

# DIRECT MARKETING

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THE ART & SCIENCE OF PREDICTABLE MARKETING

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DM superheroes get personal, keep it fresh



## 2D barcodes: Beyond the hype

Best practices for leveraging this effective communications tool **BY STEVE MAST**



Steve Mast, president of Delvinia, believes direct marketers have good reason to get excited about 2D barcodes.

**W**hether you recognize them as QR codes, dot matrix codes or 2D barcodes, the one thing that's for certain is the fact that QR codes are on the rise with marketers in North America. The pixelated codes are finding their way onto everything from direct mail brochures, menus, business cards and high school yearbooks. Even financial institutions, real estate companies and TV networks are getting in on the action.

Some say 2D barcodes are just marketing hype, but they can be an effective marketing and communications tool for your business—if they are used strategically.

2D barcodes are a mobile experience; they are scanned or read by apps using the camera of a user's mobile phone, thereby connecting the physical world, via mobile, to online content.

The technology presents a unique opportunity for marketers to engage with their audience. What's important to remember is that there is no one-size-fits-all marketing solution. To successfully integrate 2D barcodes into a marketing campaign, marketers should first have a

deep understanding of their customers and their mobile behaviours.

At Delvinia, we first used 2D barcodes in 2008 on a poster for RBC's Next Great Innovator Challenge. When scanned, the code redirected users to a mobile-optimized site for additional information about the competition, which asked MBA and business students to submit ideas for new banking products and services.

At the time 2D barcodes were something new in North America, but over the past year we've seen a vast increase in consumer awareness and use of this technology, which provides marketers with an opportunity to deliver engaging digital experiences to an increasingly receptive public.

Through a recent AskingCanadians™ survey we discovered that while only 20 percent of smartphone owners surveyed in 2010 could correctly identify a 2D code, today that number is 86 percent—a greater-than-fourfold increase.

Today almost 40 percent of smartphone owners have a reader or scanner app installed on their phone, one in five scan something every week, and 85 percent of

those who have scanned a barcode would recommend the experience to someone, suggesting the novel way of accessing mobile content is delivering some value to users.

Of course, there still plenty of room to grow and improve. Given a choice, 62 percent of smartphone owners would still prefer to use a URL to access content via the phone, compared to only 20 percent who would prefer to use a QR code. This tells us that there is still a need to educate users and to improve the experience for them. Marketers can make it worth the effort by delivering something unique and of value.

Last fall, Colorado's First Bank launched a campaign that did just that. The bank's We're Here to Help You Save campaign offered travellers passing through Denver's airport the opportunity to scan a QR code to download free books, crossword puzzles and Sudoku puzzles. Within the first few weeks there had been 750 downloads. The bank estimated the five-month campaign, created by TDA Advertising & Design, would result in more

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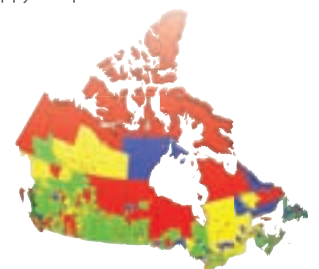
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**DIRECT** MARKETING 



## editor's letter *What's in a name?*

Sarah O'Connor

**I**ve said it before, and I reserve the right to say it again, but ever-evolving communication channels plus increasingly empowered consumers mean that the boundaries of direct marketing are getting blurrier all the time. I think that this month's focus on DM agencies is a perfect illustration of this phenomenon. One of the mandates of

any agency is to differentiate itself from its competitors, to carve out a unique niche in the marketplace. This is simply good business sense, and in a creative industry this diversity fuels ongoing innovation. Both Stephen Shaw of Kenna (Directives, page three) and Roehl Sanchez of BIMM (Directile dysfunction, page four) allude to this breakdown of traditional definitions in their contributions this month. My best guess is that this is a natural, positive process, and new lines of differentiation are likely to become increasingly clear over time.

All of that said, I don't mean to suggest

that DM agencies no longer have anything in common. Obviously there are still plenty of similarities—briefs, pitches, approvals, these pillars of the creative process aren't going anywhere anytime soon but, as Sanchez notes, perhaps the single most important point of unity is a shared commitment to championing the tenants of direct marketing in a world where what's new is never new for long. Billy Sharma's profile of Rosalie McGovern (page 8) is a wonderful example of a direct marketer using their understanding of a few powerful principals to truly make a difference in the world. What difference

do you want your work to make?

After spending a few days in Mississauga, conducting interviews for this month's regional report (page 11), I suspect that Hurricane Hazel and her city of entrepreneurs may be quietly planning to take over the world, and I'm ok with that. They seem to know what they're doing, at least. And the Click! Email marketing section (pages 15 to 17) is absolutely jam packed with a wide range of expert insights on how best to leverage this hugely accessible channel.

Happy reading, and I'll see you in September!

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## directives *Champions of invention*

By Stephen Shaw

spending is still on TV! On paid media! At a time when only 25 percent of the population "just watch TV" anymore. When just 11 percent of people say they buy products because of ads! Marketers are certainly aware of those facts. They are simply in a state of denial.

Maybe the blame really lies with the major agencies. Marketers can be excused

among CMOs).

Yet the reality is that the marketing world has been hurled into a far off orbit by the blast waves of technology. Marketers are in desperate need of reorientation and agencies have a responsibility to lead them—to plead the case for invention over convention; to fail fast in order to move faster. Unfortunately,

understands what they want? Agencies only care about which persuasion levers to pull. All that matters is spiking the top-of-funnel measures that justify their fees. A more captivating ad, a catchier slogan, higher GRPs—those are always the stock answers, tarted up again and again in order to pass as fresh thinking.

Agencies are not in the business of conjuring up ideas that make life easier for people—designing joyful experiences, eliminating pain points, or developing applications and tools that solve problems—simply because success, for them, is shifting the public consciousness. That is all they have ever known. That is what gets them excited. That is what pays the bills. Agencies would never say, "Stop wasting your money on mass advertising," and why should they?

What marketers really need is for their agencies to think differently. To come up with ways of inspiring more than persuading; sharing more than selling; earning attention more than buying it. The strategic starting point should always be: "What can we do to connect with customers in a way that delivers value with every interaction?"

#### Champions of invention

How can agencies get clients to think differently?

To start, their focus must shift from messaging to value creation. Agencies must imagine the kind of experience that customers crave and are sure to rave about. An experience they will never find anywhere else. An experience that

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**Marketers are in desperate need of reorientation and agencies have a responsibility to lead them—to plead the case for invention over convention; to fail fast in order to move faster.**

for their timidity as they are often in thrall to a conservative business culture. Most executives view change of any kind as a dangerous gamble—one that could cost them their jobs (consider the casualty rate

agencies are chained to a remuneration model that offers no incentive for disrupting the status quo.

Belief in The Big Ad Idea still prevails. Campaigns may stretch across more media channels than ever, but the ad game remains the same: catching people with their guard down, encroaching on their time, indulging in self-serving claims—all for the purpose of snagging eyeballs, which is what agencies are paid to do. And because most agencies are little more than message factories, their ranks swollen with the arrival of the social media boutiques, the clamor around the planning table is all about fair budget allocations and the right media mix.

Who speaks for the consumer? Who is looking out for their interests? Who really

**W**e know business as usual is not an option. Yet here we are, paralyzed by the speed of change.

The trouble lies with our natural instinct to play it safe. Our DNA is wired for incrementalism. We are content to live with change, not to lead it. So we keep doing what we know best instead of figuring out the best thing to do.

Here's proof: We know that people today spend just as much time online as they do watching TV. Yet the bulk of ad

## Correction

The volume and issue numbers of recent issues of *Direct Marketing* have been miscalculated. The correct volume and issue numbers are as follows:

May 2010 – Vol. 23 No. 1	January 2011 – Vol. 23 No. 9
June 2010 – Vol. 23 No. 2	February 2011 – Vol. 23 No. 10
July 2010 – Vol. 23 No. 3	March 2011 – Vol. 23 No. 11
August 2010 – Vol. 23 No. 4	April 2011 – Vol. 23 No. 12
September 2010 – Vol. 23 No. 5	May 2011 – Vol. 24 No. 1
October 2010 – Vol. 23 No. 6	June 2011 – Vol. 24 No. 2
November 2010 – Vol. 23 No. 7	July 2011 – Vol. 24 No. 3
December 2010 – Vol. 23 No. 8	

Coming in the September issue of *Direct Marketing*

### Customer retention

Converting prospects into customers is only half the battle. Executives from Google Canada, FSA Datalytics, Pitney Bowes and more share best practices for staying connected to your most important customers.

### Geodemographics

Industry experts from CVM Marketing and EnviroNics Analytics weigh in on this ever-evolving discipline and share strategies for leveraging geodemographic information in our digital age.

### Diversity marketing

The cultural diversity of Canada poses both challenges and opportunities for direct marketers. Discover how an understanding of who your customers are from a cultural perspective can enhance your communications with them.

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[www.clickweekly.com](http://www.clickweekly.com)



# Directile dysfunction

By Roehl Sanchez

**S**o here I sit in an extremely air conditioned room at the Direct Marketing Association's headquarters in New York City. It's the third and final round of judging for the ECHO Awards and there is a ton of work to sift through.

My categories are automotive, telecom and not-for-profit (I just can't do insurance). You would think with categories like these you'd see some pretty spectacular direct work. Sadly, this is not the case.

Now, don't get me wrong, there are a few great creative campaigns: from Justin Bieber singing happy birthday to raise awareness for cancer, to a stellar Spanish Bank campaign entitled I'm Batman. But when it comes to defining these campaigns as direct marketing, it's a bit of a stretch. Even through the scores are equally weighted for creative, strategy and results, we still see too many entries where the results section sounds like a kid whose dog ate his homework.

"Early indications suggest that our campaign far exceeded our client's expectations." "Lots of buzz was created as a result."

"In a tough economic climate, just achieving the status quo was an achievement."

Seriously? It's as if we've forgotten what actual results look like these days. Or, perhaps, the definition of the word "results" is shifting. For instance, is \$50K in earned media a result? What about a boost in awareness? Increased Twitter followers? Direct consumer mentions of brand online? If you believe what the international awards shows have to say about results, a lot has changed since the good ol' days of simple response rates and incremental lift over control and conversion rates.

There was a time when it was clear what industry we were in. When the CMAs were called the RSVPs and the only people who cared to enter were direct marketers. Today, the CMAs are the most widely entered and comprehensive awards show in the country.

It's all about evolution. The CMAs had to evolve to keep up with the changing industry—and not only direct marketing, but marketing in general. Everyone has evolved. Big agencies are going back to integrated models. PR firms are buying up social media shops. Promotional houses are now handling brand assignments. Small is the new big and everyone—everyone—are calling themselves digital gurus.

So what about direct marketers? What have we become? That depends on who you ask. Some would say we're still a bunch of die-cut dinosaurs. Those are usually the folks that still think in 30-second chunks and believe that every client's problem can be solved with a "big idea." But I digress.

Perhaps instead of asking the question, "what have

we become?" we should ask ourselves, "what haven't we become?"

Just take a look at the Direct category at Cannes over the past five years. Next to the Media Lions, the Direct Lions have the most diverse offering of entries of any category. The Grand Prix for the direct category this year was for a chocolate bar that resulted in a national movement and a ton of chocolate bar sales. Was there a list? No. How about an offer? Nope, not even a coupon. Was it targeted? If you consider the entire country of Romania, well then yes. What about a call-to-action? Afraid not.

Oh, and by the way, this campaign also won The Grand Prix for the Promo Lions and a Titanium Lion.

My point is that we need to take a close look at our industry and what it's become. And not just from a Canadian perspective, either. As the lines continue to blur between disciplines and agencies, it's easy to blend in if we're not careful. There are a lot of agencies that will claim they can do what we do.

I remember having a drink with the creative director of a New York mass agency. He was telling me all about the importance of creating customer intimacy and how it's all about one-to-one engagement. At first I was bothered by it. My direct marketing pride got the best of me and I automatically went into DM-snob mode.

"Typical mass guys, what do they know about 1:1? All they care about are their precious 30-second spots." But then I thought, maybe I should look at it from his perspective. Why is this guy all of a sudden interested in what we've known all along? More importantly, why

does this guy think that what he has to say is news to me, a direct marketer?

Then it struck me.

We've been doing this so long that it's no longer news. It's like when you tell a friend about your favourite restaurant. Years later, that restaurant becomes really popular. Then, all of a sudden, that friend recommends that restaurant—your restaurant—to you.

So what do you do? Do you say, "That was my restaurant. You don't know anything about restaurants." No, because then you sound like an idiot and a bit of a jerk. Plus, you can't blame him for liking that restaurant. The food's still good. So what to do? Well, I think maybe it's time to check out some new restaurants ourselves.

This is an exciting time. Nobody really owns anything, us included. Which means everything is up for grabs. Technology, media, channels, ideas—it is all fair game. Clients are looking for new thinking, innovation and different solutions, and we're just as equipped to deliver as the next guy. It's time to step up.

And with that, I should really get back to my judging. Perhaps I'll take another look at that Justin Bieber campaign.

*Roehl Sanchez is the VP Chief Creative Officer of BIMM Direct & Digital, one of the largest independently owned agencies of its kind in Canada. BIMM has recently been shortlisted for 3 DMA ECHO awards and 1 PROMO! Award.*

## ▶ Continued from Cover

than 7,000 downloads of the 12 classic novels on offer. The campaign, which didn't directly promote banking services, saved travellers a trip to the airport gift shop while spreading awareness of this still relatively new mobile capability.

