

**/ Creativity + Tactility
= Engagement**

Customer Engagement

Rachel Aldighieri,
Managing Director, DMA

@RachAldighieri @DMA_UK

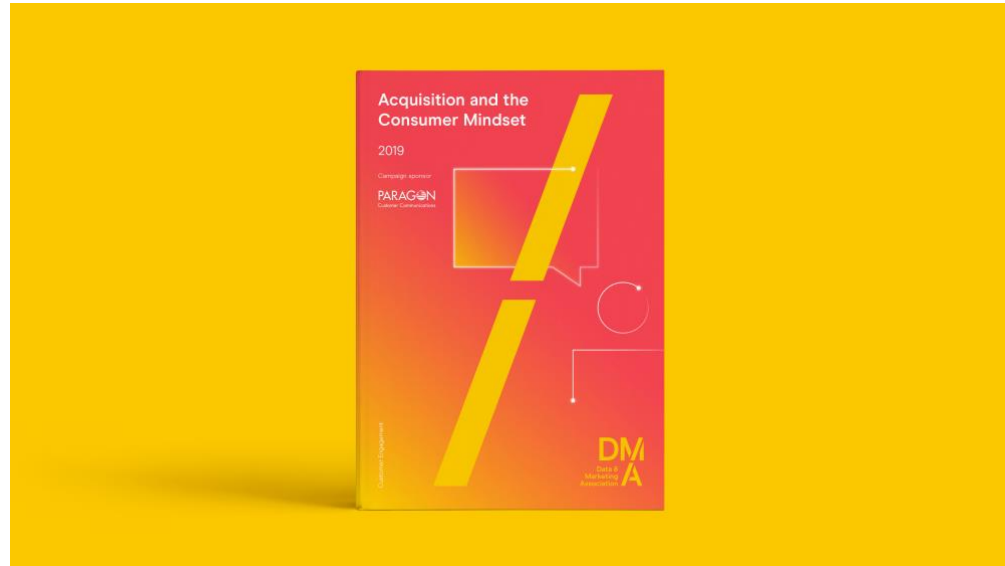
DMA
Data &
Marketing
Association

/ The Data & Marketing Association

**Put your
customer first**

Value your customer,
understand their needs
and offer relevant
products and services







