

MAIL.

The Journal of Communication Distribution



GENERATE EXCITEMENT with the Power of Paper

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You may think that direct mail has no place in today's e-everything world but as every brand is competing for consumer attention, it's important to understand how direct mail can assist in breaking through today's digital noise. The practical approach is to view print and digital not as rivals but as separate yet interconnected channels. It's the combination that continues to enhance the sale of product and services. In fact, there's no doubt that the desire for distinction in this digital age has heightened the value of direct mail.

Adding printed components to a cross-media ad campaign will strengthen and ultimately increase conversion, retention, and sales. Direct Mail is still one of the most successful



printed vehicles to build brand awareness; to get ideas, information and promotions directly into the hands of consumers. It offers personal engagement, helps to build relationships and promises almost effortless interaction. Direct Mail delivers a call-to-action that works and will ultimately drive customers to your e-commerce site or brick-and-mortar location.

As well, a direct mail piece carries an aura of credibility and trust. Direct Mail has endured the test of time and continues to prove its relevance. It's the 'new' game-changer for marketing campaigns - BUT NOT ALL DIRECT MAIL IS EFFECTIVE.

Generate Excitement with Paper

The fact is the RIGHT PAPER is the key to a successful response in any mailing - First Class or Standard - Postcards, Folded Self-Mailers, and Letters. The right paper will define who you are, your product or service, and differentiate your message. Your mail piece says a lot about your company and the recipient will rapidly form an opinion, ultimately deciding whether to do business.

Studies show that the average person takes 3-5 seconds to decide if they are going to read a mail piece or trash it - your mail piece must grab the attention and draw the audience in before the 5 seconds are up!

Direct Mail is the key to memorable marketing. Data presented by The Canada Post in "Breaking through the Noise", June 2015, states that the attention span of an average person is only an approximate 8 seconds. In that period, you must stimulate your audience to further engage with your company.

Making a Mail Piece Memorable

There is a lot of dialog today about 'Sensory Marketing', appealing to the senses in order to enhance the customer experience. New paper grades introduced over the past few years hold unlimited potential for creative opportunity. Today's market-leading brands provide a growing portfolio of popular colors, textures, finishes, thicknesses and weights, resulting in the perfect back-drop for any printed piece. This heightened paper selection is timely as marketers realize the importance of paper selection to direct marketing and their overall campaigns. The ultimate goal is to define your brand as well as engage your customer in a tangible, tactile, and memorable experience.

COLOR

Don't underestimate the power of color! Statistics have proven that using color in your direct mail piece affects readership, response, retention rates as well as brand recognition. Color - and colored paper - can influence our emotions, our actions and how we respond to various people, companies, and ideas. While color is not the only important ingredient in a direct mail piece, it is the first thing that hits the recipient. It will capture immediate attention and will trigger emotions that can leave lasting impressions.

FINISH

Elevate attention above the clutter - amplify your brand with a look and feel unlike the rest. Showcase your brand with one of today's distinct surfaces.

Papers with embossed textures have an undisputed tactile appeal. Create a tailored yet elegant impression with a timeless linen or a sensual soft-touch finish; pattern the look and feel of hand-crafted paper with a laid or felt finish; appeal to a natural, eco-friendly and sustainable standard with environ-

mentally responsible choices; create a radiant presence by using the light-catching choices of metallic/opalescence or cast-coated options; adapt a vintage or rustic flair by integrating parchment, fiber, or wood choices.

SPECIALTY MATERIAL

Think outside of the box! With today's specialty papers, you can create customized solution-oriented products geared to a wide-range of 'end-use' applications including integrated cards, door hangers, badges, tags, tickets, & more. Do you need a long -life paper solution? Premium synthetics, both flat sheets and die-cuts, are ideally suited for ultimate durability including outdoor applications.

Prints like paper - acts like a magnet! Magnets are irresistible and will strengthen your response rate - perfect for creating at-a-glance calendars, menus, sports schedules, equipment operating procedures, instruction streets, save-the-dates and more.

Do you need a product that sticks? Permanent or removable, die-cut or flat sheets, water resistant options - the breadth of pressure sensitive papers continue to expand and are offered in a kaleidoscope of color including fluorescents, select from numerous textures, clear or frosted looks, metallic, opalescent and more!

About Paper Mart



Paper Mart Inc. Family owned and operated for 77+ years, Paper Mart is one of the largest, most trusted paper and envelope specialists today. Combined with unmatched expertise in paper and envelope selection and usage, Paper Mart offers a comprehensive portfolio supporting all of your printing needs. Representing 70+ leading mills and manufacturers, Paper Mart stocks in excess of 16,000 types of premium paper products and envelopes that vary in size, weight, color and texture suitable for offset and digital print applications. For additional information and paper and envelope samples contact Ellen Bakker at 800.772.2001, customerservice@papmar.com or visit papermartinc.com

Resources

Canadian Post, 'Breaking through the Noise', June 30, 2015
 COLORCOM, 'Why Color Matters', www.colorcom.com/research/why-color-matters

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