

DMA Awards: Best Use of Mail – **GOLD WINNER**  
DMA Awards: Best Customer Journey – **SILVER WINNER**  
DMA Awards: Best Automotive – **SILVER WINNER**  
Campaign Tech Awards 2020: Best Use of Tech in CRM - **WINNER**

# How Edit used JICMAIL's TGI fusion data to show young tech savvy-audiences want interactive and entertaining mail

Client: Jaguar Land Rover  
Range Rover Evoque

Agencies: Edit and Spark44



## The Challenge

The test drive is the pivotal moment in converting potential car buyers into new car owners. For the Land Rover Range Rover Evoque – a leading luxury subcompact SUV – the unique nature of its target audience versus traditional car buyers means that this challenge is ever more pressing.

By targeting a young tech-savvy audience who are simultaneously time-poor, bombarded by digital media and unlikely to find out for themselves how to book a test-drive, a re-invention of the new car discovery process was vital. Combined with the fact that less than 40% of this audience are contactable via email post-GDPR and that competition for their attention is more fierce than ever before, a marketing strategy that both engaged consumers creatively while driving commercial action was vital for the ongoing success of Evoque car sales.

The answer to the question of how to cut-through in an age of digital saturation? Enter Direct Mail.

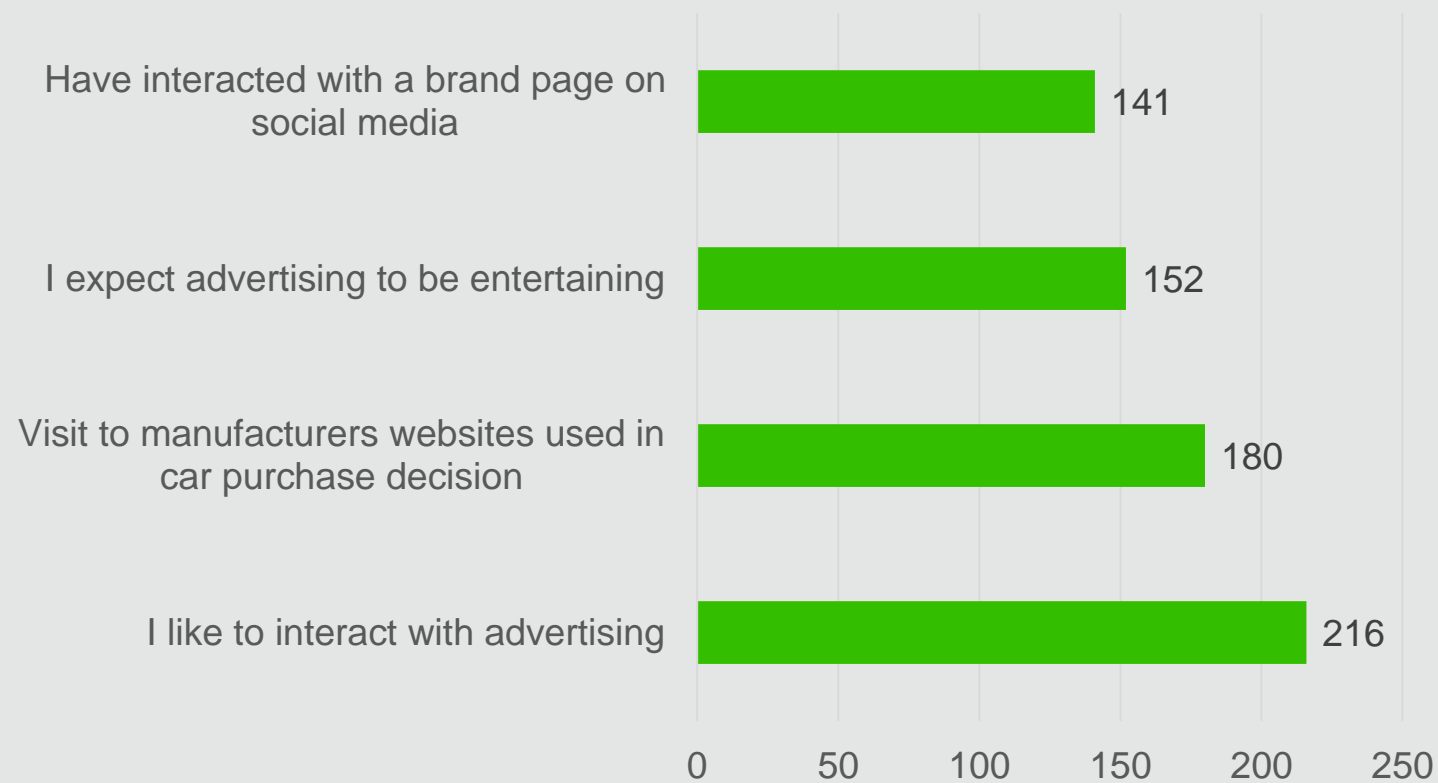


## The Approach

Direct Mail provided Jaguar Land Rover with a golden opportunity to harness the power of a channel which was simultaneously being under-utilised for young tech-savvy audiences, yet shows high level of audience engagement when it does appear on the media plan. In fact, data from a fusion of JICMAIL (the industry planning currency for mail) and TGI shows that while traditional car target audiences who intend to buy a car in the next two years are 17% more likely than the average adult to be targeted with direct mail, young tech-savvy audiences are 39% less likely to be targeted.

Yet how did Jaguar Land Rover ensure that it optimised its creative to take full advantage of every mail exposure with their audience? JICMAIL's TGI fusion shows that young tech savvy-audiences demand more from their advertising. They want it to be interactive and entertaining while at the same time they are more likely than average to interact with a brand through social channels.

## Young, tech savvy and affluent exposed to Direct Mail: Attitudes to advertising (Index 100 + Average GB Adult)



Source@ JICMAIL TGI Fusion 2019

The resulting mail pack spoke to the demands of this audience in volumes. The game-changing solution enabled a mail recipient to book a test-drive with a single button push. A luxurious direct mailpack revealed the car's alluring design and features via seductive images and copy, ending with a replica of the Evoque's stop-start button. Pressing the glowing ignition button would book a test-drive, triggering SMS and email confirmation. All this happened in real-time in a GDPR-compliant manner that required no customer sign-up, pre-interaction or Bluetooth, tethering, or Wi-Fi connection.

### The Outcome

As winner of the DMA awards category for best use of mail, the results of the campaign were clear to see. 205 cars were sold with the mailing of 4,500 copies giving a 44% response rate, 10% conversion rate and a 48:1 return for a modest £150,000 investment. An outstanding success.

JICMAIL data has shown that just 4,500 mail packs punched well above their weight in delivering campaign reach and frequency and that the campaign not only drove response, but contributed to above-the-line marketing KPIs as well. A predicted 21,430 opportunities to plant the Evoque brand in front of young tech-savvy consumers were generated, with 53% of these impressions coming from mail items which had prompted some sort of positive commercial action for the brand.

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