DMA Awards Shortlist 2019

/ 2019:
Channels

Best Use of
Unaddressed Print



/ 2019:
Channels

Best Use of Mail



/ 2019:
Channels

Best Use of
Out of Home



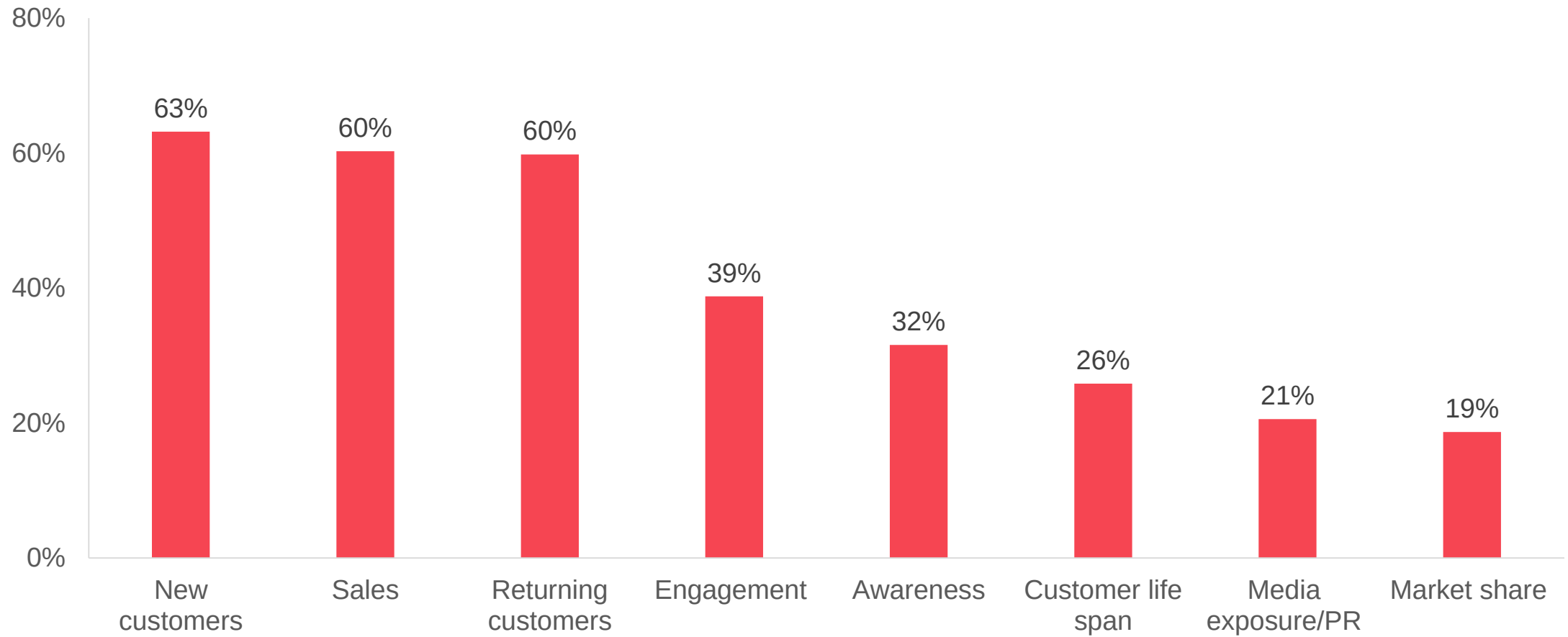
/ The power of touch



“The sensory nature of print outperforms digital by some distance in landing and embedding key messages, and in long term brand building.”

