

Using JICMAIL helped Oddbox increase Door Drop response by 27%

Client: Oddbox

Media: Whistl

whistl

ODDBOX

The Challenge

Oddbox had discovered through an over-reliance on paid digital advertising and diminishing returns from the self-fulfilling algorithms of paid social, that they needed to unlock new acquisition channels. Particularly as tighter digital regulation and a privacy-first approach was bringing less volume digitally.

JICMAIL's ACT Partner Tool (created by The Kite Factory and Royal Mail Marketreach) provided a further invaluable perspective on the digital planning dilemma. Once average viewability rates are taken into account, advertisers essentially get less than what they pay for in digital, with both digital display and social display proving to be 67% more expensive on a CPM basis. With Door Drops however, the opposite is true. With high frequency of interaction, Door Drops generate three times as many impressions versus items delivered.

Advertisers get more than they pay for, with 64% cost efficiency recorded.

As part of their testing Oddbox had already discovered targeted Door Drop as one of their strongest opportunities, but they needed to spend more time, budget and focus to truly understand what creative approach would be successful.



In line with Oddbox's ethos of sustainability, messaging based around the personal stories of the farmers that Oddbox partner with, in addition to visually pleasing artwork of the produce, were included in the creative execution. These were split into two formats, an A5 4pp and A5 2pp, as well as having Oddbox's usual A5 2pp 'Control' version which had seen excellent results in the past. The creatives were split randomly between postcode sectors across the targeting model to give a roughly even A/B/C/D/E test, in order to provide a robust result for each creative treatment from 1.45 million items.

In order to maximise the reach of this campaign, Whistl worked with Royal Mail to achieve volume growth incentives (a lower media cost per thousand if certain volumes are achieved within a timed period), to support Oddbox being able to maximise their budget and reach as many households as possible for these tests. As well as working hard with our print supplier partner pool to secure the best possible print pricing for this job.

The Approach

Prior to these test distributions, Oddbox previously used a control version with a different voucher code and copy, in order to test this media approach.

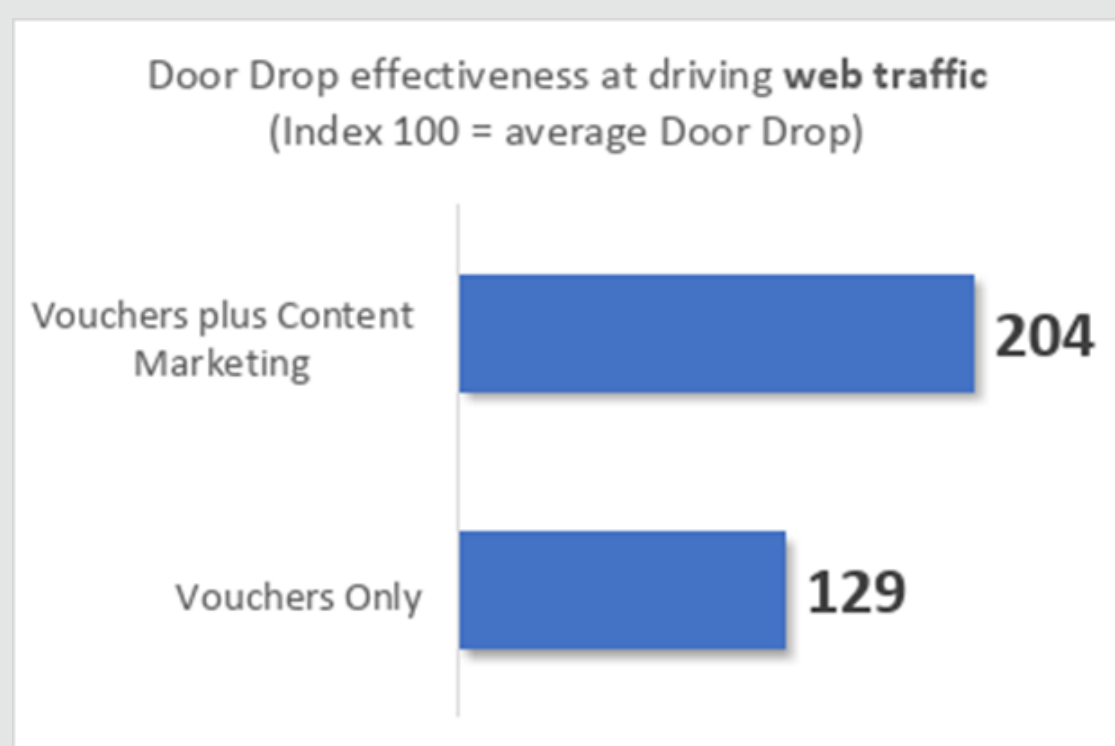
JICMAIL shows Door Drops that contain a voucher plus some element of content marketing (i.e. updates and articles), tend to outperform those Door Drops that contain a voucher only when it comes to driving digital traffic. Typically the inclusion of content marketing alongside a voucher results in a 75% uplift in advertiser web traffic.

Oddbox decided to try a different approach based around two themes – the produce they rescue (and the sustainable messaging around this) and the farmers whose produce THEY save from being thrown out. They were keen to try different pagination formats, rather than just creative variants for the A5 2pp format.

To this end, the Oddbox creative team worked on two different pagination formats – 3 x 2pp creatives and 2 x 4pp A5 creatives. Apart from the 'Control' creative, there were two distinct messages between the formats, 'Grower' and 'Product'.

The 'Grower' creatives focused on the story of an asparagus farmer, whose crops were harmed as a result of weather conditions and were being rejected by supermarkets because of the way they had grown and looked. As a result, Oddbox rescued 55 tonnes of asparagus and highlighted the fact that 40% of all food grown goes to waste, in order to emphasise the fact that not only are Oddbox supporting farmers but are also saving huge amounts of waste.

The 'Product' creatives focused on the processes behind Oddbox's rescuing stock and how they get different produce depending on what they have saved that week. This creative also focused on the convenience of Oddbox and how it is an easy way to have fresh fruit and veg delivered to your door, supporting sustainability.



Source JICMAIL 2022

The Outcome

This robust test produced robust results.

The 'Grower' messaging outperformed the 'Product' messaging by 8% and the control by 27%. The 4pp 'Grower' format was the best performing creative. Overall, the 4pp (looking at both messaging options) outperformed the 2pp by 42%.

Moving forward, Oddbox are continuing to use the 'Grower' messaging in their creative approach as they expand their operating areas into Scotland and other areas of the UK.

Based on the continued success of this media and the now clearer understanding as to the best messaging, volumes continue to increase with +200% volume growth vs 2021.

In addition JICMAIL demonstrated that:

The Oddbox campaigns were retained in the home for on average 9.4 days vs an average of 7.3 for supermarket/online order in 2022 (a 66% increase)

- **The reach for these campaigns were 1.35 vs average for this sector in 2022 of 1.07 (a 36% increase)**
- **The commercial actions for these campaigns were 262% higher than then average for this sector.**
- **The Mail Item Database reinforces the impact of the campaign in terms of reach and word of mouth.**

**JIC
MAIL**

Mail Media Metrics