 kilometres (5.0 mi) radius, Montreal has the highest concentration of post-secondary students of all major cities in North America





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# Case study: Samsung - Print on Demand

**The Challenge:** Samsung's IT Department housed a large collection of brochures in their office space for products that were constantly being updated with new information or amendments to specs, making them useless to their Reps and invalid in the marketplace. To reduce inventory and costs, keep material up to date and offer one central portal to access everything; Samsung's IT Department chose to work with The FSA Group to simplify the process from start-to-finish.

## The Solution

The FSA Group designed a customized Print on Demand and Online ordering site to provide seamless and timely production and fulfillment of brochures. The Samsung Brochure Site features 134 brochures and specs sheets in English and French and offers over 247 users (Samsung's Sales Reps, Dealers and Resellers) the opportunity to order anything off the site in pre-packaged bundles of 25. There are two types of items offered on the site – Print On Demand and In Stock items; Print On Demand items are printed on the fly right on site at FSA using their 6 Color Digital Presses within 2 – 4 days. In Stock items required in a rush are ready to go and shipped off the shelf within 24-48 hours of being ordered.

The Samsung Brochure Site offers the flexibility to add new brochures and products easily, new items can be uploaded within 24-48 hours upon receipt of art, info and business rules. This FSA Created Custom Web Solution has allowed the Samsung material to remain fresh and timely. All Samsung Reps have 24/7 access to the latest Marketing Collateral and can order as they are getting low. This has also proven to be a greener strategy where only what they need is printed when they

need it and there is minimal to no waste of out dated pre-printed material. Inventory costs have been significantly reduced as well. Online tracking functionality is there for each user to track their own shipment – alleviating Head Office of having to manage this for all their Sales Force, Dealers and Re-sellers.

## The Results

The benefits at Head Office have been huge. The Samsung Brochure Site empowers its users to be self sufficient and this allows Head Office Marketing staff to focus on new Collateral Material requirements to even further support the Samsung Sales Process. Quarterly Marketing budgets are assigned and managed by the online tool. There are different levels of access to the site depending on your position at Samsung. A select number of Samsung Administrators (Super Users) are able to adjust budget info and view and extract other reports too. This allows them to track usage by individual, by brochure type, product category, etc and plan for the future needs of the sales chain.

Auto emails are generated by key low inventory levels for the instock items to give the Marketing staff the

early warnings they need to replenish stock in a timely manner. New accounts can also be easily added by Samsung Administrators. Alternatively, there is an option available on the log in page to apply for registration to use the site. The application is completed by the interested User and then must be approved by a Samsung Administrator - approval can be managed and input right on the site.

Once it is complete an automatic email is generated to the new User providing login information. To insure security, upon initial login the new User will be prompted to confirm information and a new password.

As a part of Phase Two, Samsung plans to have The FSA Group add a customized component, offering the ability to customize each brochure with

the Dealer/Reseller's logo. The art would be arranged in advance so that the logo and contact info would be pre-populated and ready to print with each order in the corresponding, pre-selected area on the brochures. Templates for easily Customized Direct Mail and the addition of other promotional products are also a consideration in future as the site expands.



## Direct Marketing No-brainer or Brain Teaser: Know Thy Customer

By Paul Thompson, senior manager for client services, Pitney Bowes Business Insight

Give customers what they want. This sentiment has been the cornerstone of business since the first cavemen traded pelts for grain. But to give customers what they want, companies must first get to know their customers' habits, desires and needs. To enable effective marketing and to reap the financial benefits, this understanding must encompass not only customer preference, but customer location as well.

This ideology is especially important when embarking upon a direct mail marketing adventure. As companies of all sizes and across all industries know, the drop mailing of large numbers of unsolicited marketing materials to an unspecified and unknown potential customer base is an expensive, time-consuming endeavor that bears little, if any, fruit. Add to that, the fact that consumers no longer look kindly on receiving a mailbox full of solicitations that are not targeted to their interests or provide a clear and personally applicable benefit. However, this no longer need be the case.

