

## DM: The Right Place, the Right Audience, at the Right Time

***Featuring:***

Janet Barker-Evans  
SVP, Group Creative Director  
Draftfcb

This is Janet Barker Evans with Draftfcb Chicago and a Direct Lions Juror in 2008. I'll tell you, we're going to talk a little bit about the Direct Lions and some of the entries that we saw in Cannes as well as direct marketing as an industry.

I think one of the most interesting things we saw was the blurring of the lines as it relates to direct marketing. Direct marketing, promotional marketing even media usage all seems to blur to where people can't really define what does direct marketing mean anymore? And we know that direct marketing covers all media vehicles. We certainly have direct print, DRTV of course direct mail, e-mail and radio. So we know it's not media specific but direct marketing is typically classified as something that is targeted to an audience and garners a measurable response. And in a lot of the entries we saw the jurors had a really hard time justifying something as direct marketing. We were eventually told, you know what, assume it's all direct marketing. And certainly some efforts were more targeted than others. Direct mail of course you use a list versus DRTV which is a media buy.

So a lot of conversation happened around the idea of response because response is really a tricky word due to the metrics of measurement matter, does how you respond matter, whether it's a

URL or an 800 number certainly doesn't matter. So there's a lot of conversation out there about that and what really constitutes direct marketing. A lot of the things we saw were clearly not direct marketing; they were either awareness or PR media. But one thing we did see is that still smart direct marketing really is happening all over the world both in high tech as well as low tech applications.

Some of the best stuff that we saw came from agencies that and clients that really knew their, their target audience well. And I think that's always been the key to really great direct marketing is knowing your audience and we always say the right message at the right time for the right person. And that still counts.

One of my favorites was from Thailand and it won a Gold Lion in the Consumer Fast Moving Goods Category. It was for a detergent and this was an old fashioned product demo. I mean you can't think of anything more low-tech and boring than passing out samples of laundry detergent. And the agency found a really unique way to do it. And they used the mail which was probably the most traditional of all direct media outlets would be direct mail of course. And instead of just mailing the detergent sample, they mailed the detergent sample in a box and then they wrapped a t-shirt around the box and used the t-shirt as the mailing label.

So the consumer received this box opened it up, saw a filthy t-shirt that had been through the postal system and then inside was some detergent with a claim that said you're going to get this shirt clean with this detergent. So it was a really smart product demo and they really had to have

a lot of faith in their product of course. But it was a great way to use a really traditional direct marketing medium which is the mail but in a really smart way. And that I think was the key and that's why that won a Gold Lion. It's something that's considered probably very boring, a product demo. Most creatives if they got the assignment probably yawned and say it's not very creative. But some team took this assignment on and really used the mail in a surprising new way. And in a really relevant way for their audience.

Another really clever use of sort of old and new media was from Mizuno Running Shoes. And we know that when you have a really specialized target, you know a lot about them, you can create a really targeted message. In this case Mizuno is a running shoe and of course there are a lot of running shoes out there. But what they did is they went to a marathon and at this marathon everybody has to list their name and what running shoe they have. And they took photographs of the feet of the runners as they went by and then they sent a speeding ticket or a direct mailer that was called a speeding ticket to their consumers or anyone wearing Mizuno Running Shoes. So you would get a mailer in the mail with a picture of your feet and your running shoes, the Mizuno Shoes telling you that because of Mizuno, you're going too fast and you get a speeding ticket. And along with that of course was an offer to get some new Mizuno shoes which is a great way to engage your audience. You know they're runners. You know it's a real surprise to see yourself in your own shoes in a marathon in the mail. And it's a great defensive use of direct marketing. And a really smart and relevant way to build loyalty and sort of pre-empt the purchase of other shoes. So it's really smart marketing and a really surprising and creative way to use mail.

I think one of the other examples of knowing your audience really well was the MTV anti-slavery campaign. And I think that all of the non-profit and charitable work you see you know of course it all strikes a chord and tugs on your heart strings. But here was one where they really wanted to go after business leaders and get them to understand and that slavery is still a really big problem in a large part of the world. And they have so many messages coming to them every day that I think they had to find a really, really clever way to connect with them. And I think they did.

They created something called Four Continents Capital Management which was a fake mutual fund. And they started with the series of online videos that looked like they came right off of MSNBC or any one of the squawk box or financial shows. It had the ticker at the bottom; it had charts on the right. It had a video box in the center where somebody was being interviewed and it was a clip of this interview with this man who runs Four Capitals with someone else. And they're asking him questions and he's answering as though he's talking about a mutual fund. And they will ask him you know what is Four Capitals doing and he would say things like well we're going short on oil and gas. And we're really interested in the human being story. And when you first listen to it, they're using terminology that makes it sound like it's an investment program. Once you know what it is, it's really surprising because they're talking about slavery as an investment.

