

DIRECT MARKETING

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THE ART & SCIENCE OF PREDICTABLE MARKETING

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FAST forward

Green DM Report:

Does "green" DM exist? » 6

Credible environmental strategies can enhance brand and product image, boost customer and employee loyalty and garner positive media coverage—leading to enhanced profit margins. Maia Becker, VP, FSC Canada, explains what it takes to achieve this.

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Great things are happening at the frontier between traditional and sustainable direct marketing. Here are two exciting examples.

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Teen audience responds to Markham's quest for green

Social network platform helps community youth have their say in Town's sustainable future.



Sivani Baskaran, (center left) a student from Pierre Elliott Trudeau High School, accepts the first prize cheque for school participation in the Quest for the Best contest from (left to right) Markham Mayor Frank Scarpitti, Ward 1 Councillor Valerie Burke, and Deputy Mayor Jack Heath.

W BY LYDIA CAPPELLI
hen the Town of Markham began rolling out its sustainable development plan in 2008, the goal was to encourage the community's youth to have a say in the process and feel positive about their future in Markham. But the question of how to engage a demographic segment known for its lack of interest in government—be it federal, provincial or municipal—still needed to be answered.

The Town of Markham and Mayor Frank Scarpitti have long advocated using technology to shape public policy. This multicultural municipality northeast of Toronto boasts a significant cluster of IT companies and Internet users. Town hall

introduced Internet voting as early as 2003 and solicited voter input during the 2007 strategic plan through an online initiative called "Click with Markham."

Recently, powerful examples of engaging voters on the Web have multiplied, with Barack Obama's US presidential campaign raising \$650 million from three million online donors.

Town officials reasoned that Markham youth are probably more digitally savvy than the average resident: they are seldom without their cell phones, iPods, Nintendo DS and other gadgets. In general, teens have redefined the rules of social interaction, sharing almost everything online: advice, interests,

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Andrew Simon (SVP, Creative Director, DDB Canada) Geoff Craig (Director of Advertising, Subaru)



editor's letter

Pat Atkinson

Sustainable marketing is a journey.

A number of years ago, I worked on a contract for a unique individual who was on track to becoming one of this country's top performing Realtors. It was quite an eye opener.

During our association, he asked why I knew certain members of local government and other community leaders. When I explained that this was a result of volunteering, he encouraged me to "bring up his name whenever possible" in their presence. "I want them to see me as doing good and important things in the community," he explained. When I asked the logical next question, "Why don't you simply do those things," he intimated that he was short of time and there just wasn't "enough ROI to make it worthwhile."

The issue of appearing to be something rather than actually being it is at the heart of greenwashing, a term that North American environmental agency TerraChoice defines as: *the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.* The agency has gone on to define seven "sins" (see <http://sinsofgreenwashing.org/findings/the-seven-sins/>) that some manufacturers and companies employ to promote undeserved favourable impressions among their clients and the public.

For example, the "Sin of the Hidden Trade-off" is a claim that a product is green based on a restricted set of characteristics without regard for other important environmental considerations. So advertising that your paper comes from a sustainable harvested forest but not mentioning the astronomical greenhouse

gas emissions created as the paper is manufactured or the amount of toxins used during the bleaching process, is an example.

Another common practice, the "Sin of Vagueness," is a claim that is deliberately so imprecise or broad that its true meaning is likely to be misunderstood.

Unfortunately, "going green" is sometimes misconstrued as an "all or nothing" proposition. Nowadays, whatever business you are in, there is always something more you could do to help the environment or reduce the impact of your company's activities. Moreover, we must challenge our external stakeholders and customers to do the same.

A critical part of committing to sustainable marketing is asking very specific questions about the origins of the materials we use. I discovered this when FSC's Maia Becker—who generously helped shape the focus of this issue and shared her thoughts about the challenges sustainable marketing poses to traditional direct mail within her article, "Does 'green' direct mail exist?"—inquired about the stock and ink we use to produce *Direct Marketing*. I learned that simply knowing that a stock is 100 percent recycled is the departure point for a more detailed conversation and the answers we receive from printers and suppliers will always be "relative" ones.

For example, our stock is ML 100% recycled and manufactured by Manistique in North America. (The closer to home a paper is made, the smaller the carbon footprint due to transportation.) The bleaching process used to make the paper

white is chlorine free. The recovered material composition within the paper includes: mixed residential papers, undelivered bulk business mail, mixed office papers, recovered paper from books, novels and annual reports, periodicals, magazines, catalogues and directories and trim and scrap from printing plants.

But not all recycled content (fibre) is equal. Post-consumer waste (PCW) fibre is the more desirable content because when we use it to manufacture other recyclable products, we divert it from landfill sites rather than incinerating it and polluting the air. The secondary content in recycled paper is pre consumer so the environmental impact and benefits are less. Maia explained that one of the reasons FSC verifies not only the source of virgin fibre but also the accuracy of claims regarding recycled fibre content, is to ensure labels and communications clearly indicate the amount of post-consumer recycled fibre. FSC also ensures that independent third-party auditors have verified that this fibre is actually post-consumer. Without independent verification, there is no way of knowing whether a company's claims are accurate.

In our case, 40 percent of the recycled content is verified as PCW (by another standards and certification body, FSI) with the remainder being pre consumer. Is there room for improvement here? Yes, certainly. Our advisors at Metroland Media Group recommended the current stock to meet our standards for print quality (including brightness for readability) and "runability," something which was also an issue with the other recycled papers evaluated on our

behalf. There is still room for improvement in this category and since MMG is officially an FSC chain of custody certified printer, we are likely to hear about viable alternatives as they arise. (MMG is also awaiting final approval of its SFI chain of custody audit. Both audits were conducted this April by SGS International.)

Our ink, which is made by Sun Chemical, contains no heavy metals (such as mercury) and very low Volatile Organic Compounds (VOCs). Excluding black, inks are formulated to include a percentage of vegetable raw materials and derivatives.

So these are the improvements we have made since May 2008.

Focusing on improving one thing as a first step is often a good idea. For example, committing to using only FSC certified envelopes, or producing your business cards on 100 percent recycled post-consumer stock, as well as recycling all the waste your company produces in a committed and thorough way, are great beginnings. While these things will never be "enough," doing nothing is simply not an option. And going green can actually be good for business. As the founder of The Body Shop International Dame Anita Roddick famously said, "This notion that you can't be socially responsible and profitable isn't true; you can. You're more frugal, you don't waste, you're more environmentally aware, you're more transparent, you're more diligent, and you don't waste money. So I think that's the lie."¹

¹Excerpted from Lessons Learned, Straight Talk from the World's Top Business Leaders: Going Green, pg. 9, Fifty Lessons Limited, Boston, 2008

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SMART DM

The FSA Group

Wood & Associates Direct Marketing Services Ltd.



directives

Bernard Hellen

Design can change the world

How to green your communications in five sustainable steps

Graphic designers purchase or specify over \$9 billion in printing and paper annually and paper accounts for 81 million tons of solid waste; that's 40 percent of North America's yearly total. As a marketer and communication designer, I believe that we have both the ability and the responsibility to exert a significant influence on the way that communication and marketing materials are produced. So how can you green your communications and craft a more sustainable marketing campaign? Here are five steps to follow so that your initiative has a greater chance of communicating your good green intentions:

Step 1: Think about your carbon footprint

In most cases, the biggest challenge is getting our clients to think about the environment when designing their sales and marketing collateral. It's not that they don't want to explore the idea; usually it just wasn't on their radar.

The first step is to filter every project through a sustainable design brief that asks the right questions. Do we really have to create this marketing piece? Does it need to be produced in this form? And how do we minimize the impact, waste and footprint of the pieces that

we are producing? In many cases, asking questions at the outset of a project results both in a more sustainable deliverable, as well as a less costly and more effective solution for our clients. If we remember that everything we create has a past, a present and a future, it is amazing how focused on the environment we become.

Step 2: Measure the impact of your campaign

The next step is to measure the impact of the proposed marketing campaign. Usually one of the simplest and most effective ways is to look at the type and

the amount of paper that is being used. (Although they are not perfect, online paper calculators allow you to guesstimate the environmental impact of the print materials you are producing.)

And I believe that together, we can have a big effect. The pulp and paper industry is the single largest consumer of water used in industrial activities in OECD countries and the third greatest industrial greenhouse gas emitter, after the chemical and steel industries. More than 70 percent of the paper in the world is made from wood taken from forests in

See Directives, page 7

coming in the
July issue of
Direct Marketing

Campaign Management

In our March issue V.P. Database Solutions at CVM Marketing Inc. Tim Fewster explored what to do before investing in a campaign management tool. In Part 2, he examines these tools and helps you match them to your needs.

Empowering the agent

Brian Perry explains how Realtors and other professional sales agents use text messaging to improve sales and track the effectiveness of their advertising.

Rewards and promotions

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Teen audience..., Cont'd from cover



photos, music and much more. Growth for social media sites such as Facebook and Youtube has exploded, with some experts predicting that soon over 50 percent of Internet users will visit social network sites regularly as part of their monthly, weekly or even daily habit.

Progressive + digital = quest

Delvinia Interactive has been transforming the way the Town of Markham connects with its citizens since 2003, often turning the table from one-way communication into a two-way dialogue with constituents. A similar approach was deployed for Markham's sustainable future plan. The Quest for the Best Contest was created targeting 11- to 17-year-olds by employing digital media to solicit feedback about making the town a greener place. Participants were asked to express themselves in whichever form they preferred: writing, drawing or recording their ideas. The contest was launched

on October 25 and closed on December 12, 2008. Vicky McGrath, sustainability manager at Markham, expected to receive approximately 750 entries. Instead, in less than two months, the Quest for Best Contest received close to 3,000 entries, almost four times the targeted amount. Mayor Frank Scarpitti was "absolutely thrilled at the tremendous result."

To understand how Markham achieved these results in such a short time frame, one must look at the process employed – it is similar to Barack Obama's presidential campaign but obviously the town's contest operated on a much smaller scale.

The grass roots

First, Markham's sustainability office hit the pavement running by visiting schools and giving face-to-face presentations in classrooms and auditoriums regarding the environment and sustainability.

Promotional giveaways such as T-shirts and memory sticks enticed students to

visit the www.markham.ca/greenprint/ Web site.

Obama's volunteers created live events where they gathered as many names and e-mail addresses as possible to create a database from which to keep voters engaged and grow online donations.

The social media mill

Next, Markham generated an online buzz for the Quest contest through social media sites such as Facebook and Youtube. This attracted over 250 Facebook supporters and more than 450 Youtube views, thus fueling contest participation.

At the height of his presidential campaign, Obama was one of the most followed persons on Twitter. He currently has over 5 million Facebook supporters and close to 500 million blog posts mention his name.

The final effect

Over 2,000 visits were logged to www.markham.ca/greenprint/,

with an average of 4.75 pages viewed per visit and an average 4.25 minutes spent per visit. Some 30 percent of visitors were repeat visitors and 20 percent were referred through other sites. Finally, close to 3,000 ideas were generated by students from 24 schools in the Markham area. These results clearly demonstrate how social media allows teens to become involved and participate in a way that is their own.

Barack Obama made history by becoming the first African-American President of the United States. A record-breaking 1.8 million people attended the inauguration in Washington DC. The event created an unprecedented number of blog and Twitter posts, YouTube videos and live-stream Web casts. **DM**

Lydia Cappelli is an interactive marketing professional living in London, Ontario. To contact her visit her Web site at www.lcappelli.com.

WHEN SOCIAL MEDIA TALKS BACK

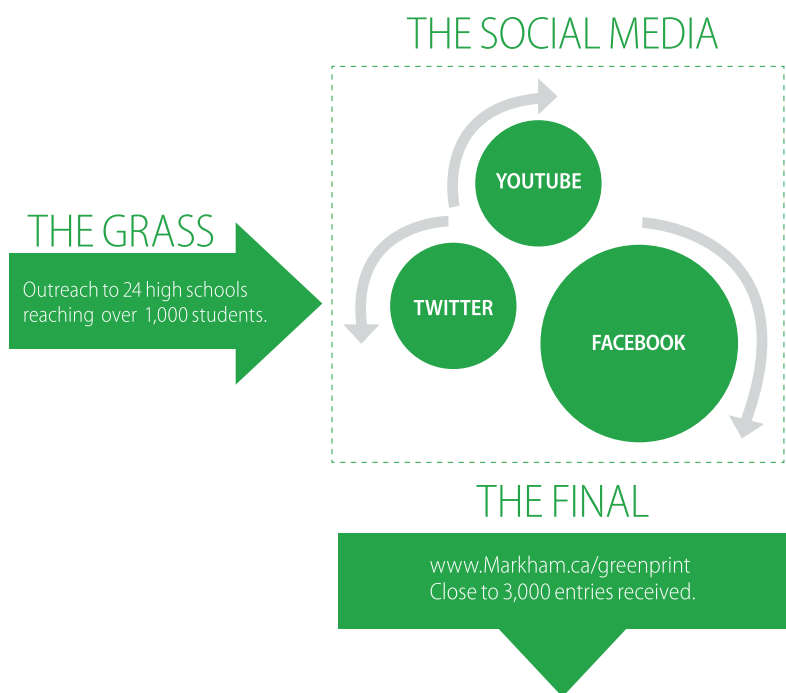
An interesting thing happened during the Quest for the Best Markham contest. An influential young musician from a local rock band entered a comment on Green Print's Facebook Wall. He saw it as an opportunity to voice his dream of having a local music venue in Markham. He argued that such a venue would save on greenhouse gases and also boost the local economy by keeping entertainment dollars close to home. The idea spread like wildfire and spurred many new followers. The mayor responded by planning a music room in the new east Markham community centre. In the meantime, the band played at the Quest Awards Ceremony where the top individuals and schools were recognized for their green ideas.

Here is an excerpt from the Facebook wall: People sometimes say Markham doesn't have a music scene. Yeah, we do. You just don't know about it. There's nowhere for us to play. There's nowhere for us to flaunt what we have. We have to go to Aurora. We need somewhere we can go and play music and get together and build community and friendship. It would be great if we could put Markham on the map, if one of our bands could show this is what came out of Markham.

"Internet-based digital technologies have given people a powerful and connected voice. Organizations have to be open to giving up control. The reward is a deeper, more meaningful relationship with their audience."

Adam Froman, president and CEO of the Delvinia Group of Companies

| | | | | | | |
|--|-----------|-----------------|------------------|-----------|-----------------|-------------|
| Sample of social media tools available to Markham youth to tell their friends about the Greenprint Program | Ask | Diigo | Google Bookmarks | Multiply | Simpy | Yahoo Buzz |
| | Backflip | Facebook | Kaboodle | myAOL | Slashdot | Yahoo MyWeb |
| | BallHype | Fark | Link-a-Gogo | MySpace | Spurl | Yardbarker |
| | Bebo | Faves (Bluedot) | LinkedIn | Netvouz | StumbleUpon | |
| | Blinklist | Favorites | Live | Newsvine | Tailrank | |
| | Blogmarks | FeedMeLinks | Magnolia | Propeller | Technorati | |
| | Delicious | FriendFeed | Mister Wong | eddit | Twitter | |
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The Quest for the Best Contest was created targeting 11- to 17-year-olds by employing digital media to solicit feedback about making the Town a greener place. Participants were asked to express themselves in whichever form they preferred: writing, drawing or recording their ideas.



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Does “green” direct mail exist?

Credible environmental strategies can enhance brand and product image, boost customer and employee loyalty and garner positive media coverage—all of which can lead to enhanced profit margins *By: Maia Becker*

There was a time when no one asked what your company’s environmental or carbon footprint was or what kind of paper you were using. Today, such “green” questions are becoming the norm. But what does “green” actually mean to direct marketing; is it a new and lucrative business strategy, a threat to the direct mail industry, or a simple contradiction in terms?

“Green” can mean everything from putting in place a comprehensive environmental strategy that is credible, transparent and generates real impact on the ground, to simple “greenwashing,” that is, making unsubstantiated or misleading claims about the environmental features of a product, service or the company. Understanding the difference between true “green” claims versus inflated claims is more important than ever as today’s consumers are more educated and interested in environmental issues, are quickly becoming more sceptical and discerning about the meaning of environmental claims, and have greater access to information than previous generations.

Good for business

“Going green” is decidedly the corporate flavour of the month. Beyond the obvious ethical reasons and/or marketing advantages, the motivation should be the business value of a credible environmental strategy. We have already seen CIBC, Indigo Books and Music, RONA, RBC, Scotiabank, and Sun Media on such a path. To be credible, an environmental strategy must include well-established goals and objectives, measurable performance criteria, targets, timelines and a communications plan.

Credible environmental strategies can enhance brand and product image, boost customer and employee loyalty and garner positive media coverage—all of which can lead to enhanced profit

studies (e.g. Edelman GoodPurpose™ study, Cone Consumer Environmental Survey) and actual purchasing behaviour that they will preferentially choose products and support companies that are responsible corporate citizens. In addition to which, it is also a matter of sound risk management to be able to answer such questions as “Do you know where your paper comes from?”

all levels of management, particularly the CEO. Well-researched and measurable goals that you can benchmark, track, report and reward performance on is next in importance. An implementation plan with clear criteria, targets, and timelines; and perhaps most importantly, a communication plan for sharing the impact of your environmental strategy with customers, shareholders and employees, are key elements.

means of a robust life cycle analysis of the marketing, and the product or service being marketed.

