

Using JICMAIL to unlock a new mail contact strategy for RSPCA

Client: RSPCA

Agency: Join The Dots

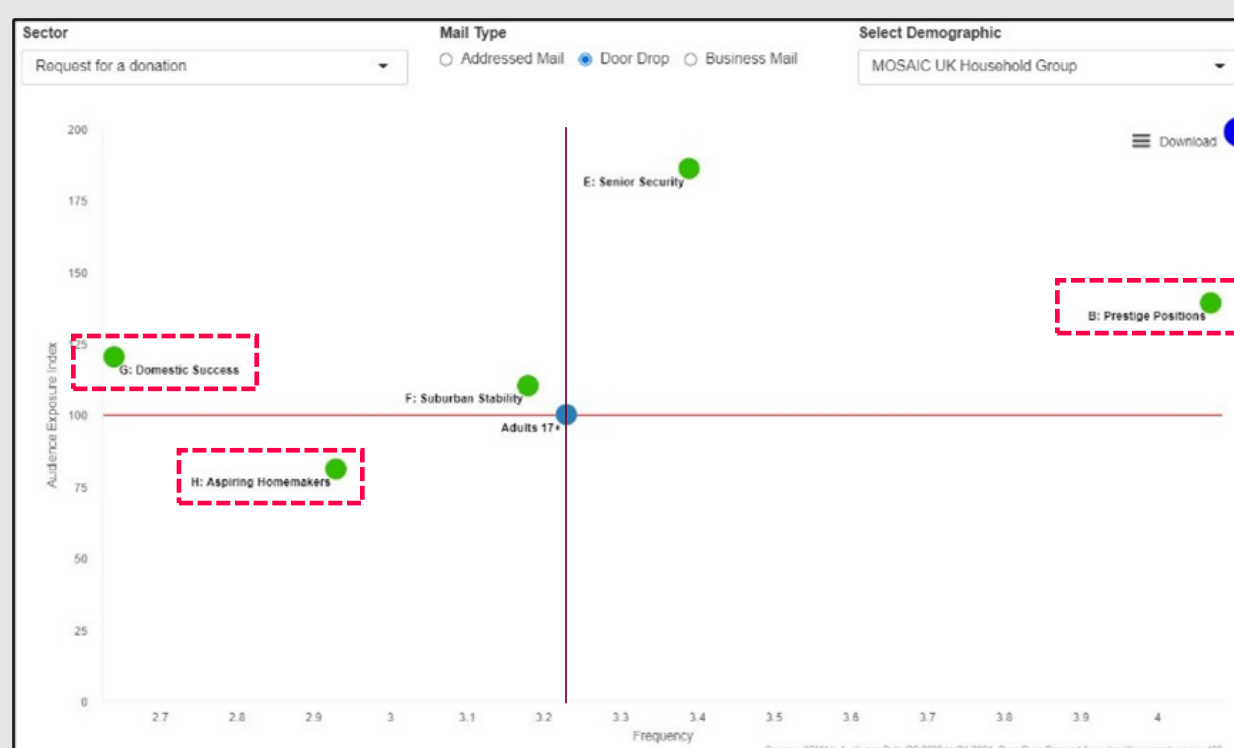
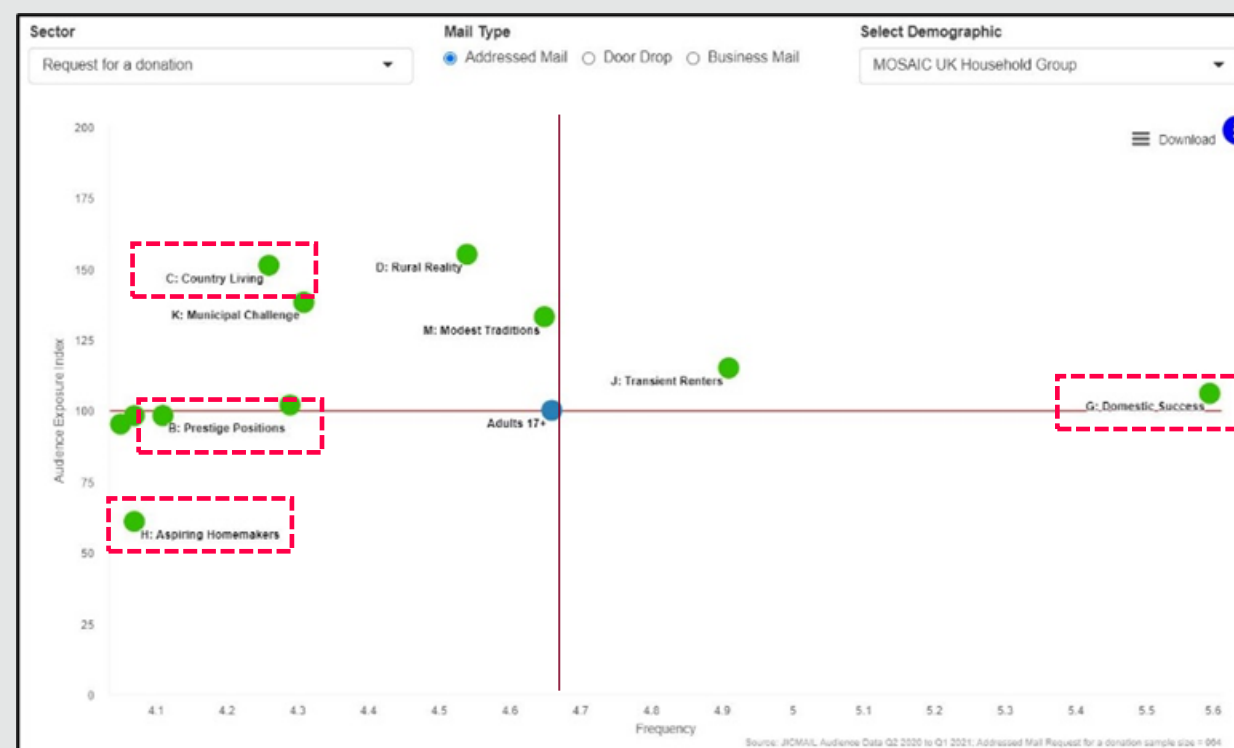