Dr Andy Myers

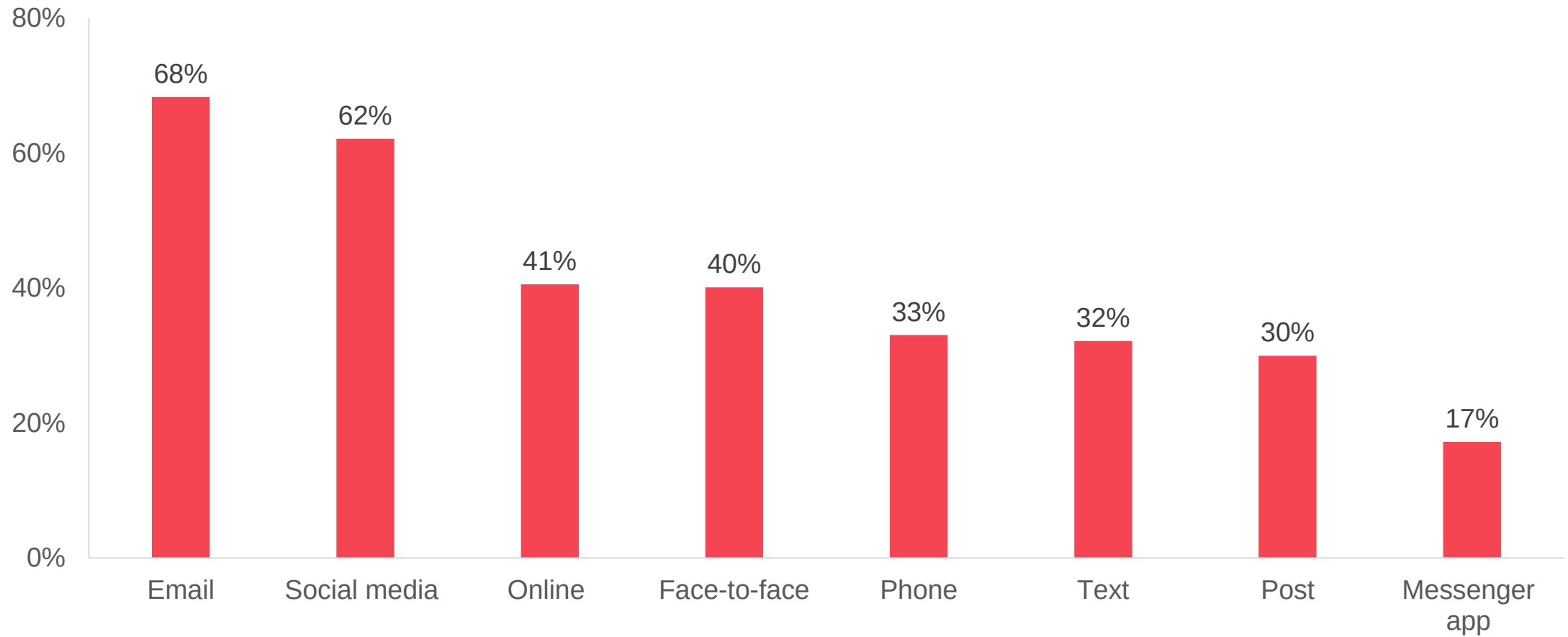
/ Evaluating effectiveness



Source: DMA – 'Customer Engagement: Marketers' view 2018'

