

# DIRECT MARKETING

Vol. 22 • No. 6 • OCTOBER 2009


THE ART & SCIENCE OF PREDICTABLE MARKETING

PRINTED ON 100% RECYCLED PAPER

## FAST forward

 Editor's letter » 3  
Stepping out of my comfort zone

 Directives » 3  
Kelly Kubrick talks online measurement

 Analytics: an unfulfilled promise? » 4  
The first in a series by Colin Tener

Operations & Service: » 6

Closing the loop  
How to integrate DM, online tools and fulfillment

 The Analytics Advisor » 6  
Jan Kestle on selecting the best segmentation approach

Feeling fulfilled? » 7  
Donna Kutter warns that all fulfillment houses are NOT created equal

# Money-to-go

## The m-commerce revolution is bringing mobile payments into the mainstream

**M**ost of us these days would rather leave our house without our wallet than without our phone. And thanks to advancements in mobile technology we can actually do without the wallet.

The mobile payment industry has experienced steady growth with the number of mobile payment users worldwide totaling 73.4 million in 2009, up 70.4 per cent from 2008, according to Gartner Technology Business Research Insight. The research firm predicts that the number of mobile payment users will reach more than 190 million in 2012, representing more than 3 per cent of total mobile users worldwide and attaining a level at which it will be considered "mainstream."

"The market is really sparking," says Francesco Rovetta, Director of Business Development for PayPal Mobile. "There are better devices and better data plans so now consumers are really embracing mobile as a commerce destination."

So why the push for mobile commerce? Many Canadians today carry a phone, but not everyone always carries cash. The cellphone is proving to be an all-in-one accessory; playing MP3 music, video, taking photos, games, messaging, and so on. Acting as your wallet is the next natural step.

### Some of the players PayPal Mobile


PayPal Mobile has been around for about two years. It started as a way to perform person-to-person transactions over a mobile device and both parties had to be PayPal users. They also offered a text to buy feature that allowed users to securely order items by text message. Then last July they released the PayPal

See **Mobile-to-go** page 4



Mobile payment usage is up over 70 per cent from last year, thanks in large part to better devices and more cost-effective data plans.

 Unlock your data » 8  
In part three of his five part series, Rick Brough discusses the role data intelligence plays in database marketing and how it can contribute to the health of your customer base.

 Fulfillment 101 » 9  
What does fulfillment mean in the 21st Century? Brian Davidson of Wood & Associates sees it as a process that completes a marketing campaign.


Direct & Personal » 9  
Allison Taylor:  
Like father, like daughter

 DMLandscapes » 11  
Top users of text messaging

Regional Report » 12  
Ottawa Region: Direct marketing in our Nation's capital. See how a strong public sector is driving a stable DM industry.

Top Canadian Online Marketers of '09

The envelope please » 23  
Click! Weekly names the Top Canadian Online Marketers of 2009

 For a complete table of contents please turn to page 3

Introducing  
**Envision 2.0**  
New and improved marketing analytics online

  
www.environicsanalytics.ca (416) 969-2733

**McKinnon**   
Targeted Recruiters

**Interactive and Database Marketing Specialists**

Greg McKinnon  
416.250.6763 Ext. 233

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

## Want to boost response rates?



Getting more attention in the mailbox just got easier. Now you can use Repositionable Notes on the outside of your direct mail.

Make your message stand out. Call **1 866 511-3133** or visit [canadapost.ca/bigimpact](http://canadapost.ca/bigimpact) today.



Publications Mail Agreement #40050803

# GOT A LOT ON YOUR MIND?

I really should be marketing online ... But how do I find my target audience?

**With enhanced targeting, Yahoo! helps your business grow.**

- Target your audience geographically<sup>1</sup>
- Set demographic preferences<sup>2</sup>
- Schedule your ads to run when you want them to<sup>3</sup>
- Forecast how much your campaigns may cost you<sup>4</sup>

**\$100**  
CREDIT\*

Sign up now to get a \$100 advertising credit\* at

<http://searchmarketing.yahoo.com/dmnews>

\*Terms and Conditions Apply



**YAHOO!** SEARCH MARKETING

1. Please note that geo-targeting accuracy is not guaranteed and may vary depending on the level of targeting selected, as well as other factors. 2. Demographic targeting accuracy is not guaranteed and may vary depending on the accuracy of user information, as well as other factors. Demographic bidding is only available on Yahoo! sites 3. Ad scheduling accuracy is not guaranteed and may vary depending on the accuracy of user information, as well as other factors. 4. Please note that forecasts are estimates only and not guarantees. Copyright © 2009 Yahoo!. All rights reserved.



## editor's letter

Amy Bostock

comfortably into my pocket and has a list of features as long as my arm. But alas, I am still behind the curve when it comes to mobile technology as I don't yet own an iPhone or BlackBerry. I can't check my email, browse the internet, download fun apps or pay my bills from my phone.

In this issue of Direct Marketing I step outside of my comfort zone to explore the world of smart phones in general and mobile payment processing specifically. Our cover story includes input from some of the biggest players in "bill to phone" service industry talking about how cell phone users (and that's pretty much everyone on the planet) now have another choice when it comes to paying their bills or buying online.

I also stepped out of the office for a few days to visit our nation's capital, eat at the

ByWard Market and get a handle on what makes the Ottawa Region's DM industry tick. Have a read through our October Regional Report and see how DM suppliers do business in a city that comes to a standstill every time there's an election.

Many of the companies I visited had a strong fulfillment aspect to their business, making them a perfect fit for our Operations and Service focus this month. Joe Goski from The Lowe-Martin Group talks about closing the loop by integrating DM, online tools and fulfillment. Dare Marketing Inc. offers up some tips on choosing the right fulfillment company to meet your needs.

Don't forget that next month is our Print Performers issue featuring the annual wall chart of printers. You don't want to miss this opportunity to have your company included so make sure to call us and reserve a spot.

Or if you have a smart phone I guess you could just email us from the car.

### In other news...

Now I'd like to take this opportunity to congratulate our sister publication Click! Weekly on being selected as a finalist in two categories for Masthead's Canadian Online Publishing Awards. Click! Weekly has also released their inaugural list of Canada's Top Online Marketers of 2009 and you can read the full list in this month's issue.

Lloyd Media Inc., publisher of Direct Marketing, is also launching a new trade magazine in January 2010, called Payments Business. The readers are financial, technology and operations executives who are responsible for managing their company's payments and transactions functions. The magazine will publish 6 times a year. Learn more at [www.paymentsbusiness.ca](http://www.paymentsbusiness.ca)

I still remember the excitement I felt when I got my first cellular phone. It was a Motorola flip, grey in colour and weighed about the same as a WW2 army field telephone. Special features...illuminated keypad, voicemail and a big honking belt clip. Reception...okay as long as you stood still directly under a tower. Monthly plan...stupid expensive. But that was the price of freedom and I was more than willing to shell out.

Fast forward a few years and I'm still a Motorola girl but my slick new Razr V3 fits

### in this issue

#### departments

DM People.....	10
News Worth Knowing.....	10
In The Mail.....	14
Event Calendar.....	23

### advertisers

Canada Post ▶ 1 & 14	Snap Design ▶ 8
McKinnon Targeted	Online Authority ▶ 12
Recruiters ▶ 1	JSI ▶ 13
Info Canada ▶ 5	Forecast ▶ 13
CVM ▶ 7	Keys Direct ▶ 13
Environics	Lowe Martin ▶ 13
Analytics ▶ 1	CMA ▶ 15-17, 24

### resource directory

#### DM CREATIVE 19

Designers Inc.

#### MAILING EQUIPMENT 19

Canadian Mailing Machines Inc

Bowe Bell & Howell

#### LIST SERVICES 18-19

Cornerstone Group of Companies

CleanList.com

ICOM

infoCANADA

Resolve Corporation

SCOTT'S Directories

Direct Media Canada

Toronto Board of Trade

#### CALL CENTRE PRODUCTS / SERVICES 20

CallCentreJob.ca

EXTEND Communications Inc

Newfield Contact Solutions

Tigertel UTR

Protocol

#### DATABASE MARKETING 20

Cornerstone Group of Companies

Boire Filler Group

Interact Direct

Environics Analytics

Nielson

#### DATA PROCESSING 20

Cornerstone Group of Companies

MLS

#### FULL SERVICE OPERATIONS 21-23

Address-All Mailing Services Ltd.

Andrews Mailing Services

Clix Direct Marketing Services Inc.

CMS / Complete Mailing Services

Data Direct

DM Graphics

RDP Fulfillment Corporation

Key Contact

Kelcom

Mailmarketing Corporation

Origo Direct Marketing Communications

Pillar Direct

Pitney Bowes

SMART DM

The FSA Group

Wood & Associates Direct Marketing

Services Ltd.

## directives

Kelly Kubrick

### To measure or not to measure...that is the question

Companies need to develop their own online performance measurement framework

result in organizational comedy or tragedy. From a positioning perspective, they're both a bit nightmarish.

#### Why is my hypothesis relevant to direct marketers?

Simply put, it's always better to identify how you want your online marketing efforts evaluated versus having someone

#### What should you measure?

The full breadth of engagement key performance indicators – start by establishing a baseline for your online audience. Is it growing, flat or falling? How does that change by segment? Ensure you can identify changes in your visitor source mix (and whether those changes are the result of your marketing activity or in spite

*“Simply put, it's always better to identify how you want your online marketing efforts evaluated versus having someone impose criteria on you.”*

impose criteria on you. By developing your own online performance measurement framework, you can find ways to demonstrate the impact of your program or efforts; you can provide compelling evidence for increased budgets and you can clarify the resources you require to achieve expected results.

#### How do you do this?

It's very simple – change the conversation, not the subject. Instead of talking about hits, talk about conversion. Website strategy circa 2000 assumed a “build it and they will come” approach that was ‘output’ focused. Today, your website strategy should assume visitor engagement with an ‘outcome’ focus.

of it)? What's your search visibility by target phrase? How does the quality of visitor shift by phrase? What do your target phrases tell you about prospect or customer intent? Is your cost per click spending delivering a higher quality of prospect over time or simply a more expensive one?

Instead of leaving measurement of the online channel to us web folk and our impenetrable vocabulary, mix it up with us and help us apply the same disciplined analysis you would to any other marketing effort. We'd love to help demystify, interpret and eliminate ambiguity as well. After all, if Shakespeare's message can transcend generations, I don't see why direct marketers, online or offline, can't transcend a few generations as well.



Kelly Kubrick is the owner of Online Authority, a consulting firm specializing in online measurement. She learned her Internet trade at the feet of traditional direct marketers and believes firmly that the two channels aren't as far apart as they sometimes appear.

A hypothesis for your consideration: renaissance literature and Internet performance measurement have more in common than most direct marketers would assume (what happens when an English Literature major goes to business school and becomes a web analyst).

#### How so?

Shakespeare's play, “Measure for Measure” has perplexed audiences and critics for centuries. It's considered a “problem play” with particularly impenetrable vocabulary. Critics can't decide if the play is a failure due to its inconsistencies or one of the playwright's greatest

achievements. Ambiguities in the script make it difficult to interpret meaning. And at the end of the day, no one is sure whether it's a comedy or tragedy.

Similarly, measuring the success of online marketing efforts has perplexed management for years. It's considered a “problem channel” with particularly impenetrable vocabulary. Critics can't decide if web analytics tools are a failure due to their inconsistencies or one of our greater marketing achievements. Ambiguities in the metrics make it difficult to interpret meaning. And, at the end of the day, no one's sure whether investment in yet another web analytics solution will

coming in the  
November issue of  
*Direct Marketing*

#### Print Performers issue

Read about what's new in paper, mailers and creative production. And don't miss our Annual Wall Chart of Printers.

#### Has online media become a commodity?

Jay Aber looks at the world of online media and the move toward self-serve media buying.

#### The payment processing revolution

In this issue of Click! we'll look at the evolution of the payment processing industry.

click!{weekly}

Get Click! Weekly.  
Sign up online Free.



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

**Mobile-to-go from COVER**

application for iPhones which has had more than 2 million downloads to date. Services offered include mobile web solutions, money transfers and a check-out solution for mobile is currently in the works.

"We offer a fully integrated mobile payment solution that is heavily geared to well educated, top tier mobile users," says Rovetta. "In fact, the mobile population is heavily geared towards high-end users."

With PayPal Mobile there are no transaction fees unless you are using a credit card. For mobile check-out, there are fees involved but they are swallowed by the merchant and therefore are invisible to the consumer.

**PaymentPin**

Recognizing that pretty much everyone was carrying a cell phone, including the younger generation PaymentPin came to the table in 2004 with micro-payment solutions that now surpass more than a million dollars annually. Based in Montreal, PaymentPin gives mobile users the option of using their carrier bill to pay for services online.

"Our target audience is really the 13-25 year old demographic who don't have access to credit cards but want to buy games online," says Robbert Van De Griendt, President of PaymentPin. "But we've also found that the older generation is also embracing this service because they are still nervous about using credit cards online or they find the process to difficult or time consuming."

He says using PaymentPin is completely safe because all user information sits with the carrier. It's also very user friendly. You just punch the PaymentPin button on

the website and enter your mobile phone number. A PIN will be sent to your phone which you then type into the merchant page. That's it. Done.

"Consumers like us because it's fast and easy," says Van De Griendt. "Merchants like us because their conversion rates are higher with PaymentPin – almost four times that of credit cards."

The one drawback is that the transactions are very expensive for the merchant, with carriers taking almost half of the value of each transaction.

"This type of bill-to-phone service was first offered by carriers for things like ringtones and wallpaper for mobile devices," says Van De Griendt. "That industry is currently worth about \$6 billion. So when we started offering this service we had to stick to the same business model as the ringtone sales and the merchants are the ones absorbing the cost."

According to Van De Griendt, carriers need to be convinced that they can work together with companies like PaymentPin to bring down transaction costs and allow the market to grow.

"The way it is right now is not a sustainable situation in my mind."

**Zoompass**

On June 15 of this year, Canada's three carriers — Bell Canada, Rogers and TELUS — joined forces to create Zoompass, a top-to-bottom, designed-for-mobile, money transfer and payments service.

"We wanted to standardize mobile payment/mobile commerce," says Robin Dua, President of EnStream. "The launch

of Zoompass represents an important milestone in financial services that makes the mobile phone the central device consumers use to transfer money and make purchases. The Zoompass mobile service ushers in a new era in electronic payments that addresses a growing desire to move money quickly and easily between friends, family, and merchants."

