



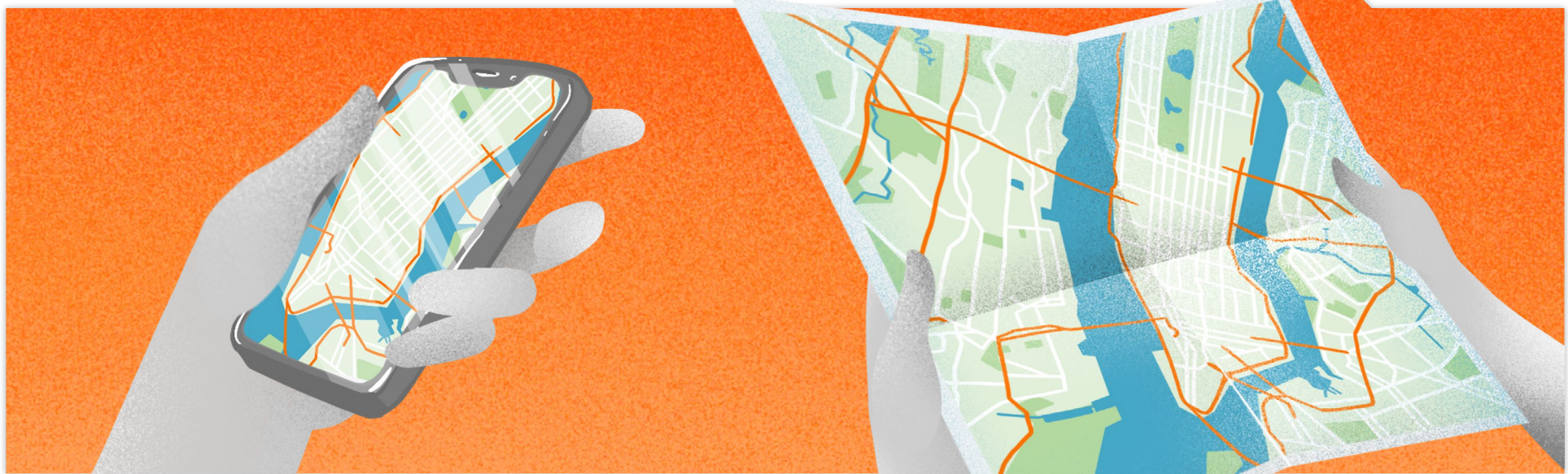
PRINT TOUCHES: THE POWER OF DIRECT MAIL

INTRODUCTION

Thousands of bits of information surrounds us every day. Work and everyday life have become more fast-paced. Also, we are constantly inundated with advertising from different media channels. No tablet, no smartphone or laptop can stay silent anymore. Younger generations in particular

– like millennials – have had enough of digital advertising. Companies therefore face a major challenge: On the one hand, they have to cut through the ever-present “advertising noise”; on the other hand, they have to reach consumers that have already switched off because of information overload.

In our hyper-digitalized world, companies and brands can interact with consumers in a variety of ways and channels. But are all channels equally good when it comes to getting – and keeping – attention?



INTRODUCTION

The answer is no. Printed direct mail has a distinct advantage over digital advertising channels. The Walnut Unlimited agency, in collaboration with Print Power, notes:

In this ebook, you can learn about the key advantages printed direct mail has over other (and digital) advertising channels and use these findings for your next campaign planning.

“

“When we touch something, information about its texture, shape, pressure and weight is sent to our brain in just a fraction of a second. Here it becomes conscious perception.

And that’s just the start of the story. These signals trigger interconnected neural networks, intertwining touch with emotion by activating unconscious memories and feelings”!

