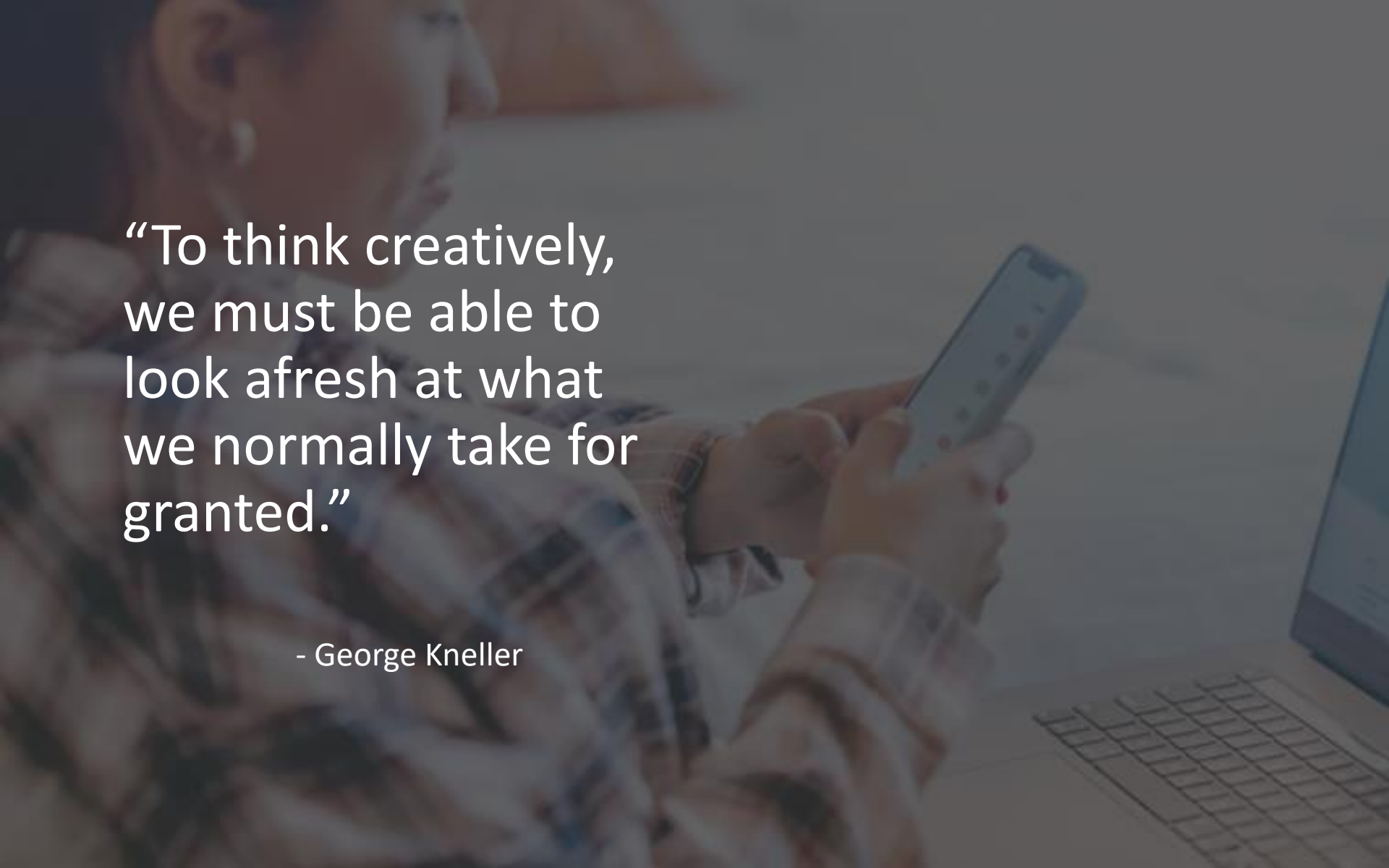




**THE  
LETTERBOX  
CONSULTANCY**

THE UK'S ONLY TRULY INDEPENDENT  
DOOR DROP SPECIALIST

A person is shown from the chest up, wearing a plaid shirt, holding a smartphone with both hands. The phone screen displays a list of items. In the background, a laptop is open on a desk. The entire image has a dark, semi-transparent overlay.