The service also offers a debit Mastercard with a tap-and-go PayPass RFID card installed, and phones equipped with the tech are on the way.

"The PayPass is the foundation for direct payment from your phone at point of sale," says Dua. "In the very near future you will be able to wave your phone in front of a reader to pay. You won't even need the card."

The company is partnered with a chartered bank, with all cash in Zoompass accounts held safely in escrow. Fees are modest, only 50 cents to send cash or withdraw money to a bank account, with no limit on how much can be transferred. Receiving money or paying for merchandise with the debit Mastercard is free.

"What we're finding is that many people are actually replacing merchant cards like Starbucks or Tim Horton's with a Zoompass so they only have to have one card in their wallet."

**So what's so great about m-commerce?**

M-commerce is simply e-commerce over the mobile phone or B2C transaction by using a mobile phone. Today e-commerce and e-business is turning into m-commerce because mobile devices are user friendly, lightweight, easy to use and easily available to everyone. Mobile phone

usage throughout the world is increasing and more and more services are being added into the devices.

The mobile phones and other handheld devices provide the high speed internet connectivity, which provides the basis of the m-commerce. Once you have high speed internet connectivity on your mobile phones, you can shop, sell, pay or trade online anytime and anywhere in the world.

And it seems to be a win-win for both parties. Buyers can access the online products catalogues and buy the product of their choice as they can on a computer. Companies can display products on their websites and the buyers select the products through the mobile phones and other hand held devices.

"Studies of user behaviour has shown us that consumers are bringing their phones with them everywhere they go," says Rovetta, "and the enhanced capabilities being introduced with m-commerce solutions like PayPal Mobile is making the user experience almost clickless, which makes it very attractive."

According to Dua, people want to be able to do more with their mobile phones, which is fuelling the growth of the m-commerce industry.

"Smart phones are becoming pervasive," he says. "People are used to doing more with their mobile so features such as wallet capabilities increasing utilization. Internet banking is more commonplace now and I think many people see mobile payments as a natural extension of this. Of course, the downside to this is that in the future there may be much less cash in circulation."

**But is it safe?**

"The mobile devices provide security measures lacking in traditional payment methods," says Stella Yoon, president and CEO of cStar Technologies Inc., a provider of wireless and mobile commerce solutions. In a recent column in the Globe & Mail, Yoon stated that user authentication for m-commerce can be readily achieved with PIN or password, together with user ID and the cellphone number.

"A stolen handset is useless without the PIN. Others can easily spend lost and stolen cash and credit cards. Cash attracts thieves. Whether it is tourists, convenience store operators, or even vending machines, having less cash on hand may reduce the attraction of such targets to thieves, too. Security concerns of personal data over open-air networks are addressed with encryption technologies. M-commerce is secure."

The use of m-commerce is the next evolution in the way people interact with their money, says Dua. But as with all things finance, security is always a concern.

"People will always have concerns about the security of their transactions but with Zoompass we have great encryption and are backed by reputable companies."

Every Zoompass transaction is PIN protected and users are required to go through a log in and verification process before completing any transactions.

"Surveys have shown that people are very confident using PayPal, says Rovetta. "In general, mobile payments have become mainstream and people are becoming more comfortable with it." **DM**

# Analytics: an unfulfilled promise?

The first in a new series on the challenges of leveraging database analytics *By Colin Tener*

**W**hy is it that so many organizations still don't leverage analytics to the extent that they can? Particularly when there are so many case studies, books, consultants and competitor success stories telling them that they should?

Billions of dollars have been spent on IT infrastructure and database platforms. Extensive analytical software suites have been installed and skilled analysts hired to drive them. And yet there seems to be a broad and persistent feeling that this significant investment is not being leveraged to its fullest extent.

One of last year's popular business books was "Competing on Analytics" by Thomas Davenport and Jeanne Harris. Their argument was essentially that while many companies use analytics for a few tactical applications, very few take a strategic view. Their book sought to outline the characteristics of a firm that did compete on analytics as well as the necessary steps required to get there. Many of the observations and recommendations are valuable. But the underlying thesis of the book, that few companies use analytics strategically, reinforces the point that more could be done.

A few months ago I was at an industry association event that was attended mainly by analysts. Towards the end of the session the talk turned to the frustrations they felt in dealing with marketers and others in the



organization who just didn't seem to get it, "it" being the value the analysts could bring if only they were given the resources they needed and were allowed to get on with their work. Human nature being what it is, the majority view seemed to be that it was the marketers and others in the organization that were at fault, not the analysts.

Personally, I think that responsibility for the current situation is pretty widely shared, and analysts can be as much a part of the problem as anyone else.

As an analyst who is also a consultant, I have both a professional and a business interest in trying to answer the question of why analytics isn't used more extensively. But this question is of interest to more than just analysts themselves. Many potential end-users of analytics have expressed

frustration that they are not able to convince their organizations to make the investments necessary to leverage analytical tools and processes. Marketers know they could be far more effective in their jobs if those investments could be made. List and data vendors know that their services could be enhanced with better targeting and measurement discipline. Printers know that their variable imaging technology could boost response rates if they only knew which images were relevant to which prospects. Finance is becoming aware that the customer database holds hidden insights into customer profitability that could help shape strategic and operational plans. Software vendors should be concerned when only small portions of their expensive analytical suites are actually

being used. And the list goes on.

So this issue should be of value to anyone who sees analytics as a way to support marketing programs, drive budget requests, establish a test and control culture and, the ultimate goal, boost return on marketing investment.

I've spent some time over the past months talking to analysts, consultants and end-users about this situation. In the coming months, this column will explore some of the key issues that have impeded the influence of analytics and some approaches that organizations have taken to overcome them. We will address such issues as:

- What are some of the challenges in getting analytics used more extensively in a company?

- Are analysts themselves sometimes part of the problem?
- What might they do differently to help marketers gain a broader appreciation of the applications and benefits of analytics?
- Are software vendors and other suppliers part of the problem or part of the solution?
- What can marketers do to help move things along?
- How can they work more closely with analysts to make the case that senior executives need to hear?

I welcome reader input and feedback. Let me know what has worked in your organization (or what hasn't). Feel free to email thoughts to the address below.

Maybe together we can figure out some of the issues that are impeding the use of analytics and find effective ways to address them. **DM**

*Colin Tener is V.P. Business Development for CVM Marketing Inc., a consulting practice that focuses on the art and science of identifying which customers represent the greatest potential value to your organization and then helping to realize that potential. He can be reached at (416) 572-7682 or colin.tener@cvmmt.com.*

# Do You Really Know Your Customers?



Do you understand their needs?  
Do you know what problems they are trying to solve? *infoCANADA* can help you gain a deeper understanding of your customers, and make your database and direct marketing efforts more profitable!

By identifying hidden opportunities within your customer files, you can create targeted marketing campaigns that engage prospects and increase sales, response rates, retention and profits.

***info*CANADA<sup>®</sup>**  
Sales Solutions

Vancouver • Mississauga • Montreal

## Get more out of your marketing database

Whether you're interested in telemarketing, direct mail or market research, *infoCANADA* can help you every step of the way!

We will update and enhance your database so you can:

- Learn more about your customers
- Find prospects just like your best customers
- Save money on your telemarketing and direct mail campaigns
- Reach the right decision-makers the first time

We also offer:

- Email services
- Prospecting databases
- Market research reports
- Competitive business intelligence
- Sales & marketing resources
- Expert guidance from experienced marketing specialists

To learn more about how we can help you grow your sales call us today at 800-873-6183

[www.infoCANADA.ca](http://www.infoCANADA.ca)

See if you qualify for a List Resellers Discount!

# Closing the loop

## Integrating DM, online tools and fulfillment

**W**hat does the future hold for suppliers of print, mailing and fulfillment services? Even before the economic slowdown put marketing efforts under the budgetary microscope, marketers were beginning to recognize the power of combining multiple channels in a single campaign. Budget challenges and promising early results have increased the interest. Much of the excitement centers on using complementary self-mailers and email messages to invite prospects to a PURL site; as visitors interact with the site, it provides instant feedback to the marketer about the visitors' interests and responses. The PURL site may also collect orders for product. In such campaigns, the self-mailer opens the door for the emails and, together, the two channels produce a higher response rate than either would produce alone.

As marketers look to extend the mail-email-PURL model by adding social media to the mix, another promising development is underway – integrating lead and order fulfillment into the campaign. The information gathered during the PURL visit influences the content of follow-up messages or the configuration of the product being ordered.

Fulfillment in such a context is heavily influenced by the users' experience with the online environment:

Because the online visual experience is so compelling, printed pieces are also

becoming increasingly more sophisticated

The personalized nature of the online experience increases demand for personalized printing and customized products and kits

The expectation of instant response carries over from the online world to the world of fulfillment

The printed pieces must carry meaningful information in a visually compelling way if the marketing message is to be noticed. Products are customized or supported by documentation that reflects the information gathered in the earlier stages of the campaign. And all this takes place in the least amount of time possible.

To add to the fulfillment challenge, organizations that initiate these programs often are as complex as the markets they serve. Manufacturers may sell directly to customers and also through independent value-added resellers; financial firms may supplement their central and regional offices with a network of agents or brokers; non-profit organizations may be a federation of provincial organizations, each of which has considerable independence in marketing its services. Such federated organizations work at complementing their direct communications aimed at customers with support materials for their field offices.

No single specialization prepares a supplier to meet all these requirements. The involvement of multiple suppliers, though, adds costs, time and risk to the project. When a supplier can bring the needed services together under the management of a cohesive team, marketers can begin to capitalize on the opportunities that the new technologies make possible. Suppliers are coming to be judged less on their specialized production capabilities and more on the quality of their intellectual capabilities.

It all begins with the supplier's database systems. At a minimum, the supplier must have a secure data infrastructure, robust



# The Analytics Advisor

## Selecting the best segmentation approach

**B**usinesses that have heard customer segmentation success stories invariably ask which is the right system to solve their marketing challenges. Unfortunately, that's often the wrong question because it assumes there's only one segmentation model that's perfect for their industry, size and customer base. In fact, there's no single "right" approach to consumer segmentation: each type offers unique advantages. As always, the devil is in the details.

how much they spend there. Behavioural segments are most appropriate for tactical applications such as ranking households on their tendency to respond to a specific product or service offer. The results can help a company retain its existing customers and increase its wallet share among top buyer segments.

Attitudinal segmentation is valuable when positioning a brand because it can provide insights into how marketers should speak to consumers through differentiated messaging. Attitudinal

systems are used to determine which stores they frequent, which media they prefer and which offers and messages they respond to.

While there's no one-size-fits-all approach that can satisfy all marketing needs, some segmentation systems seem to work better for certain industries. For instance, financial and telecommunications companies have found success capturing behavioural data to create robust custom segments. Large retailers have often invested in surveys to explore customer satisfaction, and then translated the findings into attitudinal-based consumer types.

In general, most companies can improve their marketing effectiveness by combining behavioural or attitudinal segmentation with geodemographic systems. The result allows marketing departments to analyze their consumers and stores by segments, and to guide decision-making in a range of areas, from store formatting and merchandizing to media buying and direct mail distribution. In these cases, geodemography links behavioural or attitudinal segmentation to tactical marketing programs that are measurable—and effective. **DM**

*Jan Kestle is the president and founder of Environics Analytics, provider of the PRIZMC2 segmentation system. This is the first in a series of columns related to target marketing and analytics.*

*"In fact, there's no single "right" approach to consumer segmentation: each type offers unique advantages. As always, the devil is in the details."*

Like a Zen master who answers a question with a question, marketers must first ask themselves what challenge they are seeking to solve. From that foundation they can select from three segmentation approaches that highlight different consumer characteristics:

Behavioural or transactional segmentation is often used when a client wants to gain a better understanding of customers in its own database. Typically, the client already has purchase information that indicates, for example, how often a customer visits a store and

segmentation allows marketers to determine the motivations behind a customer purchase and segment consumers exhibiting similar attitudes or psychographic characteristics.

Geodemographic segmentation combines demographics, lifestyles and sometimes values to create consumer segments tied to geography. This is a particularly powerful strategy because the segments can be further linked to client CRM systems to make them actionable for prospecting, cross-selling and target marketing. Typically, these

database systems and a programming team that understands the customer's environments and all aspects of the supplier's own production systems. The team works with three streams of data that make different demands on the supplier:

Scheduled or occasional transfers of data may support lead generations

activities involving mail, email and PURLs; they may also launch complex kitting and assembly projects that occur intermittently throughout the year.

Automated data exchanges with the customer's systems import real-time data from transactions or visits to online tools; demand fluctuates dramatically and is difficult to forecast.

Scalable online ordering sites allow field offices to order customized documents or kits to support their marketing activities; the materials are highly customized and the production timeframes are usually short.

Aligning the print, mailing, warehousing and fulfillment services to work with these data streams is where the real magic takes place.

High quality digital printing, in monochrome and colour, enables the creation of highly-personalized documents for all three data streams; the databases link directly to the printers, by-passing the cost and time penalties of manual processes.

Efficient lettershop teams handle mailings that may range from the hundreds of thousands down to the low teens as a project winds down.

Accurate, accessible inventories of components, printed matter and finished products must be visible to the marketers' planners and to the supplier's production staff to avoid interruptions in programs.

The flow of personalized documents, components and finished products is coordinated to arrive at the assembly tables at the same time.

Finally, customer feedback, obtained from customized PURL sites or other channels, is imported into the database, closing the loop. The return flow of information to the marketers sets the stage for the next round of interactions with their customers.

For suppliers of print, mail or fulfillment services, the future holds more opportunities, not fewer. As the place of each service in the marketing mix becomes clearer, the value of our database-driven services will become more pronounced. Suppliers who can integrate those services with other online tools will prosper, along with their customers. **DM**

*Joe Goski is the VP, Business Development for The Lowe-Martin Group*



*"When a supplier can bring the needed services together under the management of a cohesive team, marketers can begin to capitalize on the opportunities that the new technologies make possible."*

# Not all fulfillment houses are created equal

Tips on choosing the company that's right for you *By Donna Kutter*

**M**aybe you have a major mailing to send. Or you need a partner to warehouse and ship your product. A rebate programme could be your concern. Each of these functions can be outsourced to fulfillment houses. But, the fact is, not all fulfillment houses perform each function. The challenge when choosing a fulfillment partner is to select for today with an eye to tomorrow. When comparing fulfillment houses, consider those that can meet present and future needs.