Direct mail life cycle

Considering the life cycle of direct mail means looking at the impact of the process from the production and sourcing of all raw materials (paper, plastics etc.) to manufacture, design, printing, distribution and finally, to disposal of the direct mail piece by the consumer.

1. Source of material: Most direct mail is produced on paper which, if it is certified by the Forest Stewardship Council (FSC) can be a responsible choice. FSC is an international certification and labelling system that lets buyers choose paper and wood products

is wasted, and the amount of ink needed in the printing process. To control cost and environmental impact, reduce the size of the mail piece, maximize available print space (e.g. decrease margin size), use a lighter paper, consolidate mail pieces, and avoid full bleeds, which require trimming and may create additional waste. Be sure to specify that you want an FSC label on all your pieces so that customers will know that you have chosen your paper responsibly.

4. Printing Process: Reduce the cost and impact of shipping by planning the location of the printer. See



Consumers’ preference for responsible products is driven by changing weather patterns (e.g. hurricanes, flooding, and droughts), water shortages, rising energy prices, and the destruction of forests. Those environmental concerns are not going to fade; they are here to stay. And in fact, they will likely grow as the impacts of climate change increase. Every successful company needs to adapt to this new paradigm.

There are many ways your direct marketing strategy can align itself with your environmental strategy, and deliver business value. While the many forms of direct marketing (e.g. direct mail, e-mail marketing, telemarketing, door-to-door, couponing) should be explored as part of this, one that I want to talk about specifically is direct mail. Not only is direct mail the most common form of direct marketing, it’s also the one that draws the most attention, and (rightly or wrongly) the most criticism. People receive direct mail every day (in 2004, Canadians received 24 pieces of direct mail per week, or 1,200 pieces per year¹). Much of this mail is unsolicited, which generates the perception of waste and excess. Whether this is more misconception than reality is open for debate, but we must recognize that this is the perception of the average consumer².

While there is certainly no doubt that other industries (transportation, agriculture etc.) have a greater impact on the environment than direct mail; it is also hard to deny that historically, there has been a lot of waste within the industry. For the direct mail industry to fit into today’s new environmental paradigm, there needs to be a change in how the industry operates. Part of this change is rethinking direct marketing from start to finish by

that come from forests that are audited against the most rigorous set of environmental and social standards in the world, and verified recycled sources. WWF Canada, Sierra Club of Canada, Greenpeace, the Pulp, Paper and Woodworkers of Canada and the National Aboriginal Forestry Association all endorse FSC as the only credible forest certification system. So, specify a paper that is FSC-certified and, if available, one that contains verified and locally-sourced post consumer waste. For more information visit www.fscscanada.org.

2. Production of material: When looking at how the material in your direct mail piece is produced, ask your suppliers about the type and quantity of energy used in the manufacturing process, the amount of greenhouse gas emissions involved in transporting raw material to (and from) the plant, and the impact of the process (e.g. bleaching) on water supplies. Specify products that are manufactured in North America, that use renewable energy (e.g. biofuel, wind, etc.), and if it is paper, processed chlorine free or totally chlorine free.

3. Design: The design dictates such things as how much paper is used, how much

www.fscscanada.org/fscprinters.htm for a list of all FSC-certified printers in Canada by province and by city. Talk to your printer about the type of inks they are using, the chemicals they use and how these are disposed of, and what type of energy they use to power their facility.

5. Targeting and Distribution: One of the more energy intensive processes of the entire direct mail life cycle is the distribution and transportation of mail. This provides an opportunity for real cost savings, and positive PR with your customers. Within your environmental strategy, create a goal of reducing the volume of mail and increasing the response rates. To do so, keep contact lists up-to-date, eliminate duplications and undeliverable mail, allow customers to opt-in (or opt-out), consolidate mailings and consider assembling or buying more targeted lists. By minimizing the quantity of mail sent, considering the location of

To be credible, an environmental strategy must include well-established goals and objectives, measurable performance criteria, targets, timelines and a communications plan.

margins. These are often the result of improved operational efficiencies; shortened supply chains, new supplier relationships, reductions in waste and waste management costs, and improved employee retention. They are also the result of increased sales and market share, since customers have shown through

A new paradigm

Your direct marketing strategy must also fit this new paradigm. To be effective, this strategy cannot work in isolation; it must fit into your company’s broader environmental strategy. The key elements of a successful strategy must include commitment from

Response and responsibility are always possible

The economy *and* the environment are not mutually exclusive *By Rosalie McGovern*

The current state of the economy is at the forefront of everyone's mind. That's especially true for today's marketing professionals. Marketers are being forced to become more efficient and effective with their budgets.

Now rewind back a couple of years when both citizens and marketers were keenly focused on environmental concerns. Everyone was going "green" – the new marketing buzzword. However, in light of today's downturn economy, one might think the focus has shifted. The good news is that the economy and the environment are not mutually exclusive. In fact, it now makes more sense than ever to be green.

Studies conducted by Dr. Bob Willard – a leading expert in corporate sustainability strategies – have shown that large businesses can increase profits by 38 percent and medium-sized companies can increase profits by 66 percent over five years simply by integrating green strategies into the core of their business models.

On a micro level, improving the efficiency of your direct marketing activities will not only increase the bottom line, but will also decrease the impact on the environment. But first, we need to understand why it is important to review our direct marketing practices.

In 2008, Canada Post conducted research in partnership with Harris/Decima. We spoke to Canadians to get their views on environmental matters. They told us that the environment is an especially important issue for them and they don't believe they have to choose between it and their economic goals.

Expectations are high

Eighty-eight percent of Canadians are prepared to change their own behaviour in order to make progress in addressing environmental problems. Seventy-seven percent believe responsibility is equally shared among industry, government and individuals. And 84 percent expect companies to significantly modify their behaviour. Bottom line: people are

changing the way they manage their lives and expect businesses to do the same.

One of the key learnings from the study was that, when discussing environmental degradation, Canadians view the true problem as being society's unnecessarily wasteful use of the earth's resources. Climate change, landfill overuse, water and air pollution, and smog are all symptoms of the larger overarching problem of wastefulness.

Canadians told us that they think about the environmental impact of their actions – from disposing of garbage and setting thermostats, to reviewing mail and catalogues. And while 85 percent said that they recycle their advertising mail, the fact remains that direct mail raises more than its fair share of environmental concern in both households and businesses because it is something that they come across every day.

... a quick way to determine if your customers are proactively giving you their new information is to check whether addresses change on your customer or prospect file by at least 15 percent every year.

Common irritants

At the core of consumer frustration are common irritants that trigger concerns about waste. These include:

- Poorly targeted mail
- Mail that contains information that is not relevant
- Mail addressed to previous residents
- Incorrectly addressed mail
- Receiving the same mailing multiple times

We subsequently surveyed 601 Canada Post customers last summer about their data hygiene practices. These companies were quite confident about their data, with 63 percent estimating that their records are at least 95 percent accurate. But

surprisingly, 75 percent do not measure whether their mail is undeliverable or not. So how do they really know?

Canada Post estimates that more than 100 million pieces of mail are incorrectly addressed each year. Approximately 60 percent of inaccurate mail results from incorrect name and address combinations due to the fact that large numbers of people move to new residences every day.

Only 16 percent of mailers use the National Change of Address (NCOA) file when mailing. And of those who use it, only 40 percent run it with each mailing they execute. Sixty-two percent of mailers believe their customers contact them when they move, so most mailers view the use of the NCOA as an unnecessary cost and step in the process.

If 15 percent to 20 percent of

Canadians move each year, then a quick way to determine if your customers are proactively giving you their new information is to check whether addresses change on your customer or prospect file by at least 15 percent every year.

Address correction software is a sure-fire way to reduce waste, but only 14 percent of those surveyed use it and less than 25 percent of those use it with every mailing. Return Postage Guaranteed is another useful solution in the data hygiene tool kit and 56 percent of respondents stated they use it. In actuality, there is a 15 percent incidence rate of usage. High undeliverable rates have a direct impact on both response levels and the bottom line. For example, if you mail 100,000 pieces

with a cost of one dollar per piece and 10 percent are undeliverable, then you are actually starting with a base of 90,000, not 100,000. By improving your data quality by even 5 percent, more of your customers and prospects will receive and respond to your message, thereby increasing results and decreasing waste. Here are 15 best practices that can help reduce your impact on the environment and improve the bottom line:

Data Management:

- Clean your internal database regularly for incorrect or missing fields;
- Validate address accuracy when entering customer information into your system;
- Update address information at each customer touch point;
- Make it easy for customers to update you when they move; and
- Create in-house preference and nixie files for marketing.

Data Hygiene:

- Use certified address accuracy software with each mailing;
- Apply merge/purge rules to reduce duplicates;
- Use the CMA "Do Not Mail" file and internal suppression files;
- Apply the National Change of Address (NCOA) file; and
- Use Return Postage Guaranteed to help update your database (for example, as part of a regular data maintenance program or with customers whom you haven't heard from in a while).

Targeting:

- Be as refined as possible in audience selection to ensure your mailing is relevant to the recipient; and
- Before renting an external list, make sure you know how recently it was updated.

Design and Production:

- Use paper from responsibly managed



Rosalie McGovern

forests and verified recycled sources;

- Use pieces designed for maximum paper coverage; and
- Use production methods that reduce print overruns and waste allowance.

Canada Post enjoys a national presence that makes us especially committed to key initiatives that will enable us to reduce and manage our environmental footprint over the long term. We are also equally committed to helping businesses, both large and small, realize better results and less waste from their direct mail efforts which, in turn, will allow them to live up to their environmental obligations. Response and responsibility. Even in this economy, you can have both. **DM**

Rosalie McGovern is general manager, Marketing and Business Development, Direct Marketing at Canada Post. She is also the lead on the environment in marketing at Canada Post.

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regions with ecologically valuable and biologically diverse habitats. That's why it's important to look at where the pulp comes from when choosing the paper we consume and why sourcing Forest Stewardship Council (FSC) certified stock is considered an industry "best practice." Under the FSC, forests are certified against a set of strict environmental and social standards, and fibre from certified forests is tracked all the way to the consumer through a chain of custody system. Purchasing FSC certified paper ensures that forests are healthy, waterways are protected, wildlife habitat is conserved, and the rights of local communities and First Nations are respected.

Step 3: Reduce your effect on the environment

Once something is measured, decisions can be made about how to reduce the

impact. Paper is a renewable resource that can be recycled back into new paper on average seven times. You can dramatically reduce your environmental impact by looking at the paper you choose. For example, specifying FSC-certified paper with a higher percentage of Post-Consumer Waste (PCW) can make a big difference. If you were to specify stock containing 100 percent PCW, in effect, no net new trees would be cut down to produce your printed piece. Producing a ton of paper using 100 percent PCW paper rather than virgin pulp saves the equivalent of 24 trees forty feet in height and six to eight inches in diameter; 4,100-kilowatt hours of electricity and 60 pounds of air pollution; and 7,000 gallons of water used in the manufacturing process.

Step 4: Offset that which cannot be reduced

At the end of the day, there will always be

some impact from your marketing. Carbon offsetting allows you to purchase a credit that cancels out the negative carbon output of your production. While still a new and sometimes controversial topic, the role of carbon offsetting should be considered in any green communications strategy. A carbon offset is simply defined as "an emission reduction credit from another organization's project that results in less carbon dioxide or other greenhouse gases in the atmosphere than would otherwise occur." A criticism commonly leveled is that if the offsetters persuade you that it's (easily and cheaply) possible to offset your emissions, you'll carry on emitting excess carbon throughout your life rather than thinking about reducing your emissions. Even given this criticism, I believe that if used as part of an overall strategy of waste reduction, an offsetting plan can make good sense.

Step 5: Communicate your green good news

At last year's CMA tradeshow, there were a number of premium and incentive companies hawking their "eco" but very plastic trinkets wrapped in the veil of green respectability. Most of this was opportunistic marketing at best. Thinking "green" means avoiding criticism relating to unethical marketing. Called "greenwashing," this is a very real concern for business. There is even a Web site GreenWashingIndex.com that will "out" companies that try to deceive.

Effective communication of your initiatives must include honesty, transparency and a genuine desire to involve your customers. Customers recognize that sustainability is an ongoing journey that begins with an initial step, and that most companies have to start somewhere. As the old Chinese proverb says, "The best time to plant a tree is

twenty years ago. The second best time is now."

Talking and walking green

Having done your best to think about the impacts of your communications and where appropriate, lessen your impact on the environment, you can proudly proclaim that you are "walking the talk." Remember to think, measure, reduce, offset and communicate sustainability.

Bernard Hellen is president and creative director of traffic marketing + design inc. (www.trafficdesign.ca) a sustainable marketing and design agency. A frequent speaker on the subject of designing sustainable communications, he sits on the Board of the Association of Registered Graphic Designers of Ontario and Chairs the R.G.D. Sustainability Committee. He can be reached at bernard@trafficdesign.ca or by telephone at (416) 504-8717.



Greening up the “junk”

How focusing on data can help the environment and direct mail's image *By Emma Warrillow*

This is the green issue of *Direct Marketing* and for some, the very notion of “green direct marketing” is an oxymoron. Their arguments are sound – direct mail does indeed create large volumes of waste, results in the need to log thousands of trees, and its products are perceived by many as “junk”. But can direct marketers improve the environmental impact of this medium and perhaps clean up the “junk mail” perception at the same time?

Many marketers are adding the environment to their marketing strategy. As you have no doubt read about in the pages of this paper, much of today's direct mail is being printed on recycled and/or FSC certified paper, reducing the impact considerably over days gone by. And, of course, agencies and their clients are getting creative and finding ways to produce impressions that have less of an environmental impact.

But green planning should be considerably broader. Direct marketers can have an environmental impact long before they think about what paper to print on or which envelopes to use. Marketing

waste” by considerable amounts.

Consider a B2B client of ours who recently hosted an event and wanted to invite all their clients across the country to it. This entailed going to hundreds of data stores held across the organization – all in different formats and created for different purposes. The resulting mailing meant that many invitees received the invitation three or four times (likely more in some cases) despite efforts to avoid duplication. Naturally, this resulted in considerable waste—both in perception and reality. I suspect that the second, third and fourth invites were viewed by clients as increasingly wasteful (not exactly what the company was trying to convey with its invitation).

Most mail services providers can de-duplicate mailing lists as part of the mailing process, based on name and address matching. Even when you are sending mail to external lists, taking the time to “de-dupe” between them and your customer lists can reduce your mailing counts considerably and avoid your mailing to those who are already customers.

In the longer term, by building a complete view of the customer and linking

Bowes research, each piece of returned mail costs companies \$3.00 in operational expense (including printing, postage, handling, analysis and re-mailing); and that doesn't include the opportunity cost of missed marketing touches.

At a minimum, any mailing list should be SERP-certified to ensure it meets Canada Post standards; this will ensure the addresses you are using are valid. In addition, Canada Post also offers a National Change of Address (NCOA) file (compiled from the mail forwarding requests that customers submit) to allow companies to keep their databases up to date.

Forward thinking organizations have a significant investment in their data management strategies. These organizations focus on the consistency, completeness and accuracy of data so it can be used effectively to target the right customers. Information is stored in a way that it can be easily accessed, and effectively used. Address fields are correctly parsed, duplicate entries are identified and rationalized, and a variety of techniques are used to fill missing information.

Know thy customer

Having a holistic view of the customer can also help a company further reduce its environmental impact. Using analysis techniques such as predictive modelling and segmentation, communications can be targeted — maximizing the impact of every piece of mail. Response modelling, for example, ensures that only those most likely to respond will receive a piece of direct mail.

With good targeting, you can send far fewer pieces to achieve the same or better results. When response rates are only one percent, it is hard not to think of some portion of the other ninety-nine as waste. Effective targeting and customization can yield much higher rates of response and much more favourable customer reaction.

Finally, central data stores have another positive benefit; they allow marketers to track the preferences of customers. Customers who do not want to receive mail can be tagged, as can those who actually prefer the mail channel— further reducing wasted contacts and ensuring maximum economic benefit from the direct mail we do send.

And when customers receive relevant

mail for products they are interested in, they are far less likely to perceive it as junk – and far less likely to toss it in the landfill unread.

The death knoll tolls

However, there is no denying that environmental impacts— along with the availability of alternate marketing channels —are forever changing the appeal of direct mail. I suspect that any talk of the “death of direct mail” makes most readers of this publication a little queasy. Fortunately, I think reports of direct mail's death have been greatly exaggerated and certainly greatly accelerated.

E-mail marketing, telemarketing, SMS messaging, and now, social networking, have all been described as alternates to direct mail. However, permission marketing guidelines, SPAM filters and the recent changes to the Do Not Call registry mean that it is not always possible to even reach prospects, let alone get their attention using these alternate channels.

Since its invention, e-mail has been touted as the low-cost replacement to direct mail. However, millions of pieces of direct mail are still sent annually in Canada. Canada Post actually reported direct marketing volumes rose by 0.9% in 2008. Marketers have yet to prove e-mail trumps all.

Testing has long shown that the look and feel of a piece has a significant impact on response. Today, marketers still have limited control of how the message will look using e-mail. The small screens and limited display functionality of PDAs, along with the e-mail viewers that block picture downloads, mean that messages are often far less effective or missed completely.

So for now, direct mail is often still the best medium.

In summary, in addition to making more environmentally smart choices about their paper, direct marketers should consider their data strategy as another way to green things up. Rationalizing duplicates, reducing undeliverables and effective



When response rates are only one percent, it is hard not to think of some portion of the other ninety-nine as waste. Effective targeting and customization can yield much higher rates of response and a much more favourable customer reaction.

departments need to think about the environmental footprint of their data.

