

DIRECT MARKETING

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THE ART & SCIENCE OF PREDICTABLE MARKETING



Andreas Souvaliotis, President, Air Miles for Social Change stands outside the LoyaltyOne Toronto office with one of the company's AutoShare cars. LoyaltyOne provides cars for employees who make the green choice to take transit to work each day.

Photo by: Gary Tannyan

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How loyalty can SAVE THE PLANET

Canadian incentive programs are rewarding members for green purchasing and lifestyle choices

By Amy Bostock

We're all familiar with the three R's of environmental sustainability: *reduce*, *reuse* and *recycle*. Most of us practice what we preach by not buying things we don't need or items that come in wasteful packaging or that cannot be recycled. We also reuse and recycle whatever we can.

Now a new "R" has joined the party as Canadian incentive programs *reward* their members for making green purchasing decisions and lifestyle choices.

"I'm a big believer that loyalty as an industry, in particular in our country, can be a very significant influencer of good behaviour among consumers," says Andreas Souvaliotis, President, Air Miles for Social Change. "Canadians are among the world's biggest point chasers and in my humble, environmentalist view that means that we as an industry have an obligation, not just an opportunity, to be players in the space and to affect the behaviour of millions."

Souvaliotis uses the words 'obligation' and 'opportunity' interchangeably, explaining that it is an opportunity because if done right, not only can loyalty companies make a difference in the world

they can also make their brand better and stronger.

"It's an obligation in the sense that if we're such a large marketing leader then we need to put it to work for the good of society."

Aeroplan has been fostering their philosophy of sustainability since 2007 when the travel rewards company launched a program of offset that demonstrated an ongoing commitment to the environment.

The program is based on Aeroplan's acknowledgement that air travel is a source of global greenhouse gas emissions, and that their potential impact is severe enough that we all need to find ways to reduce them. At the same time, air travel is an important part of their program and significant reductions in

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Editor's Letter

Amy Bostock

We are a nation of 'green'



As I sat down to write this editorial, Corporate Knights, a Toronto-based quarterly focused on "clean capitalism" released the Green Provinces 2012 survey that ranked Vancouver and Ontario the highest of all the Canadian provinces when it comes to environmental stewardship. "It's a current snapshot of how we're doing with the environment, Tyler Hamilton, editor of Corporate Knights was quoted as saying.

After speaking with companies across the country for this Sustainable DM issue of *Direct Marketing*, these results did not come as any surprise to me. Without exception, every company I spoke to had a forward-thinking, well planned environmental strategy for their business that involved both internal and external components. This issue is full of articles written by some of these

leaders in environmental sustainability – from printers to data companies and everything in between.

Another thing that happened while I worked on this issue and that was Toronto City Council approving a move to ban the use of plastic bags in grocery stores in an attempt to limit the amount of waste the city sends to landfill. While some environmentalists applauded this move, other experts are sceptical about the ban, citing the improved recycling properties of plastic among other things.

This inspired me to use this month's Sector Report to look more closely at the paper, printing and packaging side of DM. The companies we spoke to have made environmentally responsible decisions in their own business practices in hopes that their customers will follow suit. And if you read

the sidebar about iconic Canadian Tire you'll see that it seems to be working.

Our cover story this month looks at a slightly different shade of green – loyalty as an influencer of eco-friendly consumer behaviour. Air Miles and Aeroplan have both taken the bull by the horns with this and implemented innovative and successful programs that reward their members for making environmentally-friendly choices in their everyday lives. And as one of the world's largest collectors of points, Canada stands to make a real difference in the big picture of environmental stewardship.

So after you read this issue of *Direct Marketing* do the responsible thing and pass it on to someone else to enjoy. If something you read here inspires you, drop us a line and let us know.

Cheers.

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Directives It's not easy being green...or is it?



Ryan Harper

Environmentally, there has never been a better time for companies to search out greener services than today. There are many options available, from using FSC paper products, to moving to more efficient printing technologies, to even seed bearing papers. Finally, we'll discuss an interesting way to be green – going social!

FSC products

A first step to being environmentally conscious is for companies to review their paper material to ensure they are using Forest Stewardship Council (FSC) approved materials. Forest management according to FSC's internationally recognized standards delivers environmental services to local and global communities, including clean air and water, and contributes to mitigating the effects of climate change. FSC directly or indirectly addresses issues such as illegal logging, deforestation and global warming and has positive effects on economic development, environmental conservation, poverty alleviation and social and political empowerment. While FSC materials may seem like old hat, it may be a good idea for companies to review their collateral and/or printed materials for the FSC logo.

Fully variable print

How many times has this scenario presented itself? A company receives a quote for a job for a standard direct mail piece; a personalized letter with an outer envelope. The quote is agreed to, the job is completed and the invoice is sent out. All of a sudden, the phone starts ringing with questions

about charges for overages? OVERAGES! These necessary evils are a mainstay, but can be some of the biggest wastes of our industry. While printing shells and lasering is certainly becoming more efficient, moving to other print processes could see greater gains in efficiencies.

For example, The AIIM Group has access to digital printing technology that will allow companies to save money while significantly reducing the time to market. It also allows endless creative options for short and medium sized runs where high variable data (versioning) and customization is included, adding value to the end product.

Seeded paper

A more recent way to go green is seeded paper. This handmade product has actual seeds embedded in the paper. When planted, the seed paper grows into wildflowers, a variety of culinary herbs or even trees! This product can be bought in sheet format or as a pre-made product such design stationery, wedding and party invitations, wedding favors, even corporate and promotional products.

Social media

One may wonder what social media has to do with being green and helping the environment. In its simplest terms, when companies add a social media aspect to their integrated campaigns, they are adding the ability to spread their message far beyond that that is printed on paper. For example, if a company prints 10,000 pieces of direct mail, one would expect an average response rate of 2 per

cent. However, when adding social sharing to the piece, one can expect the response rate to grow by at least 50 per cent, to 3 per cent or more. So, this DM has just reached an additional 100 customers without using any additional paper. And because of the nature of social sharing, that message can continue to be shared and pushed for as long as the company wishes.

One final point about social media and sharing the message – traditionally once the message has been shared, it's lost in the social web. aiimSOCIAL can change that by creating integrated marketing campaigns with Social media ties. During a campaign, we can track the entire social web, providing specific details about who is sharing a company's message most often as well as everyone within their circles that have read and shared a particular message.

Above we've listed four small ways that a company can look towards to become more green or increase their sustainability. Some changes need only be small, others may require a change in the way business is done today, but any change to becoming better corporate citizens is definitely a change for the better.

Ryan Harper is the Marketing Manager for The AIIM Group and aiimSOCIAL. Everything that is mentioned in this article, and more, The AIIM Group can execute for you and your company. If you think your campaigns are under performing or just want a second opinion, contact him at 1.877.841.2446 for a free review to see how he can make them shine!

“While FSC materials may seem like old hat, it may be a good idea for companies to review their collateral and/or printed materials for the FSC logo.”

Coming in the July issue of *Direct Marketing*

Financial services issue

This topic was such a hit last year that we've brought it back for our July issue. Hear from companies like Pitney Bowes, Epsilon and more about navigating the complicated world of financial services marketing.

Changing with the times

Direct Marketing sat down with John O'Hara, President of Pitney Bowes Software to talk about how the company has evolved to meet the changing needs of its customers.

Marketing has evolved, collaboration should too

See how social business software is helping marketers communicate and collaborate more effectively with their customers, agency partners and peers.

SUSTAINABLE DM

Does your printer practice what they preach?

Avoid “greenwashing” by asking these five questions

By Doug Climie

If you're in the market for a truly sustainable print supplier, the rhetoric can be overwhelming. As more companies are engaging in various levels of environmental practices, a myriad of vocabulary, certifications and policies are used to describe them. It can be challenging to decipher what actually has a positive impact on our environment and what might be marketing spin – or “greenwashing.” Here are a few questions you can ask potential printers – and other suppliers – to help separate those that are practicing what they preach from those who don't.

1 What is your commitment to environmental sustainability? Some companies will have an explicit commitment published on their website as a part of their Mission and Vision statements. Others will be able to provide you with a formal Sustainability Report, or a list of legitimate third-party certifications they hold. However, whether or not this information is easily accessible, by asking the question you can learn more about how sustainability factors into their daily work. Are they just repeating what is on their website or do they sound passionate, informed and engaged as they provide you with more details?

For printers, it should be more than a commitment to use recycled paper wherever possible – although that's a good start. Look for certifications from independent organizations specific to your supplier's industry, such as the Forest Stewardship Council (FSC) and Canopy's Ancient Forest Friendly (AFF) for printers. Also, ask how their environmental practices exceed the three R's (reduce, reuse and recycle) as well as about any industry or partner recognition for their sustainable initiatives and efforts.

2 What materials do you recycle? How do you dispose of hazardous waste? It is expected and assumed that most



companies will separate the standard paper and containers from their waste. However it is best to not take this on assumption as there are currently no regulations to enforce this. By asking, you can confirm that your suppliers meet your own minimum standards, and learn about those who surpass them. There are waste management providers that can help businesses organize their recycling to include everything from electronics to paint cans to compost materials. Ask if they conduct a waste audit to ensure their products are being disposed of properly, and how deep into their supply chain they go to ensure their partners share the same commitments.

For printers, paper recycling provides the largest opportunity to reduce or eliminate materials going into the waste stream, but paper waste is not the only by-product of the print industry. For any manufacturer, ask about what materials are used for their projects and what happens to after they have been used for their original purpose.

3 How do you engage your employees in sustainability? Companies with successful sustainability policies have embedded it into their corporate culture and some companies can be quite innovative in how they engage their employees. Engagement can take on many forms and can involve anything from encouraging employees to telecommute or bike to work, to not providing new staff with garbage bins and having a centralized area for recycling and waste disposal, to having an internal sustainability committee that makes recommendations to corporate management. You may learn that it was the employees who encouraged management to become more sustainable.

4 How do you track your carbon emissions? Annual Sustainability Reports are one method many companies use to publish their carbon emission standards and trends. Make sure suppliers' emissions are being verified by a credible independent third party. The World Resources Institute's Greenhouse Gas Protocol is the most common standard method used to track annual greenhouse gas emissions and how this information is to be reported. If your suppliers are claiming to be carbon neutral, look into how they back up this claim and who is providing their offsets, as well as what types of emissions they have decided to include in their offsets. Also note that self-audits and Sustainability Reports are completely voluntary.

“Sometimes we forget that we're not just delivering a message - we are actually in a competition to be noticed.”

