

WHY MAIL REMAINS IMPORTANT FOR THE GENERAL ELECTION

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A QUICK INTRODUCTION TO MARKETREACH AND PLANNING & INSIGHT

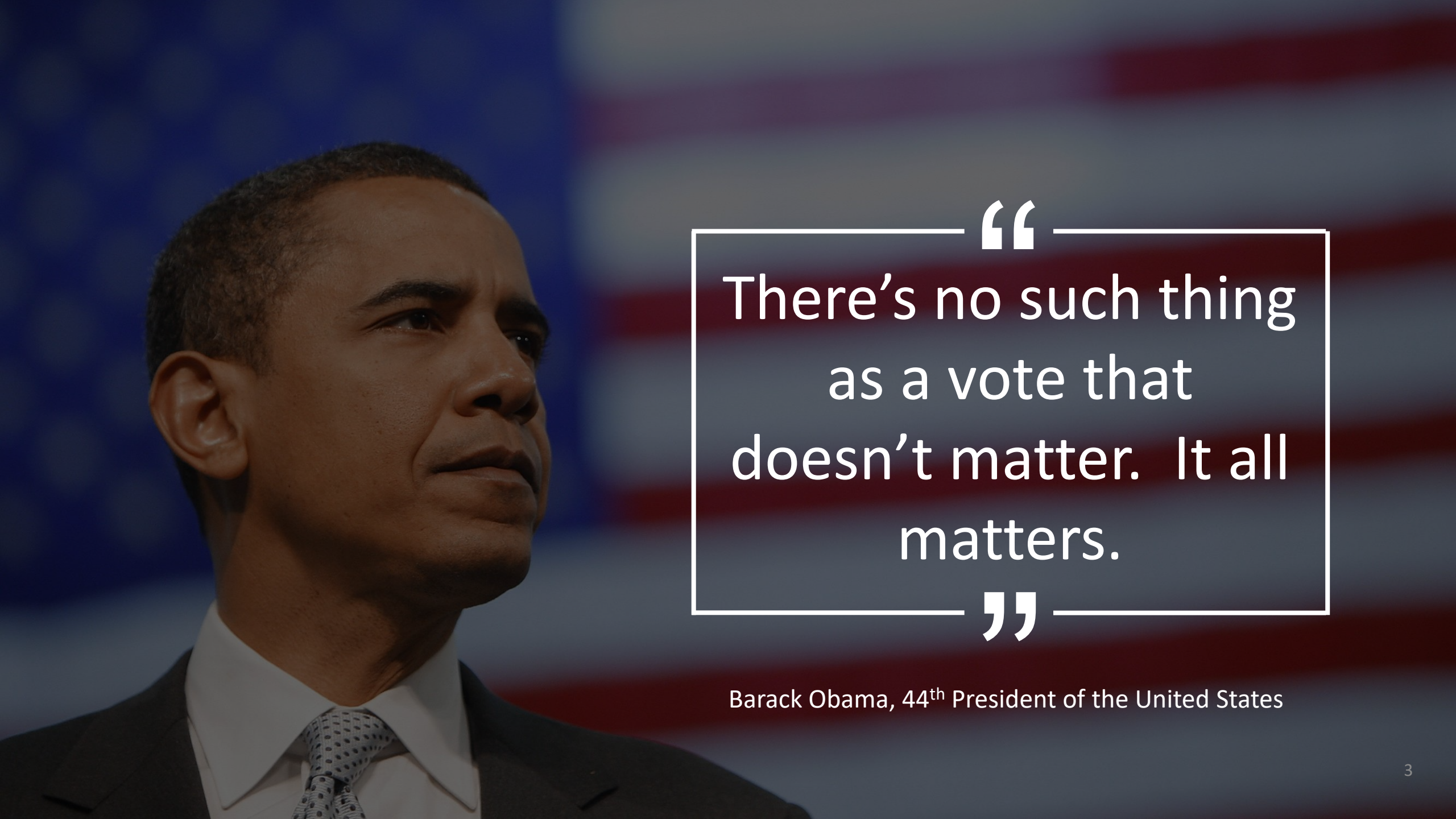
Marketreach is the part of Royal Mail that champions the value of mail as a marketing channel and support organisations to deliver success from mail

Marketreach supports the commercial value of mail and door drop through:

