

DIRECT MARKETING

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THE ART & SCIENCE OF PREDICTABLE MARKETING

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FAST forward



Editor's letter » 3
This is not your grandfather's direct mail



Directives » 3
Complexities, discipline and best practices of direct marketing

Dimensional Mail

An envelope you can play with » 4



Curiosity may have killed the cat but it generates great response for marketers » 4



Thinking outside the envelope
Wildfire Marketing on how to make dimensional mail campaigns work for you » 5

Pitney Bowes Canada talks about why integrating marketing channels is critical to SMB success » 6

Lights! Camera! Action!

Video in Print™ technology is creating magic on paper *By Amy Bostock*

If a picture is worth a thousand words, imagine the value of up to 45 minutes of fully customized HD video playing on a 7" LED screen on your direct mail piece.

Using a battery that can be recharged up to 1,000 times, Video In Print™ technology is changing the way direct marketers are delivering their message. Created by the innovative folks at L.A.-based Americhip, VIP has taken direct mail pieces way beyond simple advertising vehicles.

Family-owned Americhip is an offshoot of Clegg Industries, a 25 year old company specializing in creative promotional products. In 2009, Americhip invented

“There’s always a place for traditional pieces but there is also opportunities for technology to step in when you have a bigger budget and want higher return”

their patented VIP technology and took the world by storm. With offices in North America (including two Canadian account managers), Europe, Japan, Australia, the United Kingdom and UAE, the company now handles more than 400 custom VIP orders all over the world.

“When we developed the technology we really felt that it could offer great options in the DM market,” says Kevin Clegg, President of Americhip. “We’ve seen it used successfully in magazine inserts, value-added gift cards, POS,

▶ *Continued on page 18*



Photo by Shane Rossiter

Kevin Clegg, President of Americhip, believes that their patented Video In Print technology can bring direct mail pieces to the next level

In the Mail

Eye popping entertainment cuts through the clutter » 7



PRINT PERFORMERS

Case study: Kodak helps bring printer up to speed » 10

Scott Gray of MET Fine Printers talks about how to touch, feel, and engage your audience » 11



Annual Wall Chart of Printers

A who's who of the Canadian printing industry » 12



Direct & Personal » 14
The resilient Ms. Janis Parker

Regional Report » 15
The London contact centre industry

DM Landscapes » 23
Fans of flyers

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

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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.

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DIRECT MARKETING 



editor's letter

This is not your grandfather's direct mail piece

Amy Bostock

At a recent Canada Post *Inside the Box* event held here in Toronto, I was introduced to what might very well be the next evolutionary step in direct mail. During Laurene Cihosky's presentation I looked on in awe as Video In Print™ technology allowed traditional DM pieces to transform into something extraordinary with a paper-thin LED screen playing fully customized video. By combining two of my favourite things – direct mail and (essentially) television – VIP is helping businesses really stand out when it comes to their DM campaigns.

In our cover story this month I speak with Kevin Clegg of Americhip, the company behind this fun and innovative technology, about its applications in the

direct marketing sphere.

November is our Print Performers issue and as always we have some great insight and case studies from industry leaders like MET Printers and Kodak. The Annual Wall Chart of Printers – which grows every year – is a must have for any office. For those of you who like to take a walk on the wild side when it comes to your DM, we're also featuring dimensional mail solutions in this issue. Wildfire Marketing and Information Packaging have offered not only their insight but they've also provided some great examples of how "thinking outside the envelope" can help increase your ROI.

And speaking of envelopes, you'll notice that we have a great insert this

month courtesy of Supremex that shows how envelopes can be both an innovative and cost effective part of your direct mail campaign. You can read more about their new Integrated Envelope™ on page 4.

Behind every great mail piece is a great contact centre answering questions, collecting data and capturing information. So for this month's Regional Report we shine the spotlight on London, Ontario's contact centre industry. After visiting with a number of contact centres I noticed that all indicators point to a healthy and vibrant industry in a city that boasts a highly skilled workforce and superior technology infrastructure.

Don't forget that December is our Best of the Best issue that celebrates the

shining stars in the DM industry. If you have a campaign you'd like to submit for judging email the information and images to me at amy@dmn.ca. We'll also bring you all the winners from the annual CMA Awards, NAMMU Awards and the brand new Canada Post Innovation Awards.

With 2012 quickly approaching I can hardly wait to see what other new marketing solutions the Canadian industry has in store. If you have a prediction about the coming year and what we should be keeping our eye on, email it to me for inclusion in our January issue.



directives

Melanie Cunningham

The over-exposed consumer

Consider this thought from a leading author and publisher, "Advertisements are now so numerous that they are very negligently perused, and it is therefore become necessary to gain attention by magnificence of promises, and by eloquence sometimes sublime and sometimes pathetic."

The language in this quote might seem somewhat dated, and it should. That is because this sentiment was expressed by Samuel Johnson, the great writer and social commentator of his day, in his newspaper "The Idler", on January 20, 1759. Yes, that is 1759; this is not a 'typo'.

As a legitimate concern of a newspaper publisher about over-abundant ad volumes 252 years ago, imagine what Johnson might say today about how much we direct marketers communicate to consumers who are bombarded with advertising and direct marketing messages? Depending on which source one chooses to cite, estimates of the volume of marketing messages the average North American consumer is exposed to on a daily basis—from every conceivable broadcast, print and digital media source—vary from 300 to 3,000 or more.

Messages? What messages?

As a seasoned marketer and consumer, I think it is reasonable to estimate the 'messaging exposure' number to be in the many hundreds at the least, and simply not worry about whether that is 300 or 500

or 1,800. Any of these estimates can be overwhelming to the individual Canadian Consumer who has therefore learned how to ignore, filter, compartmentalize or aggregate what they are exposed to daily. (An even more relevant statistic would be how many of those messages am I, as an adult consumer, actually receiving, retaining and responding to? And how come? I will come back to this in a moment.)

So, how has this avalanche of consumer messaging become the state we are in today? Simple. In the history of marketing, it has never been easier to reach out to consumers across and through so many traditional and digital channels—or to establish ways to draw consumers in to your brand, company, product or cause.

Are you getting this? And this? And...

Of course in a wonderfully twisted irony, it has also never been more challenging to engage sophisticated (savvy! cynical! stressed and time-starved!) consumers in actually receiving and retaining your message, responding positively to it and sustaining a relationship over time that creates value for them and your organization.

As direct marketing (DM) professionals, we now ply our craft in a complex, ever-evolving multi-channel world with lines blurred between and amongst disciplines and channels and tactics, oh my. The channels by which we can now connect with consumers have grown exponentially since the dawn of the print

ad thanks to Mr. Gutenberg's press. From traditional direct response print, radio and TV broadcast—(is digital TV broadcast with interstitial 'text now' calls-to-action still traditional?)—to telemarketing, out-of-home, DRTV, direct mail (which absolutely, positively still works when done properly!), email, web sites, online, interactive rich media, social networking, blogging, search and mobile—we have way more channels to deploy today than we have fingers and toes to count.

Making sense of it all...or trying to

The complexities of direct marketing and how best to leverage the discipline for our members are topics that cause enthusiastic discussion among my colleagues on the Canadian Marketing Association's (CMA) Direct Marketing Council. Our Council team has the mandate to identify trends and best practices in direct marketing across any media or channel. We report on business challenges, solutions and opportunities in the field of DM and provide leadership and education for CMA members (and the DM News audience, of course). For more about CMA's DM Council, visit the Association's website (www.the-cma.org) and under the 'Marketing Resources' menu click on "Marketing Councils".

Multi-channel integration: what's the right mix?

Our Council has many senior and expert marketers who provide thought leadership within corporate and non-profit

environments alike. These experienced professionals understand that strategic and tactical integration of consumer messaging across ever-evolving channels is essential to deliver a consistent customer view to the message-cluttered consumer, and yield the best business results. Determining the 'right' mix of integrated channels and messaging that will drive the highest probability of success for any DM program is the first challenging question the smart marketer needs to resolve at the outset of planning—and prepare to evolve through the lifetime of the program or campaign.

Leverage that discipline!

There is no magic formula for instantly solving the gooey complexities of channels vs. tactics vs. consumer message-overload. But the discipline of direct marketing is ideally suited to the multi-channel universe as the key to making well-informed, intelligent business decisions.

Here is how our CMA DM Council defines the discipline of Direct Marketing:

"Direct Marketing generates profitable business results by using targeted communications to engage specific audiences through a combination of relevant messaging and offers that can be tracked, measured, analyzed, stored and leveraged to drive future marketing initiatives."

The essential features of the discipline—target your audience, be relevant, track and measure defined

▶ *Continued on page 18*

in this issue departments

In the Mail	7
Worth Knowing	9
Direct & Personal	14
Events Calendar	23

advertisers

Canada Post ▶ 1,24
CMA ▶ 5
CustomerLink ▶ 10
EnviroNics ▶ 1,24
KeyContact ▶ 16
MACU ▶ 6
SMResearch ▶ 6
WATT Solutions ▶ 17

resource directory

LIST SERVICES 19-20

CleanList.com
ICOM
infogroup/infoCANADA
SCOTT'S Directories
Allegro Direct
North American Direct Marketing
Direct Media Canada

DM CREATIVE 20

Designers Inc.

MAILING EQUIPMENT 20

Canadian Mailing Machines Inc
Bowe Bell & Howell

CALL CENTRE PRODUCTS / SERVICES 20

EXTEND Communications Inc

DATABASE MARKETING 21

Smart Soft
Boire Filler Group
Interact Direct
EnviroNics Analytics

FULL SERVICE OPERATIONS 21-22

Address-All Mailing Services Ltd.
CMS / Complete Mailing Services
Data Direct
DM Graphics
RDP Fulfillment Corporation
Mailmarketing Corporation
Origo Direct Marketing Communications
SMART DM
The FSA Group
Services Ltd.

PLASTIC CARDS 23

CDN Print Plastic

Coming in the
December issue of
Direct Marketing

Best of the Best

Highlighting some of the most creative and effective DM campaigns of 2011. We'll also be featuring winners from the CMA Awards, NAMMU Awards and Canada Post's brand new Innovation Awards.

Getting it right with digital media

Paula Presley, Executive Director of Sales at Yahoo! Canada talks about how to best capture the consumer's attention and influence purchasing decisions.

Newsmaker of the Year

A lot has happened over the last year in the world of direct marketing. Check out our December issue as we present our top newsmaker picks for 2011.

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Curiosity creates response for marketers

When it comes to direct mail, you can't underestimate the element of surprise. And there's no better or more engaging surprise than that of dimensional and interactive mail, which never fails to intrigue active imaginations.

Who doesn't want to open a box or unusual envelope addressed to us from someone we don't know? Curiosity takes hold and we want to see what this unusual mailer is all about. Once opened, recipients usually spend more time with this type of mail than with traditional flat mail ensuring it makes a memorable impression and boosting long-term brand recognition and image.

These days, thanks to advances in printing (and a wealth of creative inspiration), there's a multitude of 3-dimensional and interactive ways to create impact, from boxes and tubes, through to flat mailers that pop-up, flip or slide. Information Packaging has found that the key to effective interactive mail campaigns, however, is to integrate the creative with the dimensional aspect of the mailer. (This why it is important to begin planning well in advance of deadlines to ensure it is possible to incorporate interesting possibilities.)

When the message is strategically incorporated into a compelling medium, the three objectives successful to any dimensional mailing program result: the piece breaks through, engages and resonates with the recipient through touching, exploring and interaction, and as a result of clever impact, gets acted upon.

