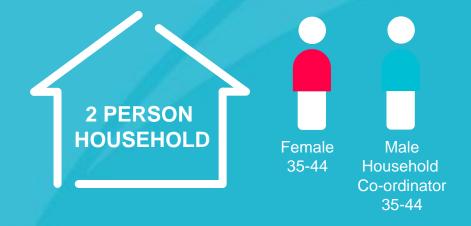


Case study: British Gas



Received

British Gas door drop

Sector

Utilities provider (Gas, Water, Electric)

Format

Leaflet without an address

Content

Information about products/services

Reach

2 people in the household

Frequency

2

Commercial actions

3

Utility
Average reach = 1
Average frequency = 2.7





In the short lifespan of this door drop for British Gas the male household co-ordinator carries out 5 individual actions in one day; using the door drop to do something, going to the sender's web site twice and going online for more general information. The piece is recycled on the same day.