- Deep strategic knowledge
- Maximising mail's impact to ensure brands get the most out of it
- Enhancing its role in a multi-media world
- Optimising creative performance, new ideas and innovation

The Planning and Insight team provide evidence of mail's effectiveness by:

- Exploring the power of mail through research and market insight
- Guiding audience targeting and giving guidance on testing and measurement
- Supporting best-practice



“
There’s no such thing
as a vote that
doesn’t matter. It all
matters.
”

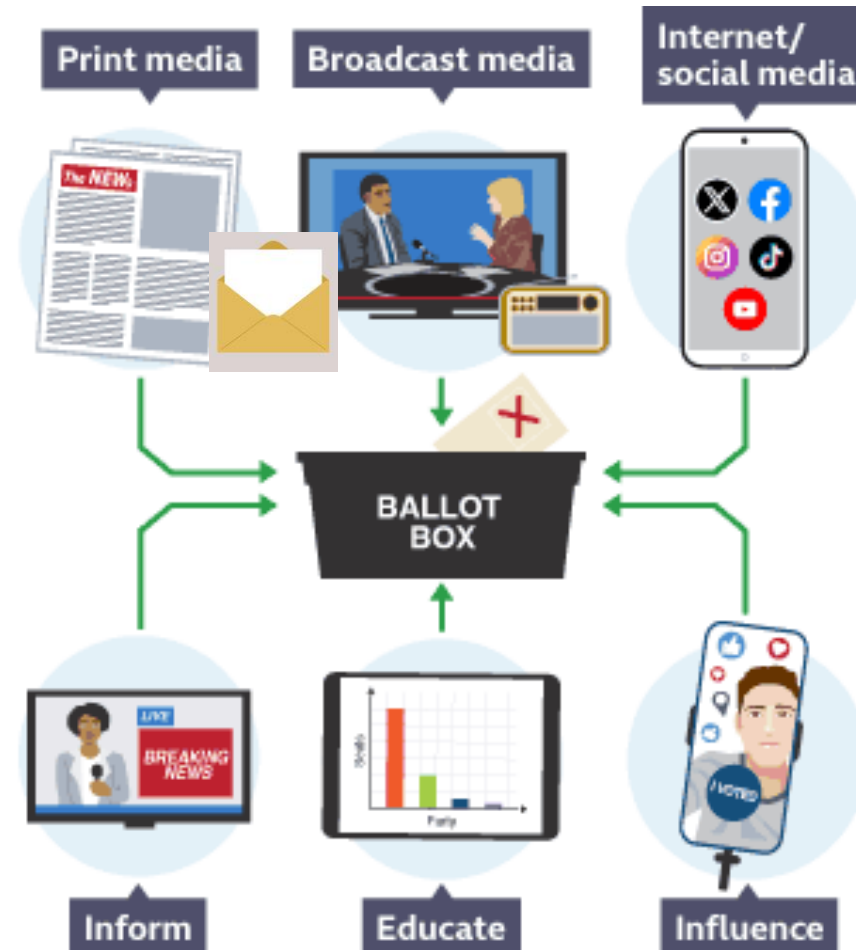
Barack Obama, 44th President of the United States

VOTERS ARE EXPOSED TO MESSAGES 24/7

The focus on digital issues (international interference, bots, AI, deep fakes), is drawing attention from other media and what they deliver

Election messaging, just like any customer journey, happens over time with multiple interactions – different media, messaging, targeting, touchpoints and timings