While dimensional mailers tend to cost more upfront, when used strategically they have been shown to produce double-digit response rates and a better return-on-investment (ROI) than large-scale batch and blast direct mail. In other words, the benefits far outweigh the costs.

A time and a place for everything

While both traditional and dimensional mailers are used in the business-to-business (B2B) environment, the latter has proven itself more likely to get by the "gatekeeper" and into the recipient's hands. This is thanks to its unique appearance, and it works every time. The proof of this: over the years we have produced a number of dimensional mail programs with only a simple message printed on the inside of the lid or base of a box, for example. They were still more effective in terms of response rates than if we'd sent out a more in-depth flat mail in an OE.

Interactive mail should and can be a strategic tool for consumer campaigns where larger mailings are planned and postage costs become a significant factor. While a number of these mailers require hand assembly, automated designs can dramatically reduce production cost and timing, making dimensional mail a desirable option. The key is to examine the return-on-investment. Those marketers who do so quickly realize that the extra cost per unit more than paid for itself.

Over the past five years, we've witnessed marketers discover how much more effective strategic dimensional mailers can be. The number of larger "shotgun" DM programs have been scaled vback to reflect more targeted mailings, not only by mailing to smaller audiences, but by leveraging the power of variable digital print technologies (VDP) into dimensional mailers. Personalized DM enables marketers to establish deeper one-to-one communications in their messaging.

“Web keys and QR Codes are cost-effective dimensional mail marketing tools because they went through impact (the plug and play aspect) and ease (easier than remembering and typing out a long URL).”

Depending on the marketing objectives, it is possible to create either a variable piece or a hybrid approach that combines portions of the mailer as a variable component and a litho component. Canada Post sent out a dimensional web key mailer that combined the two: the cover, including the business reply card was personalized, while the balance of the kit

was run as a generic component. The combination boosted impact and ensured an impressive ROI.

Marketers can really flex their imagination when it comes to dimensional ideas, as an incredible variety of interactive techniques are available. From a production standpoint, dimensional mail can integrate various technologies — we're talking spot and raised UV, scent, taste, sound, video and more — along with a range of hand assembly techniques producing an array of engaging designs. It's worth exploring off-line coating and other sensory techniques to give a dimensional mailer that extra edge.

The numbers don't lie

According to the Direct Marketing Association's 2010 Response Rate Report, the average response rate was 8.51% for dimensional B2B mailings and 3.52% for business-to-consumer (B2C). Compare that to another finding from the report: a paltry response rate of 1.38% for letter-sized envelopes sent to a B2C prospect list.

Marketers don't often reveal bottom line numbers, and less so for especially effective strategies, hence why ROIs on dimensional mailers often aren't available. Here we share are two recent examples of interactive mail that showcase the power of the approach.

Choice Hotels Canada



Information Packaging and Agency 59 Response designed a dimensional self-mailer in a box-shape that held a premium and a gift card incentive for Choice Hotels Canada. The goal was to get past the gatekeeper and onto the desk of corporate travel planners. Thanks to the innovative use of dimensional mail that appealed to curiosity of the receiver the piece scored a 12% response rate that 300% over plan.



Canada Post

Canada Post wanted to reinforce the value of DM and related support services to its B2B customers within four different segments. To capture attention and drive home the message, Canada Post worked closely with Information Packaging to develop a dimensional DM carrier kit. This "meaty" kit was a customized version of a previous solution that enabled a great deal of off-line messaging with the inclusion of pull tabs that each spoke to different elements of successful DM campaigns. This allowed for a considerable amount of content that was clearly relevant to the recipient. Inside, the piece also housed a web key that drove traffic to a further integrated online experience.

Other touch points in the Canada Post campaign, including a QR code and BRC contest entry form, were integrated into the design as well. Incorporating QR codes and web key into mailers are ideal because they are tools of continuous engagement, driving the recipient from the off-line mailer into yet another, rich online experience. For this innovative use of dimension mail, Canada Post enjoyed an average response rate of 18%.

We know that dimensional and interactive direct mail works because our clients tell us it does. The key is integration with business strategy and creative execution. When developed strategically, this high-impact medium becomes a valuable, results-boosting tool in a marketer's arsenal.

Andrew MacEachern is the President of Information Packaging Inc. in Toronto, ON.

An envelope you can play with

New Integrated Envelope™ engages consumers

By Amy Bostock

Are your customers tired of finding the same old #10 in their mailboxes? Are you looking for something that will grab their attention, stand out from the crowd, but not drain your budget? The new Integrated Envelope™ from Supremex is a multi-functional envelope that offers countless design options.



"We wanted to offer something that would integrate many different features and have the maximum amount of ad space," says H el ene McNicoll, Marketing Manager for Supremex. "We offer a variety of sizes, from 4 1/8" x 9 1/2" all the way up to 5 7/8" x 9 1/2."

The envelope, which is up to standards for Canada Post media post, can have a window on the front or back (or no window at all) and can hold up to two integrated promotional cards. It can also incorporate a response card in various sizes. Or, turn the entire piece into a form and save money on insertion costs. Ideal for direct marketing campaigns, the envelope can be easily integrated with your digital campaign.

"It's an interactive envelope that people find appealing," says McNicoll. "And with all of the features that the envelope offers we are expecting it to increase open rates."

The new envelope is not only visually appealing but Supremex has also appealed to Canadians' sense of environmental responsibility by making the piece as "green" as possible. They are made from FSC paper and the whole piece, including the plastic window, can be recycled. There are also degradable options available.

"With the Integrated Envelope™ we use the whole envelope, every inch of paper to maximize print creativity," says McNicoll. "You can never do that with traditional envelopes. This means less pieces going out in your mailing — which also saves you money."

"We are pleased with the enthusiast reaction from the mail community," says Supremex CEO, Gilles Cyr. "The development of the Integrated Envelope™ shows without doubt the expertise of our people who have developed an innovative product that will greatly improve the success of our customers' direct mail campaigns."

“It's an interactive envelope that people find appealing. And with all of the features that the envelope offers we are expecting it to increase open rates.”



Thinking outside the envelope

How to make dimensional mail campaigns work for you *By Jeremy L. Knauff*

Advertising budgets are at a historical low point, sales teams are being pushed harder than ever and marketing executives are being asked to do more with less.

To the uninitiated, it can seem like an impossible task. But to a seasoned marketing professional, it can be a diamond in the rough because it's a tremendous opportunity for someone who knows how to make the most of it.

You see, when a bad economy causes business to get rough, most people instinctively tighten their belts and try to wait it out. While that choice has its merits, it also has significant drawbacks. If you cut back on your marketing, you're going to have fewer prospects, which leads to fewer new clients and less revenue.

On the other hand, an experienced marketer knows that when business is rough because of a bad economy, everyone is feeling the pain. That means your competitors are spending less on marketing which opens up the door for you to strategically gobble up market share while everyone else is sitting on their hands waiting to see what happens.

This is where dimensional mail comes into the equation. Unlike traditional direct mail, which is often routed directly to the garbage can by a good-intentioned

secretary, dimensional mail almost always makes it directly to the intended recipient. This means your message is more likely to be seen by the right person, and if executed properly, more likely to make an impact and lead them closer to being a customer.

So what exactly is dimensional mail? It is direct mail that is 3-dimensional instead of being flat like a postcard or letter. How can you make it work for you? There are three key factors in any successful dimensional mail campaign:

- Unique
- Relevant
- Targeted

I'll share an example of a campaign we used that had nearly a 100 per cent response rate.

At the time, we were targeting local home builders, and after our initial meeting with each builder, we would send a toolbox that we picked up from Home Depot for under \$10, stock it with three small tools that added up to less than \$10, add a brief follow up sales letter with the opening line "We have the tools for the job." Then we would ship the whole package off to the primary decision maker.

It may seem expensive at first glance, but when you look at the bigger picture, it

“While the few competitors who were still actively marketing were busy sending out boring letters and postcards, we were cementing our company in the mind of the home builder as the agency that is really creative.”

was really pretty cost effective because:

- It was extremely targeted; we only sent it to home builders who we had already met with.
- It went directly to the intended recipient. What secretary is going to throw away or open a large box addressed to their boss that rattles when you shake it?
- It was relevant to their line of work – what could be more relevant to a home builder than a toolbox full of tools?
- It was unique and got their attention. While the few competitors who were still actively marketing were busy sending out boring letters and postcards, we were cementing our company in the mind of the home builder as the agency that is really creative.

So how can you apply these principles to your dimensional mail campaign?

- Your cost per piece is going to be much higher than traditional mail, so keep your list small and highly targeted.

Ideally, you should start off targeting 100 or less prospects.

- If possible, have at least one touch point with the intended recipient before sending your dimensional mail.
- Keep it unique. Pens and stress balls are great to hand out at trade shows, but are utterly ineffective as part of a dimensional mail campaign.
- Keep it relevant. Find a way to utilize something they use every day into your campaign.
- Follow up after they've received it. You want to strike while the iron is still hot.

To help you visualize a little better, let's develop a potential campaign for an accounting firm targeting doctors.

After your first touch point with the doctors on your list, you can start putting your campaign together. In this case we'll use prescription bottles filled with M&Ms, and the label will contain promotional language for the accounting firm. This will be accompanied with a follow up sales letter to reiterate the points that

you talked about in your first meeting or phone call, as well as features and benefits, and a call to action. Then, you can just package all of this in a USPS pouch and send it off to the doctor. You could probably put all of the elements of this package together for \$10 or less including shipping. Once it arrives at his office, it almost certain to land on his desk, and you're likely to receive a phone call shortly thereafter. If not, be sure to follow up with him within a few days of his receiving it.

Another point worth mentioning – it may be beneficial to omit your company name from the return address. That will make it even more likely to be delivered to the intended recipient.

So there you go, add your own creativity to this information and you'll have everything you need to start your first successful dimensional mail campaign.

Jeremy L. Knauff is the Creative Director at Wildfire Marketing Group.



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Integrating marketing channels critical to SMB success

Successful campaigns of the future need right mix of traditional, email and digital communication components

By Bill Mackrell, Pitney Bowes Canada

It's no secret that Canada is a country brimming with successful small and mid-sized businesses. When it comes to being competitive technology has always been a key driver in levelling the playing field against larger organizations. It's allowed small businesses to effectively reach new and varied audiences. Technology continues to drive growth and help organizations reach new markets – but only for those companies who know how to use and embrace an ever changing array of tools and technologies. While many of us find keeping pace with the constant changes a challenge, it's also

necessity. Consumers are demanding. They have preferences. They know how they like to be reached and when they want to listen. Only by effectively communicating through integrated marketing channels: from traditional, to email, to social can you continue to build brand loyalty and encourage the customer interactions that drive business growth.

We hear a lot of talk today about the latest and greatest when it comes to social media. But don't forget the importance of starting with the fundamentals, in this case direct mail. In a recent Angus Reid survey conducted by Pitney Bowes, small busi-

nesses in Canada indicated that they are not throwing out the old to embrace the new. In fact, 72 per cent of Canadian SMBs agree that the ideal marketing channels include physical and digital communications.

There are strong points of interaction between physical and digital communications. Take Quick Response (QR) codes as an example. QR codes are an easy way to enhance communications and can be as easy as directing people to a promotion or coupon. By adding a QR code to traditional mail you're instantly turning monthly transactional mail into promotional mail. It's an easy way to drive further online initiatives and connect multiple communication channels.