## Comparing fulfillment houses

While price is always important, when it comes to fulfillment houses there are other factors you will want to consider as well. Talk to business associates to develop a short list of fulfillment houses then explore their relative merits in terms of:

- Experience
- Creative ideas
- The variety of services they offer.
- Order Fulfillment
- Literature Warehousing
- Kit Assembly
- Rebate Management
- Print on Demand
- Variable Data Printing
- Call Centre support
- Financial Transactions

- Timeliness
- Ability to work in the Canadian multilingual and multicultural market
- The systems they have to manage your programme efficiently

When you compare prospective fulfillment houses in these terms you will see just how different they can be.

## Selecting fulfillment houses

Fulfillment houses implement your creative plans. They do not perform a simple pick and pack distribution service. They support your marketing efforts and should have a mindset that focuses on programmes to increase sales, improve customer service and make you more competitive. Watch for this mindset in the fulfillment houses you consider seriously.

It is important that all those on your short list of fulfillment houses offer a wide range of services. A service you don't need now may be critical in the future. For example, managing financial transactions is fairly new territory for fulfillment houses. Until recently, it was not in high demand. But with 24 hour delivery becoming commonplace, companies are turning to fulfillment houses to warehouse, take payment and deliver their products. It is now an important service.



Less tangible criteria such as experience and creative ideas can be difficult to measure in an interview. On these factors, one must consider which of the fulfillment houses interviewed appear most confident, industrious and

## Consider fulfillment houses with a future

When choosing from the many fulfillment houses eager for your business, consider your present and future needs. Your organization will grow and change. You

*“The challenge when choosing a fulfillment partner is to select for today with an eye to tomorrow.”*

forthcoming with ideas. Always tour a few fulfillment houses before you make your final decision. You will see for yourself how current clients are treated, whether corners are cut that compromise a campaign and whether creative solutions are offered that enhance the overall success of a program.

need a partner that will stay one step ahead of that growth. One that is always ready with the services and systems in place for your next marketing campaign. Consider fulfillment houses that can support your future. **DM**

*Donna Kutter is President of Dare Marketing Inc.*

## Turn Data into Profit. Now.

Savvy marketers know that Customer Value Management means focussing effort on their most promising customers and prospects. And that requires solid database, analytical and executional capabilities.

**CVM Marketing has been helping firms across North America optimize their database marketing activities in all of those areas.**

*Our services include:*

- Database Design & Hosting
- Database Analytics
- Web Analytics
- Online and Offline Integration
- Marketing Plan Development and Execution
- Cross-Channel Campaign Management



Whether your marketing challenges are organizational or executional, firm-wide or division specific, consumer or B2B, CVM Marketing can help.

**For more information please contact:**

Colin Tener, V.P. Business Development, at [colin.tener@cvmkt.com](mailto:colin.tener@cvmkt.com)





# UNLOCK YOUR DATA

by Rick Brough

## The role of data intelligence in database marketing

Third in a five-part series

**R**ecent articles outlined a planned approach to database marketing. We focused on creating an achievable strategic plan that leverages existing data and utilizes easily accessible tools and services. Our discussion covered the importance of the Database Marketing Continuum, which includes Data Intelligence, Business Intelligence, Customer Intelligence and Marketing Intelligence. Then, in the previous instalment, we took a deeper dive into the first component, Data Intelligence, and the importance of gaining a consolidated customer view that contains all pertinent data.

This installment examines the role of Business Intelligence, or the preparation of reports that provide valuable insights into the health of your business and, specifically, the health of your customer base.

As you learned previously, everything in database marketing starts with Data Intelligence. So we begin with the assumption that a clean, well functioning Data Mart exists. With this understanding, there are other points to keep in mind:

Business Intelligence in database marketing is not focused on financial reporting; you have other systems for that purpose.

Business Intelligence within database marketing provides measurements and insights to help you better understand and communicate with your customers.

### Gaining high-level insights

Key Performance Indicator (KPI) reports provide the starting point for learning more about the health of your customer base. These reports are typically for executive

consumption. They answer basic questions about your customers as well as the details of how you arrived at your current position. KPI reports address data that includes:

- How many customers you have
- How many customers you had previously
- How many new customers you acquired
- How many customers you lost
- And how many customers you won back

From this information you can calculate acquisition, churn and re-activation rates that quickly tell you where your strategies are working and where you need to make adjustments. From this highest level, you then start adding more details including average:

- Revenue per customer
- Number of products
- Number of visits to a website
- Spend per visit

### Creating product-focused reports

Product-focused KPI reporting can follow the same format as the higher-level KPI reports. The difference is that these reports focus on customers of specific products. This is common in the financial marketing sector, but is also prevalent in retail and other industry sectors where marketing centres on department, category or brand. Similar to the higher-level, "health of the business" reports, product-level reports provide a quick view of how the product is performing and helps guide strategy development.

### Triggering further actions

These high-level metrics, trended over

time, provide a quick update on the health of the customer base. The direction of the trend provides insight on where to intervene. For example, if your churn rate is increasing and your average spend per visit is decreasing, you might be losing some of your best customers, and, therefore, will want to quickly execute retention and win-back activities.

While this high-level direction adds a lot of value, KPI reports also frequently lead to further questions that require more detailed, customer-focused reports or more specific requests that may require ad-hoc analysis.

### Not all customers are equal

More detailed, customer-focused reporting typically starts with differentiating customers based on the value they represent. Optimally, data are available for calculating an estimate of each customer's profitability. But if that is not possible, then revenue might be the next best estimate of value.

There can be a big difference between revenue and value. In retail, for example, you do not want to promote and reward "price shoppers." A loyal, but confirmed "loss-leader" shopper has little value to your business.

Another example comes from our work in helping a number of bank clients develop customer value estimates. Without exception, there is a group of high net worth customers who negotiate such good terms with their account managers that their business provides little value to the bank. Obviously, the best customers are those who are both loyal and profitable.

### Creating value segments

Armed with a customer-value estimate, you can then rank order customers and place them into value segments. Some organizations decile customers based on value (10 equal-sized segments, for instance), but most choose to create a smaller number of segments that are more representative of the value the customers create.

We are all familiar with the 80/20 rule where 20 percent of the customers create 80 percent of the value. In most industries, this rule holds up surprisingly well. A typical framework for segmenting customers based on value will have four segments, Platinum, Gold, Silver and bronze representing the top 5 percent, 15 percent and 30 percent, as well as the bottom 50 percent based on value.

Or, if your focus is really on the top 20 percent, you might use 1 percent, 4 percent, 15 percent and the bottom 80 percent. However; keep in mind that often the bottom 20 percent of customers often demonstrate negative profitability and should be treated

as a separate segment requiring cost reduction and re-pricing strategies.

Creating value segments enables an organizational shift in developing a differentiated service model. Recognizing the value that customers deliver is only the first step, now the organization has to act on this information. Acknowledge and reward your best customers, and for other customers the strategies will vary from grow to repricing or reducing cost.

### Setting strategic priorities

With value segments in place, you can generate more detailed reports that focus on the customer value segments. Your first priority is to track migration from segment to segment. You obviously want more customers moving up than moving down. By establishing the thresholds that define each segment, a report that presents segment counts over time offers a quick reference of customer health. Reporting migration across segments from one time period to the next can also provide a quick notification that triggers a communication to acknowledge and reward customers who are moving up and to retain or re-activate those who moved down.

### Profiling customer behaviours

Reporting also profiles different customer behaviours across the value segments. This typically includes measurements of Recency, Frequency, and Monetary Value including:

- Time since last visit
- Number of visits over a given time period
- Average spend per visit
- Number of products, departments in which customers shop
- Average number of visits and spend in each
- Purchase metrics on individual products or departments

The details in the customer behaviour reporting can help you:

- Understand differences between your best and least valuable customers
- Obtain insights into what drives value
- Identify customers for tactical marketing initiatives
- Use trended performance measurement that identifies points of strength and weakness
- Develop more evidence-based marketing strategies

Trending this information can also provide insights into the health of the business and provide early warning signals for future performance, and therefore provide guidance for relevant marketing communications.

Reporting will often include profiling customers across other ways to segment customers, such as using life stage. Additionally, each business or industry has specific, unique reporting requirements. But even the more detailed reports still leave unanswered questions that require an ad-hoc analysis that digs deeper into your customer information.

### Combining customer data with other information sources

Customer data is one source of information, and you need to combine it with other sources to obtain a full understanding of your market and business performance. Another good source is primary research. It provides insights into the competitive trade-offs your customers are making, the purchase decision cycle, your brand image and the competitive comparisons your customers and your competitors' customers are making.

If your customer information includes addresses, then you can license neighbourhood overlay data from a source such as Statistics Canada. Under the hypothesis that "birds of a feather flock together", neighbourhood information can help provide a social demographic composition profile of your best customers and thereby provide guidance into where to focus acquisition efforts and how to tailor your marketing communications to be relevant to your best customers.

### Building the marketing continuum

You now have in place two of the four core components of the Database Marketing Continuum that provides the infrastructure for successful data-driven programs:

- Data Intelligence—Data Capture, Consolidation, Validation and Enhancement
- Business Intelligence—KPI and Performance Measurement
- Customer Intelligence—Customer Segmentation and Predictive Analytics
- Marketing Intelligence—Campaign Management and Marketing Resource Management

In the next instalment, we'll discuss the role of Customer Intelligence in providing a more in-depth understanding of customers through advanced segmentation methodologies and predictive analytics. **DM**

*Rick Brough is Director, Product and Service Development for Transcontinental Database Marketing, ([www.transcontinental-dbm.com](http://www.transcontinental-dbm.com)), which offers a full range of database marketing services ranging from strategic guidance to tactical execution. If you would like to learn more you can email him at [rick.brough@transcontinental.ca](mailto:rick.brough@transcontinental.ca)*

**innovative web solutions**  
since 1995

Interactive web sites, strategy, design, social media, mobile apps, SEO, CMS, CSS, secure email, e-commerce, databases, web applications, custom software, high-performance hosting.

**We're here for YOU. (416) 366-2112 (888) 782-2888**

[www.snapdesign.ca](http://www.snapdesign.ca) [results@snapdesign.ca](mailto:results@snapdesign.ca)



# Fulfillment 101

What does fulfillment mean in the 21st century?

**W**hat is fulfillment? This is an old term which we now apply to a new world of marketing. But it seems like almost everyone is using the term differently. To some it is simply preparing mail for delivery, to others it is the back-end distribution of orders. So how do we explain what fulfillment really is?

At Wood & Associates, we consider fulfillment to be an engine with multiple working and moving components, a process that completes a marketing campaign. Most marketing campaigns are now multi dimensional. By this we mean the messages is sent out in multiple streams – direct mail, telemarketing and online to name a few. All of the streams compliment each other and carry a similar message. But multiple marketing streams create multiple streams of responses and data and add complexity to a marketing campaign. Now, this is where fulfillment comes in. A “Fulfillment Process” is the management of these response streams. These are very rarely “out of the box” processes. They are usually custom designed to respond in a very timely, personal and professional manner.

Building a customized business process to deal with the multiple layers of a marketing campaign can

be an intimidating prospect for the un-initiated. It begs the question: Why bother? Simply put, without a properly designed fulfillment process there is no way to accurately measure the results of your campaign.

How many leads or orders were generated? Is this a new prospect or an existing customer? How fast should we respond to the lead or order? In what mode should we respond? Did they ask for more information? What other information or data did we collect? Without the answers to these questions and many more, marketers will not reap the full benefits of their marketing efforts and will be unable to measure their results and apply them to future campaigns.

A “Fulfillment Process” usually involves the collection or creation of multiple streams of data on a regular defined schedule. This data is then consolidated, processed and analyzed. Customized reports are often created and distributed at this point. Physical fulfillment can include the preparation of a shipping order, inventory control, picking, packing and shipping. The physical fulfillment may not be a product - maybe the fulfillment is a laser printed document or multiple personalized documents. Or maybe the



“Fulfillment Process” is completed with data fulfillment to a point in time shipper or data formatted to be downloaded into an internal database. The process may be all of the above.

Without incorporating these multiple streams of data, marketers are missing out on opportunities to glean information about their buying public. This information leads to better targeting for future campaigns and better ROI on the marketing dollars being spent as well as a better picture of who their customer really is.

The design of a “Fulfillment Process” starts with a consultation. What are the overall objectives of your marketing campaign and what steps are required to achieve these objectives? How fast does the process have to move? At Wood & Associates we help you visualize your fulfillment needs then design a process to put it into action, so you respond on time and in a consistent and professional way.

There are definitely challenges

with building such complicated and customized business processes. There are data security issues, programming costs and handling legacy system data issues. Again, the advantages for corporate marketers are varied in outsourcing to a fulfillment supplier such as Wood & Associates. Data re-formatting from legacy systems in a secure environment is a critical element in making it easy for a company to outsource; easing their mind when they are outsourcing mission critical data goes a long way to building the relationship. First any data outputted from those legacy systems has to be formatted to be Web 2.0 friendly and then, of course, formatted back so that the client can re-integrate the new data into those legacy systems.

Outsourcing the creation and management of your “Fulfillment Process” to an experienced supplier gets you responsive database managers and programmers helping you to create

the process and manage your data. You get the use of up-to-date production equipment. And you get a process that will be on-time and consistent every time. All this managed by an experienced project management team. By outsourcing your fulfillment activities, you can achieve a fixed unit price per response and guarantee yourself on-time delivery of your marketing message or order distribution.

So, what does fulfillment mean in the 21st century? The integration of multiple streams of data, customized process design and on-time, on-budget delivery of your product or message. Sounds easy doesn't it? **DM**

*Brian Davidson is Vice-President, Sales & Marketing at Wood & Associates Direct Marketing Services Ltd. Wood & Associates has been in business for 30 years helping clients build custom marketing processes. You can reach Brian at [bdavidson@wood-and-associates.com](mailto:bdavidson@wood-and-associates.com)*



## DIRECT & PERSONAL

by Billy Sharma

### Allison Taylor

Like father, like daughter

**J**ust like an apple that doesn't fall far from the tree, Allison Taylor is a second-generation direct marketer who is carrying on the tradition started by her famous late father David Taylor. In fact she is carrying on her dad's direct marketing and promotion agency TCP Direct as president, the agency that he started many years ago

As she told me, “If it wasn't for my dad, I wouldn't be in this business. Even though he's been gone for almost six years, I still strive to be more like him.”

I met her renowned father years ago. I was so impressed by Dave Taylor when he spoke passionately and respectfully about direct marketing, that I too was hooked on this great way of marketing. I found him to be witty, amiable and very friendly.

A few years ago when I met his daughter Allison for the first time, I was struck by some remarkable similarities. They are both tall, witty, amiable, very friendly and ardent about direct marketing.