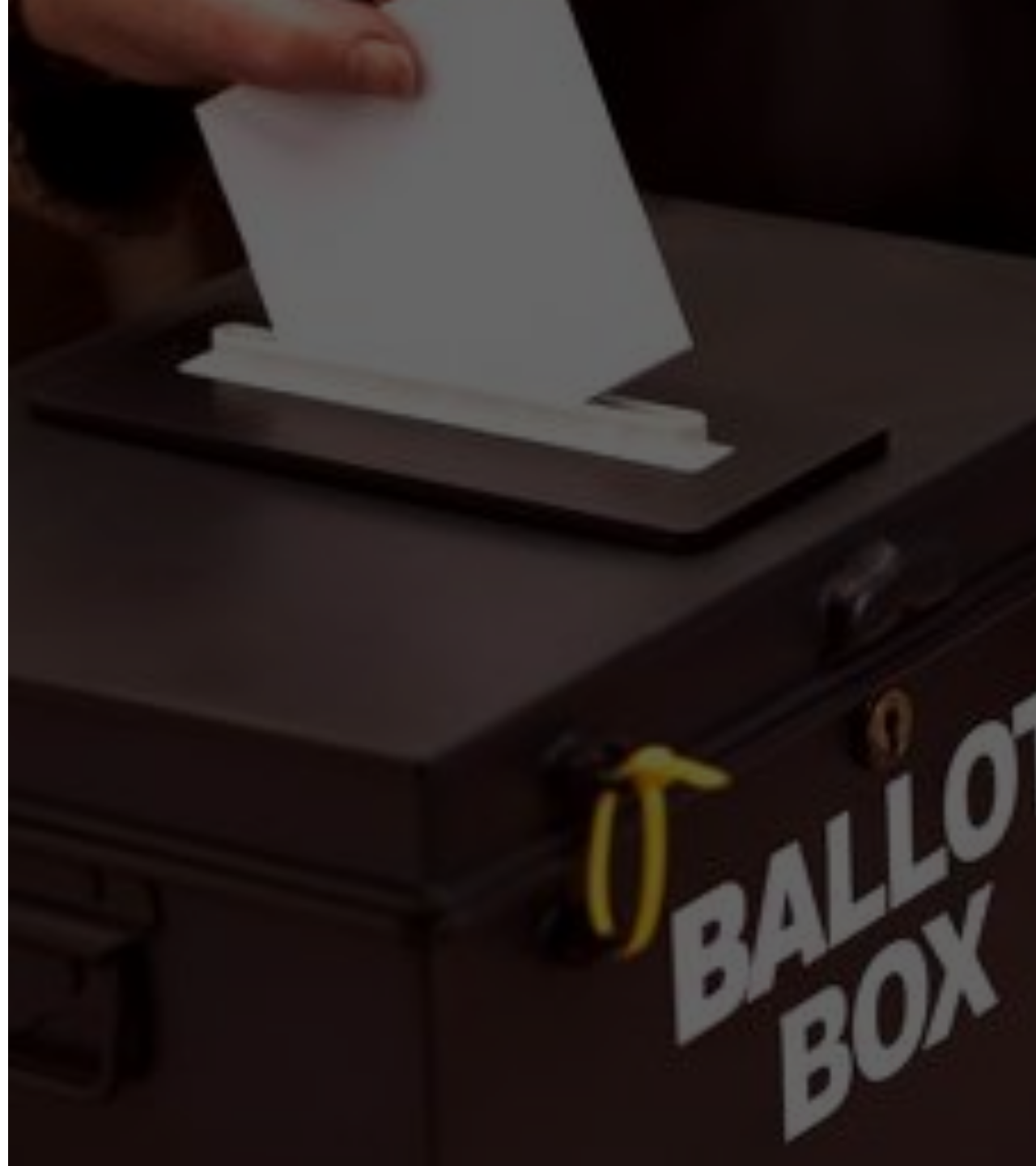
While much of this journey will be punctuated with soundbites and fast digital interactions, our research continues to show that voters, like all consumers, value and trust the deeper engagement mail offers



WE CONDUCTED RESEARCH IN THE 2017 GENERAL ELECTION

We spoke to 1,685 UK adults who intended to register/vote and were open to discussing, reading and listening to political opinions

- They wanted communications to help them make informed decisions in accurate/truthful ways
- But they recognised there was a level of bias in most of what they saw
- What they ultimately wanted was confidence that they had made every effort to consider the issues and make an informed voting decision