5 What environmental performance indicators do you track? There will be some universal indicators for companies to track – energy and water consumption, for example – but generally these will be different for every industry. Ask questions about why they track the indicators they do. And if you can think of something they're not tracking, ask why not.

Any suppliers making claims of environment sustainability should be more than willing to provide you with detail of their practices. By asking the right questions and using your common sense, you can avoid the trap of greenwashing and ensure your suppliers' beliefs match your own.

And how does Direct Marketing fit into this picture? Direct Marketing can have a subtle but substantial impact on the environmental bottom line of your company. If sustainability is primarily based around the reduction of waste, then Direct Marketing should go hand in hand with your company's sustainability practices. By targeting your audience specifically with offers tailored around their past behaviours, geography and other demographics, response rates have been proven to increase by up to 500 per cent. By increasing the ROI on your marketing campaigns, you are not only padding your bottom line, but also ensuring that your marketing efforts have a successful purpose and are not simply adding to the white noise and associated detritus of the electronic age.

If the goal is to be environmentally and financially sustainable without any perceptions of “greenwashing”, then you must practice what you preach. Ensuring your print provider along with other suppliers hold environmental beliefs similar to your own will increase the simplicity of this practice.

Doug Climie is VP of Sales and Marketing at Vancouver-based Hemlock. With over 20 years of sales management experience in manufacturing, printing, and publishing, Doug leads the professional sales team in western Canada for Hemlock as well as the many marketing initiatives for the company. Doug works closely with the Leadership and Sales teams in developing innovative, client-focused solutions for Hemlock's growing base of valued customers.

Leaving our world a little better than we found it

Materials science leadership at the Xerox Research Centre of Canada

At Xerox, we are keenly aware that we serve a wide variety of constituencies – our shareholders who trust us to give them a good return on their investment; our customers who trust us to help them be more productive and successful; our employees who trust us to treat them fairly and provide them with a workplace that enables them to contribute and grow; and, our communities who trust us to act responsibly and to strive to leave our world a little better than we found it.

These values drive our commitment

to leveraging our industry leading services, technology and employee ingenuity in the interest of environmental sustainability. Our experience has shown us that when we act in ways that benefit the environment, we make sound business decisions that benefit our customers, employees, investors and the communities where we work and live.

As the company that pioneered Emulsion Aggregation toner (EA), long-life photoreceptors and cartridge free solid ink for full-scale, multifunction devices, Xerox has relied heavily on the creative, environmentally conscientious employees at the Xerox Research Centre of Canada (XRCC) – based in Mississauga, Ontario – to come up with ground-breaking insights. Through the XRCC, Xerox is the only multi-national document technology and services company in

the world conducting value-added, advanced surface chemistry and chemical engineering research in Canada. Their accomplishments have not only fuelled our company's success but, in many cases, have advanced the frontier of sustainable human achievement beyond our industry.

This year, the Chemical Institute of Canada recognized the XRCC with the Ontario Green Chemistry and Engineering Award (Organization) for its contributions to this field of practice. The XRCC was also recently named a Top 10 Workplace Where Employees Thrive by Your Workplace Magazine and our investments in R&D in Ontario and Canada have placed us on the list of the Top 100 Spenders on R&D in Canada across all industries. The XRCC team is also engaged in strategic partnerships with leading Canadian researchers using the open innovation model as exemplified by Canada's first public/private, materials-focused nanotechnology partnership.

A key focus of this partnership involves fundamental studies related to EA toner (the world's first successfully commercialized nanotechnology-enabled product in the printing industry), involving the Government of Canada's National Institute for Nanotechnology, the Government of Alberta and the University

of Alberta. In addition to recruiting established researchers from across Canada and around the world, XRCC also employs over 35 Co-op students per year.

Xerox committed to environmental sustainability long before it was popular. Among other things, we helped the U.S. Environmental Protection Agency (EPA) develop the Energy Star program in the 1990s and we not only met but exceeded our 25 percent greenhouse gas emission reduction target from 2002 to 2009 – three years ahead of the 2012 schedule. We are the first technology company in the world to be named a Performance Track Corporate Leader by the EPA (2008). The distinction recognizes Xerox for decades of unswerving environmental achievement, a sustained compliance record and excellent management in our major manufacturing facilities.

Xerox Corporation was also presented with the EPA's Climate Protection Award for significantly reducing energy use and greenhouse gas emissions. As stated by the Director of the Performance Track Program, the EPA seeks out "the select few who influence and improve our future through innovation and a continued commitment to the environment and sustainability". In support of this, our XRCC R&D team has developed

"We all have a responsibility to help protect our planet, to create a healthier environment for all."

alternative materials that are less harmful to the environment than conventional materials. Our dry inks are non-toxic and do not generate hazardous waste. Our manufacturing operations have reduced their regulated air-emissions by 95 percent since 1991 and our cartridge-free, solid ink laser printing technology can reduce office printing waste by up to 90 percent.

We all have a responsibility to help protect our planet, to create a healthier environment for all and ensure an abundant future for our children – it is a responsibility that is close to our heart as a company, and at the very heart of our company's values.

Emechete Onuoha is the Vice President of Citizenship and Government Affairs at Xerox Canada.

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SUSTAINABLE DM

Greening the mailing process

Let's take the "junk" out of the mailstream for the sake of the planet

By Greg Brown

Even without the statistics, we all know that mail volume is down in Canada and the U.S.

We also know that mail is still an integral part of doing business, and taking green initiatives has become a respected—and expected—business practice. Not only does it cut unnecessary costs, it improves productivity through more efficient management of resources as well. Just because fewer mail pieces are entering the mailstream is no excuse for a less-than-attentive approach to mailing operations.

Each part of the mail life cycle, from mail piece design and mailing list preparation to management once it has been delivered, has potential for achieving environmental, economic, and social benefits. The best place to start to effectively green the mailing process is list maintenance and target marketing, and they benefit both the environment and your company's bottom line.

Whether you mail only to addresses in Canada or include U.S. addresses, both Canada Post and the US Postal Service®, in addition to the Canadian Marketing Association (CMS) and the Direct Marketing Association (DMA) offer the same recommendations for processing mailings that are not only green, but just make good business sense. Here's the top six:

1. Standardize address data

Ensure the addresses in your database are in a consistent and correct format to facilitate the highest match rates and most efficient data hygiene processing. The better organized your data to begin with, the better results you'll get when it's time to apply each of following steps. Take the time to set up a proficient program for placing your contact data, especially address elements, into appropriate, consistent fields.

2. Merge-purge duplicates

Your standardized, consistently fielded database will enable efficient match recognition. Duplicate mail not only irritates customers, collects in trash cans and land fills, and tarnishes your branding image, but costs you added money on postage and printing with no added benefit at the door. Duplicates happen, whether you input them into your database yourself, when multiple family members exist in your records at the same address, or maybe because you've done business with previous residents at the same address. It will be well worth your efforts to schedule routine deduping initiatives, whether you use a merge-purge program in-house or a service bureau.

3. Validate and correct addresses

Always use address validation and correction software or a service bureau before you execute any mailing campaign to clean up lists and standardize address data. This includes repairing address information, filling in missing elements, standardizing address formats to respective postal requirements, and flagging addresses that cannot be corrected and may require further attention, or removal. Addresses that cannot be validated for accurate delivery do not always qualify for postal discounts, and unless you are using a post-mailing service such as the Return Postage Guarantee (RPG) and Return to Sender (RTS) from Canada Post, these mail pieces will probably not get delivered, not get returned, and just add density to the carbon footprint. Look for mailing programs that

“Each part of the mail life cycle, from mail piece design and mailing list preparation to management once it has been delivered, has potential for achieving environmental, economic, and social benefits.”

are SERP certified by Canada Post to validate and correct your Canadian addresses, and USPS® CASS Certified™ programs to validate and correct U.S. addresses.

4. Update records with change of address data

Now that all the addresses in your list are standardized, deduped, and corrected, the next vital factor in your data hygiene regime is to update your list for change-of-address information. Approximately 1.7 million Canadian households and businesses move each year. The Canada Post NCOA® database contains records for over 10 million movers—or 72 months history of permanent address changes and automatically includes deceased suppression. In the U.S., over 43 million Americans move each year. The USPS NCOALink® database contains approximately 160 million records, or 48 months history of permanent address changes.

Explore your options for updating lists with change-of-address information. You can become a non-exclusive licensee; use a Web service; or submit lists to a service bureau or mailing house. If your mailing consists of both Canadian and U.S. addresses, look for vendors licensed to provide processing for both countries. Service bureaus usually include address verification as part of the process, at no additional cost.

5. Suppress records

Suppression enables you to remove records from a mailing list based on internal or industry protocol. Eliminating these records reduces postage and production costs, reduces waste, and enhances your ROI. Take advantage of the CMA and DMA “Do Not Contact” data available through service providers to remove consumers in your list who have requested not to receive direct mail. You can also maintain an in-house suppression file that enables customers and prospects to opt-out of your company's mailings on a selective basis. And it does

Junk Mail Waste Contributions in North America



make a difference. In one year alone, 930 million pieces of unwanted mail were eliminated by 1,500 U.S. marketers using the DMA's Mail Preference Service.

6. Target effectively

Do you really need to mail to everyone? Ensure that the most relevant messages reach the right recipients with campaigns directed to a target audience of consumers most likely to respond. Discover the demographics and geographics available through location intelligence and accurate geographical coordinates, business and consumer data appends, plus profiling and filtering to find out what your best customers have in common, so you can find more just like them. What happens when you initiate a targeted, more personalized marketing campaign? You increase your opportunities for response and growth, and of course, reduce the waste.

It's time

Take a realistic look at your company's green initiatives and determine whether or not the practices undertaken are “evergreen” – promoting not only environmental conservation, but also sound business practices and solid return on investment to ensure sustainability in good economic conditions as well as bad. Greening your mail is not complicated. List hygiene and targeted communications are only part of the solution. The rewards are certain. You'll save money and resources, enhance ROI, and stifle the contributions to an environment already saturated with what truly is now junk mail.

Greg Brown is Vice President of Marketing of Melissa Data, Rancho Santa Margarita, Calif. Melissa Data is one of the leading direct marketing and data quality solution providers for the efficient cleaning and management of contact data to improve communications, reduce waste and maximize ROI. He can be reached at Greg@MelissaData.com

Saving the planet, one box at a time

New recyclable coating gives box manufacturer an edge on the competition

We've all been there, in the car with a box of fries (or other greasy food) on our lap watching helplessly as the grease seeps through the cardboard and onto our clothes. If this has happened to you, chances are that the food you are eating was not packaged in poly-coated cardboard. But although this product may save on our dry cleaning bill, it is not recyclable and contributes millions of tonnes of waste to landfills every year.

