

DIRECT MARKETING

Vol. 24 • No. 11 March 2012

THE ART & SCIENCE OF PREDICTABLE MARKETING

Keep your customers close... and your competition closer

Yesmail Market Intelligence lets marketers track their competitor's digital campaigns

By Amy Bostock

Email, Facebook, YouTube, LinkedIn - with so many online options available to direct marketers today, it's easy to get caught up in channel overload. Then there's the question of how do you know how to use each of these channels to their full potential? What if you could track what your competition was doing in the online space, analyse what is working (or not working) for them and apply that insight to your own digital campaign?

That's exactly what Yesmail Market Intelligence is allowing marketers to do. The new competitive market and content intelligence solution offers a centralized view of all competitive digital channel deployments with ready-to-use insights and analytics.

"This solution evolved from our clients' curiosity around what their competitors were doing in the digital space as well as when they were doing it, why and how," says Jason Warnock, VP, Market Intelligence and Measurement for Yesmail Interactive. "In 2010 we conducted a market assessment but couldn't find any existing solution that answered all of these questions."

So Warnock and his team built one. It took about 16 months and quite a few people but now with the new system marketers can analyze any campaign across any vertical and across multiple digital channels. Market Intelligence boasts an easy-to-use dashboard that mimics the look and feel of Facebook. "We looked at Facebook and built our platform based on the commonalities because people love Facebook," says Warnock.

The nuts and bolts

With Market Intelligence, direct marketers can now keep tabs on what their

▶ *Continued on page 16*



The team behind Yesmail's Market Intelligence marketing platform is (from left) Jason Warnock, Jeff Hulshof and Andrew Ferraccioli.

FAST forward

Multi-Channel Marketing

Direct mail and email: friends or foes? » 4

How to choose the best medium - or mix of mediums - for a successful campaign

The new DM reality » 5

Augmented reality offers cool new way to engage consumers

So many channels, so many consumer types » 6

Jan Kestle shows us why there is no one kind of digital consumer

Case study: *printfusion* » 6

Regional Report: **Ville de Montréal** » 11

A unique blend of creative energy and high-tech savvy

Click! (Social Media)

Riding the wave of social media » 16

Social shopper marketing: the next step » 17

▶▶ For a complete table of contents please turn to page 3

Online Shopping Data by Lifestyle

eShopper PRIZM_{C2}Link
powered by AskingCanadians™

 ENVIRONICS ANALYTICS
www.environicsanalytics.ca 416.969.2733

Canadian Movers:

There are **1.2 million** of them. They spend **\$11 billion** every year. We can help you find them.



Access Canada's lucrative mover market. Visit canadapost.ca/movermarket



DON'T WASTE YOUR MONEY. I'M A SURE THING.

Find out which customers
are "sure things" BEFORE
you market to reap
benefits including:

- Slash program spend by 40%
- Improve results by more than 30%

Get a copy of our free research
brief on delivering Real Time
Customer Insight.

**Call Carolyn at
416-594-5314 today.**

 **Pitney Bowes**
Software



Editor's Letter

Amy Bostock

Technophobes beware!



There's a revolution happening in the DM world and if you can't adapt to the changing technology then you're sunk.

At least that's what everyone keeps telling me.

I'm going to let you in on a little secret... I don't have a smartphone. I actually carry a paper day timer that keeps track of my life – both professional and personal. If I lose it, spill my XL double-double on it, or get caught in a freak flood, there is no retrieving that information... I'm sunk. So I also put all my important info into my Outlook calendar in the office.

My point is that no matter which medium you choose, it is not an island. The best way to

function in today's world is to have multiple touch points – be it in direct marketing or just keeping track of your family's many activities. So this month we're focusing on the sometimes confusing, often controversial but never boring topic of multi-channel marketing.

Confusing because with so many channels out there, how do you decide which one(s) best suit your needs? And once you decide that, how do you keep track of it and determine what was successful and what just stole hours of your life (and budget) that you'll never get back? Our cover story this month highlights what I think is a brilliant new marketing platform from Yesmail. Market Intelligence allows you to track the digital campaigns of all (yes all) of your competitors, analyze them, and apply the insights to your own campaigns. Who *can't* benefit from this?!

Controversial because the tracking ROI for digital

campaigns has always been a source of mystery for marketers – especially when it comes to social media. On page 16, Darrell Cook from TC Media shows us that the key to riding the social wave actually lies in – wait for it - integrating it with other channels.

Say what you will about multi-channel marketing but I think we can all agree that that it is never dull. With so many new channels appearing and existing channels evolving and proving their value to direct marketers you don't want to blink too slowly or you'll miss something.

P.S. In this issue we debut our newest column, *In the Inbox*. Designed to complement our existing *In the Mail* column, this monthly feature will give those of you doing innovative campaigns online a chance to strut your stuff. So don't be shy, send your digital campaigns (along with high res images) to amy@dmn.ca

“Say what you will about multi-channel marketing but I think we can all agree that that it is never dull”

Directives The good, bad and ugly of using QR codes

Dave Stevenson



They've been called the “savior of print”, the “future of magazines” and “the next big thing.” As exciting as this sounds, don't get sucked into the hype. When it comes to QR codes, the jury is still out.

Don't get me wrong, I wish those little barcode boxes dotted with black and white squares lived up to their billing. As a creative director working in digital, I love anything that connects the off-line world to the online world. And really, magazines and print could use a shot in the arm.

But if you think that adding a QR Code to your offline campaign makes it digital, think again. Consumer response to them is low... at least for now.

a soap package that triggers a demo video on your smartphone or a shelf-talker that signs you up for a contest. Sounds good, doesn't it?

We marketers love the promise of getting our message instantly onto a consumer's mobile device. And QR (Quick Response) codes are perfect for this. In fact, 63% of Canadians who use QR Codes are scanning them to get product information. So what's the hitch?

The less good

On the surface, the numbers are encouraging. According to a recent comScore study 1.3 million Canadians scanned a QR or bar code on their mobile device in June 2011. And QR code usage in North America increased by 800% from January to December 2011. That's explosive growth.

What the numbers don't tell you is that few of us use QR codes with any frequency. It's the difference between asking someone, “have you ever tasted yogurt” and “do you like yogurt”. Clearly, one in four of us has tasted. Not many enjoy the taste.

Here's another way of slicing the numbers: over 72% of Canadians have never used a QR code and have little idea of what they are. That's significant. So set your expectations for engagement accordingly.

The bad

Even though I'm a supporter of QR codes, I can see

Tips for using QR codes

- ▶ Include clear, concise instructions. Not everyone knows what a QR code is and how to scan it.
- ▶ Consider where you put them. You have to be able to scan them easily.
- ▶ Communicate the reason to scan. The more compelling, the more engaging.
- ▶ Use a generic QR code. Some code formats are specific to a proprietary reader.
- ▶ Avoid placements where there is no cell reception. If you can't use your smartphone, you can't connect to content. Avoid subways.
- ▶ Avoid placements where you don't have time to get your smartphone. TV or billboards on the side of highways for example.

why usage is low. I still find myself reluctant to pull out my phone on the bus, turn it on, fire up a QR Code reading app, aim the camera at the QR Code, wait, keep pointing, wait some more, have a browser open and then have something download.

▶ *Continued on page 9*



The good

Look around and you'll see QR codes everywhere. Check out print ads, billboards and direct marketing pieces. Still don't see them? Then reach for the closest product packaging. Part of the reason they are there is that companies like P&G and Unilever have placed QR Codes on every item on the shelf.

Like many advertisers, these giants see the tremendous potential of QR Codes. Imagine

Regional Report: Halifax

In April we're shifting our focus east to spotlight the thriving DM market in Halifax, NS. We'll talk to companies like RIM, DATA Group of Companies, Russell House Marketing and many others about what makes their industry special.

Sector Report: Flyers and Coupons

How has the shift to digital impacted this core part of the direct marketing world and how have companies had to adapt to the shift in the direct marketing landscape? Find out in next month's sector report when we talk to flyer and coupon suppliers across Canada about the challenges they face.

Focus on mass direct/unaddressed mail

Warning! These are not your grandfather's mass direct and unaddressed mail pieces! In April we'll talk to companies like Prime Data, Dimensional Products, Canada Post and Hiland Marketing about what it takes to stand out in today's mailboxes.

in this issue departments

In the Inbox	10
Worth Knowing	9
Direct & Personal	18
Events Calendar	23

advertisers

Aeroplan ▶	13
Canada Post ▶	1
Canadian Mailing Machines ▶	14
Cossette ▶	13
eMetrics ▶	17
EnviroNics Analytics ▶	1, 24
Mediaclip ▶	14
Pentagon ▶	12
Pitney Bowes ▶	2
SM Research ▶	4
Yesmail ▶	7

resource directory

ADVERTISING AGENCIES 19
PGE PROPEL

CALL CENTRE PRODUCTS / SERVICES 19
EXTEND Communications Inc

DATABASE MARKETING 19
Boire Filler Group
Canada Post
DiG Data Insight Group
EnviroNics Analytics
North American Direct Marketing
Smart Soft

DM CREATIVE 20
Designers Inc.

FULL SERVICE OPERATIONS 20
CMS / Complete Mailing Services
Data Direct
Lowe Martin Group
Origo Direct Marketing
Communications
Services Ltd.

LIST SERVICES 21
Allegro Direct
Canada Post
infogroup/infoCANADA
ICOM
Melissa Data
North American Direct Marketing
SM Research

MAILING EQUIPMENT 22
Canadian Mailing Machines Inc
Bowe Bell & Howell

MAILING SERVICES 22
Mail-O-Matic
One To One Mailing
TB Vets Mail

PLASTIC CARDS 23
CDN Print Plastic

Coming in
the April
issue of *Direct
Marketing*

MULTI-CHANNEL MARKETING

Direct mail and email: friends or foes?

By John Wen and Tony Tony Rizzuto

Consumers are no longer contained to one medium, but active among many. TV, radio, and print have ceded their dominance to technologically driven channels such as email, internet, and mobile. Choosing the right medium or mix of media is a challenge most marketers face today. For direct marketers, direct mail and email vie for marketing budgets. Which should you choose? More importantly, is it really a matter of choosing one over the other?

Direct mail has proven itself over the decades and many companies continue to use it with great success. Epsilon Targeting's 2011 Channel Preference Study found direct mail continues to serve as the channel of choice and most trusted for receipt of marketing information in many categories. This preference extends to the 18-34 year old demographic in both Canada and the US. Among boomers and older generations, DM can perform well as email use is not as prevalent as in other age groups. Direct mail can also perform very well with affluent consumers. With direct mail, a beautiful, premium luxury goods mailer can tell a story that is hard to replicate online.

Similar to other channels, when it comes to direct mail, targeting and personalization are key. People are less likely to object to direct, addressed mail than they are to email, especially from an unsolicited source. For non-sensitive information, you don't need explicit permission for mail and it's less likely to provoke complaints.

Variable printing makes it possible to vary content, resulting in more relevant communications and offers. Creative direct mail offers significantly more flexibility and options to "wow" the consumer. There can be multiple variations and dimensions. You have the space to tell a complete, longer story.

Direct mail also has an emotional appeal, with survey

participants saying that they enjoy checking the mailbox for postal mail. They also said the experience is more private if something is sent through the mail as opposed to by email or online.

Direct mail is also a great way to deliver physical product samples. We recently executed a very successful campaign for a confectionary company. The package included a chocolate sample with a call to action to sign up for their online newsletters. The conversion rate was 35%. It would be difficult to match that emotional, sensory experience through email.

As shown with that example, direct mail is not all "old school". It can effectively marry offline and online marketing efforts by linking to a campaign's digital extension using a personalized URL or QR (quick response) code that leads to personalized web page.

Ironically, DM can break through when email can't because of the decreased competition in postal mailbox and an increase in email spam. Our Channel Preference Study found that respondents who prefer direct mail do so because they already "receive too much email" and they feel "a lot of online information can't be trusted."

As with other channels, marketers do have a few challenges with direct mail. Increasing paper, printing, finishing, lettershop, transportation, and postage costs can add up. Direct mail can be more complex when it involves multiple pieces and customization. It can be more time consuming to produce, mail, and await results. Given the cost and time invested, there is greater risk if results are poor. For a good portion of consumers, direct mail suffers from a negative ecological reputation. Poor targeting or unreliable data can render it as junk mail. However, with proper targeting, direct mail continues to yield favorable ROI.

Email has more recently established itself as a proven channel. For many marketers, email is a strong performing channel due to its cost and speed. Direct mail lacks the immediacy of email. Emails can be delivered in real-time and for a fraction of the cost of direct mail.

Email campaigns can be executed within a few days or weeks compared to direct mail. While email has a lower conversion rate than direct mail, email marketing "has the highest ROI effectiveness rating of any direct marketing medium" and, "twice the ROI impact of direct mail (14.2 vs.7.2)." (CMA Guide to E-mail Marketing)

Experienced marketers know that testing is very important. It's long been a direct mail practice but at a great expense and requiring time and resources. With email, you can easily test a large number of variables such as different lists/targets, offers, and creative and see results in a day or two, compared to weeks or months with direct mail.

Mobile is quickly becoming a key marketing platform and email is often deeply integrated with mobile. As previously mentioned, direct mail can include a QR bar code, but the consumer adoption in North America has been lackluster. With more people accessing email via their mobile devices and more companies offering mobile commerce, email continues to have a very bright future.

Email can be personalized to deliver relevant content and offers at light speed. Further, emails can be programmed to be triggered or automated to keep consumers interested in your product or service after they've registered on your website and browsed products or services. It's a quick way to continuously engage your customers with follow-up offers, requests for feedback, research and more.

Retailers such as Apple use email to deliver digital receipts for in-store purchases which opens up another opportunity for cross or up-sell. Even social media sites like Facebook use email to prompt users back if they've been absent for a couple of days, or as a way to stream updates.

One key advantage of email is trackability. You can easily track opens, clicks and sales or conversions. You know exactly what works and what doesn't in the email. You can also test and learn the best time to deliver your email.

In terms of response rates, email can vary greatly

depending on the email's subject line, offer, creative, and most importantly, targeting data. Generally, we've found that following up with a reminder email to non-responders can lift response by 50% or more.