According to our survey, 25 percent of smartphone owners with scanner apps installed on their phones are scanning 2D codes from signs (like the First Bank posters), while 58 percent are scanning codes placed in print ads, newspapers and magazines.

Earlier this year, the Oppenheimer Fund launched a print advertisement with a QR code as part of its Globalize Your Thinking

campaign. The ad provided readers with a number of ways to access information about the bank's investment services, including a call to action that read, "Scan this code to test your global IQ."

The code took readers to a mobile web page with a brief multiple choice quiz before directing users to the firm's mobile site, which included video clips on topics like Investing in the New Economic Order, fact sheets on the firm's various mutual fund offerings and detailed information about risk and other disclosures. The mobile site also offered the ability to share information through Facebook, Twitter and LinkedIn as well as the opportunity to connect with a financial advisor.

And there's more to using these codes than simply slapping one onto a print ad or poster. Marketers must never forget that a 2D barcode is only a small part of creating an engaging experience for a mobile user. Remember that your users are interacting with your 2D barcode and content in the real world. You have to provide an experience that is optimized for all of the challenges and limitations of the media they are displayed on, the mobile devices that scan and display the content, and the limits on the time and attention of the user.

Here are 10 tips for using 2D codes effectively:

### Have an objective

Ensure that your initiative aligns with your business objectives. Don't use 2D codes simply because everyone else is using them.

### Know your audience

Is your audience tech savvy? Will they require additional guidance and education? How have they responded to previous campaigns using mobile or emerging technologies? Do enough of your users even have smartphones?

### Add value

Don't waste your users' time. Keep the concept of mobile in mind and don't just duplicate what they can already find on your website. Make a positive impression on your audience in exchange for their effort.

### Know which 2D barcode works best for you

Use the type of 2D code that will work best for your campaign. At this time QR

codes are the most recognizable type of 2D barcodes and they can be scanned by almost every type of 2D barcode scanning app. Other versions of 2D barcodes such as EZ Codes (licensed by ScanLife) or Tag (from Microsoft) may better fit your needs depending on usage, size and reporting, but require specific reader apps.

### Size matters

Once you know where your 2D barcode is being used you can begin to consider its size. If it appears on a billboard where a user may be several metres away, the 2D barcode will have to be bigger. If your 2D barcode is appearing in print obviously the user is much closer. A 10:1 ratio is the recommended standard according to ScanLife. If your user will be 10 metres away, your 2D barcode should be one metre in size, or if they will be 20 cm away then your 2D barcode can be two cm in size.

### Know your environment

Refer back to size requirements. If outside, consider the angle and distance of the user to the signage. Is there internet connectivity in the area? What is the lighting in the area like? What is user behaviour in the area?

### Keep it simple

Minimize the amount of information that will be embedded in the 2D barcode. If you are sending a user to a mobile web destination, use a URL shortener to simplify the link, or use a simplified 2D barcode that stores the information in a database rather than in the code itself.

### Set expectations

Tell the user what they should expect

once they scan the code. Make sure the destination is mobile friendly. Consider the type of media. Audio or video can challenge limited bandwidth.

### Include instructions

Tell people what the 2D barcode is and how to use it. Point users to the proper mobile barcode reader and instruct non-smartphone users on an alternative way to access content.

### Provide an alternative

Consider users who do not have smartphones or do not have a 2D barcode scanning app. Include an alternative URL, but keep that simple. You may want to consider a SMS keyword and short code as well.

If you align your campaign with these best practices and use 2D barcodes strategically your project is much more likely to successfully meet your objectives. 2D barcodes are only the tip of the iceberg of emerging technologies such as Near Field Communications, Geofencing and Image Recognition that will further connect real and online experiences. 2D barcodes are not the answer in every case, but they are an opportunity for marketers to test and learn as smartphone ownership increases.

*Steve Mast is President of Delvinia, a Toronto-based digital strategy and customer experience design firm dedicated to helping its clients in the financial, media, education, retail and technology sectors craft effective digital solutions anchored in customer behaviour. He can be reached at 416-779-4149 or smast@delvinia.com. Find Steve on Twitter @stevemast.*

**TIME TO SWITCH GEARS!**

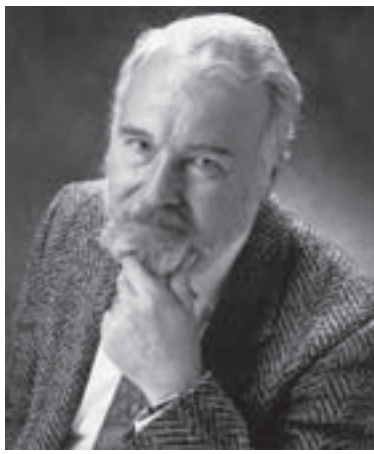
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Allison Taylor (left) and her late father, Diamond Dave Taylor.



**A** couple of months ago I had to switch offices and I thought this would be a great time to actually purge some of the files I've been hauling around for the past 10 years.

In my quest for a more clutter-free work area I started going through boxes that belonged to my dad, David Taylor. Some of you may know or remember Diamond Dave. He was one of Canada's top direct marketers and when he died eight years ago I not only lost a great dad, the industry lost a great advocate, mentor, champion and friend.

While going through all these boxes I was amazed to find that dad had kept everything, and I do mean everything. News clippings related to DM, speeches he'd given, articles he'd written, proposals he'd sent, etc., etc., etc. As I started reading through this mountain of paper I realized that dad truly did have a gift, a gift I wish he'd passed onto me but, alas, I'm more of an account person than a creative type.

I realize this is a very long lead in, but I wanted you, the reader, to know that this article is a really a collaboration between

Dave and me. And, if after reading you're a little bit wiser, well, thank Diamond Dave.

Old agency curmudgeons (like me) may know some of these rules off by heart, but I think newcomers to the industry will find this checklist very helpful. Before we jump right into the tactics (and our checklist) there's some upfront work that needs to be done, and approved by the client, before work begins on the package components.

**Objectives and strategy:** You need a clear objective. What do you want this mailing to do? For example, do you want to educate, sell, obtain leads, encourage a visit, or drive traffic to your website?

**Know your audience:** It's very helpful to have a mental picture of who your target audience is—their age, gender, occupation, income, lifestyle, buying habits and any other significant characteristics.

**Get personal:** People respond to people. Simply addressing your DM piece to "Dear friend" or "Occupant" sends a message that you couldn't be bothered to find out who

# Your DM creative checklist

Abide by these rules and you may just see an increase in overall percent response, a better-than-average order amount, or an increase in qualified leads *By Allison Taylor*

they actually are.

**Make the subject relevant:** Put yourself in your reader's shoes and ask "What's in this for me?"

**Keep it simple:** Your entire package should be simple and easy to understand—layout, copy, graphics and tone.

**Create interest:** Your piece needs to attract attention and stand out in the mailbox. Consider 3D mailings, pop-ups, premiums, oversized mailings, etc.

**Use your words:** Good copy should always have a great offer, highlighted benefits that are relevant to the reader and a clear call to action.

**Testing 1, 2, 3:** What are you going to test? Every time you mail, you should be testing and learning something. Testing will increase your overall cost, but the learnings gained will be a bargain.

**Make responding easy:** Use BRE's, 1-800 numbers, email and websites.

Now that you know all the upfront work is done and (more importantly) it's on strategy and on target, and your components are coming out of the art department, it's time to start checking items off the list.

## 1. Your outer envelope

Everything begins—or ends—here.

- Does my envelope copy make a strong promise?
- Does it offer my prospect an irresistible tease?
- If the product or service is not for everyone, does it qualify the prospect market?
- Does the teaser tie to the letter lead?
- Will the envelope look important enough to get to the intended recipient?
- Will it stand out in the mailbox?

## 2. Your letter

- Is my lead strong and compelling (instant involvement plus big benefit)?
- Does it reflect the produce proposition?
- Is my approach the most effective approach?
- Have I framed my letter with the lead and returned to it in the close, using logical references to it where possible?
- Is my offer properly set off on page one (perhaps in the Johnson's Box)?
- Do I carry sentences over from page one to page two?
- Am I putting the post script to the best possible use? Does it sum up the full offer with clarity and a pace or tone that implies action?
- Do I give my prospect a reason to act now?

## 3. Your order form

- Do I state clearly what is being ordered?
- Do I start with a prospect commitment (Yes, please send me... Count me in... etc.)
- Do I clearly restate all terms of the offer?
- Has the guarantee been spelled out

dramatically?

- If there's an 800 number, is it a prominent choice?
- Have I limited the decisions to prevent inertia?
- Will a near-literate or a well-trained dog find the form clear and easy-to-use?

## 4. Your brochure

- Does your copy track—drawing your prospect in with a strong headline, leading your prospect through your word and picture story with good sub-heads and lead-ins?
- Are the features and benefits of your product or service clearly set down and, where possible, dramatized visually?
- Does your brochure story flow in an orderly pattern and build or develop as your prospect moves along?
- Are all your points of contact present?

## 5. Other components

- If you've decided to include a lift letter, does it offer a clear new point of view that underlines the major benefit?
- Have you taken advantage of a buckslip? If you have an unusual product feature, a brand-new feature or benefit, an important deadline or a premium, all these can be emphasized with a buckslip.

*Allison Taylor is president of TCP Integrated Marketing, a full-service direct response agency specializing in one-to-one solutions. Allison started TCP in 1995 with her father, Dave Taylor. You can reach Allison at 416-493-0333 x224.*

## Put yourself in your reader's shoes and ask "What's in this for me?"

### ► Continued from page 3

brings to life what the brand stands for, born of an intimate understanding of customers—what matters to them, what they share in common and what makes them different.

It is all about stretching the value proposition and innovating around the product instead of merely publicizing the benefits. The iPad is a perfect example.

*It is all about stretching the value proposition and innovating around the product instead of merely publicizing the benefits.*

It can be seen as just another media channel, a handy mobile display device that's ideal for interactive ads, but an inventive agency would create an iPad application that could serve as a utility and a way to add genuine value without one word of ad copy.

The current use of social media by agencies is another example of legacy thinking, particularly the way they treat

Facebook as a public billboard instead of a town hall. The same goes for Twitter and other social network platforms that are viewed as channels for message distribution rather than opportunities for understanding and collaboration.

Yet here is the most fecund territory for invention by delivering compelling content that people are excited to share with the people they know. Not ad

messages masquerading as content, not video commercials aspiring to go viral, but shareable information that people will actively seek out, freely available on the screens of their choice. Original or curated content that amuses, informs, stimulates, inspires, incites and keeps the conversation alive but, most importantly, builds intimacy and trust.

That really is the goal, to get past

the trust barrier, to move customers along the relationship continuum from first-time buyer to brand advocate. And that demands a more dynamic planning model: one that supports real-time conversations across multiple platforms, takes into account all possible connection points, and seeks to compress the lag time between search and purchase, trial and conversion, complaint and resolution. A planning model designed to build enduring customer connections.

Above all, agencies must cultivate a critical missing skill set—the ability to listen and respond to people through social channels. Because, historically, agencies have been paid to interrupt people's lives, not serve as their interlocutors. Yet the true value of social media is converting the passions of people into brand energy.

Online socializing is not really a civil form of conversation at all, more a vortex of raw ideas and opinions spontaneously expressed. That's why adoption of social tools remains an experiment, driven by justifiable faith in the possibilities but still more ideology than methodology. Even so, social media promises to close the gap between what marketers believe to be the truth and the reality as experienced by customers.

If agencies can become champions of invention, looking past the threat to their core business, they will rescue marketers from their current state of paralysis and hasten the adaptation to a hyper-

connected world.