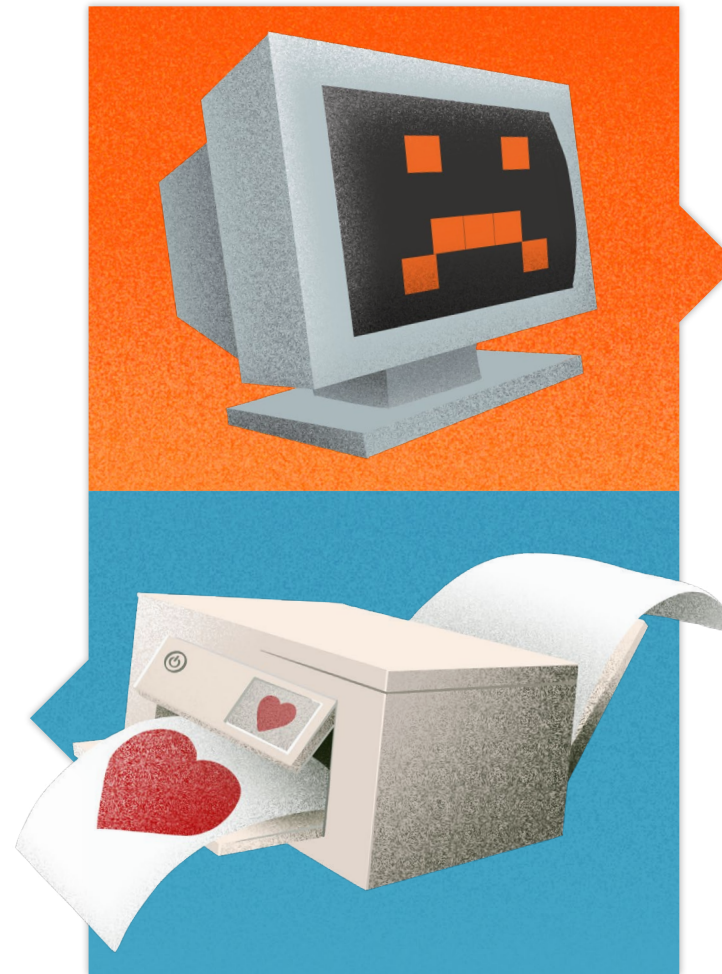
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- Walnut Unlimited & Print Power

NEUROSCIENTIFIC BACKGROUNDS

On behalf of Royal Mail UK, the Centre for Experimental Consumer Psychology at Bangor University studied consumer behavior with printed direct mail. This involved functional magnetic resonance imaging (fMRI), which provides direct information about brain activity. For the test, subjects were shown the same advertisement, but once on a printed card and once on a screen. The respective brain activities were measured.

The study found that our brains are significantly more stimulated by haptic materials that trigger our sense of touch. The measured brain activities indicated that emotional processing is more engaged with physical materials, such as direct mail, than with digital



communication. Stimulus processing takes place in the so-called right retrosplenial cortex, which is involved in processing emotional stimuli and memory. This means that print products - and therefore direct mailing as well - generate more emotions and also leave "footprints" in our memory.

Unlike other forms of advertising, direct mail activates brain areas that are responsible for long-term memory. The research found that 60% of the study participants could remember personalized and creative mailings for a long time, which also enabled them to remember the advertising brands longer.²

THE EFFECT OF PRINT AND PRINTED DIRECT MAIL

The fact that advertising using direct mail is so successful is primarily due to the fact that it reaches the recipient in the form of a printed piece. Print itself works on a wide variety of psychological levels:

TRUST

Physical messages are perceived as more valuable than digital messages. To hold something in our hands appeals to our sense of touch - as already mentioned - and also stimulates the feeling of owning something. This "possession effect" described by psychologists can be significantly enhanced with personalized text or images, making direct mail even more successful.