“To think creatively,  
we must be able to  
look afresh at what  
we normally take for  
granted.”

- George Kneller

# Deliveroo & Door Drop



Market  
expansion



Competitor  
challenges



Strategic  
localised briefs



Integrated,  
larger campaigns



Key delivery  
zones

# Deliveroo & Door Drop



Market expansion



Competitor challenges



Strategic localised briefs



Integrated, larger campaigns



Key delivery zones



Using a channel that offers unrivalled reach across key geographical areas

# The Hypotheses

- 1 Door-drop is prolific across the sector, and we can compare performance against competitors.
- 2 Door-drop is an effective channel for targeting a range of audiences, including younger people.
- 3 The impact of door-drop on sales extends far beyond just those who have redeemed a voucher code.
- 4 Door-drop helps us to build our brand by maintaining a presence in people's homes for a significant period.

**GET £5 OFF  
EVERYTHING  
USE IT 5 TIMES**



# Hypothesis 1

***Door-drop is prolific across the sector, and we can compare performance against competitors.***



# JICMAIL Insights

**McDONALD'S®  
DELIVERED**

Open your door to a Big Mac®, McMuffin®, or Chicken McNuggets® and get the food you love, every day, every week.

Order for delivery\* on Just Eat today.

\*Available where and when delivery is available. Delivery charges may apply. © 2015 McDonald's. All rights reserved. See us at justeat.com

**RED OR BROWN?**

**HEINZ  
BIG  
BREKKIE**  
IT'S A TALKIN' HEALTY!





<b>WINS</b> <b>ONE PIZZA ONE DRINK</b> <b>for £4.99**</b>	<b>COLLECTION MEAL FOR ONE</b> <b>PERSONAL 2 TOPPING PIZZA</b> + <b>GARLIC PIZZA BREAD</b> OR <b>POTATO WEDGES</b> + <b>500ML DRINK</b> <b>for £24.99**</b>	<b>DOUBLES DEAL</b> <b>2 MEDIUM PIZZAS</b> + 2 SUMPTUOUS SIDES + 1.25L DRINK <b>for £24.99**</b> <small>UPON ORDER TO LARGE PIZZAS FOR £5 EXTRA</small>	<b>COLLECTION SPECIALS</b> <b>ANY SMALL PIZZA</b> <i>for only</i> <b>£6.99</b> <b>ANY MEDIUM PIZZA</b> <i>for only</i> <b>£8.99</b> <b>ANY LARGE PIZZA</b> <i>for only</i> <b>£10.99</b>	<b>TWO FOR TUESDAY</b> <b>BUY ONE GET ONE FREE</b>
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**NEW**  
**Melts**  
CHEESY • CRISPY • LOADED  
**£6.99**

<b>£8.99</b> <b>ANY size pizza</b> <small>Collection only</small>	<b>£14.99</b> <b>THE MELTS BOX</b> <small>1 medium pizza, 1 medium drink, 1 medium side &amp; 500ml drink</small>
<b>£19.99</b> <b>HUNGRY HILL</b> <small>1 large pizza, 2 classic sides and 1.5L drink</small>	<b>£24.99</b> <b>TIME FOR TWO</b> <small>2 medium pizzas &amp; 2 classic sides or 1 large pizza</small>
<b>£38.99</b> <b>THE SECOND PLEASE!</b> <small>2 large pizzas &amp; choice of 2 classic sides OR 1.5L bottles of drink*</small>	<b>50% OFF PIZZAS</b> <small>When you spend £25 or more*</small>

**WEEKEND  
FEAST**  
2 medium pizzas,  
2 classic sides &  
1.5L drink  
**£26.99**

# JICMAIL Insights

BRAND	FREQUENCY	REACH	LIFESPAN	COMMERCIAL
 deliveroo	3.11	1.07	7.04	35.71%
 Domino's	2.75	1.07	5.91	48.00%
 JUST EAT	3.33	1.00	3.33	33.30%
<b>McDonald's</b>	3.00	1.00	3.00	38.72%
 Pizza Hut	2.94	1.07	5.87	31.38%