But making these types of connections can be a challenge. Despite the preference for multichannel programs, the study went on to further suggest many Canadian SMBs struggle when it comes to implementing programs. Time and money are precious commodities in organizations and limited resources were cited as the key factor currently hindering multichannel programs. With evolving technology, some small and mid-sized business owners feel that executing marketing programs over multiple channels is just too difficult. Findings indicated: 52 per cent of Canadian SMBs indicate mobile marketing as the most difficult channel to execute; 32 per cent of Canadian SMBs find social media marketing too complicated to execute and 25 per cent of Canadian SMBs find email marketing too complicated to execute.

Let's take a look at email marketing, the most popular marketing channel noted in the study with 76 per cent of Canadian SMB respondents using this channel. Reasons given for this preference were: ease of use,

cost effectiveness and degree of comfort in knowledge in this area. Yet, as I mentioned previously, 25 per cent of Canadian SMBs find this channel too complicated to execute. We need to bridge this divide, not only for email marketing, but for all marketing channels. There are ways to make marketing more accessible to organizations wanting to better communicate with existing and potential customers.

It doesn't have to be complicated. In fact, the same marketing principles and processes that have proven effective in the past still apply, regardless of what channel you intend to use. Once you have built your business case you can then look at the best way to implement your marketing program, whether it's through traditional or online channels. Most likely, the best option will be a mix.

Five tips to starting any marketing initiative should include:

1. Identify the marketing opportunity
2. Make sure you look across the spectrum of time and pinpoint long, medium and short term goals
3. Apply the right metrics and analysis to measure marketing effectiveness
4. As quickly as new technologies arrive on the market, so too do the tools to measure them
5. Document specific requirements

For example:

- Specify your target audience
- Set critical milestones or deadlines
- Don't leave evaluation until the end of a project. Review and make improvements along the way to ensure ROI
- Determine a realistic budget

When it comes to implementation, look to capitalize on existing technology to streamline your communication workflows,

reduce costs, increase efficiencies and better support customer choice. Identify potential vendors with a focus on what matters most to you, whether it's lowest cost, ease of use, choice of templates or level of customer support.

One of the best ways you can do this is by leveraging turn-key vendor solutions. There are many options in the marketplace that allow SMBs to create email campaigns, newsletters, promote events and measure success. They provide customizable templates and tools to make creation and delivery easy. They also provide functionality that enables email campaigns to be further extended through social media channels by easily being posted to Facebook, Twitter and other social sites. It's also important to ensure the solutions you research provide reporting features such as response data and social media activity.

The idea is to pull from a selection of traditional mail and digital options to select the most effective channel to reach current and prospective customers. The solution you choose should provide you with the tools to do so without any special technical expertise on your part.

Successful marketing campaigns of the future need to find the right mix of traditional, email and digital communication components. Effectively synching communications regardless of how the messages are delivered will result in a robust marketing program and streamlined conversations with current and potential customers. It is essential for SMBs to overcome these challenges in order to avoid fragmented conversations that hinder brand loyalty.

Ultimately, communications channels are evolving and will continue to change at a rapid rate. We need to be flexible in how we effectively reach our existing and potential customers regardless of channel. We need to meet the expectations of our customers and as technology evolves, so must marketers. There is no single answer to the question of how to best reach prospective clients. Ultimately whether you choose to use email, social media, direct mail or other channels, a campaign can only be successful when you're focused on the customer relationship first and the preferred channel second. All channels can effectively reach an intended audience and all have their place in a marketing program. However, it's their strategic use to create relevant, ongoing dialogue with customers and establish a foundation of trust that will set the most successful of companies apart from their peers.

Bill Mackrell is General Manager for Pitney Bowes Canada and Vice President, Leasing for North America. He's also responsible for the development and implementation of strategic and tactical sales and marketing plans to help other companies grow their business and make connections with their customers. He can be reached at bill.mackrell@pb.com



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“With every campaign we look to grow our subscriber base and it is important that we stand out, especially when it comes to direct mail pieces.”

Great movies and TV series' have always been able to almost pop off the screen and engage viewers, but Movie Central took this notion to another level with its 2010 High Definition (HD) marketing campaign. While early adopters invested in HD programming to add to the viewing experience of sports, Movie Central wanted to capitalize on those households that were HD capable but hadn't experienced the quality of movies in HD on their home theatre. With a multi-faceted approach, the direct response component became a highly targeted tactic to speak to these households to increase up-sell to the premium movie service.

“We know consumers get HD for sports and movies, and we wanted something that would captivate this niche target audience,” said Jim Johnson, VP Marketing, Pay/Movies & Affiliates, Corus Entertainment. “With every campaign we look to grow our subscriber base and it is important that we stand out, especially when it comes to direct mail pieces.”

The campaign to promote the Movie Central HD programming had strong messaging. For HD watchers Movie Central HD is a compelling product, with over 300 HD uncut and commercial-free blockbusters, 20 new movie premieres every month, a new movie premiere guarantee every Friday and Saturday night, and exclusive access to the latest HBO series, films and specials including Live HBO Boxing.

As the first television window broadcaster of Hollywood movies, and exclusive programming from HBO, Showtime and Starz, the HD campaign was built around Movie Central's key HD message: Movie Central delivers the most HD movies. However, a great message is only as successful as its ability to distinguish itself. In the realm of entertainment, current and potential customers are being bombarded daily with advertising on television, online, on radio and everywhere in between, promoting the newest technology, newest fad and latest pop culture trend.

To set itself apart from other campaigns, Movie Central worked with the team at Information Packaging Inc., to develop a customized interactive direct mail piece. It was critical that the piece spoke directly to the HD sports enthusiasts and leveraged the exciting programming offered with Movie Central HD.

“We know we wanted something fun, engaging and different,” said Johnson. “Our brand lends itself to innovation and this direct mail piece gave us an opportunity to interact and entertain creatively.”

The direct mail piece was designed and distributed on heavy, high quality stock and included key Movie Central branding elements, along with images on the outside of the envelope from upcoming Hollywood blockbusters including Leonardo DiCaprio from Inception, Russell Crowe from Robin Hood and HBO series' including Game of Thrones and Boardwalk Empire. With a simple pull tab feature the package would open and as the front is folded back a three-dimensional rectangular box, made from card stock, literally bounced out from inside the package into the recipient's hands or lap. Like the classic spring-loaded can gag, the result of opening the package is often met with humour and amazement.

“Our research indicated that HD improves consumer viewing satisfaction by 89%, so targeting HD-capable, non-Movie Central households is a targeted strategy to drive subscription. Using language that spoke directly to sports enthusiasts and images that reflect the action and adventure genres available on Movie Central, the direct mail piece was a clever approach to reaching this specific and niche demographic,” notes Johnson.

The package included the inscription: “Dear HD Sports Fan, So, you have the big HDTV, the quality sound system, and some amazing high-definition service, and up until now you've been enjoying your specialty sports channel quite nicely. But the time has come to feed your HDTV even more action-packed excitement for the complete home entertainment experience. HDTV cannot live on sports alone. With Movie Central HD, each month you'll get...” The innovative packaging was perfectly on-brand for the Movie Central HD Campaign. The direct mail's customized three-dimensional box was designed to the specifications of the HD viewing experience, with the images simulating a 16:9 screen, reinforcing the true HD experience possible on the a home theatre. The pop out box was also unique because it gave more surface area for messaging that included the promoting of HBO Canada HD, the Friday and Saturday HD movie premieres and the 300 monthly HD movies.

“By targeting this group of consumers with a direct mail piece, we could leverage our knowledge of their viewing patterns for the most up sell potential and build the subscriber base. With the 1-800 number included on the package we saw great success in tracking this unique marketing experience,” said Johnson. “It was the type of direct marketing interesting enough to truly stand out to the targeted recipient group, and above all else it was fun and different.”

Embedding predictive analytics into the corporate culture By Richard Boire

Any of you who are reading this article understand that the principles of predictive analytics are not necessarily new. What is new is its growing importance as a common core business discipline. For many organizations, the outcome of this growing importance is an increase in tactical type solutions. Typically, this would involve the standard batch type process of generating a solution.

Let's look at an example. A predictive model has been built for a bank that targets customers for RRSP products. An RRSP campaign is now taking place and the marketing department wants the best names as determined by the model. In the batch world, this would require that the names be rescored with the updated information from a database presuming in fact that the database has been updated. These names might be further filtered and scrubbed with certain exclusion criteria as determined by marketing. Further manipulation of these lists might include the creation of test and control cells in order to test various concepts and ideas as well as to optimize profitability. All this above work would normally be done by a programmer or advanced analyst with programming skills.

Once this work is done, the list might be sent to a letter shop, outbound telemarketing company, email deployment company or to the sales department as sales leads. If any other department desired names or information using this model, the request in effect would have to be funneled through the advanced analyst or programmer who is scoring the model. The batch process by

its very nature creates a bottleneck in the sense that solutions requiring any predictive analytics component are always funneled back to the advanced analyst or programmer as some type of work request.

If predictive analytics is going to be embraced as a common core discipline throughout the organization, its use and deployment need to include individuals throughout the organization without always involving the analysts or programmers who built the solution. This allows these key analysts and programmers to focus on solving complex business problems instead of devoting significant time towards implementation of their solutions. But this is easier said than done. How does an organization move towards a discipline where predictive analytics is embraced throughout the organization and where solutions can be deployed in real time without using up vital analytical resources?

The key, of course, is automation such that predictive analytics solutions become operationally entrenched. But what does this mean? It means that all key stakeholders and departments become users of these solutions and more importantly access these solutions in a timely manner.

American Express: pioneer in operationalizing predictive analytics

The best way of describing this is to provide an example of what this means. In my days at American Express Canada during the late eighties and early nineties, we were pioneers at building predictive analytics

% of Customers ranked by customer profitability	Index of Avg. Profitability per decile	Index of Avg. Retention Rate per decile	Index of Avg. Monthly Customer Spend per Decile
0-10%	5	4.5	4.2
10%-20%	4.2	3.9	3.7
20%-30%	3.2	2.8	2.6
30%-40%	2.7	2.6	2.2
...			
90%-100%	0.3	0.3	0.5
% of Customers ranked by customer profitability	Index of Avg. Credit Risk Per decile	Index of Avg. Time to Make Payment	Index of Avg. # of other Products
0-10%	4.4	3	2.8
10%-20%	4	2.6	2.4
20%-30%	2.9	1.9	2
30%-40%	2.7	1.6	1.5
...			
90%-100%	0.5	0.75	0.7

solutions throughout the organization. Solutions were built for marketing in terms of looking at the response likelihood of customers for various marketing campaigns as well as being able to identify high value customers who were most likely to defect. Of course, given the significant credit component of the Amex business, solutions were also built to identify customers who were most likely to default - which was defined as 90 days without making a payment.

As one can see, solutions predicting response, attrition (cancel), and credit risk can in essence be combined to provide an estimate or predictive value for an approximation of customer profitability. Note that I use the word approximation as the real notion of profitability implies that

all fixed and variable costs and revenues are factored into the definition. Adopting this approach of calculating profitability in its truest sense would consume an inordinate amount of time and in fact be counterproductive to the goal of what we are trying to accomplish. Our goal in this exercise was not to arrive at an exact definition of customer profitability but rather a more relative measure of profitability. In other words, our goal was to arrive at a profitability metric that could differentiate customers based on a relative measure but not to provide an exact or absolute measure.

Even so, this required buy-in and consensus well beyond just the analytics department. The finance, marketing, operations, and systems departments were

all involved as key stakeholders in order to ensure that this so-called 'profit' metric be recognized as a key measure when engaging with customers. At the end of this process, consensus was obtained amongst all the key stakeholders in arriving at this quasi like 'Profit' metric. Recognizing that the profit measure was relative rather than absolute, this measure was used to assign customers to different segments with the very high group being the most profitable and the very low group being the least profitable.