A German study from 2009 also found that 54% of recipients trust printed paper. In the USA, the figure is as high as 82%. Only recommendations from family and friends are considered more trustworthy. In contrast, only 16% trust online advertising.³

The bond with direct mail is increased by personalized maps, as the recipient immediately recognizes his or her location.⁴

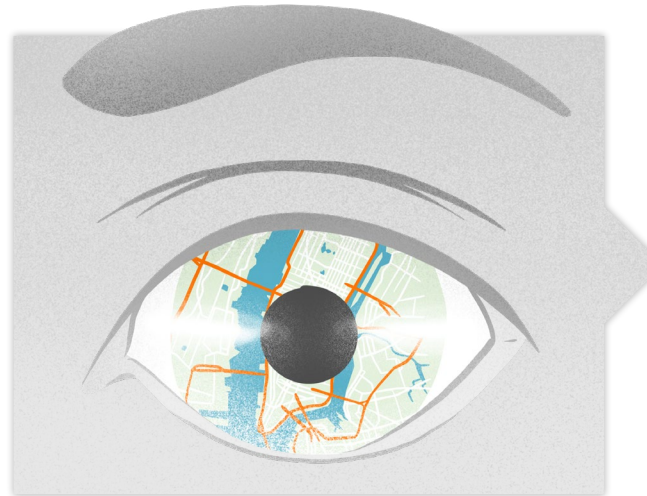


THE EFFECT OF PRINT AND PRINTED DIRECT MAIL

TOUCH

The sense of touch is innate in humans and is thus one of our primal instincts. Print is immediately familiar to us. The more intensively the sense of touch is stimulated, the more strongly the medium is imprinted in the recipient's memory, because 40% of our brain alone is responsible for processing motoric and tactile stimuli.

As a result, psychologists conclude that print also has a clear added value compared to digital media.⁵



SENSORY STIMULI

The most important and decisive factor, however, is the sensory stimulus. It is only through this that a direct mail piece is perceived at all.

Colors play an important role here, because on the one hand, they ensure the necessary attention, and on the other hand, they ensure that the direct mailing is remembered. Studies have shown that colored ads are remembered up to 300% more than black and white ads. Because print pieces in color are also viewed longer, this also leads to higher response rates.

Personalized, geographical maps add value to a direct mail piece by grabbing the recipient's attention much more quickly.⁷

THE EFFECT OF PRINT AND PRINTED DIRECT MAIL

MULTI-SENSORY

Printed direct mailings can be used in a versatile and multi-sensory campaign. If other stimuli are added to the haptic stimuli that a printed direct mailing evokes, it leaves even more traces in the brain.⁸

"

*With each additional sense addressed, the activity of our brain cells increases tenfold [...]*⁹

"

concludes a study according to Ralph Hadem et al.

Also, enhancing direct mail design with specialty printing techniques make it better remembered. Studies found that direct mail pieces which invite interaction are looked at two to four times longer on average.¹⁰

Haptically, direct mailings can be enhanced in a variety of ways such as with certain varnishes, die-cutting, embossing or with different functions. Scented coatings can provide further stimuli so that the sense of smell can also be addressed.

Direct mail campaigns that are enhanced in these ways are perceived more intensely by their recipients and are therefore remembered much longer.