And in addition to that, they sent out a bunch of mailers that looked like a financial prospectus to business leaders. And when you first look at it, it's beautifully done because it looks like every

prospectus you've ever gotten. It's got the blue feel, the Roman type, the picture of the investor. And then when you open it up, you realize it's all about slavery. And I think that it really broke through the clutter because it was this really surprising way to introduce the idea of slavery to people that are used to looking at business prospectuses and looking at investment information and basically it's kind of like a Trojan horse. They went in under this guise of here's a great investment opportunity and then they drove them finally to a website where the people realize this is all about slavery. And had they looked to begin with, they would've realized it was about slavery as well. But it was so well crafted that the message was sort of hidden till the end.

Again, I think that it generated such a great response because it was such a surprising use of not only online videos but also direct mail and the prospectus is something that's very traditional. And again they knew their audience. They knew that in order to get through to these people they're going to have to do more than just show the horrible images of, of people held in slavery. They had to do that sort of Trojan horse situation where they came in under something that they would interest them which was great investment advice.

One of my other favorite entries at Cannes was for an Austrian stamp exchange. And this is another example of really, really knowing your audience well. This was for philatelist or stamp collectors and it was an entire exhibition they wanted people to come to. Well the most important thing you need to know about a philatelist is the first thing they do when they get a piece of mail is they look at the stamp. They don't look at the return address; they don't look at

anything else but the stamp. Because that's what they're, they're passion is, they're interested in stamps.

This entire mailer was a letter, an envelope that was empty and the entire message was in the indicia of the stamp. So when you got this, it had your name on the front for mailing purposes, nothing else on it. Nothing inside it. But up where the indicia, the stamp should be, was the information about the stamp exchange. And they exceeded all other goals for, for attendance. But again they knew their audience really well and they used the mail in a really clever way. They knew that the first thing these people were going to look at was the indicia and that's what they did. Again right message, right audience, right time.

Finally, the grand prix for direct was for the Times of India. And I think when we talk about media, nothing's older perhaps then, then the newspaper. And the Times of India is the largest English speaking newspaper actually in the world, just based on the size of India. And as a country, India sort of has their foot in two worlds. And so there's sort of that dichotomist situation going on in India in a country that still has so much sickness and poverty. They still have slavery. They still have a cast system where people believe you're born to a certain level and you can't rise above it.

At the same time, they've got so much advancement in technology and in business and they're sort of the two sides of India. And what the Times of India did was they came out with an entire campaign called Lead India. And they put a call out to the entire country and looking for the

new leaders of India saying you know everybody complains about our country, it's time to stand up and do something. Basically a call to arms to an entire nation saying we all have to fix India. We are our own problem. We have to get out of our own way. And actually it started with a manifesto on the front page of the newspaper, which quickly rolled into an entire movement with celebrities getting involved and existing politicians, doctors, community leaders. Everybody getting involved.

And common citizens they actually had tens of thousands of people enter this contest to help lead India. And it was whittled down a final I think it was 12. They had a reality TV show similar to like an American Idol or any kind of reality show today where people get to show their skill or their ability and then they're voted on by their countrymen. And it was whittled down to final four and then finally one person who received \$100,000 to take on whatever their platform was to lead India. And there was a lot of talk in India as well that this person may become the new Prime Minister of India. That they may actually get backing to be the next real leader of a country. And you have to know a little bit about India to understand how important that is or how amazing that is that something like this could happen.

But this small print ad on the front page of a newspaper mobilized an entire country and then led into TV and mail and outdoor and all these other things. But from a response standpoint and I think this is what got all of the jurors, we had never seen anything that had done such an incredible amazing response. That had gotten this many people mobilized and actually not only got people to respond to that ad and to that program, but actually spun off a lot of its own activity

around that. And of course in the process, generated a lot of great press and a lot of good will towards the Times of India, which of course is a great boom for them. But I think more important it actually galvanized their, their entire country.

I think the bottom line of all of it is that direct marketing no matter how we define it, whether it is blurry and whether we define it by targeting or by response, however we want to define it that it works better than ever. That with today's technology and with the advances and online video and text messaging and all of this, direct marketing works better than ever. And the trick is to know your audience and know them really well. That intersection of using the right media vehicle to reach your audience is more important than ever. And there are so many ways to reach our audience today. There's such fragmentation that maybe it's a choice of multiple to make sure that you're reaching them.

But I think that now as always great direct marketing is still about the right message to the right person at the right time.