"It's nearly impossible to separate the plastic film from the cardboard," says Leslie Goldberg of Goldrich Printpak Inc., an ISO 14001 certified full service packaging supplier based in Toronto.

ISO 14001 is a family of standards related to environmental management that exists to help organizations minimize how their operations (processes etc.) negatively affect the environment (i.e. cause adverse changes to air, water, or land); comply with applicable laws, regulations, and other environmentally oriented requirements, and continually improve in the above.

Goldrich Printpak Inc. has been certified since 2008 and is one of only a select few suppliers in Canada to carry the title.

"It's always been our company philosophy to be green,"

“We are continually moving towards products and processes that don't deplete resources or add to our carbon footprint, enabling our clients to become leaders in sustainability in their own industries.”

says Goldberg. "Our greatest passion today is environmental stewardship. We are continually moving towards products and processes that don't deplete resources or add to our carbon footprint, enabling our clients to become leaders in sustainability in their own industries."

The newest process to come out of this commitment aims to do away with the poly-coated cardboard packaging that is so well-used in the food and related industry today.

"There are actually two resources being wasted here," says Goldberg, "the cardboard, which at some point came from a tree, and the plastic which is a by-product of the oil refining process."

Goldrich Printpak Inc.

identified this as a significant area that they could improve on and have come up with a new, 100% recyclable, and direct food contact substitute. The most important thing for their customers is that it has a lower cost than conventional poly-coated boards.

Just like the Caramilk secret, Goldberg says he can't divulge all of the details but the company has developed a new coating in conjunction with their

American counterpart that is not a chemical by-product, not a plastic, 100 per cent non-toxic and direct food contact and is 100 per cent recyclable.

It glues easily into box shapes and can be applied to virtually any paper, cardboard or corrugated substrate.

The first four million units were shipped last month and Goldberg is confident that the new coating will give his company a hugely competitive edge in the market. Goldrich Printpak's client base is made up of Fortune 500 and smaller retail manufacturers who share their commitment to the environment.

"We don't pollute, we don't put anything into the atmosphere and we align ourselves with suppliers who also care about the environment," he says.

He also negotiates with his suppliers to maintain standard pricing on eco-friendly products like FSC certified paper.

"Since it's not any more expensive to make responsible choices, it's a no-brainer for our customers who want to trade on our environmental impact statement.



The road to green picks up speed

By Brian Auty

I must confess that as a group, printing firms have become a little defensive against the avalanche of (mis)information that says printing kills trees. Email signatures with statements like, "Please think of the environment before printing this email" have become commonplace. Whether it's true or not, the reality is that print has developed a negative environmental reputation against electronic communication vehicles.

At the same time paper does, well, "grow on trees". As a marketing communications vehicle, print has unique properties that must be seriously considered when looking to acquire new business or keep your existing customers informed. Depending on the goals of your campaign or promotion, print offers an array of features that can be considered to improve your project's performance.

With that said there are initiatives on both the paper and technology fronts that are increasing the sustainability of print and reducing its carbon footprint. While it is possible to use 100 per cent recycled paper, at some point, new paper fibre is required to make paper.

FSC, SFI and PEFC

Sustainability in print is being developed on several fronts. There are efforts from industry organizations, suppliers, distributors and individual printing firms. For the paper supply component of print, there are three industry groups that recognize that while we need trees to make paper, we should manage this renewable resource effectively. Each of these groups has their own criteria, but each one attempts to set sustainable standards for the harvesting of trees.

FSC – Forest Stewardship Council is a non-profit industry sponsored organization that promotes responsible forestry management. FSC worked with several environmental organizations and native people's groups when establishing its standards and is endorsed by several environmental advocacy groups. They work with suppliers in the paper and print industries to provide Forest Management Certification of paper mills and printers to provide a tracking system that assures consumers that the paper used in any product comes from well managed forests. An annual audit is required to ensure compliance.

SFI – The Sustainable Forestry Initiative (SFI) is a 'forest certification standard' and program of SFI Inc., a non-profit organization. The Sustainable Forestry Initiative is the world's largest single forest certification standard by area, however it does not have a tracking mechanism or require an annual audit.

PEFC – The Programme for the Endorsement of Forest Certification is an independent, non-profit, non-governmental organization which promotes sustainably managed forests through independent third party certification. PEFC is based in Switzerland and is more commonly found in Europe.

Technology

Every supplier of printing equipment is working on new ways to reduce the carbon footprint and emissions of their equipment to gain a competitive advantage. The move to digital technology started with the invention of postscript in the early 80s and today new technologies emerge every year to challenge the status quo. Once in a while a new technological innovation comes around that changes the games sets new standards for performance. Many of

these technologies are based on UV curing or drying techniques which require much less power and produce little or no VOC or smog producing chemicals. For example, Komori H-UV is a new UV technology that is a combination of UV Ink and new UV lamp technology that uses lower power which reduces the total carbon footprint of the press. In addition, H-UV produces zero VOCs which reduces air pollution.

Ink jet technology promises even greater production speeds and reduced waste. Many suppliers are working on providing digital presses that use this technology due to its speed and flexibility. As with all digital technologies, ink jet produces little or no waste since every sheet printed is useable. Digital technologies include laser such as Xerox iGen, digital offset such as Indigo and now ink jet.

Ecologo

In addition to paper and machinery, there are also many print firms that have the option to use more environmentally responsible manufacturing techniques. One of the most stringent is the Ecologo program.

Ecologo was developed by the Canadian

Government in 1998 to promote sustainable manufacturing in Canada. Ecologo has now grown to become North America's largest and most respected standard. Ecologo is an ISO recognized eco-standard because it compares products and services in the same category. Using scientific and relevant criteria, Ecologo represents the entire life cycle of a product or service. This means that all processes that go into the manufacture and maintenance of a product are considered before Ecologo certification is allowed. When choosing suppliers for your next promotion, there's a host of options that allow you to choose the best Eco-Option for your organization. Many of these organizations will allow you to use their logos to promote that the print you are using is the most sustainable option available.

Brian Auty is Support Specialist - Special Projects at RP Graphics. His role is to assist customers, sales and production in using RP Graphics technology effectively in their promotional efforts.

SECTOR REPORT

Paying it forward

Printers, paper manufacturers and packaging suppliers are making environmentally responsible decisions in their own businesses in hopes that their customers will follow suit

By Amy Bostock

In less enlightened times, the mere mention of paper producers, printers and polybags would insight rage among environmentalists. But times have changed and these industries are actually leading the charge to not only reduce their own environmental footprint but to offer their clients sustainable product choices as well.

Seeing the paper for the trees

"People are always saying 'we shouldn't cut down trees anymore because we like trees,'" says Lewis Fix, VP Sustainable Business and Brand Management at Domtar. "Well we like trees too! The answer is not to just stop using forests. The answer is to use them sustainably and in a fashion where the economic interests of the forest owners as well as people with a social stake in it (i.e. indigenous peoples) are realized, environmental values are realized and social values are realized. That way, all those parties with a seat at the table work to keep the forests healthy – and a healthy forest, managed in the proper fashion, is not only renewable but can also support biodiversity, water filtration etc."

According to Fix, the overall health and biodiversity of an actively managed forest is actually much better than an "untouched" forest and the best thing that can be done is to economically support and maintain these well managed forests. For Domtar, that means making sure that their fibre is coming from certified, responsible sources.

"I think back to when Domtar first made the leap into FSC certification and having a preference



Photo courtesy of Domtar

for FSC," says Fix. "We had to actually go out and explain to our customers why that was important, why forest certification plays a role in what paper they use and what difference that can make to a brand owner using direct mail."

Now, he says, business users of paper are far more educated and well versed in understanding what this all means. They also understand that we need more certified forests to supply more of our fibre-based needs – whether that's for direct mail, copy paper or building supplies.

"They're understanding and now asking 'how can I use these products more responsibly'. This

leads to conversations about design, print supply chain and how to produce pieces that are more sustainable and more easily recycled."

The foundation, he says, is built on making sure products come from sustainable, certified forests and then expands to include ways to push for a better way to make finished products.

Take it away, printers!

Vancouver-based MET Fine Printers provides options such as tree-free paper alternatives, carbon offsets, a robust zero waste program and enviro-optimization. But for the greatest Enviro experience, VP Branding Scott Gray says it is important to know what green processes (and not just products) are available so that clients can decide for themselves.

"Look around a print shop and ask questions," he says. "Do they recycle just paper? What about plates? Press blankets? Pallets? Plastic? Do they treat their chemistry before disposing of it? Do they have an eco friendly cleaning program for office and manufacturing? Do they favour couriers who are green?"

Other 'green' questions to keep in mind are:

PrePress - ensure a complete digital workflow, no films should be utilized any more. Accurate digital color proofing. PDF based workflows and soft proofs where applicable.

PressRoom -Inks and Coatings, ideally your printer has an in house ink plant so transport and waste is minimized.

Finishing, do you know how to bind green? Saddle stitch vs Wire O. vs Perfect bind, vs. case bound.

Factor in the shelf life of the piece, is it going to be held, passed along or tossed?

Does your printer offer; FSC certified paper? Recycled options? Optimized planning of the press sheet for minimal waste.

▶ Continued on page 15

Canadian Tire – national brand promoting 'green' culture

It's not just the paper, printing and packaging suppliers that are helping to reduce the environmental impact of their products. More and more we are seeing corporate end-users making a conscious effort to be more sustainable in their every day operations by choosing suppliers that offer eco-friendly alternatives and implementing internal policies that foster green thinking among their employees.

Canadian Tire has been a household name for over 70 years and employs more than 68,000 people in Canada. Their business mantra 'in the business, by the business, for the business' has led to a strategy for sustainability that, although a business strategy rather than an environmental initiative, has nonetheless driven enhanced environmental outcomes.

"We go at it a little differently than other businesses in that our goal is to derive economic benefits from environmental and social output," says Tyler Elm, Vice President, Corporate Strategy and Business Sustainability for Canadian Tire.

"Our employees are the key to execution because strategy is more than just something written on the back of a napkin. It's the people that carry it out, it's changing a mindset, it's creating a business culture."

Canadian Tire has been working on establishing this culture since the Spring of 2008 with the creation of Sustainability Innovation Networks that examine how sustainability relates to business priorities, how does it relate to Canadian Tire's business issues and what is the company's current state.

"Then we brainstorm to see what we can be doing differently," says Elm, "We develop a portfolio of projects that can get us to where we want to be and the employees in their day to day work execute those projects."