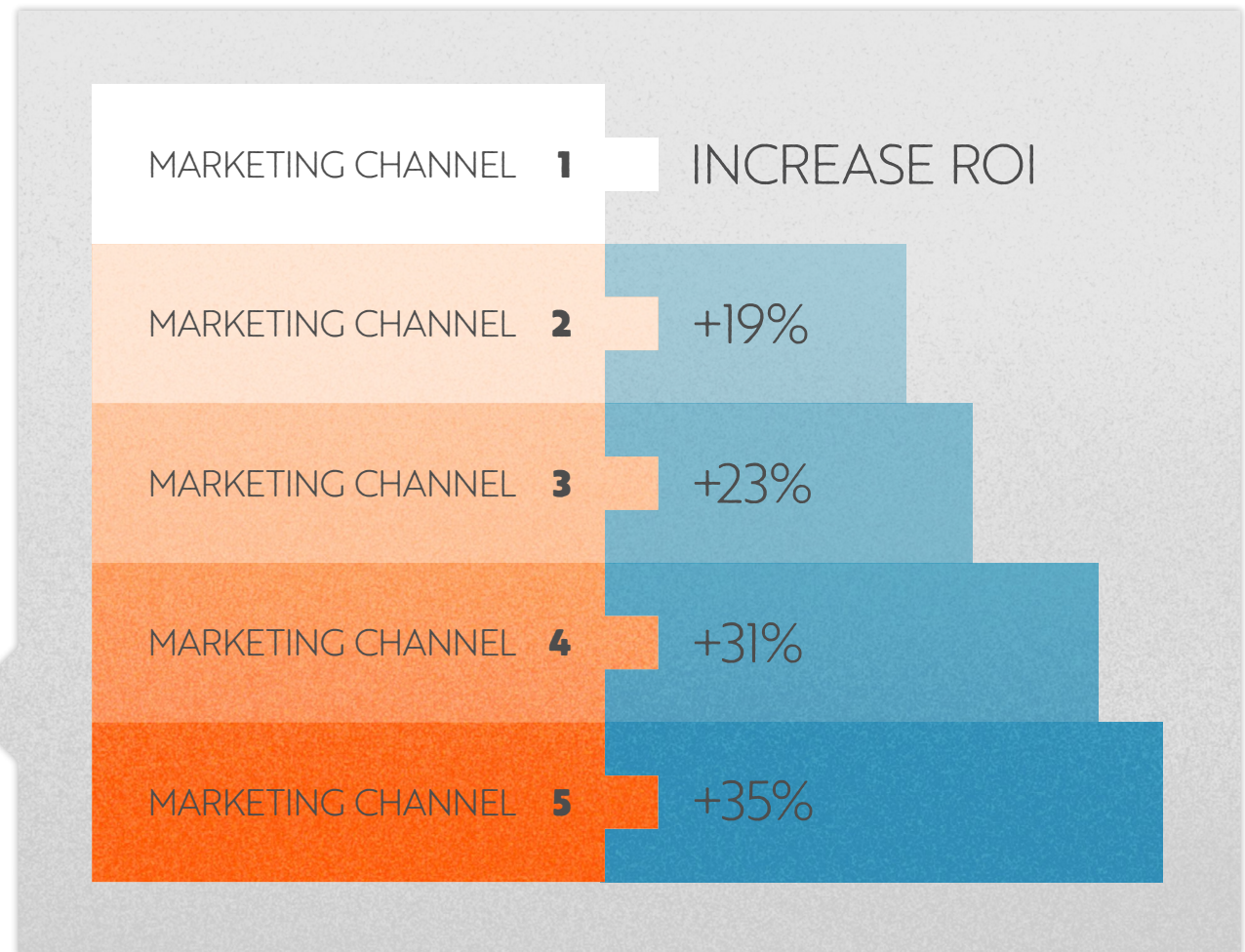
A 2017 study found that over 90% of participants were able to concentrate better when they read printed material. Over 80% prefer printed things for learning or pleasure.¹¹