Direct mail can't match that kind of efficiency and insight.

When it comes to privacy, the marketer or company sending the email must have the consumer's permission or else risk heavy fines and potential legal action. With the new Canadian Anti-Spam Law coming later this year, everyone must adopt the best practices of asking for and managing permissions.

Email's low cost is also the reason spammers love it. Spam has made it more difficult for marketers to break through the clutter to reach consumers. ISPs such as Yahoo, Gmail, and Hotmail have reduced the amount of spam making it into the inbox. But they have also made delivery of legitimate marketing email frustrating at times. These ISPs are no longer just judge email content – they look at audience engagement to determine your IP reputation. Emails that get low opens and clicks or are flagged as spam will no longer make it into the inbox.

Marketers should track inbox delivery to truly know if their email made it into the inbox or into the junk folder. Even if your email does make it through to the inbox, you're competing with a massive amount of other email, so standing out is a must.

While marketers have a better understanding of email, many don't take full advantage of it or lack a firm grasp of email best practices. In email, users don't "read", they scan. You only have a few seconds to catch and hold the consumer's attention. The amount of space in which you can express the message is also more limited. Gmail, Yahoo, Hotmail, Outlook, and other email services have quirks in rendering HTML email. Coding can be a big challenge and limit creative. Some marketers simply take their direct mail creative and put it in email which rarely works, especially when images are suppressed in preview mode. Design and content should be tailored to the specific channel yet consistent with your multichannel efforts.

So how do you choose between direct mail and email? For many, budget is the deciding factor. The audience and your goals should also greatly influence this decision. Success in both direct mail and email begins with the best possible data. The more data points and insight you have, the more relevant and effective the communication. Segmentation, testing, and tracking are crucial. For our own acquisition campaigns, we've successfully used email on its own and to lift offline results. However, in an increasingly multichannel world, integrating both channels is the most effective approach.

Direct mail and email should not be pitted against each other, but used to complement one another. Together they reinforce messaging and branding and bring the customer experience full circle. Your customers' channel of choice will vary and likely change. Empower them with choices on how to receive information and how to interact with your brand.

John Wen has been working in digital marketing since 1998. His diverse experience spans email, social, mobile, CRM, paid and organic search, display ads, e-commerce, custom content, retail, event, and direct mail. He has helped companies such as Kraft, Nestlé, Diageo, and the LCBO strategically transform their businesses in the interactive space. As Director of Online Products at Epsilon Targeting, John is passionate about bringing the marketing solutions company's innovative, data-driven products to their clients. Never far from the interactive space, John tweets about wine and digital marketing @vindegarde. Tony Rizzuto is the Senior Director, Direct Response ICOM Information and Communications (a division of Epsilon Targeting)

“We can now deliver a more tangible experience that offers consumers something that is truly a multi-dimensional sensory experience.”

THE DATA SERVICE SPECIALISTS



CONSUMER AND BUSINESS LISTS

- High accuracy rates
- Geo-demographic & ethnic targeting
- Specialty lists, customer profiling
- Database cleansing and enhancement
- 35 years of helping businesses grow

905.474.5271

SMRinfo@smres.com www.smres.com

MULTI-CHANNEL MARKETING

The new DM Reality

Augmented reality provides direct marketers with a cool new way to engage consumers

By Steven Syczewski-Rapoport



It seems appropriate that at the heart of its target you'll more often find the digitally savvy "Millennials", since augmented reality really was born right along with them in the 1980s in movies like "Tron". It is, however, the

recent adoption of it amongst marketers that has granted new, updated life to the concept of augmented reality, creating a whirlwind of opportunity and testing not only among direct response marketers but across all marketers and clients in the Canadian landscape. It's quickly becoming the way for direct marketers to guarantee a balance of efficiency, response, and innovation.

So what does it do? Blending the digital and physically tangible worlds, augmented reality is providing clients and agencies not just a new way to engage with consumers – but



This Volkswagen billboard ad in Toronto uses augmented reality LBM.

“We can now deliver a more tangible experience that offers consumers something that is truly a multi-dimensional sensory experience.”

online/mobile marketing messages. What better way to break through this noise, to get noticed, to engage a consumer and drive a response than an augmented reality? Creating in these campaigns an opportunity for a connection with consumers offers a serious opportunity for marketers to reach these important consumers by creating an experience for them that takes aspects of their physical world, and blend it with their interactive/digital experience across the purchase funnel. For direct marketers it offers the added scope or tier of tracking real time movement and response.

So, we get that the idea of augmented reality in concept really is something so new. It's been the core of "virtual reality" that we've seen played out in TV, movies, books, and magazines. But, the development of the Canadian mobile experience has only somewhat recently allowed marketers to showcase an effective application of blending virtual graphics onto a physical reality. We can now deliver a more tangible experience that offers consumers something that is truly a multi-dimensional sensory experience. As smartphones

a deeper, more responsive interaction.

Mobile device use in Canada is evolving daily and with increased adoption of tablets, Kindles, and enhanced mobile device experiences we are more connected to technology in our daily lives. We Facebook, Tweet, BBM, scan, share and download applications with such a tremendous appetite that our days can be cluttered - filled with

and tablets continue to dominate sales in Canada, we'll see more and more that augmented reality isn't limited only to traditional online and the film world. But with the increase in smartphone and tablet use, it's becoming easier for marketers to offer these augmented experiences in mobile settings – and implications of this on marketers is becoming much more important.

What is the measure of success in an augmented reality campaign? Where was it seen? Was it shared? Did it drive sales? Did we make a "connection"? These, of course, are key metrics – we know that seeing equals reach of target, we can add frequency by getting the ad shared – and with trends in increase of people sharing across mobile devices this is key in driving campaign success and campaign efficiencies with incremental reach and frequency via the viral sharing of augmented reality creative. Above and beyond the sale, augmented reality really is affording brands a way of making a deeper connection with their desired target consumer. Those consumers are then experiencing the content you place. Brands will also benefit from the higher level of interactivity consumer conversion process. It's via the interactivity that we can create an emotional connection between what a potential consumer is looking for, and what the brand can serve up.

Augmented reality campaign launches have been directly shown to increase sales, and to drive consumer intent to purchase and consumer interest.

It's also not intended to be the all-or-nothing of a campaign. Recognizing it as a smart mix of creative and response, it really does benefit from multiple layers in an approach to market. It's a great way to drive innovation and showcase that innovation as a layer within a campaign in an efficient way. It offers the triggers (versus TV, print, other

Direct Marketing is Canada's leading publication about interactive marketing and sales, including direct response, online marketing, CRM, loyalty marketing, and other forms of data-driven, ROI-producing strategies and tactics.

With a qualified circulation of 7,200 primary readers and another approximate 11,000 secondary readers, Direct Marketing reaches a unique audience of marketing executives and their agencies who are responsible for creating, managing, supporting and fulfilling more than \$51 billion in annual sales generated through a range of direct response channels.

Call us at 905-201-6600 or 800-668-1838
or visit us online at www.dmn.ca

DIRECT MARKETING



MULTI-CHANNEL MARKETING

So many channels, so many consumer types



By Jan Kestle



With today's proliferation of media options, how can data-driven marketers hope to reach their prospective customers via the right channels? You probably assume that some consumers are open to digital offers and advertising while others still prefer traditional media, right? And you probably have some ideas about who prefers which channel: digital for the young, traditional for older types and otherwise "wired" consumers who tend to be more affluent.

But if you want to succeed in this multi-channel world, now may be the time to throw away these generalizations and think beyond age and income demographics.

Here are some truths—and some myth-busters—regarding new media behaviour based on an examination of our most recent data updates that link PRIZM_{C2} segmentation with surveys from PMB, BBM RTS Canada and AskingCanadians.

I looked at "openness to receiving a marketing message on my mobile phone" as my first filter on the connected consumer.

In our schema of 66 Canadian lifestyle types, the top ten segments ranged from twice as likely as the Canadian average to say "yes" down to one third more likely to be receptive to a mobile message. But affluence wasn't a factor: The segments ranged from the second wealthiest (Urbane Villagers) to #64 (Big City Blues), third from the bottom. These segments represented young and old, newcomers, established immigrants and Canadian-born consumers. One thing all have in common is that they are predominantly urban (with only one segment from the top ten being suburban). If you know the PRIZM_{C2} segments, you will recognize the lifestyles in this top ten list, which appear in rank order by index on this attribute:

- Big City Blues
- Furs & Philanthropy
- Electric Avenues
- Young Digerati
- Daytrippers & Nightowls
- Newcomers Rising
- South Asian Society
- Rooms with a View
- Urbane Villagers
- Grads & Pads

As far as other channel usage, the media patterns of these segments were similar in some ways and very different in others:

- Members of all these segments go online to research upcoming purchases and also shop. Only the most affluent PRIZM_{C2} cluster, Cosmopolitan Elite, had a higher propensity to shop online, though the segment indexes only average on openness to receiving mobile messages. The takeaway: Digital marketers cannot assume that a consumer open to online advertising is also a good prospect to reach through mobile.
- Only young groups (and some but not all) are active on

Facebook, which we defined as updating their status daily. You could reach Rooms with a View, Young Digerati and Grads & Pads segments with ads on Facebook, but if you only targeted those young and urban types, you would miss a growing number of town and rural segments who also index high for Facebook activity. Another takeaway: Although these segments are leading the way in mobile, it's wrong to assume that they have abandoned traditional media; so mixing it up is definitely required.

- Members of these top ten groups have not completely abandoned traditional media. They are not heavy TV watchers or radio listeners, but eight out of ten segments index high for heavy magazine readership. In fact, Young Digerati indexes highest for shopping online *and* heavy readership of magazines. Other segments are also comfortable in a multichannel world. Only Furs & Philanthropy will look into flyers to help guide their shopping activities. But those consumers are also quite likely to shop online.
- When it comes to reading daily newspapers, our mobile receptive segments all hover around average unless we look at their reading online habits. While three groups—one older and affluent (Urbane Villagers) and two immigrant groups (Newcomers Rising and South Asian Society)—all score somewhat higher than average for reading newspapers online, it's the young segments that sign on at well above average rates to get their daily news over the Internet: Electric Avenues, Young Digerati, Rooms with a View and Grads & Pads.
- It may seem complicated, but the real point of this analysis is that there is no one kind of "digital" consumer. In fact, digital is becoming the new normal. At the same time, traditional media survives and thrives for many groups, lifestyles and circumstances. Like every other aspect of marketing these days, navigating the multi-channel choices involves reviewing data (yours and those available from other sources to overlay) and modeling, testing and refining. After all, the devil is in the details, and the more you examine all the details, the closer you'll get to delivering the right message to the best potential customer using the most appropriate channel.

Founder and President of Environics Analytics, Jan Kestle has been a leader in the marketing information industry for nearly forty years. An expert in using statistics and mathematics to help solve business challenges, she has worked with hundreds of clients in all industries to help them find and serve their customers.

“It may seem complicated, but the real point of this analysis is that there is no one kind of “digital” consumer.”

Case Study: *printfusion*

Traditional direct mail and technology merge to sell the benefits of QR codes *By Ray Maher*



The challenge

The awareness and understanding of QR (quick response) codes and how they can be used for marketing is still in the early stages in Kingston ON. Printfusion wanted to increase the awareness of the benefits of this technology to local businesses.

The solution

printfusion ran an addressed direct mail campaign. The elements of the piece were variable printing from a list speaking directly to a contact name as well as the business name. To deliver optimal initial impact, the piece was in full color - deep purple - on card stock, die cut and personalized with their name. The caption "R U QRious?" was intriguing and directed them to raise the curtain. The inside page had their name on centre stage instructing them to scan the QR code for more information on marketing with QR codes.

Upon scanning this variable QR code they were directed to an individual landing page greeting them personally with their name, thanking them for requesting more information. This personal message assured them over and over above this message that someone would contact them to further discuss their interest.

As they scanned the QR Code initially, then clicked for more information on increasing sales through QR Code applications, an email notice was sent to the Account Manager for *printfusion* along with their contact information and any comments they included.

The result

It was amazing to hear their reaction when they were called only minutes later. This truly demonstrated the power of QR Codes and variable data printing.

The applications for this type direct mail marketing working with smart lists is changing rapidly and including QR Codes to direct prospects and clients to other dynamic media (videos - digital audio files, etc.) is very exciting.

Yesmail
Market Intelligence



*The vision you need
to keep your customers close
and your competition closer*



Introducing...

Yesmail Market Intelligence

The competitive intelligence tool that analyzes any marketing campaign across multiple digital channels from one easy to use dashboard — **all in real time.**

1-877-YESMAIL | www.yesmail.com



SECTOR REPORT

Sector Report: Security, Privacy and Compliance

By Amy Bostock

Who spoke to:



Canada Direct



Environics
Analytics



Cleanlist

As technology continues to evolve at a blinding pace, the increased risk of data breaches and misuse of information is making consumers a little nervous about how their personal data is being utilized.

"The biggest concern that clients express to us is the need to protect personal information in any analytics we do for them," says Jan Kestle, Founder and President of Environics Analytics. "But this is also a concern for us. We must ensure that the data products we build are based on data that do not violate any privacy or ethics concerns."

Environics Analytics also has to ensure that their technology protects the information that customers upload and store on their systems.

"The main concern for companies is data breaches," agrees Hadi Tchekiken, Chief Information Officer at Montreal-based CanadaDirect, "whether by mistake or deliberate. So when they are looking to outsource their data work they have to make sure that the company they choose takes security and privacy seriously."

This means having security protocols in place that go above and beyond government regulations, he says.

"We try to be very proactive when it comes to security," says Tchekiken. "That means making sure that our technology is up to date, doing background checks on all of our employees, doing internal security audits and most importantly, making sure that we always handle data on a need to have basis."

According to Tchekiken, everyone should have this practice. "It's not a secret. Everyone in the industry knows that information should be limited to purpose. Before giving employees access to data, you need to ask 'do they need this info?'"