*Stephen Shaw is the Chief Strategy Officer at Kenna, responsible for thinking differently. He can be reached at sshaw@kenna.*

## Own Your Marketplace

**Ten years ago, you had six ways to reach customers: Now you have twelve or more...**

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# Canadian Direct Marketing Agencies

Name	Address	Phone	Website	Contact	Services offered
<b>Aber Group, The</b>	120 Eglinton Ave. E., Toronto, Ontario	416-322-2909	www.abergroup.com	Jay Aber, President, jay@abergroup.com	Aquisition-based direct marketing agency; direct response, internet marketing campaign development and execution.
<b>Agency 59 Direct</b>	1910 Yonge St., Toronto, Ontario	416-480-1967	www.agency59.ca	David Foy, President, dfoy@amw-com.com	Advertising, design, response.
<b>Baker-Blais Marketing Inc.</b>	295 Hymus Blvd., Pointe-Claire, Quebec	514-693-9900	www.bakerblais.com	Don Baker, President, donbaker@bakerblais.com	Direct-to-consumer communication agency specializing in the healthcare field.
<b>Banfield-Seguín Ltd.</b>	35 Armstrong St., Ottawa, Ontario	613-722-6832	www.bsl.com	Nancy Webb, President, nwebb@bsl.com	Full-service marketing and communications agency.
<b>BIMM Direct + Digital</b>	175 Bloor St. E., Toronto, Ontario	416-619-2241	www.bimm.com	Mike Da Ponte, President, mdaponte@bimm.com	Comprehensive suite of direct and digital strategies and services.
<b>Aber Group, The</b>	2845 Matheson Blvd. E., Mississauga	905-214-8419	www.carlsonmarketing.ca	Gordon Ross, gross@carlsoncanada.com	Brand loyalty, engagement and event programs.
<b>Compuset Canada</b>	1555 Avro, Pointe-Claire, Quebec	514-735-4601	www.compusetcanada.com	Jim Roberts	Marketing project consulting, creative design, cross-media marketing, database mangement, direct mail facilities.
<b>Customerlink Marketing</b>	4950 Yonge Street, Toronto, Ontario	416-221-5055	customerlink-mis.com		Results-driven customer acquisition.
<b>Direct Antidote</b>	438 University Ave., Toronto, Ontario	416-552-2094	www.directantidote.com	Di Cullen, President, dcullen@directantidote.com	Customer loyalty agency specializing in data-driven creative campaigns.
<b>Elvis Toronto</b>	500 King St. W., Toronto, Ontario	416-934-8403	www.elviscommunications.com	Anna Percy-Dove, Managing Partner	Specialists in direct, digital, promotional, shopper and experiential marketing.
<b>EMG Marketing Group Ltd.</b>	349 West Georgia St., Vancouver, British Columbia	604-250-7055	e-marketinggroup.com	John Terry, Senior Partner, john@e-marketinggroup.com	Business-to-business sales and marketing specialists.
<b>Engine Room Creative</b>	21 Imperial St., Toronto, Ontario	416-968-1732	engineroom.ca	Andrew Sookrah, President, sookrah@engineroom.ca	Creative and design boutique agency.
<b>FUSE Marketing Group</b>	379 Adelaide St. W., Toronto, Ontario	416-368-3873	fusemg.com	Garo Keresteci, President, garo.keresteci@fusemarketinggroup.com	Brand activation agency.
<b>Geomedia</b>	14 Duncan St., Toronto, Ontario	416-203-7747	www.geomedia.ca	Steve Acland, President, steve.acland@geomedia.ca	Leveraging consumer research and geodemographics to optimize marketing efforts.
<b>Grow Communications Inc.</b>	234 Abbott St., Vancouver, British Columbia	778-822-0431	www.growcommunications.com	Kelsey Breakey, President, kelsey@growcommunications.com	Offline and online direct response.
<b>henderson bas kohn</b>	479 Wellington St. W., Toronto, Ontario	416-977-6660	www.hendersonbaskohn.com	Dawna Henderson, President & CEO, dhenderson@theniceagency.com	Award-winning advertising agency rooted in insight and fueled by creative ideas, strategic precision, and measurable results.
<b>Inbox Marketer</b>	279 Woolwich St., Guelph, Ontario	519-824-6664	www.inboxmarketer.com	Kim McDonald, kim@inboxmarketer.com	Email marketing, mobile marketing, social media, custom web solutions and analytics.
<b>JR Direct Response</b>	4917 Delta St., Delta, British Columbia	604-940-0277	www.jrdirect.com	Tammy Thackray, President, tammy@jrdirect.com	Global reach direct response marketing.
<b>Kenna Group, The</b>	90 Burnhamthorpe Rd. W., Mississauga	905-361-4046	www.thekennagroup.com	Steve Shaw, Chief Strategy Officer, sshaw@thekennagroup.com	Transformative managed solutions for sales and marketing.
<b>KiTS Communication-WAM Interactive</b>	50 Mural St., Richmond Hill, Ontario	905-731-7455	www.kitspak.com	David Greenspan, x236	Variable data, content creation, database management, print production.
<b>M Marketing Inc.</b>	49 Ontario St., Toronto, Ontario	416-359-0311	www.mmarketinginc.com	Peter McGoey, peterm@mmarketinginc.com	Strategy, segmentation, creative, multi-channel marketing, B2C for financial services & retail, B2B for financial services, CRM
<b>MacLaren McCann Toronto</b>	10 Bay St., Toronto, Ontario	416-594-6199	www.maclaren.com	Steven Syczewski-Rapoport, Director, Response Media	Multi-disciplined advertising agency.
<b>Maritz Canada Inc.</b>	6900 Maritz Dr., Mississauga, Ontario	905-696-9400	www.maritzcanada.com	Robert Daniel, contactus@maritz.com	Engagement marketing, consumer loyalty and sales channel enablement solutions.
<b>Market Focus Direct</b>	550 Alden Rd., Markham, Ontario	905-477-0801	www.market-focus.com	Paul Gaynor, pgaynor@market-focus.com	Retail analytics, targeting flyer management, targeted one-to-one.
<b>Myriad Marketing Inc.</b>	510 Front St. W., Toronto	416-703-8701	www.myriadinc.com	Kate Potter, Director, Customer Intelligence Strategies, info@myriadinc.com	Marketing & communication strategy, events, cause marketing, geographical data analysis.
<b>OgilvyOne Worldwide</b>	33 Yonge St., Toronto, Ontario	416-367-3573	www.ogilvy-canada.com	Guy Stevenson, Managing Director, guy.stevenson@ogilvy.com	Direct and interactive marketing.
<b>OSL Marketing Inc.</b>	5225 Satellite Dr., Mississauga, Ontario	905-219-6600	www.oslmarketing.com	Michael Doyle, Managing Director, mdoyle@oslmarketing.com	Direct, interactive, promotional, retail.
<b>Pareto</b>	2225 Sheppard Ave. E., Toronto, Ontario	416-790-2060	www.pareto.ca	Michael Lang, mlang@pareto.ca	Direct marketing, incentive & loyalty programs, intercept marketing, experiential marketing.
<b>PGePROPEL</b>	89 Bloor St. W., Toronto, Ontario	416-644-2036	www.pgepropel.com	Elizabeth Mast Priestman, empriestman@pgepropel.com	Customer relationship solutions, direct, interactive, social, sales promotion, CRM.
<b>Proximity Canada</b>	2 Bloor St. W., Toronto, Ontario	416-323-9162	www.proximity.ca	Mary Ruf, Senior VP, Direct Marketing, mary.ruf@proximity.ca	Digital, direct, eCRM and promotional marketing and activation agency.

<b>Quadrant Marketing Inc.</b>	1220 Sheppard Ave. E., Toronto, Ontario	416-497-1711	www.quadrantmarketing.com	Molly Spinak, President, molly.spinak@quadrantmarketing.com	Strategic consulting and shopper marketing, digital media, advertising, in-store promotions, foodservice and more.
<b>RAPP Canada</b>	1200-33 Bloor St. E, Toronto, Ontario	416-972-7720	www.rappcanada.com	Amanda Mitchell, Managing Director, amanda.mitchell@rappcanada.ca	Data, analytics, strategy, user experience, media and technology.
<b>Response Innovations</b>	256 Adelaide St. E., Toronto, Ontario	416-368-6211	www.responseinnovations.com	Stephen Forchon, President, forchon@responseinnovations.com	Direct response agency.
<b>Rich Content Marketing Communications</b>	385 Grace St., Toronto, Ontario	416-315-8037	www.richcontent.ca	Richard Toker, rich@richcontent.ca	Customer experience planning and communications strategy development, content marketing strategy and development.
<b>Rivet</b>	245 Eglinton Ave. E, Toronto, Ontario	416-483-3624	www.rivetglobal.com	Angele Levesque, angele.levesque@rivetglobal.com	Strategic planning, relationship marketing, creative development (multi-media), direct mail design & execution.
<b>Rubberband Marketing Inc.</b>	462 Douglas Ave.	416-236-9996	www.rubberbandmarketing.ca	Mark Cohan, Director, mcohan@rubberbandmarketing.ca	Strategic marketing solutions.
<b>Spider Marketing Solutions</b>	379 Adelaide St. W., Toronto, Ontario	416-581-8000	www.spidermarketingsolutions.com	Rico DiGiovanni, rico@spiderms.com	Marketing communications, shopper marketing, promotion, digital, experiential, branding, social media.
<b>Stephen Thomas Ltd.</b>	184 Front Street, Toronto, Ontario	416-690-8801	www.stephenthomas.ca	Neil Gallaford, neilg@stephenthomas.ca	Strategic advice, creative services.
<b>Strategic Direct Marketing Group</b>	1029 6th St. SW, Calgary, Alberta	403-770-2804	www.sdmg.ca	Scott Martin, scott@sdmg.ca	Boutique direct marketing agency, response based programs for retail, sport and travel industries.
<b>TCP Integrated Marketing</b>	515 Consumers Rd., Toronto, Ontario	416-493-0333	www.tcpdirect.com	Allison Taylor, President, ataylor@tcpdirect.com	Full-service communications company specializing in 1:1 solutions.
<b>The Helicopter Group</b>	200 West Beaver Creek Rd., Toronto, Ontario	905-731-2440	www.thehelicoptergroup.com	Gary Dubenofsky, gd227@thehelicoptergroup.com	Database development & management, response capture & fulfillment, imaging, print management.
<b>Thindata 1:1</b>	90 Eglinton Ave. E., Toronto, Ontario	416-361-3522	www.thindata.com	John Vavaroutsos, jvavaroutsos@thindata.com	Email marketing, multi-channel database-driven marketing automation & marketing strategies.
<b>Virus1334</b>	4710, St-Ambroise, Montreal, Quebec	514-938-6520	www.virus1334.com	Patrice Lagarde, plagarde@virus1334.com	Direct marketing, strategic consultation, graphic communication, interactive communication, strategic media planning.
<b>WATT Solutions Inc.</b>	40 Micro Ct., London, Ontario	888-699-9288	www.wattsolutions.com	Craig Campbell, craig@wattsolutions.com	Cross media strategies, data, mail, print, fulfillment.

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# DIRECT & PERSONAL

by Billy Sharma

## Rosalie McGovern:

A champion of direct marketing



**R**osalie McGovern's remarkable career includes noteworthy accomplishments on the client side as well as the agency side, yet her first introduction to the world of direct marketing was almost an accident.

"Direct marketing has been a wonderful career path for me," says Rosalie, who is currently Vice President, Direct Marketing for the SickKids Foundation. "When I graduated from university (Rosalie studied economics at McMaster), it was during the recession in the '80s, and my first significant job was as an administrative assistant in Marketing at IBM. I really wanted to learn more and be more engaged in marketing, so when I heard that Loblaws was starting a catalogue of products not found in their stores I was intrigued by the

opportunity.

"My background and accomplishments at IBM intrigued Loblaws enough to hire me even though I had no experience in direct marketing whatsoever. They were looking for someone who wanted to learn and build a business. And learn I did. There were so many people who took the time to help me in those early days because they were passionate about the industry. I am still very grateful to everyone who helped me out, a few of whom I am still in touch with today.

"Once I understood the key principles of direct marketing, I was hooked. What sticks out in my mind is that even though so much has changed and we have so many new channels and media to consider, the principles of DM are more relevant than ever.

"My career has been in 10-year increments," she added with a smile. "After 10 years on the client side, I did some soul searching and considered all options, including getting out of marketing all together. As I weighed all my options, I realized that marketing was all I ever wanted to do and I wanted to start focusing my efforts on contributing to the good of society. After coming to this conclusion, the opportunity at SickKids Foundation was presented and I couldn't be happier."

at GM in Detroit. They were captivated by the concept and what we were able to accomplish in Canada. I understand the program is still running today.

"When I was at RBC, I led integrated marketing launches and re-launches for many credit products and services. We used all media and applied DM principles to them, and direct marketing was the workhorse of the campaigns."

Born and raised in North York, Rosalie is the third of five children. Her parents Sal and Rose Badali and all five siblings are part of a very close and supportive family. She is still a proud Torontonian, having settled in North Toronto.

Humble, charming and graceful, she is quick to deflect any praise heaped on her on to others for all the remarkable achievements mentioned above. "I have had so many wonderful colleagues and bosses, all of whom have taught me so much, particularly the working moms who juggle careers and their families and do such an amazing job at both.

"My mom, Rose, was a big influence on me. She dedicated her life to raising her family and helping others. She was interested and knowledgeable about so many things. She was a great listener and always made you feel like you were the most important person in the world when you were talking to her. She

*"Once I understood the key principles of direct marketing, I was hooked."*

Rosalie has worked with high profile companies and brands including IBM, Loblaws, Vickers & Benson Direct, FCB Direct, Chiat Day, and McLaren (both in Toronto and San Francisco), Canada Post, and RBC.

"There were times that seemed very challenging in the moment, but in hindsight the decisions made at each crossroads always opened many new paths and opportunities for me," says Rosalie. "My first and only real sacrifice was taking a significant pay cut when I left IBM. It was tough at the time, but I have never regretted it for a moment.

"After Loblaws, I spent about 10 years on the agency side working primarily on automotive accounts. In those days it was all about 10-day sales, so identifying qualified prospects, developing relationships with them and turning them into sales was a hard concept to sell.

"One of the favourite moments in my career was when I presented a CRM approach for generating sales to the inner sanctum of senior marketing execs

was my mom, but also a very close friend.

"I am also one of those very lucky people who are married to their best friend, mentor and soul mate." Rosalie's husband is the famous creative person, Mike McGovern. Rosalie and Mike met at FCB, when Mike moved from Chicago to the Toronto office. "Among his many wonderful qualities, Mike is very supportive, funny, has incredibly high standards and ethics and is one of the best direct marketers I have ever met.

"In 1999 we moved to San Francisco. I was surprised at the time that what we were doing in direct marketing in Canada was actually much further ahead than in the U.S. It was a great experience but, to make a long story short, we missed the marketing community in Toronto so when Mike had an opportunity to move back he took it.

"That gave me a bit of time to consider what I wanted to do next. At that point, I had been on the agency side for about 10 years. I never really thought about going client side, but a good friend said that if I wanted to be a great agency person, I should be a client so I could really understand the other side of the table. That was the start of my career as a client.

"While I have had opportunities to work in quite a few industries, I have had three main focuses: automotive, financial services and now not-for-profit. This is a very new area for me, but being able to use the knowledge that I have accumulated for such a good cause is very rewarding."