Reducing your data footprint

I am not talking about how much energy the server housing the database uses or what happens to technology when it becomes obsolete — but about the data itself. The way marketers maintain and use customer information can also have an impact on waste.

Today, many companies still house customer information in disparate databases throughout the organization. This alone can increase their “direct mail

disparate databases, companies can reduce duplicate mailings and control the flow of communication to their customers. This complete view is one of the fundamental goals of Customer Relationship Management (CRM) strategies today.

Going nowhere

While mailing someone the same piece three or four times is clearly a waste, the mail that never reaches them is even more wasteful. Reducing the amount of mail that is returned as undeliverable is a simple task, yet many look at up front costs and fail to account for the costs of not doing it. According to Pitney

targeting are all ways to leverage data to reduce the impact on the planet.

And, in addition to feeling good, marketers will find that relevant, correctly customized and personalized direct mail is much less likely to be perceived as “junk”. And perception is everything. Pitney Bowes reported that US respondents to a survey estimated 53 percent of municipal waste is attributable to advertising. Yet, according to the American Direct Marketing Association, the real number is actually only 2.4 percent. Customers who believe the first number are far more likely to advocate for stiff regulation and limitations to direct mail — something most marketers would like to avoid. **DM**

Emma Warrillow runs Emma Warrillow & Associates Inc., (www.emmawarrillow.com) a consultancy that enables companies to implement their analytic strategies and make the most of their customer data. She can be reached at emma@emmawarrillow.com.

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your suppliers, using smart design, and choosing FSC-certified paper and printing, your customers will see that you are taking significant steps to minimize the environmental impact of mail distribution.

6. Disposal: While it is estimated that 49 percent of paper and paperboard was recycled in Canada in 2007³, this is still a long way from the maximum that we could be recycling. Encourage customers to recycle the

mail pieces they receive by letting them know that it is recyclable; there is still a lot of confusion and misinformation about what paper can, or cannot, be recycled.

It may seem like this is a lot to consider for a direct mail campaign, but the benefits are well worth the effort. According to business leaders such as Canada Post “taking green initiatives has become a respected, and expected, business practice⁴. And don't forget, once your company has established its environmental strategy, and gone through the process of identifying suppliers and

products that fit with your environmental criteria, you can work with these partners to continually innovate new and effective ways of generating not only more business, but a more environmentally, socially and economically viable business.

So, does green direct mail exist? Yes, it can, but it requires the industry to adopt new strategies and new ways of thinking which are probably equal part revolution and evolution. **DM**

Maia Becker is vice president of Forest Stewardship Council (FSC) Canada. The FSC is an international, membership-based,

non-profit organization that supports environmentally appropriate, socially beneficial, and economically viable management of the world's forests. FSC oversees the development of regional forest management standards; offers resources and training around FSC certification; and raises awareness of FSC certification and the benefits of using FSC-certified products.

Links and References:

Forest Stewardship Council (FSC) Canada: www.fscscanada.org
Edelman GoodPurpose™ Study: www.goodpurposecommunity.com

Cone Consumer Environmental Survey: www.coneinc.com/content2032

¹ March 2006, Marketing Research Group Fact Sheet, Canadian Consumer Attitudes to Direct Mail, Canada Post www.canadapost.ca/cpo/mr/assets/pdf/business/consumer1_en.pdf

² February 2008, The Truth About Green, Pitney Bowes, www.pb.com/greenmail

³ September 2007, Overview of the Recycling Industry, Paper Recycling Association of Canada, www.pppc.org/en/2_0/2_4.html

⁴ May 2009, What your business can do, Canada Post, www.canadapost.ca/cpo/mc/aboutus/green/business/target.jsf



From design to doorstep: greening the direct mail life cycle

Green direct mail? Absolutely — and the same measures that support environmental responsibility tend to produce more relevant outreach and higher response rates *By Tamara Pope*

Despite the buzz around electronic communication and online social media, advertising mail remains one of the most effective ways to both win and nurture customers. Direct mail commands attention. It cuts through the clutter. It is visual — and tactile, able to stimulate sensory responses that e-mail can't. Research conducted by direct marketing firm Abacus shows that 51 percent of consumers prefer mail order to the Web (the numbers are even higher when there's no prior business relationship) and 63 percent of Canadians read mail as soon as they receive it.

Unfortunately, there are also misconceptions about the environmental

The Design

Green direct mail is as much about creative engineering as it is about creative design. In addition to *How much paper is being used?* and *What stock is it?* you need to consider questions such as: *Does the stock contain recycled or alternative fibers and is it virgin paper made from trees harvested according to a recognized certification program for sustainable forestry management (SFM)?* Also, have you assessed the level of ink coverage in the design and, if so, could the design be altered so that it doesn't require heavy coverage? As for the ink itself, you want to find out if it's low in volatile organic compounds (VOC). VOCs react with

your mail is versioned for various audience segments or, even better, delivers a one-to-one message. Compare the response rates of unaddressed mail — typically in the neighbourhood of one to three percent — with those of a one-to-one mailing, often upwards of 50 percent. You may end up with several smaller campaigns rather than a single large one; however, results are improved and waste is reduced. Moreover, the flexibility and cost-efficiency of today's digital production makes such a strategy not only possible but logical (more on digital in the section to follow).

Make sure, too, that your mailing efforts are supported by good mailing-

company supplying them also maintains good list hygiene.

The production process

By this point you've considered factors such as paper, ink type and coverage. Once again, if you're working with a marketing partner committed to green, sustainable development, you've had clear information and ample choice in making your selections, and have been steered toward options such as environmentally preferable paper.

You may also want to consider digital production. A 100 percent digital workflow makes it feasible to version and segment a direct mail campaign, producing smaller, more targeted runs. As well, along with the business benefits of reduced time, labour and expenses, going digital eliminates the use of film, associated chemicals, and the fuel necessary for transporting proofs.

The delivery process

Before anything even goes out the door, start greening your delivery process by using printed or indicia inkjet imaging to eliminate paper labels and stamps. (It speeds up the lettershop process at the same time.) Look for pool-mailing programs to get your materials into the mail stream as efficiently as possible. Existing distribution channels such as Canada Post are cleaner than courier-driven delivery, while bicycle

couriers and on-foot door-to-door distribution further minimize environmental impact. Another consideration is standalone versus consolidated delivery, a decision that may be determined by the use of an unaddressed mail list. Keep in mind also that while consolidating delivery with other pieces of direct mail might seem a more environmental option, the fact that yours is unaddressed may mean less attention is paid to it and consequently it goes to waste.

Thinking of going green?

Get a good partner.

Many companies today claim to be green, and many consumers don't trust their claims. Recent Pollara research commissioned by Markets Initiative, a non-profit environmental organization, has shown that 78 percent of survey respondents believe companies are often marketing themselves as greener than their business practices justify. A mere one percent "very much" trust "carbon neutral" claims. Meanwhile, 95 percent feel it's important for companies to develop an environmental policy action plan and demonstrate clear progress toward fulfilling it.

All of which serves to underscore the growing demand for genuinely greener marketing practices, and the fact that finding a partner who provides them can take some homework. The research above suggests the outcome is worth the effort — environmentally and otherwise: green marketing is more efficient; it's more effective; and it sends an underlying message to customers that helps set you apart from your competition. **DM**

Tamara Pope is the director of Marketing, Marketing Communications Sector at Transcontinental Inc. For more information, please visit www.transcontinental.com.

Research conducted by direct marketing firm Abacus shows that that 51 percent of consumers prefer mail order to the Web (the numbers are even higher when there's no prior business relationship) and 63 percent of Canadians read mail as soon as they receive it.

impact of direct mail. When asked in a survey how much DM contributed to solid municipal waste, 48 percent of respondents estimated more than half.

In fact, advertising mail accounts for just *two percent* of all solid municipal waste in the U.S., while in Canada, paper and paper-related materials have the highest recycling diversion rates — higher than glass, metal and plastic.

However, this preoccupation with paper waste and recycling overlooks the reality that within the DM life cycle, paper is but one factor in the environmental equation. Green direct mail entails a cradle-to-grave approach to marketing — one that addresses all aspects of your campaign and that, well-executed, can minimize your carbon footprint while maximizing your reach.

The strategy

An effective campaign of any kind is built on a well-planned strategy, which revolves around three essential components:

Objective: What's the business need? What is the campaign trying to accomplish?

Message: Simply put, what are you trying to say? (Supporting questions are: Who are you talking to, and what's the best way to reach them?)

Call to action: What are you asking customers to do? Is it compelling? Does it drive action?

The more specifically you can answer these questions, the more refined your message, targeted your outreach, and the better your response. It becomes a case of "less is more" marketing — potentially smaller, more targeted runs, with each generating more positive results.

sunlight to form ground-level ozone, a key ingredient in smog.

A responsible marketing partner is one that offers well-rounded guidance combined with innovative ideas that help you address environmental concerns without sacrificing impact. An example is a recent direct mail campaign for a beauty product manufacturer that, with three different marketing objectives: 1) launch a product, 2) promote a key feature, and 3) distribute a coupon — might have used three different components to meet them. Instead, the company was able to integrate them into a single, simpler and far more compelling piece.

A responsible marketing partner is also part of a green supply chain. The company should be able to substantiate operating claims with well documented and supported policies in areas such as paper purchasing and VOC management. It should have in place a clear paper classification system to help you make a selection that allows you to balance marketing goals and financial realities with environmental responsibility.

The audience and message

Audience and message are intrinsic to one another. The more you know about the former, the more targeted you can make the latter. The benefits, meanwhile, are twofold: your response rates are almost inevitably higher, and your total campaign costs are lower.

The ultimate objective here is, in a word, personalization — achieved through effective data mining that allows you to target and segment your campaign. While mass, unaddressed mailing is certainly an option, response rates increase if your mail is addressed, and can jump considerably if

list hygiene. Keep your list current and clean, scrubbing it to be sure it's accurate and you're not needlessly distributing undeliverable or redundant mail. Sending a piece to both John Smith and J. Smith at the same address is not only wasteful, it also reflects negatively on you. If you rent mailing lists, be sure the

EAST FACTS

DID YOU KNOW :

- ▶ 1 ton of recycled paper saves 3 cubic yards of landfill
- ▶ 1 ton of uncoated non-recycled paper = 24 trees
- ▶ 1 ton of non-recycled newsprint = 12 trees
- ▶ 1 tree makes about 8000 sheets of copy paper
- ▶ 1 ton of 30% recycled paper saves 7 trees
- ▶ 65% of trees cut in the Canadian Boreal Forest are used to make paper
- ▶ Young trees absorb carbon faster
- ▶ Older trees store more carbon
- ▶ Cut trees release carbon into the atmosphere

Source: Guy Dresser, Allan Press Editorial Seminar, October 4, 2007. https://timssnet.allenpress.com/ECOMEDSEMINAR/Timssnet/common/TNT_Presentations.cfm

DMPEOPLE



Justin Creally

Justin Creally has been named president of High Road Communications, including its five offices in Montreal, Ottawa, Toronto, Vancouver and San Francisco. Previously, he was a senior vice-president at the agency's Toronto office.



James Pelletier

TBWAVancouver is pleased to announce that **James Pelletier** has joined the agency in a hybrid role as account director/director, Digital Strategy. Most recently, he was with Tribal DDB.



Jill Wittman

Ipsos Understanding UnLtd., the qualitative division of Ipsos in North America, welcomes **Jill Wittman**, who was recently appointed vice president of Innovation and Qualitative Research. Previously, she had an extensive career at Procter & Gamble.

WORTHKNOWING

NAMMU presents it's 2009 Postal Forum to explore Canada Post changes

On June 11, NAMMU will present this important platform for dialogue between Canada Post and industry. Canada Post is transforming its infrastructure and products to deliver tomorrow's customer needs. What is the strategic thinking that drives this transformation? How does it impact your planning and operations? Is your company well positioned to rebound as the economy improves to take advantage of new opportunities offered by this transformation? What's on your wish list to improve ROI?

Three main themes will drive the Forum's discussion: Postal economics, infrastructure renewal, and pricing strategies; 100 per cent deliverable mail; and the huge potential of partnership initiatives with the VAM community. Speakers will include: Tony Cioffi President and CEO, The Reader's Digest Association (Canada); Jacques Côté Chief Operating Officer, Canada Post Corporation; Patrick Bartlett General Manager, MSP Sales Channel Management; Laura Artibello President, Mailennium; Shirley Neil

(Manitoba Hydro) CGA representative; Ross McKenzie, Mailing Innovations; Jim Wiseman Transcontinental Printing (RBW); and Alexis Zamkow General Manager, Direct Marketing Data and Services. Attendees can add priorities to the Council agendas for follow-through during the concurrent round tables after the plenary sessions. Location: The Intercontinental Hotel, 225 Front Street West, 8:00 a.m. – 3:00 p.m. For more information, telephone 416 977 3703 or by e-mail, nammu@rogers.com.

LISTWATCH

CanadaProGuide.com postal list

This file names more than 309,827 Canadian business people subscribing to this news Web site. Selections: Employee size, recency, SIC code, job title/function, state/SCF/ZIP Price: \$150/M Contact: Worldata, Telephone: 561-393-8200; info@worldata.com.

Encompass Masterfile

Encompass Masterfile is rapidly growing with 204,325 responders—people who are known travelers to Europe, sun destinations and/or cruise vacationers, all who have completed a travel survey at the end of their vacation. Now you can reach 128,765 travelers by e-mail at \$350.00/M CDN. Selects include Age, FSA, Gender, Province, Phone numbers, Arts & Entertainment, business travelers, Club Memberships,

Collectibles, credit cards holders, marital Status, Computers/Internet, employment Status, Education, Exercise/Fitness, household income, Occupation, Outdoor Enthusiasts, Pets, Self Improvement, Sport Enthusiasts, Sweepstakes/Lotteries, Travel Destinations, Type of Vacations, Hobbies/Interests, Length of Vacation and Donors to Charitable Causes. Base rate is \$160.00/M CDN. US Postal addresses and e-mail addresses are also available please inquire. For more information, contact your list broker or call Kim Young, West List at 416-622-8700 or email kim.young@westlists.com.

Government key contacts database

Governments Canada database is the most complete and comprehensive tool for locating people and programs in Canada. Database provides monthly

updated listings. Fees in Canadian funds. Contacts: 4,015 one contact per location \$160.00/M dates: MM/DD/YY; all contacts per location: 11,705 \$150.00/M Source: Canadian Almanac & Directory, Language \$10/M; Sample mailing piece required for approval. Phone no. \$30; Province \$10/M; Profile on federal, provincial and territorial FSA \$10/M; government departments, offices and keying \$10/M; agencies across Canada, branch & regional fax no. \$50/M, offices are also included along with all e-mails \$75/M, telemarketing + \$150/M updated 01/30/2009. Multi-use \$300.00/M. For more information, contact your list broker or call Jacqueline Collymore, list manager, Resolve Corporation at 905-267-2142 or by e-mail at List.management@resolve.com.

US and Canadian health buyers available

Two of Canada's most well respected marketers – **Richard McLaughlin** and **David Engel** – have been inducted as Honorary Life Members of the Canadian Marketing Association. Announced at the CMA National Convention in Toronto, the honour recognizes these individuals' significant contribution to the marketing community in Canada and their efforts in furthering the vision and mission of the Association. McLaughlin, CMO, Citi Cards Canada, has been on the CMA Board of Directors since 2002 and served as Board Chair in 2006/2007. He has also chaired CMA's National Convention Program Committee, the Leadership Planning and Development Committee, and the Thought Leadership Task Force. In 2007, McLaughlin also co-authored CMA's first leadership paper on building brands in a complex environment. Engel, president, Innovative Graphics, is the longest serving member on the CMA Board, and acted as Treasurer from 1999 until 2007. His fundraising efforts on CMA's behalf have amassed hundreds of thousands of dollars, and resulted most notably in a \$1 million endowment fund that provided the necessary financial support to get the CMA Professional Marketing Certificates Program off the ground. . . **CBC, Cisco** and green-minded Canadians nationwide proudly announce that One Million Acts of Green (OMAG) has reached its goal of **1,000,000 acts of green** registered online at www.onemillionactsofgreen.com. Participants from coast-to-coast and from all walks of life have clearly embraced the program. Elementary and high schools, universities, municipalities, businesses and even local coffee shops have demonstrated their commitment, challenged each other to "go green" and collectively achieved the goal. With the support and enthusiasm of Canadians nationwide, One Million Acts of Green will continue the challenge to see how high it can go. Supporters are encouraged to keep logging in their green acts and challenge coworkers, friends and family. . . American commercial printer **RR Donnelley &**

Macromark has been awarded management of the US and Canadian buyer files for Sun Chlorella, a health supplement. The US file previously was managed by DS Direct, but the Canadian file is new to the market from Macromark. For an average price of \$100.00, these men and women buy the Sun Chlorella product line to improve their health. The list is sourced through a catalogue. The 253,682 US buyers are available beginning at \$140/M; 15,984 Canadian buyers are available beginning at \$160/M.