These projects are applied to all aspects of Canadian Tire's business, whether it be products and packaging (making sure their products don't have excessive packaging), transportation (i.e. optimizing the amount of products they can get into a container) or operation of buildings (a two stage strategy that retrofits existing buildings to make them more efficient and designs new buildings that are more energy efficient).

Canadian Tire has won numerous awards for their building designs dating back to 2008 when they built a state-of-the-art facility that was 75 per cent more efficient than previous buildings.

By incorporating sustainability projects into their employees every day work practices, Canadian Tire has been able to make a material difference both economically and environmentally.

"Otherwise, if it's an environmental initiative unto itself it's usually isolated from the strategy and separated from the core business activities then therefore the outcomes are generally immaterial. It makes a nice story but you're not driving big reductions in your carbon footprint."

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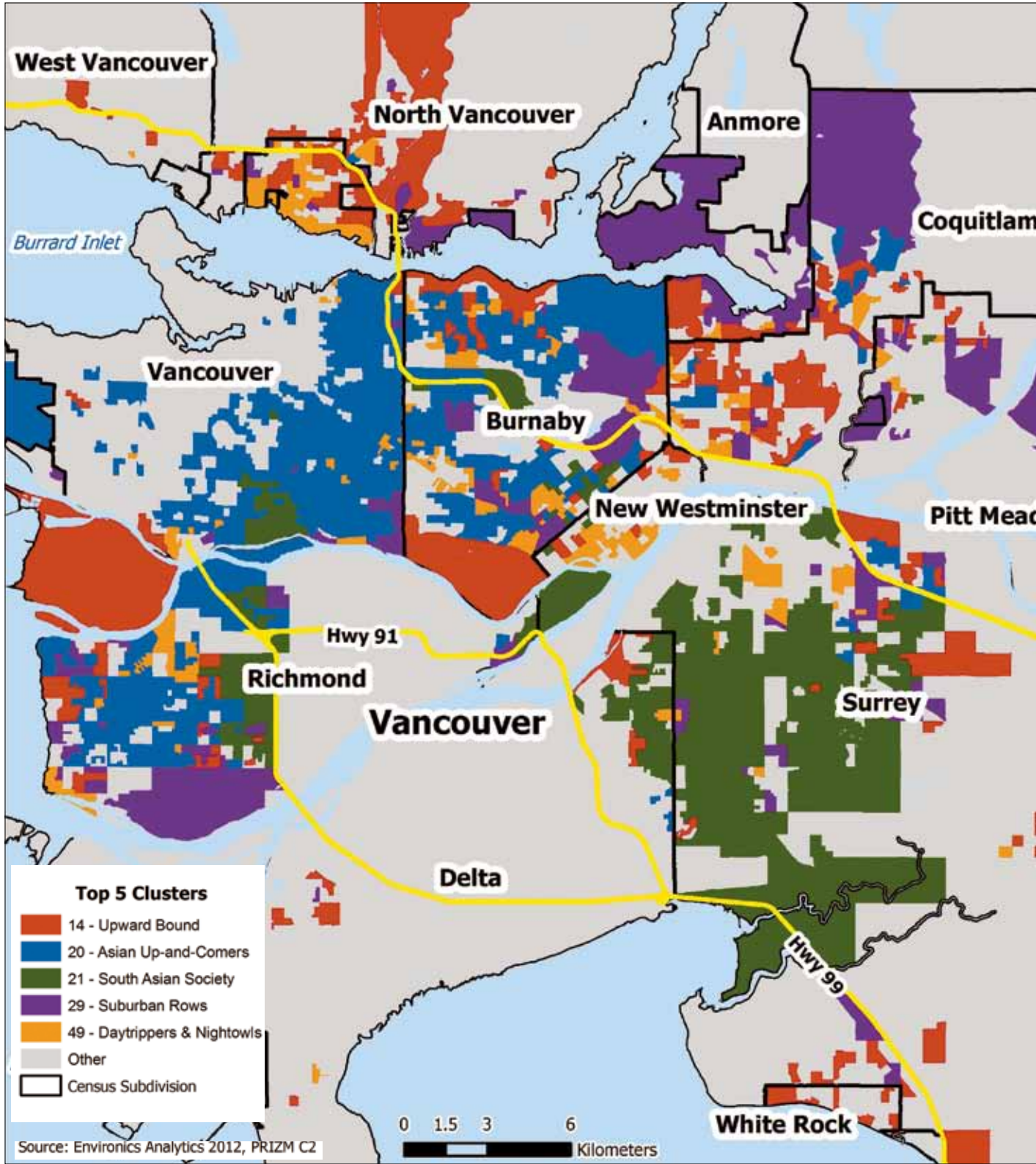
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REGIONAL REPORT: Vancouver



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Who we met with

Datacore Mail Management Services

www.datacore-resource.ca
Handles direct mail, billing and critical document processing and mailing, investor communications, database marketing, response handling and fulfillment.

Harvey McKinnon Associates

www.harveymckinnon.com
A full-service fundraising agency specializing in relationship building, strategy, direct mail, and direct response programs for the non-profit community.

Kirk Marketing

www.kirkmarketing.com
Kirk Marketing combine the capabilities of a data services bureau, a full-service printer, a lettershop and a fulfillment house, all under one roof.

Kubera Payments Corporation

www.kubera.cc
Kubera is a boutique payment processing consultancy providing merchant accounts, electronic bill presentment and business systems consulting.

Mail-O-Matic

www.mail-o-matic.com
Oversee every aspect of mailing projects including coordinating with material suppliers, custom imaging, direct addressing, product assembly, timely post office delivery.

Payfirma

www.payfirma.com
Payfirma is Canada's one-stop shop for mobile merchant accounts, iPhone virtual point of sale and electronic funds transfer.

Regional Report: Vancouver

The next in a series of Regional Reports that will shine the light on Canada's small-city marketing agencies, mailing houses, printers and more.



By Amy Bostock

With a population of just over 600,000 people, Vancouver is a relatively small market when it comes to the direct marketing industry. But don't let its small size fool you, this West Coast city is home to a wide variety of high tech start-ups, established mailers and a talented workforce that enjoys a work/life balance that really can't be found anywhere else in the country.

"Vancouver is always showing up as a great place to live so there's always a lot of talent with their eyes on Vancouver,"

says James Hvezda, Marketing & Communications Manager at Kirk Marketing.

"It's a wonderful province with lots of opportunities," says Karly Black, Partner at Datacore Mail Management. "It's an eclectic place to live and a real think-tank for tech companies as well as an incubator for new ideas."

While living and working in Vancouver means that you can golf in the morning and ski in the afternoon, the sought-after life style does come with a cost, according to Michael Gokturk of Payfirma. Not only is

office space in Vancouver twice the price of Toronto (\$50/sq. ft vs. \$20/sq.ft), but the cost of living is also much higher.

"It is a bit harder to convince people to relocate here because even though the quality of life here is great, you do have to pay for it," he says.

Gokturk says that although someone earning \$80k in Toronto is probably doing quite well, that salary won't get you as far in Vancouver, where real estate and rental prices are very high.

"That salary here will probably get you a one-bedroom apartment with no view and the ability to sustain yourself with the basics. But most people love living here so are willing to make the sacrifices."

As a result of the high cost of living, companies in the tech sector have found themselves paying as much as \$90k for developers fresh out of school. The other challenge being faced in 'brain drain' – local talent moving to the United States and getting paid tremendous amounts by the likes of Google, Paypal and LinkedIn.

To help foster the entrepreneurial spirit, the B.C. Minister of Finance have instituted some good tax incentives for local tech companies and start-ups, offering money back on innovative development work and technology.

As a result, there are a number of really high profile success stories coming out of Vancouver with companies like HootSuite, Flickr and Lulu Lemon making headlines around the world.

"These types of successes are becoming common with businesses out here who are innovative," says Hvezda, "and they really raise the bar for other marketers because clients expect us to bring more to the table."

Kirk Marketing is now coming into their second year of double-digit growth, thanks to their innovative approach to strategy.

"We're sitting at the intersection of strategy and tactics because data has become core to our fundamental belief system," says Hvezda. "Data has really come out of the closet as something that everyone recognizes the value of and they aren't shying away from it the way they

might have five years ago."

Keeping up with the Jonses

As the needs of clients in the Vancouver market change, direct marketing suppliers are feeling the pressure to change the way they do business to make sure that are keeping up.

Mail-O-Matic has always been progressive and quick to upgrade equipment, software and training in order to meet the changing needs of their client base.

"We roll with what the market dictates – we have to," says Frank Ferrucci, Senior Account Manager at Mail-O-Matic. "Although the B.C. economy in the last year or so has not been having a great time overall, we're still doing about the same amount of business. The thing about B.C. is that even though the economy may get bad, advertising still happens – it's kind of an oxymoron."

Like many companies we spoke to, business at Mail-O-Matic hasn't grown in leaps and bounds overall, but they have seen growth in terms of variable work.

"Certain elements of DM are dropping but at the same time on the data mining and targeting side (transforming it into full digital output) things have grown," says Ferrucci.

Another trend, according to Ferrucci, is that more Vancouver-based shops are

starting to expand their services to offer a 'one-stop' experience for their customers.

"Shops are more willing to expand their services," he says. "I'm not sure if there are actually more one-stop shops than there were before but now they seem to be more pronounced."

"DM suppliers are trying to make it as easy as possible for clients because with the industry being so competitive here – if you don't offer everything under one roof, customers will find someone who can."

A province of givers

While some sectors are seeing either a slight decline or the status quo, Vancouver's not-for-profit sector is actually flourishing.

"We're seeing more confidence among existing donors for our clients," says Lynn Boardman, Managing Director at Harvey McKinnon Associates. "In fact, one of regional hospital clients just had their best year ever in 2011."

Boardman says Vancouver is blessed with a donor base that is very loyal and these donors are more than happy to give again. Where the challenge lies, she says is with prospecting.

"We're finding it harder and more expensive to find new donors," she says. "There's a real problem with shrinking list volumes and so we're really encouraging our clients to concentrate on activist supporters and converting them to donors."



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DM Landscapes

Looking for loyalty online: inside the minds of digital brand fans

By Catherine Pearson

With the explosive growth of social networking websites like Facebook and Twitter, marketers are struggling to figure out how they can use digital media to build brand loyalty. Because customers turn to social media to learn about products—and share their opinions after using them—engaging the digitally savvy followers of your brands is a critical challenge. But who are these social media mavens and how can you build loyalty among this influential target market?

