

02

Harness the power of creativity

Mail: The Super Touchpoint
Checklist



Mail Media Metrics

The Super Touchpoint checklist

A Super Touchpoint channel enables you to...

☒ 1. Harness a unique audience insight

☒ 2. **Harness the power of creativity**

☒ 3. Create an emotional connection

☒ 4. Deliver sensory marketing comms

☒ 5. Leverage trust

☒ 6. Deliver carefully synchronised comms

☒ 7. Hyper-target or build scale

☒ 8. Explore rich targeting opportunities

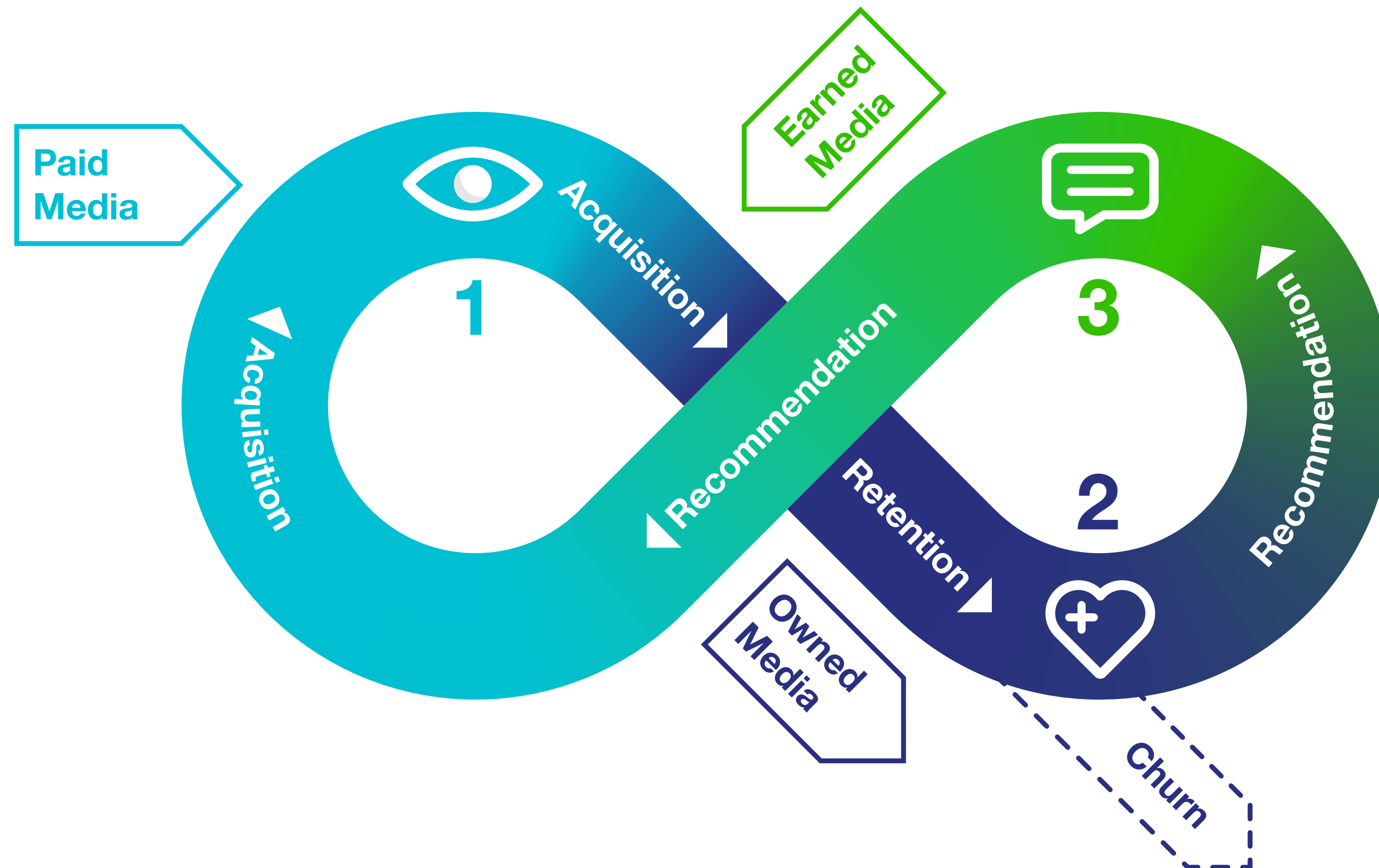
☒ 9. Build full-funnel effects

☒ 10. Deploy best practice measurement



The more boxes ticked, the greater the chance of delivering disproportionately higher outcomes

Mail's power as a Super Touchpoint



- 1 Attract Customer Attention
- 2 Deepen Customer Relationships
- 3 Ignite Household Conversations

JIC
MAIL

Mail Media Metrics

Creativity in the mail channel
generates huge amounts of attention

The equivalent of

10,000 Years

...are spent by consumers engaging with Direct Mail and Door Drops each year

Mail: The Super Touchpoint



Download '**Mail: The Super Touchpoint**' report now and try our new digital evaluation tool to assess how your Super Touchpoints are working.



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