West Lists Company exclusive list manager of 88,599 subscribers to the following publications and insert programs:

Building Strategies, Building Strategies PolyBag/Insert, Canadian Apartment

Sons Co. has offered more than US\$1.3 billion to buy "all or substantially all" of bankrupt **Quebecor World Inc.** That company's operating income increased by \$15.5 million from the previous year to \$272.2 million. This was largely due to a \$27-million increase in its Videotron cable division and lesser amounts from various other divisions. . . **Balgord Software Solutions**, an Oakville Ontario based software consulting firm specializing in helping small to mid-sized companies and nonprofit organizations improve their businesses operations with accounting, customer relationship management, and fundraising software solutions, was recently awarded a **Sage** Customer Excellence award. These awards are provided to outstanding Sage business partners whose customers have ranked them above industry average in delivering an exceptional customer experience. The Sage Customer Loyalty program surveyed all clients of Sage business partners using the Net Promoter® customer satisfaction measurement system. It asked how likely a customer would be to recommend the services of their business partner to a friend or colleague. Not only did Balgord receive scores above the average of other Sage partners, its scores were more than double the software industry average. . . While concerns surrounding the outbreak of novel influenza A (H1N1), also known as the Swine Flu, were prevalent among Canadian residents, 97 percent of those who had plans to travel between May to August, 2009, kept those plans intact. This is just one of the findings from an **Ipsos Reid** survey conducted among 1,713 adult Canadian residents during the period May 1-5, 2009. How will consumers respond should the Swine Flu situation worsen? Among those surveyed who had travel plans, only 7 percent responded they would cancel those plans without question. Twenty-five percent (25%) reported being willing to take a wait-and-see approach; and the remaining 68% intend to travel as planned.

Magazine, Canadian Apartment Magazine PolyBag/Insert, Canadian Gaming Magazine, Canadian Gaming Magazine PolyBag/Insert, Canadian Property Management, Canadian Property Management PolyBag/Insert, CondoBusiness Magazine, CondoBusiness Magazine PolyBag/Insert, Construction Business, Construction Business PolyBag/Insert, Corporate Meeting and Events (CM&E), Corporate Meeting and Events (CM&E) PolyBag/Insert, Design Quarterly, Design Quarterly PolyBag/Insert, Energy Procurement & Conservation, Energy Procurement & Conservation PolyBag/Insert, Food Safety & Quality, Food Safety & Quality PolyBag/Insert, FoodService News, FoodService News PolyBag/Insert. Selects include Province, FSA, Keying & Title/Job. Base rate is \$220.00/M CDN. For more information, contact your list broker or call Kim Young, West List at 416-622-8700 or email kim.young@westlists.com

WORTH KNOWING / cont'd

Air Miles launches My Planet program

TORONTO — The vast majority of Canadians— 94 per cent—feel it is important that they personally help the environment by choosing green products, according to a recent poll by Environics Research for the Air Miles Reward Program. But the poll also reveals that two-thirds admit to holding back due to concerns about the validity of green claims (67 per cent), the perception that green products cost more (66 per cent), and the difficulty finding green products (59 per cent).

Against this backdrop, Air Miles has introduced the My Planet program (www.airmiles.ca/myplanet), an engaging new initiative designed to inspire and enable its over 9.5 million active Air Miles Collectors to make more environmentally sustainable choices in their everyday lives through green rewards, information and an online community.

The first phase of the My Planet program helps collectors live greener and keep their cash by offering a broad range of over 100 My Planet rewards that contribute to a more environmentally sustainable lifestyle, according to an assessment process created by TerraChoice, one of North America's leading science-based environmental marketing firms.

Items range from transit passes to green energy services to environmentally friendlier cleaning products, which are

all available by redeeming Air Miles reward miles. My Planet also includes an easy to use, online learning centre with information rich content that provides collectors with facts, articles, tips and community forums to help them make more environmentally sustainable choices.

"The goal of the My Planet program is to harness our tremendous relationship with 70 per cent of Canadian households to effect positive change for the environment," explains Bryan Pearson, CEO of LoyaltyOne and its Air Miles Reward Program. "Canadians have voiced their concern for the environment and their strong desire to help, and our goal with the introduction of My Planet is to enable them to make more sustainable choices, every day. By launching My Planet, we also will continue to introduce changes that reduce their own carbon footprint."

Each My Planet reward is identified, assessed and approved using principles and guidelines developed in collaboration with TerraChoice. This assessment subjects each potential My Planet reward to life cycle-based environmental screening criteria to help advance at least one of Air Miles' three key environmental priorities: reduced CO2 emissions, reduced harmful chemicals and conservation of natural resources.

Updated report focuses on marketing, not just printing

BELLEFONTE, PA — Digital Printing Reports has announced updates to all of the reports in its Marketer's Primer Series of training and educational tools for printers and marketers. These reports feature technology discussions, best-in-class case studies, and best practices for digital printing, 1:1 (personalized) printing, personalized URLs, and Web-to-print. Discussions focus on the marketing implications for these technologies and how they can change the way marketers think about and utilize print as part of their standalone print and multi-channel marketing strategies.

"Any marketer who thinks about these technologies as primarily a production solution rather than a marketing solution is missing the boat," notes Heidi Tolliver-Nigro, founder of Digital Printing Reports and a long time industry analyst. "There is a reason that the subtitle of the digital printing report is called 'Changing Business and Marketing Models' because this is really

how such technologies should be viewed. It's not what the technology can do, rather than how it can be used to change how you think about the way you interact with your customers and prospects. That's really the entire point of this series."

And it's not just how digital printing technologies can transform your marketing. It's also how they can help you *green* your print marketing from a production, workflow, and database marketing perspective. Each report contains a dedicated section on how each technology or approach contributes to better environmental stewardship. The Marketer's Primer Series consists of four titles: "Digital Printing: Transforming Business & Marketing Models," "1:1 (Personalized) Printing: Boosting Profits through Relevance," "Personalized URLs: Beyond the Hype," and "Web-to-Print: Transforming Document Management and Marketing." For more information, visit www.digitalprintingreports.com.

CMA elects new board of directors



Nancy Cardinal



Ernie Johannson



Steve Levy



Stephen Brown

TORONTO -- The Canadian Marketing Association (CMA) elected its new Board of Directors at the Association's Annual Meeting on April 29, 2009 in Toronto.

Elected chair of the CMA Board of Directors was Nancy Cardinal, vice-president, Marketing & Customer Insights, Liquor Control Board of Ontario

(LCBO). One of Canada's foremost marketing executives, Cardinal has extensive senior marketing experience in retail marketing with some of Canada's best-known brands.

The Association also elected Ernie Johannson, senior vice-president, Marketing and Strategy, CIBC as vice-chair of the CMA Board.

Steve Levy, president, Canadian Market Research, Eastern Canada, Ipsos-Reid, was re-elected secretary and treasurer of the Association.

Stephen Brown, senior vice-president and general manager of the Fuse Marketing Group, was elected as a new member of the CMA Board of Directors.

CMA alters plans for next year's National Convention and Showcase Forum

In spite of reduced turnout at this year's Canadian Marketing Association (CMA) National Convention and Showcase Forum in April, John Gustavson remains upbeat.

"[It was a] great convention, we got rave reviews," he emphasizes. "Like everyone else in the business at the moment, attendance was down a bit and so were the booths but that is understandable."

Nevertheless, the association is adjusting its plan for next year.

"What we have decided to do is postpone holding the event in Montreal until 2011, come back to Toronto next year and skip the trade show—because holding the trade show three years in a row in Toronto isn't really feasible—it's too much to ask of exhibitors," the CMA president and CEO explains. He adds that since attendees won't be spending time at the trade show, he expects the convention can likely be accommodated in two days instead of the usual two and a half.

"Right now, everyone's concentration is on survival," he stresses, adding that marketers are expected to do more with less staff and reduced training budgets. While the association's seminar business is going well and attendance at its events has been good, in recognition of the constraints on people's time, the CMA recently reduced its B2B Conference from a full-day to two half-days—with one session held in May and the other scheduled for September. The association



CMA's Professional Marketing Certificates continue to grow, with the number of grads in the program expected to reach nearly 1,500 by this summer. This fall, the association will launch a course on promotions, as well as a whole new stream of courses geared to more senior-level marketers. The first in this series, "Advanced Marketing Management: Developing a Marketing Plan and Providing the Leadership to Deliver It," will be available in September, bringing the number of CMA Professional Marketing Certificate courses offered to eight. The CMA also awarded its Certified Marketing Specialist designation to four candidates and now has another 100 working toward it.

has also reduced the rates for most events to enable members to continue to avail themselves of its marketing education and professional development offerings. "We've also extended these reduced member rates to those who have been laid off from CMA member companies," the CEO explains.

Happily, the economy seems to have had little effect on membership.

"We've had a remarkable membership renewal rate—we're within one percent of last year—which I think is astounding," Gustavson emphasizes. "And as good as our renewals are—which speaks to the value—the organization is fine."

With more than 800 registered corporate members, the CMA is Canada's largest marketing association. Encompassing this country's major business sectors and all marketing disciplines, channels and technologies, CMA members drive \$150 billion in sales of goods and services annually and supporting nearly one million jobs.

The association is also the marketing community's leading advocate on the key public policy issues affecting both consumer and business-to-business marketers. Its advocacy work aims to prevent unwarranted government intervention in the marketplace, whether it arises via regulation or other government action.

For example, recently, CMA members enjoyed a major win when the federal government introduced long-awaited anti-spam legislation, a significant event in its own right. But after more than four years of lobbying on this issue, that which was of particular interest to the CMA is that the new legislation allows for the use of implied consent, generally and specifically, where there is an existing business relationship.

Currently, the association is monitoring the following important issues:

- The privacy issues attached to mobile marketing and behavioural marketing, such as consumer profiling and data collection practices;
- Determining the right balance between user privacy and providing users the right tools to obtain the content they want;
- Marketing to children and youth. In particular, the obesity issue and calls to ban *all* advertising to children. The association's concern and efforts here are focused on ensuring government does not resort to the easiest way out or quick fixes that would have inadvertent consequences for the entire marketing community;
- New telemarketing restrictions and potential changes to the National Do Not Call List;
- Developments in the environmental arena that might cause government to place even tighter restrictions related to green marketing claims or to explore a mandatory national do-not-mail registry, similar to the Do Not Call Registry. Such a movement is already underway in the US, where five states—including New York and California—are considering such programs, which the CMA believes are unwarranted, unnecessary and an economic threat; and
- The report of the strategic review of Canada Post, which will be considered by the Federal Cabinet late next month and then made public with the government's response.

"One truism is that the government's regulatory agenda doesn't slow down just because the economy does," stresses Gustavson. "In fact, sometimes I think it picks up because the government is looking for things to do that look good but don't cost money."

For more information on the CMA, please visit <http://www.the-cma.org/>.

Green innovation: What's new in sustainable direct marketing

Innovation is occurring at the frontier between traditional and sustainable direct marketing. Here are two exciting examples *By Pat Atkinson*

With billions of loyalty and gift cards generated worldwide each year—many of which are used once and then discarded—David Engel, president of Innovative Graphics Group, set out to develop a biodegradable version that wouldn't harm the environment and could be proudly employed by environmentally conscious marketers. Traditionally, loyalty and gift cards have been made from polyvinyl chloride (PVC), a carcinogen, which emits toxins during the manufacturing process and again later, as it breaks down in landfills.

Engel's research indicated that if you piled up all the PVC gift cards that are dumped into landfills annually, they would equal 12, three-storey 2,500 square foot houses. Beyond his concerns about this issue, the determined entrepreneur was convinced that a more environmentally friendly card would prove worthwhile because companies that market to consumers would likely become more concerned about negative perceptions related to the dangerous plastic.

Environmentally friendly

After extensive research and investigation, Engel zeroed in on corn-based polylactic acid—a material more durable than vinyl—from which he could manufacture a fully biodegradable and compostable "EnviroCard" that uses no toxins in its manufacturing and is harmless to the environment. The end result can be personalized and printed on both sides and in up to eight colours, with a screen of up to 175 lines. The card can also be die cut to any shape, produced with or without a mag stripe, and/or a

barcode, and include a signature panel.

In January, an existing Innovative Graphics client, Aeroplan—Air Canada's frequent flyer and loyalty program—launched a test run of the cards, and this spring, the company began issuing the EnviroCard to new members and as replacements for cards that expire or become lost or stolen. All of the Program's loyalty cards are expected to be replaced over time.

"Our target market for this is marketers who are leaders within their field and also have a green policy," explains Engel.

This innovator and entrepreneur, who was inducted as an honorary life member of the Canadian Marketing Association during the CMA National Convention in April, —founded Innovative Graphics Group, a Toronto-based company that helps corporations and ad agencies create novel direct marketing campaigns, in 1995. Today, the firm holds more than ten trademarks and has five patents pending; three of which are for the EnviroCard.

Defining green

As Engel sees it, the trend toward

sustainable marketing is a real movement that will gather momentum as today's leaders begin to focus on it and others follow.

"There is a lot of clutter and no real definition," Engel acknowledges. "What is green? Today, in the paper business you know what it is to be green because there is a standardized FSC stock. Is it the end all and be all? No, but it is clearly a work in progress."

Engel explains that what green is in other materials categories is still unclear. "The classic example in my immediate world in terms of card marketing is recycled PVC," he points out. "Is recycling PVC—a carcinogen—green because it doesn't lead to the creation of virgin PVC?"

As a supplier of innovative direct marketing aids and expertise, Engel comes into contact with a lot of top marketers and believes that a lot of them worry that they have to be lily white when it comes to going green. "Rather than being right or wrong, it is more an issue of being

environmentally friendly or environmentally friendlier," he explains. "People are worried that others will poke holes in their environmental statements and that scares them away from green initiatives. If you're moving in the right direction, that's the right direction to move in. And as long as you keep improving, that's the right direction." He adds that marketers must make the effort to become environmentally friendly because "it's good for your own psyche and that of the consumer. The consumer will react to that." Perhaps but as he explains, they are not likely to beat a path to your door just because you're providing a green alternative.

"In the green gift card space, there will always be people that will buy a design that looks environmentally friendly but market research has shown us that it is not a successful product," he emphasizes. "It is a successful product if it's an environmentally friendly product that looks exactly like the regular product, however.

Engel says that another deterrent to sustainable marketing—the premium on green materials and products—will lessen as these products become more mainstream and commoditized and as organizations change the way they are working.

"Going green is a mindset. You have to look at the potential additional costs as an investment. It's also a change of habit but you do it because it is the right thing to do. I think that the cost issue causes the green movement to be retarded and the economy isn't helping. It's hard to be proactive when you're dealing with day to day crises because you don't have enough people."

Environmentally friendlier

To ensure today's environmentally conscious retailers and marketers are successful in their green gift/loyalty/debit card campaigns, Innovative Graphics has developed a six-step program to walk them through the process. This new EnviroCard Program is designed to help companies establish an environmentally responsible card program that examines all aspects of their offering and certifies that it aligns with their internal and external green goals and objectives. Steps include a thorough audit of the customer's card program, an education component, an analysis stage, and future enhancements.

"This program allows you to understand what's green and what's not," Engel clarifies, "and to simplify it without adding more work to yourself. The program makes you bullet-proof to questions about how green your product is and whether it's tested to substantiate your claims. We're really excited about it," he adds. *For more information, visit www.innovativegraphics.com/.*



Innovator Bernard Hellen set out to focus on the smallest item that people use on a daily basis—a business card—to determine how it could be made more sustainable.

"It's a real life case study of looking at things that we take for granted, re-examining them and reengineering them to learn that little things do make a difference," explains the president and creative director of traffic marketing + design inc., a sustainable marketing and design agency. A frequent speaker on the subject of designing sustainable communications, Hellen sits on the Board of the Association of Registered Graphic Designers of Ontario and Chairs the R.G.D. Sustainability Committee.

How it works

An investment of \$150 buys customers one thousand, 3.5" X 2," double-sided, full-colour, offset printed business

cards—produced on white, 13 pt., uncoated FSC- and EcoLogo-certified stock, manufactured in Canada from 100 percent post consumer waste (PCW) paper. The FSC logo can be printed on the cards, if desired. Each job is printed waterless with low impact vegetable inks and an overall water-based AQ coating to protect and seal. To make each print run more economical, Hellen groups orders together.

"For each one of these business runs, by making certain paper choices, we can actually save between two and four trees," he explains. "My plan is to hopefully establish one of these runs

every week or two, so over the course of the year, it is possible to save twenty, thirty or forty trees."

Beyond that, for every order he receives, this green designer has committed to planting a tree through Trees Ontario, a not-for-profit organization committed to the re-greening of Ontario through tree planting efforts on rural lands and in urban areas. "I'd love to set a goal to plant 500 to 1,000 trees over the next year," Hellen notes, adding, "I love the fact that you can put something in the petrie dish and examine it to see how it can be made socially and ethically responsible. I'd also love to donate one of the business cards on every press run to a nonprofit organization. Anything we design and make, whether it is business cards or anything else, can be made better and more sustainable."

For more information, visit www.trafficdesign.ca.



Imagining the ideal green MSP

Maximizing sustainability is a continuous movement forward towards producing less waste and using less energy. Here's how *By Matt Ward*

Green: it's a word we hear everywhere. From car manufacturers to design firms to national political parties, it seems that the whole world is turning green. Everybody wants to do their part to protect our planet, often while reaping the benefits along the way. We've progressed to the point where "green" has become an ideology on its own, but it has also become a strategy, a way to position ourselves and attract customers.

Of course, it needs to be more than just a position. Consumers are looking for action over rhetoric. We can't just apply a fresh coat of emerald paint and start calling ourselves green. We need to take steps towards achieving more *sustainable* practices. This includes turning to renewable resources, such as soy and other vegetable products, and avoiding using the finite quantities of things like petroleum or coal, wherever possible. It also means reducing our impact on the environment by minimizing the consumption of energy and eradicating the release of pollutants into our air and water.