*"As I weighed all my options, I realized that marketing was all I ever wanted to do and I wanted to start focusing my efforts on contributing to the good of society."*

Billy Sharma is president and creative director of Designers Inc. He can be reached via email at: [designersinc@sympatico.ca](mailto:designersinc@sympatico.ca) or by telephone at: 416. 203. 9787



# INTHEMAIL

## DM superheroes get personal, keep it fresh

SDMG mixes things up with an integrated holiday campaign for HBC *By Sarah O'Connor*



**W**hile we have a few more weeks of sunshine left before the leaves start changing colour and sweaters come back into rotation, the holiday season is already very much on the minds of direct marketers and their clients. Holiday promotions and appeals are the bread butter of many not-for-profit organizations and retailers alike, and the pressure is on to deliver.

Interactive agency SDMG and their client HBC have worked together on seven successful holiday campaigns, helping HR professionals navigate a hectic time of year with personalized HBC gift cards.

"Some of the response rates we've had over the years for HBC have been what I'd call staggering, where we're almost afraid to say we can do that again," says Mike Allan, senior partner and chief strategist with SDMG. "The challenge is trying to come up with a consistent refresh each year. We have to try and keep it fresh for the customers because there's a new crop coming in every year but there are also the perennial favourites on the customer list and we don't

can be more of a communication piece as opposed to just a gift card. And the other factor is just trying to get them interested in buying earlier because, like anybody who has that seasonal massive influx of orders, they would prefer to get those orders sooner so they can spend more time working with each individual customer."

Year after year, one element that has remained unchanged is the central role of direct mail in every one of HBC's holiday campaigns.

"We use a ton of direct mail and it is the lynch pin of this campaign," says Allan. "There are a couple of different versions, preferred and standard, and we use customer lifetime value to determine who gets which piece. Someone who has a higher propensity to buy or to buy more or who has a longer relationship with us is going to get the higher end piece while the rest of the group gets the more basic one, just because the math always tends to work that way."

The preferred direct mail package included a jump drive that, when plugged into a computer, directly

**"We love the direct mail aspect and we use it a lot, but we don't use it in a vacuum."**

want to bore them with the same old, same old every year. There are only so many ways to talk about the holidays, and we've gravitated back and forth over the years to more or less holiday-specific messaging.

"One of our mantras is to make our clients look like superstars and we spun that into superheroes. Our creative director, Cliff Guinand, did the illustrations, he's done that for many years even preceding our agency and any chance he gets to do some illustrations he's always up for it, and we really like the hard, graphic nature of the comic book style. As soon as he did the initial drawings we were all sold."

As well as striking visuals and messaging, the direct mail package captured the attention of busy HR superheroes by directing them to a custom landing page where they were invited to enter a contest to win a \$1,000 HBC gift card. Voiceovers and unique sound effects rounded out the campaign's theme.

"We really do try to focus the messaging on you the recipient," explains Allan. "We use a ton of variable printing and online variable, variable audio and video, where you're name is referenced, or we've even done recorded video where the video changes based on the recipient, and that kind of thing. In this case it was even more relevant because the product itself is customizable and personalized."

"Timing is an issue because if you wait too long you may not make your shipment for the holidays. We've experimented with different time frames. It's typically some time after back to school, end of September all the way up to end of October. November is getting late because they need that lead time."

"There's always a sense of urgency but the two main objectives are, one, really peaking their interest in interesting ways they could use [the personalized gift cards]. Part of that is the creative concept and playing on that whole personalized/customized aspect, differentiating it from just running in and getting a standard pack of gift cards from anywhere and trying to really drive home the point that these

opened the superhero landing page where recipients could enter a personalized PIN number to reveal a special offer.

"As far as I can remember I don't think we've ever done a direct mail piece without some other additional supporting components and almost always an online portion," notes Allan. "We love the direct mail aspect, we use it a lot, but we don't use it in a vacuum. There's always a call to action that drives the conversation further. For everybody who calls us directly we might get 15 or 20 or 30 people who take us up on the website offer on the landing site. The direct mail piece starts the conversation but it never quite finishes it. If they want to see how it ends they have to engage other channels. Then the conversions on those down the road definitely way more than pay for the extra cost of the other elements."

Work on the 2011 holiday campaign has already begun, and once again SDMG is aiming to surprise and delight recipients.

"We'll definitely change it up this year but [the 2011 campaign] plays on a lot of the same strengths," says Allan. "The creative concept will be totally different, the packaging is completely different. We're really trying to not ever show the perennial customers on this list the same thing twice. At the same time, we're not changing a thing in terms of the mechanics. We're absolutely going to the landing site, we're absolutely having the form, we're still having the game/contest-type concept, just because they work so well."

# WORTHKNOWING

## Transcontinental Interactive ranked top Canadian email vendor

Transcontinental Interactive, a leading North American provider of interactive marketing solutions and services, announced they were ranked top Canadian vendor by the *2011 Email Vendor Features & Functions Guides* from Red Pill Email. In addition, Transcontinental Interactive was ranked fifth in the United States; the only Canadian company to place in the top five.

The survey of 28 email vendors, ranging from small market vendors to commercial measure transfer agents, measured their features and functional capabilities across the following eight categories: Business Offerings, Product Offerings, Data & Segmentation, Deliverability & List Hygiene, Campaign Building & Workflow, Testing & Reporting, Third-Party Integration, and Training & Support.

"Transcontinental Interactive prides itself on the reliability and security of the email solutions that we provide our customers," said Christian Trudeau, President of Transcontinental Interactive.

"Our first place ranking in this guide reflects the quality of products that our team continually produces. We are committed to being an expert provider of marketing solutions and services in North America."

Transcontinental Interactive was recognized for its ease-of-use allowing email marketers to obtain the data that they need without technological assistance from internal or vendor resources. Its robust User Interface and full-suite of User Support features are designed to help make email marketing easier, more efficient and productive.

"We collaborate across the organization leveraging innovations from other Transcontinental Interactive products to deliver an integrated solution designed to help organizations address one of their biggest marketing challenges – how to reach their consumer with the right message at the right time via the right platform," said Trudeau.

## Rexall signs on for Visa payWave

Rexall, part of Katz Group Canada Ltd., has become a Visa payWave contactless payment enabled merchant. Shoppers will now be able to simply "wave and go" when making everyday purchases at all Rexall and Rexall Pharma Plus locations, plus participating Guardian and I.D.A. pharmacies.

"At Rexall, it is important to us to introduce new products and services that make the shopping experience better," said Michelle Lee, Director, Corporate Relations, Rexall Pharma Plus. "Visa payWave makes it easier and faster to shop at Rexall and our customers appreciate the added convenience."

With Visa payWave, cardholders no longer need to look for change, key in a PIN or sign receipts for everyday purchases at Rexall and Rexall Pharma Plus stores. Visa payWave cardholders can simply wave their card in front of a merchant terminal with the universal contactless symbol and they are on their way.

"Pharmacies today are really a one-stop shop for everyday purchases, and getting in and out quickly can make a big difference in your day," said Mike Bradley, Head of Products, Visa Canada. "Visa cardholders can now enjoy the convenience and security of Visa payWave at these national Canadian pharmacies."

Contactless payments deliver speed and convenience to merchants and Visa cardholders while offering the built in security benefits inherent in chip technology. Visa payWave cards employ EMV chip technology, which uses a standard 128-bit encryption technology, to securely store and encrypt confidential information. When a customer uses at a Visa payWave terminal, the card and the terminal exchange security information and the transaction is completed, all in less than one-third of a second. The cardholder does not need to swipe their card or let it out of their possession, keeping the transaction quick and secure.

## iPerceptions' 4Q Suite helps boost British Columbia Institute of Technology's website conversion by nearly 300 percent

iPerceptions Inc., a leading provider of web-focused Voice of Customer (VoC) analytics based on actual visitor feedback, has announced that the British Columbia Institute of Technology (BCIT) is using 4Q Suite on its primary website to increase satisfaction and conversion for prospective students.

BCIT recently completed a major redesign of their website, which had a strategic focus on prospective students. By isolating the satisfaction and task completion results of these particular visitors, the institute was able to identify this group's biggest problem areas and prioritize efforts to fix them. As a result of their efforts, the redesign showed a 15 percent increase in satisfaction among prospective students and a 279 percent increase in conversion for a key event

during the same time of year.

"4Q Suite, combined with our web analytics data, is helping us to report our results to the leadership team using easy to understand measures and giving us a clearer strategic focus on our segmented audiences," said Alan Etkin, Project & Web Analytics Manager at BCIT. "This, in turn, is helping us to secure the resources and political will needed to move forward with new projects."

When BCIT first started working with iPerceptions, the company was running both Google Analytics (GA) and SiteCatalyst, but they had never had any experience running VoC surveys. The 4Q Free version was an ideal tool to experiment with and gain the experience needed for more sophisticated survey use and analysis.

Prior to using 4Q, BCIT knew what people were doing through Google Analytics and SiteCatalyst. But when they implemented 4Q, they also began to understand "why" people were doing what they were doing as well as their overall satisfaction with the site. This helped BCIT to produce both a functional website and highly satisfying experience for visitors.

"The ability to structure the purpose of visit question to clearly identify key audiences is a very powerful feature," said Claude Guay, President and CEO of iPerceptions. "In BCIT's case, seeing the difference in satisfaction and task completion scores by students, prospective students, faculty and staff, provided them with the insight to achieve impressive results."

## American Express sweeps travel rewards credit card rankings for 2011

American Express Canada comes out on top in the first ever Rewards Canada Top Travel Rewards Credit Cards as chosen by Canadians. This comes at the same time as Rewards Canada announces, for the third year in a row, its own top picks for Canada's Top Travel Rewards Credit Cards

"This is a great accomplishment for us, and we are so proud to be ranked so highly among Canadians," said Jennifer Hawkins, Vice President Credit and Charge Cards, American Express Canada. "We had a busy year in 2010, launching multiple innovative products and we are so pleased that they have been well received by not only the public, but by the online travel rewards community."

For the first time, Rewards Canada opened up its annual rankings to Canadians to vote for their favourite travel

rewards cards. After a month of voting, Canadians ranked American Express number one across all five categories, including:

- American Express Air Miles Platinum Credit Card as Canada's Choice Travel Points Credit Card (with annual fee)
- American Express Air Miles Credit Card as Canada's Choice Travel Points Credit Cards (with no annual fee, with the American Express Blue Sky Credit Card ranked 2nd)
- American Express Gold Rewards Card as Canada's Choice Hybrid Travel Credit Card (with annual fee)
- American Express AeroplanPlus Platinum Card as Canada's Choice Airline Credit Card, with the American Express Aeroplan Plus Gold Card ranked third, and the American Express

AeroplanPlus Card ranked fifth

- Starwood Preferred Guest Credit Card from American Express as Canada's Choice Hotel Credit Card

Rewards Canada also announced its own top picks from over 70 travel rewards credit cards available to Canadian consumers. Out of five categories, Rewards Canada chose American Express as its top pick in three categories:

- American Express Blue Sky Credit Card as the Top Travel Points Credit Card (with no annual fee)
- American Express Gold Rewards Card as the Top Hybrid Travel Credit Card (with annual fee)
- Starwood Preferred Guest Credit Card from American Express as the Top Hotel Credit Card

## Adconion expands Joost video offerings, becomes VAST 2.0 compliant

Adconion Media Group, one of the largest independent global audience and video content networks, has announced the expansion and enhancement of Joost's innovative video offerings in Canada effective immediately. Refreshed with a new logo, Joost is committed to building brands online by providing premium brand solutions for Canadian advertisers and marketers seeking to reach their targeted audience with engaging and high impact in-stream and in-banner video

advertising.

Joost offers a suite of advanced products to help advertisers obtain greater reach and scale with online videos. Joost products include pre-roll, in-banner video and expandable and Splash Ad video units. It also provides exclusive site and inventory representation, and offers full page overlays, roadblocks and custom site skins and integrations - all providing a more comprehensive set of powerful tools to better achieve partners' ROI.

Supporting Adconion Canada's growing video market share is its recent VAST 2.0 certification. Adconion is one of the first ad networks to become IAB VAST 2.0 compliant in Canada. The objective of VAST is to overcome the challenge of the various technologies in play by providing a standardized communication between ad servers and video players. IAB research over the last two years has indicated that in-stream video has grown and VAST will play a significant part in its roll out.

Understanding and adopting the leading industry's authority in video standardization, Adconion Canada now can greatly improve third party video integrations by making the process more effective and seamless to both publishers and networks. Campaigns will run more efficiently across multiple properties. And by being at the forefront of marketplace change, Adconion Canada is poised to significantly increase the number of pre-roll ads it can serve, as well as allowing it to

accept third party ad serving redirects.

"We are committed to bring to market the best brand solutions for our partners," said Tina Mooney, VP of Adconion Canada. "With Joost's cutting edge products and adopting the industry's latest practices, we know that we can shift brand metrics from TV to online. And this is just the beginning."