Now that agreement was obtained on how to calculate this metrics, the next part of the exercise was for the analyst to actually create this measure at the individual

▶ Continued on page 10

Direct Marketing 101

CMA publishes back-to-basics DM Digest for up and coming direct marketers

Canadian Marketing Association DM Digest was produced with special thanks to the following Direct Marketing Council members (both current and former) for their contributions:

- Melanie Cunningham, President, Wellspring Productions Inc.
- Filomena Henriques, Director, Direct Marketing, Scotiabank
- Kevin Klein, Partner, Operations and Client Service, Consumer Intelligence Group Inc.
- Brian Langerfeld, Creative Director, Consultant
- Rosalie McGovern (Chair), Vice President, Direct Marketing, SickKids Foundations
- Michelle Perez, Group Account Director, Fuse Marketing
- Vish Ramkissoon (Vice Chair), Partner, FSA Datalytics
- Steven Syczewski-Rapoport, Director, Response Media, MacLaren MRM
- Martha Turner, Director, Business Marketing, Bell Mobility
- Robin Whalen, General Manager, Real Interactive, a division of 6 Degrees Integrated Communications



The CMA Direct Marketing Council, comprised of industry veterans, recently combined their wealth of collective experience and knowledge to produce the "DM Digest", a series of direct marketing best practices documents that cover 13 DM topics in 3 grouped segments.

The DM Digest was born from the CMA's desire to help educate newer marketers about best practices.

The first instalment of our "sneak peak" at the Digest focuses on "The Basics" and includes analytics, creative, offers, privacy management and branding from a DM perspective.

Analytics

In this chapter, the CMA discusses the three opportunities to integrate analytics into marketing efforts: customer relationship strategy development; pre-campaign, to target; and post campaign to measure results and build understanding for future marketing efforts.

Branding

The importance of branding cannot be overlooked when planning your DM campaign. In this chapter you will learn how to define brand, discuss its importance, and in particular, the critical role of brand in direct marketing initiatives.

Creative

You only have a few seconds to make a first impression and how your creative appeals to consumers can be the key to the success of your DM campaign.

In this chapter the DM Digest will focus on why creative is such an important part of the direct marketing mix; drawing attention to its role within the context of an

evolved definition of direct marketing. It will also outline the top 10 creative best practices, outline the different mediums available and discuss what makes great creative well, great.

The offer

So what's in it for me?

Backed by examples of some basic offers, this chapter focuses on what makes a successful offer and what to avoid.

Remember that you shouldn't lead with the offer - you want to get the consumer's attention and build desire for the product/service that you are selling. The 'incentive' is what is going to help the customer make the decision on whether or not to accept what you're selling.

Privacy Management

This chapter discusses the key aspects of Canadian privacy legislation as it pertains to direct marketing activities and covers topics such as notice and consent, data use and retention, data security and management and privacy infrastructure.

For your free copy (for CMA member organizations) of the complete DM Digest visit the 'Marketing Resources' page on the Association's website (www.the-cma.org) and click 'Marketing Guides'

In our next installment we'll look at Media & Channels - email marketing, how SEM can drive direct response activity, direct mail and response media.

WORTH KNOWING

Mobile printing is taking flight!

With the proliferation of mobile devices in the marketplace, print is now shifting from a function being done at home and in the office to the mobile world. In response to this evolving trend, St. Joseph Communications, with support from HP and PrinterOn, has developed the world's first self-service public pay kiosk offering consumers the ability to print directly from their smartphones and tablets.

"More than 19 per cent of the world's cell phones are smartphones and this is expected to reach 50 per cent by Christmas," says Tony Gagliano, Executive Chairman and CEO of St. Joseph Communications. "With the introduction of the ePrintit Kiosk, hundreds of millions of smartphone users worldwide can now quickly and conveniently print out their documents on the fly."

The patent-pending ePrintit Kiosks allow consumers to print reports, presentations, photos, and more by downloading the HP ePrint service app to their smartphones. The Kiosks can also be securely emailed and can print from any memory device. They are equipped with St. Joseph's proprietary developed monitoring software, a best-in-class HP colour laser printer, a Citizen dye-sublimation photo printer, online video camera, and 42" digital signage. The Kiosks also provide a North America-wide directory of all restaurants, hotels, attractions, and theatres and will print out maps to the locations as well as general mapping and driving directions for any location.

"Mobile printing is not just the ability to print from a mobile device but also the ability to print when you are truly mobile – wherever life and business happens," says Sridhar Solur, Director – Managed Enterprise Solutions, Imaging and Printing Group, HP. "Printer ubiquity is an absolute must to enable mobile printing and St. Joseph Communications is a strategic partner to build this network."

St. Joseph is thrilled to announce that the Toronto Pearson International Airport is the location for the public debut of the ePrintit Kiosks. A total of eight kiosks have been installed in high-traffic areas throughout the airport and will be viewed by an average of 87,000 people per day.

"Toronto Pearson is excited about the partnership with St. Joseph Communications that is allowing us to deliver more innovative services to our guests at the airport," says Sergio Pulla, Senior Manager of Advertising and Partnerships, Greater Toronto Airports Authority.

DATA to acquire The Fulfillment Solutions Advantage Inc.

The DATA Group ("DATA") is pleased to formally announce it has entered into an agreement with WTFI Inc. to acquire all of the issued and outstanding shares of Markham-based The Fulfillment Solutions Advantage Inc. ("FSA"). As a result of the acquisition of FSA, DATA will also acquire a 70% interest in FSA Datalytics Canada Inc., a provider of web based direct marketing solutions and related data analysis. The acquisition is expected to close in the fourth quarter of 2011.

FSA provides services in the growing area of digital, direct mail, fulfillment, loyalty programs, promotional contest management and call centre services. Datalytics provides complementary personalized direct marketing through a number of integrated channels such as mobile communications, e-mail and personalized web pages and also provides database marketing services such as social media monitoring and predictive analysis of consumer data. For the twelve months ended March 31, 2011, FSA recorded revenues (including revenues from FSA's Datalytics business) of \$19.4 million.

"The DATA Group has been a "rock solid", reliable supplier for our customers' mission critical documents and marketing collateral for years. It's what we've stood for. In early

2011 we launched a new, transformational strategic plan which has three components: generating new business in our existing markets, ongoing cost reduction, and most significantly, augmenting our existing product offering with an expanded range of digital products and services in high growth categories. This acquisition accelerates the execution of our growth plan. FSA has a track record of growth, innovation and outstanding customer service. The acquisition enhances our digital, web based solutions and professional services. We look forward to working with the talented team at FSA and their customers" said Michael Suksi, President and Chief Executive Officer of The DATA Group.

"I would like to recognize the contribution of Rob van Velzen, FSA's founder and leader until his passing earlier this year," Mr. Suksi added. "Rob was a visionary leader who built an outstanding company with a strong management team, employees, product offering and customer base. Our deepest condolences go to Rob's family. We are committed to continuing FSA's growth as part of the DATA Group."

Environics Analytics introduces BigMaps Canada

New map product embeds both customer and Environics Analytics data in custom large-format maps

Environics Analytics has announced the introduction of BigMaps Canada, wall-sized business maps designed to help clients visualize their markets, customers and competitors. The maps, now available for the Canadian marketplace, incorporate both client and Environics Analytics data in sizes up to nine feet by twelve feet.

BigMaps Canada allows companies and not-for-profits to obtain glossy, detailed wall maps depicting a wide range of variables from Environics Analytics' popular datasets—such as PRIZMC2, WealthScapes, Social Values and Demographic Estimates and Projections—as well as customized variables including customer locations, store addresses and product preferences. For instance, a clothing retailer may want to plot areas of high growth potential, while an environmental group may want to map the locations of its top donors along with areas where Canadians score high for supporting green issues.

"We've been mapping lifestyle, financial and customer data for many years on smaller-sized maps that help our clients understand aspects like sales territories, drive times and target market locations. But now we're able to offer a cost-effective product that can meet the demand for wall-sized maps," says Jan Kestle, President and Founder of Environics Analytics. "BigMaps Canada allows us to plot data with a level of detail that you just can't get with a letter- or even tabloid-sized map. More than an interesting image to tack up on a wall, this product gives our customers the detail they need to make informed business decisions."

The BigMaps Canada maps, which are available in a variety of mounting options, are especially useful in strategic planning, location analysis, customer insights and other applications which benefit from detailed mapping of a variety of datasets. "There's nothing quite like seeing your data all laid out on a large map like this," says Kestle.

30th Benjamin Franklin Award for MET Fine Printers

MET Fine Printers has been awarded their 30th Benjamin Franklin award - the most Benny awards given to any printer in Canada - for the production of the "Living Shangri-La Toronto Private Estates" brochure.

On September 10, at the Premier Print Awards Gala in Chicago Illinois, MET's Nikos Kallas picked up yet another statuette for their expanding award shelves. This is the 62nd year of the Premier Print competition, known as the industry's most prestigious international awards program honouring excellence in print. Of the more than 2,700 entries received, the "Living Shangri-La Toronto Private Estates" piece was chosen as exemplifying the highest standards in the printing industry.

Canada Post moves forward with new Vancouver processing facility

Canada Post is constructing a new processing facility at the Vancouver International Airport in the City of Richmond, British Columbia.

long-term land lease has been secured with the Vancouver Airport Authority, and the new postal facility will be situated on 42 acres of land at the city's international airport. Construction on the 700,000-square-foot processing facility is scheduled to begin in the fall of 2011 and is expected to be fully operational in 2014.

Canada Post is investing \$200 million in the new multi-purpose processing facility and related equipment. The plant at the Vancouver International Airport will process letters, parcels, packets and advertising mail under one roof.

Building a processing facility at the Vancouver International Airport is a strategic decision that will improve CanadaPost's access to vital transportation links, and allow Canada Post to continue to grow its eCommerce business, process the mail faster, improve its delivery logistics, and provide better customer service. Vancouver is responsible for postal delivery in British Columbia and the Yukon, and accounts for 10 per cent of national mail volumes.

Vancouver is particularly important to Canada Post's operations as the city is a gateway to Asia-Pacific and a critical component of the company's western operations. Vancouver is one of three international access points for CanadaPost and plays an increasingly important role in facilitating trade with Asian countries. With its international role, the new Vancouver processing facility will house a Canada Border Services Agency operation to better serve western Canadians.

The new postal facility will be built to Leadership in Energy and Environmental Design (LEED) standards, and will take up as small an ecological footprint as possible. No full- or part-time employee will lose their job as a result of the new processing facility being built at the Vancouver International Airport.

23% of consumers forgo a purchase out of concern about use of their data, LoyaltyOne

Seventy-four per cent of American and Canadian consumers said they don't feel they're receiving a benefit from sharing personal information with marketers, according to the latest survey research from LoyaltyOne.

Just 52% said they somewhat or strongly agree with the statement that companies use their personal data "so they can better serve me." Breaking down the somewhat and strongly agree responders, only 9% said they strongly agree that companies use their information to serve them better.

Hardly more encouraging, 54% said they expect improved customer service in exchange for their data, and 55% said they expect access to exclusive events or offers.

Toronto-based LoyaltyOne, a global provider of loyalty strategies, customer analytics and relationship marketing services, completed online surveys in July 2011 with 1,000 American and 1,000 Canadian respondents. The research was designed to test consumer attitudes about personal data collection and use by marketers.