In this article, we will examine how to help increase sustainability in direct marketing by imagining the practices and procedures of a fictitious and *ideal* mail service provider (MSP), playfully branded *SustainaMail*. Before proceeding, however, it is important to note that the purpose of

occurs in relation to its environment, and that many modern landfill sites are actually designed to inhibit the release of the naturally occurring methane that is produced through biodegradation. Thus, even biodegradable polybags that end up in landfills can prove slow to deteriorate, and SustainaMail makes a point of explaining this to its clients.

3. Scrap or recycled paper

One simple way that SustainaMail works to reduce its overall paper waste is to reuse printed paper. Instead of just tossing it in the recycling bin, scrap paper is collected and reused for printing drafts and other documents where having something else printed on the back is not important. By using this simple technique, SustainaMail saves thousands of sheets of paper. Of course, there are times when scrap paper doesn't cut it. Documents, such as client reports and statements of mailing, need to be printed on clean, white paper. For those types of print jobs, SustainaMail uses fully recycled stock. While in the past, recycled papers may have had a slightly dingy, greyish tint, new technologies have emerged which allow most of today's recycled papers to be as bright and affordable as their virgin counterparts.



New inks and toners, made from renewable resources like soy, are a great way to achieve sustainability.

packaging, a role that the company relishes. The MSP uses the opportunity to encourage customers to employ eco friendly techniques, such as using recycled paper and soy-based inks. SustainaMail

and receive invoices, quotations and other documents. Company personnel also avoids printing unless absolutely necessary. After all, there is very little point in establishing a digital communication network if everything is just going to end up on paper anyhow. Being green is about working to minimize our impact on the planet, not about developing eco policies with one hand, while undermining them (even unintentionally) with the other.

9. Efficient computing

Like most organizations today, SustainaMail has a large collection of computers, which are used by its technical, creative, sales and management teams. All together, these systems form a fairly large network, and as an eco minded MSP, SustainaMail has done its research and ensures that all its workstations are running as efficiently as possible. For some employees, this involves the use of a laptop. The portability is an advantage, but the real benefit stems from the fact that laptops, being designed to run on batteries, are generally more energy efficient than their desktop cousins. For other employees, workstations are comprised of the most energy efficient CPUs available on the market, along with flat screen LCD displays, which also run much more efficiently than older, CRT monitors. Absent employees' workstations are left off, and all collaborative or shared files are stored on a central server for easy access. SustainaMail also does its best to purchase computers that are made from the most possible recyclable parts, and which they can easily upgrade in the future, rather than having to buy new units.

10. Eco staff

SustainaMail also trains its staff to be eco minded, both at home and the office. Every new staff member is taught about

the company's policies, and instructed in the simple things they can do to help maintain an eco friendly environment. Some of these tips include turning off lights if nobody is in a room, bringing a lunch in reusable containers and dressing for current temperatures to help minimize heating and air conditioning costs.

11. Smart shipping

After years of relying on third-party freight companies to deliver supplies and transport their mail to Canada Post, SustainaMail decided to take transportation into its own hands. It did its research and sourced a truck that would run most efficiently in the city. The truck had a light body and superior aerodynamics to help minimize fuel consumption, and could be driven using a locally produced bio diesel. The company hired an operator that could not only drive the truck with high fuel efficiency, but also work to keep it in optimal running condition. Primary and alternate routes were determined, and new procedures were developed to ensure that the most mail and supplies were delivered and/or picked up in the fewest possible trips, helping to minimize fuel consumption.

12. Continued research

Despite all the measures it has already taken, SustainaMail's commitment to sustainable practices is never passive. Its quality assurance team not only ensures that mail is being prepared to the highest possible standard, the team also works to stay abreast of all new developments in environmental sustainability. New techniques and technologies are thoroughly researched in an effort to ensure that SustainaMail is doing everything possible to limit its impact on the planet.

Back to Earth

And now, back to reality. SustainaMail is only an *ideal*. If any MSP effectively adopted even two or three of the twelve concepts we've identified here, it would already be well on its way to becoming greener. Every little bit counts. Moreover, despite all the processes and procedures adopted by SustainaMail, its true "greenness" exists within the company's philosophy and culture. In this regard, there are certainly many green MSPs out there already. Maximizing sustainability is a continuous movement forward towards producing less waste and using less energy. This is a journey that begins with a series of small steps. **DM**

Matt Ward is creative director at Highland Marketing, a Waterloo Ontario based firm which provides a complete range of data and lettershop/fulfillment services to both smaller businesses and large multinational corporations. The company also specializes in the areas of pharmaceutical fulfillment, proxy mailings and database restructuring. He can be reached at mward@hiland.com or by telephone at (519) 886-6777.

We need to take steps towards achieving more sustainable practices. This includes turning to renewable resources, such as soy and other vegetable products, and avoiding using the finite quantities of things like petroleum or coal, wherever possible.

this article is not to outline what an MSP *should* be, but rather what an MSP *could* be. The twelve concepts discussed here are presented solely for your consideration, not as a standard by which to measure other MSPs who might be achieving sustainable practices in other, equally meaningful ways.

1. Recycling

Like most MSPs, SustainaMail's production area is full of paper products. Fortunately, the company has implemented an extensive recycling program. Pamphlets, brochures, magazines, course guides and other paper products are all carefully organized into appropriate bins (and all personal data is responsibly shredded), where they await their weekly pickup. At that point, all of the paper and cardboard will be loaded onto a truck and transported to a local recycling plant, where they can be broken down and reused to make new paper.

2. Biodegradable polybags

When it comes to clients who want to insert their mail into clear polybags, SustainaMail consistently recommends the use of biodegradable ones. Although they may cost a little bit more, they are uniquely engineered to biodegrade safely over a shorter timeframe. Be forewarned, however, that a product's biodegradation

4. Reduce labels

SustainaMail also advocates the use of direct addressing technologies, such as high-speed inkjets. This eliminates the need for extra address labels, which reduces the amount of paper, adhesive and label backings that the company consumes. Where applicable, a fully recyclable window envelope can also be used. Again, there are no labels, and with the address already printed onto the letter, there is no need to run the piece through an addressing machine, saving ink and energy. In instances where a label may be required, SustainaMail only uses products that are made from fully recyclable paper *and* adhesive.

5. Renewable printing

Clearly, if SustainaMail is advocating direct print technologies for its addressing, it must be prepared to go through a lot of ink and toner. This is another area where it is moving toward sustainability through the use of soy-based inks and toners. Made from renewable sources, and often contained in recycled cartridges, these products are practical alternatives to traditional, more environmentally unfriendly inks and toners.

6. Eco-friendly packaging

Frequently, customers try to involve SustainaMail in the design of their

also recommends using lighter stocks and smaller packages wherever possible, as this helps to save on raw materials.

7. Data cleansing

As much as it wants to reduce the amount of trash that gets piled into landfills, SustainaMail also works to eliminate the junk in its clients' data, because the latter helps with the former. The equation is simple. Suppose that a client has a mailing file of 75,000 records and that file has an address accuracy of 80 percent. This translates into 15,000 potentially undeliverable pieces that are destined for either the recycling plant or the landfill. Reverse that equation, however, and it becomes clear that having clean, well-maintained data is an excellent tactic for helping to increase sustainability. In our example, for every one percent increase in address accuracy, there are 750 fewer pieces going to waste. SustainaMail has also found that the money saved by avoiding wasted printing, prep and postage is also pretty easy for their customers to swallow.

8. Going digital

Another of SustainaMail's key policies is to maintain as much paperless communication as possible. It communicates internally and externally via Internet or telephone, and uses either e-mail or an online faxing service to send

Greening it up inside and out

Aeroplan develops approaches for offsetting its environmental impact *By Pat Atkinson*

What do you do to offset the negative environmental impact of your business if its raison d'être is promoting air travel?

Aeroplan, a leading loyalty organization and one of this country's most extensive frequent flyer programs, acknowledges that air travel is a source of global greenhouse gas emissions. Yet, air travel is an important part of its program and significant reductions in flying are simply not possible for many of its members. To move beyond this conundrum and make a positive difference, Aeroplan launched its Green it up Program in 2007.

"Green it up is our environmental program," explains Michele Meier, general manager, Corporate Affairs. "Within it, there is a whole variety of programs and initiatives—both internal and external—that focus on reducing the environmental impact of our activities and actions."

Meier cites the example of an internal green commute challenge that rewards employees with Aeroplan Miles for leaving their cars at home. As part of the firm's corporate social responsibility programs, employees are also encouraged to donate four hours of their paid work time twice a year to causes. "We focus our time on a charitable cause once a year and then in the spring or summertime, employees give four hours to an environmental cause," she explains. "On April 22, Earth Day, we had over 150 people from all our offices across Canada participating in cleaning up parks and beaches and planting trees."

There is also an internal do not print campaign that asks employees to avoid printing unnecessary documents, e-mails, and presentations that can just as easily be projected. In an effort to cut down on paper use, all in house printers are now set for double-sided printing. Since direct marketing is a huge piece of the marketing equation at Aeroplan, the firm is rapidly migrating away from regular stocks to more environmentally friendly ones. The firm even established targets to ensure this happens. "In 2008, we targeted 50 percent [of of the paper used by the company would be green] but by April, we had achieved 74 percent," Meier explains. "I just printed my corporate social responsibility annual report for Groupe

Aeroplan on recycled paper. We try to make these improvements as much as we can and of course, we are also increasing our use of e-mail communications with our members."

External efforts

When it comes to offsetting its business activities in the outside world, the cornerstone of Aeroplan's Green it up Program is the carbon offset program, which enables Aeroplan members to use their Aeroplan Miles to buy carbon offsets for the emissions generated by their travel and everyday activities (see diagram).

Meier says that the idea for providing this option originated approximately three years ago after an unusually warm, green Christmas. The general feeling at Aeroplan was that something had to be done to help the environment.

"Let's not kid ourselves. We are in the business of incentivizing travel," she emphasizes. "The [Aeroplan Miles] program is much more than about travel but still, travel is No.1 on the wish list and it's still around 80 percent of all rewards. Travel remains the ultimate aspiration."

Meier says that the company studies how members use their accumulate miles. "They do very important things. They bring family together. They go on the trip of a lifetime with their kids. And these are things that are important enough that we can't tell them to fly less."

As an alternative, the company makes it easy for members to offset the impact of their travel using the Aeroplan Miles currency. "Our system calculates how many miles you would need to offset your flight and if you have enough miles left in your account, the system asks if you want to do it. You simply click 'Yes' and it's done."

In 2007, Aeroplan became the founding partner of the Carbon Reduction Fund (CRF), an independent, nonprofit organization whose mission is to seek out, help develop and secure credible, high-quality carbon offsets for the voluntary market. The loyalty and frequent flyer rewards firm was also the primary initial purchaser of offsets from CRF. Today, Grand & Toy and Vespa Canada have joined as partners and Summerhill Group, an environmental market transformation organization, provides ongoing management



and organizational support for CRF.

Meier says that the number of members who have taken up the offer to offset their flights is still fairly low. She attributes this to the fact that the carbon offset program is young and members may still not be aware of its existence. The other challenge is that members may not understand how an offset program works.

"The whole concept is a bit intangible," Meier admits. "People are not exactly sure what it does. I guess some people are still sceptical that this is something that actually works. For example, CRF works with a wind farm in Alberta and a landfill gas capture project in Ontario so it is complex to understand how if I invest, that will neutralize the investments from my flight. It is not an easy concept."

Aeroplan matches members' offset purchases by providing an additional 20 percent offset free of charge and also offsets 100 percent of its own business travel.

Meier explains, "Every year, we participate in the Carbon Disclosure Project, where we measure our full corporate carbon footprint—the emissions from our corporate travel, corporate cars and our offices. We identify

how many tonnes that is and then we offset 100 percent of it. We do it for all of our offices—Canada, London and Dubai."

The GM of Corporate Affairs also refers to the roster of eco-friendly rewards from which members can choose rather than just travelling. In particular, the Greenbelt Foundation of Ontario provides bike tours of the greenbelt. There is also merchandise such as an electric scooter, bed sheets fabricated from bamboo and other products made from eco-friendly materials. In 2008, Aeroplan members redeemed over 34 million miles for nearly 2,000 eco-friendly rewards.

Aeroplan also has an online donation program that benefits non profit organizations that do a lot of international development. The Beyond Miles Program enables Aeroplan members to donate miles to eight exceptional Canadian charities that are committed to improving lives and enriching communities across Canada and abroad. These include: War Child Canada, Veterinarians Without Borders, Stephen Lewis Foundation, Schools Without Borders, Médecins Sans Frontières, Kids' Horizons, Engineers Without Borders and the newest charitable partner, Earth Day Canada.

Aeroplan launched this last partnership with a donation of 1,250,000 Aeroplan Miles and as part of its commitment to the environment. The company will also offset all carbon emissions from flights taken by Earth Day Canada using donated miles. Earth Day Canada will use the miles to offset costs related to travel by air and by land, including training for coordinators across Canada, educational initiatives and outreach to communities.

We strongly believe that investing in green initiatives can only have a positive impact on your brand, reputation and our employee relations," Meier emphasizes.

The next step is for Aeroplan to identify how it might further incentivize green behaviour by working closely with its many retail partners. For example, Aeroplan's UK company, Nectar, is achieving this with its biggest retail partner Sainsbury. Nectar members earn extra points when they bring their own bags to shop there, for example.

"We really took the approach that small steps will take you a long way," Meier emphasizes. "We want to do our part and we believe in environmental sustainability from top to bottom in our organization." **DM**

Preventing Greenwashing:

Q&A with Julie Loyer, communication advisor, Cascades Fine Papers Group

What distinguishes real environmentally sustainable papers from bogus ones?

A certified assessment by a third-party organization makes a significant difference. Real environmental papers consider the environment as a whole and not just part of it. A certification for the fibre sourcing represents only one piece of the puzzle. It is important, but not enough. The impact the mill has on water,

air and soil when manufacturing paper is significant for the environment.

What can a printer/agency/client do to recognize a paper company's greenwashing attempts?

Greenwashing attempts are often surrounded by very general statements with no numbers or statistics. Look for back-up claims and certifications, be critical and ask questions.

What kind of third-party verification systems exist to ensure a paper manufacturer's environmental claims are true?

In the paper industry, the more common ones are chain-of-custody systems like FSC, point load systems on complete environmental assessments such as EcoLogo, and manufacturing process verifications, Processed Chlorine Free, as an example.

What kind of due diligence should printers/agencies/clients do to satisfy themselves that what they are being told by paper manufacturers is accurate?

Looking at third-party certification Web sites to verify if the paper is truly certified would be the first and easiest step. Another step would be to make sure that the sources behind the assessments are credible and that the affirmations are backed up by external

and knowledgeable sources such as environmental groups.

What sets an environmental paper company apart from its competitors?

It is the global environmental vision and transparency that sets apart a company from others. Concrete actions to reduce environmental impacts supported by numbers speak louder than words.

Standards & Certification Organizations

Here is a list of three, major organizations that relate to green marketing and sustainability

FSC Canada

FSC is an international certification and labeling system that guarantees that the forest products you purchase come from responsibly managed forests and verified recycled sources.

Under FSC certification, forests are certified against a set of strict environmental and social standards, and fibre from certified forests is tracked all the way to the consumer through the chain of custody certification system. The end result is products in the marketplace carrying the FSC 'check-tree' logo. FSC certification is a voluntary and market-based mechanism for ensuring that our forests are healthy. Consumer demand for FSC-certified products encourages forest managers and owners to become FSC-certified. Independent third-party auditors conduct all FSC certification audits.

The Forest Stewardship Council (FSC) oversees the development of regional forest management standards; offers resources and training around FSC certification; and raises awareness of FSC certification and the benefits of using FSC-certified products. FSC certification is a voluntary, market-based tool for forest conservation. Consumer demand

for FSC-certified products encourages more responsible forest management. FSC tracks products from forest to shelf. Products that are responsibly harvested and/or from verified recycled sources are identified with the FSC logo. For further information <http://www.fsccanada.org/>

EcoLogo

Founded in 1988 by the Government of Canada but now recognized worldwide, EcoLogo is one of North America's largest, most respected environmental standard and certification marks. EcoLogo provides customers – public, corporate and consumer – with assurance that the products and services bearing the logo meet stringent standards of environmental leadership. EcoLogo certifies environmental leaders in over 120 product and service categories, helping customers find and trust the world's most sustainable products.

"The EcoLogo Program compares products/services with others in the same category, develops rigorous and scientifically relevant criteria that reflect the entire lifecycle of the product, and is awarded to those that are verified by an independent third-party as complying

with the criteria. The EcoLogo standard for Printing and Writing Paper is expected to be released near the end of July 2009 and will include, among other updates, a clearer definition of the existing recycled content requirements. The current, rigorous, formula-based approach has led some people to mistakenly believe the current EcoLogo standard doesn't include a post-consumer recycled content requirement," explains Scot Case, executive director of the EcoLogo Program. For more information on these standards, visit <http://www.ecologo.org/>.

Sustainable Forestry Initiative (SFI)

SFI Inc. is a fully independent, charitable organization dedicated to promoting sustainable forest management. It works with conservation groups, local communities, resource professionals, landowners, and countless other organizations and individuals who share a passion for responsible forest management.

Its Board of Directors represents environmental, social and economic interests equally, and the organization addresses local needs through a unique grassroots network of SFI Implementation Committees.