# REGIONAL REPORT: *Mississauga*

By Sarah O'Connor

Axis Integrated

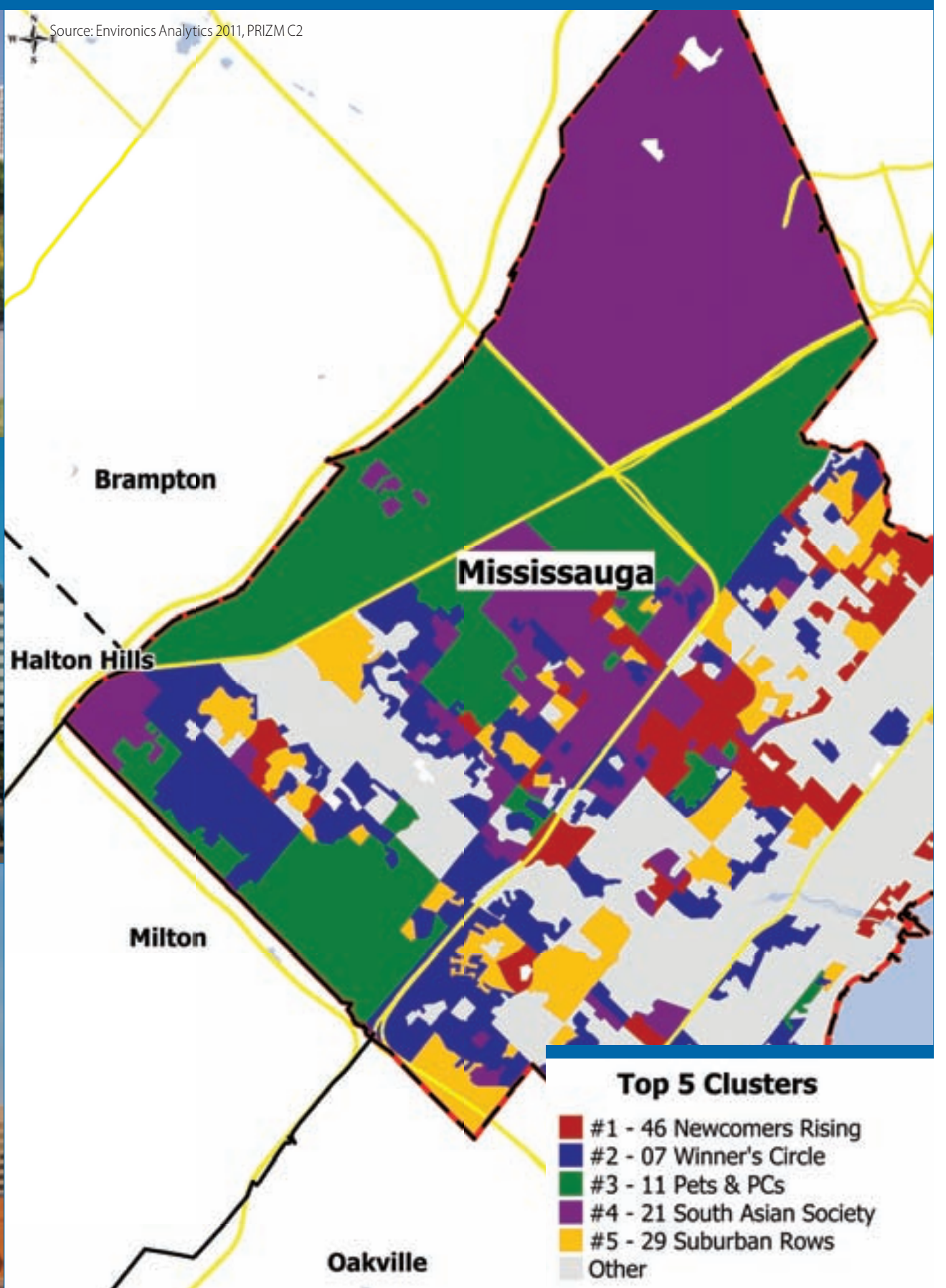
Data Direct

Hunt Marketing Services

InfoGroup

Kenna

Spring Global Mail



# DM businesses at home in Mississauga

## Mississauga at a glance

- Mississauga is Canada's sixth largest city, with a population of 729,000.
- Hazel McCallion has been mayor of Mississauga since 1978, making her one of Canada's longest-serving mayors.
- The city is home to Toronto Pearson International, Canada's largest airport servicing 32 million passengers every year.
- Mississauga has been recognized as the safest city in Canada for eight years in a row.
- Mississauga is home to nearly 55,000 registered businesses, including 61 Fortune 500 Canadian or major division head offices and 50 Fortune Global 500 Canadian headquarters.

**W**ith its proximity to downtown Toronto, easy access to the airport and favourable tax laws, Mississauga is a magnet for business. While not widely known as a direct marketing hub, the city is home to a wide variety of DM service providers.

"In Mississauga there's just a lot of access," explains Debbie Major, president of Data Direct. "Geographically we're positioned well. That's one of the highlights of being in Mississauga. We're really close to Buffalo. We're really close to the two largest mail processing centres in Ontario and we are positioned near all of the 401 series highways. One of our pillars is fulfilment so to drop packages off it's nice to be close. We have access to 164,000,000 consumers in this area. Canada is so diverse but Mississauga in particular is very multicultural. Our clients are multicultural but so are our employees, so it makes us really quite flexible. We're very cognisant of all the different ethnicities and everybody enjoys different holidays throughout the year."

When asked about Mississauga's growing tech industry, Major acknowledges the City of Mississauga and long-time mayor Hazel McCallion for leading the charge. "They are leading edge for cost efficiencies. They are trying to change their infrastructure, to streamline. You get a leader like Hazel and that's what she's breeding and then everybody kind of follows suit. She's no holds barred. She tells it like it is. Tax-wise, the property taxes we pay to be here are conducive to business. Hazel is open for business."

"It's all about taxes," seconds Michael Booth, president of Axis Integrated. "I've got a better building [in Mississauga] than I did in Etobicoke. I actually reduced my overall cost and went from 18,000 to 24,000 square feet with better quality office space, so that makes a huge difference. And I live 10 minutes from here." Booth also notes that face-to-face

meetings are still an important part of his business, and Mississauga is a convenient home base. "We don't deal with anybody exclusively by phone, so being located near the airport helps a lot."

"Dealing with the larger customers you have to be face-to-face with them," concurs Dan Cadieux, president of InfoGroup. "We split our market into two groups—the small business market which we classify as less than 100 employees, and then enterprise, which includes anything larger. We can hit all those companies in the GTA. We are meeting with them on a face-to-face basis, and without that we would not get the business."

"Mississauga is very friendly for business," notes Cadieux. "You do have access to a good pool of employees, a skilled labour force at all levels, and if you can find people locally it saves a lot of commuting time. There's an attraction to being in Mississauga because people who live in Mississauga may have been working in Toronto, so they're interested in working locally if they can find an opportunity."

"It's important for us to be by Canada Post, by Gateway, it's important to be by the airport, it's also important to have clients come in and see that we are a real company with a real warehouse," says Dave Hunt, president of Hunt Marketing Services. "That proximity within the GTA is important. For years clients would give us business and they would never even visit our premises but I think they've been

burned by virtual companies, because with the web and with slick PowerPoint stuff you can look huge and be a couple of dweebs working out of a garage. People are very suspicious."

Hunt also acknowledges that the favourable tax rate is very important. "This

irrelevant. It's competencies that matter." Shaw notes that Kenna has considered moving their offices to downtown Toronto, but it was determined that the move would be too disruptive for staff.

"I think people do tend to go where the jobs are but the question, I think, would

*"It's all about taxes. I've got a better building [in Mississauga] than I did in Etobicoke—I actually reduced my overall cost and went from 18,000 to 24,000 square feet with better quality office space."*

is our fourth or fifth building in 20 years and we've always been in Mississauga. Hazel, God bless her, has always balanced the budget. She has always treated the community fairly. The planning here is amazing. We've been in this building for nine years and we've never had an increase and we've only had one decrease in that period of time."

While location plays an important role in any company's culture, we do live in a digital age, and geography isn't everything.

"As far as our clients go, it helps that they're just up the street, but we didn't win their business because of location," says Stephen Shaw, chief strategy officer for Kenna. "I rather suspect that location is

be, as far as the talent pool goes, is it hard to draw talent to Mississauga? There is an argument to be made there for sure because I don't think it appeals to a lot of people who may be moving downtown, who are drawn to life in the inner city. The idea of trekking out to Mississauga is not a very desirable one. Certainly we make it appealing enough as an environment to work, and I think we've been able to overcome that reluctance for the most part. I think employees want the right culture and career path and they want the right learning opportunities. I don't see us moving from this location, to be honest.

"We're large enough that we're seeking out clients that are spending significant amounts of money on marketing and



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#### Contact:

Michael Booth,  
President  
416-503-3210 x 204

A-1331 Crestlawn Dr  
Mississauga ON L4W 2P9  
www.AxisIntegrated.ca

## Who we met with:



### Axis Integrated

Michael Booth, president  
[www.axisintegrated.ca](http://www.axisintegrated.ca),  
 416-503-3210.

"For me, sponsorship marketing is one of the forerunners of direct marketing," says Mike Booth, president. "DMW was originally a sponsorship marketing company and it very quickly evolved into what I'll call a below the line marketing services company. Access Database Marketing Group, which now operates as AXIS Integrated, became a direct and database marketing company.

"I simply created Compliance Marketing Services to provide direct marketing services to the healthcare industry as a healthcare brand. Today in our business Compliance is an incorporated company, AXIS is an incorporated company, DMW is now an operating unit of AXIS, but they are sold as brands. They all have their own niche in the marketplace."



### Data Direct

Debbie Major, president  
[www.datadirect.ca](http://www.datadirect.ca),  
 905-564-0150

"We are Canada's largest capacity mailer," says Debbie Major, president of Data Direct. "We're an integrated service provider, and if we had to just pick a couple of words where we fit, definitely 'service bureau'. The root word, serve, is in that integrated service bureau, so it really is about serving other people and that's how we help, otherwise we're just really arrogant and in it for ourselves.

"We are enjoying our 35th anniversary this year, we began in 1976. Our roots were data, and if you think about it today where is one to one without data? So, while it's all changed and evolved, really at the root of it all is that little thing: how much do you know about the clients that you're trying to serve?"



### Hunt Marketing Services

Dave Hunt, president  
[www.huntmarketingservices.com](http://www.huntmarketingservices.com),  
 905-602-0478

"The Hunt Group is the primary entity," explains President Dave Hunt. "We've been around since 1988, and the core business is really logistics. We move product, services, around, so most of the things we do are consumer facing. Whether we support an organization like an agency, a promotional house, or an incentive loyalty company that has clients, or we actually host a website, create the interaction, do validation, have communication or messaging, whether it's online or off-line, whether it's mobile, we create those interfaces.

"The Gift Card Group is the only one that is uniquely separate. It's connected, has some shared services, and really that's what our business is about. We're a transaction-based service, so you pay for what you use."



### InfoGroup

Dan Cadieux, president  
[www.infogroup.com](http://www.infogroup.com),  
 1-800-565-7224

"We fulfill a marketing need with both the small business market and enterprise market, providing our clients data for their marketing needs," says Dan Cadieux, president of InfoCanada, a division of InfoGroup. "That often takes the form of direct mail lists, telemarketing lists. The information is also used for analytics and research, and there are a number of different avenues in that regard.

"We work with everybody from the small mom and pop shop up to the largest brands in Canada. Being located in Mississauga, we do have some strong relationships with marketing industry players, some letter shops we work closely with and we pass business back and forth."



### Kenna

Stephen Shaw, chief strategy officer  
[www.kenna.ca](http://www.kenna.ca),  
 905-277-2900

"We are a one-stop marketing solution provider," says Stephen Shaw, chief strategy officer for Kenna. "If a client wants an end to end solution that involves all aspects of customer contact and communications they can come to us for the answer. We have 110, 120 people here and half of them are in technology and coding applications, building databases. "Our biggest client is BASF, which is the chemical company, but specifically their agricultural division. We are true business partner in the sense that anything to do with customer interactions, with communications, with content, websites, all goes through us."



### Spring Global Mail

The Canadian executive team  
[www.springglobalmail.com](http://www.springglobalmail.com),  
 1-888-624-5327

"Spring is a joint venture and the two shareholders are the Dutch Post and the Royal Mail, with the Dutch Post owning the majority share," explains Lou Laforet, vice president Americas (second from left). "We've been in Canada since 1983 and when we first came to Canada we were actually just an express company. That's how we started out.

"We service Canadian customers that are looking to send mail outside of the country. We don't compete with Canada Post domestically because we can't, it's against the law. Clients can store their product here, we can do some marketing for them, put them together with different list—we can offer a one-stop shop."

advertising and that will take us anywhere, frankly. If we had to win an account in the U.S. and set up an office in the U.S., we'd do that. If we had to do it in Vancouver, we'd do that. The fact is most of the businesses you want to do business with are within an hour and a half or two hours of this location."

### Who, what where

It's clear that if you need to move people, products, or even ideas, Mississauga is where you want to be. There is an extremely high concentration of head offices within a reasonable drive, while

While the Data Direct's clients are predominately Canadian, they do have clients in the U.S. and as far away as Australia. "The market is so global these days with access to the internet," notes Major. "We help agencies and we help the mom-and-pop guys, all the way down to the little wee small business owner who needs help in a direct program. I can't put a percentage on it but a large percentage of our clients are from the not-for-profit industry so that means we have a fair number of agency representations. They really cross everything, financial industry, retail publishing, all of that."

of nowhere and all of a sudden he's a big parcel user because he set up some things on the web and he has all kinds of inquiries going on. So, it's changing."

### Business as usual

Our regional report road trip took place

just weeks after the Canada Post service disruption, and we were eager to here how the direct marketers we met with were coping.

"We came strong out of Canada Post's strike," says Major. "We were fortunate to have work to keep us busy and we

didn't have to lay anyone off. Our biggest dilemma was that we ran out of space to store the skids until they reopened. We were just jammed. We almost had to rent additional storage just to hold the mail. It was a little bit of a logistics nightmare.