What continues to make her agency TCP Direct successful today? Allison expressed it beautifully as she said, “I think one of my greatest accomplishments is finding the

right people to surround myself with — staff, friends and clients.”

When it comes to staff, many of the people she works with are ones who had been with her dad when he started the agency. Others are ones that joined her when she took over the company.

Her colleagues at work include Aris Gouvis, vice president of the agency and in charge of client services and production; John Kulchisky who inherited the role of strategic and creative planning from Dave Taylor; and Rob Teatro who is now the Art Director of the agency.

Another person who was always close to her Dad and who is still available to Allison for consult is Tony Keenan. He has been a great help to her since her father passed away.

The second ingredient that has made TCP Direct successful is what Allison describes as friends and clients. In reality, the reason for the agency's success is that most of their clients are just like friends - clients like Hydro One Networks, Deeley Harley-Davidson, Foresters and Woodbine Entertainment Group to name just a few.

Add to this the fact that most of the work the agency does is in the field of business-

to-business, which is perhaps the hardest of all, and yet they have achieved great results for many of the jobs they have done on behalf of their clients.

“I love sitting down with our clients to find the best solutions to their marketing and communication problems, from uncovering consumer insights to developing strategies that shape and frame our thinking, right down to what tactics to use, what offers to develop and which lists to mail. Getting my clients involved and finding the best solutions all adds up to being the best part of my job,” said Allison.

#### The start of Allison's career was an initiation by fire

“Dad got me started in the business when he recommended me to some of his industry friends. My first job in the direct marketing field was as a Philipsburg 6-station operator for Jones Direct Mail. What's still memorable about this job was getting my hand caught in the machine. Although my fingers got mangled, it was not too serious an injury but my fingers did stay painfully bent for days. It's something I'll never forget.”



Allison moved next into the world of publishing and although she has worked a couple of summers at some of the many agencies her father initiated, going back to the earliest one called Taylor-Tarpay, she confesses she had no agency experience at all. After her Dad left Taylor-Tarpay, which was taken over by Saatchi & Saatchi, and formed TCP Direct in 1993, he asked Allison to come on board. For the first two years it was just the two of them and she learned a lot from him in the process, including that doing a great job for clients is rule one.

“There are times in this business, in any business or job for that matter, when things can get a little stressful. And sometimes that can be draining, but only if you let it. I've found that the greater the challenge, the greater the feeling of pride and accomplishment when you and your client succeed. And nothing evaporates stress like a job well done.”

Another way she relieves stress is by sitting on her dock reading a good book and watching the ducks and wild life flourish in her new neighbourhood.

Allison has just bought a new house outside the city.

“I bought a new place last summer in a little, tiny town called Udora and my friends joke with me that I've moved north of the tree-line. The Pefferlaw River runs through my backyard, which is great for canoeing and there's a 50-acre conservation area just a short, 2-minute walk from my front door. I've always loved the outdoors and my new location gives me ample subject matter for my two hobbies - photography and outdoors pursuits like hiking with my dog,

See Allison Taylor... page 15

# DMPEOPLE



**Alan Zamchick**  
Media Horizons Inc.

Alan Zamchick, formerly of Hachette Filipacchi Media, has been named vice president of Media Horizon Inc.'s new list management division.



**Jim Beaumont**  
IdeaConnection

Growing its ability to supply clients with solutions, IdeaConnection welcomes Jim Beaumont to its world-class team of solution providers as the new Director of Sales.



**Paula Simoes**

**Direct Media Canada Inc.**  
Paula Simoes Jones is the new Director of Interactive Products at Direct Media Canada and will help lead the recently launched Interactive Division, DMC Interactive.



**Maury Domengeaux**

**Relevant Searches**  
Maury Domengeaux has been named CEO. Under Domengeaux's leadership, Relevant Searches will continue to broaden market awareness of the company's innovative SEO 2.0 services.

# WORTHKNOWING

## To read or to toss?

76 per cent of Canadian consumers give loyalty program member communications low scores for relevancy, Direct Antidote study shows

The mailed statements, email offers and social network messages sent to Canadians by loyalty programs are failing greatly to resonate, according to consumer survey research released today by customer loyalty agency Direct Antidote, a LoyaltyOne company.

Just 24 per cent of Canadian consumers rated reward program communications 8 or higher on a 1 to 10 scale for measuring relevancy to their personal needs – with 76 per cent giving a mediocre score of 7 or below. The Direct Antidote research is based on 2,716 completed surveys from consumers nationwide.

"Not all consumers are created equal, but many marketers continue to treat them as if they are," said Di Cullen, president of Direct Antidote. "Loyalty programs are more popular than ever, and are proven to deliver value to consumers. But in an era of enhanced customer expectations, the data suggests the loyalty industry is falling short on delivering the highly-personalized, relevant communications

that consumers want and expect."

Defying the lack-of-relevance finding, Direct Antidote recently launched a campaign for Canadian loyalty program, the AIR MILES Reward Program, in an attempt to improve relevance and consumer response rates. Direct Antidote created an unprecedented 778,000 unique versions of an account statement mailed to over three million members. Each version contained personalized messaging and content customized to the member. Early tests yielded a more than 100% boost in response rates and an earth-friendly 40% reduction in paper waste.

Direct Antidote's study centered on loyalty rewards communications, such as annual points balance reports, special earning offers and program information. Consumers were asked to rank the relevance of the communications they receive from "not at all relevant" to "extremely relevant" on a 1 to 10 scale. Despite marketers devotion to customized messaging, Direct Antidote's results across all demographics surveyed

showed decidedly average relevance scores, with Seniors reporting the lowest perceived relevance at a 5.1 mean score, and French-speaking residents of Quebec the highest at 6.3.

In another key finding from the study, 38.4% Young Adults (respondents 18-25 years old) said they strongly like loyalty program communication via cell phone or text message and 43.4% said the same about communication through social networking sites. These results more than doubled the responses of the general population, at 17.3 percent and 21.2%.

"Adding new media into the marketing mix is a must for companies hoping to reach younger consumers. The rate at which Young Adults respond to new media cannot be ignored," added Cullen. "These numbers show just how advanced the demographic is in embracing new mediums compared to the general public."

Direct Antidote's research was gathered in coordination with loyalty marketing publisher COLLOQUY.

# LISTWATCH

## Cooking Club of America Canadian Members

Cornerstone Group of Cos. has won management of this file which names 3,149 direct mail-sold Canadian members of this affinity Group. Chilcutt Direct Marketing previously managed this Canadian file but still manages its U.S. counterpart. Selections: Province, gender, age, income, state/SCF/ZIP Price: \$125/M U.S. Contact: Cornerstone Group of Cos., Brigida Maxwell-Beckwith (416-932-9555 ext. 186; bmaxwell@stonecanada.com)

## Reserve your Spot in Columbia House today!

Now that we're heading into the busy stretch of 2009, the Columbia House Alt-Media calendar is filling up quickly! So now is the time to take advantage of one of Canada's hottest family of alt-media programs, featuring the widest variety to suit your marketing needs and achieve maximum results. The programs reach hundreds of thousands of direct mail sourced buyers every month. Whether you are interested in inserting into Columbia House DVD packages, riding along with monthly club magazines, promoting through members' monthly statements or reaching brand new club members, we have the programs that will achieve fantastic response for your campaign.

Have a look at the datacards: DVD Club – Package Inserts – EnglishNew Club Members – Package Inserts DVD/VHS Ride-AlongStatement Insert Program. For more information, please call 416-932-9555, and ask to speak to Richard Todd, Ext. 136.

## Cornerstone named exclusive list manager for QMP Media

The Cornerstone Group of Companies has been appointed the exclusive list manager for two of QMP Media's market leading trade publications, including CRN Canada and Information-Executive. These trade publications provide the technical insight, trend identification, practical analysis and market intelligence needed by influential industry professionals. Both files offer not only name, title and address information, they also include phone, fax and email addresses.

## Motherhood Maternity Canada Buyers

Adrea Rubin Marketing Inc. has won management of this file offering 372,519 individuals sourced from retail point of purchase. Cornerstone Group of Cos. was the previous manager. Selections: Province, due date/birth month, multiple children, first born indicator, state/SCF/ZIP Price: \$125/M Contact: Adrea Rubin Marketing Inc, Pat Seipp (646-487-3777; pats@adrearubin.com)

## Ariad selected by Popsicle as lead marketing agency for Canada

Popsicle has chosen Ariad Custom Communications to be its lead marketing agency in Canada. Ariad has been hired to lead development of the 2010 marketing and activation strategy for the Unilever brand.

"The talent at Ariad is evident," says Shoshana Price, Brand Building Manager, Unilever. "In a previous Unilever program, they blew me away, so when it came time to pick an agency – Ariad was the one."

Tracy Smith, Senior Account Director, Ariad comments: "Popsicle is such a fun brand and it comes with real substance and history. We are looking forward to building on this through insightful marketing programs for Popsicle that will reach consumers and help increase sales and their share of the market."

Ariad's work with Popsicle began this summer with a campaign to increase sales of Popsicle Slow Melt pops. The campaign "Summer Slow Down" involved a mixture of in-store activation, event sampling and digital marketing. The campaign is currently coming to a close across Canada.

Ariad will be working alongside Harbinger who handles PR and Cartier Communications, who supports the Quebec marketplace.

## VAM partnership initiative launched

Years in discussion, months in the consultation and prep stages, the Canada Post – VAM partnership initiative is now a reality.

The objective of this groundbreaking, collaborative program – officially named the "Canada Post Registered Partner Program" – is volume build: a win-win for the mailing community and Canada Post.

The program was created to offer value add mailers access to Canada Post's valuable direct mail sales tools, training, and expertise. Through this partnership, registered VAM's will be ready to offer even more relevant and effective direct mail advice and services to customers. Another significant perk for VAM's is the potential for referrals to Canada Post customers through the online directory of direct mail partners.

Patrick Bartlett, General Manager, MSP Sales Channel Management, led the Canada Post team, including Eleanor

Rafter, Director Partner Relationship Management; and the NAMMU VAM Council, chaired by Laura Artibello, President, Mailennium, led the industry collaboration and work through to practical implementation. All are delighted the initiative is now taking hold, and are urging all VAM's to register.

"There's simply no down side for VAM's, and the potential for business is significant," noted Laura Artibello. She commended Bartlett and his team on behalf of the NAMMU VAM Council for their belief in the idea, as well as their creativity, expertise and delivery.

According to Laura Artibello: "This program has tremendous benefits and comes at a time when we all recognize the face of business has changed; and we either change with it or fade out. Together, we bring great value to the mailing industry and businesses which use our services."

## Orville is popping with a new promotion

Orville Redenbacher's has recently launched a brand new promotion – Pop & Win – a unique contest in Canada that utilizes 'heat and reveal' stickers. For a limited time, a sticker will be placed on each bag inside specially marked Orville

Redenbacher's 6-packs that will reveal whether a prize has been won when it is heated in the microwave.

This is a unique concept created in

See Orville is popping... page 15



**clients. agencies. win-win.**

Or lose-lose, if some people get their way.

CANADIAN  
MARKETING  
ASSOCIATION

**CMA**

Don't miss the 2009 CMA Awards Gala – a chance to see the best advertising in the country, not to mention amazing displays of envy, spite and ill will. To order your tickets for the November 27 Gala, visit [www.the-cma.org/gala](http://www.the-cma.org/gala) or call 416.645.3280.

Angus Tucker (CD, Partner, John St.)    Collin Kavanagh (VP of Marketing, Wiser's)

# REGIONAL REPORT

## Ottawa

Strong public sector is the driving force behind a stable DM industry *By Amy Bostock*

**T**hanks to a strong public sector, Ottawa has remained somewhat insulated in terms of job loss and company closures during the economic downturn. But the DM industry is still feeling the sting of financial cutbacks when it comes to the volume of direct mail pieces going out.

"This has actually been the worst summer we've ever had," says Frank Lavryssen, Sales manager for Rideau Mailing Services, one of the oldest letter shops in Ottawa. "Numbers are way down and nobody can say they aren't hurting."

According to Lavryssen, mailing houses

to the direct marketing industry. For companies like Forecast Response, FLA Group and Keys Direct, who deal almost exclusively with the non-profit/fundraising sector, Ottawa region is ripe for the picking.

"We have a very steady industry in Ottawa because even during the recession, the non-profits continue to mail," says Bernie Forestell, Principal at Forecast Response, a full service DM agency. "They can't afford not to mail as a huge portion of their income depends on it."

In fact, Forestell says his agency has seen an increase in work lately as more companies realize that now is the time to

their campaigns but we're not seeing any significant decline in business," says Lowe.

At Media Miser, a media monitoring and analysis agency, not only are they not seeing a decline in business, they are actually growing through the recession, according to Kelly Rusk, Manager of Marketing and Communications.

"About 40 per cent of our work comes from the public sector here in Ottawa but we also have clients across Canada," she says, adding that Media Miser has just opened a new office in Vancouver. "We are very closely tied to the public relations industry here in Ottawa and do a lot of work

*"We have a very steady industry in Ottawa because even during the recession, the non-profits continue to mail. They can't afford not to mail as a huge portion of their income depends on it."*

are having to work twice as hard in this economy because clients are demanding more segmentation and testing for their direct mail campaigns.

"Lists are shorter so people are thinking a lot harder about their marketing," he says. "In a lot of cases they are finding new ways to get their message out or just dropping their mail campaigns completely."

### Public sector to the rescue

Although the DM numbers may be down, DM suppliers in the Ottawa Region are still keeping their doors open thanks to the influx of work from the city's thriving public sector. Government and non-profit organizations have allowed the region to maintain the status quo when it comes

push forward with their marketing.

Jose van Herpt, Principal of FLA Group, agrees that although the economy is impacting response rates in Ottawa as much as anywhere else in the country, more companies in the non-profit sector are realizing that direct mail is a powerful fundraising opportunity. That's good news for her agency, which focuses on using DM tools to help organizations realize the greatest annual giving programs possible.

At Keys Direct, where they have spent the last 15 years offering telemarketing, direct mail and integrated campaigns for the charitable sector, Executive Director Terri Lowe says they are still achieving the same response rates as they were 2-3 years ago.

"People are scaling back on the size of

in the tourism and crown corporation areas."

### Less mail=less printing?

With well known printers like The Lowe Martin Group, Gilmore Doculink and BMR Group all calling Ottawa home, has the decrease in mailing numbers meant the slowdown of the printing industry?

