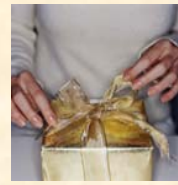


Increase Your *Response Rates* with Direct Mail Programs Utilizing.... *Promotional Products!*

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Increase Your *Response Rates*...

Where are we headed today?

- Research studies and Case Studies (*“Real World” examples*) that highlight the impact of adding promotional products to any advertising campaign or direct mail campaign response rate
- Why promo products affect **RESULTS**
- What is lumpy mail? What is dimensional mail? Differences?
- How **YOU** can take advantage of this!



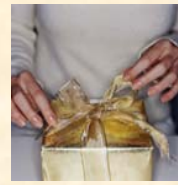
Increase Your *Response Rates*...



Study #1 - 1996 DMG & PPAI

- Nat'l tile distributor – how integrating p.p. into existing ad campaign affected Response Rates
- 4 groups:
 - Ad alone
 - Ad + letter
 - Ad + stress ball (\$2)
 - Ad + incentive gift (\$7)





Increase Your *Response Rates...*

Study #1 - 1996 DMG & PPAI

- **FINDINGS:**

- Ad + stress ball = 84% higher response than ad + letter!
- Ad + calculator incentive = 127% higher than stress ball, PLUS at 1/3 cost!!
- Of those exposed to ad + the direct mail piece, over 2/3 said the d.m. piece (not the ad) prompted response!

CONCLUSION:

*The use of promotional products can dramatically improve **advertising campaign RESULTS!***



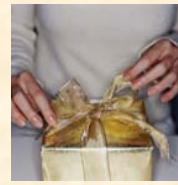
Increase Your *Response Rates*...



Real World example #1:

- Objective: Computer co. motivate resellers w/ sales contest of its software & hardware products
- Reward: 6 winners for Orient Express trip (entry for each sales of items)
- In addition to ad, sound cards were mailed w/ train image & sound
- Key accounts were mailed executive stress train w/ chip (sounds) and foot long track accompanying incentive ad
- **RESULTS:** Company's marketing manager attributed a 51.3% increase in quarterly sales to the PROMOTION!



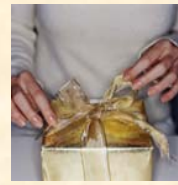


Increase Your *Response Rates...*

- ***Study #2 - 1992 Silver Marketing Group study of direct mail response rates* & effect of promo products***
- 1,482 businesses divided into 3 groups
- Each group received either a personalized sales letter, sales letter + promo product, or sales letter w/ offer of promo product incentive
- Sales letter: 1.8%; Sales letter + promo product: 2.7%; Sales letter + p.p. incentive: **7.3%!!**



** In terms of appointments secured*



Increase Your *Response Rates...*

Study #2 - 1992 SMG study on how p.p. affect direct mail response

- **FINDINGS:**

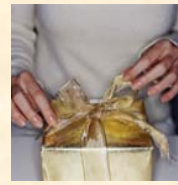
- Adding a promo product to a mail promotion increased Response Rate by **50%!!**
- Using a promo product as incentive for response = **4 TIMES response** of a letter!
- Promo product as an incentive reduced **CPR** (cost per response) by **2/3!!**

CONCLUSION:

Promo products, when used with a sales letter or as incentive to respond, can dramatically improve

DIRECT MAIL RESULTS! Can also improve success in converting sales leads to APPOINTMENTS





Increase Your *Response Rates...*

Real World example #2:

- **Objective:** Update an existing mail database & announce new Technical Information service
- 3-stage direct mail campaign targeted to 700 electronic design engineers
- Phase 1: Stress balloon sent w/ message “Quietly going about your business” (co’s filters make business products quieter); Phase 2: Catalog w/ bounce-back card asking for update info; Phase 3: 3-ring binder sent to hold future literature and forthcoming new catalog
- **RESULTS:** Promotion caused response from 600 of the 700 – **86%!!**