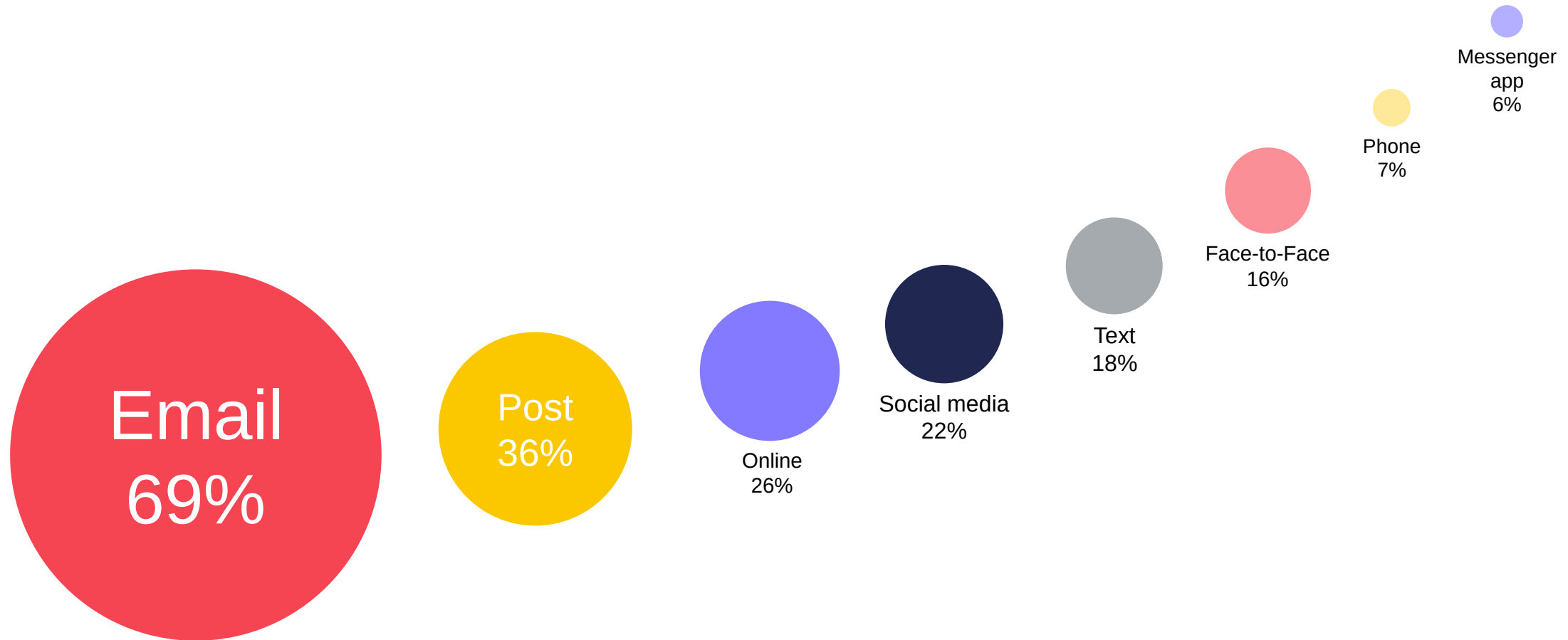
/ Channels of Engagement

/ Engagement channel usage



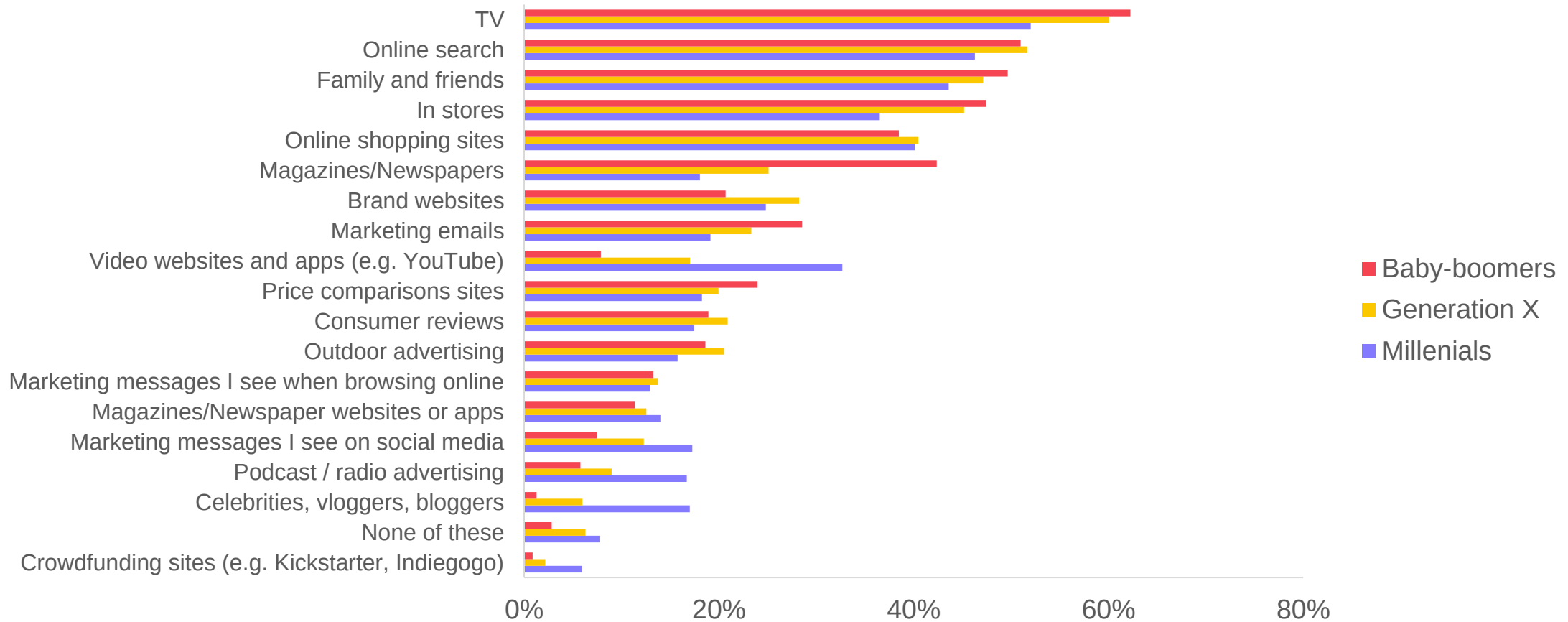
Source: DMA – 'Customer Engagement: Marketers' view 2018'

/ Consumer preference



Source: DMA – 'Customer Engagement: Acquisition & the Consumer Mindset 2019'

