

direct marketing
dm

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THE DIRECT MAIL REVOLUTION

WHY DIRECT MAIL IS HOT

**PLUS HOW TO MAKE YOUR MARKETING
MORE ENTERTAINING AND EFFECTIVE**

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On the mobile

Latest word on m-marketing

Breaking down barriers

Integration – buzzword or best practice?

SEXING UP

Malcolm Auld ponders the possibilities of new digital print technologies and predicts a direct mail renaissance

direct mail

When you've lived through a couple of technology cycles and all the regular sales pitches from the media spruikers about their 'new' new thing to make you (read: them) money, you get a bit blasé about major technology leaps.

It happened with the internet. Nobody predicted the pace of the boom of the great 'dotcom', because in many ways nobody believed what they were being sold and the inevitable bust was rather obvious.

And now, as e-mail is choking on its own success and is no longer a viable acquisition media, marketers are once again looking for the newest new thing. Interestingly, you only need look at one of the oldest communication technologies for the next leap – that is, the printed word.

Thanks to an alignment of

a number of mostly unrelated factors, we are about to undergo a renaissance in direct mail. In fact when you see the creative options available, you'll realise just how sexy direct mail has become and why marketers are achieving results way above historical campaigns.

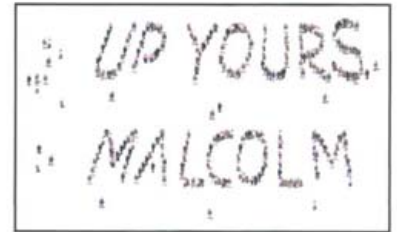
The factors responsible for the rebirth of direct mail are new DM design software, digital colour printing, privacy laws and improved postal services. Software such as XMPie and Direct Smile are radically altering the creative possibilities for direct mail and particularly how it integrates with websites and other print and electronic media. And high quality, variable-data digital colour printers have made short-run personalised printing cost-effective.

Privacy laws have meant the data held by marketers is

now much better quality, allowing for better targeting and personalisation, while Australia Post, for example, has introduced new services to encourage more creative mail solutions.

The main difference caused by all this activity is the creative way in which print media can now be personalised – using data, graphics, colour and other variables. As every marketer knows, personalised media are the most powerful for building brands, so the more creatively you can personalise your communications, the better your results.

The most important thing to most people is themselves and the more you can flatter people with relevant communications reflecting creative use of specific data about them, the better your results and the stronger you build your brand.



Integrate mail and online

XMPie is a complete desktop workflow tool distributed by Fuji Xerox. It allows you to prepare and manage a personal communications campaign from your desktop – prepare the data sets, upload and manipulate data, import text, graphics and images and send them directly to a printer and website for production.

Identical personalised messages – image and text – can then appear on a postcard, mailpack, poster, banners, stickers or other print media, as well as on a website, HTML newsletter and even SMS. In fact, the

