

Doordrop Media

Busting the myths



Module 2

Whistl Doordrop Media

whistl

Myth: Doordrops just get thrown away



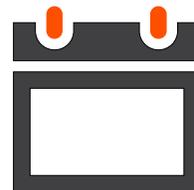
92%

Of people say they read the Doordrops they receive.



20%

Of Doordrops are shared around the household



6.9

Days on average that a Doordrop stays in the home



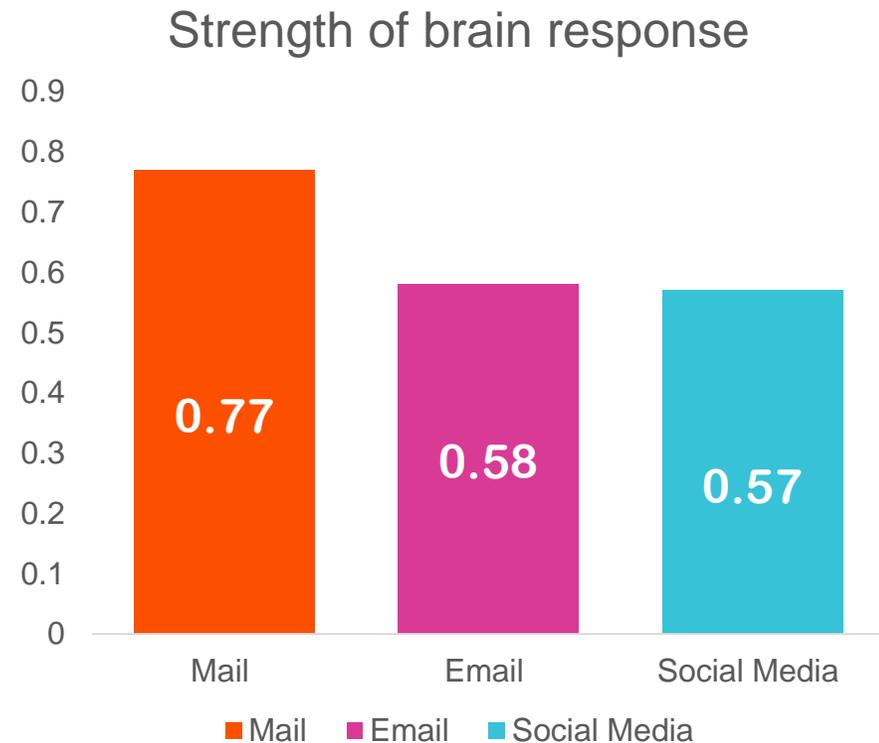
3.19

Times on average that a Doordrop is revisited

Myth: Doordrops don't drive Brand Engagement



- ☺ Market Reach did some neuroscience research on how our brain responds to doordrops and mail and what's clear is that memory responses are much greater when you can physically touch the item as well as see it
- ☺ The brain responds more strongly to mail compared to email & social media
- ☺ A reading of 0.7 or more indicates a response that is likely to be powerful enough to impact future behavior

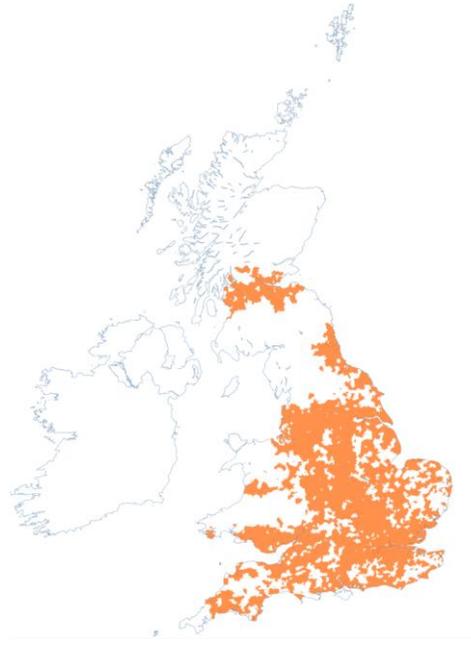


Myth: Doordrop Media lacks the reach digital channels have

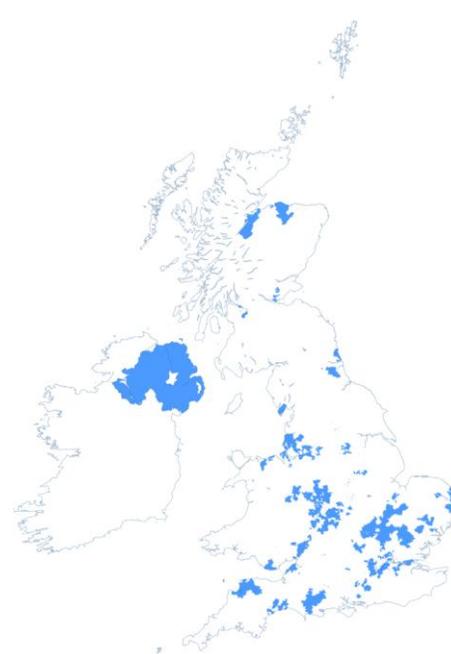
Fact: You can deliver to all 29m households with a Doordrop!