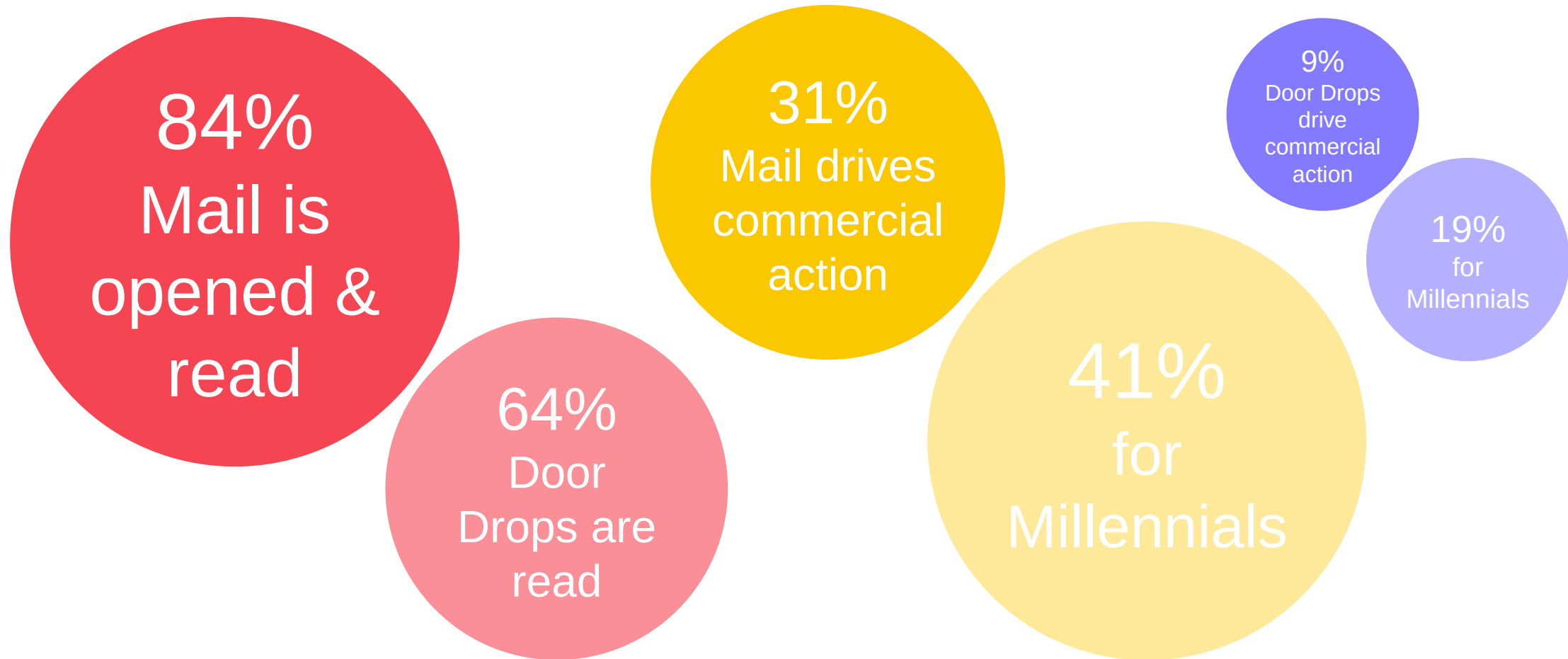
/ Discovery channels



Source: DMA – 'Customer Engagement: Acquisition & the Consumer Mindset 2019'