THAT RESEARCH CONFIRMED MAIL'S POWERFUL ROLE IN ELECTIONS AND OVERALL



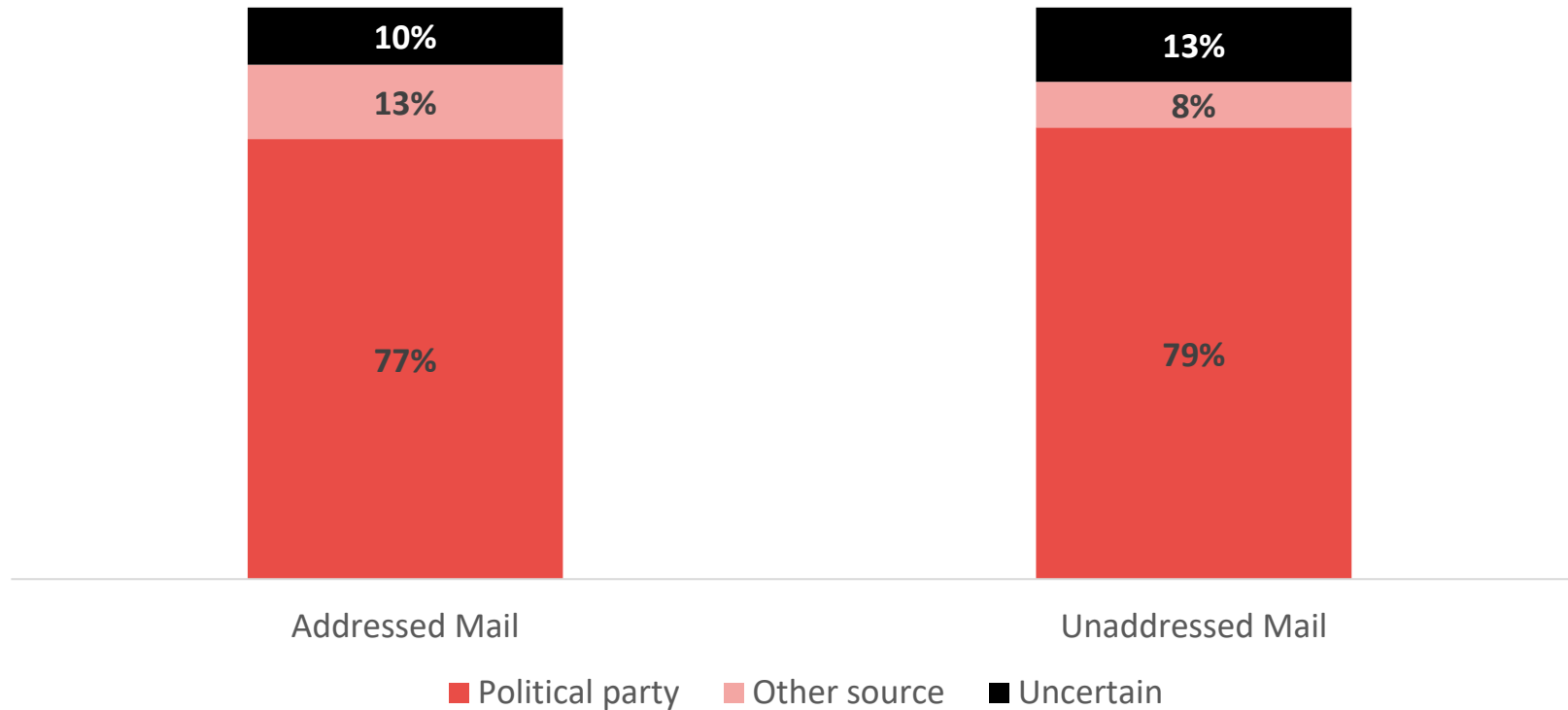
These insights stay relevant as we've confirmed them in study after study

1. Mail is a highly trusted medium
2. Mail receives focused attention and is highly likely to be read
3. Mail has an impact on first time voters and those in the earlier stages of decision-making. They 'notice' mail communications as well as engage with them

