

# The JOY of Direct Mail



#### MEANINGFUL, CONNECTED MOMENTS OF IMPACT

We transform every touchpoint to meet evolving customer needs



· Brand & Creative

Data & Insights

#### RRD Direct Mail Influence Study

- Built on previous findings from Temple University's Center for Neural Decision Making.
- Survey of U.S. consumers 18+ conducted November 2023
- In partnership with Prosper Insights & Analytics
- 1,815 respondents
- Analyzed by Dr. Martin Block, Professor Emeritus in Medill's Integrated Marketing Communications program at Northwestern University





# The JOY of Direct Mail



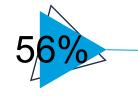


#### Enabling a relaxing ritual

#### **Direct mail resonates with everyday needs**



regularly read what comes in the mail



use direct mail to plan their weekly shopping



take the time to read what comes in the mail as part of their daily routine

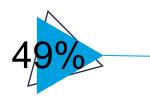


## Anticipating the delight

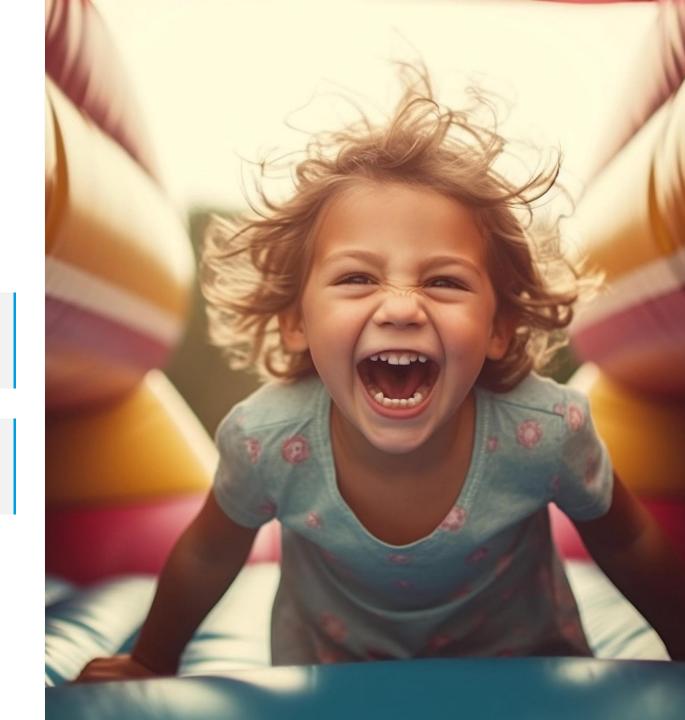
**Direct mail resonates with everyday needs** 



Say it's relaxing and pleasurable to look through mailed ads



look forward to mail from advertisers that deliver on a planned frequency



### Creating memorable moments

#### **Direct mail resonates with everyday needs**



Say direct mail is easy to remember when ready to make a purchase



Pay more attention to direct mail ads vs. 39% for digital ads



Start noticing direct mail when in the market to make a purchase or schedule a service







My assessment and conclusion of the study finds that consumers who use print ads are happy, confident, and consistent. Why is this significant? Years of conducting and reviewing this type of research shows a predisposition for happier people to shop and spend more.

Dr. Martin Block, Professor Emeritus Medill's Integrated Marketing Communications program Northwestern University



#### Delivering the personal touch

#### **Direct mail resonates with everyday needs**



Believe direct mail gives the impression that the advertiser is more genuine



Of millennials find ads in the mail more personal than digital ads



Find direct mail to be trustworthy

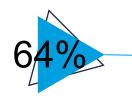


### Prompting them to buy

#### **Direct mail resonates with everyday needs**



Agree that direct mail makes them aware of a product



Say direct mail is easy to use to compare products, services or stores

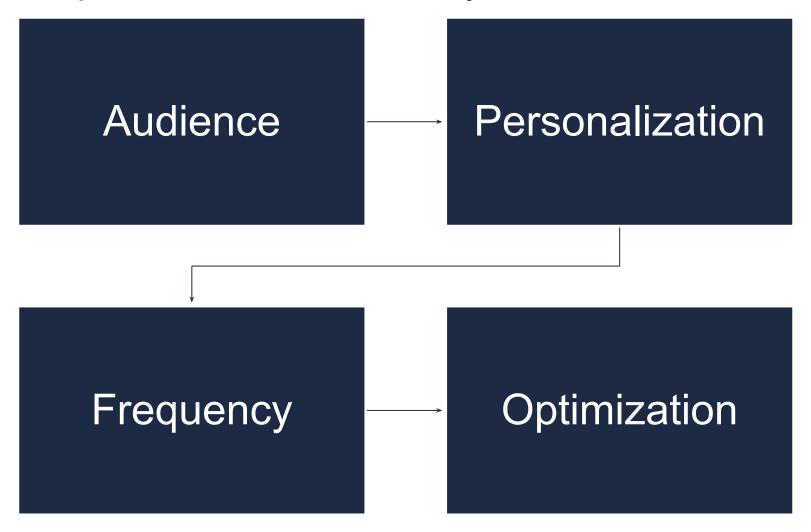


Are spurred by direct mail to make a purchase – 36% do make an impulse buy





#### Tap into the power of direct mail for your brand







# l Direct Mail

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# Thank You

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