According to Joe Goski, Vice President at The Lowe Martin Group, Ottawa is a great place to be a printer because there are so many types of companies to deal with. Apart from the government and fundraising sectors, Ottawa region also boasts a strong technology sector.

"At this time about 40 per cent of our clients are local and we're confident that we'll be able to maintain that ratio," says Goski. "There are three main industries



Richard Weedmark, executive vice president for Gilmore Doculink.

that we serve – high-tech manufacturing, crown corporations and agencies."

In business for over 100 years, The Lowe Martin Group has evolved to meet the demands of the changing DM market. Started as a commercial printer, LMG now has six lines of business that includes e-business development, variable printing and high-end digital colour.

"Competition is quite big from commercial printers who, like us, have started to bring additional services in house," says Goski.

Gilmore Doculink, which sits on 463,000 square feet in Kanata, has also kept up with the changing demands of the DM market, offering everything from paper-based printing and distribution through to the creation and management of web-based campaigns. In fact, they've recently spend millions of dollars upgrading their equipment, which allows them to continue to attract new business while maintaining a loyal client base.

Full service DM company BMR Group, under the guidance of President Paul Brousseau, was in a busy stretch when we visited them in September.

"The fundraising sector has become a real area of growth for us," says Brousseau. "Even in the recent downturn they've stayed strong and have kept mailing. We've had a few customers move away from mailing to try other means only to find that it was a mistake and come back to us. To me that's a good sign for the industry."

BMR Group has been reaching out to the fundraising sector by attending more tradeshow and industry events like the OMA show and AFP Congress in Toronto.

"Toronto is a secondary market for us as many of the large fundraising organizations have their offices there," says Brousseau.

Another area of growth, he says, can be found with Catholic charities, who are pouring a lot of marketing dollars into DM.

### It's Ottawa... doesn't government work pay the bills?

If you are a DM supplier in Ottawa then it is inevitable that you are doing some public sector business according to Kelly Kubrick, Internet Strategist with Online Authority.

"Our biggest fear is when they call the next election," says Kubrick, whose company specializes in web analytics. "It disrupts the city completely and for the DM industry it's a nightmare because as soon as the writ drops the majority of government departments can no longer spend. So basically the whole world stops."

"I think if you're relying on government work then the Ottawa DM industry definitely has its ups and downs," agrees Goski, "because your business becomes so tied to the elections and the state of the government."

According to Goski, when the election is called, DM suppliers will see an increase in business and when the writ drops, everything grinds to a halt and stays quiet as the government goes through the transition.

"It can knock you down for four to six months," he says.

The other drawback to government work, says Brousseau, is that the decision-making processes are a lot longer.

"Overall, things are slower paced here than in Toronto in terms of making decisions," he says, "but with government contracts, which usually require at least three bids to be tendered, it's even slower still."

### Then, now and beyond...

The biggest changes Frank Lavryssen has seen in his 20 years in the DM industry is the decrease in the volume of work being turned out.

"There's less work out there but, in our case, more competition," he says. "There's been an increase in the number of full-service letter shops in the area – almost double in 10 years. So these days we're working twice as hard and doing it for a lot less money."

"People are running more tests and more complex campaigns than ever

**ONLINE AUTHORITY**  
Practical Advice. Straightforward Success.

- Web analytics
- e-channel performance measurement
- online campaign analysis and evaluation
- customized training

www.onlineauthority.com  
or call us at 1.866.280.3046

**ONLINE MEASUREMENT SPECIALISTS**

ENTER TO WIN One of UBC's Online Web Analytics Courses  
REGISTER TODAY at www.onlineauthority.com

VALUE = \$675.00 CDN | VOUCHER VALID UNTIL MAY 31<sup>ST</sup>, 2010



**JSI DATA SYSTEMS**

For twenty-eight years we've chosen to write all of the software that we use for data processing. Programs that we run for merge-purge, address accuracy, NCOA, sequencing, data analysis, and file handling aren't licensed from others. Authorship of software gives us complete control over data handling and allows us to respond to your special requirements.

For each and every service we offer, we know exactly how our software handles your data.

Janet Black Evans, Sales & Marketing Manager  
613-727-9353 | EMAIL: janet@jsidata.ca

before," says Janet Black Evans, Sales and Marketing Manager for data processing service JSI Data Systems Ltd. "In the fundraising sector especially, since the donations business is so competitive so marketers are struggling to get people to pay attention. But although there has been some scaling back, we're seeing that people are getting back out there now. For a while they were getting out but it seems to be getting back to the status quo."

"On the tech side Ottawa has been hit very hard with lots of layoffs but in the public sector side it's pretty much business as usual," says Kubrick. "We're ticking along."

"I think the DM market in the Ottawa region is performing well," says Goski, who credits some new entrants into the local agency scene that recognize the importance of DM as one of their channels.

"I feel that there's a real market out there for printed pieces," he says. "There's something about the printed piece, the passion that goes with it and the credibility of it that means that traditional direct mail will always have a place."

Goski says that Ottawa has always had a strong DM industry historically and a thriving ecosystem that's developed around it.

But although he agrees the market is doing well, Brousseau doesn't see Ottawa as a huge growth prospect for DM.

"We have a pretty good share of the market here but in terms of growing the company, I don't see a lot of that growth coming out of Ottawa. I think it'll come out of Montreal, which has a very competitive DM market, or Toronto. The real limitation to doing business in Ottawa is the size of the market." **DM**

## WHO WE VISITED

### BMR Group

One of Canada's fastest growing Direct and Database Marketing Firms, they combine direct marketing expertise and strategic thinking with expertise in data and database marketing and hands-on experience in direct mail production.

### FLA Group

The global leader at utilizing market research to enhance direct response fundraising and to leverage legacy gifts from direct mail donors.

### Forecast Response

A full service direct marketing agency that helps clients with concept, design, writing and implementation. Experts in all aspects of direct response marketing.

### Gilmore Doculink

Delivering innovative, end to end solutions to add value to transactional communications; effectively engage prospects and customers and seamlessly produce and distribute marketing materials.

### JSI Data Systems Limited

Providing computer services to the direct marketing community

include merge-purge, database design and management, postal presort, address verification and correction, National Change of Address (NCOA), list fulfilment, density analysis, custom programming and more.

### Keys Direct

A full service agency that specializes in helping non-profit organizations and charities raise funds.

### Media Miser

Aa media analysis and public relations measurement solution that shows you how the news is affecting your organization.

### Online Authority

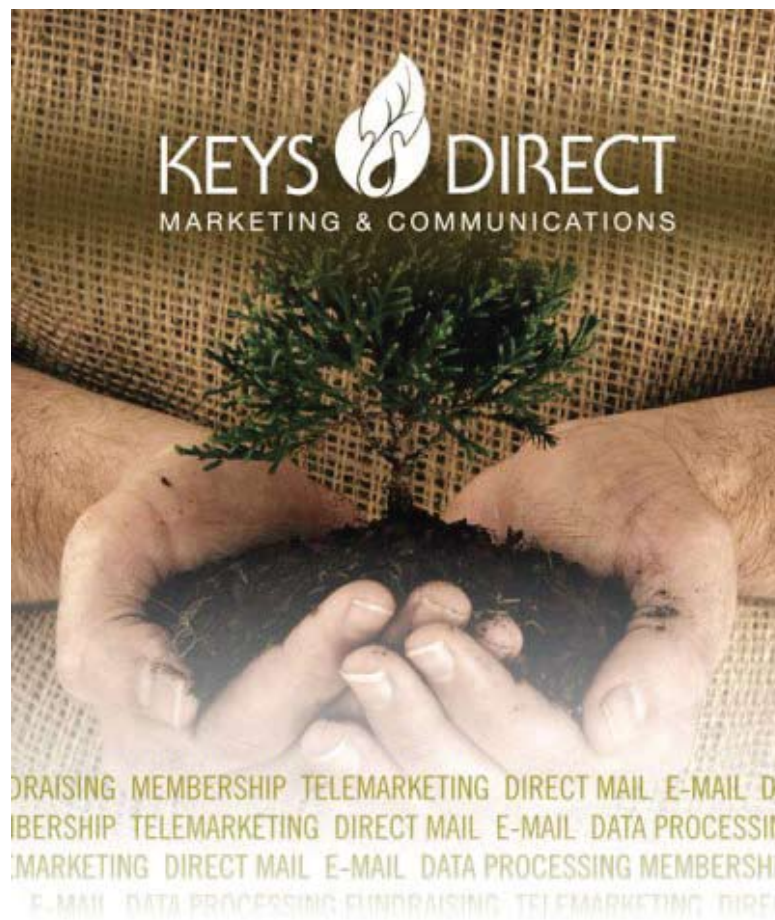
An Internet performance measurement consulting practice established in 2002.

### Rideau Mailing Services

A full service mailing house that provides companies with a full range of highly-specialized and competitively-priced mailing services.

### The Lowe Martin Group

A communications and printing company based in Ottawa Ontario Canada, with over 100 years of marketing strategy experience.



Bernie Forestell, principal at Forecast Response.



Jose van Herpt, principal at FLA Group.

## Your donors want to be treated as individuals.



Bernie Forestell  
Creative Director

Speak to many.  
Communicate to one.

forecast  
response

[ THE DIRECT MARKETING AGENCY ]

Direct Mail Creative • Concept • Design  
Implementation • Copywriting.

**We are direct marketing experts.**

Integrate media, PR, direct mail and the web.

**Get your message across.**

613.226.8345

bernie@forecastresponse.com

1.800.367.9167

www.forecastresponse.com

## GREENER DIRECT MAIL IS HERE

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



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

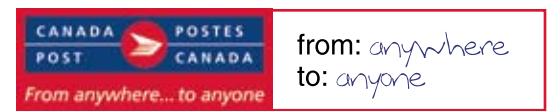
## EAST FACTS

### Ottawa

- Population - 870,000
- Ottawa is the home of the Government of Canada, Parliament, the Senate, the Supreme Court of Canada and other government bodies.
- Ottawa has more engineers, scientists and PhD graduates per capita than any other city in the country.
- Ottawa is home to such high-tech giants as Nortel Networks, Alcatel, Cognos, Tundra, Cisco, MDS Nordion and Entrust. Dell, MBNA Canada, ING Direct, Clarica and MD Management also make Ottawa a centre for business.

# INTHEMAIL

This column is sponsored by Canada Post.



## Generating big results for small businesses

The Shoppes newsletters close the gap between small business owners and local consumers *By Sarah O'Connor*

All direct mail aims to create a personal connection with its audience, but Creative Media Communication's Shoppes newsletters are going one step further by creating a true community connection in small town southern Ontario.

### A creative concept

Twelve years ago Keltie Anderson had just had her second baby and was looking for something she could do locally to supplement her family's income and satisfy her creatively. With a background in advertising, marketing and writing, she spoke to local business owners in her hometown of Uxbridge, Ontario and came up with the idea of a community newsletter that could be mailed directly to local consumers. She launched The Shoppes of Uxbridge newsletter via the company that she and her husband David had previously established, Creative Media Solutions.

The idea caught on quickly, and the Shoppes newsletters have expanded to include Stouffville, Port Perry, Markham/Unionville, Whitby, and Aurora, in addition to the flagship Uxbridge branch. Happy clients range from professionals to retail to service-oriented and home-based businesses.

"It's been a fun journey," says Keltie. "You just don't know where life can take you and what's in store, good and bad, but it's all a learning experience."

In 2002 Keltie's husband, Dave, left his job to focus on the business full-time, and the couple refined their processes in order to offer franchises. The Markham/Unionville, Whitby and Aurora newsletters are now run by franchisees. Keltie and Dave also employ several writers and salespeople, as well as a part-time editor and an office person.

Despite their rapid growth, the Andersons maintain that the personal connections are the most important part of their business.

"We feel that every business really has an essence, so we interview them and

and to do a good job for people."

Surprisingly, very little has changed in terms of the design of the newsletters and the tone and style of the writing over the years. This consistency has helped establish the Shoppes newsletters in the minds of consumers as a reliable, enjoyable source of information. "We've had people ask if they can put an ad in, if we can change the article so it looks like an ad, and we've said no because we don't want one person to stand out more than another," says Keltie. "We want the integrity of the publication to remain the same."

"I've been advertising for 12 years. I believe in consistency and it's a very consistent form of advertising for us," says Willa Worsley, of Presents, Presents, a gift store in Uxbridge, Ontario. "I think because they haven't changed the look it stands out and people know that to look for and that's really important. People watch for the Shoppes of Uxbridge and tend to read it through."

### Making direct mail accessible

Another key element of the Shoppes newsletters' success is that they make direct mailing affordable for the small business owner.

"The small business guy really has a lot of strikes against him starting out, and they put so much into their business," says Keltie. "What we're trying to do is give them a venue that's cost-effective and that can help them connect with the customer in a very special way."

"It is more expensive to go out through the mail, but before this we had another business where we went out through the newspaper and it just didn't work as well. It didn't resonate the same way with the readers, and I don't think it got to the readers as effectively as it does through the mail."

Because the newsletters are geographically defined, creating a mailing list is a fairly straight-forward process. "In the smaller markets we do send it to everybody, and in the larger markets we go by income," explains Anderson. "We

write about them in a way that helps define them and sometimes even helps them discover their own niche," says Keltie. "And we're not out to just sell, sell, sell in terms of the franchises. It's about finding the people that have the same vision, have the same values, want the same thing – to set up the newsletter in their community

look at the numbers from Canada Post and then also do our own research."

### Building on great relationships

"I absolutely believe in the impact that the Shoppes has on my bottom line," says Shelley Macbeth, manager of Blue Heron Books, one of the first businesses

to advertise in the newsletters. "Because the publication is mailed separately it is actually noticed and read. I can advertise a book event and the day the Shoppes

hits mailboxes I start to get calls regarding tickets.

"In a small town, the picture of the proprietor of the shop and the frequent association of their name with their store is important. People will pay a premium to shop somewhere where they know the proprietor's name and vice versa."

### ABOUT THE CAMPAIGN

**Client:**  
Various small businesses

**Campaign:**  
The Shoppes newsletters

**Agency:**  
Creative Media Communications

**Publishing Operations:**  
Keltie Anderson

**Operations/Graphic/Creative:**  
Dave Anderson

There has been no formal polling carried out to test the effectiveness of the newsletters, but the Andersons report that roughly 95 percent of all advertisers become repeat clients. The consistently positive feedback they receive is persuasive evidence that their formula is working.

Creative Media Solutions and the Shoppes newsletters continue to expand their services and coverage, and are in talks to open franchises in Western Canada and other parts of Ontario.