1. CONSUMERS TRUST THEY KNOW THE SOURCE OF ELECTION MAIL



Assumed content creator/owner

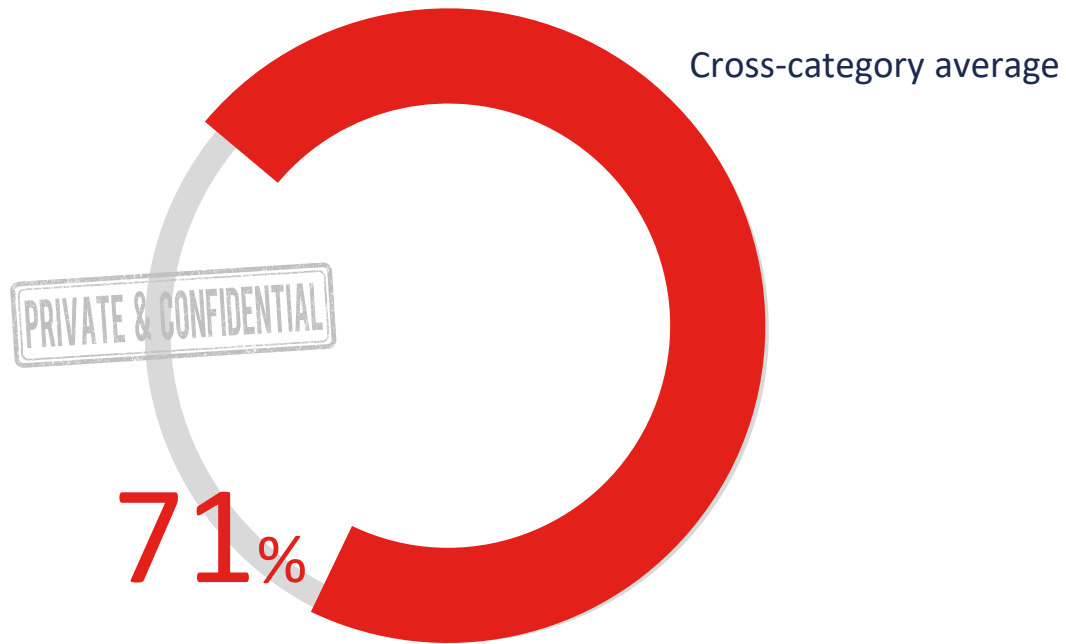


It shows an 'honesty' that isn't always there in other media

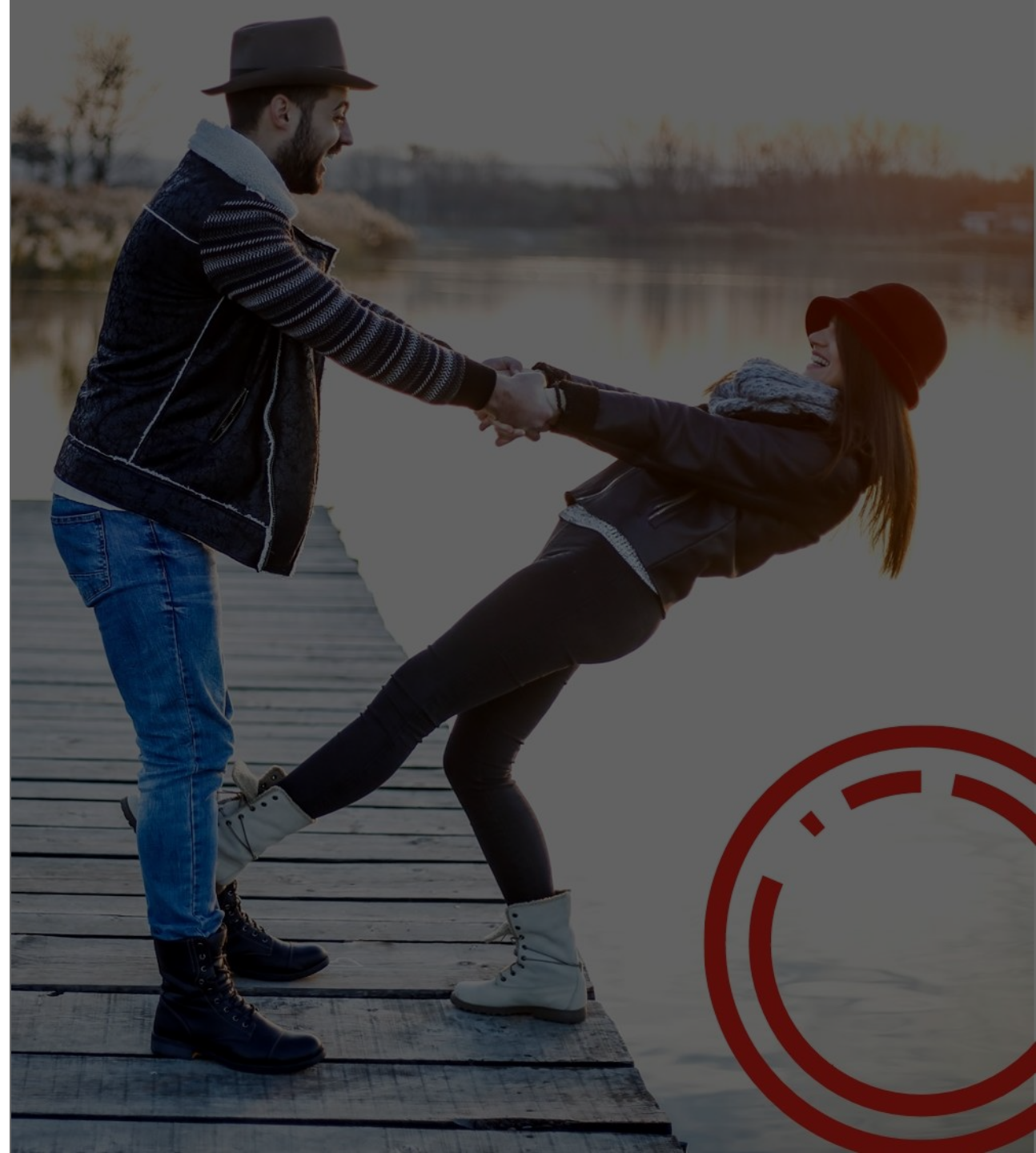
IN A WORLD LOSING TRUST IN ADVERTISING, PEOPLE TRUST MAIL

Completely trust the mail I receive

Agree or agree strongly (%)