/ Engagement with Mail

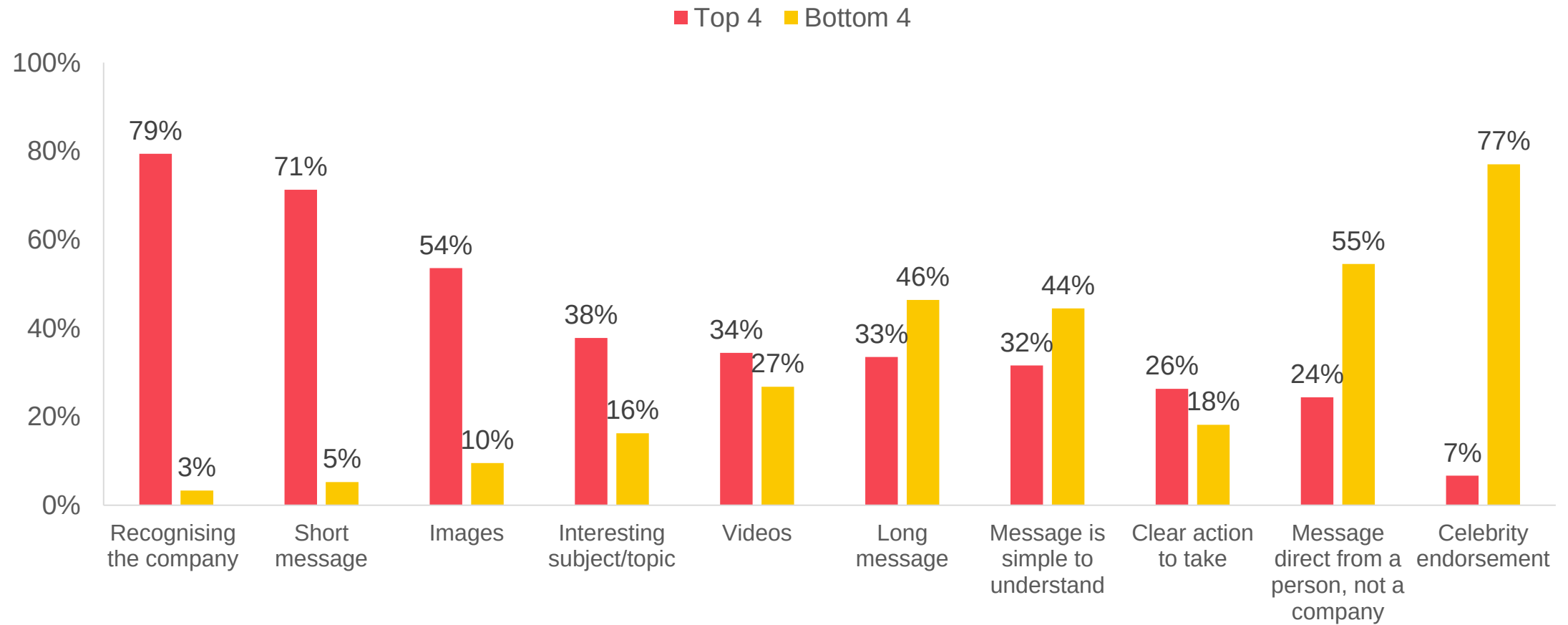
/ JICMAIL Insights



Source: JICMAIL Item Data, Q1 2019

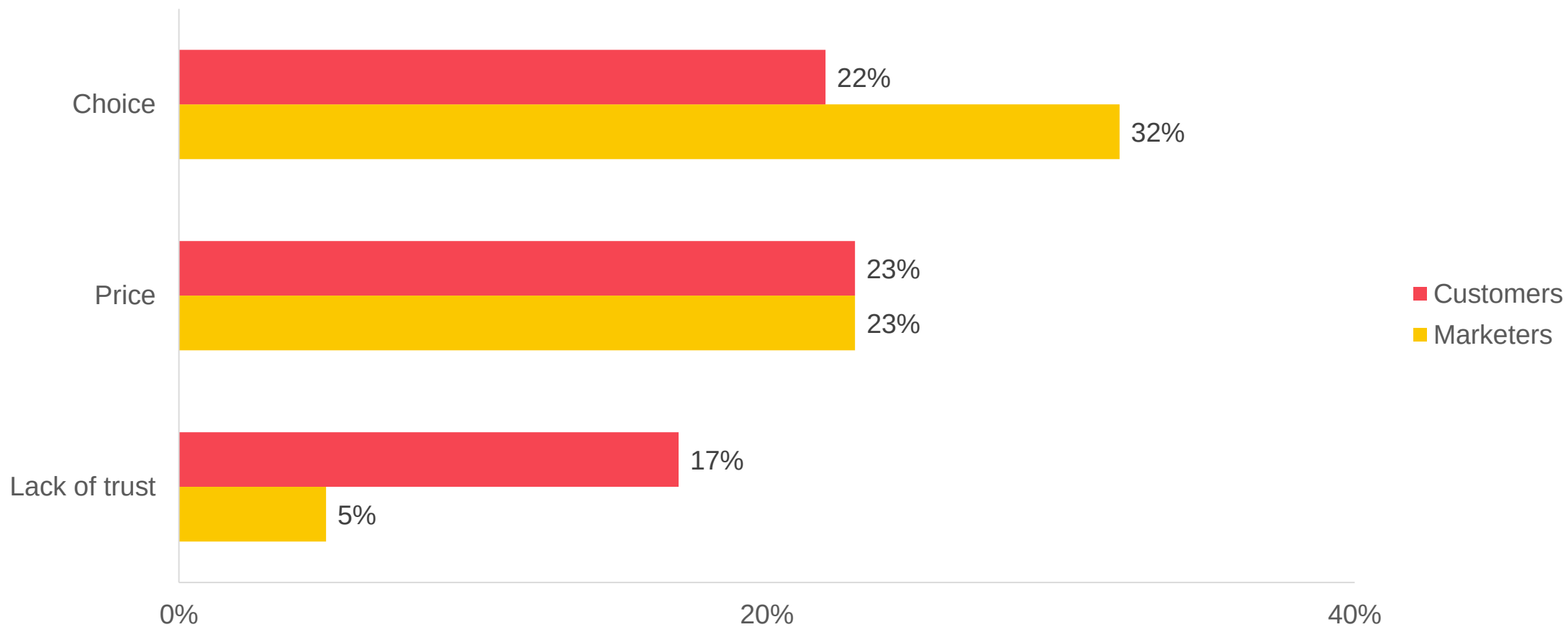
/ Engaging content

/ Drivers for engagement



Source: DMA – 'Customer Engagement: Marketers' view 2018'

/ Declining loyalty



Source: DMA – 'Customer Engagement: Marketers' view 2018'