At Environics Analytics, Kestle says there are a number of policies in place to help protect their clients' information. Aside from adhering to the CMA Code of Conduct and having licenses and service agreements that ensure that the privacy of data that they receive from clients is protected, EA required all employees to sign a very strict confidentiality agreement.

"Our core products are built observing all PIPEDA and other privacy rules," Kestle adds. "We do not pool or link data in any way that compromises privacy. Our in-house data products are based on aggregates of data—usually at the postal code or dissemination area level. And we do not use any data for any purpose other than that for which it was collected and the appropriate permission granted."

When EA receives personal information for custom projects Kestle says that they use the data for the purpose agreed to with the client and then remove the data from their servers.

"We only work with data partners and integrators who adhere to the same policies."

At Cleanlist, Jeff Bisset says that this is a big issue for his clients as well.

"By far, our clients' biggest concern is that their data is used only for the purposes they set forth," says Bisset. "It can never be shared, sold, or used for any other purposes."

At Cleanlist, they provide each client with a written certificate of confidentiality and non-disclosure. To back this

Top privacy best practices

- ▶ We build commercially available data from a variety of sources in a privacy compliant way that results in privacy compliant data.
- ▶ We do not require any personal identifiers to conduct our analytics and target marketing services.
- ▶ Our IT department monitors and updates data usage, storage and retention policies regularly.

Jan Kestle, *Environics Analytics*

- ▶ Using the Cleanlist MyFiles secure platform for data exchange, discouraging email and FTP transfers.
- ▶ Having SAS 70 Compliant Policies and Procedures for data
- ▶ Auditing all of Cleanlist's complied data assets to ensure PIPEDA compliance.

Jeff Bisset, *Cleanlist*

“From a privacy perspective, a major concern is the consumer’s perception that their privacy is being violated even when that is not the case.”

up, they've implemented a host of security measures that help protect private data from file exchange through storage, processing and ultimate destruction.

Cleanlist is also the process of becoming SAS70 certified.

"This further develops our company's expertise in security and privacy matters, and confirms that our company's policies and processes are both effective and properly executed," says Bisset.

Big brother is watching

In Canada, the private sector, including the direct marketing industry, is regulated by Canada's private sector privacy law – the Personal Information Protection and Electronic Documents Act (PIPEDA). First introduced in 2001, PIPEDA regulates the collection, use and disclosure of personal information in the private sector. This includes everything from name and address information to more sensitive information such as social insurance numbers, financial and health information.

"Our company was founded in 2003 after the implementation of PIPEDA," says Kestle. "So while businesses in the geodemographics space have always been very careful to build data products to protect consumer privacy, we had to ensure that everything we did was PIPEDA-compliant from the outset."

As a data-driven marketing company, Bisset says that it's critical for Cleanlist to be well-versed and fully compliant with privacy legislation. Because they do business on both sides of the border, that means not just PIPEDA but also the CAN SPAM Act.

The United States Federal Trade Commission Can Spam Act was mobilized in order to govern the use of unsolicited bulk email as a form of commercial advertising and prevent the abuse of email addresses by unscrupulous individuals.

Namely it states that: An unsolicited message must not have deceptive or misleading subject lines, its headers or 'electronic-fingerprint' must indicate its origin and not have a falsified or 'spoofed' header. It requires that you provide an opt-out method that is clearly marked and that is active for at least 30 days after the message is sent. All commercial advertisement emails must be clearly identified as commercial advertisements either early on in the body of the message or within the subject line. Finally, commercial advertisements must include the correct physical mailing address of the sender. It's good practice to place this into every message you send anyways as a precautionary measure and a demonstration of credibility.

"Our business requires extensive administration of a set of policies and procedures relating especially to data acquisition and storage," adds Bisset. "We operate a secure, Internet file exchange system called 'MyFiles'. This provides an easy-to-use, point-and-click solution for secure file exchange

which is far safer than email and FTP exchanges which are still common in our industry despite them being completely unsecure!"

The cost of compliance

Keeping their clients' information safe is a big concern for direct marketers but doing it effectively comes at a cost.

"We continuously scan our environment for unprotected or sensitive data," says Tchekiken, whose secure facility can be entered only after completing a thumb-print scan. "This helps us detect non-compliance."

But having these policies in place is not enough, he says. Suppliers have to show proof of compliance and this involves a third party – which involves increased costs.

"On average we pay \$20,000 just in external audits every year," says Tchekiken. "Then we spend \$50-100,000 annually on security measures – and that's not including the salaries of the people involved in monitoring these measures."

Because of these growing costs, Tchekiken says the pressure to offer clients the best prices is often at odds with the pressure to be compliant.

The evolution of compliance

As technology continues to evolve, direct marketers are constantly faced with new areas of concern – especially when clients may not understand the new technology.

"From a privacy perspective, a major concern is the consumer's perception that their privacy is being violated even when that is not the case," says Kestle. "Marketers must be transparent about every aspect of data use and tracking and ensure that their policies are known to consumers."

Kestle believes that marketers have to balance the benefit of targeting with privacy concerns.

"Consumers want to receive messages about products that they are interested in via channels that they prefer to use. In order to help marketers do this, we have to provide more and more sophisticated data. These new databases that track online behaviour must adhere to the same standards of ethics and privacy that direct marketers upheld prior to the development of these new technologies."

For Bisset, the challenge he sees is for marketers to improve their data management capabilities to support dynamic compliance requirements.

"It's becoming more and more critical for marketers to be able to show where a particular name came from and to manage its lifecycle through the prospect, customer, lapsed phases. Significant investments in technology, expertise and processes are required to achieve this level of audit ability."

"We have a huge responsibility to our clients," says Tchekiken. "About 30 per cent of data breaches are internal although increased bandwidth is making it easier than ever to steal data. We just didn't have these concerns 10 years ago."

Worth Knowing

► Continued from page 3

One barrier is the effort involved. The bigger problem is the horrible digital content. Even if I scan that poster on the bus, what do I usually get? A corporate website. Or worse, a digital brochure. Really, you made me go through the effort for that? Next time I won't bother.

And I'm not alone. As with URLs before them, if your marketing material doesn't have a compelling reason for people to engage, nobody bothers. Like any direct response mechanism, engagement is equal to the interest you can generate.

The ugly

The harsh truth is that not many people leafing through a magazine or strolling by a poster care enough about the ad to bother scanning it. Therein lies the creative challenge.

I've created a number of ads that employed QR codes. Some, like a thank you ad for one of our clients, triggered a video message from a print ad. This performed well. But I knew the audience was technically savvy and the message wasn't completely dependent on having people scan.

In a less successful effort, a print ad linked to the launch commercial for a new campaign (please know, this was not my idea). The QR code was artistically placed within the design with little indication of what it linked to. The novelty overwhelmed the reality. Not surprisingly, few people cared enough about the ad or product to scan.

The moral of the story here is not to expect dramatic engagement from a QR code. If meeting your objective relies on a high response rate, don't bank on a QR code to deliver. Look at it as a bonus engagement opportunity.

The uglier

Here's my purely subjective perspective: QR Codes are ugly. True, a clever designer can play with the look slightly, adding a logo here, a dash of colour there. But these little eye-sores remain plain black and white squares slapped onto your page. And it's hard to get excited about a fancy bar code

Clearly, good looks were not foremost in the minds of the engineers who developed QR codes. Given their appearance, it shouldn't surprise you to hear that these little squares were created by Dentsu, an automotive subsidiary of Toyota. Their purpose was to help autoworkers track car parts moving through the factory. As a result, form definitely took a back seat to function.

What's the next shiny thing?

QR Codes are not the only Quick Response game in town. A number of mobile innovations are poised to elbow out QR Codes. The big one is Real World Object Recognition. With this technology, your phone can snap any object, recognize it and return data to your phone immediately. No code required.

A version of this is Google Goggles. With it you can do a google search on your phone triggered by the object itself. And with Augmented Reality technology, just about any content can be layered over the image of a person, place or thing. It's like adding multiple levels of digital reality on top of everything around you.

Each of these emerging technologies is competing for attention. Only those lucky ones that people end up using in everyday life have a future. Some get adopted. The others disappear.

The advantage of the QR Code is that it's making a strong play for the mainstream. Whether it will survive and thrive is anyone's guess.

I have my fingers crossed but I'm not holding my breath.

Dave Stevenson is Vice President, Creative Director at Proximity. In that role he's led the digital teams for Gillette global, Campbell's North America, Braun North America and Mars Canada.

henderson bas kohn and The Weather Network partner with Universal Studios to launch "Let It Grow" campaign

henderson bas kohn, an award winning advertising agency with a focus on digital, mobile and social media, announced the launch of the Lorax-themed campaign on behalf of The Weather Network and Universal Studios to support The Nature Conservancy of Canada up to a total of \$25,000 Canadian dollars.

The objective of the "Let It Grow" campaign is to bring new users to The Weather Network's online properties by leveraging the star power of "The Lorax" based on the beloved Dr. Seuss book. "The Lorax" chronicles the plight of the environment after the greedy Once-ler moves to the Truffula forest and cuts down all the trees to support his growing "Thneed" industry. The Lorax character (who speaks for the trees) tries to safeguard the forest and the future.

"The Let it Grow campaign is pure Dr. Seuss fun! The interactive elements developed by henderson bas kohn provide a joy filled experience focusing on the community goal of giving to the Nature Conservancy Canada. Planting a Truffula Tree and sharing with Facebook friends results in real results for the NCC thanks to the partnership between The Weather Network and Universal Studios' The Lorax!" said Stacey Jarvis, VP, Marketing (acting) at The Weather Network. "These teams are bringing digital to life in the form of a 25,000

dollar donation!"

As users explore the Lorax-themed Web site, they are encouraged to plant a virtual Truffula tree for a chance to win a trip to attend a Hollywood movie premiere in sunny LA, as well as movie passes to see a pre-screening of The Lorax and additional tickets once it hits theaters.



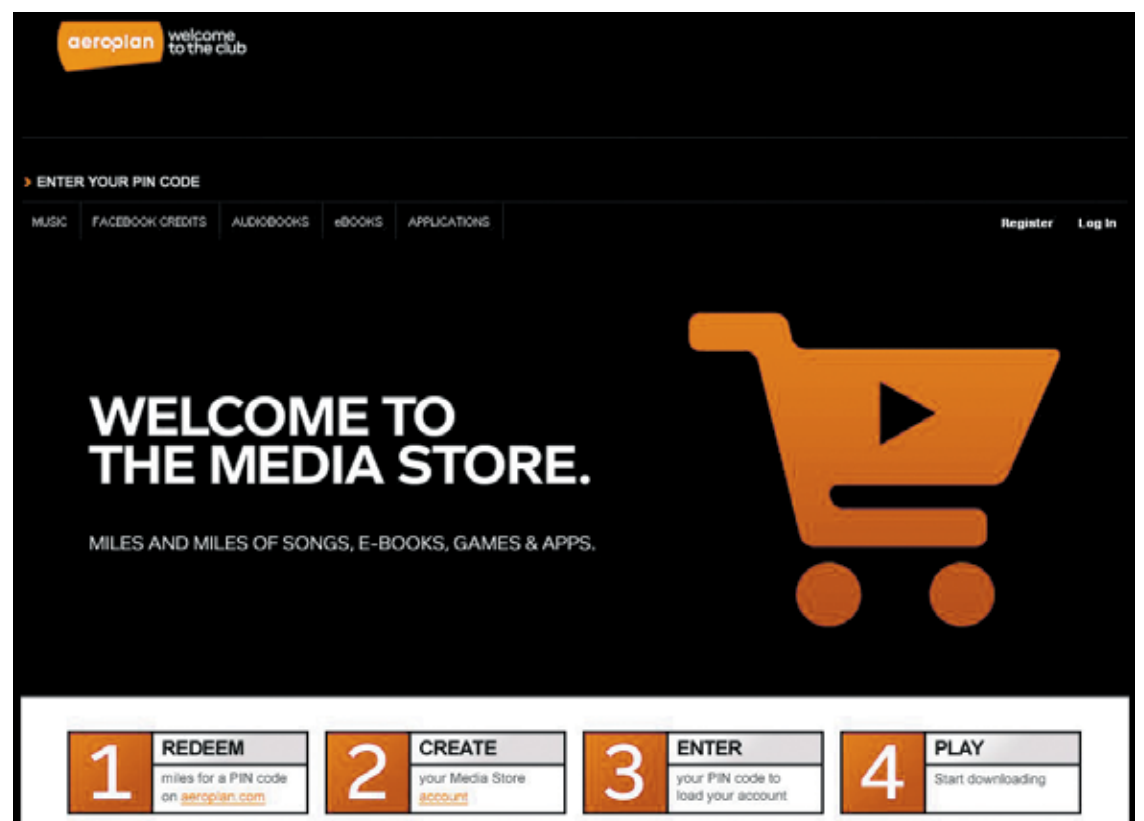
Aeroplan launches its Digital Media Store

A loyalty industry first in Canada lets members turn miles into media downloads

Aeroplan today announced the launch of its new online Digital Media Store designed to offer members a site where they can use their miles to download digital content such as eBooks, mobile apps, games, music and Facebook Credits.

Members simply redeem their miles on the Aeroplan rewards site then with the PIN code received in their confirmation email, go to www.aeroplanmediastore.com to register their new account, add credits to their account, and start downloading and enjoying content in real-time.

"The launch of the Aeroplan Media Store not only provides our members with a broad variety of digital download needs but it also helps Aeroplan build on our commitment to uniquely expand our portfolio of rewards," said David Klein, Vice President, Marketing & Innovation, Aeroplan. "The Aeroplan Music Store was a great success for us, but our members are ready for even more digital content as approximately 50 per cent of our members



download digital content such as eBooks and games. We're happy to launch the Aeroplan Media Store, providing members with yet more ways to redeem miles and we think our members will love it."

Working closely with Aeroplan, Hip Digital Media, the leader in social rewards

and promotions with premium digital content has created a loyalty industry first to offer such a broad digital download reward site. Currently, Aeroplan Media Store rewards are offered in bundles of 25, 50, or 100 credits, and provide access to the following:

- eBooks – A catalogue of

over 150,000 eBook titles that will be compatible with most eBook readers, tablets and smart phones.