The Challenge

- While advertisers often have clear audience definitions and targets in mind for their media activity, converting these into addressable and targetable segments can often be a challenging task.
- The RSPCA - a key charity client of the data-driven marketing agency Join The Dots - identified specific types of donors using Experian's Mosaic geo-demographic data that they wanted to reach via their Christmas mailbox campaign.
- Using JICMAIL data, Join The Dots were able to isolate the key Mosaic audiences **previously identified by RSPCA as their key target market**, gauge how engaged they are with mail; ascertain how best to reach them using various ad mail channels – i.e. via Door Drops or Direct Mail; **and crucially set the benchmarks by which the performance of these targets could be assessed.**

The Approach

- By analysing how audiences interact with requests for donations using JICMAIL Discovery's Audience tool, it became clear that that Mosaic Group G "Domestic Success" was far more likely to display above average engagement with Direct Mail than Door Drops, and so DM was upweighted to reflect a new contact strategy for this audience.



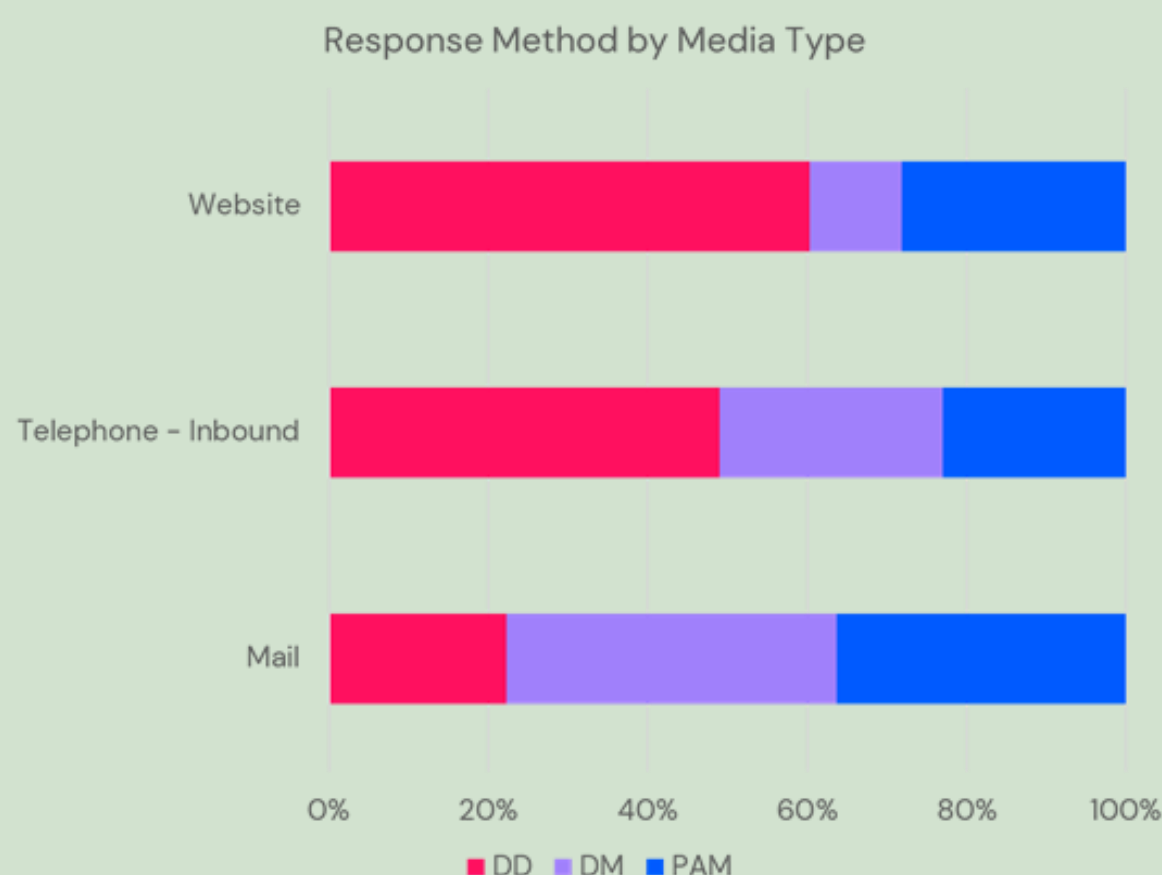
- Aspiring Homemakers (Mosaic Group H) were also identified as a key audience for the RSPCA, and were seen to receive fewer requests for donations via both DM and Door Drops than the average adult. For this audience, targeting was split across the two letterbox channels as there was scope to boost reach and gain a higher stand out on the door mat vs other organisations due to them receiving relatively less charity mail than many of the other audience groups.