Findings released today reveal that marketers need to solve an important perception problem about the benefits accruing to the consumer for exchanging personal information.

Underscoring the perception problem -- consumers tallied below 50% in acknowledging several of the basic benefits on the customer side of the personal information exchange equation:

- Tailored offers based on what I buy (49%)
- Advanced information on new products and services (41%)
- Communications based on my preferences (41%)
- Easier buying process (39%)
- Preferential treatment (36%)
- Product assortment improvements based on what they know I buy (36%).
- Product discounts, a benefit not necessarily associated with the development of a long-term relationship between customer and company, scored highest (71%) as the offer that consumers expect to receive in exchange for their information.

"The message isn't getting across to the consumer that the primary reason marketers use customer behavior data is to enhance the individual customer experience and build a deeper relationship," LoyaltyOne President Bryan Pearson said.

Case Study: Kodak helps printer get up to speed with digital print sales

When Len Knight, Operations Manager of Emerson Clarke Printing Corporation in Calgary, Alberta, saw longer run digital printing jobs going to his competitors, he knew it was time to choose a more robust and versatile digital press.

"We were losing a lot of the bigger digital jobs because our printer was just too small," he said. He and his two business partners, Rich Berg and Dave Smith, had to pass on longer digital runs and jobs like three-panel newsletters, landscape-format saddle-stitched books, posters, and other materials that required a sheet size up to 26 inches long—jobs that could mean a significant increase in business. Emerson Clarke utilizes a full range of offset presses to deliver high-quality work, including a five-color 29-inch press with a coater.

Along with the larger format, however, the three owners knew they needed the highest print quality they could get to match their customers' high expectations and compete with other print shops in Calgary that already offered larger format digital printing. Their choice: The KODAK NEXPRESS SX3300 Digital Production Color Press, equipped with Kodak's unique Print Genius image processing technology.

Emerson Clarke became the first printing company in Canada to install this superior quality press. "The first and biggest reason we chose the NEXPRESS Press over a competitor's product is the quality," said Knight. "The quality that it prints on various substrates far surpasses what the competition can do."

Emerson Clarke selected the NEXPRESS SX3300 Press, which can handle a maximum sheet size of 14 x 20.47 inches with its standard feeder, or 14 x 26 inches with the optional long sheet feeder. The company also opted for the KODAK NEXPRESS Fifth Imaging Unit Solution, making it possible to offer in-line dimensional printing, gloss and spot color, in-line watermarking, or coating in a single pass.

"I had a client who wanted to do a short-run book with a varnish effect on it, and she didn't have the budget to do offset," said Berg. "She'd always wanted to do this one job, and now we've given her the opportunity to get exactly what she wants. She was blown away with the quality."

The Fifth Imaging Unit enables watermarking, protection coating, glossing, MICR printing, gamut expansion, red fluorescing ink for security and

workflow applications, and in-line dimensional printing, which is unique in the industry. In addition, high-quality glossing through KODAK PERFECT TOUCH Gloss technology is possible using KODAK NEXPRESS Clear Dry Ink in conjunction with the near-line KODAK NEXPRESS Glossing Unit.

It's been just over a month since Emerson Clark installed its NEXPRESS Press and customer response is already very positive, said Knight. "The press was just installed in August, but the response to the fact that we can offer a 175-line screen, the bigger sheet size, and the textured papers has been enormous," he said. "The competitor's device can't print on a classic linen or classic laid with the quality that we can on the NEXPRESS Press. When I go into the NEXPRESS Press room and see carts of stock ready to go into the machine, that's very positive. There's no doubt that we've already seen an increase in the digital side because of it, because those runs didn't fit on our old device."

Higher print quality and the ability to handle larger jobs were reason enough for Emerson Clarke to go with the NEXPRESS Platform, but Kodak offered another benefit as well: KODAK MARKETMOVER

Business Development Services, which provides innovative tools, services and support for graphic communications professionals. This includes consulting services, seminars, on-site training, online resources and marketing tools to promote the expanded applications now being produced on the NEXPRESS Press.

"This was one of the added features that made us say, 'Kodak is going to help us market this and get the clicks going on this device,'" said Knight. "No one else offered this sort of thing. We've got an exceptionally good sales team here, and this has really brought tremendous excitement into the company."

Emerson Clark purchased the press from Coast Paper, a division of PaperlinX Canada Limited. Coast Paper specializes in the sales, marketing and distribution of fine paper, graphic systems, wide format and industrial solutions. The company delivers quality products, technology and services that customers can depend on to maximize business opportunities.

The next move for Emerson Clarke is already clear however, said Knight. "From what we see and the reception we've had, I wouldn't be a bit surprised if in a year, we're talking to Kodak again about

another NEXPRESS Press."

The KODAK NEXPRESS SX platform can help printers drive more jobs per shift and more profit per page, by consistently and reliably producing market-leading image quality from job to job and day to day. Its long sheet option—up to 26 inches—allows printers to print 6-page brochures or 3-up letters, and the optional expanded feeder and in-line finishing modules help printers complete jobs in fewer steps, maximizing productivity while minimizing waste.

Print Genius quality control tools and options manage and maintain peak quality throughout the production run. The suite includes hardware, software, and materials science innovations that optimize print quality and consistency from the first sheet to the last, day after day.

Featuring a monthly duty cycle of up to 4.4 million pages and print speeds of 91, 109 or 131 ppm when printing on 260/660 mm long sheets, the NEXPRESS SX Platform prints on more than 700 standard offset substrates, including coated, uncoated, FSC, plastics, magnets, linens, static clings, micro-perforated substrates, and more.

▶ Continued from page 8

customer level using existing analytical tools. In this case, SAS was used to as the analytical tool and reports were built to see what this measure looked like when compared to other KBI's (key business indicator). An example of one type of report is listed below.

Looking at the above reports, we can see that the profit metric does a real good job in being able to assess retention performance, customer spend, and credit risk based on the rank-ordering of these KBI's against profit. The profit metric also performs adequately in assessing average time to make payment, and average # of products

although it is not as pronounced as the other KBI's. It is this kind of report that would provide valuable information to all the key stakeholders in determining whether or not the profit metric is a meaningful measure of profitability.

Once consensus is obtained, operationalizing this solution becomes the next phase. You may ask why we need to do this? By not operationalizing this solution, any type of business issue dealing with profitability would always have to be handled in some way through the analyst who developed the profit algorithm. This is highly inefficient as multiple stakeholders at any one point in time might require the use of

profitability within their specific solutions. The analyst would be inundated with analytical requests as well as overwhelming demand for the generation of lists that deal with profitability. As one might expect, this bottleneck would in all probability result in many of these requests not being completed in a time manner or not even being done at all. The organization's goal of embracing analytics and the use of profitability in effect becomes self-defeating as stakeholders begin to lose interest in the use of this metric in attempting to achieve their business goals in a timely manner. The timeliness of this information can only be achieved through automation. In this context, profitability can be used in a more organic way such that it is embraced throughout the organization.

Embedding predictive analytics into the I/T environment

The first step of automation is to hard code the measure within the current I/T environment. Extensive consultation and meetings need to occur between analytics, I/T and the business units that are reliant on these measures. In our example here at Amex, a profit measure referred to as a net benefit number actually represented the key profit metric. At that time, this measure was hard coded into the mainframe system with extensive checks and quality control measures to ensure that the all the development and programming routines done by the analyst in SAS were done correctly in the mainframe system. Besides ensuring that the profit measure was correctly calculated within the system, routines and programs were also created to automate the production of lists and analytical requests.

The programming here does not actually generate the lists or analytical requests but

essentially empowers the end user to either generate their own lists or conduct their own analyses. This means that there will be less requests by the end business user to the analyst as the end business user is now able to do more of these activities. Requests to the analysts by the end business user now become much more focused on exercises that require the more advanced analytical expertise of the analyst.

Operationalizing the solution amongst the business stakeholders

Yet, embedding predictive analytics as a real-time process within the organization's I/T infrastructure does not necessarily ensure its place as a core discipline within the overall business culture. All users of predictive analytics must clearly see its value both to the organization as well as within their own jobs. This means that not only marketing analysts and credit analysts see the value but also people in the front-line who interact with customers on a day to day basis.

A good example of this might include a financial institution where a given customer may call customer service and ask for information pertaining to an RRSP. The customer service rep (CSR) would address this request but also notice that the customer is considered as someone likely to be more predisposed towards obtaining a mortgage. This intelligence gleaned from the analytics allows the CSR to be more proactive in servicing the complete needs of the customer.

Other examples include a list of leads that is emailed to a sales agent which indicate that this group represents high value customers who are most likely to defect. In the area of credit, analytics tends to be much more operationalized than

other functional areas of the organization which is demonstrated by the ability to detect fraudulent activities at point of sale or phone calls to high-risk customers.

But the capability of actioning analytics at the 'front-line' does not happen overnight. As with any change, there needs to be training or more importantly an 'evangelization' of ideas. Without this 'evangelization', it becomes much more difficult for the front-line people to embrace these changes. Most human beings are not hard-wired for change. There must be a compelling reason for change to occur.

In the case of analytics, it can be a series of talks by both the analytics and the department head individuals. Rather than delve into the arcane details of how a solution was developed, the emphasis is on the value of this solution to the organization and more importantly its value to the 'front-line' person. For example, if I am measured on how much sales I generate, then this solution should be able to deliver incremental sales which will translate into better job performance and ultimately enhancement of my career development opportunities.

It is only through engagement of all stakeholders including the so-called 'front-line' people that analytics becomes a part of the corporate culture. In Thomas Davenport's best selling book on 'Competing on Analytics', he stresses the notion of analytics being a significant competitive advantage for organizations in today's 'knowledge' economy. A more operationalized approach towards analytics is the real key to success in achieving this advantage.

Richard Boire is a Partner at Boire Filler Group. He can be reached at RichB@BoireFillerGroup.com

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Market Analysis, Unaddressed Print, and
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Touch, feel, & engage your audience

By Scott Gray

“We advise our clients to print less, but do it better, smarter and with a little humor. Even hardened marketing folks can laugh when the right button is pushed.”

Direct mail takes on many forms in our world of print communications. Just check your recycling bin - how many of these items stood out enough for you to glance at it, much less pick it up and engage yourself with it?

Likely not many caught your eye. Alright, we're hardened marketing snobs if you please but we are dealing with a sophisticated market, get used to it! It takes something special to deserve our audience's attention. They demand some form of payback for their valuable time so engage them with something interesting or be disengaged.

In today's visually saturated world, how do you expect to get your audience to look up from their mobile device when chances are your project is pushing them to that device by way of a QR code, PURL or incentive anyway?

I'm a printer, but I cannot afford to be just a printer. My team is but a moving part on a big marketing wheel. We must strive to be the hub, not the spoke whereby our team's varied experiences contribute creative solutions and the physical (and electronic) component of a multilayered campaign. Today we engage data, architecture, physics, mathematics (I knew it would pay off to repeat algebra ...), drafting and, on occasion, origami in our daily routine.



How can you maximize the attention on your DM? Start with a professional creative team. Give them a clearly defined goal and call to action; do you want people to call a phone number, buy a condo, join a club? Ensure you are relevant to your audience and be compatible with your brand or product? Great DM elicits an emotional response - make them laugh, chuckle or be amazed and you have a conversation.

Case #2

MET worked with Dare Digital (Formerly BLITZ) and Prospera Credit Union, we wanted to show how well their investment advice and personal relationship with their clients go together. What goes better together than peanut butter and jam?