Its forest certification standard is based on principles that promote sustainable forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk, and forests with exceptional conservation value.

The standard is used widely across North America, and has strong acceptance in the global marketplace, so SFI can deliver a steady supply of third-party certified wood from well-managed forests. This is especially important because of the growing demand for green building and responsible paper purchasing at a time when only 10 percent of the world's forests are certified. The SFI 2005-2009 Standard is based on principles and measures that promote sustainable forest management and consider all forest values. It includes unique fibre sourcing requirements promoting responsible forest management on all suppliers' lands. SFI certification also extends to the market. When they see the SFI label on a product, consumers can be confident they are buying wood or paper from well-managed, legal sources – whether it is reams of paper, packaging, or two-by-fours. For more information, visit <http://www.sfiprogram.org/>.

Energy tips for printing

While the global economic slowdown may also mean a slowdown in overall IT spending, it may actually help boost the adoption of energy-efficient technologies and other strategic green IT investments, according to a recent report by IDC. How a company and its employees handle office printing, for example, is one area where companies can become more "green." Here are tips from HP Canada to help your organization save energy and resources when it comes to printing.

Reduce energy consumption: Choose multifunction devices (MFDs) that do the work that used to require several machines. Calculate and compare your printer's carbon footprint. The HP Carbon Footprint Calculator for Printing, for instance, can help estimate printer energy, paper usage, consolidation of devices, applying energy saving technologies, the carbon impact of usage, and the estimated monetary costs. The calculator is available free at hp.com/go/carbonfootprint. Networking printers and copiers will decrease their idle time and provide for more cost-effective use of the equipment. Turn off lights in rooms at home and in the office when not in use. Enable the energy saving settings on PCs and peripherals. You can find these settings in the Power Options menu in your PC's Control Panel. ENERGY STAR® recommends powering down all electronics when not in use, including unplugging power strips at the end of the day because they consume energy even when the equipment is shut off. Be sure to power down all equipment connected to the power strip first. Set printers to sleep mode. The printer will quickly return to "activity" status when new print jobs are submitted.

Implement HP's Green IT Action Plan at your company:

(hp.com/go/greenitplan) Follow this plan (hp.com/go/greenit) to evaluate your current imaging and printing infrastructure and create a strategy to reduce your company's environmental impact.

Reduce paper use: Use HP's Smart Web Printing to conserve paper (hp.ca/smartweb). With this free online tool, you can select what you want to print from the Web and avoid printing unnecessary pages. Minimize print waste with two-sided printing, reducing margins and using smaller font.

Print on recycled paper, and then recycle it again.

Complete the conservation cycle: Work with vendors that offer recycling programs that allow you to recycle equipment, printing supplies, rechargeable batteries and other items.

Tough questions for accessing how green your print project (and printer) truly are

Lowe-Martin Group encourages you to rethink your options and make informed choices. Being responsible environmentally can be part of the decision-making process for your mail and print projects. We hope this list of questions enables you to do just that. For more information please visit: www.lmggroup.com/

The Printer & Lettershop:

Does your supplier hold EcoLogo or ISO 14001 environmental certification? If not, what is it doing to ensure that: Air emissions are being measured and Volatile Organic Compounds (VOCs) and CO² emissions are being reduced? Water use is minimized and waste water effluence meets the strictest standards? Energy use is minimized? They practice all three "Rs" and reduce and reuse through practices like 5S and the use of solvent recovery systems on-site?

Is your supplier Forest Stewardship Council (FSC) certified and if so, since when?

Does your account manager hold a

designation as an FSC Xpert and are they able to guide you through the myriad of paper choices?

Has your supplier received industry recognition as environmental leaders or do they just say that they are?

Does your supplier use 100 percent renewable electricity from EcoLogo certified sources like Bullfrog Power?

The Paper:

Can uncoated paper be used instead of high-gloss coated papers?

How can I maximize the percentage of post consumer waste (%PCW) fibres for uncoated papers and what is the appropriate %PCW for coated sheets? Is the paper FSC certified? (This ensures the paper comes from environmentally responsible and well managed sources and has been held to the most rigorous and widely-endorsed forest certification standard in the world.)

Have alternative energy sources such as BioGas or wind power been used in the production of the paper and can North American manufactured papers be used to further reduce the Green House Gas emissions associated with transportation

from other continents?

The Process:

Can packaging and shipping and the associated costs be reduced or eliminated by using a single source for print and lettershop services?

Can one-to-one marketing using full-colour variable printing and personalized url (PURLs) programs get you the response and sales required to meet the business objective without using all of the resources and postage of less targeted efforts? If a protective or high-gloss coating is required, can water-based aqueous coatings or newer in-line digital coatings provide a cheaper and more environmentally friendly alternative? How recyclable is the finished piece and what can be done to improve its recyclability?



INTHEMAIL

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to: anyone

Planting seeds for a greener future

Direct mail promotes successful bequest program at the Nature Conservancy of Canada *By Kalan Vuksanovich*

It's no secret that the one-to-one resonance of direct mail can be an asset to many sales forces looking to cut through the clutter. But as great as it is for selling the right product to the right person, direct mail can also rally like-minded individuals in support of a cause. Such is the case with Nature Conservancy of Canada (NCC). NCC uses direct mail, among other channels, to communicate with environmentally conscious Canadians looking to make a positive long-term impact on the planet.

Jill Murray, associate vp of Philanthropy and Marketing there explains, "Direct mail is a really important part of our ongoing communication and fundraising effort to our donors. A lot of people like having something they can actually look at, flip through, and keep around."

Murray underscores the challenge of using physical mail to promote an organization dedicated to land conservation.

"When we look at anything we're doing—whether it is direct mail, our newsletter, or our annual report—it's very important that we're looking at all the different aspects of how to really be sustainable and consider our existing green policies," she explains. Simply put, NCC has to balance its use of direct marketing techniques that use physical materials, while demonstrating its careful use of these tools as it communicates with donors.

Mission

Founded 46 years ago, NCC takes direct action to protect critically important biodiversity in Canada for the long term. As the only national land trust organization in this country, NCC has helped to protect over two million acres of land. The conservation group puts 85 cents of every dollar contributed towards land protection—with less than 15 cents spent on marketing and administration (based on a rolling five year average). The nonprofit organization uses scientific methods to determine which landscapes are the most threatened in Canada and secures those properties, either by buying them, or getting conservation easements which permanently protect them by law. Finally, it employs a philosophy of stewardship

company whose waterless presses conserve upwards of 66,000 liters of water per year. As well, all the paper used in NCC's publications is produced by Cascades Fine Papers, and made of 100 percent post-consumer fibre. In fact, Cascades makes an annual monetary donation to NCC based on the two organizations' long-term partnership. "We actually have 100 percent post-consumer paper in our office," Murray remarks.

Hills to climb

Supporters of NCC share a strong connection to nature, an environmentally savvy outlook and a variety of nuanced viewpoints regarding how they wish to hear from the land trust. Some donors don't appreciate physical mail since it uses both paper and energy. "My entire team works to ensure information gets into the system. Then we have very structured mail plans with a lot of exclusions and inclusions and rules to make sure that we are respecting donors' wishes at all times," Murray explains. These mail plans ensure NCC isn't spending money on direct mail unless it's likely to get a response.

Since the goal is to cater to the needs of a variety of donors, Jill and her team must present clear and relevant options for specific contributors to participate in the continuing effort. In some cases, long-term supporters are in situations where they can't donate to the organization for a period of years. For example, older supporters who are retired and living on a fixed income may have difficulty contributing every year. A bequest program that enables them (and other current donors) to name NCC in their

by maintaining that land to solidify its ongoing preservation.

To ensure the organization itself is leaving a small ecological footprint, NCC has founded strategic partnerships with other like-minded groups. For example, all NCC publications are printed by Warren's Waterless Printing—a printing

will, has been established. Marketing this program requires a great deal of sensitivity as Murray explains: "Normally, when people look at legacy gifts or bequests, it's kind of a hard story. It's a sad thing to talk about. But when you look at NCC, you're looking at a bequest gift that's going to keep making a tangible difference forever."



| | | |
|---------------------------|---|---|
| ABOUT THE CAMPAIGN | Client: The Nature Conservancy of Canada | Agency: Stephen Thomas Associates |
| | Campaign: The Nature Conservancy of Canada Legacy Mailing | Creative Director, Copywriter, Account Director: David Love |

After detailing the plant and animal species that live in the area (some of which are at-risk), the letter invites the recipient to join a "very special group of people" by making a legacy gift to NCC. The tone is respectful; underscoring that leaving a legacy gift is an intensely personal thing. "First, of course, you will want to look after your immediate family." After this is acknowledged, the letter encourages its recipient to "plant a maple key" by including NCC in his or her will. Rather than selling a product, the text presents the option of leaving a legacy as a highly tangible contribution to future generations.

The recipient can telephone for more information, or reply using the enclosed survey form and business reply envelope. One side of the survey asks for general information about the recipient's lifestyle. The other asks whether the donor has already put NCC in their will, or if they would like more information about the legacy program.

The 2008 mailing also included a repeat segment of mailers sent out to non responders targeted by the similar 2004 mailing. "We hadn't mailed to them again for a couple of years because bequests are an important, long-term, personal decision. This isn't the sort of thing you communicate with donors about every year," Murray acknowledges. This piece reminded those non responders of the option, and checked in with them to see whether they had made the decision to put NCC in their will.

Thereafter, donors who signed up received a thank you letter, an NCC bag recognizing their contribution and inducting them into The Nature Legacy Society, copies of *The Ark* (the official newsletter, which is sent out three times a year), as well as follow-up cards on Earth Day and Christmas.

Responders who didn't sign up, but asked for more details received an information package, followed by a telephone call four to six weeks later. They also received one copy of *The Ark*. "That group we consider to be prospects or potential donors to a bequest," Murray clarifies.

They will be included in the same mailing next year. For non-responders, a similar mailing will be sent out several years down the line, along with regular newsletters and online communications. NCC does its best to keep all donors informed of the legacy option, with regular communications pieces such as inserts in *The Ark*.

Leaving a legacy

Out of the 5,000 names in the total mailing, 6.3 percent responded positively. Of that list, 55 percent were repeat mailers to non responders from 2004, meaning that going back to non responders of this appeal provided a better response than first time recipients. Overall, the legacy campaign yielded a potential return of over \$300,000 in bequest gifts. This is outstanding considering that each mailer costs slightly less than three dollars to produce and mail. Murray explains: "It's not a volume approach at all. When you look at our legacy mailing, it's something we've been doing consistently for years: a very powerful, simple, elegant package. It just shows that when you have a really great piece and you use it sparingly and think about how to use it, then two, three, or even four years hence, it can really continue to work for you." **DM**

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SEM: Unearthing hidden marketing opportunities

You don't need an e-commerce enabled Web site to use search engines to drive customers to your business *By Helen Overland*

In this day and age, most savvy organizations are aware that the Web channel can drive significant results in terms of growing audience share and increasing profitability. But while many organizations are scratching the surface of opportunity offered by the Internet, there still is a deep pool of hidden potential that is going untapped by many businesses.

Search engines have grown in ways never even imagined five years ago. These powerful tools now offer e-mail, maps, news, stocks, bookmarks, feed readers, mobile, video, widgets, documents, groups, alerts, books, and many other services. In each of these services, content is being displayed and potential customers are being directed to the Web sites offering that content. Search engines have evolved... and marketers need to evolve with them to take advantage of the opportunities.

Let's look at a few of the not-so-hidden marketing opportunities currently available in search engines.

The standards: PPC and SEO

Perhaps two of the most familiar tactics in the SEM toolbox, Organic Optimization (SEO) and Pay-Per-Click (PPC) advertising, are considered by many businesses to be essential tools. Many businesses in North America are using these popular online advertising avenues, although occasionally tight budgets or lack of talent have hindered adoption for some.

The advantage to both SEO and PPC is that you reach people who are immediately interested in your products and services. You're not interrupting them at dinner with a phone call and you're not giving them stacks of paper to recycle. Instead, you are giving them exactly what they want — your products — at the exact moment they want it, *now*. And people are not just shopping online for flower deliveries... they are researching their next new car, home, and business supplier.

SEO involves executing strategy such as altering the content on your Web site to make your site appear for free in search engines when customers look for your products. The great thing about SEO is that it requires no media budget — only expertise and time.

PPC involves choosing searches, or keywords that you want your business to appear for, and paying a small charge only when someone clicks on the ad. The great thing about PPC is that it is highly responsive — you can change your campaign and budget at any time.

Think no one clicks on the ads? Let's look at the numbers.

Google reported revenues of \$5.5 billion in advertising in the fourth quarter of 2008. Let's keep this simple and imagine that this revenue was generated with an average cost per click of \$2, which is quite

reasonable. If that is the case, then in the last quarter of 2008, there would have been *354 clicks per second* — only on paid ads, and only in Google. So imagine how many customers are visiting Web sites through the organic listings, on all the combined search engines.

All those potential customers are out there right now, and some of them are almost certainly looking for your specific products and services.

The economy notwithstanding, we are seeing our clients' budgets being redirected from print and radio, and increased for the online channel. Why? Because it produces measurable results, and when properly implemented, the results are solid. Most of these enterprises are not online retailers; they're home builders, offline retailers, and B2B companies who are seeing value and profit from their search marketing efforts.

PPC hidden opportunity: As fears about the economy slide from gloom into improbable prophecies of doom, some frightened businesses are scaling back their PPC budget. This means that smart businesses are taking advantage of the reduced competition to increase their brand share and generate revenue.

SEO hidden opportunity: When you have a PR event or launch an ad campaign, it's wise to make the decision to rank for the headline or slogan of the campaign. There's no sense in buying billboards for the slogan "feel the power," if people can't find you when they search for it. Make sure your SEO strategy is in harmony with your

overall marketing plan.

Map and local advertising

Many search engines have a map interface, where you can look up businesses that serve a given location — people have been using this search function for years now as a viable alternative to the yellow pages. If your product is specific to an area, or multiple locations, you may be able to take advantage of this somewhat under appreciated avenue.

There are currently two main ways for your business to appear in the local search engines results pages:

- Register and validate the business location in the Search Engine Business Centre
- Purchase PPC ads specifically for the location in the map

Registering the business location with the search engine automatically enters your business into the pool of possible winning sites. Purchasing PPC ads for the location can increase your ability to reach the audience in that location.

Map and local advertising hidden

opportunity: On Google, local ads sometimes appear in the "regular" search engine results pages, even when a person is not using the map interface. Generally, when a customer enters a city or postal code with their search, the engine will show links to local businesses. Therefore, local advertising can be a fantastic opportunity for your business to reach targeted, interested, and qualified visitors.

RSS Feeds

RSS Feeds, or "Really Simple Syndication" feeds, are simple files that include a link to your content. For example, if you offer an RSS feed for your press releases, then every time you add fresh news to your Web site, a link to it is sent out to all your subscribers (such as reporters).

While RSS feeds can be a powerful tool for promoting your content and news, many organizations are still missing the boat by not offering RSS feeds of their content. Get a jump on your competitors and take advantage of search engines using these supercharged little feeds on your Web site.

By offering an RSS feed linking to your content you can:

- Help people subscribe to your content in feed readers such as Google Reader
- Let people add your headlines as a widget to their Google & Yahoo home pages
- Support your SEO efforts by allowing other Web sites to link to your content
- Potentially have your content listed in Google Blog search
- Have Google News add links to your Web site (dependent on your organization)
- Have your site "ping" the search engines when you add new content

RSS hidden opportunity: More and more reporters are using RSS feeds to keep on top of industry news. If PR is a part of your marketing mix, get the jump on your competition by making it easy for journalists to find out when you're doing something new or interesting. Also, news stories frequently appear in search engines, so you can gain additional coverage in this way — once in the news media, and



Helen Overland

once again in the aggregated news offered by search engines.

Many of your competitors may just be beginning to leverage RSS feeds so there is a current opportunity for growing your market before the information flow becomes saturated.

Search engines have become the *defacto* highways of the Internet — pointing traffic in the right direction and helping people arrive at their destinations. If you're not already including search engines in your marketing mix, there's a good chance your business is being bypassed by online traffic. Help your customers find you by ensuring your marketing strategy leverages your Web site and addresses your online outreach efforts. **DM**

Helen Overland has been immersed in the online world for almost a decade. As director, Search Engine Marketing at non-linear creations (NLC), a leading Canadian Web development and IT integrator, Helen manages a team of Search Engine Marketing specialists using a variety of creative online marketing strategies to drive significant results for enterprise and SMB organizations. Helen combines her tech savvy with her knowledge of online channels to identify innovative online tactics. Specializing in SEO, PPC and intelligent application of emerging trends, she is experienced in maximizing campaign returns through a variety of creative strategies. She can be reached at 416.203.2997 ext: 242 or by e-mail, helen@nonlinear.ca.

FAST FACTS

US Online Advertising Growth

U.S. online ad revenue in 2008 grew 10.6% in 2008 to \$23.4 billion. Its online ad revenue for the fourth quarter of 2008 was \$6.1 billion, an increase of 4.5% from the third quarter total of \$5.8 billion and a 2.6% increase from the fourth-quarter 2007 total of \$5.9 billion.

Format-wise, search accounted for 46% of fourth-quarter revenue, up from 42% in 2007.

Search has been the leading online ad format since 2004.

Display banner advertising was the second most popular online ad format at 21%, and classified ads were in third position, at 13%.

Lead generation and rich media each accounted for 7% of online ad spending in 2008.