THE MULTI-CHANNEL MIRACLE

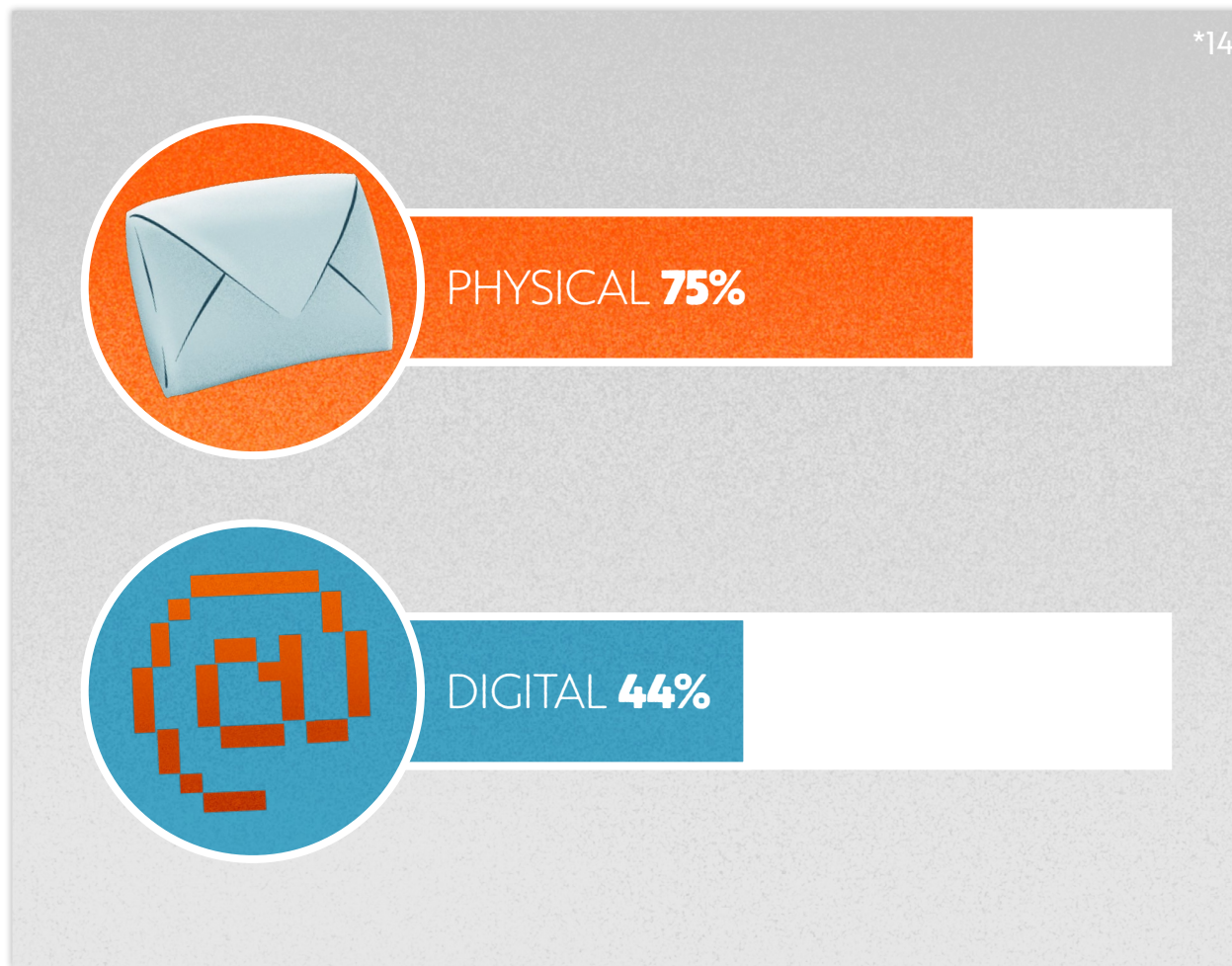
Consumers are often inundated by digital advertising and communication these days. "All things digital"¹² is the motto of today.

Digital texts are usually only skimmed and no longer studied in depth. In a survey conducted between 2010 and 2015, it was found that only 16% of all campaigns use more than two channels.¹³

It was found that each additional marketing channel improves ROI. Direct mailings can complement digital channels, and are perceived as less disruptive. At the same time, the printed direct mailing also creates trust and reliability.¹⁴



THE MULTI-CHANNEL MIRACLE



QUICK RECORDING

Direct mail is easy and quick to understand. Unlike digital communications, the brain requires 21% less effort to process direct mail. Simpler and quicker understanding also means that the memory of a direct mailing is recalled more quickly.¹⁵

Personalized maps are noticed within just 100ms and so also help direct mail advertising to be remembered better in the long term.

ALL TARGET GROUPS ARE ADDRESSED

Compared with digital media, direct mail performs well across all age groups. The highest response rates were delivered by 30-49 year olds. However, it is striking that the 18-29 age group also responds strongly to direct mailings and are only then followed by 50-64 year olds.¹⁶

According to a study by Royal Mail UK, advertising has a fixed place within a household for 69% of participants. If a direct mail piece is among this mail, which is creatively designed and stands out, there is also a greater chance that it will be noticed more within one's own

household and also read by other family members. This, in turn, also leads to appealing to 15-34 year olds, 71% of whom report that they trust direct mail. In addition, 42% consider it more memorable than other forms of advertising.¹⁷

As a result, direct mailings are extremely long-lasting, surviving an average of 17 days in a household and thus having a longer lifespan than digital media, which are ephemeral and quickly forgotten or even deleted immediately after receipt.¹⁸



CONCLUSION

This eBook and the content it contains from a wide range of studies, show how successful printed direct mail is and the advantages it offers over other - especially digital - channels. It can be used effectively in the marketing mix and has been proven to increase attention, ROI and response rates many times over.