- Music – More than 3 million MP3s to choose from.
- Mobile Games / Apps – Members can select from thousands of today's most popular gaming titles and

apps as well as ring tones, wallpapers and more.

- Facebook Credits – Media Store credits can be converted directly into Facebook Credits loaded directly into members' Facebook accounts in real time.

InTheInBox

Wear it like Wes

Twitter campaign gives birth to most powerful facial hair in history

Clients:

Samir Sheth, Gillette Male Systems North America RBU, Marketing
Sofocles Gavrielidis, NA Gillette Marketing

Agency:

Proximity Canada
Account:
Aaron Howell, Account Supervisor
Meghan Sherwin, Account Director

Creative:

Joshua Stein: Creative Director
Art Directors: Graham Ameron, Mike Katzikowski, Eric Cicero
Writers: Adrian Newbould, Lins Ricon

How do you get from one tweet to the Super Bowl? From one paper moustache to a nation of fans primed and ready for glory?

During the lead-up to the 2012 Super Bowl, the New England Patriots' Allstar wide-receiver Wes Welker decided to grow a playoff 'Stache.

With only days to go before his first game, Toronto-based agency Proximity Canada got to work with Wes and their client at Gillette, and gave birth to the most powerful facial hair in the history of the NFL.

With no time, little money but a strong thirst for victory, they created a 'Stache that would take the Patriots all the way to Super Bowl XLVI.

First, they gave it a name - #TheWelker83 - then designed a 'Stache that could be printed, worn and shared.

Wes re-tweeted their tweet:

Check it out! @Gillette named my stache.. #TheWelker. LOL! Print your own and Tweet back your pics wearing #TheWelker! <http://t.co/1uxet9qY>

And within minutes, they were getting hundreds of images of people "Wearing it Like Wes".

Chicks. Dudes. Babies. Schnauzers. Entire offices. Patriot nation came alive.

Within hours, the story hit the news. One company even



used the 'Stache for a contest of their own.

Days later, the Patriots won their first round playoff game. Now fans began using the Welker83 hashtag for game updates in addition to posting their pictures.

With Wes Welker now in the AFC division finals, new opportunities for The Welker 83 began to emerge. Thousands of sticker 'staches were printed to be handed out in-stadium during the next game.

The Patriots won again. Jubilant fans tweeted and re-tweeted their pics, all extolling the awesome power of the Welker 83.

With Wes now headed for the world's greatest sporting event, the 'Stache was given a triumphant new design and reposted to Twitter. This time with a sweepstakes layer that would see lucky 'Stache wearers win the trip of a lifetime to watch their beloved Patriots wipe the field with the NY Giants.

How do you get from one tweet to the Super Bowl? You wear it like wes. While the Patriots would lose to the Giants, the power of the 'Stache lives on.

Gillette @Gillette
@WesWelker, we love the legend of the stache! So..we gave it a name, #TheWelker83. Share with your fans. twitpic.com/86gh4q
Hide photo

50+ RETWEETS 30 FAVORITES

2:22 PM - 12 Jan 12 via Twitpic · Details

Reply Retweet Favorite

“With no time, little money but a strong thirst for victory, they created a 'Stache that would take the Patriots all the way to Super Bowl XLVI.”

New England Patriots @Patriots
.@Gillette's on site handing out "Wear It Like Welker" 'staches. #Awesomeness: yfrog.com/kic6nebj yfrog.com/ntkk3fzj
Hide photo

REGIONAL REPORT:

Ville de Montréal

Who we met with:



Aeroplan

Aeroplan, Canada's premier coalition loyalty program is owned by Aimia, a global leader in loyalty management. Aeroplan's millions of members earn Aeroplan Miles with its growing network of over 75 world-class partners.



Canada Direct

One of Canada's largest full service vertically integrated firms offering single-source execution of their clients' entire direct marketing program.



Canadian Mailing Machines

Offering mailing supplies and new and refurbished mailroom equipment since 1988, Canadian Mailing Machines carries everything you need - from inserters to postage meters - to help increase your efficiency.



Cossette

Cossette is known globally as an advertising agency offering communication and marketing services in advertising, public relations, graphic design, promotions and new media.



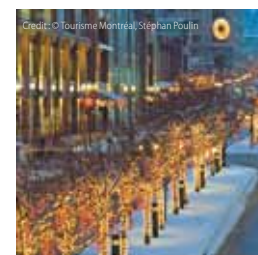
Mediaclip

Mediaclip is a developer of software solutions that allow the creation of any printable personalized product, including photo products, business and branded & licensed products.



Pazazz

Pazazz is a one-stop-shop for Cross Media Integrated (CMI) marketing solutions. They specialize in offset printing up to 56", digital printing, labels, packaging, wide format, QR codes and mobile websites.



Pentagon

Pentagon is one of North America's leading manufacturers of gift, cellular, and phone cards. From their roots in commercial printing, they've grown to produce millions of card products in their one secure facility for shipping worldwide.



Pinnacle Direct

Pinnacle Direct is a full-service agency catering to not-for-profit organizations for almost 25 years.



Solutions Ink

Providing one-stop shopping, Solutions Ink offers an array of document related products and services including invoice processing, warehousing and direct mail fulfillment services.

Virus 1334

Image: virus1334.jpg
A youth culture agency that connects brands with 13-34 years old and families through sports, music, fashion and other interests, they help brands reach a mass audience while maintaining credibility with key influencers.

Montreal Fast Facts:

- ▶ Montreal is served by two commercial airports, Dorval International and Mirabel International. Dorval International is 14 miles west of downtown and serves most domestic, U.S. and overseas flights. Mirabel International is 34 miles northeast of downtown and serves mostly charter flights.
- ▶ The island of Montréal is a major industrial and commercial hub strategically located in the heart of the Québec city-Windsor corridor, Canada's largest railway market. Rail lines to the east and south of the city serve eastern Canada and the northeastern U.S.

REGIONAL REPORT:

Ville de Montréal



By Amy Bostock

The city of Montréal has always been viewed as a creative hub, full of fresh, cutting-edge ideas and with the technology structure to back it up. Now, with an increasing number of government subsidies and tax breaks available for start-ups, the next generation of direct marketers are beginning to make themselves known.

At Virus1334, Daniel Masse and Patrice LaGarde are cashing in the youthful vitality of their team to deliver relevant viral campaigns to their clients' target market of 13-34 year olds. Their outside the box mentality has made them a popular choice for companies looking to capture the attention of today's youth – a quality that is almost expected when dealing with the Montréal creative scene.

"It is a very particular market and very different from other cities," says Masse, who holds the title of Chief Media Contaminator at Virus 1334. "Montréal is known for being really creative when it comes to marketing. We are often seen as non-traditional and sometimes even a little kooky here."

In addition to being a multi-cultural city, Masse says Montréal has also become a bridge between corporate America and the Latin backgrounds of Europe, Spain and Italy.

"We are such a melting pot of cultures that there's a collision here between Latin living and corporate American business models and that's often where we get to think outside the box."

He admits, though, that Montréal agencies have to be careful not to go too far with being creative at the expense of efficiencies and ROI.

"In Montréal we tend to think outside the box more and I think there is good and bad to that," says Masse. "For smaller clients it's good because they really need to make an impact with limited resources. But bigger budget clients don't really want to take as many risks."

At Pazazz, a full-service "solutions provider", doing business in the Montréal markets means not only being creative but also being sensitive to the differences in the French and English cultures.

"It's more than just a language issue here," says Lori Cohen, Marketing

Director at Pazazz, "it's a cultural issue. The audience here is more complex than other parts of Canada so you have to be conscious of the way you market in both French and English, as well as the way you present things."

Peter Schissler of Orca Direct Communications agrees.

"Being in a bilingual market we have to be very cognisant that there is a difference between a Francophone and an Anglophone and how you market to them," says Schissler, whose full service creative agency has found their niche in the not-for-profit sector.

For CanadaDirect, one of Canada's largest full service vertically integrated firms located in Dorval, being able to offer services in multiple languages has not only helped them draw Canadian business but has peaked the interest of U.S. companies as well.

"Many U.S. clients looking to enter the Canadian market are looking for an agency that can provide all services in both languages and understand the culture across Canada," says Lisa Ursano, Director, Integrated Business Solutions for

CanadaDirect.

Marion Duchesne, Founder and CEO of Mediaclip, sells her photo software to clients around the globe and says that coming from a city where bilingualism is mandatory is both a blessing and a challenge.

"Because we have to do our website and marketing materials in both languages it can get expensive," says Duchesne, who admits that even though they hire bilingual employees, language is still sometimes a barrier. "But because we're so used to dealing with multiple cultures it makes it easier for us to do international business."

Travel is another challenge to setting up shop in Montréal, she says.

"We travel a lot and because Montréal is no longer a hub, that travel can get complicated, and it's getting worse."

But for some companies, like Solutions Ink and Pentagon, location isn't an issue at all.

"When we get calls from clients it's because they want to buy something," says Steven Schneidman of Solutions Ink. "Where we are located doesn't matter to them. And with the cost of shipping going down, having clients in different cities is no big deal."

"Our client base is global," says Glenn Caron, Technical Director/VP at Pentagon, "with most of it being outside Montreal, even outside Quebec."

In fact, Pentagon does more than half of its business outside of Canada, thanks to advancements in technology that have made location a non-issue in terms of quality of service.

Montréal's DM landscape

According to Founder Warren Werbitt, Pazazz currently does about 90 per cent of their business in the Montréal area.

"We used to do more business outside

of Montréal but U.S. corporations are keeping their work at home and Ontario companies prefer to keep the business in province," says Werbitt, explaining that there is a real misconception that Quebec-based businesses are harder to deal with because of "language".

Howard Goldberg, whose company Pinnacle Direct has been serving the NFP sector for over 24 years, feels that being a Montréal-based business sometimes hurts his chances at landing new clients because the city is seen as being outside the mainstream.

"Sometimes Toronto-based clients don't even consider us," he says. "This is on contrast to American clients who only concern themselves with getting the best work for the best price."

For Schissler, who does about 60 per cent of his business in Montréal, the limited market in the city really just comes down to size.

"It's a smaller market here than other cities," he says, "so if I wanted to build a huge agency I would probably have to travel up the road to Toronto."

Frank De Civita of Canadian Mailing Machines says that the size of the market isn't growing anytime soon if recent events are any indication.

"I've seen a few shops here close in the last while," he says, "but I haven't seen the remaining shops getting any busier. I thought that it would have made a difference but it hasn't. That being said, the industry overall is doing better than last year – although it's very up and down."

Another issue that is keeping the Montréal DM market relatively limited according to Werbitt is the lack of head offices located there.

From the late 1960s, Montréal experienced much slower growth than in the previous decades. The rise of Toronto

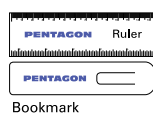
Card Solutions...our specialty since 1996



See our website for other formats and products

World class card production

- High resolution variable bar codes & text
- Read / Write Matching
- HiCo & LoCo magnetic stripe
- Scratch off (customizable)
- Sustainable plastic & board
- Attaching & glueing
- Wrapping (customizable)
- Fulfillment
- Small or large quantities



Bookmark



Card & Keytag



Card (CR80)



Rack Card



Card & Carrier

where ideas take flight

www.pentagon.ca • 877-339-5995 • ideas@pentagon.ca

OUR
COSSETTE

**PARTNERSHIP
TAKES
LOYALTY
FURTHER.**

**COSSETTE CELEBRATES OUR COLLABORATION
WITH CANADA'S PREMIER LOYALTY PROGRAM.**



REGIONAL REPORT: Ville de Montréal



as the unchallenged metropolis of Canada triggered the moving of hundreds of corporate head offices, a process that gained momentum during the 1960s and 1970s and was fuelled in part by many Anglophones' fears of the changing political and linguistic environment.

With the passage of Bill 101 in 1977, the government gave primacy to French as the only official language for all levels of government in Quebec, the main language of business and culture, and the exclusive language for public signage and business communication. In the rest of Canada, the government adopted a bilingual policy, producing all government materials in both French and

English.

But Montréal has risen above its political past and has emerged as a leading research and development centre, with four universities and numerous research institutes and laboratories in areas such as telecommunications, pulp and paper, aerospace, software and pharmaceuticals.

The city is also seen as a high-tech centre, thanks in part to its growing status in the gaming industry.

"The technology resources are great in Montréal," says Benjamin Cartier, Vice President of Business Development at CanadaDirect. "So that makes it easy for companies here to adapt to and stay on top of emerging technologies. And with

the universities located here we have access to a very talented and diverse labour pool."

And keeping pace with that technology is going to be key for the direct marketing industry going forward, according to Melanie Dunn, Executive Vice-President and Managing Director of Cossette Montréal.

Although business in Montréal is good right now, Dunn feels that traditional agencies are going to need to be able to deliver all of their messaging in the digital world in order to survive.

"I see an evolution of communication towards CRM being the mother of all communications," she says. "You're going



government has invested a lot in training and as a result, the province has a huge talent pool top draw from.

"Quebec has also invested a lot of tax credits in technology and R&D which has made us a centre of expertise in sectors like ecommerce and has actually made Montréal a world player in the growing gaming industry," says Dunn.

Dunn also says that she is seeing a lot more transfers of labour between Montréal and Toronto since you can now fly between the two cities in less than an hour.

"The boundaries between the two cities are blurring now which gives us an even bigger labour pool."

For Aeroplan, who was recently named one of Montréal's top employers the challenge has been letting all of that talent know that Aeroplan is there and shopping for talent.

"Our presence in Montréal hasn't been as well known here as it should have been in the last few years," admits David Klein, Vice President Marketing and Innovation for Aeroplan. "So to increase awareness we've been doing outreach programs with the local universities. It's important to us that the emerging student population knows that we're here."

Lending a hand

In recent years the Quebec government has placed a real emphasis on export and as a result, Montréal companies are reaping the rewards of an increasing number of government subsidies if they market their products or services outside the province.

"I get subsidies from the government if I sell to Ontario because it's seen as exporting," says Duchesne. "We also get help for being part of trade shows in the U.S., Asia and Europe."

to have to be able to ingrate all channels to be successful and the marketers who come from CRM backgrounds are the ones who are going to do that well."