The process of flooding a specific geographic area with flyers, brochures, coupons, special offers, and the like, with the hope of expanding a potential customer base, is both antiquated and rarely successful. To modernize and optimize this marketing practice, companies need to scrutinize their

business and marketing plans and understand the who, what, where, and how of their existing and potential customer base. Specifically, businesses need to ask:

- Who are my best customers? What is the customer base composition?
- How do my customers make purchases e.g online, in-store, phone, a combination?
- Which communication channel is most appropriate to reach my customers: e.g. web, print, SMS, telephone, in-store?
- What products and/or services do my customers want and/or need?
- How far away do my customers need to travel for my business and at what point does distance begin to play a role in diminishing sales/interactions?
- Is a competitor's location more convenient or do the consumers shop at my retail node?

### Focus on the Who

Focusing on customer identification allows companies to get to know their customers and serve them better. While this may be an obvious statement, putting this simple idea into action can be challenging. It is important for companies to not only do the necessary research to get to know their customers, but also to target their direct mail efforts to their core subset of customers within existing markets. This

core subset of customers is the company's gold standard. By gathering and learning as much as possible about these consumers' spending practices, companies can focus their direct mail efforts on the population that will yield the highest return; minimizing print and distribution quantity and overall hard costs.

Two important factors come into play when gathering this core customer data: customer profile analysis and customer segmentation. Customer profile analysis is the act of understanding the buying habits and history of customers. Whether postal code information is collected at point of sale, or more granular customer purchase history through loyalty cards, for example, retailers can use this and other non-proprietary data to help develop the customer profile.

Customer segmentation takes the customer profile analysis to the next level. Segmentation data provides demographics beyond demographics. As its name implies, customer segmentation uses customer data to group, or segment, customers based on purchasing behavior, preferences, life stages, and of course demographics. Similar to customer profile analysis, the segmentation approach combines demographic information (such as age and education), socio-economic factors (such as income, occupation, and

home value), and lifestyle characteristics (such as media preference, car type, and restaurant likes/dislikes) to provide critical customer preference insight. This customer segmentation approach allows retailers to know the details of their customers' preferences and, ultimately, their purchasing practices. It is only with this insight that retailers can confidently focus their direct mailings on a targeted group of customers, thereby enhancing the ROI of any marketing efforts.

### Understand the What

Getting to know and understand the customer consists of a multi-step process. First, quality customer information is needed to provide an accurate and well-rounded, 360-degree view of the customer's identity, location, and buying preferences. Next, this customer information must be used to deliver the right incentives, offers, and advertisements to the right customers at the right time through the right channel. After all, what good is a 20-per cent discount on back-to-school clothes offered online to a group of senior citizens who are not active internet users and don't have school age children or grandchildren? Identifying who needs what and when is the recipe for success.

### Interpret the Where

Once a company gets to know their

customers and their needs, the next step is to understand their purchasing behavior and preferences. Some customers shop primarily online while others prefer to visit and browse through stores. Neither of these behaviors is mutually exclusive of the other, but by understanding and catering to the buying channel preference of the core customer community, retailers have the opportunity to focus and target their direct mail campaigns to increase sales and gain loyalty. To do this, companies must examine where their customers are accessing their services. Are their customers ordering merchandise online, over the phone via a catalog, or walking into a store to make a purchase? While flyer distribution really is a tried and true technique, to a certain extent the idea of the flyer needs to change, particularly for those whose consumers are increasingly leveraging the Internet as another purchasing channel.

Sometimes, a single customer may use a number of channels before making their purchasing decision – comparing prices online but making the final purchase in-store. Retailers need to hone their marketing strategies, and their flyers accordingly to help drive consumers to the appropriate channels. For example, in addition to the traditional strategies, advertisers can think about utilizing flyer



## article >> highlights

### Stay relevant

The Calgary Stampede recognized that it needed to keep pace with the changing face of the city, which has evolved into a wealthy and urban metropolis.