**ARRESTING
THE DECLINE
OF PUBLIC
TRUST IN UK
ADVERTISING**

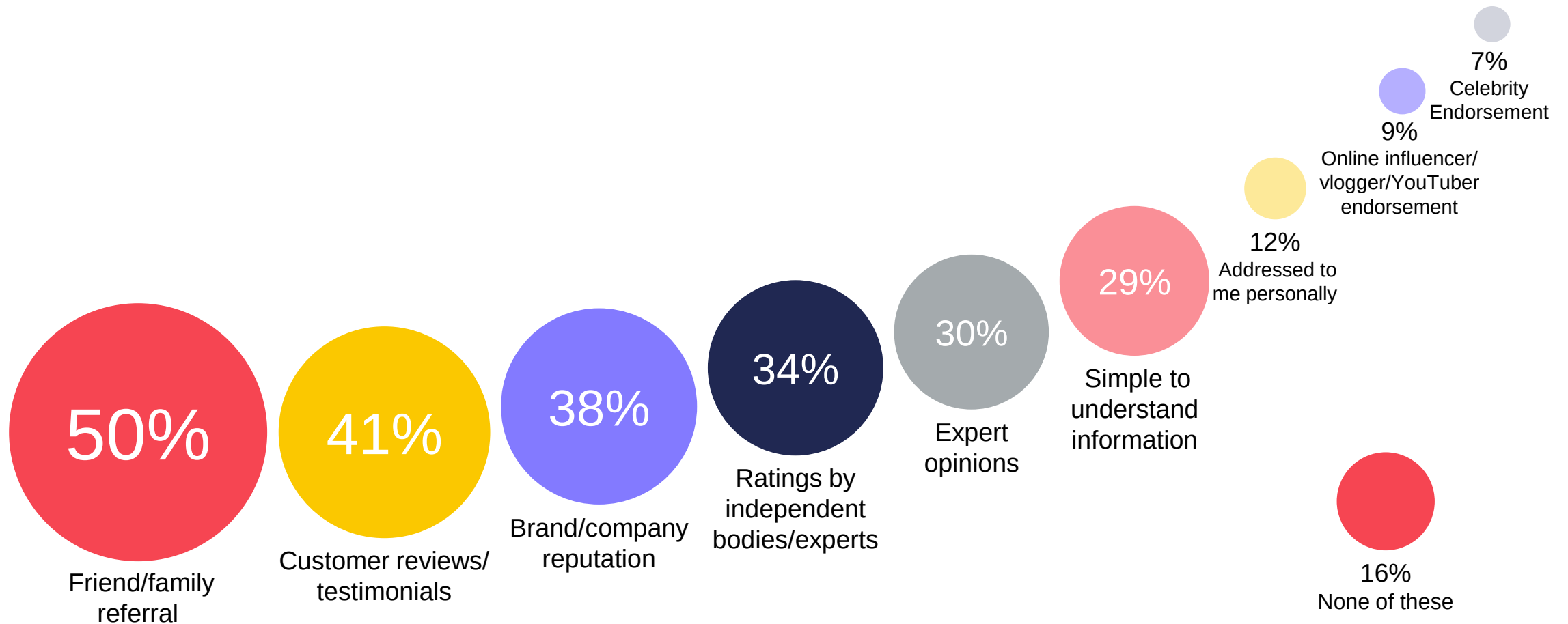


**ADVERTISING
ASSOCIATION**

/ “A brand without trust is a product, and advertising without trust is just noise. Trust is the key thing we need to engage with.”

Keith Weed, Former CMO, Unilever and
President of the Advertising Association

/ Consumer preference



Source: DMA – 'Customer Engagement: Acquisition & the Consumer Mindset 2019'

/ What good looks like

/ Cards of Acknowledgement



/ The Evoque button



THE EVOQUE BUTTON

REINVENTING DIRECT MAIL
FOR A DIGITAL GENERATION

CHALLENGE

The test drive is a pivotal moment in converting our audience into Evoque owners. Our audience are bombarded by digital marketing, they know the value of their data and they're time-poor, so unlikely to take the time to find out how to book a test drive or contact their nearest Land Rover Retailer. Plus, following GDPR, less than 40% of them are contactable by email.

INSIGHT

We realised that in an era of digital overload and GDPR, direct mail has real cut through. However, it lacks the immediacy that our audience crave. So we decided to create a game-changing direct mail piece for the digital generation; a world first that would empower our audience to book a test drive with one press of a button.

SOLUTION

We created 5,000 beautifully crafted, highly personalised DM packs that included a replica of Evoque's Start / Stop engine button to put our highly targeted audience in the drivers seat. By simply pushing the pulsating button, our audience could book a test drive in an instant. The button triggers an instant confirmation email and text message followed by a call from their local retailer to book a test drive.



Scientifically identified two groups received a premium experience that combined cutting-edge data science with a world-first, technologically advanced CRM experience.



PERSONALISED
TARGETED
MAIL



44%
RESPONSE

THE EVOQUE BUTTON
RECEIVE. READ. PRESS.



CONFIRMATION

24:1
ROI



BOOK TEST DRIVE

100
EVOQUES
SOLD



CONFIRMATION

5%
CONVERSION

/ Curved cards



/ The joy of print



The Joy of Print

**Works
with
different
browsers**

Find news, ideas, opinion and
more for every curious mind.
Subscribe to the joy of print.
Search 'Guardian subscriptions'



**The
Guardian** | **TheObserver**



In summary

Customer first, always

Embrace print's ability to connect

Harness the power of creativity

Balance short term gains with long term brand building

Champion the role that print can play in building trust

Thank you