In scheming up a personalized PB&J sandwich complete with gingham napkin and sandwich baggie, the emotional attachment was instant. The Soft Touch paper exterior emulating fresh bread, multilevel embossing combined with UV Matte and gloss FX to create glossy jam with chunks of berries and thick peanut butter guaranteed a smile. With that came permission to engage in a further conversation.

*side note, even simulated peanut butter smell can cause "adverse" reactions, so we dropped that

Case #3

The old printers direct mail proverb, if you stick a \$100 bill on it you will get a great response. True; an online gaming company made 20,000 fake \$100 redeemable bills with random serial #'s (that's \$2,000,000) inside a fake wallet, the catch, you just have to play it, if you win you keep it. If you lose you had a little fun. Bottom line they had over 28% response and was deemed a great hit.

When you make something tactile or dimensional it sticks out. It must have smart content, good creative and a clear message. With today's print technology, digital rivals some sheetfed products making shorter, tightly focused runs viable. They offer options of personalization like personalizing a name in shells on a beach, special effects and automation enable the creative teams to achieve jaw-dropping effects. Just a few of the tools of the trade we can tap into; thermochromatic, photochromatic, tactile, scented inks and coatings, lenticular screens, laser die-cuts, sound chips, video footage, QR, PURL, sparkles, you name it and it has likely been utilized many times.

We advise our clients to print less, but do it better, smarter and with a little humor. Even hardened marketing folks can laugh when the right button is pushed.



Daily newspapers were rolled up and wrapped to look like giant McDonald's straws. When opened, a cover takeover revealed messaging promoting any-size dollar drinks - even the very largest size.

When most of our direct mMail briefs come to us starting with "I want something that hasn't been done before" or "this has to really blow their minds and make them contact us" we start our engines. How often do you stick a snow ski on a spinner, screen print popsicle sticks, add a 7" LCD video screen to a book with a 90 second commercial? All of these are born of a willingness to suspend belief and solve communication problems.

Case #1

MET recently worked with COSSETTE Vancouver to develop a promotion for McDonald's any-size dollar drinks. Using a full page advertorial in the Edmonton Sun as a message vehicle, the rolled paper was housed in a wrapper, then sealed in "straw paper" to emulate the iconic McDonald's straw. Eye-catching, smart and engaging.

Scott Gray is MET Fine Printers Director of Brand. MET just received their 30th Benjamin Franklin Award from the Print Industries of America, the most of any Canadian printer. MET Fine Printers, a Carbon Neutral Company and MET Resource are part of the MET group of companies. You can reach Scott at scott@metprinters.com

ANNUAL WALL CHART! 11 OF PRINTERS

Company	Contact	Plants	Variable Data	Print on Demand	Statements	Envelopes	Envelopes Custom	Labels	Coupons	Catalogues	Flyers	Dimensional	Mass Customization	Self/BRC	Mailing & Delivery	Specialty
3M Direct Response	Adriana Ciampa; P: 800-265-1840 x7226; aciampa@mmm.com	Mankato, MN, USA										•				Service all of Canada with DR Products and custom printed promo products - all of which are Post-it Note® based products (adhesive).
Advocate Printing & Publishing	Shane Sponagle, VP Sales. P: 902-485-1990	Pictou, NS		•	•	•	•	•	•	•	•	•	•	•	•	
Allim Inc. (Avant Imaging & Information Management Inc.)	Mario Giorgio, CEO; P: 416-798-7110 x223	Aurora, ON	•	•	•	•	•	•	•	•	•	•	•	•	•	Pre-press, printing (offset & digital), binding and complete mailing capabilities
Assetprint	Felix Gill, CEO; P: 514-317-2334 E: fgill@assetprint.ca	Montreal, QC	•	•	•	•	•	•	•	•	•	•	•	•	•	Financial Institutions, Advertising Agencies, Not-For-Profit Fundraisers
Bassett Direct	Rich Bassett, President; P: 905-882-4740 x213 cell - 416 258-3825; richb@bassettirect.ca	Richmond Hill, ON	•	•	•	•	•	•	•	•	•	•	•	•	•	Not for profit, Direct marketing, Commercial
Bel-Fast Envelopes	Murray Horner; P: 888-340-4446 x33; murrayh@bel-fast.com	St. Laurent, QC		•												
Canadian Printing Resources Inc.	Joe Fiorillo; P: 416-740-3388, x231; joe@canadianprintingresources.com	Toronto, ON		•												
Cenveo McLaren Morris & Todd	Joey Marshall, Sales; P: 905-677-3592 x226	Mississauga, ON														Banking, Gift Card Companies
Compuset	Yovan Gavrich; P: 514-735-4601 x230; yovan@compusetcanada.com	Pointe-Claire, QC	•	•	•	•	•	•	•	•	•	•	•	•	•	
Crook & Grant Lithographers Ltd	Steve Crook, P: 416 499-1011; steve@ravengraphics.ca	Toronto, ON														
Data Direct Group	Debbie Major, President; P: 905-564-0150 x394; debbie@datadirect.ca	Mississauga, ON	•	•				•								Financial, Pharmaceutical, Automotive, Not-for-Profit, Ad Agencies, Large Corporations
DM Graphics Inc	Rainer Fischer, President; P: 905-877-3656; F: 905-877-2547; T: 866-365-3656; Erainer@dmgraphics.ca	Georgetown, ON	•	•												Not-For-Profit
Essence Communications Group	Ceryl Branton; P: 613-962-2360	Belleville, ON	•	•												Not-For-Profit
Gilmore Doculink International	Dennis Quon, Vice President, National Sales	Ottawa, ON	•	•	•											Financial, Telecom, Utilities, Retail, Insurance, Non-Profit
Grenville Printing Limited	Bill Burke, President; P: 416-449-4499; b.burke@grenvilleprinting.com	Toronto, ON; Montreal, QC	•	•												Music, Automotive, Financial, Pharmaceutical, Food Packaging
Harmony Printing Limited	Don Gain Jr. P: 416-232-1472; info@harmonyprinting.com	Toronto, ON	•	•												Financial, Government, Education, Publishers
Honeycomb Direct Mail Inc.	Gordon Russell - President, Nathan McHugh - Director, Business Development, 604 253-6066; info@honeycombdirect.com	Vancouver, BC	•	•												
Hume Imaging	Bob Glustein Ph: 416-921-7204; bob@humeintermedia.ca	Toronto	•	•												
Hunt Marketing Services	Andre Cohen, Director, Business Development; acohen@huntmarketingservices.com	Mississauga, ON	•	•												
Interact Direct Marketing Inc.	Jeffrey Bisset, President; P: 800-790-6245 x180; jfbisset@interactdirect.com	London, ON	•	•												
ION Print Solutions	Craig McEwen, P: 780-955-8777; craigm@ionprintsolutions.com	Nisku, AB; Edmonton, AB	•	•												Mid-Market Firms in Canada/USA
Ironstone Media	Kelly Dirken, Director of Sales; P: 905-831-3000; kdirken@ironstonemedia.com	Pickering, ON	•													Magazines, catalogues, financial printing, retail coated flyers, marketing materials.
J Sutton Communications Inc.	John Sutton, President; P: 416-365-7446, ext 23; F: 416-365-1985; E: john@sutton.com.com	Toronto, ON	•	•												Not For Profit; Direct Marketing International; US Mailing List Sourcing
J.B. Deschamps Inc	Jean Deschamps, President P: 418 667-3322; jdb@bdeschamps.com	Quebec, QC; Montreal, QC	•	•												Security Printers, High Volume Sheetfed

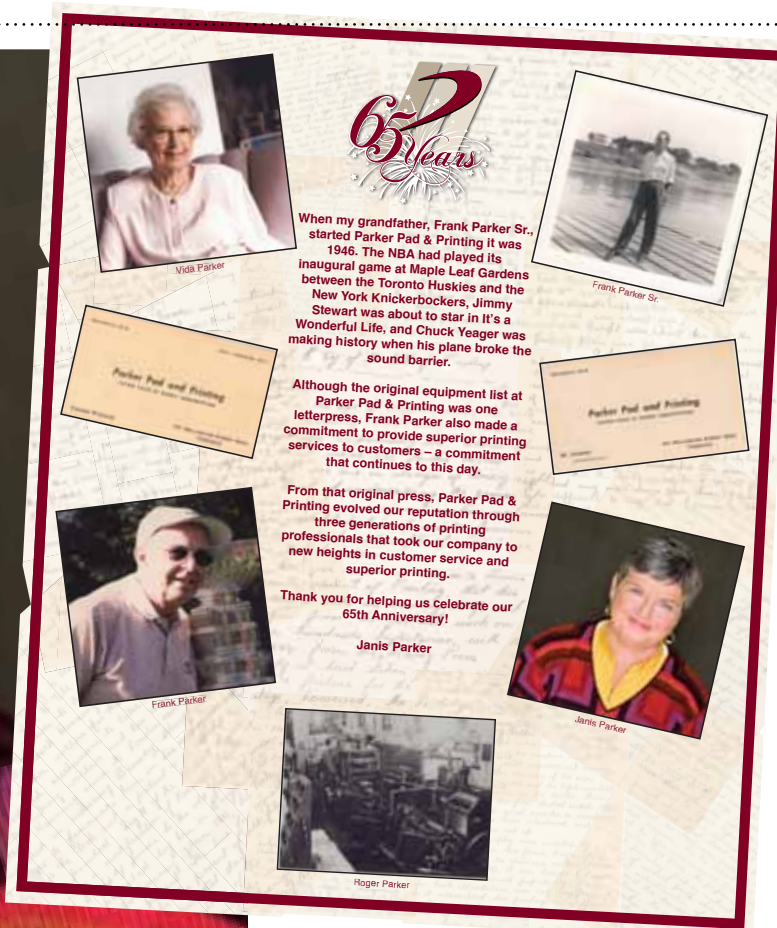


DIRECT & PERSONAL

by Billy Sharma

The resilient

Ms. Janis Parker



There is a term in the printing industry called 'resilience.' It's the ability and strength of paper to return to its original form after being stressed by bending, stretching or compressing during the printing and finishing processes.

Similarly, Janis Parker is one tough person who has always earned her keep. Rather than inheriting a successful business she actually bought Parker Pad & Printing from her father Frank Parker when he decided to retire. Over a ten-year span from 2001 – 2011, she paid him the appraised price.

This made Parker Pad & Printing Ltd. one of the few third generation family printing businesses in Toronto and on its 65th anniversary they produced this wonderful poster.

"I started full time in the industry as an estimator, then entered the production side and finally into sales at Matthew, Ingham & Lake (IML) where I worked for some very notable print icons: Terry Slater, Graham Matthews, Bob Ingham and Dave Lake," said Janis.

"As a child, I remember Dad bringing home a ream of paper and teaching me how to jog it up. I also fondly remember playing with metal type and trying to sort it and going to the printing press with my Dad, to catch off the folder.

"My favourite job was working in the bindery – tipping NCR forms with a glue tip machine or feeding the table top scoring/perforating machine."

After taking over Parker Pad & Printing Ltd., she has increased sales from \$5M to \$14M and moved from Scarborough to Markham.

"We had no place to expand further and I wanted to bring in other printing operations in-house, so the move made sense," she explained.

"I now own 100% of the company and we have 55 full time employees, with locations in Markham and a satellite office in Haliburton, where I purchased a small print operation called County Commercial Printing."

I asked, "Why Haliburton?"

"I live there," she replied. "I am currently taking flying lessons to cut my commute time from over 45 minutes to 10 minutes. Once I have my license, I hope to get a floatplane."