Small market, huge talent pool

According to Dunn, the Quebec

More than a SOFTWARE SOLUTION
A Unique Product Personalization Experience

mediaclip Create any product and share it on any platform

Meet us at **Drupa**, May 3-16, Germany, Hall4 D60-1 to 9

Learn more on www.mediaclip.ca

Watch a demo
bit.ly/mediaclip

3115 Sartelon Street, St. Laurent, Quebec H4R 1E7
 Contact: **Fred De Civita** or **Frank De Civita**
 Tel.: **514-744-9351** Fax: 514-744-0816
 Email: info@epc-cmm.com

WE SPECIALIZE IN PROVIDING QUALITY REFURBISHED MAILING EQUIPMENT

• Bursters	• Labellers	• GBR Smart Feeders
• Forms Cutters	• Inkjets	• Tabbers
• Folders	• Postage Meters	• Polybaggers
• Letter Opener	• Z Fold Feeders	
• Inserters	• Inkjet Feeders	

Our Specialty is rebuilding and upgrading of Bell & Howell inserters We carry a large selection of parts & supplies with savings up to 50%

WE ALSO BUY USED EQUIPMENT

Visit our website for latest Inventory www.epc-cmm.com

MAKE US YOUR ONE STOP SUPPLIER FOR ALL YOUR MAILROOM NEEDS

CLICK! (SOCIAL MEDIA)

Making friends and influencing people

By Mario Zelaya

There are many essential elements to consider when launching a successful campaign on Facebook. With a proper plan in place, ensuring your promotion is Facebook compliant, coupled with a campaign that's Social by Design and integrates other forms of media, launching a Facebook promotion is simple. The tricky part is knowing what is required prior to launch.

With well over a hundred applications and campaigns launched on Facebook, we've put together a checklist and some best practices of items you need to be aware of.

Promotional compliance

Before you get started, you need to make sure your promotion is compliant with Facebook's policies. During the strategy phase, all campaign ideas need to be crossed checked against Facebook's guidelines to see if they are compliant. Here's the general breakdown of what's allowed and what's not allowed:

Do's:

1. All promotions must be administered on a Canvas Page or an app on a Page Tab
2. You must release Facebook of any damages or claims and clearly state that the promotion is in no way sponsored, endorsed or administered by Facebook
3. Check on www.Facebook.com/brandpermissions to see what Facebook logos you can use in your out of home and other digital promotions

4. Check online to make sure that your application or campaign isn't breaking platform policies such as prefilling text for users, targeting a younger demographic (if you're an alcoholic brand), etc.
5. Have a privacy policy and contest rules & regulations in place

Don'ts:

1. You cannot use check-ins as an entry mechanism
2. You cannot contact winners via Facebook (wall post, direct messages, etc.)
3. You cannot use the Like button as a method of voting
4. You cannot ask as user to take a social action as a condition to enter the contest

Social by design

During the strategy phase you should focus on making sure that your campaign (and ultimately your application), is social by design. Facebook defines Social Design as a way of thinking about product design that puts social experiences at the core.

For marketers, this means focusing on:

1. A campaign where your brand or the actions your fans are taking will be enhanced because their friends or a community is involved
2. Developing a campaign built around things that are naturally social by nature in the offline world. This will then result in your campaign being social, online as well: ie. "I didn't know you went to Hawaii." Give people something to talk about.
3. Create a campaign that yields a benefit by an added

social layer. It could be having them discover something they didn't previously know, a way to have your community or audience engage and interact about a specific topic, or even having a cool factor, an insight. Give your users some sort of a benefit.

Tips for success

Below is a checklist of tips for launching a successful campaign on Facebook:

1. Ensure your campaign is at least 6-8 weeks in length. It will give your campaign enough time to grow socially.
2. Integrate OOH, packaging & print campaigns. Just because you're launching something on Facebook, doesn't mean you can't launch offline materials that are a part of the bigger campaign. Facebook isn't a silo. To gain traction, leverage your "regular" non-digital media strategies and tie in Facebook to the overall message. This creates positive results.
3. Leverage your email & direct marketing campaigns. Some of our most successful campaigns have integrated all forms of media, including email and direct marketing. A simple banner on an email blast will generate immediate results for your brand. Make sure you call the campaign out on the subject line: "Win an all-inclusive trip on Facebook."
4. Leverage Facebook's New Open Graph and Actions: Start to think outside the box. Look at using actions such as Want, Read, or even create one of your own. Facebook is now accepting new actions on the Facebook platform.
5. Utilize Facebook's Social Plugins: We try to leverage

Facebook's Like, Share and Commenting tools as much as possible. They're extremely powerful and drive, at times, significant traffic back to your application. Best of all, they're free to use.

6. Utilize Your Fan Base to Promote the Campaign: Aim to have a few key messages and status updates throughout the first week of launch, and throughout the period of the campaign.
7. Avoid Contest Barriers or Barriers to Entry: Here are some ways to minimize barriers to entry:
 - i. Do not request extended permissions when it is not necessary
 - ii. Keep the entry form simple and minimize the number of steps to entry
 - iii. Ensure there is a clear call to action. We find that big "Enter Now" button tends to work the best
 - iv. Ensure there's sufficient reward to entice the user to engage with your brand or the promotion. It doesn't have to be a large prize, rather it should be relevant to the demographic. That's when you'll see big results.

Launching on Facebook isn't a particularly difficult process once you know what to expect and have a nice checklist of things to cross off.

Mario Zelaya is the founder and Managing Director of Majestic Media, North America's first Facebook Marketing agency. His extensive experience on the Facebook platform includes building out social strategy, campaign ideation, app architecture and social design for big brand clients such Volkswagen, Kia, General Motors, Visa and many others.

Parta Dialogue starts Beta testing of new e-Value analytics tool

Parta Dialogue Inc., experts in social campaign optimization and social learning, announced the official Beta phase launch of their e-Value social media analytics tool with several major Canadian

brands as testers and evaluators of the service.

e-Value™ is a software as a service tool designed to calculate the cost-efficiency of corporate social media campaigns by comparing

natural (earned) engagement behavior of online communities against the paid promotion and management efforts deployed by companies to build these followings. It is a critical starting point that

will allow brand managers to establish ROI for social media spending, a major ask from top marketing management in 2012. As of today, over 1,000 brands have their e-Value™ benchmarked.

Testing the service in Beta mode are three leading Canadian brands which have made serious inroads into social media marketing. Post Foods Canada Corp., Van Houtte® Coffee and Koodo

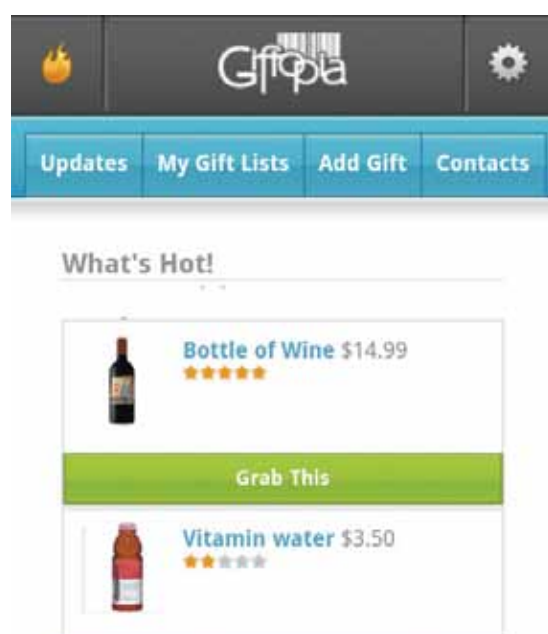
Mobile® each represent sectors of high level social media marketing activity and all boast online communities of 30 to over 60 thousand followers.

Social platform eliminates stress of gift giving

As billions of dollars in Christmas gift returns over the holidays proved, picking out that perfect present for a loved one or a friend can be an extremely difficult proposition – no matter how well you know the recipient.

Retailers are still adding up the final numbers from the holiday rush, but some market analysts were projecting sales of more than \$46 billion being returned to stores across North America for gift items that didn't quite fit the bill.

But a new website – www.giftopia.me – is helping take any potential



stress or disappointment out of the equation for both gift givers and those on the receiving end. The free social networking site takes the concept of a traditional gift registry and

modernizes it, allowing users to create customized profiles and provide friends and relatives precise gift ideas that are sure to avoid disappointment.

Giftopia enables users to

create personalized profiles, identifying wanted items on their gift list – complete with photos, prices and store locations, if desired – as well as favourite stores, clothing sizes and other important details needed to ensure everybody on both sides of the gift exchange is happy. A Giftopia profile also includes important dates, such as birthdays and anniversaries, to help contacts plan their shopping trips for upcoming events.

Unlike traditional registry sites, Giftopia users hold the power to invite and approve contacts who are able to see their profile. In addition to the web, Giftopia can be accessed via apps for iPhone, Blackberry and Android smart phones, enabling people to manage their gift registries from anywhere – for the first time ever.

OpenText Web and Social Analytics delivers deep insights for online marketers

OpenText™ recently announced major enhancements to OpenText Web and Social Analytics with the release of version 2.0 that delivers deep web usage and social interaction insights in real time so organizations can identify actionable trends and continually optimize all their online initiatives.

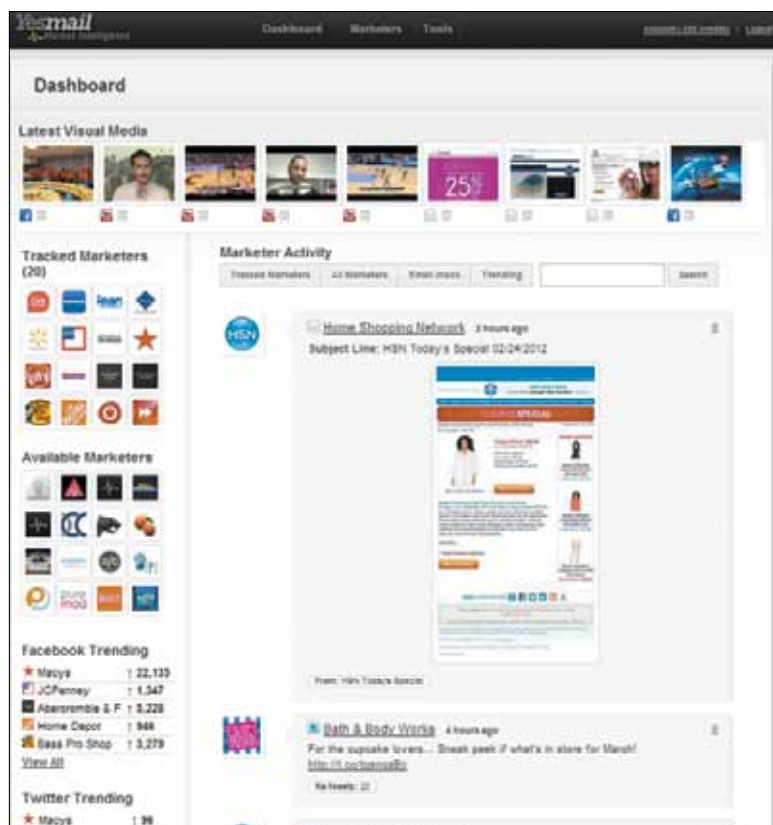
Part of OpenText's online marketing solution set, the new offering allows marketing teams to set goals and generate reports that deliver an uninterrupted view of web activity, including activity on social networks like Facebook or Twitter, and show when anonymous visitors transition to recognized, valued customers. OpenText Web and Social Analytics is flexible, cost effective and helps ensure that proprietary usage data and competitive analysis remains in house and safely within

corporate control.

With OpenText Web and Social Analytics, marketers are not restricted to a set of canned reports, limited to a few data elements or forced to wait hours to see how well a campaign is performing -- access is real-time, the reports are flexible and raw data is instantly accessible which is critical for online marketing campaigns today.

From a marketing perspective, organizations are increasingly adopting social technologies to boost brand sentiment and improve productivity. An important way to measure the return on investment is by monitoring audience engagement. OpenText Web and Social Analytics provides a window into many important metrics such as the most popular content on a site, the number and tone of blog comments, and the most influential people in a community.

CLICK! (SOCIAL MEDIA)



► Continued from Cover

competition is doing in near real time and then analyze their strategies across all channels. According to Warnock, this provides valuable insights that allow companies to remain competitive and avoid losing their customers to the competition.

Working from one dashboard, clients can search for campaigns by name, company or keyword and add them to their library. The system will also suggest marketers that they might want to follow. Once they are "tracking" a campaign, anything that is sent out by that company will show up in a customized feed – whether it be via email, Facebook, YouTube or Twitter.

"This allows you to track deployment trends, capture the amount of engagement achieved in each campaign or even look at a competitor's deployment calendar across all channels," says Andrew Ferraccioli, Product Lead, Market Intelligence and Measurement.

If analyzing the data is not your cup of tea, the folks at Yesmail will interpret the results of your tracking, prepare a competitive analysis and suggest strategies for a successful campaign.

"This platform lets you look at what's successful and apply those strategies to your own campaigns," he says.

Share and share alike

The first question that comes to mind is why on Earth would companies want to share campaign secrets?

"They don't really have a choice," laughs Warnock. "All of this information is public domain. All we're doing is taking that massive amount of information that's out in the public domain and organizing it in a way that's manageable."

A job that would normally cost companies a small fortune in manpower.

So far Yesmail has offered Market Intelligence demos to about 50 select clients across a number of verticals.

"People love it," he says, "they think it's fantastic because it saves them both time and money. Their first question after watching the demo has been how do I get my hands on it?"

Another advantage of the platform is its user-friendly design.

"There are some marketing platforms out there that require a degree in rocket science in order to generate a report or get something meaningful on the screen," says Jeff Hulshof, Lead Solutions Architect, Market Intelligence and Measurement. "We built Market Intelligence for today's generation – the Facebook, YouTube-loving people." Easy navigation is not the only thing getting clients excited – the cost of Market Intelligence is based on the number of marketers being tracked so it doesn't have to break the bank.