### Understand your customers

Using market research and marketing analytics allowed the organization to better understand their customers' preferences and attitudes.

### Target your message

The Calgary Stampede used Environics Analytics to help them target their top customers and deliver messages and media plans to reach prospects more effectively.

### Go beyond the basics

The organization is using the system for more than just direct marketing to better serve the organizations customers – using it to develop new programs, staff training videos and even new branded food items.

# Calgary Stampede corrals new customers with data-based marketing

Dual segmentation systems help Stampede connect with new and old fans *By Paul Hollas*

**B**illed as the Greatest Outdoor Show on Earth, the Calgary Stampede enjoys a level of brand recognition that most not-for-profit organizations can only envy. Every July, its 10-day festival attracts over a million visitors from Calgary and around the world who enjoy North America's richest outdoor rodeo and chuck-wagon races as well as one of Canada's largest lineups of free music, western art, agricultural exhibitions and midway amusements. Throughout the year, the 193-acre Stampede Park is home to Calgary's largest conference and meeting facilities, hosting everything from car shows to weddings. And the Stampede leverages its brand to support charitable programs, raising millions for service clubs like the Lions, Knights of Columbus and Rotary.

As a community organization, the Calgary Stampede knows it has to keep pace with the changing face of Calgary in order to stay relevant. But while the 98-year-old Calgary Stampede celebrates its Old West heritage, the city has evolved into a wealthy and urbane metropolis. Marketing managers at the Stampede wanted to appeal to the younger families, high-tech professionals and energy industry workers who make up Calgary's changing demographics. "We wanted to reach the new Calgary," says Mathew Stone, Consumer Insights Manager at the Calgary Stampede. "But how do you target multiple products and customers decade after decade to stay fresh?"

For answers, Stone turned to a unique combination of market research and marketing analytics. Since 1998, the Calgary Stampede had used psychographic surveys to better understand their customers' preferences and attitudes. But though the values-based assessment helped marketers determine what programs and marketing messages would appeal to customers, it could not tell them where prospects lived or which media should be used to reach them.

To create a more actionable strategy, last year Stone decided to use two segmentation systems—one based on market research, the other on marketing analytics—that would help the Calgary Stampede better target its programming and messages. Marketers are often forced to choose between understanding their customers' attitudes and reaching them precisely, but this integrated framework offered a number of benefits: marketers could create target groups of

the Stampede's top customers, better understand their behaviour and attitudes, and develop messages and media plans to reach prospects precisely where they lived.

"You don't often see a cluster analysis and psychographic segmentation merged together and made actionable," explains Stone. "But it made strategic sense. Cluster analysis is a great way to evaluate markets and psychographic segmentation captures how people feel about us. Bringing them together lets us see the whole picture."

To develop the segments, the Calgary Stampede hired Illumina Research Partners, a research consulting firm, to conduct an online survey of 1,700 Calgarians and ticket-buyers about their behaviour, values and attitudes. Based on insights from the study, Illumina identified eight lifestage segments—four groups of Calgarians who attend the Stampede frequently and four that do not. "Lifestage and behaviour at the Stampede defined the segments," says Yvonne Brouwers, president of Illumina. "But the values weren't just for building the segments. They also helped in the understanding of what differentiated the segments from each other."

The Calgary Stampede then asked Environics Analytics (EA) to profile Stampede attendees from the last three years using PRIZMC2, the segmentation system that classifies Canadians into 66 lifestyle clusters based on their demographics, lifestyles and values. The cluster analysis surprised the Calgary Stampede organizers. While they expected the customer profile to include a number of segments containing rural seniors who appreciate outdoor activities, in fact many customers came from upscale urban PRIZMC2 types such as Cosmopolitan Elite (very wealthy, middle-aged and older families), Pets & PCs (large, upscale suburban families) and Asian Affluence (wealthy, suburban Chinese families). "It was a good sign," recalls Stone. "There's a presumption that we're mostly for cowboys. But socioeconomically we represent the whole community."