"Really the newsletters could work anywhere," muses Anderson. "We're just looking at getting the right people because that's the most important thing. Eventually it could go across Ontario, Canada, even internationally." **DM**

Sarah O'Connor is a Markham-based freelance journalist. She can be reached at (647)261-2260 or sarahaoconnor@gmail.com.

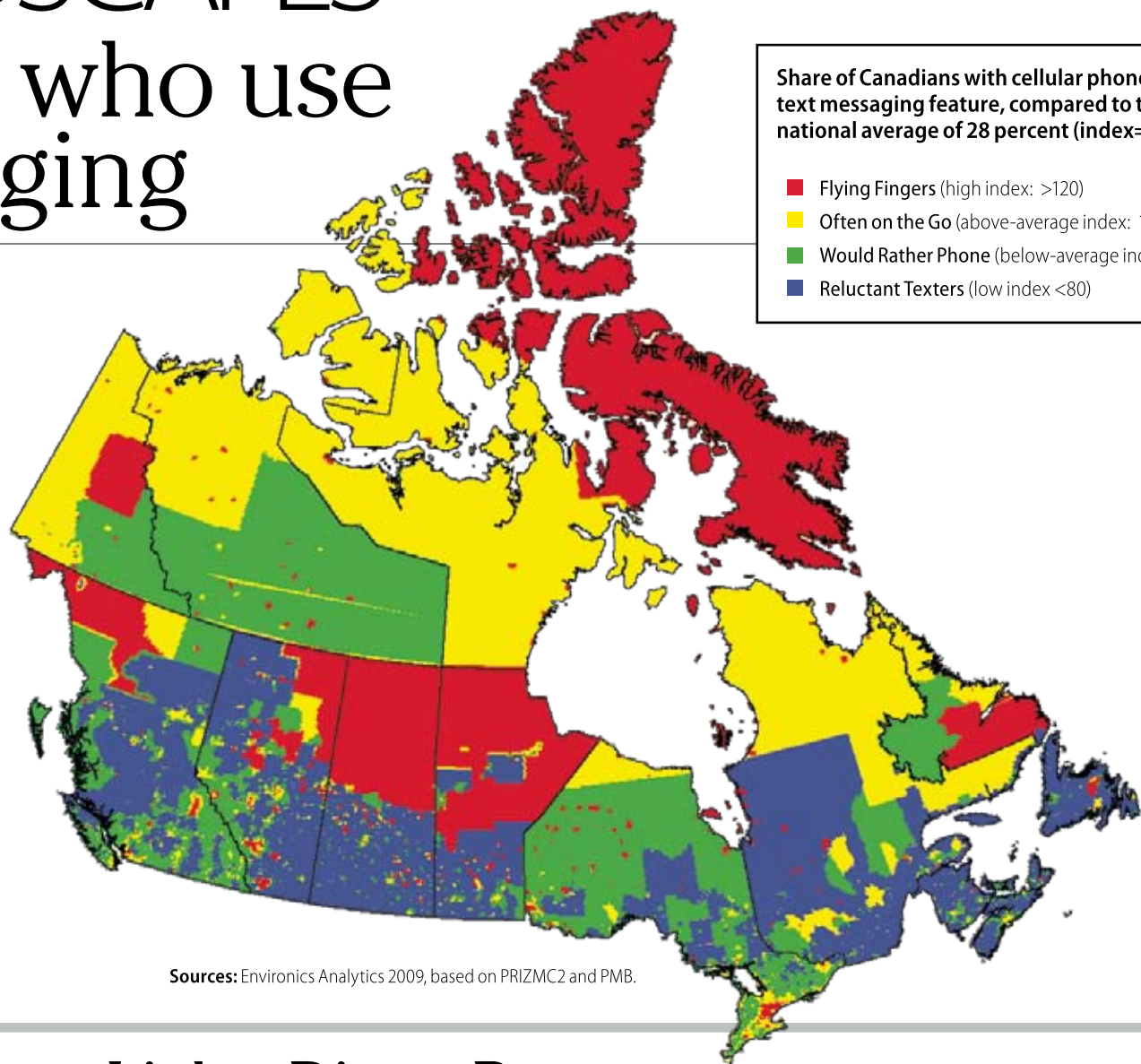
*"The small business guy really has a lot of strikes against him starting out, and they put so much into their business. What we're trying to do is give them a venue that's cost-effective and that can help them connect with the customer in a very special way."*

# DMLANDSCAPES

## Canadians who use text messaging

**M**obile phones long ago ceased to be just about making calls. Today, people use their cell phones to take pictures, record movies, send email and, especially, to send and receive text messages. Now the most widely used data application on the planet, text messaging combines the portability of mobile phones with the convenience of instant messaging. In Canada alone, some 28 percent of residents let their thumbs do the talking, sending an estimated 77 million text messages every day.

But as shown in this map from Environics Analytics (EA), Canadians who send text messages aren't equally distributed across the country. The highest concentration are found in the nation's big cities—like Ottawa, Toronto, Winnipeg, Calgary and Vancouver—which are home to younger residents who often prefer texting to talking. According to PRIZMC2, EA's segmentation system, text messaging fans tend to live in urban singles neighbourhoods classified Grads & Pads and Electric Avenues as well as relatively young ethnic family clusters such as Asian Affluence and South Asian Society. These are active Canadians who, according to leisure surveys, like to go jogging and dancing, and frequent health clubs and theatres. To reach them, marketers should look beyond text messages as the preferred channel and consider top 40 and hip hop radio stations and the sports and entertainment pages of newspapers. Just don't expect them to click-through a lot of ads while on the Internet: They're often preoccupied with online gaming. **DM**



Sources: Environics Analytics 2009, based on PRIZMC2 and PMB.

Share of Canadians with cellular phones offering text messaging feature, compared to the national average of 28 percent (index=100)

- Flying Fingers (high index: >120)
- Often on the Go (above-average index: 100-120)
- Would Rather Phone (below-average index: 80-100)
- Reluctant Texters (low index <80)

Cont'd Orville is popping.. page 10

Canada by the Orville Redenbacher's team including 6 Degrees Integrated Communication. This is the first time in North America that Orville Redenbacher's is running this type of promotion using 'heat and reveal' stickers.

There are 6 chances to win in every box and over \$7 million worth of prizes to give away including prizes from HIP Digital Music Downloads, Coca-Cola Ltd., Warner Home Video, LG Canada, and a grand prize of ten thousand dollars.

To support the contest, Orville Redenbacher's is employing English & French 10 second TV billboards, retail displays and Pop & Win shelf talkers at participating Canadian retailers.

## Northern Lights Direct Response creates innovative DRTV campaign

Northern Lights Direct Response has created a new direct response television (DRTV) campaign for Manulife Financial's CoverMe Guaranteed Issue Life insurance.

The direct response campaign consists of 120- and 60-second DRTV commercials, highlighting the main features of affordability, guaranteed acceptance for those aged 40-75, and the fact that medical exams and answers to health questions are not required at the time of application. The DRTV commercials drive viewers to an 800 number and [www.coverme.com](http://www.coverme.com).

"Through our longstanding partnership

with Northern Lights, we have found direct response television to be instrumental in both fostering our brand and delivering a measurable ROI," says Bob Doyle, Director, Strategic Marketing, Affinity Markets for Manulife Financial. "After many successful Manulife Financial DRTV campaigns that Northern Lights has produced, it made sense to have them create the campaign for CoverMe Guaranteed Issue Life."

Ian French, President of Northern Lights, is proud of his direct response agency's work for Manulife Financial, and excited to see the DRTV commercials hit the air.

"The strength of the Manulife Financial brand and proven direct response principles were incorporated into the DRTV commercials to underscore the importance of life insurance," says French. "By using this approach, we expect the campaign to drive website visits and make the phones ring."



Cont'd Allison Taylor.. page 9

camera in hand," she said.

Allison has a cat called Dave, named after her father, and a dog called Bob. I can well understand the cat being named Dave, but when I asked her why she called her dog Bob:

"After I picked up the dog from the Humane Society, he sat silently beside me in the passenger seat not looking at me. So I tried blurting out different names to get him to respond including all the traditional ones like Spot, Sparky and Lucky but he failed to respond. After a while I switched to human names and when I yelled out Bob he picked up his ears and finally looked at me, so I knew that was the name he preferred and the name Bob has stuck to this day."

The other new person in her life is

*"Getting my clients involved and finding the best solutions all adds up to being the best part of my job."*

her close friend and live-in, Roy, who she mentioned is "Thank God, not in our business."

**Allison, like her dad, also has a great sense of humour**

Allison is a great sport and is quick to laugh at herself.

She told me that yes, there are times

when she misses her dad, but she did something about it recently, which was most fitting for what Dave Taylor loved and was famous for. She convinced the originators of the National Association of Major Mail Users (NAMMU) to name an Award after her father. It's called The Dave Taylor Copywriting Award.

The second time she was asked to come

on stage to present the award, she asked Tony Keenan to be the co-presenter. Tony was a great presenter for the CMA Awards for years and he took the opportunity to talk a bit about Allison.

Tony started by mentioning that he had known Allison since she was this high, indicating her height by stretching out his hand below his shoulders. Eager to oblige and make the point more dramatic, Allison smiled and bowed down to the point where Tony had indicated her size.

As, she continued bending forward, it suddenly dawned on Allison that perhaps she was showing a bit too much cleavage to the audience and so she tried adjusting herself by bending backwards while still hunched over and in the process fell over on the stage.

Amidst the audience's gasps, she calmly

got up, brushed herself off and readied herself to present the award. That inherited sense of humor carried her through.

Allison has grown up to be tall in size, unflappable, funny, creative and with dedication to quality work.

Which bring me back to the first thing she told me, "If it wasn't for my dad, I wouldn't be in this business. Even though he's been gone for almost six years, I still strive to be more like him."

So here's my advice to Allison - you can rest easy in your success - you are very much like the man I came to know and admire. **DM**

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

# 2<sup>nd</sup> Annual **MARKETING**week

**NOVEMBER 11-12, 2009** ■ Royal York Hotel. Toronto

## **NOVEMBER 11** **DIGITAL DAY**

The question is no longer, "Should we invest in digital marketing?"  
It is now, "How do we focus our efforts?"

THE DIGITAL MARKETING BALANCING ACT

1  
010  
010101  
0101010101  
0101010101010

**Confirmed speakers include:**

**Kevin J "Nalts" Nalty**  
Viral Video Sensation

**Jonathan Lister**  
Managing Director and Head of Google Canada

**David Weinberger**  
Bestselling Author and Technologist

Immediately following Digital Day:

**THE 2009 DIGITAL MARKETING AWARDS**

The John Bassett Theatre - Metro Toronto Convention Centre

Lead Sponsor



Presenting Sponsor

**MIJO**

**ROGERS**

**TORONTO STAR**  
thestar.com

Feature Sponsor

**MOSAIC**  
EXPERIENTIAL MARKETING

**ROGERS**  
*sportsnet*

WIFI Sponsor

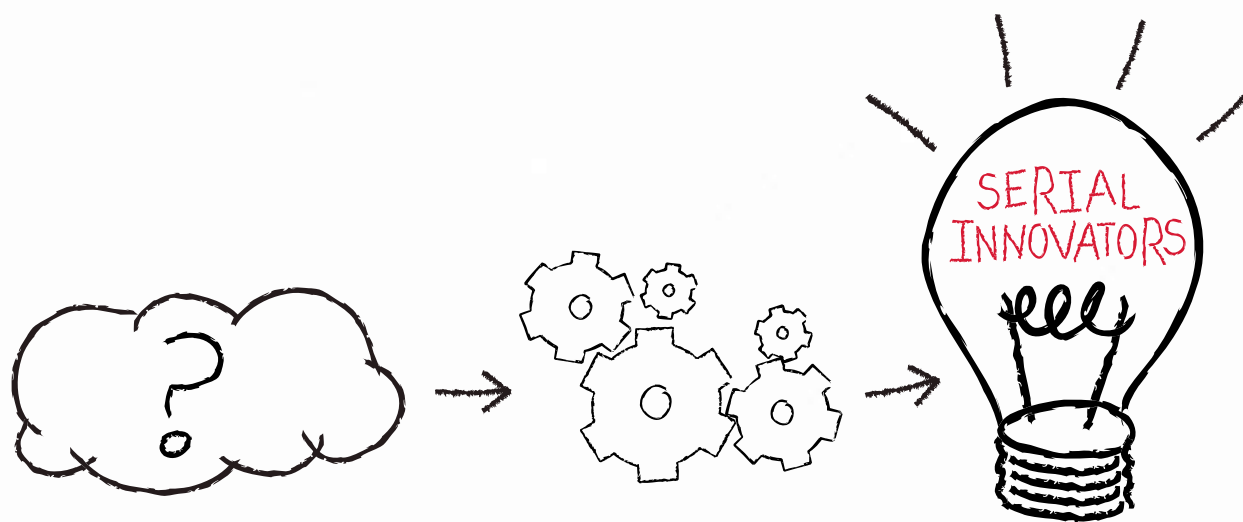
**Microsoft Advertising**



**For more INFORMATION and to REGISTER, visit  
marketingmag.ca/marketingweek or the-cma.org/marketingweek**

# **NOVEMBER 12 MEDIA DAY**

**Celebrating media brands, clients and agencies that have consistently  
remained at the creative and innovative forefront**



**Confirmed speakers include:**

**Cathie Black**  
CEO, Hearst Publishing

**Richard Florida**  
Bestselling Author & Cultural Anthropologist

**Terry O'Reilly**  
Writer/Director and Co-founder, Pirate Radio & Television

**Immediately following Media Day:**

## **THE 10<sup>th</sup> ANNUAL MEDIA INNOVATION AWARDS**

**Constitution Hall - Metro Toronto Convention Centre**

Digital OOH Sponsor



PR Sponsor



Associate Sponsors



Presented by



**MARKETING**

## LIST SERVICES

## Managing over 10 Million permission-based email addresses.

Direct access to Canada's premier  
email lists and newsletters.



Direct Media Canada  
Interactive

Contact:  
**Diane Pinto**  
416-406-4420  
dpinto@directmedia.com

Visit [dmc-interactive.com](http://dmc-interactive.com)

## cleanlist.com

The world leader in self-service list cleaning.

### Clean Your Data in 3 Easy Steps:

- Step 1:** Get an instant quote
- Step 2:** Upload your list
- Step 3:** Download cleaned list

### Online Services:

- Address Correction
- Phone Append
- Mover Update (NCOA)
- Plus over 20 more US and Canadian services!