With Market Intelligence Yesmail has taken the a lot of the fear and uncertainty out of digital marketing, making it the perfect tool for companies who have been on the fence about using these channels.

"Marketers are really excited about this," says Warnock. "It makes it really easy for them to stay informed."

As the market continues to evolve, Warnock says that the plan is for Market Intelligence to evolve with it. The next step is to add LinkedIn and to build propensity tracking capabilities. SMS tracking is already operational but according to Warnock there aren't many companies using that channel yet. There are also plans to add tracking capabilities for weather, news and the stock market – all factors that influence consumer behaviour.

"Our end vision for this is to provide marketers with information on what is going to make consumers spend money," he says.

"We think that competitive marketing is one of the key steps to doing that.

"This is just the start – but it's a very exciting start."

Riding the wave of social media



By Chris Winter

The social media wave is here. Over the past few years there has been a proliferation of social networking sites, as newer niche sites, such as Tumblr and Pinterest have popped up, offering more

targeted and often less crowded spaces for users and brands to interact. This sudden increase of social networks is making marketers feel that they need move quickly to adopt the latest social platform, in hopes of beating their competitors there.

For as trendy as social media is, it has yet to prove itself as a strong performer when it comes to ROI. The Direct Marketing Association (DMA) reported that in 2011 social media generated \$13 of revenue for every \$1 invested, which is slightly more than that of Direct Marketing at \$12:\$1, but pale in comparison to email which boasted an average ROI of over \$40:\$1. (Source: DMA, *Power of Direct Marketing, 2011-2012*). The key to increasing the value of social media will be unifying with other channels.

In the long term, social media is here to stay and presents many new and exciting opportunities for brands to connect with their customers. At the same time, email is a reliable workhorse that shows no signs of slowing down. The mistake some marketers make is viewing messaging channels in isolation, as opposed to adopting a more unified messaging strategy that utilizes a combination of digital offerings.

The time is right for marketers to evaluate their digital messaging strategy. A quick investigation may confirm that there is an opportunity for a brand to better integrate its messaging channels. For some marketers, the need for integration is already on the radar. In fact, a recent Strong Mail survey revealed that, more than two-thirds of business leaders (68%) say they plan to integrate social media with their email marketing efforts in 2012.

Step 1: Outline your unified messaging strategy

Today's consumer receives more messages than ever before. However, most marketers are still sending these messages in channel-specific silos which fail to meet consumers' expectations for integrated messaging. According to a study conducted by Gartner, the large majority (72%) of today's consumers want an integrated marketing approach. For example, a consumer expects a brand to know that they've acted on an email message they received, and that as a result, they will not receive a similar marketing message the next week via another channel.

The answer is unified messaging, a strategy which integrates a business's social media, email, mobile and web-based activities, enabling them to synchronize their messaging across channels. Adopting a unified messaging strategy enables a brand to optimize each of its messaging activities. For instance, while social media and email are both digital messaging channels, each has its respective strengths and weaknesses, and as a result, each channel can serve a specific marketing purpose within a greater, unified messaging strategy.

Social media's strength lies in its ability to serve as a two-way communication vehicle between a brand and its customers. According to a January 2012 report from eMarketer, 97% of marketers who are using social media as part of their messaging strategy agree that it provides benefits and value to their business. These marketers stated that social media not only helps their business to engage in dialogue with their



consumers, but it also helps to grow brand awareness and ultimately increase sales.

Email's advantage, on the other hand, lays in its ability to create and maintain customer relationships through highly targeted messages, while also providing marketers with the ability to capture valuable data. The behavioural and activity metrics collected allow for enhanced segmentation and an increased understanding of subscribers usage habits (i.e. Device and Email Client detection), enabling marketers to create more relevant future messages.

For example, brands that adopt an integrated messaging strategy can send more relevant emails to subscribers based on that particular person's "likes" on Facebook, or post highly personalized messages, featuring relevant products in a customer's social media news feed. These sort of intelligent marketing activities are not possible unless a complete picture of a customer's data is visible within a central database.

Step 2: Build an integrated data mart

The key to a unified messaging strategy is in the centralized database known as the "Data Mart". The data mart is the structure that automatically captures all of your current (and future) data from any and all of your digital messaging activities. Click stream data filters into this database from multiple marketing channels where it can then be analyzed, interpreted and leveraged to create future messaging campaigns that are targeted and relevant. Consequently, the challenges marketers faced in the past, with data from each marketing activity housed in a separate database, is a non-issue with an integrated data mart.

An integrated database also enables marketers to more accurately calculate the customer value. By storing a customer's data in a single location it is possible to track every purchase made and attribute it to a particular marketing activity. For instance, every time a subscriber acts on a marketing email they receive, the information is collected in the data mart where it can be reviewed. From there future messages can be sent, either through email or via another channel (SMS, Social Media, etc.). Afterwards, the data can then once again be analyzed to see which messages had the most success, and resulted in the customer taking action. These learnings can then be used to send more relevant future messages.

Conclusion

The strategy and process of engaging customers across multiple digital channels can be challenging to accomplish. It requires both discipline and a plan. And, with more channels available to market products and services than ever before, leading marketers are unifying social media with other vehicles to help make campaigns more relevant and to maximize their impact and return.

Chris Winter is the Marketing and Research Coordinator at Inbox Marketer Corporation based in Guelph, Ontario.

CLICK! (SOCIAL MEDIA)

Social shopper marketing: the next step

Defining your roadmap to a successful program



By Darrell Cook

Today, more than two thirds of Canadian marketers include social media as part of their overall strategy but many of them do not have a clearly defined roadmap on how

it integrates with their entire shopper marketing program. Moreover, most companies are still feeling their way in the dark when it comes to leading in their social networks. We expect this to change dramatically in the very near future.

What's the reason? Shopper marketing programs are becoming more prevalent with CMOs and work best when accelerated through peer groups within social networks. Additionally, the ROI of social media is most powerful through the data from shopper marketing loyalty programs. As a result, marketers are keen on planning their social media strategies with high expectations on ROI.

What is shopper marketing? Wikipedia has probably the best description. "Shopper marketing is understanding how one's target consumers behave as shoppers, in different channels and formats, and leveraging this intelligence to the benefit of all stakeholders, defined as brands, consumers, retailers and shoppers. "Traditionally in shopper marketing,

“Think of your social media strategy as key piece of your 360 degree shopper marketing program that helps build long-term relationships, creates brand affinity and can be the ultimate tipping point for sales revenue.”

data was the X-factor that would lead to fragmenting, segmenting and targeting. Now, the X-Factor is the digital shopper who has access to content 24/7 through their mobile and social access points.

Shopper marketing is also about shaping attitudes when it comes to selecting a product. A major impact on shaping buying behaviour is social proof. A Mom will trust another Mom on Facebook over an offline conversation with a doctor, pharmacist or teacher. Knowing this powerful mommy demographic, companies are exploiting the opportunity for Moms to speak to one another through social networks. Walmart's ElevenMoms program is huge success made up of a voluntary group of mothers who primary focus was blogging on saving money. The program has created a tremendous following and a clear example of the impact of social networking to stimulate purchase decisions in advance of visiting a store.

However, the real strength in social media right now is the ability to listen and respond to customers. Brands and retailers make huge investments in shopper marketing based on a set of ROI predictive modeling techniques and technology. Social shopper marketing adds the art to the science by gaining expanded dialogue and debate over; product sampling, pricing, packaging and many other hot topics for shoppers. Blogging and tweeting, when used in concert with shopper marketing programs, becomes most powerful as a reinforcement message for a promotion or simply extends the digital conversation virally that creates interest in new product offers.

Smart social media is changing the model on connecting with shoppers by using sites like Pinterest. Pinterest is a social photo sharing website or bulletin board where people post their visuals to save and share. Companies, like Esty, Lands End

& Norstrom have all benefitted from the followers of Pinterest by its' viral "repining" capabilities. Mostly it's a great was for companies to engage with their customers to share ideas and trends as well as, drive traffic to their stores with a highly engaged and targeted shopper.

According to socialmediatoday.com social networking accounts for one out of every six minutes spent online. If you asked a hundred businesses if they spend one sixth of their digital marketing spend on social media the answer would likely be "no". However, radical change to meet shoppers' demand for relevant and engaging content within social media is advancing quickly. More companies are looking to add social media strategies to the entire value change of shopper marketing; brand, content, pre-shopping, social sharing, in-store promotion, loyalty and data. Adding social sharing is critical to accelerate the impact in parallel with traditional advertising. The combination of both reach and engagement together leads to maximizing revenue potential.

While industry studies show that 86% of retailers rated shopper marketing programs as one of the top four activities that delivers a meaningful ROI, it is the social conversation in advance of a store visit or online purchase that can powerfully persuade purchase behaviour. Think of your social media strategy as key piece of your 360 degree shopper marketing program that helps build long-term relationships, creates brand affinity and can be the ultimate tipping point for sales revenue.

Darrell Cook is Vice-President of Digital Solutions for TC Media.

Marketing Optimization Summit™
eMetrics

TORONTO | APRIL 23-26, 2012
METRO TORONTO CONVENTION CENTRE

CONFERENCE PRODUCER
risingmedia



Compelling Presentations, Case Studies and Round Table Discussions

Mark your calendar to attend the Toronto eMetrics Marketing Optimization Summit.

eMetrics is designed for managers of digital strategy and marketing. If you are responsible for your company's website, social media, ecommerce, web intelligence, data strategy, audience research and/or measurement, then mark your calendar to attend this year's Summit April 23- 26, 2012.

2011 SPONSORS:



Tracks and Content Focus:

- Managing Insights and Analytics
- Media Analytics
- Interaction Optimization.
- Site Optimization
- Acquire, Attribute, Predict:

learn more at:

www.eMetrics.org/Toronto



Direct & Personal

by Billy Sharma



Mike McGovern

From FCB Direct Chicago to Rosetta Interactive Toronto, the fascinating journey of a genuine direct marketer

While many people who have reached a position of seniority let power go to their heads, veteran Associate Partner, Group Creative Director, Mike McGovern of Rosetta Interactive (a Publicist Groupe agency) has managed to avoid that pitfall.

He clearly understands one great truth about direct marketing: "It's not just about awards or the work, it's ultimately a business about people. It's about helping clients interact with real, living, breathing human beings — creating connections between people and brands — whether it be building awareness for a new product or driving response to sell a product. So while we may make ads, work for a DM agency, build apps, or design and program websites, we must never lose sight of the fact that we are truly in the 'people' business."

He actually acts as a conduit in helping his staff to be the best they can be. He is known to help his friends find jobs whenever he hears of an opening that suits their talents and aspirations.

“So while we may make ads, work for a DM agency, build apps, or design and program websites, we must never lose sight of the fact that we are truly in the ‘people’ business.”

"I always promise my teams that I will find ways for *everyone* to do award-winning work. I find that talented people are more likely to stay with you if they can win something for the trophy case. I'm a big believer that everyone needs a trophy. For proof, just attend the World's Fair in rural Rockton, Ontario. It's got a blue ribbon for everything!

"Over the years, I have participated in nearly 150 new business wins and four times as many new business pitches. My teams have won over 150 domestic and international awards, including Gold DMA Echoes, dozens of Gold CMA and Summit Creative Awards, the NAMMU "Best for the Least" Award and All-Star Team plaque, and the coveted Courageous Client Trophy at the John Caples International Awards in New York."

Thoughtful and caring about other people, he has earned the respect and appreciation of those who know him, including me. The very first thing that Mike said to me when we met for this interview was that the last time we got together was at a CMA awards show when we were both judges at the same table.

He told me he clearly remembers that I had entered a piece. He even remembered it had a picture of a little girl standing in an open door. Now, how is that for making me feel special even though it happened more than 15 years ago?

He even built a strong relationship with one of his clients, a rare feat in this business. He developed a special rapport with Don Myles of IBM.

"I sincerely appreciated my relationship with IBM. I will never have a client relationship as deep and satisfying as that one. I wasn't an agency guy; I was one of them. The head IBM guy, Don Myles — a scary man to everyone but me — held a two-hour status meeting every Thursday. To his left was the chair he designated for me. No one could sit in that chair, even if I couldn't attend. If I showed up late, he would kick out whoever was in that chair so that I could sit there. IBM rewarded me with appreciation dinners. They fought to keep my agency and me long after we lost the business in a global re-alignment. And when I moved to San Francisco, some of them called to ask when I would be coming back to Toronto. At the time, I thought they were rather fond of me. I know I adored them."

Although constantly busy he has even found the time to help newcomers to the industry.

"I spent some time teaching Direct Marketing Creative Concepts in the BAA Advertising Program at Humber College. I really enjoyed it and did so for three years. My new responsibilities at Rosetta, however, prevent me from teaching at the present time, but I continue to serve on the Faculty Advisory Board."

Born in Dellwood, Missouri, just outside of St. Louis, Mike spent his teens in Chicago when his family moved there when he was 9 years old.

"In high school, I was a theatre geek and actually won an acting scholarship at Illinois State University. But the odds of becoming famous were against me. I just had no desire to wait on tables while waiting for my big break. So I began to study advertising, which, in my mind, combined the best of show biz and big biz. Now, I just act out DRTV storyboards and direct response radio scripts. Trust me, I made the right career choice.

"When I was a kid my father, Jim McGovern, worked at Ralston-Purina in St. Louis, Missouri. He always got excited whenever a new Dog Chow commercial aired on television. I thought he actually created the commercials. In truth, he was the client who *approved* the commercials. And the most famous one he approved was the Chuck Wagon spot in which a dog chases an old Conestoga into the pantry. So I thought, erroneously, that my dad was an ad agency creative guy and I wanted to follow in his footsteps, which weren't really his.

"I eventually earned both a B.S. and M.S. in Advertising at the University of Illinois in Champaign-Urbana. While there, I had the good fortune to study under professor John T. Maguire, who co-wrote one of the first books on Direct Marketing along with the Yeck brothers in Dayton, Ohio. I found it fascinating that you could prove, quantitatively, that your work actually worked.