Source: Royal Mail Marketreach, Customer Mail, Trinity McQueen 2021

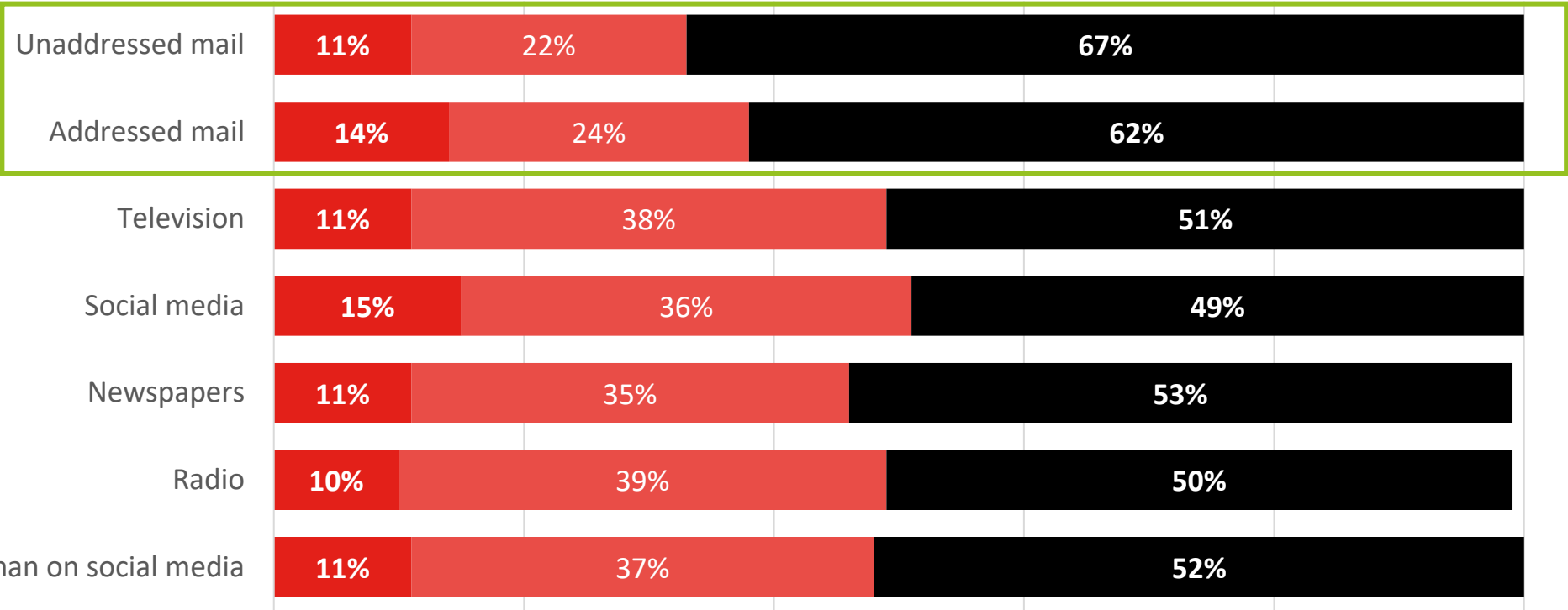


2. VOTERS PAY ATTENTION TO MAIL, EVEN OPPOSING VIEWS ARE VIEWED



Engagement with communications which somewhat / strongly differed from views

■ Skim read / vaguely watched it ■ Read / Watched some of it ■ Read / Watched it in full