Royal Mail
29m Households



Whistl Home Network
21m Households



Newshare
3m Households



MYTH: It takes ages to arrange!



Within as little as 18 days we can have your targeting done, your doordrop booked, print ordered and your items going through millions of household doors



PLUS Royal Mail can now take your items with only a 2 week lead time if you know what you want straight away!

Doordrop Timelines



MYTH: I can never get the sectors I want

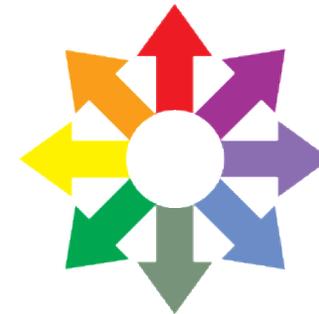


- Royal Mail now take a maximum of 7 non competing items at any one time making it easier than ever for everyone to get a piece of the action
- 99% of postcode sectors are rarely fully booked, the only reason you may not get your postcode sectors are because there may be a competing item at the same time. Therefore your leaflet will not land on the door mat at the same time as your competitor.

Myth: I'll need to speak to various European suppliers to book a European doordrop campaign



- Your account team at Whistl can book your European Doordrops for you just as they would do for a campaign in the UK.
- European Letterbox Marketing Association was founded by Whistl in 1990
- Dedicated to supporting best practice in Doordrop marketing across Europe, ELMA represents 24 markets across Europe (180m households)



ELMA
European Letterbox
Marketing Association

Simple steps to a Successful Doordrop



1. AGREE YOUR OBJECTIVES

Have a clear idea about what you want your door drop to achieve, e.g. increase footfall in store, drive sales online, or generate leads to follow up. If you have one clear goal, this will help your campaign succeed.



2. TARGETING THE RIGHT PEOPLE

Understand who your best customers are. What are their key characteristics, where do they live, how do they reach your business? Use this information to target similar looking prospects.



3. YOUR OFFER AND WHAT TO SAY

For your message to stand out, is there something you offer that is uniquely different from your competitors? Are you able to give an incentive to drive people to respond?



4. THE CREATIVE AND PRINT

You want people to notice your message, so make sure the design and format of your printed door drop has sufficient impact to stand out on the doormat.



5. RESPONSE AND MEASUREMENT

Think about how you want your customers to respond to you: visit your store, website, phone or email you. And, how the door drop fits in with your other marketing communications.

The Key Benefits - Royal Mail



Delivered alongside the post



No competing items delivered in same week



Slightly more expensive but reliable



Access to over 28 million homes



**GDPR Complaint .
Doordrops don't use personal data**



90% of campaigns that include Doordrops see an increase in new customer acquisition

The Key Benefits - Whistl Home Network



Delivered alongside 1 or 2 items (likely to be delivered Solus)



No competing items delivered in same week



Similar price to the Royal Mail



Access to c.20 million homes



GDPR Complaint .
Doordrops don't use personal data

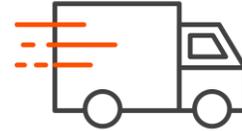


Ability to deliver bulky items or samples over 5mm

The Key Benefits - **Newshare**



**Delivered alongside
the local newspaper**



**Delivered at the end of
the week, in time for
weekend offers**



**Less expensive but
reliable**



**Access to over 3
million homes**



**GDPR Complaint .
Doordrops don't use
personal data**



**High readership numbers due to
the local environment of the
newspaper**

Let us take care of it for you



**Client
Brief**



**Audience
Discovery**



**Strategic
Planning**



**Creative
Optimisation**



**High Quality
Print**



**Distribution &
Logistics**



**Evaluation &
Insights**

● Whistl will act as a one-stop shop so help you with all aspects of your doordrop

Myth: It's hard to book a doordrop



- ☺ Whistl are on hand to take all the pain away and do it all for you. You will be given a dedicated Account team to work on your booking
- ☺ Or, if you want to still do it all yourself, you can use our innovative online tool to target and organise your print and distribution within minutes

Introducing... leafletdrop.co.uk



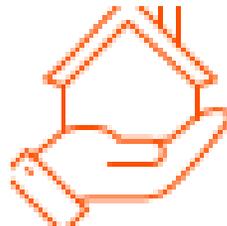
Providing agencies to ability access market leading Doordrop distribution and print through a one stop shop web platform.

The on-line tool is for smaller/simpler campaigns and Leaflet drop allows you to book your customers doordrop yourself, which can be quicker than you writing an email to Whistl!



Affordable

From just 8p per leaflet for distributing 7,500 leaflets. Excl. print.



Reliable Delivery

We partner with Royal Mail to deliver your leaflets alongside the peoples post.



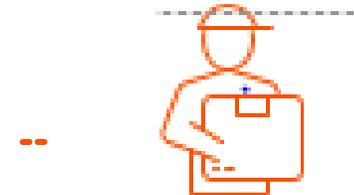
Target online

Fast and simple campaign builder. Target, book print and distribution in minutes.



Quality print

Upload artwork and our print partners will print and deliver to Royal Mail.



Expert support

We'll assist you or your advertisers with everything, keeping you up to date all the way.

Thank you



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whistl