Ten ad-sales firms accounted for 72% of online revenue in the fourth quarter of 2008 while companies ranked 11 through 25 accounted for 11%.

Retailers are the largest category of ad spenders, accounting for 22% of online ad revenue in 2008, or \$5 billion.

Financial-services firms were second in 2008, accounting for 13% or \$3 billion.

Automotive advertisers were in third position, accounting for 12%, or \$2.8 billion.

Also according to the IAB, approximately 57% of online ad revenue was made in pay-for-performance deals, while 39% was made on a cost-per-impression basis.

Hybrid deals accounted for 4%.

Source: IAB — March 30, 2009

article ▶▶ highlights

Online marketing is still marketing

Marketing knowledge more important than hard technical skills—even with pay per click SEM.

Tinkering is the key

Experimenting with letter case, benefits order, geo-targeting copy, phrase targeting, breaking campaigns down by topic, and testing alternate URLs, can pump up results.

Trust your instincts

Ensure you track the results and then make your permanent optimization decisions based on solid data.

Use great resources

Working with people and partners who know how to use technology and are themselves solid direct marketers at the core is your key to success.



WEBINSIGHT

with Jay Aber

How to be successful in Search Engine Marketing

A solid direct marketing strategy is more important than ever



As direct marketing tactics become more intertwined with technology, it would seem logical that Internet marketing success would rely on being technically adept. Yet, it has been my experience that the people who are most successful at achieving direct marketing goals on the Internet have more of the old-fashioned marketing talent and communications “touch” that drove success in the past, than hard technical skills.

Even in a technology intensive channel like pay-per-click (PPC) search engine marketing, there are huge advantages to being a “tinkerer” and direct marketing strategist, in addition to being proficient at using various technologies.

Paid search offers marketers the ability to run A/B split tests in real time. For example, we’ve seen huge lifts in response for clients based on:

1. Changing case in an online ad
Typically, we recommend duplicating the ads in an ad group running version “A” in title case, with the first letter of each word capitalized, and the other in sentence case with only the first word in the sentence capitalized. You would be amazed at the difference in response that this small change makes.
2. Re-ordering the benefits
Often, a PPC text ad contains several benefits and features. Simply duplicating the ads and reordering the benefits can deliver substantial gains in terms of reduced conversion cost and incremental response.
3. Breaking down campaigns by geography
Rather than simply assuming that terms, definitions and turns of
4. Use the broad, exact and phrase targeting the engines provide
We’ve seen huge cost efficiency and results improvements by testing the broad, exact and phrase targeting – all of which provide differing search results. For example, broad keyword matches cast a very wide net, while exact or phrase matches reduce impression volume – which may or may not improve your model.
5. Consider breaking down campaigns by topic
Remember that the engines want your sponsored link results to be as relevant as possible. One sure way to boost quality score is to tightly align campaigns, keywords and ad copy.

phrases are identical across large geographies; consider breaking national or international programs into more tightly geotargeted campaigns. Pay close attention to response by geography. You can increase relevance and reduce your costs by running the ad copy that more closely aligns with the norms of the region where you are advertising. Often, there are differences in awareness and interest levels in your brand or product across various regions. Play to your strengths and take the time to tweak your copy so that it reflects your image in the local trading area. There can also be other geographic considerations that are important. For example, we work with several clients whose marketing goal is to attract out-of-town clients to their venue. In those cases, it is important to stress the driving distance, strong US dollar or other features that would otherwise be irrelevant in a broader or domestic targeted campaign.

6. Test alternate display URLs
Due to the prominence of the display URLs in text ads, we’ve seen huge success from changing display URLs including adjusting case, changing the URLs completely, adding or deleting the “www.” and the “.com”. Tailoring the URL to the product or service being marketed also provides advertisers with an additional opportunity

to communicate with searchers. Consider the display URL an additional line of copy.

This short list highlights a few of the “tricks of the trade” that we use to improve our clients’ search engine marketing campaigns. But when it

While the targeting and optimization that technology offers create huge efficiency, nothing I’ve seen so far has shaken my belief that good direct marketing, be it on the Internet or any other channel, is a magical blend of talent, experience and analytics.

comes right down to it – trust your direct marketing instincts. Set up “A/B split” tests that make sense. Ensure you track the results and then make your permanent optimization decisions based on solid data.

During the 16 years I’ve been running Internet marketing campaigns, I’ve heard how technology and software make a difference in marketing results. While the targeting and optimization that technology offers create huge efficiency, nothing I’ve seen so far has shaken my belief that good direct marketing, be it on the Internet or any other channel, is a magical blend of talent, experience and analytics.

When it comes to being successful at Internet direct marketing, working with people and partners who know how to use technology and are themselves solid direct marketers at the core, is your key to success. **DM**

For more than 13 years, Jay Aber, president of The Aber Group, has been advising Canadian marketing executives on how to use the Internet to create successful direct marketing campaigns. The Aber Group’s team of Internet direct marketing strategists, online media experts, and paid search engine marketing pros develop, execute and optimize online direct response campaigns for a broad range of blue chip clients. For more information, contact jay@abergroup.com or 416-322-2909 x222.



EMAIL ADVISOR

by Chris Carder

How to turn negative feedback into positive results

Here are concrete actions you can adopt to ensure successful e-mail campaigns



“universal standard” regularity with which all e-mail messages should be sent.

Action: Marketers can take several concrete steps to resolve this issue. When customers sign up for online/offline content and promotions, clearly establish expectations about when messages will arrive – e.g. the second and fourth Monday of every month. In each message, reinforce the expectation by identifying what can be expected in the *next* message. Marketers can also take advantage of online preference centres that provide e-mail recipients the option of defining for themselves how often they want to receive messages. Finally, if a recipient opts to unsubscribe, offer the option of changing the message frequency. Providing this choice often reduces the incidences of unsubscribing.

Feedback: Message topics

are irrelevant

Cause: This occurs when marketers have either adopted a “one size fits all” approach to content or changed the nature of the

serves up highly personalized, focused, relevant and valued content.

Feedback: Message sender is unrecognized

Cause: This happens when marketers have missed opportunities to reinforce or leverage their brand. Customers also fail to recognize you as a valid e-mail sender when you have multiple and distinctive products/services – each with its own brand identity – with little or no apparent relationship among them. Finally, your customers can become confused if you have marketing partners that send e-mail on your behalf.

Action: There are several ways to handle this issue. Marketers can establish a welcome program aimed specifically at new subscribers – including an acknowledgement within 24 hours of the initial subscription. Alternatively, marketers can design e-mail for the ever-growing number of recipients who view their e-mail in the preview panes and with images “turned off.”

Unlike many other promotional tools, e-mail marketing campaigns permit marketers to monitor and quickly learn from customers’ negative feedback – whether it is observed behaviour (lower than expected open and clickthrough rates, abandonment during the subscription process, spikes in unsubscribe rates) – or as a result of

The three most common types of negative feedback related to e-mail are that: messages are too frequent; messages are irrelevant; and/or the sender of the message is unrecognized.

content they receive over a period of time.

Action: Marketers can create different communication vehicles to accommodate the growing and evolving type of content to be offered to e-mail subscribers. Marketers can also use a wide range of segmentation strategies that effectively deliver content that will be well opened and enthusiastically acted upon. Finally, marketers can employ cost-effective tools that generate “dynamic content” which

a focused survey. The lessons learned provide every marketer the opportunity to confidently walk the tightrope of success without fear of falling. **DM**

Chris Carder is president of e-mail service provider ThinData, a Transcontinental company (www.thindata.com), and a leading authority and supplier of e-mail marketing technology, strategy and creative services. He can be reached at president@thindata.com.

W2P: It's all about the marketing

It's time to rethink your collateral and reinvent how you approach branding, personalization, and multi-channel marketing *By Heidi Tolliver-Nigro*

How do you think about your printed documents? Design them, contact a printer, figure out how many you can afford to print in order to keep the price down, then hope you didn't order too many? Balance the quality and run length requirements against your turnaround? It's the way direct marketers have done it for decades. But today's Web-to-print (W2P) technology enables you to do more—*much* more.

We're not just talking about printing in shorter runs, on demand, although that's part of it. We're talking about revamping the way you think about and manage your marketing collateral, forms, and print marketing projects. We're talking about changing the way you approach branding, personalization, and multi-channel marketing.

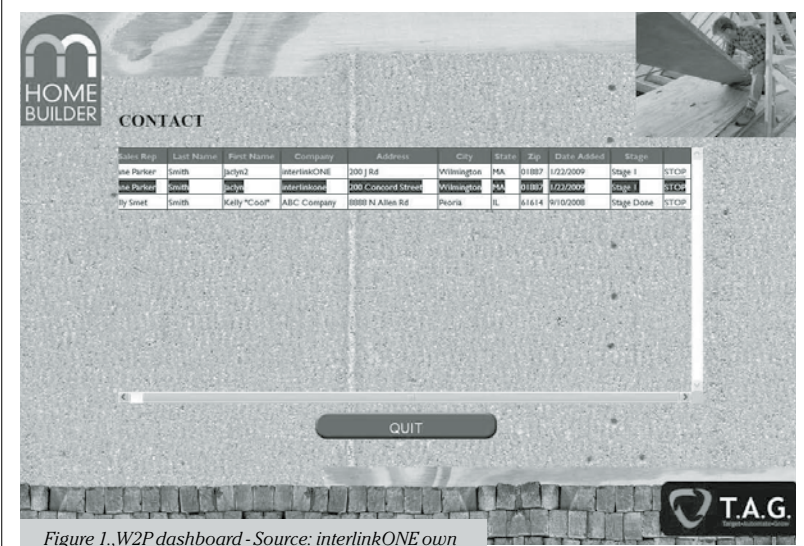


Figure 1., W2P dashboard - Source: interlinkONE own

Capitalizing on W2P

The term “Web-to-Print” covers a vast array of technologies and approaches to document and project management. At its most basic, W2P refers to any printed document ordered online from a Web site, but it can also refer to something as complex as entering a branded Web portal and designing a multi-channel marketing campaign that coordinates full database-driven, personalized direct mail, personalized URLs, Internet banner advertising, and follow-up brochures and e-mail.

Used to their fullest capacity, these systems enable you to:

- Automate and streamline the process of segmenting, targeting, and even fully personalizing documents using optimized templates, software, and other components;
- Develop fully personalized, multi-channel and multi-component marketing programs and kits;
- Decentralize marketing so that your clients’ branch offices, departments, and designated third parties such as distributors and creative agencies, can tweak and customize documents, kits, and programs to their needs;
- Offer print brand management through a centralized asset management repository that allows marketers of any size (including global marketers) to offer third-party access while still managing the brand;
- Slash costs through ordering just in time, minimizing warehousing requirements and obsolescence, managing branding, reducing postal costs, and eliminating duplication;
- Create one-off, follow-up booklets, brochures, and other fulfillment personalized to every recipient;
- Change business and marketing models to focus on content, rather than merely print.

In other words, W2P is a hydra. It could be as simple as logging in to a secure area of your printer's site to order (but not access or modify) documents on demand. Or as sophisticated as allowing you to create entire brand multi-channel marketing campaigns that are triggered by date, recipient response, and more. Some systems even allow you to monitor your campaign in real time, compare the effectiveness of various lists, offers, and other variables, and compare the results of various media in the same campaign.

Restructuring your thought process

The full implications of such capabilities may not hit home right away but over time, it becomes clear just how radically W2P can change how marketers perceive their entire document and print marketing strategies.

see **W2P: It's all about the marketing** page 20

Senior marketers walk a tightrope to success; business leaders demand that every marketing campaign generate extraordinary returns. Yet, such results require marketers to capture, analyze and successfully act upon customer complaints.

At the same time, research across all industries shows that unless it is dealt with swiftly, negative feedback about a product, service or customer experience spreads like wildfire – potentially toppling marketing campaigns.

Fortunately, e-mail marketing practices for addressing customer feedback, provide opportunities that create the balance marketers need to successfully achieve their online campaign goals.

The three most common types of negative feedback related to e-mail are that: messages are too frequent; messages are irrelevant; and/or the sender of the message is unrecognized. Each of these types of customer feedback has its unique cause and action steps that marketers can easily implement.

Feedback: Messages are too frequent

Cause: Customers focus on message frequency as an area for improvement when marketers have adopted the approach that there is an “ideal” or

Multiply your success with search engines

It's time to step up the game with multiple search engines that target relevant audiences *By Owen Sagness*

Next generation consumers don't only search for information, they look to make decisions online.

With key advancements in targeted online marketing, advertisements and offers are delivered right to consumers' virtual doorsteps. In order to wade through what seems like an online sea of promotions, consumers use multiple search engines to compare price, quality and availability before diving into a decision.

Effective online advertisers think like decision makers. To fine-tune their search campaigns, marketers need to advertise on search engines that influence the consumer's decision-making process. It's time for marketers to step up their search game by advertising on not just one search engine with the largest reach, but by using multiple search engines that target relevant audiences. This multi-search engine strategy extends the campaign beyond serving up query results to helping sway consumers towards making a purchase either online or offline.

Think like a decision maker

While search marketing can be a direct way for people to learn about pricing and product details, online searchers don't necessarily look to make a final purchase online: they search for information to help them make an informed decision. In fact, a study conducted by comScore in 2008 for Microsoft Canada found that Canadians who search online are significantly more likely to have positive attitudes towards shopping. The research also revealed that 81 percent of Canadians plan to research future purchases online – especially automotive shoppers who are the “most likely to research online”.

Consumers use multiple search engines to develop their in-depth “pros and cons” lists about desired products and services. For example, let us consider the hunt for

a new vehicle. An auto shopper might be loyal to a specific brand, however, will likely visit multiple dealerships before committing to a purchase. This shopper might additionally seek out recommendations from friends, and even make a second trip out to test drive a model.

The same decision-making process applies to online browsing. The consumer may virtually window shop via multiple search engines to help develop a wish list of potential new cars. While the auto shopper may not be able to buy a new car directly from the brand's Web site, the

purchase. However, considering that Canadians are more likely to go online to window shop than to make a purchase, a conversion's scope is constantly evolving. This expanded definition now includes the point at which the searcher arrives at a secure section of the brand's Web site.

One of the first steps towards winning conversions is not only identifying the core audience, but also understanding what behaviours causes it to convert. To gain insight into a typical converter's actions, comScore measured 14 different types of online conversions. The study found four

...considering that Canadians are more likely to go online to window shop than to make a purchase, a conversion's scope is constantly evolving. This expanded definition now includes the point at which the searcher arrives at a secure section of the brand's website.

online research experience does influence offline purchase behaviour. The same study uncovered that only 15 percent of Canadians disagree that they use the Internet to research offline purchases. When managing an online campaign, it is essential that the ads are strategically placed across multiple online properties to maximize the probability of connecting with the target audience.

Ditch the retro conversion model

A conversion is a metric used to gauge an online campaign's success, but do marketers effectively measure conversion results against ROI objectives? Traditionally, a conversion was considered “achieved” when a consumer made an online

of the 14 core conversion activities were the most popular, with at least 60 percent of Canadian searchers having engaged in the activity in the past three months. These popular conversion behaviours include looking up an address and/or phone number, visiting a store location after finding the address online, sending an e-mail inquiry, and signing up for online direct mail. This online information helps the searcher make a purchase decision and therefore, should be met with a message that prompts a call to action.

Know the converter

Online marketers that target the Canadian audience, in some ways, have it made. Canadians are more engaged searchers



Owen Sagness

compared to other global markets and online search is conducted as often as sending e-mails (comScore 2008 Microsoft Canada study). Although most online searchers engage in conversion behaviour online, there are some that produce higher levels of converting activity than others.

Successful online marketers use search engines that provide relevant search results and an environment that motivates users to convert. For example, the comScore study shows that Canadian searchers are likely to convert from their favourite portal

or home page, since it may be considered a familiar and trusted environment. Despite their propensity to turn to a familiar search engine, consumers also visit multiple engines to browse for products and services. The same study revealed that 20 percent of searchers conduct more than five searches a day, while 60 percent of searchers use more than one engine to answer their online queries. To increase a campaign's ROI, it is recommended that the brand is advertised across multiple search engines to ensure it targets engaged searchers – the audience most likely to help increase conversion rates.

High audience reach and secure sessions are essential metrics when selecting search engines to include in an online media mix. However, there are additional core qualities to consider that provoke conversions. When shopping for tools to support a campaign, consider that Canadians look for the following virtues when they select a search engine: efficiency, familiarity, speciality searches and access to a non-intrusive and safe environment. For example, the Live.ca search engine is designed to produce pay-per-click rankings that encourage the consumer to commit to a brand or purchase. The consumer leaves the engine feeling like they've garnered the applicable information needed to make an informed decision – allowing the marketer to reap the benefits of increased conversion rates and ROI.

The bottom line is that consumers shop around online, even before they set foot in a store. The multiple search engine approach, however, will keep you one step ahead – and ensure your brand is in the right places, at the right times. **DM**

Owen Sagness is general manager, Consumer and Online International, Microsoft Canada. Visit www.digitalreports.com for more information.

W2P: It's all about the marketing from page 17

Here are four case studies discussed in “Web-to-Print: Transforming Document Management and Marketing,” part of the Marketer's Primer Series from Digital Printing Reports. These are not the most glamorous case studies, but they are appropriate illustrations of the practical ways in which W2P is making a huge impact in the marketing community.