After merging the psychographic segments with the lifestyle clusters, analysts at EA and Illumina profiled the eight lifestage groups, detailing their demographics, lifestyles, leisure activities and attitudes towards the Calgary Stampede. The youngest group of Stampede supporters, labelled Social Experience Doers, mostly contained

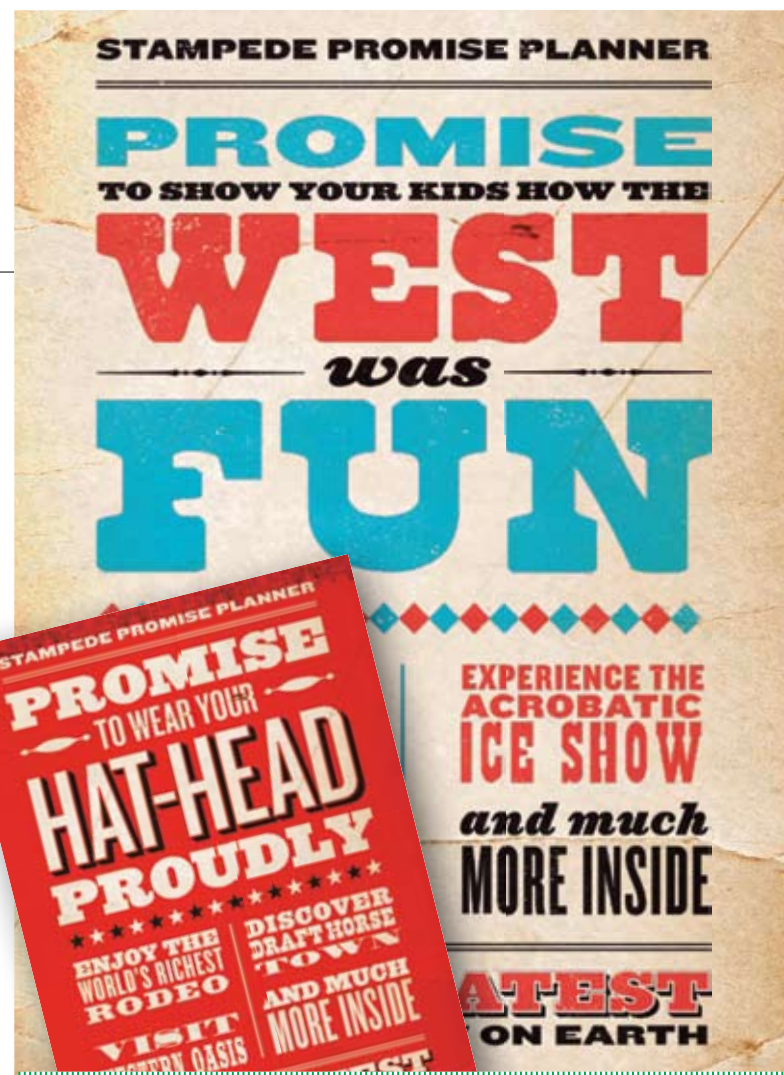
active and upscale singles who viewed the Stampede not as a rodeo but as an exceptional entertainment experience to enjoy with friends.

"For these customers, our business isn't about rodeos or chuck wagon races but a once-in-a-lifetime experience," says Stone. "From a marketing perspective, we have to say that you're going to have a great time and here's why." And because they prefer online communications, any marketing piece should drive these fans to the Stampede website and Facebook page.