- Both Prestige Positions (B) and Country Living (C) MOSAIC groups were also audiences that the charity wanted to engage with through their Christmas acquisition campaign. However, JICMAIL data suggested that both groups are exposed to more Door Drops and DM requesting donations than the average adult and so mail would have to work hard to ensure that the artwork and messages were clear and had real standout. It was crucial that the mail creative maximised the opportunity to donate, making it easy as possible to prompt giving from this in-demand audience.
- JICMAIL revealed that MOSAIC audiences less relevant to the RSPCA (such as Transient Renters) were rightly excluded from the media plan – with above average likelihood to be targeted with mail, they were already highly likely to be targeted by other charity brands.

The Outcome

By using JICMAIL's Audience tools, Join The Dots were able to plan an effective Door Drop, DM and Partially Addressed Mail campaign to deliver against the RSPCA's needs by:

- Growing the contact strategy among the key MOSAIC audiences who were found to be engaged with mail but less likely to be targeted with it than the average UK adult.
- Informing a combined Door Drop and DM strategy to reach the key Aspiring Homemakers audience.
- Informing the creative messaging required to boost response from the in-demand Prestige Positions and Country Living groups.

JICMAIL data demonstrates that both Door Drops and Addressed Mail drive people to find out more online or visit the sender's website, and in particular for charities, that approximately 2% of people go online after receiving a request for donation via DM.



In terms of positive outcomes for the RSPCA, while JICMAIL data shows a correlation between printed media and online action, the campaign revealed a higher-than-anticipated online attribution rate of 8%. Ultimately JICMAIL data provided the means by which data-driven campaign planning recommendations could be made to optimise mail responses, while proving the performance benchmarks against which success could be evaluated.