Increase Your *Response Rates...*

Study #3 - 1993 Baylor study on dimensional mailings

- 3,000 school administrators
- Divided into 3 groups of recipients:
 - Envelope w/ sales letter, collateral & reply card
 - Same + promotional product
 - All the above + delivered in a box w/ die cut slot (holder) for contents





Increase Your *Response Rates...*

Study #3 - 1993 Baylor study on dimensional mailings

- **FINDINGS:**

- Response of recipients of DIMENSIONAL mailer was 57% higher than those receiving promo item in an envelope (“lumpy mail”)
- Response of DIMENSIONAL recipients was 75% higher than ones who received only sales letter (“*Birthday/Holiday Effect*”)

CONCLUSION:

Dimensional Mail (PACKAGING) not only evokes curiosity... it can significantly improve direct mail response!

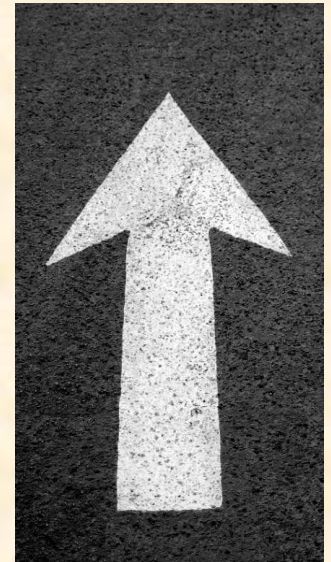


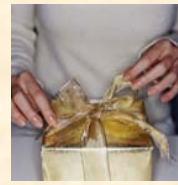
Increase Your *Response Rates...*



Real World example #3:

- **Objective:** Generate leads that would result in 20% increase in quarterly revenue
- Advertiser: Brendan Mattingly Photography, Inc.
- Theme: “Accept No Substitutes,” with ad bearing image of Scarecrow (similar to Wizard of Oz) holding a brain
- Commercial photographer targeted 300 current & prospective clients -- art & media buyers, graphic designers, photography buyers
- Sent tear sheet of his media buying guide ad, along with coaster bearing repro of ad, wrapped in twine and seated in a bed of straw (Scarecrow wanted a REAL brain – NOT straw!)
- **RESULTS:** Promotion resulted in a 14% appointment rate and increase in revenues for quarter of **50% over best quarter ever!**

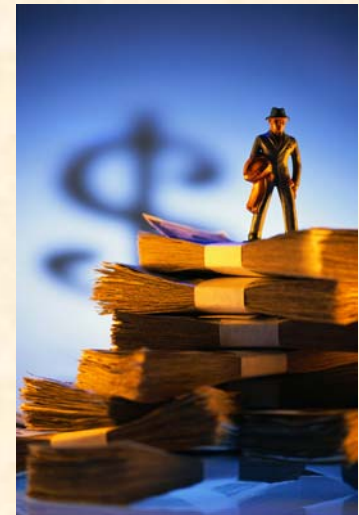


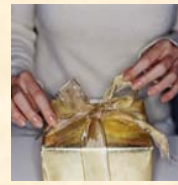


Increase Your *Response Rates...*

- **RECAP:**

- *Lumpy mail works better*
- *DIMENSIONAL mail works BEST!*
- *Promo products not only improve direct mail response, but they can impact appointment rates and REVENUE GROWTH!!*
- *Traditional media campaign (i.e. print) results can be significantly increased with the addition of promotional products as a mailer gift or as an incentive*





Increase Your *Response Rates...*

What to do next?

1. Define your objective
2. Determine a distribution plan
3. Create a central theme
4. Develop “message” to support it
5. Select a promo product that fits with your theme & message (avoid fads, trends, “cheap”)
6. Work with a qualified Promotional Consultant! MAS, CAS



COME TO YOUR **SENSES** Experience The Power Of Promotional Products

Visit the PPAI booth #2354 for examples of effective and successful promotional products!

www.promoideas.org

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THANK YOU FOR COMING!

QUESTIONS? COMMENTS?

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