Meanwhile, the oldest lifestage group, Classic Stampede Supporters, consisted of wealthy, middle-aged and older couples with teenage and young adult children. For them, attending the Stampede is an annual tradition, and they support Stampede events out of a sense of community spirit. To reach these customers, Stampede marketers realized that they should promote the festival as a celebration of Calgary's western heritage. And because of their long standing connection to the event, this group should respond to ticket packages that offer exclusivity and access to the attractions they've come to love. "These people have an emotional bond with the festival and organization," notes Lee Francis, Director of Insight Analytics at Illumina. "They go every year and buy a bunch of seats for their family members. One of them described the Stampede as 'Christmas in July.'"

Just as important to Stone, the analysis revealed who does not attend the Stampede as frequently as others. These included a group dubbed Kidless Principled Cynics, which tended to be between the ages of 31 and 45, urban and childless. While they're not very active socially, the psychographic study found they were particularly sensitive to the display and treatment of animals. "That told us that we shouldn't send them a ticket offer for a rodeo experience," says Stone. "But could we win them over with an invitation to a concert featuring a famous rock star? Potentially, yes." Nevertheless, Stone admits this group is a low-priority target. "We need to be efficient with our marketing dollars," he explains. "The benefit of our analysis is that we know now why they're not supporters."

This month, the Stampede's new outreach strategy had its public debut with a revised direct marketing campaign—a mailing of about 300,000 pieces—to



Thanks to two segmentation systems that analyzed fans, the Calgary Stampede's direct marketing campaign this year used three distinct messages and design treatments to reach specific target groups: families, older Calgarians and younger audiences. All photos courtesy of the Calgary Exhibition & Stampede Ltd., All rights reserved.

market ticket packages to the upcoming 2010 Stampede. Whereas previous direct mail carried one main message, this year's campaign is more targeted, featuring three distinct messages and design treatments aimed at specific consumer segments. Using EA's segmentation analysis, Stone also calibrated the distribution of the mailer to the response potential of the different segments; for instance, high potential, higher spending segments received more pieces than others. For the Social Experience Doers group, the mailer also plays on their affinity for social media and leads with the tag line, "Promise to update your status to Yahoo," and offers a "Friends Getaway Package" with pictures of the concerts and motorcycle acts this segment loves. But images of the rodeo action, agriculture exhibitions and western lifestyles are what members of Classic Stampede Supporters want to see—and what they get—in their mailer. Depending on the target group, the message emphasizes value, heritage, convenience or exclusivity as a selling point.

Stone has taken the Stampede's integrated segmentation project beyond direct marketing with the goal of better serving the organization's customers. At a March workshop, Illumina executives

helped guide Stampede programmers on using the segments to develop new programs, marketing messages and media appropriate for the group's upscale, educated audience. Food service managers today are creating branded products—like the Stampede Burger—that will be targeted to the Classic Stampede Supporters lifestage group. Even the park's 2,000 volunteers and staff members will learn about the Stampede's audience segments with a new video that aims to help them create a better experience for Stampede visitors.

"This project is helping everyone from the ticket seller to the bartender learn more about who they are serving and how they think," says Stone. "From our perspective, it's really a game-changer in the way the Stampede effectively markets to our key segments." And the collaborative project involving Environics Analytics and Illumina Research Partners has allowed Stampede organizers to forge a new brand image as both a keeper of western tradition and a producer of vibrant arts and entertainment—for cowboys, culture buffs and everyone in between.

*Paul Hollas is Vice President in charge of the Western Region at Environics Analytics.*



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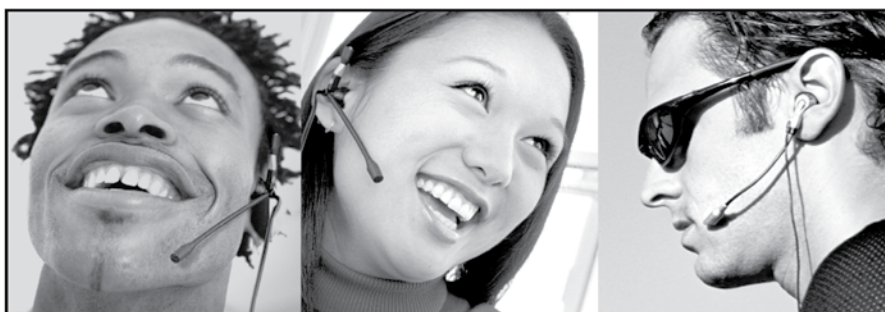
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### ◀ from *Directives* page 3