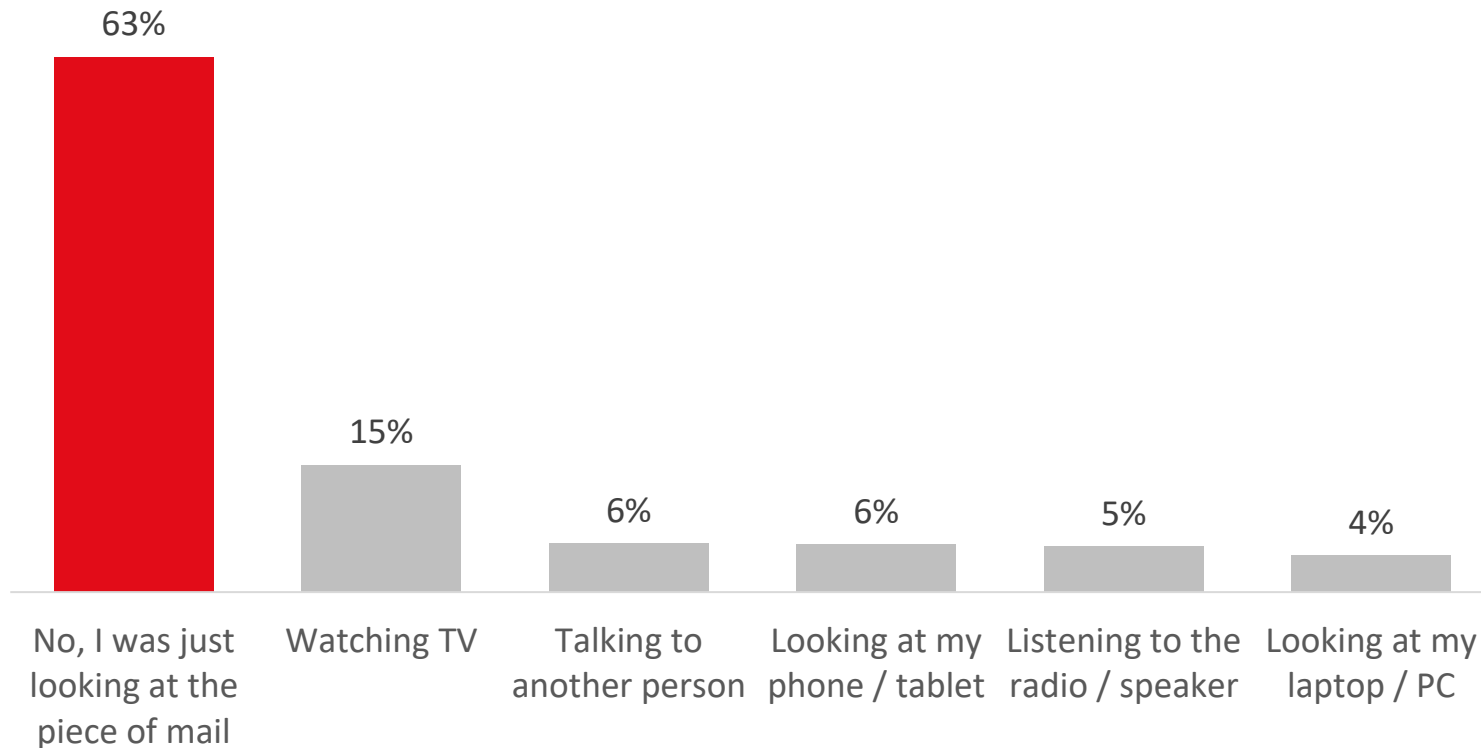


Base: All answers on communications which somewhat / strongly differed from views (Television: 976; Unaddressed mail: 210; Addressed mail: 244; Social media: 295; Newspapers: 204; Radio: 213; Online other than on social media: 238) n.b. Leaflets and magazines excluded due to low base sizes

IN A NOISY WORLD MAIL CAN COMMAND PEOPLE'S **FULL ATTENTION**



Media exposure whilst looking at mail across all interactions



The channel is seen to warrant full concentration.