One way to create your own brand fan base is to identify consumers who already follow brands on Twitter or “like” brands on Facebook—two activities that reflect enthusiasm for products and services. And that’s no insubstantial audience. Consumers who follow brands through social media already number more than 2.1 million Canadians—some 6.1% of the population—according to the AskingCanadians™ Social Media Survey which provides a fuller portrait of their lifestyles when linked through PRIZMC2 from Environics Analytics (EA). Of course, consumers sign up as brand fans for different reasons: some to score online coupons, others to be the first to learn about a product’s latest upgrade, and still others to align themselves with a brand’s philosophy (think environmentally and socially conscious TELUS).

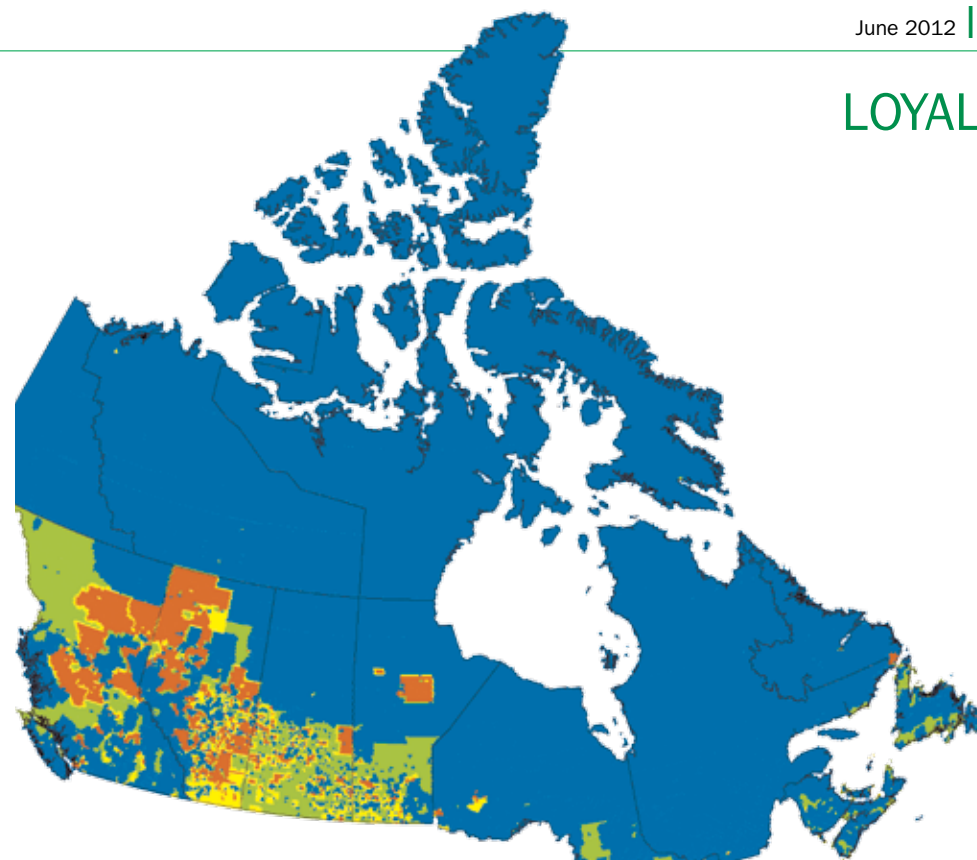
While you might expect the biggest brand fans on social media to be young, urban singles—in the mold of Facebook founder Mark Zuckerberg—demographic research tells a different story. Many are middle-aged couples with young families living in new city homes. Like many new media users, their age skews younger than average—44% are between 18 and 44 years old—but one in three is over 55. The majority are married (53%), have families (66%) and own a house or condo (70%). And their solid academic credentials—53% have gone to college or a university—translate into well-paying white-collar and professional jobs in management, business, the sciences, government and manufacturing. Their average household income, \$95,949, is 12% higher than the national norm. Those deep pockets have allowed them to buy newer homes in desirable city neighbourhoods built mostly since 1996.

If there’s one trait that sets brand followers apart from the mainstream, it’s their ethnicity: 36% are immigrants—a rate 70% above the national average. And they don’t just hail from a few countries. Hardcore brand fans include high rates of South Asians, Chinese, Filipinos and West Asians. The percentage of South Asian brand followers, 13%, is nearly triple that of the general population. And their affluence reflects many immigrant success stories. They have the money to enjoy a number of cultural activities, with high rates for attending operas, ballets

Map Legend: Share of Canadians who follow brands on Twitter and “like” brands on Facebook, compared to the national average of 6.1% (index=100)

■	Digital Evangelists (index: >110)
■	Frequent Fans (index: 100-110)
■	Unlikely Likers (index: 90-100)
■	Unsociable (index <90) See attached map.

Sources: Environics Analytics and AskingCanadians™ 2012



and movie theatres. Many belong to health clubs and spend their leisure time playing in soccer, basketball and football leagues. They’re also big fans of food and health exhibitions. All in all, brand followers are a decidedly active consumer group.

Not surprisingly, the preponderance of these consumers live in the nation’s big cities; top markets include Toronto, Vancouver and Calgary. According to PRIZMC2, EA’s segmentation that classifies Canadians into 66 lifestyle types, the highest concentration of digital brand fans live in segments like Urban Spice (young, multi-ethnic downscale singles), Furs & Philanthropy (upscale, middle-aged and older families), and suburban types such as South Asian Society (younger, upper-middle-class South Asian families) and Asian Up-and-Comers (successful, middle-aged Asian families). Others are found in young, urban segments such as Grads & Pads, Electric Avenues and Young Digerati—you get the idea. They pride themselves on being plugged in to what’s cool, and they boast a large friend and follower base in the real world as well as on their Facebook pages and Twitter accounts.

What is surprising about these brand fans is that they are more likely to enjoy being marketed to than average Canadians, according to the Social Media PRIZMC2Link. They score high for being willing to send a QR code or key word to a company in exchange for a coupon or discount. They’re 23% more likely than the general population to vote for an opinion surveys or interactive promotional campaigns. And if they happen to be near a store that sells products they like, they’re interested in receiving text messages from those retailers. They’d even download a product-sponsored mobile application from their preferred brands. Marketers could use all of these tactics to pull willing consumers into their circle of brand followers. And with further positive exposure, these consumers are more likely to become product evangelists—the holy grail of viral marketers.

But marketers can also connect with potential brand followers through traditional media. Although these Canadians over-index for Internet usage, they’re still respectable consumers of traditional media, according to BBM RTS Canada. Research shows that they score close to the national average for watching TV, listening to the radio and reading magazines and newspapers. They do have their preferences: On TV, they’re more likely than the general population to tune in to sports programs featuring basketball, soccer and baseball. When they listen to the radio, they favour stations that play top-40, classic hits, urban and multicultural programming. Their print tastes are equally eclectic,

subscribing to computer, magazines all at high middle-brow sensibility in read NOW, Starweek and the Out Of Doors.

parenting and entertainment rates. They tend to have an urban, their print habits—much more likely to Toronto Star than Outdoor Canada and Ontario

Marketers may have more success reaching brand fans through their preferred spending categories, which track closely to the buying patterns of young, urban families. They’re more likely than the general population to spend heavily on family-centred goods and services (child care, summer camp), technology (smartphones, online services, cable TV), recreation (movies theatres, bars) and even lotteries. Print Measurement Bureau shows that they frequent stores that sell children’s products—like Gymboree, Gap and Toys R Us—and electronics retailers such as Best Buy, Rogers Video and Dell. But there are surprises. Brand fans, as it turns out, have an old-fashioned streak. Compared to average Canadians, they devote much more of their income to buying antiques, luggage and maps, sheet music and other printed matter. For small business owners who sell these products, brand fans could be a lucrative market within easy, if virtual, reach.

To connect with this group, businesses need to understand that digital brand fans think somewhat differently from the general population. Reflecting the high number of foreign-born users, they appreciate marketing that incorporates aspects of other cultures (scoring high for the Cultural Fusion value), according to Environics Research. And with their busy families, they express a Need for Escape and respond to products and services that relieve them of the stress and responsibilities of everyday life. While many are doing well financially, they still describe themselves as price-sensitive shoppers who are interested in discounts and deals. But perhaps their most significant value for marketers is their support for Consumption Evangelism, that is, their interest in exercising real leadership among their peer group in adopting brands, products and services. They’re passionate about what they buy—especially goods that are unique (scoring high for Pursuit of Originality)—and they enjoy sharing brand-related stories with other consumers as well as offering suggestions to the brand regarding new products and services. And research shows that they’re 28% more likely than average Canadians to regularly blog. It turns out that brand followers are also brand ambassadors.

Catherine Pearson is Vice President and Practice Leader, in charge of the finance, insurance, telecommunications and travel industries, at Environics Analytics.

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LOYALTY

Taking loyalty online

Knowing who you're talking to is key to online loyalty success

By Amy Bostock

When online loyalty programs first emerged back in the 1990s, they were few and far between as companies struggled to understand how to reach consumers effectively. These days nearly every traditional incentive company offers an online component to their program.

"The fact that loyalty is a communication tool means that it is constantly evolving," says Angie Kramer, Vice President, Digital & Direct at Aimia. "It's really important for loyalty companies to be looking to digital as an open communication forum where customers are going to research and find out what companies are all about."

In order for consumers to feel empowered though, Kramer explains that they need to be able to find what they're looking for at any and all touch points, meaning that loyalty MUST exist in the online space.

"When talking about online, companies need to recognize that there is a great opportunity to get people in on the conversation and get them talking about your brand," says Kramer adding that this can only happen if your brand is accessible on all channels.

"The physical loyalty card has always been a way of constantly communicating with consumers, keeping in touch and making people feel like they are benefitting from their engagement with the brand. The same goes for online - people need to feel that when they sign up for an online program, they're getting something in exchange for what they're giving (data)."

To meet the changing needs of their customers, Aimia goes far beyond just building traditional loyalty programs and designs solutions with unique capabilities to deliver more 'consumer insight driven' programs that understand what their customer needs are.

Kramer goes on to say, "We recognize that loyalty is no longer just about handing out loyalty cards, it's about communicating with consumers. We're making sure that we understand what they need and if the loyalty card is the tactic that brings it to life - absolutely that's important - but it's part of a larger media strategy that uses loyalty to keep the conversation going."

Especially, for the younger demographic that is often known for being constantly on the move, making sure that mobile is part of that overall strategy is essential. "We have to make sure that we're always available to people when they're out and about," says Kramer.

It's not just about one pillar either; it's about a consumer's journey through their day. "When they wake up in the morning and check their phones, we want to make sure that we're there at the right moment with the right message. They need to feel like we're their best friend."