Zero, which was launched in November of 2009 and has been widely embraced by clients in all sectors both in Canada and in the US. Our program is backed up with robust environmental impact estimation tools created by world authorities and open collaboration between business and science-based environmental organizations. The World Resources Institute's Greenhouse Gas Protocol's public voluntary carbon standard tools calculate our operational and logistics emissions, while the Environmental Defense Paper Calculator, a product of a collaboration between industry, corporate purchasers, and environmental scientists can profile any paper across a range of impacts.

The program allows our customers to assess the differences in carbon impacts when considering different paper choices. The offset costs, which are voluntary, create an incentive to specify lower-carbon papers which contain higher pcw content and are manufactured in closer proximity to our production facility.

Ultimately, lean on your print provider to assist you in specifying the most progressive materials available and give you the branding options to communicate the environmental benefits of your choices to your audiences. In doing so, you will help continue to drive change and celebrate print for what it is – a beautiful and sustainable way to communicate!

*Richard Kouwenhoven is Vice President Client Services at Hemlock in Vancouver and is the key lead on sustainability initiatives and outside the company. Richard also serves on the Sustainability Purchasing Network's Steering Committee, a Vancouver-based network of organizations working to advance sustainability purchasing practices in the region.*

# Epsilon Unveils New Agility™ Capabilities

## Enhanced Customer Data Integration Solutions Enables Clients to Better Engage with Customers through Data-Driven Marketing Strategies

Epsilon, the industry's leading marketing services firm, has announced a range of new capabilities launching in 2010 for Agility™, a comprehensive customer real-time data integration solution. Agility provides marketers with a current, accurate and complete view of the customer across marketing channels to enhance strategies and increase return-on-investment.

New capabilities include Agility functioning in real-time, pulling in names and addresses and verifying data. In addition, the latest enhancements bring significant expansions into new regions such as the ability to manage and handle global data, Canada NCOA (national change of address), and hygiene capabilities in all countries.

The customer data integration features will be offered in conjunction with Epsilon's broader multichannel solution set that creates a real-time environment for the management of data, allowing synchronization of the cadence of email, print mail, web and more. Through this

solution marketers can instantly conduct analytics, data standardization, apply demographics, and generate a complete 360 degree view of the individual customer. This capability positions marketers to communicate on a one-to-one basis and create unique customer experiences.

"Today's consumer interacts with brands across numerous channels and there is an opportunity and an inherent complexity to capture consumer information across multiple touch points. One of the key challenges is to have consistent data and data quality regardless of channel and whether both

data and channel are available in batch or real-time," said Andrew Frawley, President of Marketing Technology at Epsilon. "With the support of a solution like Agility, marketers can better capture data and understand their customers and, in turn, create more effective campaigns to reach each individual. Our new enhancements, which focus on the global marketer and real-time capabilities, mirror what our clients are seeking for their marketing programs."

Epsilon will also offer Agility Proprietary Address Correction (PAC) and Agility Occupancy Score (OS). Agility PAC is a system that corrects addresses beyond

the reach of traditional hygiene systems. Unlike systems that only use the input address to match against the USPS validation files, Agility PAC uses the entire occupancy – the individual addressee name plus the address – to access Epsilon proprietary reference data and provide previously unattainable levels of correction. Agility OS is a system that sets a relative confidence score for the input name that currently occupies the address. This system leverages Epsilon data assets and hygiene tools to create confidence scores based upon activity dates.