## Hypothesis 2

*Door-drop is an effective channel for targeting a range of audiences, including younger people.*

**€5 OFF\***  
MAKE YOUR CHOICE ON THE APP



USE CODE  
**GET5OFF5**

THE  
**LETTERBOX**  
CONSULTANCY

6<sup>TH</sup> MARCH

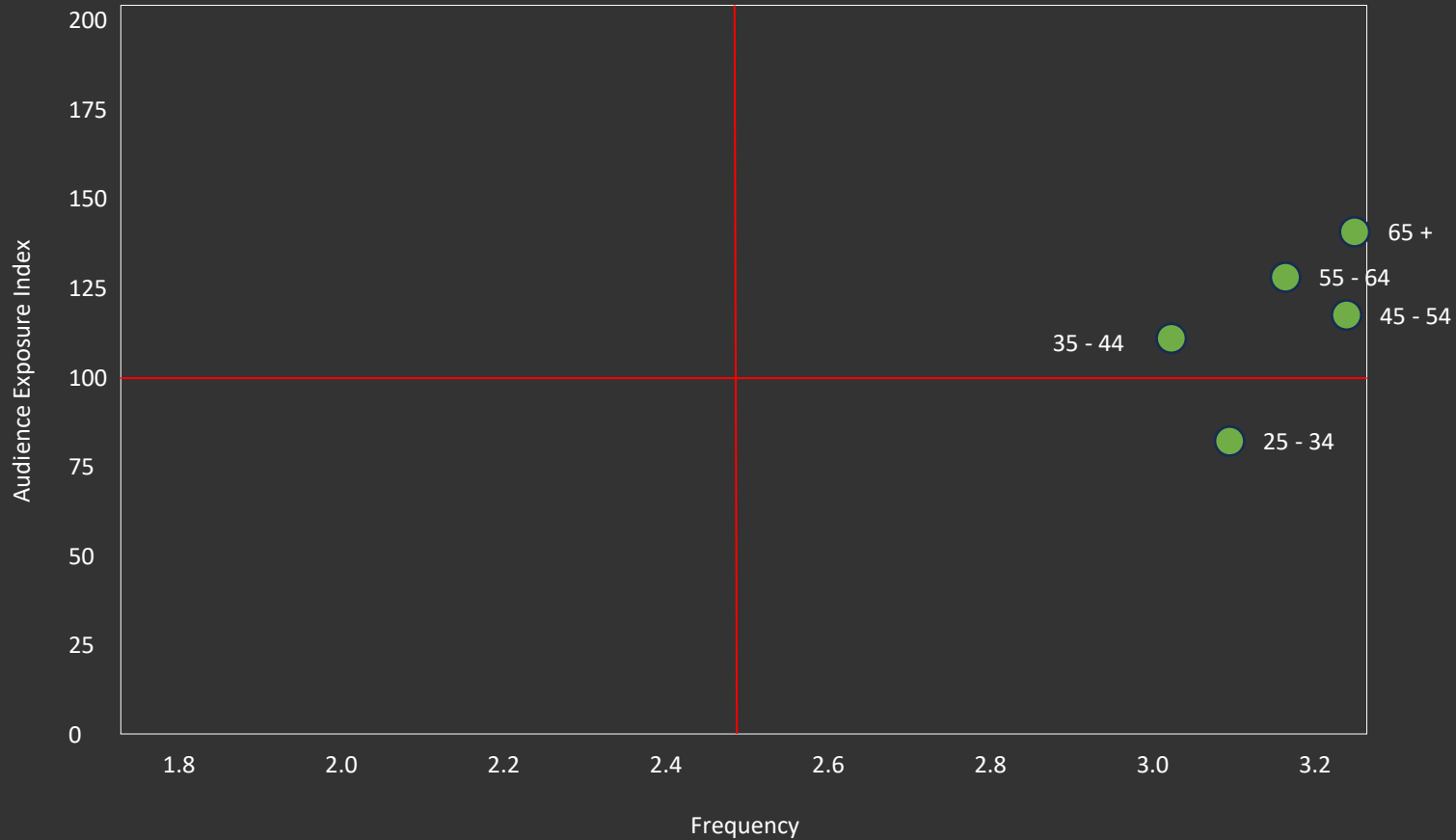
# Effect per 1,000 items

People  
Reached  
**1,064**

Campaign  
Impacts  
**3,318**

Impact  
Rate  
**20%**

# JICMAIL Insights



## Hypothesis 3

*The impact of door-drop on sales extends far beyond just those who have redeemed a voucher code.*