Culinary Inspirations wanted to allow its instructors to personalize instructional materials for in-home, interactive dinner parties on an as-needed basis. It implemented a system that allows instructors to personalize materials ranging from recipe cards to checklists, host instructions, brochures, and business cards, and order them via the Web. The company is able to control its brand while making it easy for instructors to get the materials they need. Not only does this allow hosts to gain an edge over their competition, but Culinary Inspirations is able to maintain

tight control over its brand.

Jim Beam Brands wanted to make life easier for its internal marketing and purchasing staff by creating a W2P system for customizing and ordering marketing materials. In the first quarter, 67 percent of print orders were placed using the solution. By the second quarter, 100 percent of orders had been transferred online. Jim Beam saved \$100,000 per year and achieved 490 percent return on investment in a single year.

Seco-Carboloy wanted to revamp its system for providing sales collateral to dealers. In the past, dealers had to fax, e-mail, or call in copy for sales collateral. The copy was printed in black, the dealer's logo and address were inserted in the piece, and printing was done offset. The system was laborious, time-consuming, and susceptible to error. Its new W2P system allows dealers to select products for their sales collateral,

personalize a template with their contact information and business address, and include variable images for their logos. Turnaround time dropped from four weeks to one week and sales of some products have jumped 300 percent. At the same time, Seco-Carboloy has been able to control the brand identity of its products.

American Signature wanted to increase its conversion to sales from people who came into the store to browse, so it set up a W2P system for creating one-off, personalized follow-up brochures. When customers come into the store, salespeople take customers' names and addresses and note what furniture they are interested in. If the visitors leave without making a purchase, the salesperson enters their information into a database, selects images and text reflecting the furniture the visitor liked best, and sends out a full-colour, personalized brochure within 24

hours. The brochure reminds visitors of their visit, provides them with their salesperson's contact information, and encourages them to return. The results from implementing the project were immediate. There has been a ten percent increase in the number of people who return to the store after receiving the brochure, and shoppers who receive it spend 40 percent more than shoppers who do not.

Increasingly open and flexible

There is an infinite number of case studies that could be used as illustrations, and they are as varied as today's marketing arsenal. That's the point. These are not yesterday's W2P solutions. This is a new crop that is increasingly flexible, open, and optimized to handle the wide range of workflows and design needs that marketers, creatives, and printers face in our complex, multi-channel world.

By automating, centralizing, and streamlining key marketing tasks,

W2P offers a powerful engine to drive campaigns in ways never before possible. Imagine the time saved by changing a print mailer to an e-mail with a change of a drop-down menu. Or of developing a personalized URL campaign that automatically generates a personalized brochure based on the recipient's answers on the personalized URL survey page. These are the kinds of integrated campaigns that today's W2P solutions are providing.

Rather than a production solution, today's W2P capability is a powerful marketing tool. And while there are still point solutions designed primarily to store, manage, and order documents, the trend is the integration of tools for true 1:1 printing (database-driven printing instead of one-off personalization), personalized URLs, and multi-channel marketing. **DM**

Heidi Tolliver-Nigro is an analyst specializing in the digital and 1:1 printing industries.



DIRECT & PERSONAL

by Billy Sharma

Stephen Forchon: He speaks softly and swings a big stick—(on the golf course, that is)

He's managed communicating major mergers, to launching a new Canadian bank, to opening a direct marketing office in Taipei, with finesse and grace

It could be argued that Stephen Forchon was born to be in business. His father Harry owned and operated one. His mother Eileen worked for a large international corporation. Together, they influenced Stephen to go into business for himself later in life.

"I studied business and was fortunate to have summer jobs at Kellogg's and then at its agency Leo Burnett," he explains. "This gave me a taste of the agency world and even then, I thought I might end up working in it one day. I was attracted to the numbers and business side of marketing, and the creative side of advertising. At Burnett, I saw that you could marry the two at an agency."

Express lane

His first job at American Express placed him at the forefront of corporate direct marketing and made him part of a really great company and a smart group of people. "At the time, our challenge was that we had a much smaller universe and Canadians were not as predisposed to direct response as our US neighbors," he explains, "so our objective was to find ways to make marketing dollars work harder. This led to some very innovative learning."

Stephen says that starting a career on the corporate side of the business was an advantage that helped him gain an understanding of what clients need from an agency.

After leaving AmEx, Stephen took some time off to live in Hawaii for a year. Then, just as he was looking to move to the agency side of the business, Stone and Adler Direct (a Y&R company and sister company to Wunderman) was opening an office in Toronto to service its IBM business. Stephen was fortunate enough to be one of the agency's early hires. Allstate, Rogers and Bank of Montreal also figured among Stone and Adler's prominent clients.

"Certainly, a highlight of my time there was meeting and interacting with Bob Stone, one of the pioneers of the business," Stephen recalls.

Accomplishments

Forchon founded Response Innovations in Toronto in 1996. [Today, the agency boasts a team of 20 plus dedicated, senior professionals with domestic and international experience in strategic thinking, award-winning creative,

and industry-leading production and execution. The firm provides marketing media expertise in everything from M2P, broadcast, Web-based communications and e-business.] But back in the day, some amazing hurdles were still waiting to be jumped.

For example, Response Innovations was one of the agency and production partners working on the merger of Canada Trust and Toronto Dominion Bank. TD Canada Trust was committed to providing customers an easy transition by creating a single communication that clearly summarized all of the customer's accounts and services in one easy to use guide. While basic in principle, creating a highly personalized communication piece of this type and volume was not easy. In fact, Forchon says that North American research and production resources at the time confirmed that no company had ever produced a personalized guide at this level of complexity and volume. As he recalls:

"The Canadian government and Canadians were a little nervous about bank mergers and there were a lot of eyes watching how this was going

Our initial task was to launch the category of credit cards for Visa and Diners Club brands in Taiwan. The legal rules are a little more relaxed in Taiwan and we offered a bottle of premium cognac with every new credit card acquisition. Not surprisingly, it turned out to be a really effective offer!

to work out. The end result was very successful and a demonstration of an incredible commitment to quality risk management. To make a long story short, over 43,000,000 pages of personalized communication were produced without one data error—providing a very high level of clarity for the customer."

Today, Response Innovations is managing a similar effort in the US for TD Bank Financial Group, which is merging two purchased banks under a new "TD Bank" brand banner. This project is significantly larger than the original

merger in Canada and another pair of teams at TD and Response Innovations is hard at work on this challenging and exciting program.

From Stephen's perspective, another landmark achievement was the launch of ING Direct bank in Canada. Response Innovations began working with the bank when it was no more than a few people in a small, rented office in downtown Toronto. With the brand agency (GWP) and Response Innovations as the direct agency, the ING Direct customer base grew to over 1,000,000 in six years. "It was very rewarding to everyone involved that ING Direct here in Canada became the model for launching in other markets around the world," he emphasizes.

New business development

Another career high point occurred when Stephen took a hiatus to work with J. Walter Thompson Direct in Hong Kong. His regional responsibilities included opening a direct marketing office in Taipei to service clients such as Citibank, Ford and Kodak.

"Starting a direct office in a country where there was very little English spoken

in Muskoka with daughters Julie and Thia, or grandparents, nieces, nephews and extended family, or a planned trip abroad, the Forchon Family's hobby is travel.

For recreation, Stephen plays hockey year round and golf when and where weather permits. He's been fortunate to marry those two passions with travel and business. He explains, "When living in Hong Kong, we had an expat hockey team made up mostly of former US and Canadian college hockey players from teams such as Boston College, Cornell and Dalhousie. We practiced weekly in a shopping mall mini rink in Hong Kong and travelled to play tournaments in countries such as Thailand and Korea, which made for some interesting games and stories."

He says that like hockey, golf is all about the relationships with your teammates and playing partners so his favourite place to play is here in Ontario, either at the Lake Joe Club (his home course) or at Rattlesnake Point in Milton.

"As a family we are involved in various charities, one of which is the David Sydney Brown Charity Classic — a golf tournament," he explains.

David Sydney Brown was a school friend with whom Stephen often played golf. One day on the green, David complained about stiffness in his joints. Soon afterward, it was discovered that he had a rare disease called Scleroderma and he died quite young from it and cancer. Along with a few friends and David's family, Stephen started a golf tournament in memory of David and in just a few short years, more than \$100,000 has been raised for the new Durham Regional Cancer Centre and the Scleroderma Association of Ontario.

Stephen still keeps in touch with the many colleagues and friends he's made at school, American Express, Stone and Adler, and J. Walter Thompson Hong Kong. He remains philosophical about his work achievements to date:

"I am fortunate and can think of four or five times where there was a real buzz about the work, the people and the project. It's not something you can sustain over a long period of time but I consider myself very lucky to have been in the middle of that more than once in my career." **DM**

Billy Sharma is president and creative director of Designers Inc., Toronto. He can be reached at 416-203-9787 or by e-mail at: designersinc@sympatico.ca



VITALS

▶ Account Services, Partner, Response Innovations, Toronto

▶ Founder of Response Innovations

▶ Senior, international experience:

- J. Walter Thompson: Executive Director of New Business Development, East Asia, for the Direct division in Hong Kong, and founded the Direct division in Taipei, Taiwan

- Stone & Adler/Direct, a Young & Rubicam company (now part of Wunderman)

- American Express Canada

▶ Family, 2 children

▶ Hobbies: hockey, golf

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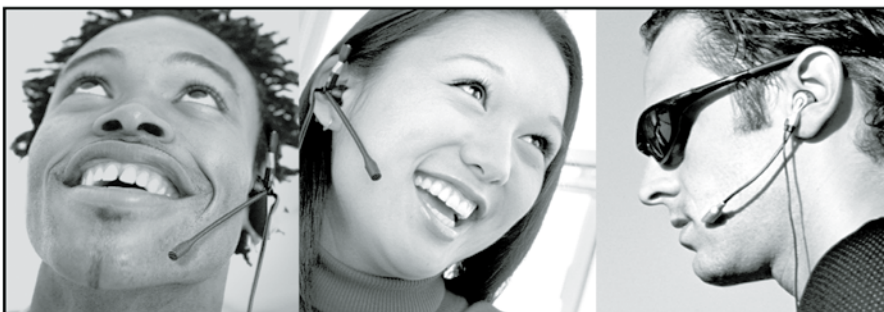
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Yahoo! Canada's Search team converges on SES Toronto armed with enhanced targeting features, SearchMonkey milestones

TORONTO—The Search Team at Yahoo! Canada will be out in full force at SES Toronto this year, bringing news of the enhanced targeting features it recently made available to advertisers. Yahoo!'s search advertisers are now able to target audiences by geographic location and time of day, as well as select demographic preferences. These features, which officially went live at the end of March, are part of Panama 2.0, one of the largest set of enhancements made Yahoo! search marketing's Panama platform since its 2007 launch.

"We are excited to be at SES this year to talk about this release with the search community here in Toronto," emphasizes Heather Forrester, director of Search Marketing and Business Development at Yahoo! Canada's Toronto office. "These enhanced targeting features allow advertisers increased control of their campaigns," she adds, "and ultimately, their marketing dollars." Forrester explains that by leveraging these features, advertisers can segment their key audience groups and tailor marketing messages to them. This way, advertisers can not only reach a prospect searching for something they offer, but are also more likely to reach a prospect with a high propensity to convert.

In addition to multi-level geo-targeting for both campaigns and ad groups, ad scheduling available by

advertiser time zone and the ability to select demographic preferences, multiple improvements to Yahoo! Search Marketing's content match product were made with Panama 2.0.

The team at Yahoo! Canada also brings with it to SES Toronto news of a key milestone in Search products for developers. Approximately one year ago, SearchMonkey was launched. To date, over 70 million enhanced search results are now seen daily by Yahoo! users. Using this tool, developers and site owners can use structured data to make Yahoo! Search results more useful and visually appealing, thus driving more relevant traffic to their sites. "We have made it even easier for site owners to share structured data with Yahoo! Search by simply adding a few lines of code to their page," explains Andy Renieris, head of Search at Yahoo! Canada. "Initially," notes Renieris, "we are focussed on Flash video, games or documents, which we will embed directly in the search results."

The Yahoo! Search team in Canada, along with Sunnyvale-based SearchMonkey product manager Nick Cox, will be talking about the latest, as well as upcoming product developments at SES on June 8th and 9th at the Sheraton Centre in Toronto.

For more information, visit <http://www.yahoo.ca/> or <http://qc.yahoo.ca/>.

New Kodak and Xeikon alliance brings Web-based solutions to the digital label and packaging market in the US and Canada

ROCHESTER, NY—A new alliance between Kodak and Xeikon enables label printers to extend their Web-based businesses with branded online ordering of tags, labels, and other print products. It also simplifies and streamlines production, from order origination on the Web, via KODAK Web to Print Solutions, to final output on the XEIKON 3300 Digital Color Label Press. The agreement is effective in the United States and Canada.

"The adoption of digital printing within the packaging market is growing, and Kodak is excited to work with Xeikon to bring Web-to-print solutions to the tag and label market. Kodak's e-commerce solutions—as well as our Web-based tools for content creation, collaboration and approval—connect seamlessly into the production workflow and through to the digital label press," said Steve Miller, Product Manager, Packaging Workflow, Kodak. "Integrating Kodak's Web-based systems with the Xeikon Press will give label printers the ability to provide new services to existing customers while also attracting new business opportunities."

Through the agreement, Kodak and Xeikon, a division of Punch Graphix—known in the industry for pioneering the first digital color presses—bring complete Web-to-print solutions to the packaging and label market by offering Kodak Web to Print Solutions and the Kodak Insite Prepress Portal Product family as part of a complementary solution to the Xeikon 3300 narrow-format digital label press.

"We're always looking for ways to maximize both value and efficiency

for our customer base and this latest agreement with Kodak aligns perfectly with this mission," said Michael V. Ring, Vice President of Sales & Chief Marketing Officer of Xeikon's North American operations. "Working with Kodak will allow us to offer our customers complete solutions for their packaging and label needs and, in turn, increase their own value within their respective markets."

Kodak Web to Print Solutions enhance and expand on traditional Web-to-print offerings, allowing print service providers to more efficiently implement a Web-to-print program with superior levels of workflow integration. The Kodak Insite Storefront System offers everything label printers need to support online ordering, including a brandable, easy-to-implement, customer-friendly Web storefront for secure online ordering and reordering of print products. The storefront functions can be completely integrated into the prepress workflow to create an automated production process from order to output in digital, offset or flexo printing environments.

Streamlined production also is aided by the KODAK Smart Review System, which can be used with a variety of graphic arts file formats and brings together a powerful set of professional proofing and collaboration tools, including an easy-to-use navigation window, densitometer and measurement tools; on-the-fly panning and zooming; image rotation; and approval. The advanced spot color capabilities of the Smart Review System, enabled through Kodak Matchprint Virtual Technology, help ensure superior

color accuracy throughout all aspects of the digital label production process, making it easier for images to be proofed and displayed with accurate color on qualified monitors.

The Xeikon 3300 Press delivers seamless high-quality label printing, offering true 1,200 dpi at four bits per spot. With a top speed of 63 feet per minute and a monthly duty cycle of 2.3 million feet, the Xeikon 3300 is an extremely fast digital color label press, particularly suited for short to medium print runs and just-in-time jobs. The fifth color station of the Xeikon 3300 Press can be used for spot colors, as well as "one-hit" opaque white and special security toner. Operating on the Xeikon Form Adapted (FA) toner technology, the Xeikon 3300 combines the benefits of chemically produced toner with the performance of traditionally produced toner. In addition, the FA toner is FDA-approved for use in certain food contact applications.

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**June 10
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Direct Marketing Association of Toronto (DMAT) Spring has (finally) Sprung Mixer**
DMAT's "Traction and Action" at Woodbine Race Track: Understanding the economic climate, DMAT has put together this very affordable networking mixer for members, their guests and sponsors. Location: Woodbine Racetrack's Trackside Tent B. A cocktail reception with hot and cold hors d'oeuvres begins at 6:00 pm. Post time is 6:45 pm. Enjoy live horse racing from the best seats in the house. Afterwards, try your luck at the slots with a complimentary

betting voucher! Price: \$83 for DMAT members and guests (with GST-\$87.15) Groups of five or more \$79 per person. (with GST-\$82.95) Space is limited. Please reserve your tickets early. For more information, contact 416.502.0433.

June 15-18 Boston MA IRCE 2009

The Fifth annual Internet Retailer 2009 Conference & Exhibition has announced a speaker roster of 178 experts from all segments of the online retailing industry. These experts will address major e-retailing strategy and practices and will weave their presentations into the theme of this year's agenda: "Rising Above—Not Just Surviving—the Economic

Storm." IRCE 2009 will be held at the new Boston Convention & Exhibition Center. For more information, contact Chaz McCrobie-Quinn at 312-362-0107 or by e-mail chaz@verticalwebmedia.com.

June 16 Toronto CMA Brand Insight Conference

Learn why a perfect storm of circumstances is forcing us all to become brand innovators from a cast of pioneers, mavericks and "intrapreneurs," whose brands are using fresh thinking and dynamic solutions to not just survive, but thrive in this new marketing reality. Speakers include: Tony Matta, vice-president, Marketing, Frito Lay Canada;

George Pneumaticos, global director, Brand Architecture, Nokia; Mitch Markson, president, Consumer Brands & global creative director, Edelman; Gerry Frascione, North American CEO, BBDO. Time 8:30AM to 3:30PM, Event Venue TBC. Contact: Andra Thurton, 416-644-3748, Fax 416-441-4062, e-mail events@the-cma.org

**June 25
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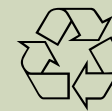
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