*"Today's consumer interacts with brands across numerous channels and there is an opportunity and an inherent complexity to capture consumer information across multiple touch points."*

### ◀ from page 16

portals and connecting with consumers through e-flyers for a mobile or much more electronic flyer format. Electronic flyers need to capture the consumer's interest. For example, create a link the consumer can follow so they can uncover more information about the products rather than viewing an uploaded flyer PDF

overwhelmed with content on a website.

It is imperative that retailers large and small appreciate the importance of not glossing over sound analytics tied to who their customers are. It is only with this insight that a retailer can most effectively target flyers at individuals who have a high propensity to spend. When a retailer combines the three key elements: the

propensity by household or by consumer segment; what products and/or services the consumers need and the trade area of that store, a good sound analytical deliverable is born. Experience has proven time and time again that this increases the response rates and makes for a successful direct mail campaign.

On their own, each of the previously

discussed considerations is an important aspect of business success. When fully realized and implemented as a comprehensive process, this approach enables businesses to execute effective customer communication management strategies and develop campaigns that build customer satisfaction and significantly improve ROI.

## EVENTS CALENDAR

**July 12–15, 2010**

### **CMA Summer School Toronto, ON**

Taught by current marketing practitioners, Summer School features a unique, self-selection curriculum with overview and workshop courses. For more information visit [www.the-cma.org](http://www.the-cma.org)

**July 15, 2010**

### **Retail Roadmap to Mobile Marketing Webinar**

Join Joel Morrow from Mobile Fusion as he discusses case studies from retailers and direct marketers who are using text

message and mobile marketing to improve their customer communication strategy. By incorporating text message marketing into your marketing communication mix you will be communicating with your customers in the manner they prefer. Don't miss out on this opportunity to reach your on-to-go customers, who don't leave home without their mobile phones. Visit [www.the-dma.org](http://www.the-dma.org) to register

### **August 10-11, 2010, CMA Loyalty Marketing Workshop, Toronto**

In two information-packed days, you'll discover what it takes to cultivate loyal

customers, reduce attrition and improve their profitability. With the help of our expert faculty, you'll be assigned to a team where you'll work through a case study, utilizing your new knowledge. We guarantee you'll leave with the skills, tools, and techniques to develop an effective loyalty strategy that recognizes and rewards your best customers. Sponsored by CMA and COLLOQUY®, you get the combined strengths and training leadership of two outstanding organizations. For more information visit [www.the-cma.org](http://www.the-cma.org)

**September 22, 2010**

### **Partnership Marketing Seminar - Part 1 How to acquire the right Marketing Partners to drive successful customer acquisition and distribution Toronto, ON**

You want to Partner with other brands, yet which ones should you be going after? Do they have what it takes to be the right Marketing Partner for you? Can they successfully drive customer acquisition for your business and distribution of your products? Join Ron Kunitzky from Geysler Marketing Group as he discusses how Geysler Marketing Group clients acquire the right Marketing Partners

to drive customer acquisition for their business and distribution of their products and are leveraging their Partnership Marketing Programs to increase the social and commercial capital of their brand. Ron will feature case studies as well as tools for prospecting, pitching and negotiating your Marketing Partnerships and provide valuable insight on Partner Marketing models that truly work. Participation in this practical, hands-on, half day session will dramatically increase your Partnership Marketing knowledge and help take your business to a whole new level. Visit [www.the-cma.org](http://www.the-cma.org) for more details and to register.

## DIRECT MARKETING

Vol. 22 | No. 12 | June 2010

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Direct Marketing is published monthly by Lloydmedia Inc., plus the annual DM Industry Source Book, List of Lists.

Direct Marketing may be obtained through paid subscription.