List cleaning has never been this easy!

Sign-up at [www.cleanlist.com](http://www.cleanlist.com) or call 877-637-4323 today!

Ask about special Reseller and Not-for-Profit pricing.



Direct Mail | Email Marketing | Alternative Media Programs | Telemarketing  
Fax Broadcasts | Data Appending Services | Online Marketing Services  
List Management | List Brokerage

VISIT [www.archway.com](http://www.archway.com) E MAIL [info@archway.com](mailto:info@archway.com) CALL toll-free at (866)-791-4826



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

List  
Services

### Consult the list experts!

In business for over 20 years, we have the  
experience and expertise to help you succeed.

- Consumer and business mailing lists
- E-mail lists and e-broadcast services
- Alternative media programs
- List management services



Contact

**Stuart Young**, Vice President  
416-932-9555 ext. 348 or [syoung@cstonecanada.com](mailto:syoung@cstonecanada.com)

This summer...

## Improve Your Sales Game



14-Day Free Trial  
[www.scottsdirectories.com/14freetrial](http://www.scottsdirectories.com/14freetrial)

Find out why Scott's Directories is Canada's Most  
Trusted Source of Business Contact Information

- + Generate more Leads
- + Reach new Decision Makers
- + Boost Sales and Marketing Results
- + Build Targeted Mailing Lists
- + Locate High-Yielding New Suppliers
- + Achieve Better Results!

**SCOTT'S**  
DIRECTORIES

Call us at 416-510-6817 or  
e-mail: [lists@scottsdirectories.com](mailto:lists@scottsdirectories.com)  
[ScottsDirectories.com](http://ScottsDirectories.com)



West List Co. Inc.,  
offers comprehensive  
list brokerage, list  
management and  
direct-marketing  
services including  
data processing,  
printing and mailing.

- » 50 years of combined experience in the direct marketing industry includes working with Canada's largest media players.
- » Timely recommendations to build the best campaign your budget will afford.
- » Full service provider; working with print, lettershop and mail house partners

CONTACT US TODAY.

Kim Young, WLC Media - List Broker/Management | Ph. 416.622.8700 | [kim.young@westlists.com](mailto:kim.young@westlists.com)  
Troy Weston, VP Business Development | Ph. 416.560.2370 | [troy@westlists.com](mailto:troy@westlists.com)  
[www.westlists.com](http://www.westlists.com)

ICOM

a division of Epsilon Targeting

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

TargetSource® delivers superior results and exceptional value

- Canada's largest consumer responder database – over 2 million Canadian consumers and 1000+ data selects for targeting
- 450,000 permission based email addresses
- Package Insert Programs to over 1 million households annually
- Modeling, profiling and research services

Find out more

Contact Tony Rizzuto at 1-800-603-4555 ext. 2290 | [Tony.Rizzuto@epsilon.com](mailto:Tony.Rizzuto@epsilon.com)

[epsilontargeting.com](http://epsilontargeting.com)

Marketing As Usual. Not A Chance.™

## Get more out of your Marketing Database

Explore the many direct marketing solutions  
we offer:

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

Call 800-873-6183 or  
visit [infoCANADA.ca](http://infoCANADA.ca)

**infoCANADA**  
Sales Solutions

**LIST SERVICES**



**TORONTO BOARD OF TRADE**

**Toronto Board of Trade's Executive Mailing List**

Over 15,000 key decision makers in Toronto's largest companies. Order today and build your list in minutes!

Visit [www.bot.com/maillinglist](http://www.bot.com/maillinglist) or call 416.862.4538 for more information.

**DM CREATIVE**

# Get Something For Nothing.

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

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

Each month I reveal what works and why.

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



**MAILING EQUIPMENT**



**SALES & SERVICE:**

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

**BÖWE BELL & HOWELL**  
NATIONAL PROVIDER OF MAIL PROCESSING SOLUTIONS  
for over **70** years

[www.bowebellhowell.ca](http://www.bowebellhowell.ca)  
1-800-889-MAIL (6245)

30 Mural Street, Unit #6&7  
Richmond Hill, Ontario  
L4B 1B5

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

**CANADIAN MAILING MACHINES INC.**

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

**WE SPECIALIZE IN PROVIDING QUALITY REFURBISHED MAILING EQUIPMENT**

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

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

Visit our website for latest Inventory [www.epc-cmm.com](http://www.epc-cmm.com)  
**MAKE US YOUR ONE STOP SUPPLIER FOR ALL YOUR MAILROOM NEEDS**

**CALL CENTRE PRODUCTS / SERVICES**



**EXTEND COMMUNICATIONS INC.**

**A LEADING NORTH AMERICAN CALL CENTRE**

- PRODUCT SALES
- PAYMENT PROCESSING
- 3RD PARTY VERIFICATION
- STORE LOCATOR
- CUSTOMER SERVICE AND SUPPORT TECHNOLOGY
- RESERVATIONS/REGISTRATIONS
- LITERATURE FULFILLMENT
- ORDER TAKING
- LOTTERIES
- OVERFLOW AND AFTER-HOURS AVAILABLE

**24 HOURS A DAY INBOUND MARKETING RESPONSE**

**7/24/365**

[www.extendcomm.com](http://www.extendcomm.com) Tel: (800) 265-9975 Fax: (800) 948-1248  
Contact: Scott Lyons E-mail: [info@extendcomm.com](mailto:info@extendcomm.com)



**TigerTel**  
connect with confidence

When you engage TigerTel as your call center service provider, rest assured your expectations will be exceeded.

You want TigerTel to answer that call when you want to:

- Increase revenue
- Lower costs
- Provide better customer service
- Generate qualified leads
- Increase your donor database
- Maximize every opportunity

**12 AWARD WINNING LOCATIONS COAST TO COAST**

Our conversion rates are among the highest in the industry.

**CALL US NOW TO FIND OUT HOW WE DELIVER WORLD CLASS RESULTS.**

**CONNECT WITH CONFIDENCE!**  
Turn every contact into a revenue opportunity today!

**1-866-521-0366 OR VISIT [www.tigertel.com](http://www.tigertel.com)**

**Drive profits** to your bottom line with contact center solutions from Protocol.

For over 20 years Protocol has been helping Canadian businesses with turnkey solutions—from customer acquisition and retention to technical support and call overflow. Our entire North American network of contact centers delivers customer management solutions by offering the following:

- 7 Contact Centers across North America with International presence in the Philippines and Mauritius
- Digital recording for quality and verification
- Avaya/SER, CISCO ICM switch technology
- Facilities in Montréal and Hamilton — 860 series
- Vertical Market Expertise: Retail, Insurance (Licensed agents), Banking (Credit cards), Telecommunications, Publishing, Energy
- Canadian National Do Not Call List ("DNCL") legislation: Fully compliant
- Primary Languages — English, French, Spanish. Ability to support other languages as needed

**protocol** GLOBAL SOLUTIONS  
Adding Value to Customer Relationships™

For more information, call Cheryl Walsh, Sales & Marketing Coordinator, 630.820.5006 or send an email to [cwalsh1@protocolmarketing.com](mailto:cwalsh1@protocolmarketing.com)  
Visit our web site at [www.protocolglobalsolutions.com](http://www.protocolglobalsolutions.com)



**CallCenterjob.Ca™**

The leading Canadian website entirely dedicated to the publication of job offers in **CALL CENTERS** and **CUSTOMER SERVICES**

## CALL CENTRE PRODUCTS / SERVICES



**Newfield**  
CONTACT SOLUTIONS  
www.newfieldtelemarketing.com

**We Grow with You.** 24/7 Outbound and Inbound Telemarketing Services  
**\$9** for as low as per hour

Call Today! 1-866-437-1529

## DATABASE MARKETING



**Cornerstone**  
GROUP OF COMPANIES

**DATABASE**  
Marketing

www.cstonecanada.com

Flawless Database Design.


Expert Database Management.

Providing an Integrated Marketing Platform designed to meet the unique needs of high-volume marketers.

- Prospect Database
- Customer Data Integration and Management
- Privacy Database
- Campaign Management
- Data Analytics
- Reporting

Contact **Bob Coles**  
Chief Operating Officer  
416-932-9555 ext. 103 or bob@cstonecanada.com

TRANSFORMING YOUR CUSTOMER DATA TO DRIVE BUSINESS DECISIONS- this is our passion!



**Karalytics**  
Consulting  
Services Inc.

Contact us today for a consultation on your Database marketing needs:

Glen Sewell 416.270.8896  
glen@karalytics.com www.karalytics.com

## DATA MINING &amp; ANALYTICS

Leverage the power of your customer data for proactive decision making activities.

## DATA HYGIENE &amp; LIST PROCESSING

Achieving the cleanest data is key to your ability to execute and gain a competitive edge.

## CAMPAIGN DESIGN &amp; MEASUREMENT

Assess, Size and fine tune your target audience for optimized financial results.

## STRATEGIC CRM CONSULTATION

Optimize your marketing dollars and leverage best practices to Acquire, Develop &amp; Retain the right customers.



**BOIRE FILLER**  
G • R • O • U • P

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

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

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

You've  
**FOUND** the answers to your  
marketing challenges.

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

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

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

Find and keep your customers.



www.environicsanalytics.ca  
(416) 969-2733



## Be Outstanding

- ▶ Expert Data Cleaning & Enhancement
- ▶ Managed Marketing Databases
- ▶ Trigger Marketing®
- ▶ Campaign Management
- ▶ Analytics

Contact: Jeff Bisset, President  
877.637.4340 | sales@interactdirect.com

www.interactdirect.com

"In my opinion, Interact Direct is a market leader in the areas of data processing and database management."

Marketing Manager - Research & Database Marketing  
Canada's Export Development Corporation


Reach the **RIGHT** homes

Nielsen is the only company that leverages actual purchase behaviour to map out your best prospects on the ground. Contact us at [direct.to.home@nielsen.com](mailto:direct.to.home@nielsen.com) to find out how Spectra can drive your direct-to-home strategy.

www.ca.nielsen.com

nielsen  
.....

## DATA PROCESSING



**Cornerstone**  
GROUP OF COMPANIES

**DATA Processing**

Enhancing your data to gain the competitive edge that comes from flawless accuracy.

- Do-Not-Call Management Solutions
- Merge Purge services using our proprietary Intelligemerge™ solution
- Address verification and accuracy
- Telephone and address append
- National Change of Address
- Geodemographic Analysis

www.cstonecanada.com

**Insights**  
**Efficiency**  
**Accuracy**

Contact **Bob Coles**, Chief Operating Officer  
416-932-9555 ext. 103 or bob@cstonecanada.com

Transforming **DATA** into Knowledge  
and Knowledge into Profit



Data is the foundation of every organization. At MLS, we leverage today's technological advances to provide the best data management solutions and a positive contribution to your ROI. We elevate your ability to reach the right people and make the right decisions.

We work differently on the front end, saving you money on the back end.

- ◆ Data Hygiene
- ◆ Data Warehousing
- ◆ Business Intelligence Integration
- ◆ Predictive Analytics

www.mlsc.com

1920 Yonge St. 2nd Floor Toronto, ON M4S 3E2 416.573.7717 ext. 7519

## FULL SERVICE OPERATIONS

# RESOURCE DIRECTORY



**MAILMARKETING**  
WE DELIVER.


John Sample  
123 Any Street  
City, Province A0A 0A0

**TAKING THE DIRECT ROUTE WILL GROW YOUR BUSINESS FASTER.**

We have assembled a unique blend of talent and equipment to offer you an invaluable "Fully Integrated" DM solution. **WE DELIVER:**

- LEADING EDGE DATA PROCESSING
- MULTI-IMAGING SYSTEMS
- EXTENSIVE LETTERSHOP SERVICES
- RESPONSE CAPTURE
- ANALYSIS AND FULFILLMENT SERVICES
- CALL CENTRE SUPPORT
- E-COMMERCE SUPPORT INCLUDING WEB HOSTING


**MAILMARKETING CORPORATION** [www.mailmarketing.com](http://www.mailmarketing.com)  
455 GORDON BAKER RD. TORONTO, ONT. CANADA M2H 4H2. T: 416.490.8030 1.800.508.3941 F: 416.490.8455 E: info@mailmarketing.com



**Introducing dmworks.ca,**  
the do it yourself direct mail tool.

With **dmworks.ca** from Pitney Bowes you can create, produce, manage and distribute customised direct mail campaigns or brochures right from your desktop. Just choose a Canada Post approved template, then select an image and a customer mailing list, or upload your own images and database. It's easy! Visit **dmworks.ca** for money saving packages and more.

**dmworks.ca** Do it yourself direct marketing, from your desktop to your customer's mailbox.

 Pitney Bowes



**40 YEARS**  
1969 - 2009

- ▶ Plays recorded voice or Text to Speech
- ▶ TTS inserts specific information into each call
- ▶ Callers Press 0 to connect to your salespeople or our 24/7 inbound center

- ▶ Lead Generation
- ▶ Direct Mail Followup
- ▶ Event Reminder And Registration
- ▶ Collection Calls
- ▶ Satisfaction Surveys
- ▶ Appointment Reminders

To Hear sample calls dial 1-888-3GO-ROBO (1-888-346-7626) Costs as little as 25 cents/call (or less)

We'll help you through **DO NOT CALL** compliance **1.888.371.6662**

Fast turnaround Over 30 Years Serving you



**COMPLETE DIRECT MAIL & FULFILLMENT SERVICE**

Data pre-sorts for discounted postage  
Ink jet address • Laser variable print • Fold  
Video match insert • Tab/Clip seal • Burst  
Polybag (Sitma) • Booklet bindery with 3 hole punch

**LIVE STAMPS**

**Quotes: quotes@addressall.com**  
1048 Ronsa Court, Mississauga ON L4W 3Y4  
Tel: 905.625.5137 • Toll free: 800 567 3233 • Fax: 905.625.8619



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

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



t. 416.398.7678 f. 800.952.7678  
sales@origo.ca www.origo.ca

**THE SOURCE FOR PRINT, DIRECT MAIL & FULFILLMENT**

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

Formerly A&L Mailing Services



Data Services | Inkjet | Laser  
Insert | Affix | Polybag | Fold & Slit  
Fulfillment | Co-Pack

**WE MAIL**  
*It's what we do best!*

[www.andrewsmailing.com](http://www.andrewsmailing.com) • tel: 416.798.7557  
email: jcampbell@andrewsmailing.com

**HAVE YOUR COMPANY  
FEATURED HERE  
STARTING AT \$100/  
MONTH  
COLOUR IS NOW AVAILABLE**

Contact Peter O'Desse at 1.800.668.1838 or peter@dmn.ca

**Client Driven - Results Oriented!**

- Customized Process Design
- Application Programming
- Data Entry & Database Management
- Website & Direct Mail Fulfillment
- Information Capture – Donation & Survey Intake, Rebates via fax, mail or e-files
- Laser Personalization / Inkjet
- Full Lettershop Services
- Specialty Mailings – Polybag/Shrinkwrap

At Wood & Associates - everything is about **you**. We meet **your** timelines while maintaining the high level of quality and integrity **your** project deserves. We take the time to understand **your** business goals & develop a partnership to help **you** get there!

