

# PSE use JICMAIL to create new route to market for Media Company during lockdown

Client: Media Company

Media: PSE



## The Challenge

The COVID-19 pandemic and ensuing UK lockdown will be the defining feature of 2020, possibly even the entire decade. The lockdown affected every single business in the UK, some more than others. One of the businesses that was affected more than others was a large publication media company. The media company produces free newspapers on the tube and metro in London. With no one travelling, they were unable to give away their publications, and therefore, in turn, were unable to sell advertising space.

Rather than giving up and throwing in the towel, the client pivoted and looked for alternative avenues to distribute their newspapers. Because the client's primary source of income was selling advertising space in their own publications and their usual source of distribution had halted, they needed to know precisely what kind of results to expect so they could cost advertising space accurately.



## The Approach

The large media company contacted PSE and asked how they could help. PSE was able to create a full case study for both Direct Mail and Door Drops. PSE has integrated JICMAIL into their proposal procedure and uses JICMAIL as the 'go to' point for the most up to date industry insights and forecasts.

## Key Door Drops metrics for magazines / newspaper publications

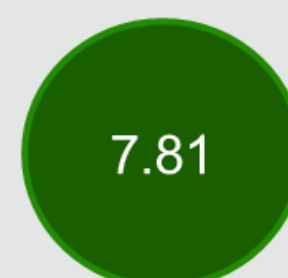
Item Reach  
(people per household)



Frequency of Exposure  
(no. of interactions)



Lifespan  
(no. of days)



Source: Source: JICMAIL Item Data Q2 2017 to Q1 2020; Magazine/newspaper Publisher Addressed Mail Adults 17+ sample size = 837

PSE used JICMAIL to identify their expected campaign results based on the client's industry and the distribution methods PSE was proposing. Due to the clients' demands, PSE focused on three factors, expected reach, expected average interactions and expected lifespan. After extensive research detailing all the relevant analytical data from JICMAIL PSE were confident to approach their client with the following forecasts:

### Door Drops

- Expected reach – 1.10 x the quantity sent (100k sent – 110,133 seen – 200k sent – 220,267 seen)
- Expected average interactions – 3.7 per publication received
- Expected lifespan of a piece in a household – 7.81 days

### Direct Mail

- Expected reach – 1.15 people reached per household x mailing volume (100k sent = 129,156 seen; 200,000 sent = 258,312 seen)
- Expected average interactions = 5.09 interactions per publication received
- Expected lifespan of a piece in a household = 8.61 days

They were able to compare this data to their own data on how their publications perform when distributed on the tube and metro. This provided the essential insight and metrics to make a comparison for the viability of alternative channels they had previously never considered for their free distribution proposition.

### The Outcome

The publication company had never considered using the advertising mail channel and were surprised by the reach and frequency achieved by Direct Mail and Door Drops. Following this analysis they are now considering integrating this route to market into their sales and marketing plans as lockdown eases.

JICMAIL data was essential to answer their critical planning questions – without it, it would have been impossible to identify the necessary audience metrics that support their sales revenues and make the comparisons of the mail channel as a route to sustain their advertising revenues when their conventional free distribution was restricted.

The company now see mail as an additional route to market that will open up new and targeted audiences for their advertisers.

By using JICMAIL in this way, it has opened up full consideration of a new route to market for their publication at a time when fresh thinking on their distribution and revenue challenges was a pressing priority. The ultimate outcome for the publication is that they are able to demonstrate additional reach of premium audiences to their advertisers, a major value added to their proposition.