For an online loyalty program to be truly robust, Kramer explains that companies have to know who they are talking to and what they need throughout the day. She cautions against putting all of your eggs in one basket (i.e. diving all in to Facebook or Twitter exclusively).

"You need to make sure you have a plan," she says, "otherwise you end up building this great engine but aren't able to understand how you're driving people there."

► *Continued from cover*

flying are simply not possible for many of their members.

When members voluntarily choose to offset the greenhouse gas emissions from their flight reward(s), they send a powerful message that they acknowledge the potential impact of their activities and want to take action.

So every time a program member purchases an offset with miles, Aeroplan tops it up with another 20 per cent.

"We did it as an incentive to our members but also to show our commitment to the environment," says Alden Hadwin, Director, Community Engagement at Aeroplan. "We've been doing it ever since and the contribution of miles has been significant."

As a company, Aeroplan did a lot of research to determine where they wanted those offsets to go. By partnering with Vancouver-based Offsetters.ca, they were able to put together a portfolio unique to Aimia (Aeroplan's parent company) that consisted of supporting a landfill project in New Brunswick that reduces methane emissions, a greenhouse in B.C. and a factory in Quebec that are both using biomass fuel instead of natural gas, and a gold standard project internationally that provides efficient cook stoves in places like Uganda that don't burn through as many resources or emit the high levels of smoke that traditional cook stoves do.

"This is our leadership

"You're never going to save the world by sacrificing," he says. "You're going to save the world by finding ways to embed goodness in your business model."

role," says Hadwin.

As of May 1, 2012, Aeroplan and its members have redeemed more than 114 million miles for carbon offset credits. To put that into perspective, 7,500 miles is equal to 3.2 tonnes which is equivalent to one year of driving a small car or six months of home energy use for an average family.

At Air Miles, a huge focus has been placed on repurposing some of their energy to become positive incentives for consumers.

"For the last several years we have been creating opportunities for Canadians to earn extra Air Miles when they behave in ways that we want them to behave or in a way that society expects them to behave," says Souvaliotis.

It all began on the environmental side when Air Miles decided that they would give members extra points for buying things like eco-friendly paint at RONA or organically/locally produced produce at grocery stores or switching to e-billing.

"Those were our humble beginnings and we were considered quite innovative at the time," says Souvaliotis, who was once invited by Prince Charles to brainstorm how to take this Canadian model and transport it to the UK market.

Since then, the Canadian government has caught wind of Air Miles' unique approach to eco-rewards and have started calling about things like offering points to encourage people to ride the bus more often.

"A bunch of environmental-focused government agencies began to work with us to use our currency not as 'loyalty' but as 'incentive currency'. What stunned us was that the results were even more incredible than anything we'd seen on the loyalty side."

In their first year working with Ontario Power Authority, Air Miles was able to take their annual conservation program "Power Pledge" participation from 20,000 to 140,000 in one year and to bring the budget down



dramatically.

Leading by example

Before starting with these external 'green' crusades, however, both Air Miles and Aeroplan took a step back and cleaned up their act internally.

"We encourage our employees to take a green commute to work and reward them with 1,000 miles for every month that they take public transit, ride their bike or carpool," says Hadwin. "I think that at Aeroplan we have a philosophical approach to sustainability that goes deep. Our members realize that and appreciate that we practice what we preach."

"We knew that customer cynicism would be a huge issue if we appeared to be hypocrites," agreed Souvaliotis. "So at Air Miles we stayed quiet for the first year after we decided on this path and just focused on internal policies."

In the loyalty space, the carbon footprint of a typical service provider is not actually that big. Yes, direct mail is an example of an 'environmental sin' but they don't manufacture anything, don't have smoke stacks so the company took an interesting approach with the hope of becoming a beacon of inspiration more than anything else.

"We wanted to focus not only on reducing our footprint but also make sure that everything we did has

an inspiration component to it," says Souvaliotis. "We really wanted to inspire the masses."

For example, at the same time as the company was embarking on becoming a 'green influencer' in 2010, they were also building their new call centre in Mississauga. They built it with a solar rooftop installation, the largest in Canada at the time of construction.

Today, these 800 solar panels generate enough to power on average 16 medium-sized homes.

"We've been looking forward to the day when someone eclipses that but so far it hasn't happened."

Although the installation didn't have a huge footprint impact, it did have a huge inspirational impact. And that was just the beginning. With almost 1,000 employees at their downtown Toronto headquarters (which is located above a subway station), LoyaltyOne (Air Miles' parent company) was still faced with a large number of people driving to work.

"What we discovered was that our employees liked the feeling of control and the 'just in case' aspect of bringing their car to work," says Souvaliotis. "So we partnered with AutoShare and got our own specialized fleet of vehicles that are available to our employees, free of charge."

Having fuel-efficient vehicles available for employees who need to travel to business meetings had an immediate behavioural impact and prompted the company to add subsidized transit passes and access to a bike sharing network for their Toronto and Montreal offices.

LoyaltyOne is winning awards for their 'green' initiatives, both internally and externally and getting a whole lot of interested brand feedback.

"People are looking at Air Miles differently," says Souvaliotis. "They're seeing that we aren't just about making money, we're about making money and making the world a better place."

Souvaliotis explains that he's a huge believer in what he calls the 'shared value model', which he says is becoming the term of the decade.

"You're never going to save the world by sacrificing," he says. "You're going to save the world by finding ways to embed goodness in your business model. There needs to be a unit of good for every unit of profit that is generated."

For LoyaltyOne and Air Miles, Souvaliotis says that the road to becoming a 'green influencer' has been an incredible journey full of surprises.

"Our footprint in terms of social influence and change is expanding rapidly. We've only scratched the surface."

Build customer loyalty by engaging with your relevant audience online

By Gary Fearnall

The use of social networks is now the new normal for Canadians. The 2012 Ipsos Canadian interactive Reid Report found that 30 per cent of Canadians who are online visit a social network at least once a day to derive and share information.

To get the maximum amount of exposure for their messages, marketers are establishing footholds for their brands on a number of social platforms. But is garnering the largest number of consumer eyeballs the best business strategy? What is the best way to build customer loyalty through social media engagement? At LinkedIn, we believe that there is a better opportunity for marketers to gain followers and reach them with relevant messaging while building engagement. Our approach is more holistic – it requires that marketers build followers in the right context and engage their followers with highly relevant content in order to turn them into loyal brand advocates.

Imagine building an online registration database made up entirely of qualified and relevant customers about whom you possess deep biographical data. For a direct marketer, it's an ideal scenario. On LinkedIn, brands are creating company pages featuring their products and services and building followers within the context of a professional network. Professionals come to LinkedIn to build their professional brand online and to become more productive and successful by gaining insights and sharing business advice with their network. As such, their profiles are typically quite detailed and can give marketers insight into their educational background, work experience, seniority, geography and group affiliations and interests.

Context is key in any kind of marketing campaign, and when marketers focus their efforts on platforms where consumers will find their messages relevant and valuable, they will be inherently more successful. Marketers are using the LinkedIn platform to connect with relevant professionals and build brand advocacy in the process. As a brand gathers followers of its company page on LinkedIn, it can then target relevant updates to those followers based on profile data.

In a recent LinkedIn survey of our members in Canada and the U.S. we found

that 88 per cent of LinkedIn members said they would follow companies and 45 per cent would prefer to get weekly updates from those companies (*Source: Survey of LinkedIn Members October 2011*). As consumers have different expectations for how brands should communicate with them, marketers can better develop communities of loyal customers by providing regular updates to their followers.

These communities will help spread the marketers' messages through peer-to-peer communications, attracting a larger audience for them. But more importantly, marketers can connect with specific community members within that group using personalized messages, resulting in direct, long-lasting, and impactful relationships at scale. Recipients become brand ambassadors who advocate and distribute marketing messages across their networks. It is a premium digital word of mouth opportunity that is more valuable than just buying reach.

Marketing to a professional audience has additional benefits for marketers. They can hear firsthand from their customers about developing trends and gain the ability to quickly optimize their messages as their customer's interests change over time. After all, being able to accurately monitor and stay on top of these trends is a marketer's top priority. Furthermore, a professional audience is also one that is the most eager to share valuable and relevant information. This is how professionals connect with their networks and the resulting active sharing online spreads marketing messages to even more professionals.

What can you do as a marketer to get started? Build your brand presence on LinkedIn and other social media channels in order to connect with customers. Begin by catching the attention of the right followers – professionals who will have the most affinity for your brand. Then grow that audience and support through paid and earned media. And finally, armed with high quality data, you can communicate more relevant and valuable information to your followers. This will result in richer conversations and over time, increased brand loyalty.

Gary Fearnall is Director, Marketing Solutions at LinkedIn Canada.

Getting SCENE

Cineplex/Scotiabank rewards program building steam

By Amy Bostock

From the big screen to your smart phone, Cineplex Entertainment and Scotiabank have created a new way to engage with you with SCENE, an entertainment and rewards program for avid movie-goers. It's free to join and offers members an immediate 10 per cent discount on concession purchases. SCENE enables members to earn and redeem points for music, movies, DVDs, movie downloads and concessions. Members can also accelerate their earning power with the SCENE® ScotiaCard® (debit card) and SCENE® VISA card. Voted one of the top three best reward programs in Canada by Protegez-Vous magazine, SCENE currently boasts 3.5 million members.

"We actually celebrating the 5th birthday of the program," says Katherine Dimopoulos, Scene's Head of Marketing and Brand Experience. "We've been relatively quiet about it up until now but we've really come in to our own and want to share news of the program."

The brainchild of Cineplex and Scotiabank, Dimopoulos says the SCENE program is unique in the Canadian loyalty space.

"Cineplex and Scotiabank had common goals – reward regular customers and add



value – which made for a great partnership opportunity. It's also a program that's unique to both the entertainment and finance sectors."

SCENE is for true movie enthusiasts and is very targeted to "social seekers." It encompasses real online experiences as well as an actual plastic card and smart phone app (launched last June) to make sure that the program is up with the current tech while still respecting the people who prefer to go to the theatre.

"Although the shift is defiantly to phone apps instead of plastic, our research shows that 14 to 17 year old would rather have a

plastic card," says Dimopoulos. "It's a status symbol. In late 2011 SCENE introduced gaming elements to their program with the Trivia Stars Facebook application. The game has users—including non-members—put their movie knowledge to the test with 10 questions across multiple genres. The game offers the chance to earn Scene points, which can be cashed in for free movie tickets, popcorn, DVDs, and even gift cards to Milestones.

"Our audience loves the dialogue," says Dimopoulos, "and the social and gaming aspects make the whole program more fun and interactive."