Rates:

**Canada** 1 year (12 issues \$48)  
2 years (24 issues \$70)  
**U.S.** 1 year (12 issues \$60)  
2 years (24 issues \$100)

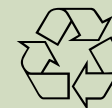
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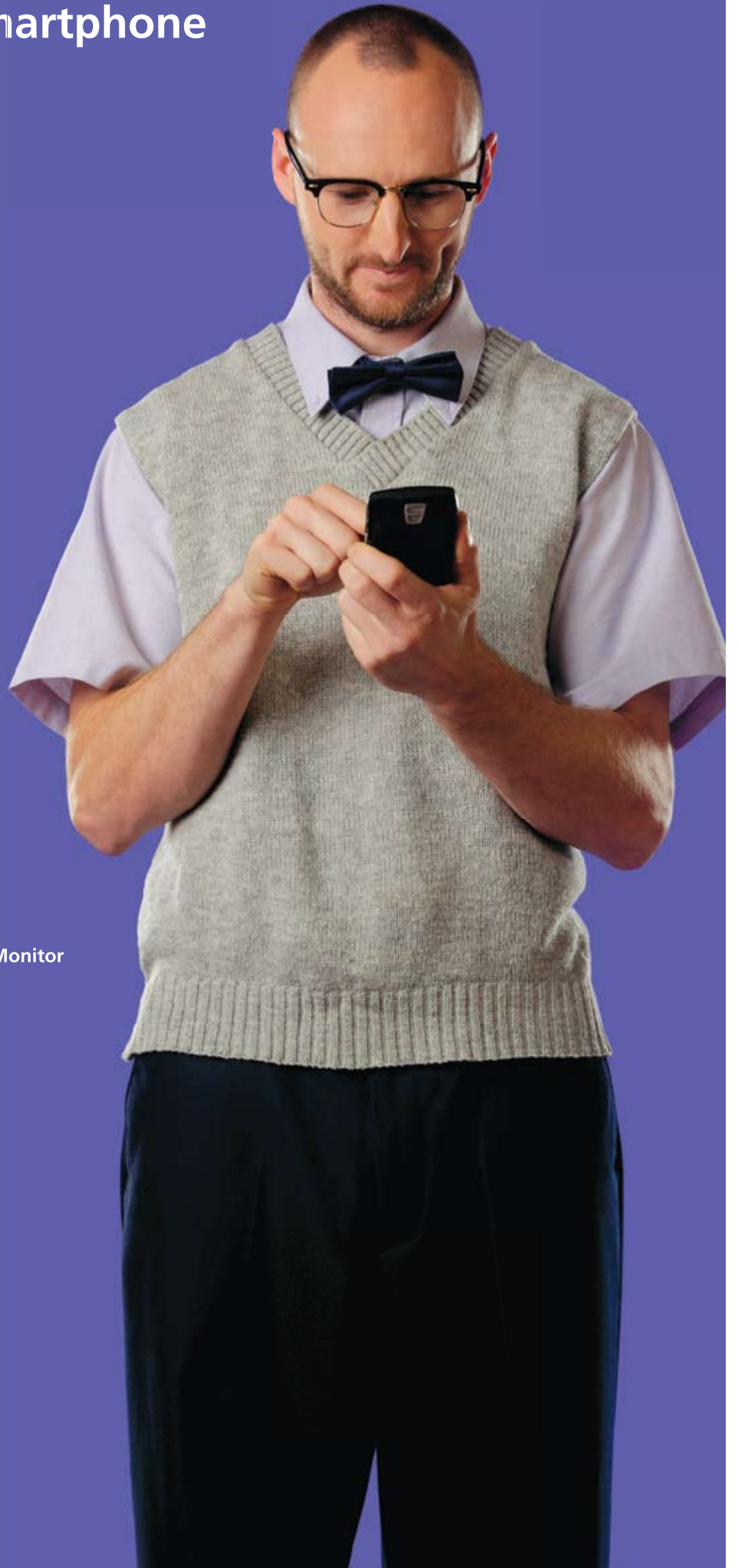
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