Devoted to the trade, Janis spends Fridays and Mondays at the Haliburton office and the balance of the days in Markham.

To my surprise Janis told me she had originally hoped to teach outdoor education.

"When I graduated from York University in 1977," she explained, "there were no full time teaching jobs available and Outdoor Education was being dropped from the curriculum.

"There have been times when I have wished that I had continued in education. I certainly felt that way early in my career, since women were not taken seriously in the printing business at that time."

"How so?" I inquired.

She said, "Once on a trip to the Graphics Arts Festival in Drupa, Germany, many years ago, when I would ask a question the sales-representative would ignore me and turn to my husband and answer my question as if I was not there."

Another instance involved Kodak/Graphic Resources annual client event. They only invited men to attend the golfing part of the activities. Janis is an avid golfer.

"Suli Yasher, my largest paper supplier was in charge

of the event. To let him know how unhappy I was not to be included, I stopped ordering paper from him for several months. The next year 23 men and I attended the tournament.

"However, even though there have been unpleasant people and occasions, they have been very limited and the positives have been plentiful."

Janis is married to Ron Kozak, who ran his own a bindery operation when her office was in Scarborough. Today they have two children, Kyle and Kelsey, plus she has two stepchildren, Rob and Rhonda.

When I asked her, "Which person has been the biggest influence in your life?" without hesitation she replied, "My father – Frank Parker — he was not only the best father one could have but he was also a class act. Always thinking of doing the right thing, he had built this business on hard work, integrity and looking after his staff.

"He would remember small things like, if one staff member's son was to play hockey on a particular day, the next day he would make sure to ask his employee how his son had fared.

"My father's philosophy was simple: No. 1 – The customer is always right and No. 2 – Bigger isn't better, only bigger!"

To my question, "which event has made the biggest impact on your career or business?"

She replied, "A car accident - 17 years ago – that almost cost me my life. I had to attend a press approval during a snowstorm. Even though I tried to dissuade my client because it looked dangerous outside, he insisted that we go to the press run. I even offered that if the job were not to his satisfaction, I would rerun it at cost. He insisted that it would be too late if it had to be redone.

"Nothing would change his mind. So off we went. Midway in the blinding storm, the car in front skidded on a patch of black ice. I tried to swerve to the right to avoid hitting him and the next thing I remember was waking up in hospital. A tractor-trailer had smashed into my side of the car.

"I was bed ridden for over a year, while the doctors pondered whether to amputate my leg or not. Luckily, they did not."

"What else have you done besides work?" I inquired.

With a chuckle she said, "I once ran for local politics in Haliburton and won a seat as a counselor."

Through my own experience I know that one of the most difficult businesses to run today is a printing business.

As Janis said, "Staying up to date on technology while not breaking the bank is essential. Success in today's market requires flexibility and innovation.

"We have expanded in many new directions, adding in house bindery, direct mail, and fulfillment to complement our core business."

I distinctly remember when I ran Brann Worldwide that my biggest client, CIBC, had shortlisted five printers as their preferred suppliers and Parker Pad & Printing was one of them. So it was a pleasure to finally meet the person who runs this very fine organization.

The unflappable Janis Parker. Here's wishing her continued success for the next 75 years and more.

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

London

REGIONAL REPORT:

By Amy Bostock

Alliance iCommunications

Key Contact

TigerTel

Transcom



Photo: Key Contact

By Amy Bostock

REGIONAL REPORT:

London

This month we're shining the spotlight on the city's contact centre industry, which employs more than 7,000 people representing 2.6% of the labour force.

Industry Fast Facts

(source: London Economic Development Corporation)

- ▶ The telecommunications infrastructure in London matches or surpasses that available in most major business and financial centres.
- ▶ The London Contact Centre cluster has 40+ contact centre companies with a skilled and experienced labour force of more than 7,000 people representing 2.6% of the labour force.
- ▶ The two largest contact centres in London are Stream, a multi-national, multi-billion dollar company with offices around the world; and Sykes, a global leader in providing customer contact management solutions and services in the business process outsourcing (BPO) arena.



Photo: London Tourism

WHO WE MET WITH:



Key Contact
Wanda McKay,
www.keycontact.com



Alliance iCommunications
Sheila and David LeClair,
www.alliancecomm.com



TigerTel
Paul Speisman
and Sherry Ambrose,
www.tigertel.com



Transcom
Graydon Marshall,
www.transcom.com



N An abundant supply of technically skilled workers, access to educational facilities, training programs and support and superior telecommunications infrastructure have made London the first choice for many big name contact centres. In fact, the industry currently supports more than 7,000 jobs, accounting for almost 3 per cent of the city's work force.

"Thanks to the presence of The University of Western Ontario and Fanshawe College, London has a very technical, resourceful and adaptable workforce," says Wanda McKay, President of Key Contact. "We also have no accent so our operators are very easy to

understand."

According to Graydan Marshall, who works in human resources for Transcom, the two post-secondary institutions provide a steady stream of employees for London contact centres.

"There are lots of new grads looking for new jobs," he says. "It may not be in their field but they need something right away and we can provide them with that opportunity. They are 18-25 years old and very tech savvy for the most part."

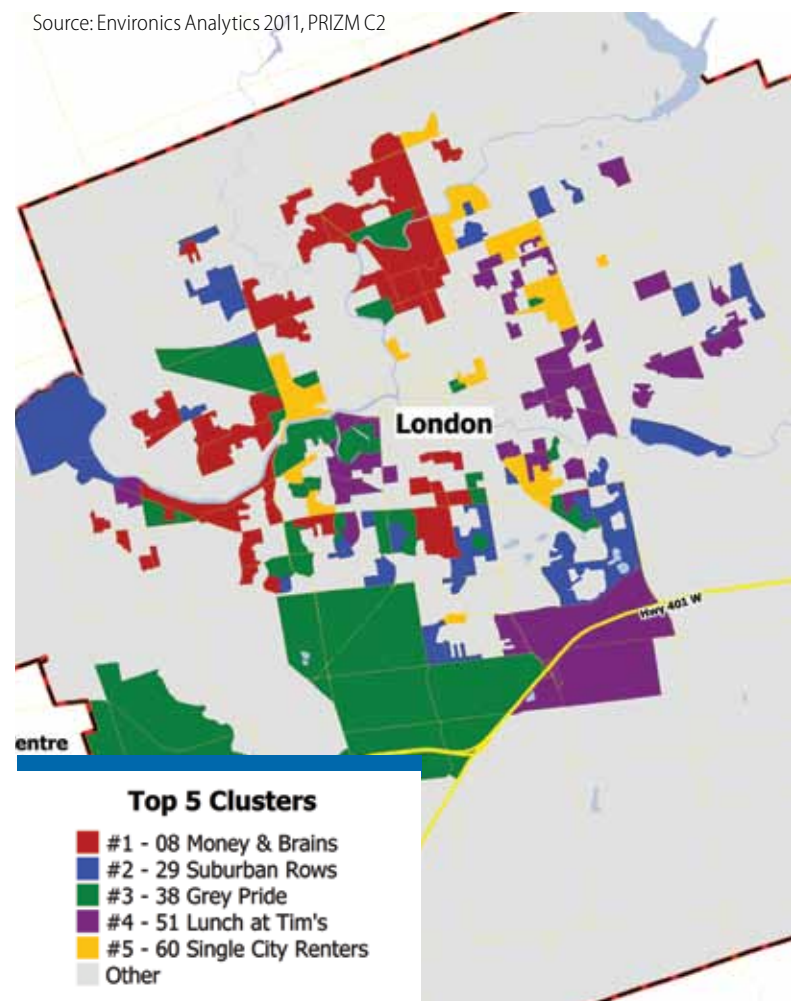
That's good news for Transcom, who deals with inbound calls for tech support and billing.

With so many contact centres located in the London area, there is fierce competition for qualified operators.

"There have been some large contact centres that have moved back south," says McKay. "That's bad news for the industry as a whole but good news for the remaining businesses since it created a boom of quality people trained and ready to fill seats."

Even though some big names have left town, that doesn't mean that contact centres are hurting. In fact, many of the companies we met with are actually experiencing growth and are feeling optimistic about the state of the industry.

Source: Environics Analytics 2011, PRIZM C2



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Helping You Tell Your Story!



London is home to the University of Western Ontario which provides a steady stream of educated workers

"We did experience a bit of a slowdown a couple of years ago but what I'm seeing now is a real resurgence," says McKay, whose company is in the process of expanding its twelve seat call centre by another eight seats.

TigerTel, a 100% Canadian company with offices across the country, is also continuing to grow thanks to their ability to offer clients everything from simple answering services to complex applications like credit card capturing and everything in between.

"We've gone from strictly answering phone calls to being able to offer integration of other channels," says Sherry Ambrose, Branch Manager for the 12 seat London office of TigerTel. According to Ambrose, the trend towards offering a wider variety of services is what prompted the industry terminology to differentiate between "call centres" and "contact centres".

Integration is the word on everyone's lips these days as DM suppliers of all kinds race to keep up with the ever changing industry landscape. But although many contact centres have expanded their service offerings over the last few years, McKay says that at the heart of it all, people are still looking for something a little more personal.

"What we've seen over the last number of years is with the deluge of social media

and email distribution for marketing, people still crave solutions that are a bit more human," says McKay. "They want real contact where they can hear a voice and ask questions as opposed to a quick view of an email and chuck it."

However, contact centres are only one piece of the puzzle, she says.

"All forms of marketing have their place and none are an end unto themselves. The smart companies are the ones who know how to weave it all together."

Many London contact centres offer database marketing and fulfillment in addition to their traditional call centre, a mix that McKay says works hand-in-hand and attracts clients who want everything under one roof.

Keeping things close to home is another emerging trend for the contact centre industry. According to Sheila and David LeClair of Alliance iCommunications, many Canadian companies are making the conscious decision not to send their call centre contracts offshore to places like India, Russia or Jamaica.

"We don't compete with offshore companies on price because we can't win," says David LeClair. "In fact, pricing of offshore competition is one of the biggest hurdles North American call centres have to face."

Where their company can and does compete, says Sheils LeClair, is on

knowledge and quality of service.

"If you go offshore the cost per call may be lower but there are more calls," she says. "So yes they may be more economical but the results are not as good in comparison."

According to everyone we spoke with in London, consumers who are answering calls are losing patience with call centres who either don't know the market they are calling into or have language barriers. Business are now seeing the value of keeping their contact centre work on Canadian soil in order to have better access to their projects in terms of quality monitoring and control.

"There are some applications that work well offshore," says Paul Speisman, Account Executive for TigerTel. "But most clients want to be more hands-on so they want their contact centre to be close by."

"And really, given the mandate of our economy right now," add McKay, "I think it's only smart to keep those jobs in the country."

Transcom has its own solution to the problem of offshore competition. As a global company they have opened offices in locations like South America, North Africa and Asia.

"Offshore competition is a big problem for anyone in the call centre business," says Marshall. "So we've opened offshore sites of our own that currently employ

over 7,000 people."

Alliance iCommunications recently opened an office in South Bend, Indiana in order to better serve their growing American consumer base.

"There's not much London-based call centre outsourcing opportunities so

“All forms of marketing have their place and none are an end unto themselves. The smart companies are the ones who know how to weave it all together.”

we aren't competing for London-based business," says LeClair. "Competition is more North America-wide so our South Bend office allows us to expand our reach while making programs more affordable for our American clients."

Looking forward

The future of contact centres certainly seems to be a rosy one as all of the companies we spoke to agreed that there will always be a place for human contact in the direct marketing mix.