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INSPIRING LOYALTY

SECTOR REPORT

▶ *Continued from page 8*

"The print industry has made huge advances in the past five years," says Gray. "The equipment alone is responsible for a tremendous lessening of waste, digital print quality has come up dramatically. It won't be long before most runs of 5-7,000 items or less are produced digitally due to speed, increased quality and efficiencies.

"The use of FSC certified ethically sourced paper has grown rapidly, recycled options abound and most forward thinking printers understand that they must pay attention their output of waste as it actually saves them money."

So what does Gray say to those people who just want to eliminate paper all together?

"Paper is a renewable resource. So long as we keep rigid controls on the harvest and manufacture of the wood, it will continue to grow, reproduce and create a sustainable supply. We must be vigilant on the use of recycled fibers, they are a hot commodity. The irony is if everyone used 100% recycled paper we would run out. By contrast, if we use recycled paper in more controlled percentages we can ensure a strong supply. The remaining North American paper mills are some of the most progressive environmental

companies in the world with the changes they have implemented in order to stay viable.

They manufacture their own power, in many cases grow, control and harvest their own pulp to ensure quality and most are going carbon neutral.

"At the very least the green economy is forcing positive change. Is it perfect? Not yet."

Pack it up. Ship it out.

So your paper is FSC certified and your piece has been printed at an eco-friendly shop with strict waste reduction strategies. But does shipping that piece out in an envelope or (gasp) a polybag undo all of the work you've put into making it 'green'?

According to Greg Pakula of Address-All Mailing Services, it doesn't have to. The Mississauga offers clients a number of eco-friendly options including a random-print bio-poly which has a tree logo every 4" to state that it's biodegradable. It doesn't require heat, light or mechanical processing to break down. Even if the bag does end up in landfill, it will fully biodegrade in as little as nine months as compared to 100 years for traditional materials.

"We have switched all of the poly we

use from regular poly to plain & random print biopoly," he says. "This change represented 18,000 lbs converted to biopoly or 2,000,000 magazines per year. We have an environmental calculator that we use to show our customers the benefit of switching to FSC certified paper. We have a food service customer that has made this switch and is saving 250 trees every time they print their brochures. With over 4,000,000 flyers a in 2011 that is a savings of more than 1,000 trees per year."

While some old school marketers don't see the value in spending more money for biodegradable packaging, Pakula says that the newer generation of eco-minded customers understands the importance of having their brand seen as 'green'.

"When it comes to DM there is a lot of weight placed on public perception," says Pakula. "Suppliers want their customers to see them as green and as a result, we've been able to switch at least 50 percent of our customers over to the bio-poly option."

Green starts at home

In 2002, MET converted to high end UV print production in an effort to reduce their impact on the environment - with zero VOC emissions, less need for

chemical cleanups and less need for physical space.

"While the seed to make green values part of our corporate culture was planted by the owners, each level of the company contributed ideas and processes that affected their own areas," he says. "Since 2010, the company has been carbon neutral with help from partners Pacific Carbon Trust and Climate Smart."

"MET has been operating a Zero Waste program; recycling everything from compostable lunch room by-products to plastic wrap to paper," says Gray. "While we feel we are doing very well with the program we won't let ourselves believe there is any such thing as perfection so we just have to keep improving."

Domtar has taken the step of saying 'look, sustainability is the responsibility of the entire organization' and has formed a committee made up of every management component within the organization.

"We developed key performance indicators around specific sustainability targets," says Fox. "These include increasing certified fibre procurement, increasing community engagement and decreasing our footprint just to name a few. And we're holding ourselves to these going forward."

The company has also made a bold commitment around greenhouse gas emissions reduction and increasing energy efficiency.

Dubbed a 'fibre-based innovation company', Domtar is taking its green crusade to its customers as well and offering them guidance as to how to use their products more responsibly.

"This area is key to us because it's one thing to make sure our own house is in order, but another thing entirely to help our customers use our products as responsibly as possible."

Whether it's helping a printer use their products more efficiently or helping a corporate end user put together policies around using their products, Fix says Domtar sees a lot of opportunity for them to make a difference.

Back at home, Fix says they are using sustainability as an employee engagement model, making sure that they are providing an engaging work environment by setting up 'Green Teams' at all their facilities.

"What it amounts to is encouraging our employees to ask themselves how they can make a small difference at work that rolls up into a bigger difference."

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The challenge

Spurred by demand, I began investigating how to bring the Mudlick Mail model to Canada late last year. I quickly learned that I wasn't going to be able to simply duplicate my formula. Mailing individual postcards – especially, the high-quality, four-color, glossy stock type that we were accustomed to sending in the U.S. – was expensive, more than 60 cents a card! I knew we'd have trouble convincing customers to do any kind of large-scale campaigns with those kind of costs involved. Unaddressed mail, which cost about half as much to send, was my only hope. The key was figuring out a way to integrate some kind of targeting into the process even if I wasn't going to be able to zero-in on specific names.

The solution

Targeted unaddressed mail sounds like an oxymoron. And in fact, I learned that most Canadian shop owners who use unaddressed mail basically take a saturation approach, hitting essentially everyone. Part of that is due to the difficulty involved in obtaining demographic information. After some trial and error, I learned that to take the basic information available through Canada Post and customize it to better fit my customers' needs. I am targeting based on two factors: income and location or proximity to a client's shop. Because there aren't many specialty service shops in Canada, targeting by vehicle make isn't necessary. The first step is to research the market and set a baseline income for the areas that a client wants to target. I was lucky enough to find a Canadian company – Innivity Marketing Group Inc. – to provide assistance with the process. The company works with Canada Post to leverage demographic statistics and generate segmented reports on a geographic basis for Mudlick Mail's market analysis.

Once a target income level has been determined for a customer, Innivity obtains carrier walk information from Canada Post, which tells us which percentage of the population in that area falls below, above or at the level we set. Sometimes, it's necessary to cross-check the information provided by Canada Post against other maps to identify all of the potential areas where a shop owner might mail. The key is to figure out how many residents to target in a certain area according to income. Let's say a customer wants 80 per cent of the population of a certain area to meet or exceed the baseline income level of \$50,000, in order to justify mailing to that carrier walk. That threshold may actually be too high and will result in a mailing that is too small. Likewise, if the threshold is too low, the mailing could be too large and may result in attracting only bargain shoppers.

The process I am using to create targeted mass mail campaigns is a lengthy one. It can take five to seven days to obtain a basic demographic report, for example. Canada Post is planning to offer some online targeting capabilities – allowing marketers to create and our own reports and maps, which should reduce the time and expense involved in creating our uniquely-crafted campaigns.

The results

Although Mudlick Mail has been in the market for a few months, the campaigns my team has launched for our Canadian customers have gone well and have proven that unaddressed mail can be used effectively to target customers and drive sales.

Tim Ross is president of Mudlick Mail, based in Acworth, GA. Tim has over 10 years of sales and marketing experience in the automotive service industry. He has spent the last six years developing custom marketing programs for independent auto service shops. Mudlick Mail began offering its services in



Case study: Mudlick Mail

I am big believer in building direct campaigns based on very specifically-targeted individual mailers. But I am beginning to understand the value of unaddressed mail as well. The company I helped create – Mudlick Mail – employs in-depth market research to enable automotive shop owners target individual customers by income, neighborhood and even vehicle make. It's an approach that has yielded successful results, with some customers experiencing sales increases of as much as 40 percent.



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Direct & Personal

by Billy Sharma



Kevin Short

A writer with the right attitude.

Kevin Short told me, “My very first copywriting assignment was through answering an ad in the newspaper for a freelance writer. I met with the owner in a very fancy office in one of the big towers in downtown Toronto. I think it was one of the TD Bank towers.

“Red flags were raised during our meeting when I asked him about money and he said not to worry about the money just get working on the job and get it done ASAP. I was raw, a bit naive and wanted to get working so I took the assignment and turned it around in two days.

“While I was waiting on getting paid for the small job, the vice-president (the owner’s girlfriend) waved the possibility of a huge job under my nose. That job never materialized.

“After two months of waiting to get paid I called him and he complained the copy wasn’t very good! But he would pay me. I even went so far to try to collect by arranging to meet the owner at his office and pick-up the cheque. He never showed up for our meeting! I sued him and still didn’t get paid. I believe he went out of business. Probably his expenses like office rent were too high!

“Great way to start out in business with your very first job. But I must have liked it for some strange reason because I’m still here.

“All of us affect the people we meet, in one way or another. This may happen instinctively or on a subconscious level, through our thoughts and feelings and through body language, and his is a calming and sedate one.”

“When I started freelance writing part time, I was working at Global Television as an editorial assistant. A few years after that I got my first job in the ad agency world after many months of shopping my portfolio samples around various Toronto ad agencies. The agency was G&G Advertising—a great experience with some good people, unfortunately they went bankrupt during the big recession of the early 1990s.

“The experience made me believe that a career in copywriting was possible,” he said.

I guess we have all been there and done that but what I find remarkable about Kevin is that he such a positive person with a great attitude. As he said, “I once heard, and I don’t know the source, ‘Every life and every day in that life is just as important as any other.’ I try to keep that in mind. It helps to keep me both hungry and humble.

“When I think of the students I had as an ESL teacher, any sacrifices I’ve ever made for my career pale in comparison to what these people have been through and some are probably still enduring. It’s very moving and awe-inspiring,” he said.

I am sure every other writer reading this will agree with me that writing is one of the loneliest professions. Each time you must start right from the beginning, staring at a blank screen with the cursor blinking back at you, as if it is daring you to hit a key so it can mock you. In the end, when you present your finished product, everyone is sure they have a better way of saying what you just penned. And God forbid, if you are dealing with a committee; every member of it will have to add their two cents.

My late friend, Tony Lovell, with whom I worked on the Easter Seals and March of Dimes accounts for many years, once remarked, “I guess writing copy is like sweating blood.” He witnessed first hand the petty little copy changes that the client made each time.

So, why do we do it?

I guess its because of the agony and ecstasy it brings. When your copy is finally printed it feels like you have released thousands of bottles with a message. Where they will land and how someone who gets them will react you may never know for months or years, if ever.

Today Kevin Short is an independent copywriter with more than ten years experience in sales and corporate marketing. He has written copy for such clients as Advanced Software Design Corporation, Brita Water Filters, Carleton University, Cashway Building Centres, CCH Canadian Limited, Drake International, Foresters Insurance, Global Television, LearnQuest College for Advanced Technology, Natural Resources Canada, National Bank of Canada and the Royal Bank of Canada.