"I feel sorry for Canada Post. The last

*"She's no holds barred. She tells it like it is. Hazel is open for business."*

the 400-series highways, Canada Post's Gateway facility and Pearson International Airport facilitate shipping and travel. It's no surprise, therefore, that Mississauga-based direct marketers service clients here, there and everywhere.

"We work with everybody from the small mom and pop shop up to the largest brands in Canada," says Cadieux. "We have a very diverse customer base from that perspective. As a result we work wherever they are. Now, a lot of that happens in Toronto on the enterprise site because that's where a lot of the head offices are. But we've got a separate office in Montreal and we've got people working on the west coast, so we do work literally across the country." While InfoGroup is an international organization, the Canadian branch has been in existence for 20 years and the Mississauga office has been open for 15 years.

"The financial sector is a big part of our business, it always has been and always will be," says Lou Laforet, vice president Americas for Spring Global Mail. "In Canada we also have done a really good job with the higher education sector. That's always been a very grounded sector for us. In addition to that we've seen some new people come to the table. We see a lot of people in e-commerce business and we've seen a lot of growth there, and we've seen a lot of change in the products as well, because what you're seeing is traditionally what used to be a mail product and it is maybe being replaced by technology.

"[Our clients] tend to be concentrated in the city centres and that's where we have our sales people focused. But then again, that's changing too because e-commerce doesn't have any boundaries. A guy in a basement starts up a company, comes out

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 Nissan Canada Inc.  
 Petro Canada  
 RBC Financial Group  
 Rexall Drug Stores  
 Sobeys  
 World Vision Canada

couple of strikes they lost some volume of mail right off the bat, 10 percent, just to use an arbitrary figure. They'll lose some volume from this time around and that's hard for them. The last couple of times they were nice enough to hold the postage rate for addressed ad mail. For a couple of years they didn't increase it, to help them get that volume back. So, hopefully they can manage something like that this time around."

"[The strike] impacted us in a couple of ways," says Cadieux. "We do a lot of our advertising by direct mail because we supply direct mail lists, so that tied up our direct mail advertising and delayed it. As a result of our typical enquiries were down probably about 50 percent on our small business market, so that was a lot for the month of June. In addition, we had customers pushing off campaigns until the strike was over. We had a lot of deals that were going to happen in June that are now happening in July or August, or some of them have even been pushed to the fall because they didn't want to market during July and August, they wanted June. Now they're going to do September instead."

"For the most part it's over. Now that they're back, the mindset in business is picking up just like it was before. But there were even a lot of companies in anticipation of the strike who, months in advance, were starting to curtail their mail volumes in anticipation of what might happen."

"We work extensively for Nestlé Canada, interacting with all divisions including Purina," says Booth. "They have a program which is a puppy pack and kitten pack program where, if you have a new puppy you sign up for it and, based on the birth date of the puppy, as long as it's less than a year old you'll get this kit. Well, with the strike delays they couldn't mail the puppy kits and because of that potential customers might have switched food. So, it's much bigger than people think it is, and there's real impact on a company that relies on introducing new pet owners, kitten or puppy, to their puppy or kitten food. And if they do, more than likely they're going to stay with that product, at

least for the first full year."

On the flip side, companies like Spring Global Mail saw their business boosted.

"We're an alternative to Canada Post, so there were a lot of people that were very interested," says Laforet. "We sent out a press release and that kind of stuff, and we got some radios to pick that up, so that was good. The net effect was that we picked up some business as a result and we're just hoping that that business stays."

**Up next**

"I think the clients, generally speaking, are very optimistic in Canada," says Booth. "I think there's a little insecurity in the States, but because we are fortunate to have clients where the service we provide has really become core to their business, they recognize they still have to do it and they recognize by potentially stopping an automated mail program or whatever, that the lead funnel will dry up."

"In Canada there was doom and gloom but there was no sense of, we've got to stop this. There was, okay, we're not going to grow it for a couple of years but we're still going to continue on, because

**"I rather suspect that location is irrelevant. It's competencies that matter."**

in Canada I believe that the majority of people think we are in reasonable shape versus the rest of the world. Not great, but versus the rest of the world we're in reasonable shape. For a couple of years I would say we were static. My year ends in September, October to September 30, so when I look at the last couple of years I would say we're level—a few losses, a couple of wins. I'm very optimistic about next year. We're hiring probably three or four people and our clients are talking to us about, yet again, taking the existing programs we've got in place to another level. And we're adding a couple of new clients and a couple of new projects for an existing client base, so it's positive. I would say to you it's positive."

"One the first things companies cut when they go into a recession is marketing because it doesn't involve people," notes

Cadieux. "What we've seen lately is more optimism coming out of marketing departments and more of an interest in getting back to the levels that they were at pre-recession, but they're doing it very cautiously. They're taking their steps and they're testing to make sure they're actually getting the response that they were hoping to get on their spending. It's coming back but not quickly."

"Companies are trying to increase their response rates on a smaller extent and still achieve the same sort of sales revenue from doing so. I'd say until we see the global economy start to pick up significantly I don't expect to go back to the heavy spending that we had in the 2000s. The companies are going to be cautious for a little while."

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# You've got email

## Nine ways to click with customers *By Darrell Cook*

**W**ith social media grabbing the lion's share of attention these days, you might be overlooking one of the most useful tools in the marketing arsenal. Compared with trendier online channels, it may seem even a bit, well, old-fashioned. But it's not. Remember email?

One groundbreaking study called email "one of the most successful computer applications devised." There's no doubting that. A lot of recent research has shown that email—something we all use many times each day—is still an ideal way to reach potential customers and sources of new

business.

It makes perfect sense. For ease of use and pure bang for your buck, there are few marketing tools that deliver like email. With people more mobile than ever before, it hits the right targets in the right way—wherever they are—provided you use it strategically.

Here are nine clever ways to ensure email marketing success:

**1. Profit by permission.** Nobody wants to swim in senseless spam. Recent studies, however, revealed that 70 percent of consumers report they always open email from their favourite companies. Meanwhile, 64 percent of online shoppers say they prefer to hear about sales and promotions via email, a full 39 percentage points higher than snail mail, their second choice.

**2. Give them what they want.** Again and again. One way to really turn people off is to bombard them with emails that don't

offer them any value. Emails need to offer tangible benefits, such as discounts, special offers, and relevant information. Choose your timing. Quality beats quantity.

**3. No spam, lots of wham!** You certainly don't want to be weeded out by spam filters. Write punchy, direct subject lines that clearly state the value proposition. And just like house guests, it's better not to show up uninvited. Ask people to add you to their safe list. Deliverability is essential. You want to be in the inbox, not the trash bin.

**4. Medium and message.** Personalized emails, as opposed to mass send-outs, get better results. Studies have shown that while certain types of email (e.g., segmented campaigns based on behaviour) are more difficult to implement, they're far more effective. Allow people to opt-in to the types of email they want to get.

**5. People power.** Use technology to gather insights into your audience and customize content (or parts thereof) to

align with what they do and want. Gather as much pertinent information as people are willing to share. Automated emails can be welcomed, provided they make a direct connection. Think thank-you notes for shopping or invitations to revisit after a long absence.

**6. Make it mobile.** Smartphone sales beat PCs for the first time in late 2010—a trend that is likely irreversible. In the first quarter of 2011, 100 million smartphones were sold worldwide compared with 82 million PCs. One study found that 43 percent of mobile email users check email four or more times a day, a frequency far exceeding those who access it in other ways. Ensure both your emails and click-through sites are mobile compatible.

**7. Dare to share.** Word of mouth is your strongest calling card. Invite viewers to forward emails to family and friends. Offer rewards or incentives that encourage them to spread the word. Embedded social sharing links make it even easier.

**8. Testing, testing, 1, 2, 3:** Try sending

many ways—at different times to different people with different content—to find where you're getting the most traction. Track all data—and be prepared for timely tweaking.

**9. Did it work?** One of the beauties of email is that you can slice and dice in a variety of ways. Take full advantage of available tools to measure and analyze whether your campaign is delivering—for both you and your customers.

*Darrell Cook is Vice President Digital Solutions for Transcontinental Interactive. His focus is to steward the North American growth for Digital Marketing Solutions. His career spans a wide range of technology and Internet companies throughout North America and the UK. From small start-ups to Fortune 500 firms, Darrell excels at bridging offline business processes with effective online channels. He is currently a Board of Director of the Retail Advertising and Marketing Club of Canada (RAC), and former Board of Director of the Internet Advertising Bureau of Canada. To contact Darrell, email him at: dcook@transcontinental.ca.*

*Deliverability is essential. You want to be in the inbox, not the trash bin.*

# Taking multichannel marketing to the next level

## *By Kara Quinn*

**I**n a recent MarketingSherpa research report, 41 percent of marketers revealed that they personalize marketing messages "from time to time," while 19 percent don't personalize at all. These statistics are surprising considering the constant need to break through the clutter with relevant information that compels customers to act. At Vertis, we believe the strongest marketing programs are built on hyper-personalized strategies developed to resonate with individual consumers at every possible level. Hyper-personalization is less about collecting loads of personal information to keep on file, and more about developing the right customer base, tailoring messages and offers to individuals, and finding the most direct and effective method to deliver those messages.

The impact of a hyper-personalized strategy lies in research and data, helping marketers determine who to engage with, what to say and how to deliver the message. The closer a marketer gets to one-to-one interaction, the more extensive data mining, segmentation and research is required. Figuring out the "who" is just the first step, but can also be the most challenging. A new SPAM law taking effect in Canada in 2012 further complicates the process by requiring all email marketers to obtain consent from message recipient—likely giving marketers a smaller customer base to work with. But who says small can't mean more powerful? A shorter list of loyal customers is more effective than a massive list of random customers, and an opt-in list ensures a more captive audience.

The next level of personalization is figuring out

exactly what to say and how to deliver it. Each consumer responds differently to various offers, artwork, fonts and images. And with the massive growth of social, mobile and other forms of digital media, coupled with more traditional channels like direct mail, everyone has a distinct preference for how they prefer to receive marketing messages. Beyond channels, marketers need to establish balance in frequency of outreach. Developing an appropriate cadence for each audience segment allows marketers to meet specific objectives for each type of shopper. For example, while outreach to the infrequent shopper is meant to increase store visits, marketing to the regular shopper should result in additional purchases during each visit. Strategic frequency will help drive sales, but conversely, overshooting frequency can lead to unsatisfied customers. Too many marketers get hooked on the idea that greater frequency means higher sales volume, when it can actually have the opposite effect.

### Personalization through email

How many marketers do you know that would argue against the benefits of a multichannel marketing campaign? Not many. Most of us agree that empowering consumers to decide how and when they want to interact with a brand will help drive response rates. The debate around email marketing, however, is a little more lively. A recent Gleanster study indicates that 94 percent of marketers utilized email marketing campaigns in the first quarter of 2011 and email was the most widely used medium for multi-channel campaigns.

While each channel can be personalized to drive consumer engagement, email marketing makes a great example as it lends itself particularly well to hyper-personalization. Language, product images and the fonts and colours used to amplify marketing materials can be altered quickly and easily to ensure the message and offer resonate with different audience subsets.

Consider, for example, an early summer email campaign for a sporting goods company. Consumers in the Winnipeg region are scheduled to receive a boating promotion, while those near Mount Tremblant will receive an offer for hiking gear. But a late snowstorm hits the Tremblant region two days before the campaign is set to launch, sending marketers into a tailspin. Email marketers can quickly replace the region's offer with one for snow boots and skis, ensuring consumers receive the most relevant product information.

Snowstorm or no snowstorm, product information and offers should be highly tailored to meet each audience subset—geographically, culturally or by individual consumer preferences. For example, marketing materials distributed in Quebec will not resonate with French speaking audiences based on a simple language translation alone. Each culture responds differently to language nuances and graphic representations. The process of "transcreation" allows marketers to create offers using specific artwork, colours, fonts and language that are proven, though research, to resonate with individual audiences. Personalizing through transcreation requires extensive front-end research, but ultimately leads to more effective communications, a stronger customer base and a better ROI.

### Making the connection between channels

Driving customers to a brand's website through email is as easy as embedding a link. Personalizing that link via a PURL directs the same consumer to the same website, but does so in a way that reminds the

consumer that we (the brand) are thinking about them. By building the recipient's name directly into the web address, brands immediately create a personal connection and increase the likelihood of response. PURLs can also re-direct to a custom web portal, instead of the website, which helps guide consumers to the product and offers that are more relevant to specific shopping behaviors and preferences—ultimately creating a more powerful user experience.

Email marketing can also be used as an introduction to a brand's social marketing efforts. As social media continues to advance at lightning speed, marketers are feverishly trying to evolve their practices to keep up, sometimes forgetting to walk that fine line between establishing dialogue without creating an intrusion. Using email as the introduction enables consumers to opt-in, which ultimately expands the reach and impact of the multichannel marketing campaign, earning consumer trust and providing yet another opportunity for personalized engagement.

A hyper-personalized marketing campaign goes well beyond personalizing from time to time. Marketers and brands must truly listen to their consumers, taking the time to consider preferred channels and the differences in geographically and culturally diverse audiences. While email marketing is easily and effectively personalized, hyper-personalization can and should be incorporated into print and social channels. Smart brands are using this level of personalization to create larger customer bases, stronger brand awareness and more powerful and meaningful multichannel marketing campaigns.