"Upon graduation, I found myself in the midst of the 'Reagan Recession' when creative jobs in traditional advertising agencies were non-existent. Fortunately, a former classmate of mine, who was working at Foote, Cone & Belding in Chicago, told me that FCB was opening a direct marketing unit — the first brand agency to do so. Prior to that, you had to rely on the services of stand-alone DM agencies such as Stone & Adler or Kobs & Brady. I was hired as a Junior Copywriter at the flagship office of FCB Direct in Chicago one month after it opened its doors.

"I had the good fortune of having Al Shackelford (a great guy) as my first boss at FCB Direct. I had only been in my new career for two months when Al headed off on his honeymoon and one of our key clients suddenly threatened to walk out the door. But I came up with this idea for a newspaper insert that the client loved and we ultimately ended up keeping the account and winning our first DMA Echo Award plus trophies at other awards shows.

"I worked on everything — from Rand McNally and Pearl Vision to Fidelity Investments and Zenith Data Systems — pounding away on my IBM Selectric and going through gallons of Liquid Paper. FCB Direct really took care of me, promoting me often until I attained the position of VP & Executive Creative Director at the new FCB Direct office in Toronto. In all, I spent close to 16 years with that agency and it was truly a heartbreaking decision to take my leave.

"As a creative director, I like doing the creative work, from brainstorming to execution. However, this job is full of administrative tasks, people management issues, financial reporting, even plotting floor plans for new office space. These added responsibilities are why so many younger people in the business do not want to become creative directors. No one really wants to do my job. However, I consider these extra duties to be the price one pays to have the honour of being in a rarified club whose members can call themselves Creative Directors.

"There has never been a situation where I just walked into an agency, sat down at a desk and started to ply my trade. As a charter member of FCB Direct in Chicago, I helped build that office into one of that city's largest and most-awarded direct marketing agencies. I was then transferred to Toronto to help establish an FCB Direct office there to handle the IBM and RBC accounts. We won a lot of business (and awards) in Toronto.

"Seven years later, I accepted a position as Partner & Creative Director at Cohn & Wells/Euro RSCG Partners to help rebuild the home office in San Francisco. Next stop was back in Toronto as EVP & Creative Director at BBDO Response, where I helped transition that agency into the first North American member of the Proximity Worldwide network — the most awarded DM agency network year after year.

"I later signed on as SVP & Chief Creative Officer at Enfatico — WPP's ill-fated attempt to service the Dell Computer business around the globe amidst the Great Recession. And finally, I landed as the Associate Partner & Group Creative Director at the first international office of Rosetta Interactive Limited in Toronto. So every place I've ever worked has been a start-up, a rebuild, a transition, a recovery or a work in progress. Nothing was ever easy."

There were many interesting events and moments along the way that he told me about. Here are a few:

"When I was working at Euro/RSCG in San Francisco, my colleague and I flew down to Burbank to meet with a new client. While we were in conversation, this new client pulled out a hand puppet, which proceeded to make gestures and silent commentary on the discussion, but independently of what the client was actually saying. It was as if this puppet had its own opinion (which was negative). It's what you would imagine if a ventriloquist were also a mime. My colleague and I flew back to San Francisco and neither one of us ever mentioned the presence of the puppet. Like it never happened. Bizarre!

"I was still working in Chicago and was offered the opportunity to give my first creative presentation out of town.

▶ *Continued on page 23*

ADVERTISING AGENCIES

- Digital | Direct | Social
- Online Promotions
- Custom Workflow Aps
- Mobile Marketing
- Print Management

PGE PROPEL
MARKETING INNOVATION

www.pgepropel.com

Contact Andrew Gage, President
905.940.0200 ext 148

CALL CENTRE PRODUCTS / SERVICES



7 DAYS A WEEK |
WE'RE ALWAYS READY



A Leading North American Call Centre

We provide unique and individual solutions for telephone answering, email response, and web interaction. If you need daytime telephone reception, after hours emergency dispatch, or if you're launching a marketing campaign and need support to handle large call volumes, we're the company you're looking for!

Call us today and see how we can help your business grow.

Extend Communications Inc 49 Charlotte St., Brantford, ON N3T 2W4 Tel: (519) 759-6820 Toll Free: 800-265-9975	51 Water St. N., Cambridge, ON N1R 2B3 Tel: (519) 658-0555 Toll Free: 800-727-5177	All Call Communications 13-318 Guelph St., Georgetown, ON L7G 4B5 Tel: (905) 877-6973 Toll Free: 877-871-7273
---	---	---

www.extendcomm.com

info@extendcomm.com www.WeAnswerYourPhone.com

TELEPHONE ANSWERING EMERGENCY DISPATCH CUSTOMER SERVICE
REGISTRATIONS/RESERVATIONS ORDER PROCESSING

DATABASE MARKETING



Canada Post: Analytics Solutions for Your Marketing Needs

We help you gain a competitive advantage

We can identify your customers' value, lifecycle and segments. We can also show you where your best opportunities for growth are, and where you should devote your marketing resources.

We make the complex easy

We have the GIS and Database Marketing analysis expertise to develop targeting solutions for you! Your strategic needs are our sole focus.

We help you stay ahead of the game

Use our modelers to predict your customers' next moves and align your communications strategy to maximize ROI and minimize loss.

We keep your data secure

The data you own is perhaps your most valuable strategic asset, which is why our secure data environment adheres to the highest standards. Your information is secure with us.

TARGETING • LIST SERVICES • DATA SERVICES • ANALYTICS

Email: data.targetingsolutions@canadapost.ca
Website: canadapost.ca/datatargetingsolutions
Phone: 1-877-281-4137



From anywhere... to anyone



Let DiG bring clarity to your data strategy!

Using data analytics to support a marketing strategy is more than just building and executing the right predictive models. We use our diagnostic skills and industry expertise to help companies understand their customer data and make sense of what the data is saying about their customers.

To find out more, contact **Emma Warrillow**
emma@datainsightgroup.ca • 416-699-5730 x1

datainsightgroup.ca

You've FOUND the answers to your marketing challenges.

At Environics Analytics, we'll help you reach, retain and increase your best customers.

As the premier marketing and analytical services company in Canada, we'll profile your customers, identify your best prospects, provide insights into how they live and develop effective marketing campaigns to reach them.

From merchandising and media planning to customer profiling and site analysis, we provide you with cost-effective solutions so you deliver the right message to the right customer at the right time.

Find and keep your customers.



www.environicsanalytics.ca
(416) 969-2733

DATABASE MARKETING

“Frameworks Makes It Easy”

“After 18 years as a Mailing Professional, I can honestly say that this is the easiest Canadian postal software I have ever used”
– Budley Efta, Professional Mailer

New, lightning-fast, SERP Recognized Address Accuracy and Postal Software from industry leader Datatech SmartSoft!

AS EASY AS 1-2-3!

- 1 Try frameworks Canada **FREE for 30 days**
- 2 We **GUARANTEE** to save you money off any recognized Presentation software you subscribe to
- 3 We'll even help you **SWITCH** by giving you up to **6 months FREE**, based on the remaining length of your subscription

CALL 888.227.7221
WEB www.FrameworksCanada.com
EMAIL info@smartsoftcanada.com

frameworks Canada
Make Every Address the Right Address.

BOIRE FILLER GROUP

- PREDICTIVE ANALYTICS
- CUSTOMER VALUE MANAGEMENT
- DATA MANAGEMENT
- BUSINESS INTELLIGENCE REPORTING

WE TURN INFORMATION INTO KNOWLEDGE, AND KNOWLEDGE INTO STRATEGIC BUSINESS INTELLIGENCE THAT HELPS YOU ACQUIRE, DEVELOP AND RETAIN CUSTOMERS.

CONTACT:
LARRY FILLER AT 905-837-0005
LARRYF@BOIREFILLERGROUP.COM
OR VISIT OUR WEB SITE AT
WWW.BOIREFILLERGROUP.COM

NAD Phone: 416-622-8700
www.nadminc.com

North American Direct Marketing Inc.
Formerly West List Exchange Inc.

- list brokerage
- list management
- consumer/business lists
- data processing
- printing and mailing services
- postal/telemarketing lists
- alternative media/email lists
- data append services
- database prospecting
- modeling and profiling services

In Partnership to Grow Your Business

Contact: Kim.Young@nadminc.com • Jannet.Lewis@nadminc.com • Jacqueline.Collymore@nadminc.com

DM CREATIVE

Get Something For Nothing.

Looking for ways to improve your next DM piece? Visit my Web site, click on to showcase, and see what I mean. (<http://www.designersinc.ca>)

Or to get great hints monthly. Subscribe to my newsletter today! It's **FREE**. Simply e-mail me at: designersinc@sympatico.ca

Each month I reveal what works and why.

1407- 99 Harbour Square, Toronto, Ontario M5J 2H2
Phone: (416) 203-9787 <http://www.designersinc.ca>
E-mail: designersinc@sympatico.ca



FULL SERVICE OPERATIONS

CMS
Complete Mailing Service

8 Dohme Ave. Toronto, ON M4B 1Y8
Tel: (416) 755-7761 Fax: (416) 755-8231
Email: info@completemailing.com
Toll Free: 888-683-2501
www.completemailing.com

- Inkjet Envelopes or Direct Impression
- Inserting: Automated and Manual
- Addressed Admail and Publication Mail
- Polybagging, Tubing, Hand Assembling & Kits
- Mail Merge and Personalized Laser Printing
- Address Verification/Correction and Postal Sortation
- Data Entry and Database Management
- Photocopying, Collating, Stapling, Folding & Printing

DATA DIRECT
Print • Mail • Fulfillment • Distribution

- ▶ Premedia & Design
- ▶ Digital, Litho & Flexo Printing
- ▶ Data Processing & Entry Services
- ▶ Promotional & Transactional Direct Mail
- ▶ Fulfillment & Distribution

24/7 Contact Number: 416.201.1420
Experts in Emergency or Fast Turnaround Projects

75 Superior Blvd., Mississauga, ON L5T 2X9
www.datadirect.ca

Tel: 905.564.0150
Fax: 905.564.6621
Toll Free: 1.877.247.1464

For more information please contact:
Debbie Major
905.564.0150 x108
Gary Stavro
905.564.0150 x296

GREENER DIRECT MAIL IS HERE

We are **The Lowe-Martin Group**, Canada's Most Environmentally Progressive Printer. Our Full Service Direct Mail solutions are proof that as a marketer you can have a positive impact on the planet without limiting your creativity or reach.

Here's why:

-
-
-
-
-
-

Lowe-Martin provides comprehensive data, laser and lettershop together with state-of-the-art offset and full-colour variable printing all in one secure facility. Our one-stop solution eliminates the cost and environmental impact of the packaging and transportation associated with a multi-vendor approach. **Interested in finding out more?**
Contact: Patrick Coyne at 905-670-7100 pat.coyne@LMGroup.com
Ottawa contact: Joe Goski at 613-741-0962 joe.goski@LMGroup.com

origo
Direct Marketing Communications
t. 416.398.7678 tf. 800.952.7678
sales@origo.ca www.origo.ca

THE SOURCE FOR PRINT, DIRECT MAIL & FULFILLMENT

- Data Processing
- Complete Lettershop
- Specialized Hand Assembly
- Laser Personalization
- US/International Fulfillment
- Printing

Formerly A&L Mailing Services

TO ADVERTISE IN DIRECT MARKETING RESOURCE DIRECTORY CONTACT:

Sarah O'Connor - sarah@dmn.ca
Brent White - brent@dmn.ca

LIST SERVICES



Marketing internet Services intégrés de marketing direct
 Location de listes
 Web marketing List Rental Integrated direct marketing services

Susan Higgins, Senior account manager

Phone : 514-574-4537
 shiggins@allegrodirect.com www.allegrodirect.com

Get more out of your Marketing Database

Explore the many direct marketing solutions we offer:

- New Business Leads
- Customized Prospecting Lists
- Email Marketing Services
- Customer Profiling
- Data Processing & Data Hygiene

Call 800-873-6183 or visit www.infogroup.ca



ACCESS A LIST OF

13

MILLION ADDRESSES

Acquisition Admail™ List Services:
 Canada's most comprehensive mailing list of accurate and complete addresses

Target by:

- New mover selects
- Postal Code^{OM}
- Residential and business
- Apartment suites
- Geographic, psychographic and demographic criteria

Communicate directly with new movers

- New Addresses
- New Occupants
- Recency selects

TARGETING • LIST SERVICES • DATA SERVICES • ANALYTICS

Admail™ is a trademark of Canada Post Corporation. Postal Code^{OM} is an official mark of Canada Post Corporation.

canadapost.ca/acquisitionadmail
 1-877-281-4137



Best Lists for Less... Guaranteed!

Accurate, targeted lists updated every 30 days*

- ✓ Free counts & immediate download
- ✓ Guaranteed deliverability & price

*on average

MelissaData.com/dm-less
 1-800-MELISSA



ICOM
 a division of Epsilon Targeting

Reach over 2,000,000 Canadian consumers with TargetSource®

TargetSource® delivers superior results and exceptional value

- Canada's largest consumer responder database – over 2 million Canadian consumers and 1000+ data selects
- 500,000+ permission based email addresses
- Package Insert Programs to over 1 million households annually
- Modeling, profiling and database enhancement solutions

Find out more

Contact Tony Rizzuto at 1-800-603-4555 ext. 2290/ Tony.Rizzuto@epsilon.com

epsilontargeting.com

Marketing As Usual. Not A Chance.™

THE DATA SERVICE SPECIALISTS




- Consumer & business lists
- Customer profiling, trade area analysis
- Geo-demographic & ethnic targeting
- Data appending, cleansing & enhancement
- 35 years of helping businesses grow

SMRinfo@smres.com 905.474.5271 www.smres.com


**RESOURCE
DIRECTORY**

LIST SERVICES

North American Direct Marketing provides list brokerage, list management and direct marketing services including data processing, printing and mailing services to various Organizations which includes Consumer Mailers, Business Mailers, Advertising Agencies, Government, Financial Services and Non Profit Organizations in North America and Internationally. Our Customer Acquisition solutions include List Brokerage and List Management services of Postal Lists, Telemarketing Lists, Email Lists, Alternative Media Programs, Prospecting Database Development Services and Modeling and Profiling services. Our Customer Retention Solutions includes Data Append Services, Telephone Append Services and Email Append Services. Our Customer Asset Monetization Solutions include Prospecting Database Participation Development, Email List Deployment and Co-registration programs.