Kevin writes ads, brochures, case studies, direct mail, e-mail marketing, video scripts, web pages, white papers and other marketing materials clients need to sell their products and services to businesses and consumers. In addition to his copywriting work, he has also written articles for the Edmonton Journal, Business Matters, Computing Canada and other publications.

Kevin was the founding editor and a regular contributor to the Greater Ottawa Chamber of Commerce’s online newsletter. His work on this publication was acknowledged by his winning the Chamber’s Volunteer of the Year Award.

He holds a four-year B.A. in English and Economics from the University of Alberta and continues his professional education with copywriting courses from the American Writers and Artists Institute.

He has also worked as a Microsoft Certified Trainer (MCT), an end-user computer trainer and sales representative in the high-tech training industry, as well as a staff-writer for Lombardi Publishing, a leader in direct response information publishing.

He has written a number of pieces for companies as diverse as Advanced Software Design, CCH Canadian, Graphic Resources and Mohawk College and he has prepared control mailings for a financial newsletter publisher.

“Nothing earth shattering, but enough to whet my appetite for more,” he said in the same humble manner that is his demeanor. Every time I posed a question, he had a habit

of looking up into space, his brow slightly knitted before answering, as if he needed to weigh each word carefully before uttering it.

“I like and am now focused on the Training and Development sector, I’ve worked as a corporate trainer, college instructor and in sales in this area in particular and in the B2B sector more generally,” he continued. “Not only do I write direct response, but also a variety of more content oriented formats such as white papers, case studies, newsletters and so on. I enjoy the variety and it’s a nice change from the constant sell, sell, sell of direct response.

“Right now I’m content with the specialties I’m developing but that could change. Technology seems to invent new formats and ways of marketing almost daily and you have to adapt with it.”

Born in Montreal, Kevin grew up in Toronto.

“But I finished high school and attended university in Edmonton. I feel very well-travelled in both my education and in jobs I’ve held. Perfect experience for a writer I think. I once calculated that I’ve had over 25 residences to call home. However, I’ve pretty much lived in only four cities: Toronto, Edmonton, Ottawa and now Hamilton where I’ve lived for the past four years.

“I have been previously married and I now am in a long term committed relationship. I’ve been with Joanne for over seven years and have lived with her for the past four. Unfortunately, no children from my previous marriage or the current relationship, but I do enjoy my nieces and nephew when I get to see them.

“I enjoy both being with people and being by myself (guess that’s the writer in me). But I am rather gregarious compared to many writers I’ve met. When not working, which is rare these days, I enjoy walking, tennis, cycling and spending time with friends and family. I really enjoy music and plan to get back to playing the piano again, something I did when I was younger.

“I’m very grateful for my family, friends, the experiences I’ve had and the things I’ve had the opportunity to do, but I’m always looking forward to new adventures.

“My parents, John and Ruth Short, have been my biggest influence. They were both children of the Great Depression. My Dad was from Alberta and things were even tougher out there during the Dirty Thirties. My father also fought in WWII and was twice wounded in action. My mother’s father died when she was five and her mother had to raise her and her then year old sister by herself and in those days there was no social assistance. Fortunately, my mother’s mother was a nurse so they were able to get by, but it was a struggle. And yet both my parents are two of the most positive people I’ve ever known.

“On the business side, early on I read David Ogilvy’s books, *Confessions of an Advertising Man* and *Ogilvy on Advertising*, both classics and both so well written—insightful and entertaining. I thought after devouring them, that this is a field that sounds very interesting to be in.

“More recently I was working for a direct mailer and I really didn’t enjoy the experience at all. When I left I was so disillusioned with the business and writing in general that I took a sort of sabbatical and worked for a time as an ESL (English as a Second Language) teacher. I really enjoyed that, but I think somehow I always knew I would return to writing. I finally realized, it wasn’t the copywriting I didn’t like, but the company I was working for. I’m sure most of your readers have had dark career periods too.”

All of us affect the people we meet, in one way or another. This may happen instinctively or on a subconscious level, through our thoughts and feelings and through body language, and his is a calming and sedate one.

Kevin is a bit of an oxymoron. Though sedate and calming, he is one of the most upbeat persons I have ever met. Nothing fazes him. I have always enjoyed our meetings together because I have found his positive attitude to be contagious.

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

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Worth Knowing

Home Depot's Peg Hunter to lead CMA Board of Directors

The Canadian Marketing Association is pleased to announce the election of Peg Hunter, Vice-President, Marketing and Communications, The Home Depot of Canada Inc. as Chair of the CMA Board of Directors for the 2012-2013 year.

At its Annual Meeting on May 15, 2012 in Toronto, the Association also elected Walter Levitt, Executive Vice-President Marketing at Comedy Central as Vice-Chair of the CMA Board.

Elected as new members of the CMA Board of Directors were:

- John Boynton, Executive Vice-President and Chief Marketing Officer, Rogers Communications
- Chris Stamper, Senior Vice-President, Corporate Marketing, TD Bank Group.

The full list of CMA Board Members can be found on the Association's website at www.the-cma.org

DMA CEO Kimmel steps down: Woolley Named Interim CEO

Lawrence M. Kimmel has stepped down as CEO of the Direct Marketing Association, effective immediately. Kimmel, who has led the trade association since August 2010, was given a three-year contract at the time of his hire.

Kimmel will take on the title of president emeritus of the DMA and will serve in a senior advisory capacity. Linda A. Woolley, the DMA's executive vice president of Washington operations, will serve as interim CEO while the organization considers its leadership options.

Kimmel will join marketing agency Hawkeye, which is run by former DMA chairman Steve Dapper.

The Marketing Channel acquires Wyers Direct Communications to strengthen direct marketing and fundraising expertise

The Marketing Channel, an Integrated Marketing Agency, announced the acquisition and merger of operations of Wyers Direct Communications, a Toronto based direct marketing agency focusing on the fundraising sector.

Wyers has been in business for 29 years and currently represent clients such as Cuso International, The Foundation Fighting Blindness, The Lung Association and more. Most recently TMC and Wyers worked together developing the fundraising efforts for The Canadian Hunger Foundation.

"Today's consumers migrate seamlessly between on-line and off-line, and having a unified approach to direct response communications is an absolute must if you want to successfully manage and enhance donor relationships," said Rob Hindley, President of TMC. "This acquisition builds on those capabilities.

"We really got to know Rob Wyers and his team during the past couple of years working with CHF and we were very impressed with their professionalism and overall capabilities. When Rob approached me about the idea it immediately made a lot of sense for us. We've invested a lot of effort in developing our

digital capabilities and knowledge in this sector. Direct response is a very specific skill set and plays a major role in fundraising. Together with our digital expertise this is a strategic fit that brings value to fundraising clients through a fully integrated approach."

Rob Wyers, President and Founder of Wyers Direct, will leave the day-to-day operations to focus on integrated creative direction and strategic planning portfolios, along with a strategic adviser role.

"I've got 29 years invested in fundraising and have a passion for this business. My heart and soul is in this industry," he said. "My first priority is to ensure that we maintain the level of commitment and quality for our clients, bringing additional capacity and the best digital integration possible."

"Wyers Direct is an excellent organization and the staff are a critical component to that success. We are delighted to have them join us," said Hindley. "Together, with Rob Wyers' support, we will move forward to build on the legacy of creativity, operational excellence and strong client relationships that Wyers has developed over the years."

DMA and Pitney Bowes invite marketers to submit entries for 2012 Personal Connections ECHO Award

The Direct Marketing Association (DMA) and Pitney Bowes Inc. are inviting marketers around the world to submit entries for the inaugural Personal Connections ECHO Award. The award recognizes companies and marketers that lead the way in customer communications by using customer insights and marketing to create personal, long-lasting consumer relationships. Winners will be announced at the DMA2012 Conference and Exhibition, which will take place October 13-18 in Las Vegas.

"In today's relationship-marketing era, data is the lifeblood of marketing," said Larry M. Kimmel, DMA's CEO. "This new award gives us the opportunity to recognize the people and the organizations that are doing the world's best data-driven personalized marketing. We are excited to be partnering with Pitney Bowes this year on the Personal Connections ECHO Award."

"As today's customers gain more control over the information they receive, it is more important than ever for marketers to use relevant, targeted communications to reach them," said Murray Martin, chairman, president and CEO for Pitney Bowes. "The Personal Connections ECHO Award will recognize companies and marketers who are creating highly personalized experiences to build customer loyalty."

Payfirma opens its mobile payment app for integration

Payfirma, the company creating simple, fast, and secure mobile point of sale products for businesses, has opened up its mobile payment platform to developers.

Any third party mobile application for iPhones, iPads, or Android devices can now accept mobile payments in-person with the swipe of a credit card. Developers can leverage Payfirma's payment platform to manage transactions, PCI compliance, and credit card reader integration. Payfirma's integration kit seamlessly and securely shares information between third party apps and Payfirma, automating business processes, increasing efficiency, and improving usability.

Some of the apps that will integrate with Payfirma are invoicing, accounting, restaurant, and retail apps. Mobile invoicing apps, for example, allow businesses to create invoices on their iPad or iPhone wherever they are. Invoices, typically sent over email to be paid at a later date, can now be paid on the spot using Payfirma. This makes life simpler and more flexible for businesses.

Payfirma is building a mobile payment ecosystem for developers. "The mobile development community is key to Payfirma", notes Kalle Radage, Payfirma's Chief Product Officer. "We are continually building out our platform to make it easy for developers to add payment functionality," explains Kalle, "this will allow developers to create a new wave of game-changing payment applications."

Events Calendar

June 12

AIMS Social Media Measurement & Management Solutions Toronto, Ontario

By now every organization has dipped their toe, if not jumped right in, to the Social Media pool. But how do you manage your engagement in social channels effectively and how do you demonstrate return on investment so that you can increase budgets and resources? At this event you'll not only get a framework to show ROI, but hear directly from the leading solution providers -- including Radian6, HootSuite and others -- for insight on managing and optimizing your social mix and analyzing for meaningful results. Whether your community is a couple thousand or a million strong, see how you can optimize your resources and return on investment, and do some fun networking with other marketers facing the same issues. You don't want to miss this event! For more information visit www.aimscanada.com

June 13

2012 Social Media Conference Toronto, Ontario

With the exponential growth of social platforms, the face of the customer is continuously changing. Today's customer seeks to do business with more than a product or a service; they seek to do business with a brand that stands for something and more importantly, with the people behind the brand. Today, it is no longer a question of whether or not businesses participate in the social and digital world; it is a question of why and how. Keeping up is no longer just a matter of generating likes, a Facebook campaign, or knowing what the latest shiny social network of the day is. For more information on this event visit www.the-cma.org

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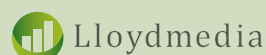
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