*Kara Quinn is Marketing Account Director for Vertis Communications.*

*While each channel can be personalized to drive consumer engagement, email marketing lends itself particularly well to hyper-personalization*

# Infuse email marketing campaigns with SEO power *By Amy Munice*



**D**ivvy your mailing list by market segment or other sub-class identifier, measure your open rates, measure your click-throughs, and then track conversions—that's the gist of a systematic approach to email marketing, right?

Not for very long, is my prediction. Once the direct mail industry becomes more aware of how high-powered math tools now available for search engine optimization can also help marketers glean insights into how to compose effective direct mail letters and even how to segment mailing lists—long before pen is put to paper or fingers go to keyboard to make first drafts. Direct marketing, by email or any delivery method, will be able to use artificial intelligence to get far more bang for the buck. You can, in fact, do all of this today.

Consider this: From the point of view of someone making strategic decisions on

how to segment mailing lists, the World Wide Web is a treasure trove of data. At this moment and every moment in the day worldwide, there are seemingly countless individuals going to one or another search engine and typing something into the search bar to help them find what they seek. Creators of search engines, such as Google, Bing, Baidu, etc., want to make the search process as painless as possible for everyone using their search engine. This is not because they are nice or not nice, but because it is tied to the various ways in which they monetize their product. If you are Google and you want everyone spending money on Google AdWords, you certainly want users of your search engine to have a positive experience so that they will come back again and again and see Google ads on display in every search, occasionally buy from them, and make the advertisers happy.

Search engines are constantly evolving because the mountains of data on how people search grow every minute. Google, Bing, Baidu etc. are using mathematical algorithms to better approximate how we humans think and what we really want. They are trying to get better at what is called "natural language processing." Your organization may have a large mailing list by industry standards, but it is highly unlikely even the largest direct mail lists are of the same magnitude as the mountains of search data available. While direct mail

tactics have a beginning, middle and end; search goes on and on and on.

Search engine optimizers mine this data so that web copywriters can write the best web copy that will speak to the variety of audiences visiting a website and, even before that, help identify the ways in which people think of the products or services showcased on a particular website.

As a direct marketer, consider what keyword research tools can do for you. Google has a totally free keyword tool that lets you put in the term you think your potential customers would use to find your product or service and gives you a long list of alternative phrases that are also sought after. Of course, to be really competitive in SEO you would use a keyword effectiveness index (KEI) that looks not only at the popularity of a given term but uses advanced mathematics to identify those that have fewer competing for the same phrase. To a good writer these KEI tools are the equivalent of a new type of thesaurus—helping you to communicate with your potential buyers in language that speaks to them. Now add to that ability math tools that give you even further insights because they help decipher personalized search algorithms into lists of terms that will help you communicate with the many audiences within your audience.

What is personalized search? If you haven't turned "instant search" off on your search bar you can get a glimpse

*Direct marketing, by email or any delivery method, will be able to use artificial intelligence to get far more bang for the buck.*

of it in action. Google—and all search engines—are constantly watching what you are looking for and how you search. They are getting to know you better and better every time you are looking for something. It's not just you, but everyone, including your entire email list. If you are always looking for bargains your search results might emphasize a return of pages that include sales announcements. If your brother always shops on quality he will likely get a different ordering of how his search results are returned. But "personalized search" is a bit of a misnomer because in reality we tend to fall into classes/types of searchers. Math tools that transform personalized search into competitively advantaged web copy generate lists of terms that you could include to make a web page more relevant to the types of people you are targeting.

Are you thinking, "Hmm, maybe we should try to include the same terms those type of SEO tools identify in order to speak to the variety of audiences in our email letters so that we really speak to all of our prospects"? Then consider that

every link in an email campaign letter can go to a different web page. You could and probably already have tried breaking up your lists and experimenting with different pages that your letters link to in order to see which have higher conversions. In fact, such A/B testing of landing pages is a standard first step in the systematic work up of pay-per-click advertising campaigns. Instead of sending out A/B version email letters with links to different landing pages, why not do some very quick and very inexpensive testing with short AdWords experiments to see if you can quickly determine the best verbiage for the landing pages that your email campaign letters link to?

This is actually how the most high-powered search engine marketing experts will begin a website optimization plan. They will want to know what AdWords keywords are the best ones for converting traffic to leads and they will start the slower moving boat of search engine optimization off with insights from very quick Pay Per Click experiments. You could do the same

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## The best deal model for your business

Comparing local versus national deal models *By Lara Barlow*

**T**ougher economic times have shifted the ways in which Canadian consumers make their purchasing decisions. No longer are they lured and influenced by the more-is-more mindset of previous years. Today, consumers are hungry for and expectant of good deals. In fact, 40 percent of Travelzoo subscribers say that getting a great deal is like winning a battle and something they brag about to friends and family. Clearly, consumers are doing more with less and our proud of it, making the deal a lasting trend in almost every purchasing category, including travel.

As consumers become increasingly savvy deal hunters, marketers are faced with the challenge of serving up a steady stream of competitively-priced products and services. This has forced marketers to be more creative with their business models and implement new strategies in order to drive sales, retain existing customers and attract new ones, all while staying ahead of the competition.

Staying ahead of the competition is the challenge marketers operating in the travel industry are constantly faced with—fierce competition plus with deal-hungry globe trotters means giving and getting a great deal is of the utmost importance. At Travelzoo, the number one travel deal newsletter in Canada and a global online media company

that publishes deals from more than 2,000 travel, entertainment and local companies, we help our clients choose the best and most relevant deals model that will meet their business objectives and generate the results they are looking to achieve.

Marketers must realize that not all deals are created equal and those looking to leverage a "daily deal" or group buying model must first understand the different deal models. Travelzoo offers marketers two different deal models: local deals and national deals. While each model generates excellent results, it's important to understand how they differ and when they can best be leveraged.

### Local deals model

The local deal model has quickly become a popular option with marketers looking to reach a regional demographic. This is an excellent option for local travel, shows and entertainment, and service-based businesses like spas that operate in a specific geographic location. For these

marketers, Travelzoo offers a customized and geo-specific email which is sent to a targeted subscriber base, helping marketers gain access to a large number of new or potential customers craving deals in a specific area.

On the flip side, local deals are also a popular option for consumers looking to travel on a budget. By cutting out larger expenses like airfare or extended travel, local deals offer customers an opportunity to still enjoy a "staycation"—a weekend getaway in their own city—rather than an extended vacation across the country or to an international destination.

Understanding your product/service and its target market is only half the deal. It's important to also understand how the deal is priced to determine the cost per acquisition. Leveraging a commission-based model, like local deals, is beneficial for businesses that are able to package the deal with other products or services.

For example, consumers on a tight budget will be eager to secure a great deal on a hotel room but are still willing to

spend additional travel dollars on a small item, like a spa experience or dinner at a restaurant. Therefore, a hotel looking to book as many rooms as possible during their low days (usually weekdays) but also interested in driving traffic to their restaurant, spa or other entertainment offerings, would benefit from a local deals model. Travel experiences allow the travel provider, in this example the hotel, the opportunity to reduce the cost per acquisition by counterbalancing the commission-based model with additional revenue through extras like in-hotel dining or spa experiences.

### National deals model

Another vehicle for delivering deals to a wider audience is the national deals model. Through the Travelzoo Top 20, which reaches more than 1.3 million subscribers across Canada, marketers have the opportunity to reach consumers regardless of their geographic location.

Travelzoo's Top 20 works best for simple offers. For example, if a hotel is eager to book as many rooms as possible during a slow period, our deal experts would recommend they use the national deals model. The simplest offer with the lowest rate resonates best when using the national deals model.

In this case, the cost per acquisition comes down to simple math: the higher

the volume of purchase, the lower the cost per acquisition.

### What's the best deal?

As Canadian consumers become more cost-conscious and continue to be motivated by the thrill of snagging the best price—whether for a hotel room or restaurant meal—their appetite for getting a great deal is not slowing down anytime soon. After all, of the Travelzoo subscribers polled earlier this year, all indicated that a deal was important to them.

This presents an excellent opportunity for marketers to engage with their audiences through new channels. But it's important to remember that there is no one-size fits-all model when it comes to deals. Instead, marketers should take a customized approach to determine what model will best match their needs. Everything from the deal provider to the deal itself has to fit with a company's business objectives in order to be successful.

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*Of the Travelzoo subscribers polled earlier this year, all indicated that a deal was important to them.*





# Coordinating mistake-free email campaigns

How to turn “oops!” emails into opportunities for your brand *By Matt McCabe*

**T**here's a reason why they call it “pulling the trigger” on an email campaign. A slip-up in an email is permanent and irrevocable. When a website launches with an error it's a simple matter to get it fixed, but when an email launches there's no turning back. This puts a lot of pressure on the team responsible for your email campaigns, but there are some simple precautions that can be taken as well as some hidden opportunities that can be leveraged should an error occur.

Here are some common reasons for email campaign errors:

**The modern email is a miniature website, with multiple points of potential failure.** All programs display email differently: Gmail, Outlook, Yahoo Mail and iPhones render email in unique ways. Technology marches on. As web browsers and smart phones are updated, the ways of sending email must evolve as well.

**There are hard limitations in email design.** Images can be turned off by default, some programs do not support background images and email designs are table-based. Email designs have a limited width and the “fold” of an email is much shorter, so what you intended to be displayed can be very different from what the end user sees.

**Email campaigns are deployed by a team smaller than the web department.** The web department frequently focuses on larger projects, and not solely email builds and campaigns. This

lack of dedicated attention and resources can cause damaging email mistakes.

**Email campaigns are often deployed under tight, last-minute deadlines.**

Web firms and marketing departments often tackle email marketing as an afterthought, rushed to coincide with a website or campaign launch. More established brands are also sending emails once a month, if not more frequently. This leaves little time for the team to plan, design, revise and execute.

**Humans make mistakes.** Your manager might be screaming and threatening you with a data entry position, but we're all human. It's not the end of the world and we're not curing cancer here. Believe me, everybody in the email marketing business has done the electronic walk of shame at some point in the past.

**“Oops!” emails: The electronic olive branch**

So what happens when the inevitable mistake email goes out to the masses? The Oops! email declares to consumers that you've made a mistake, you're sorry, and you're prepared to make it right. Oops! emails have hidden opportunities for improving your brand image, creating more sales in the long term and earning the respect of your subscribers.

**Mistake:** You offered too much

**Opportunity:** Consider honouring your once in a lifetime deal. You offered 50 percent off an entire order instead of 50 percent off a single item (plus free shipping!). Yes, your email campaign will cost more than expected, but it could create a short-term sales boost—think Black Friday in August. That sweet deal is sure to be shared with friends and family.

**Mistake:** Your coupon code was incorrect

**Opportunity:** You've ruffled feathers with an invalid coupon code. An immediate Oops! email with a sincere apology, and a

new coupon code with an even sweeter deal is definitely the way to go. You can add humor to your mistake by making your coupon code something such as, “oops sorry.” This will drive home your intention and your goodwill offer.

**Mistake:** Your site was down during one of your biggest sales in history (or because of it)

**Opportunity:** It doesn't really matter why the site was down; fire, flood, invasion by zombies—your customers are at your electronic door with their torches and pitchforks. This is the time to not only extend the length of your sale, but to offer an additional incentive. You have a unique opportunity to repeat your brand message while customers are really paying attention. And don't forget to send out that press release about how your stellar sale melted your servers.

**Mistake:** You invited subscribers to sign up but your registration form was down

**Opportunity:** First, get your website fixed ASAP. Most clicks on an email happen within the first 48 hours. Some subscribers haven't clicked through yet. Pull a list of people who have opened your email and limit your apology to only these recipients. You won't get as many registrations as you originally would have, but take this as a lesson learned and know this isn't a total loss.

**Mistake:** Error due to circumstances out of your control

**Opportunity:** Your deal isn't valid in South Dakota, a product was recalled, or you've offered an item that wasn't yet released. If your shop cannot offer a sale or promotion as an apology, be straight with your subscribers. You've made a mistake. Tell your story and apologize sincerely.

Whatever the reason for your Oops! email, remind subscribers that your company is made up of real people who really appreciate their business. You can gain customer sympathy and loyalty in



one fell swoop. While most emails are briefly skimmed by your subscribers; it is likely that your Oops! email will be read thoroughly.

**Avoiding future email mistakes.**

Mistakes happen, but we would really all prefer to avoid them. Here are five things you can do to keep your emails error-free:

**Check, double check and check again.**

**SLOW DOWN.** No matter how much pressure you feel to get an email out, remember that speed breeds mistakes. Every link should be clicked. Every word should be checked. If there are landing pages or coupon codes associated with your email, make sure they are in working order. Then make sure you check them again...and again.

**Get a little help from your friends.**

When you think your email campaign is perfect, send a copy around to your co-workers. If everyone takes a few moments to proof, your campaign will be better for it.

**Start planning your email campaign well in advance of actually sending it.**

Here's a thought: how about finalizing your email plans before you start building it? Give yourself a few more days than you think you need, and you'll be sailing

smooth through the finish line. Slow down your hectic deployment schedule. You'll make fewer errors.

**Consider outsourcing your email to a specialized email marketing company.**

Building an email is not the same as building a website. Tasking your web developer with an email campaign is begging for mistakes. Even if you don't hire a specialized email firm, consider having your developers trained in the ways of email.

**Send. Fewer. Emails.** Flooding the inboxes of your customers is a one-way ticket to “spam prison.” Unless you're Groupon or Dominos Pizza, not everybody wants to see your daily deal—once a month is more than sufficient.

Don't worry about pulling the trigger. Even if you miss, your Oops! Email can save the day. Apologize sincerely. Sweeten the deal. Move on and do better next time.