*"29 years of satisfying our clients"*



**Wood & Associates**  
Direct Marketing Services Ltd.

2-237 FINCHDENE SQUARE SCARBOROUGH ON M1X 2E1  
TEL: 416-293-2511 FAX: 416-293-2594 WEBSITE: [www.wood-and-associates.com](http://www.wood-and-associates.com)

## FULL SERVICE OPERATIONS



**Canada's Largest Mail Processing Company**

-Data Processing	-Laser/Inkjet Printing
-Personalization	-Print On Demand
-Lettershop Finishing	-Poly-Wrapping
-Print Management	-Fulfillment & Distribution

**24/7 Contact: 416.201.1420**

For more information, please contact:  
**Kurt Rathfelder** (ext. 351)  
**Norm Burns** (ext. 107)  
**Debbie Major** (ext. 108)  
**Michael Katterbach** (ext. 360)  
 email: sales@datadirect.ca

**Data Direct Group Inc.**  
 75 Superior Blvd.  
 Mississauga, Ontario  
 L5T 2X9  
 Telephone: 905.564.0150  
 Fax: 905.564.7246  
 Toll Free: 1.877.247.1464  
 www.datadirect.ca



### DIRECT MARKETING LEADERS

- Database Management
- Canadian, US & International Mail Services
- Fulfillment Services
- Contact Centre
- Facility Management

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

555 Admiral Drive, London, ON N5V 4L6  
 1-800-632-3568 • E-mail: solutions@keycontact.com  
**Helping You Tell Your Story!**



- Data Processing
- Laser Personalization
- Canadian & US Mail Sorts
- Complete Lettershop Services
- Project Management
- Kit Prep & Assembly
- Innovative Solutions

Pillar Direct Marketing Services  
 750 Birchmount Road, Unit # 47, Toronto, ON M1K 5H7  
 Phone: (416) 755-9494 Fax: (416) 755-4343  
 Contact: Peter Bekiaris Email: pbekiaris@pillardirect.com  
 Rod Jones Email: rjones@pillardirect.com

## RDP

### YOUR RDP FULFILLMENT CHECKLIST

- Provision: Post Office Boxes & daily clearance
- Real time online Web site inventory order system
- Co-Packing & packing of all types
- Computer services to build & maintain a valuable database
- Online facilities: speedy & efficient customer service
- Security warehousing with computerized inventory
- Picking, packing & assembly of materials at competitive prices
- Full management reporting & dedicated program coordination

**RDP FULFILLMENT CORPORATION**    **SERVICES:** Literature & P.O.S. Distribution  
 1725 McPherson Court Pickering, Ontario L1W 3H9    ■ Cheque/Cash Refund Offers ■ Kit  
 1-800-563-1227 T: (905) 837-9394 F: (905) 837-9657    Assembly ■ Catalogue Fulfillment ■  
 E: robert\_pinheiro@RDP1.com www.RDP1.com    Premium Offers



**Clixx offers Marketers the perfect mix of technology, production equipment, a new 60,000+ sq ft secure facility and Industry talent with an unwavering commitment and passion to ensuring your success.**

**We offer complete solutions to deliver:**

- Direct Mail
- Regulatory Documents
- Digital Print on Demand & Web-to-Print
- Warehousing, Fulfillment & Distribution

**Our services include:**

- Data Processing & Forms Design
- Response Management
- Digital Asset Management
- Digital Laser Printing in B/W & Full Colour
- Ink-Jet Printing in B/W & Colour
- Complete Lettershop Services
- Bindery & Finishing
- Warehousing, Fulfillment & Distribution
- Print Management

**CLIXX Direct Marketing Services Inc.**  
 44 Metropolitan Road  
 Toronto, On M1R 2T6  
 416-609-1638  
 416-609-2550  
 www.clixdirect.com

**Contact Us:**

Mike Todd  
 Ext 234  
 mtodd@clixdirect.com

Scott Biel  
 Ext 217  
 sbiel@clixdirect.com

Michele Broad  
 Ext 237  
 michele@clixdirect.com

James Scott  
 Ext 225  
 jamie@clixdirect.com

**Success happens when everything Clixx™**



The Phonso Group Ltd.

Lead Generating Website for Printers & Mailhouses

**PRINTERS  
MAILHOUSES**

- FREE MEMBERSHIP
- WEBSITE IS CONSTANTLY PROMOTED
- REGISTER TODAY!

**PAY \$5.00**  
for each lead received!

Credit card is billed on receipt of each (RFQ) quote request.

Leads are electronically distributed to our members as they are received.

3601 HWY 7 East, Suite 400, Markham, ON - L3R 0M3 - Email: info@printmailquotes.com



## HISTORY EXPERIENCE SERVICE VALUE

**COVER-ALL**

POSTLINX    ISO 9001:2000    SMARTDM

Learn more about our collective services contact:  
 John Leonard | 416.354.4210 | jleonard@cover-all.ca

Discover *The Secrets of Successful DIRECT MAIL Printing!*

## FREE eBook!

Based on almost 3 decades of hands-on experience, this ebook will save you time and money. Available for a LIMITED time only!

Go to [www.dm-printing-secrets.com](http://www.dm-printing-secrets.com) NOW!

## GREENER DIRECT MAIL IS HERE

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

**Here's why:**







**Lowe-Martin** provides comprehensive data, laser and lettershop together with state-of-the-art offset and full-colour variable printing all in one secure facility. Our one-stop solution eliminates the cost and environmental impact of the packaging and transportation associated with a multi-vendor approach. **Interested in finding out more?**

Contact: Patrick Coyne at 905-670-7100 pat.coyne@LMGroup.com  
 Ottawa contact: Joe Goski at 613-741-0962 joe.goski@LMGroup.com

# And the winners are...

Click! Weekly's Top 40 Canadian Online Marketers of 2009

## Top Canadian Online Marketers of '09

The results are in for the first annual Click! Weekly Top Online Marketers of 2009. From the hundreds of nominations we received we have selected our top 40. This inaugural list recognizes the best online marketing professionals in Canada.

This hot list celebrates online marketing leaders and innovators in Canada. The final 40 winners were chosen by a judging panel of industry experts and Click! Weekly editorial staff based on their creative strategies and passionate dedication for online marketing.

The Click! Weekly Top Online Marketers of 2009 were recognized at the IAB Canada MIXX event held on September 29 in Toronto. A complete list of winner bios and photos will be available for order through [www.clickweekly.com](http://www.clickweekly.com) in mid-October.

Here are your winners (in random order):

1. Sylvie Bourget, VP, Marketing, Aeroplan.com
2. Darby Sieben, Director, Online Services, Yellow Pages Group
3. Hunter Madsen, Vice President, Digital Media, CanWest Publishing
4. Gary Fearnall, VP Interactive, Cineplex.com
5. Therese Edwards, Director, Brand, Digital Media, Bell Canada
6. Tara Hauser-Pope, Manager, Interactive, Coca-Cola Canada
7. Steve Mykolyn, Creative Director of Interactive & Design TAXI
8. Andrew Sloss, Executive VP, Online, Indigo Books and Music
9. Chris Day, Director of Marketing, Expedia.ca
10. Louise Clements, Head of Canada, Facebook
11. David Doucette, Director, Internet Marketing, Fairmont Hotels & Resorts
12. Renee Sorese, Senior Manager, Strategic Marketing and PR, Samsung Electronics Canada
13. Roger Dunbar "VP, Digital Media" Globe & Mail
14. Brent Lewis, VP, Digital & Internet, Harlequin Enterprises Ltd
15. Paige Malling, Director Interactive Marketing/Community, Sears Canada
16. Sarah Trimble, Online Marketing Manager, Sears Canada
17. Mark Nicholson, Head, Online Experience, Ing Direct
18. Eric Pierni, Head of Advertising, Kijiji.ca
19. Owen Sagness, GM, Consumer & Online International, MSN Canada
20. Sandra White, Internet Marketing Manager, Northern Response International Ltd.
21. Simon Jennings, President, Olive Media
22. Jeff Smith, AVP Digital, TD Bank Financial Group
23. Mitch Joel, Owner, Twist Image
24. Jim Osborne, Director, Ecommerce, Home Depot Canada
25. Adrian Capobianco, President, Quizative Inc.
26. Dawna Henderson, President, henderson bas
27. Patricia Brusha, President, A Couple of Chicks e-marketing Ltd.
28. Ricardo Poupada, Vice President, GM, Askmen.com
29. Guillaume Brunet, Marketing Director-Digital Media, Transcontinental Media
30. Joanna Track, Publisher and Founder, Sweetspot.ca
31. Bob McCown, President, Fadoo.ca
32. Chris Thompson, AVP Online, Canadian Tire Corporation
33. Sandra Sanderson, Senior Vice President, Marketing, Shoppers Drug Mart
34. Michael Oldewening, Director of Marketing, Canpages.ca
35. Sophie DeLadurantaye, Manager, Online Channel Marketing, Canada Post
36. Braden Hoepfner, Director of Web Sales, Coastal Contacts
37. Peter Watanabe, Director of Marketing, Online & Business Delivery, Staples Business Depot
38. Jonathan Carroll, President, itravel2000.com
39. Benoit Laporte, Senior Officer, Website & eMarketing, Via Rail Canada Inc.
40. Joanne Acri, Online Marketing Manager, Yahoo! Canada

click!{weekly}

Click! Weekly is published by Lloydmedia, which also publishes Direct Marketing magazine [www.dmn.ca](http://www.dmn.ca) and Contact Management magazine, [www.contactmanagement.ca](http://www.contactmanagement.ca). The company is also launching a new trade magazine in January 2010, called Payments Business. The readers are financial, technology and operations executives who are responsible for managing their company's payments and transactions functions. The magazine will publish 6 times a year. Learn more at [www.paymentsbusiness.ca](http://www.paymentsbusiness.ca)

## EVENTS CALENDAR

November 4, 2009

Toronto  
2009 NAMMU Awards

If you market through the mail, this is the award to win! The 2009 NAMMUs call out for the very best in mail campaigns. There are over 90 awards to be won and the final entry deadline is September 17. Put your best face forward and enter your best campaigns –

you can hear the applause now! Location: The Design Exchange in Toronto. Visit [www.nammu.org](http://www.nammu.org) for more information.

November 11-12, 2009

Toronto  
Marketing Week  
TMARKETING MAGAZINE and the Canadian Marketing Association have partnered to

look to the future with two nonstop days of keynote speakers, panel discussions, workshops, and awards galas bringing together the best and brightest minds in media, advertising, marketing and PR from across Canada and around the globe. Location: Royal York Hotel, Toronto. For more information visit [www.the-cma.org/marketingweek/digital.asp](http://www.the-cma.org/marketingweek/digital.asp)

November 27, 2009

Toronto  
CMA Awards Gala

The CMA Awards bring strategy and creativity together to produce remarkable results. It's a balance of criteria that delivers the kind of true marketing genius worthy of celebration. Entries will be judged by the cream of the marketing world, adhering to the strictest,

fairest process ever implemented. The gala will celebrate those who have raised the bar. Location: Westin Harbour Castle, Toronto. Cocktail reception begins at 5 p.m., followed by awards gala, dinner and dancing. Black tie preferred. For more information, visit [www.the-cma.org](http://www.the-cma.org).

### DIRECT MARKETING

Vol. 22 | No. 6 | October 2009

#### PRESIDENT

Steve Lloyd - [steve@dmn.ca](mailto:steve@dmn.ca)

#### PUBLISHER

Mark Henry - [mark@dmn.ca](mailto:mark@dmn.ca)

#### EDITOR

Amy Bostock - [amy@dmn.ca](mailto:amy@dmn.ca)

#### ART DIRECTOR

Vanessa Dhanbeer - [vanessa@dmn.ca](mailto:vanessa@dmn.ca)

#### SENIOR ACCOUNT MANAGER

Peter O'Desse - [peter@dmn.ca](mailto:peter@dmn.ca)

#### CONTRIBUTING WRITERS

Rick Brough  
Brain Davidson  
Joe Goski  
Jan Kestle  
Kelly Kubrick  
Donna Kutter  
Sarah O'Connor  
Billy Sharma  
Colin Tener

#### LLOYDMEDIA, INC.

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

#### EDITORIAL CONTACT:

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

Direct Marketing may be obtained through paid subscription.

Rates:

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

Direct Marketing is an independently-produced publication not affiliated in any way with any association or organized

group, nor with any publication produced either in Canada or the United States. Unsolicited manuscripts are welcome. However, unused manuscripts will not be returned unless accompanied by sufficient postage.

Occasionally Direct Marketing provides its subscriber mailing list to other companies whose product or service may be of value to readers. If you do not want to receive information this way, simply send your subscriber mailing label with this notice to: Lloydmedia Inc. 302-137 Main Street North, Markham ON L3P 1Y2 Canada.

#### POSTMASTER:

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

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



PRINTED ON 100%  
RECYCLED STOCK

THIS ISSUE OF  
DM MAILED BY: **CMS**  
Complete Mailing Service  
**Complete Mailing Service**  
1-888-683-2501 • 416-755-7761  
[www.completemailing.com](http://www.completemailing.com)

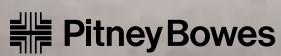
# Who pulls the strings?

Reaching today's consumer is a huge challenge. They control when, where and how they see your marketing message. Come to the **2009 CMA Direct Marketing Conference** where the industry's best will show you how to take back control.

**October 28, 2009**  
Capitol Event Theatre, Toronto

**To register, visit**  
[www.the-cma.org/dm](http://www.the-cma.org/dm)  
or call 416-644-3748.

GOLD SPONSORS



TRADE PUBLICATION SPONSOR  
**MARKETING**

CREATIVE SPONSOR



Photography and imaging: [www.akaphoto.ca](http://www.akaphoto.ca)  
Marionette designed and created by David Smith Marionettes, Kingston, ON

CANADIAN  
MARKETING  
ASSOCIATION

**CMA**