**GET 25% OFF  
EVERYTHING**

**USE IT 5 TIMES**

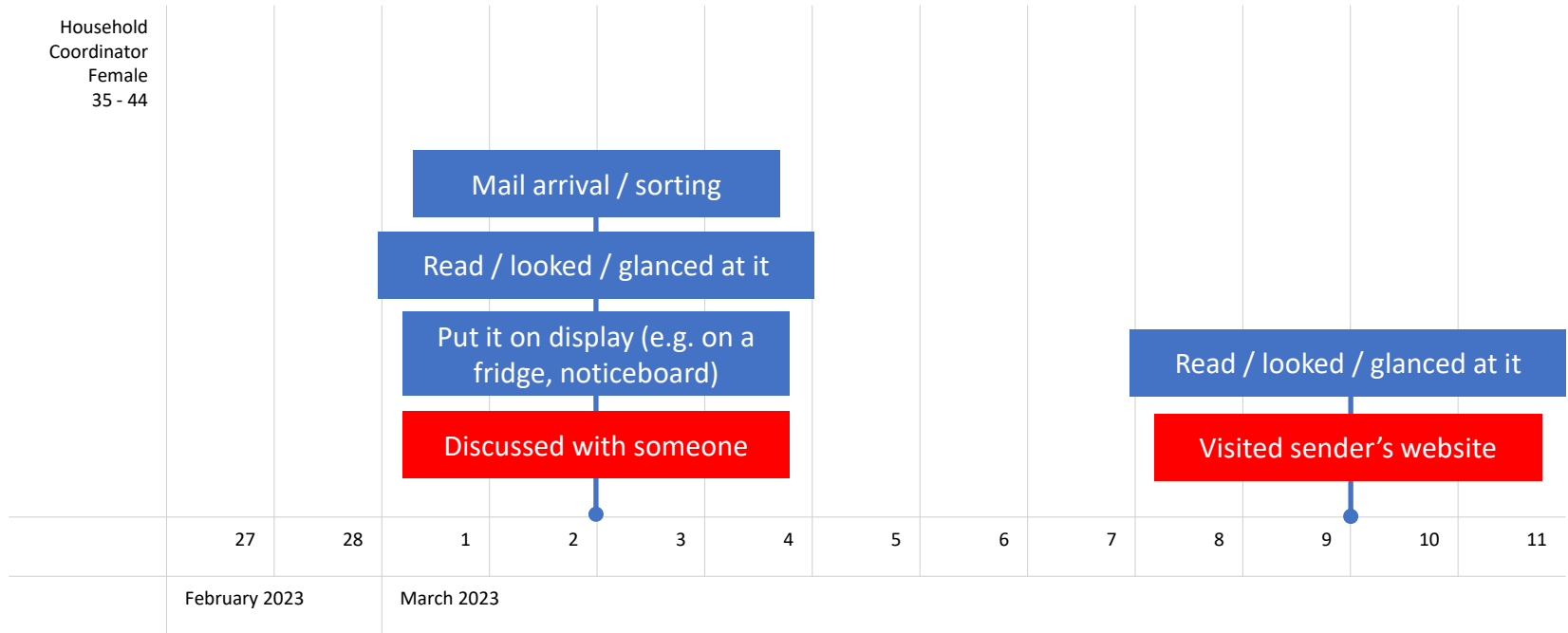


# JICMAIL Insights

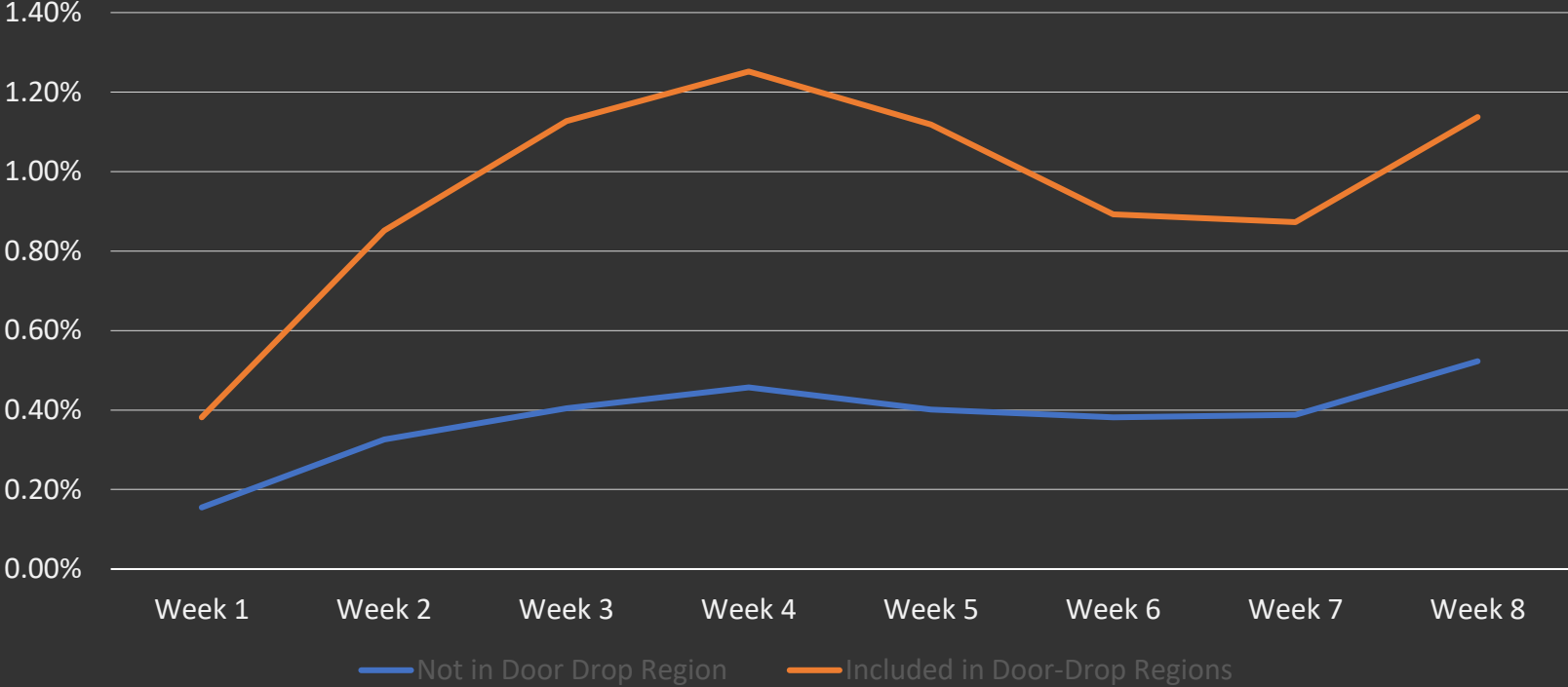
Physical Actions

Commercial Actions

Household  
Coordinator  
Female  
35 - 44



# Sales Impact



# Hypothesis 4

*Door-drop helps us to build our brand by maintaining a presence in people's homes for a significant period.*



# JICMAIL Lifespan

2021  
7.05

2022  
6.14

2023  
7.04



# What have we learned?



Significant sales uplift, far exceeding voucher redemption.



How competitors are actively using the channel.



Door drop is a key channel to reach younger audiences.



Leaflets being kept in the home helping to grow Deliveroo brand.



THANK YOU

**Neal Dodd**

Managing Director

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Are we connected?