*Matt McCabe is the latest mechanic to join the Blue Collar Interactive garage (bluecollaragency.com). Dabbling in all things technology, Matt is a Digital Cowboy. He's worked in print design, digital design, web design and, finally, email design. Matt values high productivity and plain ol' hard work, and he brings all of his skills to the table as Blue Collar's Project Manager.*

# Inbox insights: Measuring email marketing success *By Geoff Linton*

**M**arketers, in general, have a reputation for ignoring measurement. A recent survey of Fortune 1000 companies indicates that, according to marketing executives, 55 percent of their staff do not understand essential marketing metrics, and more than 80 percent of organizations do not use data-driven marketing. Clearly there is a divide between organizations that conduct data-driven marketing and those that do not.

Email marketers are typically more conscientious, measuring topline data such as message opens, click-thrus, delivery and conversions. As important as these metrics are, they tell only part of the story. Deeper insights are to be gleaned through more advanced email measurement.

**The seven levels of email marketing measurement**

Overall, there are seven levels for measuring the

success of an email program, going from basic to more advanced:

1. Campaign metrics
2. Benchmark and trend analysis
3. Cost efficiency
4. Web analytics
5. Community health
6. Financial return
7. Brand impact

Marketers should start at level one and then progress through levels two to five. Note that level five is an important indicator of success and many digital marketers gloss over this. Levels six and seven are best suited to more sophisticated executions and are important for larger scale programs. Once email marketers have gained sufficient experience, they should consider expanding upon each level for deeper analysis.

**1. Campaign metrics**

Campaigns are the series of promotional and relational messages that marketers send to customers and prospects. Marketers spend a lot of time on campaign activities and, although most do an adequate job of gathering data, many don't perform much analysis. In fact, surveys suggest that more than 60 percent of marketers do not have a defined and documented process to screen, evaluate and prioritize marketing campaigns. This is a huge missed opportunity. Campaigns should have specific and measurable goals that are outlined in the creative brief and fit with overall business objectives, i.e. to increase online purchases by 25 percent.

**2. Benchmarks and trend analysis**

Industry benchmarks indicate how campaigns are performing relative to a specific sector. Marketing managers use benchmarks to help justify their

programs and increase their budgets.

Marketers draw on benchmarks for gap and trend analysis. When analyzing gaps, email marketers need to look for significant variances between actual data and benchmarks. Conducting a trend analysis involves comparing your own campaigns against published industry trends. As an example, industry open rates have been declining in recent years. If email marketers are seeing the same percentage decline in their own campaigns, this indicates that the downward trend is industry-wide and not necessarily an indication that something is wrong.

**3. Cost efficiency**

Since marketers are under seemingly ever-increasing budget pressures, it is more important than ever to demonstrate email program efficiency. Analyzing costs helps compare email with other digital channels.

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thing with your email campaign, but you have probably already spent a good deal of time nurturing that email list into being and a wiser course is to use AdWords first.

Basically it is about leveraging the abundant data generated through search engines to help you communicate more effectively. These tools let you measure, re-measure and measure again. What they are helping you do—speak to your audience—is not new. That was, is, and will always be the first rule of writing. The difference is that if you apply SEO tools to email marketing you no longer need to guess what does and what does not work before you send the letters out the chute.

*Amy Munice is President of ALM Communications Inc. also doing business as Global B2B Communications ([www.globalb2bcommunications.com](http://www.globalb2bcommunications.com)) and soon also as Web and Design Science ([www.webanddesignscience.com](http://www.webanddesignscience.com)). She can be reached at [info@globalb2bcommunications.com](mailto:info@globalb2bcommunications.com).*

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A few calculations email marketers should perform when analyzing cost efficiency include cost per message and cost per click. In the ideal world, email marketers should also measure cost per conversion. Cost per email message deployed (CPM) depends on the size of the list, but for lists of more than 100,000 addresses, it is often well under \$20.

### 4. Web analytics

Clicks on emails only tell part of the engagement story. Tagging email campaigns and tracking them in a web analytics package, such as Google Analytics, will measure the extended number of page views an email generates. This helps showcase the depth of engagement after the click and also highlights the content that resonates with the audience.

The best way to integrate web analytics with email is to focus on a few key metrics that fit with overall objectives, rather than trying to measure everything. For example, one key measure might be the number of coupons downloaded on the corporate website after every email sent.

### 5. Community health

An online community consists of customers, prospects and others who have opted-in to receive email

communications. Email is permission-based and marketers should track the level of community engagement and satisfaction it generates. Many email marketers simply look at the size of their list as the prime indicator of a vital community, but accurately measuring community health involves analyzing several other factors:

**Quality Growth:** In healthy communities, the quantity (size) of the list becomes less important than the quality. Email marketers need to focus on acquiring subscribers that fit their target audience profile in order to generate the best opportunity for high response rates. Acquisition efforts that do not target subscribers with favourable characteristics will dilute community participation and ultimately result in declining metrics.

Sufficient data also needs to be collected on new "opt-ins." Some Inbox Marketer clients have established a goal that 75 percent of all data fields should be populated. Marketers should minimize the proportion of missing data for fields that are deemed important to their email program.

The level of permission affects the quality of the opt-in. Double opt-ins perform better than single opt-ins.

**Activity:** Experienced email marketers track community health by examining specific segments of their list, such as new,

active and inactive subscribers.

The reason it is important to track these segments separately is that email addresses eventually fatigue. It is not uncommon to have a list with 30–50 percent inactive addresses. Since it typically takes more time, effort and money to acquire new subscribers, it is important for marketers to proactively identify inactives and attempt to re-engage them before losing them completely.

**Scoring segments:** Advanced email marketers rank their house email list according to engagement over a rolling 12 month period. Inbox Marketer has developed an engagement scoring methodology (algorithm) that allocates a certain number of points if subscribers take particular actions, such as opening an email, downloading a document or answering a survey. Subscribers do not know they are being scored for these actions, so this algorithm allows an organization to get a true picture of the overall engagement of its base, as well as how specific segments or even individuals score.

**Satisfaction:** Leading organizations, such as Amazon, Jet Blue and Costco, use a simple survey technique called the Net Promoter Score (NPS) to measure the willingness of customers to refer others to their products or services. The

survey question typically reads: "On a scale of 1-10, with 10 being high, how likely would you be to refer a friend to the Company X email program?" Marketers can also conduct more in-depth surveys with additional questions to measure community satisfaction in more detail.

### 6. Financial return

Last year, the U.S. Direct Marketing Association (DMA) reported that email has a proven ROI of more than 40 dollars for every dollar invested, on average. To measure ROI precisely, marketers need to track the incremental margin that can be attributed to the email activity. First, marketers need to consolidate data from multiple sources and then isolate the incremental lift versus a baseline or control group. Measuring the annual net revenue (or margin) impact of a permission-base versus a non-email contact group provides a valuable internal ROI benchmark.

### 7. Brand impact

Traditional marketers with large budgets sometimes prefer to focus on the efficacy of email marketing relative to mass media. The traditional measures for consumer brands are top of mind awareness and purchase intent. Leading marketers survey their different segments and measure the response of their permission-base

customers against non-email segments. Permission email should generate higher satisfaction, greater brand awareness and increased brand loyalty, which should also translate into higher purchase intent and usage.

As the seven levels of email marketing measurement illustrate, there are tremendous opportunities for marketers to achieve a more holistic view of email program success and gain an edge on the competition by leveraging the data they already have access to.

Ideally, marketers should develop a system that can automatically integrate key marketing measures in real time and in one location. The measurement system should be easy to use and provide a mix of dashboard and drill down data to help marketers glean insights they can leverage. This kind of system will provide marketers with the ability to better target their community and increase overall response.

*Geoff Linton is vice-president of Inbox Marketer, a digital direct messaging company that helps organizations use email, mobile, social media and the web to build engaged online communities of customers and prospects. Geoff can be reached at [geoff@inboxmarketer.com](mailto:geoff@inboxmarketer.com).*

## DM PEOPLE



### AskingCanadians

**Roy Gonsalves**  
AskingCanadians is pleased to welcome Roy Gonsalves as Director of Sales. Gonsalves brings 15 years of market research experience to his new role at AskingCanadians, which has an online research community of 160,000 Canadians. Throughout his career, Gonsalves has worked with some of the largest global data collection companies in the industry, including Ipsos ASI and Research Now



### Carlson Marketing

**Michael O'Sullivan**  
Carlson Marketing Canada is pleased to announce the appointment of Michael O'Sullivan as President. Mr. O'Sullivan has been a member of the Carlson Marketing team since 2004, as Senior Vice President Asia Pacific (from 2006 to 2010) and General Manager of Australia (from 2004 to 2006), where his leadership has helped transform Carlson Marketing's Australian business into one of the most successful operations in its global network.



### Delvinia

**Charles Sue-Wah-Sing**  
Delvinia is pleased to welcome Charles Sue-Wah-Sing as Director of Strategy and Experience Design. Sue-Wah-Sing brings 15 years of experience in digital media and Internet technology to Delvinia, where he will utilize his skills in information architecture, interaction design and usability to create enduring, strategic programs and platforms that engage consumers and get results.



### Ipsos

**Jeff Cail**  
Jeff Cail returns to Ipsos as President & CEO for Ipsos in the United States. A seasoned research executive, Cail is no stranger to the industry, and in fact, was previously President with Ipsos' U.S. qualitative branch, Ipsos Understanding UnLtd. In the interim, he was a senior level executive with Nielsen Online and held previous senior level positions within the Nielsen and BASES research organizations.

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# DMLANDSCAPES

## Happy Campers *By Jan Kestle and Michael J. Weiss*

The recent economic downturn has been tough on the travel industry, but camping has weathered the slump thanks to its reputation as a low-cost, high-fun family holiday. Some 39 percent of Canadians went camping, backpacking or hiking last year, according to Environics Analytics (EA) and BBM RTS Canada. But not everyone considers camping as a last resort when they can no longer afford a resort. Plenty of well-off Canadians get away from it all at campgrounds that nowadays may feature amenities like heated pools, 24-hour laundry service and free WiFi. And with RVs trailing ATVs, jet skis and canoes, roughing is not nearly as rough as it used to be.

Data from EA and BBM demonstrates camping's popularity among upscale and middle-class families from suburban and exurban communities. Geographically, the highest concentrations of campers are found in rustic areas throughout Canada—in Quebec and Newfoundland as well as the sparsely populated areas of the Yukon, Northwest

Territories and Nunavut. While they're appreciating the wide open spaces, these campers may also be savouring the taste of fresh caught fish and game. But the popularity of camping is also being driven by Baby Boomers who swelled the ranks of the Scouting movement as kids who came of age during the "backpacker boom" of the 1960s. Now empty-nesters and retirees, they have the time to enjoy wilderness travel and wax nostalgic around propane-fueled grills and campfires.

In EA's PRIZM<sub>C2</sub> segmentation system, which classifies Canadians into 66 lifestyle types, disproportionate numbers of



Share of Canadians who went camping/hiking/backpacking in the last year, compared to the national average of 39.0 percent (index=100)

- **Campground Regulars** (high index: >120)
- **Often Outfitted** (above-average index: 100-120)
- **Occasionally Campy** (below-average index: 80-100)
- **Indoor Enthusiasts** (low index <80)

Sources: Environics Analytics 2011, based on PRIZM<sub>C2</sub> and BBM RTS Canada.

Camping Fans Like...	Camping Fans Dislike...
Community theatres	Music festivals
Hockey	Basketball games
Craft shows	Historical sites
Canoeing/kayaking	Playing tennis
Gardening	Lotteries
Online weather sites	Online job sites
Reality shows	Newspaper health section
Discovery Channel	Canal D
<i>Canadian Geographic</i>	<i>Food and Drink</i>

Sources: Environics Analytics, BBM RTS Canada

campers are found in such segments as Upward Bound (upper-middle-class, middle-aged suburban families), Fast-Track Families (upper-middle-class exurban families), New Homesteaders (rural, midscale couples and families) and Petites Banlieues (working-class, Québec town couples and families). These active families are big on outdoorsy activities like fishing, hunting, canoeing, power boating and snowboarding—in other words, everything you'd expect to do on a camping trip. They like to travel to rugged areas in the Rockies, northern British Columbia and the western U.S. And they also enjoy many middle-brow indoor

pursuits: bowling, community theatres, craft shows, video games and rock concerts. Campers do seem fundamentally different from other Canadians in their media

tastes and mindset. They're more likely than average to prefer outdoorsy TV networks—Animal Planet, Discovery Channel and National Geographic Channel are all popular—and magazines such as *Canadian Gardening* and *Canadian Geographic*. On their

Where Canadians Love to Camp	
Province/Territory	Index
Nunavut	168
Northwest Territories	139
Yukon Territory	124
Alberta	110
Saskatchewan	109
Manitoba	107
British Columbia	106
Prince Edward Island	105
New Brunswick	103
Nova Scotia	101
Newfoundland and Labrador	97
Ontario	96
Quebec	95

Index of 100 = national average

way to their campsites, they listen to radio stations that play country music, mainstream rock and classic hits. But they're less likely to be involved in their communities and have relatively low rates for reading a daily newspaper or going online—unless it's to check out a weather site in advance of a camping trip. Indeed, social values data show that they're self-reliant people who believe that they must look after their own needs to survive. They rarely describe themselves as "people people"—not citizens of the world, not spiritual travelers with deep inner lives and not the ones who like to meditate on the meaning of life.

These camping fans feel little angst about the world's affairs: surrounded by children at home and co-workers on the job, they just want to get away from it all—even if their favourite campground is as crowded as a shopping mall.

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