"People still want to talk to a real person at some point, even with the other channels available," says Sheila LeClair.

The way these companies do business, however, does seem to be changing. Brick and mortar sites are being replaced by remote operators and many contact centres are offering their clients 24/7 service.

"The shift to more remote agents will mean that companies will need smaller offices but will have staff spread out," says Ambrose. "That translates to not needed a large number of seats in one place."

"By replacing brick and mortar sites with home agents companies can save money on overhead," says Marshall, "and that savings will be passed on to the client."

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LIST WATCH

P.A. Douglas Seminar Attendees

This is a list of attendees to Canadian Administrative Assistant and Executive Secretary seminars. These are intensive three day workshops intended to explore and develop the intellectual, organizational and interpersonal abilities of each participant. Rather than focusing on the fundamentals, this program concentrates on the knowledge and specialized skills that will sustain career growth. The program is comprehensive and stands on its own. This group is highly responsive to all types of seminar offers. 100% direct mail sold. Sample count breakdown: 12,127 male; 23,724 female; 1,534 phone numbers; 1,494 fax numbers. Average Unit of Sale: \$2,195.00. Contact Alejandra Cuevas, Cornerstone Group of Companies at 416-932-9555 ext: 177

Reader's Digest Sweeps — English

This is a list of sweepstakes entrants in Canada generated from Readers Digest \$250,000 Grand Prize mailings, but have declined offers for magazine subscriptions, books, videos, music and/or merchandise products. For counts, please contact listmanagement@stonecanada.com. This list updates quarterly. Rosa da Silva at 416-932-9555 ext: 309

Universe Canada: New Business Monthly

Using matching and merging techniques, Universe Canada identifies new business listings that appear in the White Page telephone directories. This technique matches the telephone numbers in the current month against the three previous months' listings.

The listings are isolated as likely New Business Moves or Brand New Businesses (cannot differentiate). In either case, a great target for a variety of direct marketing offers from business products to business services. Contact names are not available on this file. Title slugs are available on this list for an additional charge.

Contact Brigida Maxwell, Cornerstone Group of Companies, at 416-932-9555 ext: 186



▶ Continued from Cover

specialty packaging and all forms of print collateral."

The first appearance of VIP was a CBS and Pepsi insert in Entertainment Weekly.

With screens starting at 1.8" and going as large as 7", the LED screen is embedded directly into a print piece. It can play up to 45 minutes of video and can include chapter buttons and a navigation system similar to DVDs. They all have a USB jack embedded so customers can either lock their content or have the capability to update and change the content.

"The pharmaceutical and financial sectors are big users of VIP because they can send out shareholder reports or product updates and allow the users to load new content a couple of times a year if needed," says Clegg.

But at a cost of anywhere from \$35 to \$150 a unit, VIP technology is not for the faint of heart.

"It is definitely expensive in terms of DM when people are used to paying \$0.50 to \$3 a piece," says Clegg. "But we've developed some strong ROI data to

“It is definitely expensive in terms of DM when people are used to paying \$0.50 to \$3 a piece. But we've developed some strong ROI data to support and justify the cost.”

support and justify the cost."

Termed "multi-sensory marketing," Clegg says that today's direct marketers need to appeal to all the senses in order to deliver a stronger message.

"We've had great success with the product so far," he says, adding that VIP gets great coverage everywhere it goes.

Their client roster seems to confirm this statement with large names like Rogers Retail, HBC and McDonalds jumping on the multi-sensory bandwagon.

"It's great high-profile technology," says Clegg "and it definitely makes an impact."

At this point, VIP is a niche product that appeals to large companies with large budgets and projects with brand specific goals.

"There's always a place for traditional

pieces but there is also opportunities for technology to step in when you have a bigger budget and want higher return," says Clegg, adding that ROI on VIP pieces have been as high as 15-20%.

"I really like the innovative approach to merging video and sound in a personalized communication piece," says Scott Gray, Director of Brand at Vancouver-based Metropolitan Fine Printers. "My team could have a lot of fun creating new non-traditional print based tools that both show and tell the story."

According to Clegg, the price of VIP, like any technology, will continue to go down. For now, the product is resonating with forward thinking marketers who see the value of standing out from the crowd.

▶ Continued from pg 3

variables and their outcomes, analyse and learn from the results, leverage the learning to generate improved outcomes—are enablers to success across any medium or channel—digital, print, cluttered or not. The more complex or blurred the marketing environment and choices become, the more decision-makers must rely on scientific, proven methodologies and analytics that provide the insights necessary for successful multi-channel program deployment and results, over time. Remember, DM is a time-based discipline, never a one-shot event.

Cutting through the noise: DM best practices

Depending on the channel mix selected in considering the first key question above, the second essential question to be asked and answered at the planning stage of a multi-channel DM program is: what are the best DM practices we can apply within the channels and tactics we have selected to 'cut through the noise' and execute our program successfully?

Our DM Council team considered this question some months ago and how we might help educate newer marketers (and

perhaps refresh some veterans!) about the back-to-the-basics, 'best in class' practices we have learned over the years. We agreed the wealth of combined experience and knowledge of our team members—and that of our wider community of colleagues—ought to be captured and shared with newer marketers so they might benefit from our collective experience and more successfully 'cut through the noise' with their consumers. After all, the clutter of messages and channels exists at work as well as at home, especially for those in marketing and communications.

New CMA 'DM Digest'

That is why our CMA Direct Marketing Council has produced the 'DM Digest', a series of direct marketing best practices documents that cover 13 DM topics in 3 grouped segments: 'The Basics', 'Media and Channels' and 'Improving Effectiveness'. Each article within these segments is focused on helping DM practitioners leverage their trade. The Editorial team here at DM News is sharing some highlights from the DM Digest over the next few issues. The complete DM Digest is available free of charge to any employee of a CMA member organization

by visiting the 'Marketing Resources' page on the Association's website (www.the-cma.org) and clicking 'Marketing Guides'

Promises, promises

Remember how I said at the top of this article that I would come back to the more relevant statistic about how many messages a consumer might actually receive, retain and act upon... and how come? Well, I am back to it but I have no one, true answer that is not laden with variables and dependencies on... well, lots of thing.

What I can guarantee you is that in this truly message-cluttered world, by relying on the discipline of direct marketing and combining it with the tried and true best practices highlighted in the DM Digest, your chances for successful multi-channel marketing efforts that get the attention—and action!—of your consumers will improve.

I promise.

Melanie Cunningham is President of Wellspring Productions Inc., a full-service integrated marketing consultancy. She can be reached at melaniewellspring@gmail.com.

DM PEOPLE



JAN Kelley Marketing

JAN Kelley Marketing has promoted Chantel Broten to Vice President and Chief Strategy Officer and Lynn Ridley to Vice President Creative



MET Fine Printers

MET Fine Printers has expanded their sales team, adding Account Executive Toby Willats to their Vancouver office.



CASACOM

Carolyn Ray is joining CASACOM as Managing Director to lead the new Toronto office.



Newad

David Vance named Director, Sales, Indoor Advertising for Central Canada and Suzanne Lacroix has been appointed as Executive Director, Experiential Marketing.

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DMLANDSCAPES

Fans of flyers *By Jan Kestle and Michael J. Weiss*

They've been denigrated as old school and dismissed by the digitally infatuated, but don't tell that to the millions of Canadians who still enjoy getting flyers delivered to their door. These are the folks who read flyers religiously at breakfast, make shopping decisions based on them before leaving their homes and carry them to the checkout counter when making a purchase. Every year, Canadian merchants send out billions of flyers—more than four billion mailed by Canada Post alone—as part of their marketing strategy. And contrary to lore, most people are happy to receive those missives. Some 59 percent of Canadians have a somewhat favourable or very favourable opinion of flyers delivered to their door, according to Environics Analytics (EA) and BBM RTS Canada. Recipients rate flyers as a “good” source of information that also typically offer eye-catching discounts.

Flyer shoppers are found across Canada—from Cape Breton, Nova Scotia, to Kitimat, British Columbia—but the biggest fans tend to be price-sensitive, working-class

households living in smaller cities and exurban towns. Unlike upscale, tech-savvy citydwellers who get flyers through their computers, netbooks and mobile phones, print flyer users are not generally early adopters. When analyzed in PRIZMC2, EA's segmentation system that classifies Canadians into 66 different lifestyle types, the highest-rated segments for flyers includes Fields of Dreams (midscale families and blue-collar workers), Down on the Farm (older and mature farm couples and families), Single City Renters (young, apartment-dwelling urban singles and couples) and Les Seniors (mature and low-income Quebec

suburbanites). These older-than-average householders like to spend their free time going to dance clubs, dinner theatres, bowling alleys and casinos. To keep fit, they're fond of fitness walking, gardening, baseball and swimming.

In the marketplace, their shopping style lends itself to flyer use. These consumers describe themselves as price sensitive and brand loyal—the kind of shoppers who happily stock up on their favourite brand if it's on sale. And yet they're also a good test market; they state that most new products “are worth a try.” Flyer fans make a strong market for categories such as home improvement, gardening, groceries, clothing and footwear. Research shows that before these shoppers purchase a product offline, they typically research it both online and through traditional channels like print flyers. Indeed, flyer fans are those rare, omnivorous shoppers who appreciate flyers that encourage them to try new products and pick up longtime favourite brands. “Advertising,” they tell researchers, “is an important source of information to me.”

At a time when so many advertisers are migrating from

Share of Canadians who have a very favourable or somewhat favourable opinion about flyers delivered to their door, compared to the national average of 59.4 percent (index=100)

- **High Flyers** (high index: >120)
- **Read 'Em Religiously** (above-average index: 100-120)
- **Rarely Reached** (below-average index: 80-100)
- **Tossers** (low index <80)

Sources: Environics Analytics 2011, based on PRIZMC2 and BBM RTS Canada.

traditional media to digital channels, research shows that flyers remain an important component of a retailer's marketing mix. Walmart Canada reports that an increase in consumers checking out its online flyers hasn't reduced the readership of its print flyers. In fact, flyer use has grown as a result of the economic downturn. And given new printing technologies and target marketing approaches to permit differentiated offers and messages, flyers are not just for mass mailings anymore. Using segmentation systems like PRIZMC2, retailers can get demographic, lifestyle, product preferences and values data down to a postal code and dissemination area to further target its distribution. The result: cost-effective, customized flyers delivered to a specific list of customers or neighbourhoods within a store's trade area that directly addresses those consumers' tastes and needs. They may be old school, but with new technology, flyers certainly make the grade.



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The CMA Awards are the only event that recognizes both agencies and clients, creative and strategy, and the role they play in bringing award-winning marketing ideas to life. Reserve your tickets for CMA Awards Gala by visiting www.the-cma.org/awards

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November 30-December 1, 2011

Toronto, Ontario
Social Media Canada Summit 2011

More major brands are joining the Social Media Canada Summit 2011, taking place this November 30 & December 1 in Toronto. Top brand names already participating at the Summit include Red Bull, Gap, Yahoo, L'Oreal, Samsung, Siemens, Jaguar-Landrover and Porsche.

Excitement about this highly focused Summit has also spread beyond the brands to other organizations who plan to use Social Media. The Summit is now also being attended by Communications Directors and Heads of Social Media from the Government, Sports, Tourism & Entertainment sectors. Because of this, the opportunities for interaction, cross-industry information exchange and learning at Social Media Canada will be unprecedented. For more information visit www.social-media-pr-canada-2011.com

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Toronto, Ontario
Not-For-Profit Seminar: Marketing Online Successfully

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