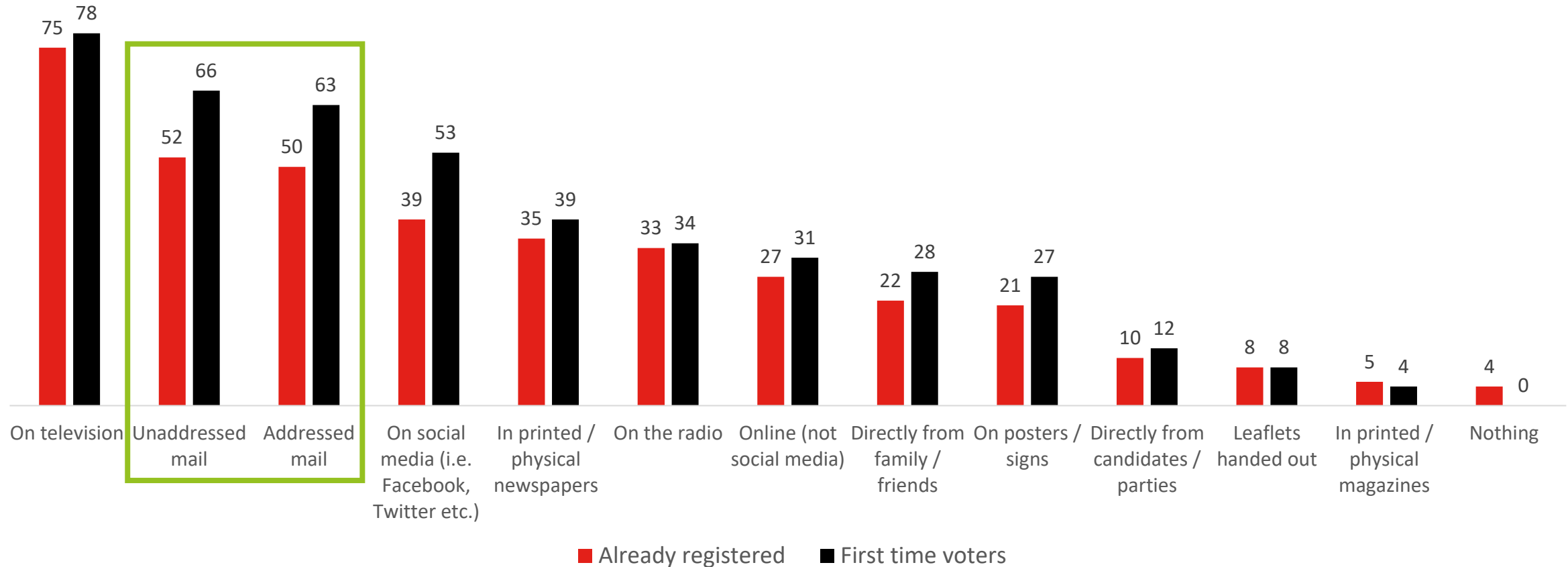
According to research by Dentsu:
“attention is a three-times better predictor of positive outcomes, including brand choice, than viewability.”



Source: Marketreach/Blue Yonder 'Attention On Mail' 2023

3. FIRST TIME VOTERS ARE LOOKING FOR INFORMATION AND RECALL SEEING IT IN MAIL

Where communications to help consider political issues have been seen (over last few weeks)

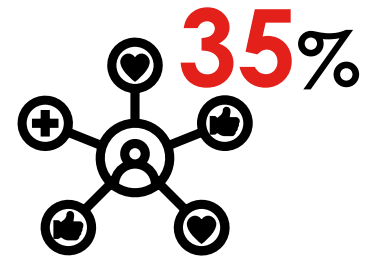


NEUROSCIENCE CONFIRMS MAIL'S IMPACT

MAIL CREATES A MORE LASTING IMPRESSION THAN DIGITAL



More engaging
than email



More engaging than
social media
advertising

WHEN CONSIDERING MESSAGING FOR A GENERAL ELECTION – THINK MAIL



Mail is highly trusted. Viewers
feel confident they know who
it came from

Mail commands attention –
and especially focused full
attention. This attention is
often given to differing views,
making mail an ideal channel
to reach undecided voters

Voters engage with mail,
especially first-time voters,
AND they remember it

THANK YOU