North American Direct Marketing
In Partnership to Grow Your Business
Formerly WestList Eobicoke Inc.



North American Direct Marketing offers comprehensive list brokerage, list management and direct marketing services including data processing, printing and mailing.

For more information please contact:
Kim Young – email: kim.young@nadminc.com
Jannett Lewis – jannett.lewis@nadminc.com

For List Management please contact:
Jacqueline Collymore – jacqueline.collymore@nadminc.com

North American Direct Marketing, 44 Wellesworth Drive, Suite 206, Toronto, Ontario, M9C 4R1,
Ph: 416-622-8700 • Fax: 416-622-8701 • Toll Free: 1-888-378-2711

MAILING SERVICES



**GROWING YOUR BUSINESS
IS OUR BUSINESS**



A successful Marketing Campaign should be about reaching the right audience at the right time with the right message! And the most effective way to do this is also what Canadians prefer - **The Mail!**

One To One Mailing is a full service Mailhouse based in Edmonton, AB. We have grown steadily over the past twelve years by listening to our clients and delivering the right solutions.

Contact Craig today! 780.413.0488 or Craig@onetonemailing.ca

MAILING EQUIPMENT

SALES & SERVICES:

- Inserting Systems, Feeders, Folders
- JETVision™ Integrity/Control Systems
- Offline Bindery Solutions
- Inkjet Systems, Tabbers, Pressure Sealers
- Parts, Mailing & Mailroom Supplies



bell howell

We're the new Bell and Howell, the national provider of Mail Processing Solutions, and we're stronger than ever

www.bellhowell.ca 1-800-889-MAIL (6245) 30 Mural Street, Units 6 & 7 Richmond Hill, Ontario L4B 1B5

To learn more about our products and flexible service offerings, please contact
(Sales) John Wilbrink ☎ 1.800.889.6245 x 2014 ✉ john.wilbrink@bhemail.com
(Service) Leighann Paulionis ☎ 1.800.889.6245 x 2023 ✉ leighann.paulionis@bhemail.com



INFORMATION SERVICES | DIGITAL IMAGING | PROCESSING

HEAD OFFICE 7550 LOWLAND DRIVE, BURNABY BC V5J 5A4
TELEPHONE 604-439-9668 TOLL-FREE 1-877-570-MAIL (6245) WEB www.mail-o-matic.ca



Your mailing problems may be over...

Local – Non-Profit – Competitive

TB Vets Business offers a full range of Mail Services

- Fulfillment • Specialty • Bulk • Direct Mail

TB Vets has been a hybrid model of social enterprise since 1945. We have continued to be innovative, strategic, and connected with the community in which we live and serve.

By partnering with TB Vets you are supporting our mission to fund respiratory disease research, education and equipment for BC Hospitals and to provide ongoing employment for people with disabilities.

TB Vets mail

Shop online www.tbvetsbusiness.com or call, toll-free: 1-888-874-5626

PLASTIC CARDS



540 Hodge, St. Laurent, Qc H4N 2A4
Contact: Fred De Civita or Frank De Civita
Tel.: 514-744-9351 Fax: 514-744-0816
Email: info@epc-cmm.com

WE SPECIALIZE IN PROVIDING QUALITY REFURBISHED MAILING EQUIPMENT

Bursters • Forms Cutters • Folders • Letter Opener • Inserters
Labellers • Inkjets • Postage Meters • Z Fold Feeders • Inkjet Feeders
GBR Smart Feeders • Tabbers • Polybaggers

Our Specialty is rebuilding and upgrading of Bell & Howell inserters
We carry a large selection of parts & supplies with savings up to 50%

WE ALSO BUY USED EQUIPMENT

Visit our website for latest Inventory www.epc-cmm.com

MAKE US YOUR ONE STOP SUPPLIER FOR ALL YOUR MAILROOM NEEDS

High quality offset PLASTIC CARDS, manufactured in Canada



CDN Print Plastic
Your Card Solution Source!
Over 20 Years Experience in the Plastic Card Industry!

www.cdnprintplastic.com
Tel: (416) 240.7775 1.877.236.7746
Fax: (416) 241.0825
91 Kelfield St. #6, Toronto, ON M9W 5A3
sales@cdnprintplastic.com

- Runs from 250 to 1,000,000
- Magnetic stripes, card encoding
- Bar codes, smart cards
- Card personalization
- Fast turnaround times

Authorized resellers for:

- Zebra Card, Datacard, Fargo,
- Evolis card printers
- Photo ID cards and systems



DM People

Events Calendar

BBDO Canada

BBDO Canada has appointed Stéphane Charier and Geneviève Grenier as the new Directors General at Nolin BBDO.



The Hive

The Hive welcomes project management whiz Lisa Rostek to the team.



ClarkHuot/Cocoon

ClarkHuot/Cocoon appoints Mark Reimer (left) as lead strategist and Chuck Phillips (right) as creative director.



NeoMedia Technologies, Inc.

Image: BaerB2010a.jpg
Colonel Barry S. Baer has been appointed Chief Financial Officer.



CASACOM

CASACOM welcomes Karine Sauvé, as director, corporate communications and Valerie Jolivet as Marketing Communications Manager.



► Continued from page 18

My cab to the airport broke down and I missed my flight. I managed to thumb a ride and made the next flight out. The presentation was a great success even though my boss had to stall by treating the client to a very long lunch. To this day, I remember the name of that cab driver – Dimitri loakomedis – the man who almost ended my career.

"I worked with an older gentleman who was the VP-Account Director on an automotive account. All he talked about was his impending retirement. He used to greet colleagues in the hallway and say, 'F@#K You!' Then he'd say he was just practicing for when he was retired. Then one day he had a terrible meeting at the agency, followed by an even worse meeting with the client. He went home, took off his coat and dropped dead of a heart attack. He never got to enjoy the retirement he always dreamed of. It made me think."

Even though he was devoted to his career, he did confess that after six years in the DM business, he thought about becoming a zoologist in search of new species in the jungles of Sumatra and Madagascar. Natural history still fascinates him but when told that he would have to study for five more years before embarking on a safari into the unknown, a career in direct marketing started once again to look much more appealing.

"The year I turned 40, I had been with FCB Direct for over 15 years and the Year 2000 was about to strike midnight. All of those round numbers prompted me to pursue an opportunity back in the U.S., where my career started. What that move actually proved to me was that I loved my life in Canada and I thrived in its DM community. I will be forever grateful to Sarah Simpson (currently Chief Client Officer at Direct Antidote), who hired me to

help her transform BBDO Response Toronto into BBDO Proximity Canada."

What else has Mike accomplished?

He proudly proclaims, "Perhaps my most satisfying accomplishment is that I somehow convinced the former Rosalie Badali to be my wife for the past 15+ years. I am equally proud of her achievements in the direct marketing industry and admire her career and standing in the DM community. She is currently the VP of Direct Marketing at Sick Kids Foundation, which she claims is the BEST job in the entire city."

I had the privilege of interviewing the charming Rosalie McGovern for the August 2011 issue. If you missed that one, email me at designersinc@sympatico.ca and I will send you a copy

When asked about his leisure time Mike said he enjoys movies and likes to play golf.

"But I'm lousy at golf" he admitted. "Cooking is something I'm starting to do better – I make a great beef tenderloin. Roy Orbison is my favourite singer. I am a huge fan of Arcade Fire. I like to meet friends after work. I enjoy my home time and my alone time. And I really like to travel. I'm amazed that I've actually seen things that I used to only read about as a kid – from the Roman Coliseum to Irish Celtic tombs. There's definitely a lot more travel in our future."

Although highly successful, he also confessed that this journey has not always been smooth.

"I will not kid you. There have been many painful and hurtful things that have happened to me in this business – more from my agency colleagues than from my clients. Usually these have been thoughtless things, not malicious things. But they really stung nonetheless. The one thing I do know is that every bad thing that ever happened to me turned out to be the *best* thing that ever happened

to me. Looking back, I wouldn't change a thing.

"I have cancelled more vacations than I've taken. I have worked on holidays, including one Christmas when the client called a day before because she wanted to see some changes on Boxing Day.

"I missed my grandmother's 85th birthday (good thing she lived to be 100). I have pulled three all-nighters in a row. I have worked on long summer weekends when the air conditioning was shut off, fielding phone calls from account executives rattling the ice cubes in their drinks while sunning themselves at the cottage. Working in a creative department is not the easiest way to make a living. But it's a good living... if you have the stamina and thick skin to withstand the challenges that this business can throw at you."

As for the future, Mike said, "Like younger people in this industry today, I should be more selfish with my time. I used to think that the latest crop of people just starting out in this business had absolutely no work ethic. At interviews, the first question they would ask was, 'How much vacation do I get?' Then I realized that they have it right: There are way more important things than working yourself around the clock. There really is such a thing as a work-life balance. That's one of the reasons why I enjoy working at Rosetta. It does not spring from an ad agency culture, so it has not been infected with that insane agency mentality."

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

DIRECT MARKETING

Vol. 24 | No. 11 | March 2012

EDITOR

Amy Bostock - amy@dmn.ca

DESIGN / PRODUCTION

DemiGroup - info@demigroup.com

PRESIDENT

Steve Lloyd - steve@dmn.ca

SALES REPRESENTATIVES

Sarah O'Connor - sarah@dmn.ca
Brent White brent@dmn.ca

CONTRIBUTING WRITERS

Darrell Cook
Ray Maher
Jan Kestle
Tony Rizzuto
Billy Sharma
Dave Stevenson
Steven Syczewski-

LLOYDMEDIA, INC.

HEAD OFFICE / SUBSCRIPTIONS /
PRODUCTION: 302-137 Main Street North,
Markham ON L3P 1Y2 Phone: 905.201.6600
Fax: 905.201.6601 Toll-free: 800.668.1838
home@dmn.ca www.dmn.ca

EDITORIAL CONTACT:

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

Direct Marketing may be obtained through paid subscription. Rates:

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

Direct Marketing is an independently-produced publication not affiliated in any way with any association or organized group, nor with any publication produced either in Canada or the United

States. Unsolicited manuscripts are welcome. However, unused manuscripts will not be returned unless accompanied by sufficient postage. Occasionally Direct Marketing provides its subscriber mailing list to other companies whose product or service may be of value to readers. If you do not want to receive information this way, simply send your subscriber mailing label with this notice to: Lloydmedia Inc. 302-137 Main Street North, Markham ON L3P 1Y2 Canada.

POSTMASTER:

Please send all address changes and return all undeliverable copies to:
Lloydmedia Inc.
302-137 Main Street North
Markham ON L3P 1Y2 Canada

Canada Post Canadian Publications
Mail Sales Product Agreement No. 40050803
Printed in Canada: Metroland Media Ltd.

THIS ISSUE OF
DM MAILED BY: 
Complete Mailing Service
1-888-683-2501 • 416-755-7761
www.completemailing.com

March 21, 2012 Halifax, Nova Scotia 2012 CMA Atlantic Marketing Conference

Join marketing and communication professionals at CMA's Atlantic Conference on as they gather to hear insights from the country's leading marketing experts. The rapid consumer adoption of new media channels has profoundly altered the marketing landscape. So the time is now to get on board. Top global marketing thought leaders will descend upon Halifax for a day of discussion and debate on the latest trends in marketing today. This full-day event will consist of multiple sessions covering a range of hot topics and cutting-edge marketing strategies. To speak to a CMA staff member about this event, call 1-800-267-8805 ext. 241.

March 28, 2012 Toronto, ON Creating Exceptional Digital Experiences Roundtable

Not sure how to create an outstanding holistic user experience across digital mediums while engaging consumer and surpassing business objectives? Innovation, agile development, and user-centric design are not enemies - they can work together to do deliver outstanding ROI even in the tightest economy. If you want to learn how to stop spinning your wheels, and launch exceptional digital experiences faster and smarter - set that alarm clock a bit early and join us for breakfast. For more info visit www.the-cma.org

April 19, 2012 Mississauga, ON RAC National Advertising & Marketing Symposium

RAC Canada and Retail Council of Canada are saving a seat for you, so be sure to put this date in your calendar today and start making your plans to attend this national event. Get the latest insights from current leaders and game-changers in the industry on marketing and advertising trends, research and more. Visit www.racsymposium.ca for further details as they come available

May 3, 2012 Toronto, ON 3rd Annual Digital Leap Canada Conference

Digital Leap is a digital conference for non-profit marketers and fundraisers. Over the past 3 years, the digital space has become more significant for charities as more and more of them use digital campaigns and social media to rally support and generate revenue. Digital Leap 2012 will give you insight, inspiration and the motivation you need to integrate digital marketing and social networking into your organization's fundraising and marketing plans. Learn the techniques that will help your charity find new audiences, build long-lasting relationships online, and convert prospects into donors.

**May 23, 2012
Toronto, ON**
AFP Fundraising Day 2012
The annual AFP Fundraising Day will be held this year at the Metro Toronto Convention Centre. Please visit www.afptoronto.org for more information



What's the best thing about the Digital Shopping Era?

There's always room in your customer's shopping cart for one more item.

Announcing the eShopper PRIZM_{C2}Link

Powered by **AskingCanadians**[™]

Environics Analytics has teamed up with AskingCanadians[™] to link PRIZM_{C2}, the popular segmentation system that assigns all Canadians into 66 unique lifestyle types, with the AskingCanadians[™] e-shopping survey, a new online study of 20,542 respondents. The result is a comprehensive database that describes both digital and offline marketplace behaviours of all segments of Canadian society.

Now retailers and manufacturers can determine the customer segments that—

- ✓ Prefer shopping online to shopping in-store
- ✓ Read online product reviews prior to buying
- ✓ Use smartphones in stores to compare prices
- ✓ Like to receive promotional text messages
- ✓ Buy selected categories online

Find the answers to all your questions on the clicks-and-bricks behaviour of every kind of customer. Ask for the eShopper PRIZM_{C2}Link.

Find and keep your customers.



www.environicsanalytics.ca 416.969.2733