Through color, finishing, multi-sensory and haptic occurrences - a direct mail piece reaches them much faster, leaves a profound impression and creates connections. Especially in combination with personalized maps, a mailing becomes even more successful.



FURTHER INFORMATION

In our white paper **"The Power of Maps"** we have examined this phenomenon in more detail. Our associated eBook **"Print Moves: The Power of Maps"** summarizes all the important points once again.

Use our white paper and the associated eBooks as a source of more information to make your campaign a success!



www.locr.com/thepowerofmaps

SOURCES

CONTACT

¹ Attention Memory and Emotion. Why touch makes print so powerful [White Paper], p. 3. In association with Dr Andy Myers, Walnut Unlimited.

² Millward Brown: Using Neuroscience to Understand the Role of Direct Mail [Case Study], London 2009, p. 2. Available at: https://static1.squarespace.com/static/58ee4bac414fb53d228c3532/t/5d30cff8e172f9000121e612/1563480057602/MillwardBrown_CaseStudy_Neuroscience.pdf (Stand 22.06.2021).

³ Attention Memory and Emotion. Why touch makes print so powerful [White Paper], p. 7.

⁴ White Paper Die Macht der Karten [White Paper], Braunschweig 2021, p. 11.

⁵ Fachverband Medienproduktion/Hadem, Ralph et al.: 10 Fakten über die Wirkung von Print [White Paper], Frankfurt a. M. 2019, Fakt 2-3./ Attention Memory and Emotion. Why touch makes print so powerful [White Paper], p. 3.

⁶ Hadem: 10 Fakten über die Wirkung von Print [White Paper], Frankfurt a. M. 2019, Fakt 8.

⁷ White Paper Die Macht der Karten [White Paper], Braunschweig 2021

⁸ Hadem: 10 Fakten über die Wirkung von Print [White Paper], Frankfurt a. M. 2019, Fakt 4.

⁹ Hadem: 10 Fakten über die Wirkung von Print [White Paper], Frankfurt a. M. 2019, Fakt 4.

¹⁰ Hadem: 10 Fakten über die Wirkung von Print [White Paper], Frankfurt a. M. 2019, Fakt 6.

¹¹ <https://t3n.de/news/internet-buecher-lesen-digitalisierung-kommentar-1374490/> [Stand 21.06.2021]

¹² cf. Snyder, J./ Garcia-Garcia, M.: Advertising across Platforms: Conditions for Multimedia Campaigns: A Method for Determining Optimal Media Investment and Creative Strategies across Platforms, in: Journal of Advertising Research, 56 (2016), p. 352-367. c

¹³ Hadem: 10 Fakten über die Wirkung von Print [White Paper], Frankfurt a. M. 2019, Fakt 1./ Attention Memory and Emotion. Why touch makes print so powerful [White Paper], p. 13.

¹⁴ cf. Canada Post Corporation: A Bias for Action. The neuroscience behind the response-driving power of direct mail [White Paper], Ottawa 2015, p. 17. Available at: https://www.canadapost-postescanada.ca/assets/pdf/blogs/CPC_Neuroscience_EN_150717.pdf

¹⁵ cf. Canada Post Corporation: A Bias for Action. The neuroscience behind the response-driving power of direct mail [White Paper], Ottawa 2015, p. 26.

¹⁷ Royal Mail UK: The Privat Life of Mail. Mail in the Home, Heart and Head [White Paper], London 2015, p. 7.

¹⁸ Royal Mail UK: The Privat Life of Mail. Mail in the Home, Heart and Head [White Paper], London 2015, p. 7.

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