

Shades of Success

Influence moods with color and boost direct mail results.

I just read the "Media Usage Forecast 2014," completed by Target Marketing in January, and thought I'd pass on some of the highlights.

- Marketers report increasing their acquisition budgets more than their retention budgets, and direct mail is one of the top acquisition tools.
- There is a planned increase in 2014 on email, social, and search marketing, and the emphasis of the strategy is on enthusiasm, interaction and effort, not budget spent.
- When marketers are forced to cut costs, they are more likely to try a new technology, or try tactics that don't seem to require as much investment in obvious costs like printing and postage.
- B2C Marketers attribute their increasing usage of digital marketing to customer preference.

I think it's always important to keep up with industry trends so that we can all measure our efforts against the efforts of our competitors and partners. I hope this information is helpful, and I hope you enjoy the rest of the content we provide in this issue of the Marketing Mix.

Your success is important,



Larry Miles
President

Did you know that from the moment you walk into a retail store, your experience is highly calibrated? Retailers know that the amount you purchase is influenced by the type and speed of music it is playing, the luxury of the scents it is wafting, and even the level of the floor beneath your feet. (If you step down into the display area, retailers know that you are more likely to buy than if the floor is level.)

While you cannot influence the music, the olfactory environment, or the location in which your audience reads your mail, you can affect their mood and inclination to buy based on the colors you use in your layout and design. If you are already segmenting and personalizing your mailers to improve relevance, choosing the right colors can add some extra muscle to your marketing.

As you can see from the graphic at right, different colors affect the reader's mood differently. Yellow is bright and cheery. It connotes youth and optimism. Red connotes energy, action, and sense of urgency. It can also suggest rebellion. Blue conveys trust and security. Black connotes power.

Understanding this, you can match the colors you use to the message you want to convey. As consumers,

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Color Sense

-  **YELLOW:** Optimism, youth, fun
-  **RED:** Action, urgency, energy, anger, rebellion
-  **BLUE:** Security, peace, trustworthiness, calm
-  **ORANGE:** Value, discounts
-  **GREEN:** Freshness, revitalization
-  **PURPLE:** Nobility, wealth, relaxation
-  **BROWN:** Earthiness, honesty, dependability
-  **BLACK:** Authority, power, luxury
-  **WHITE:** Lightness



Shades of Success

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yellow makes us happy. Try using it for star bursts, backgrounds, and borders. Red creates urgency and encourages readers to take action. Use it to announce deadlines, clearance sales, and short-term offers. Blue is associated with trust, so it is often used for banks and finance. Did you know that purple is associated with relaxation? That's why it is used for marketing products related to aging and retirement.

Research has also shown that color influences different types of shoppers differently. KISSMetrics, which offers software for online analytics, has found the following correlations:

A hot dog restaurant chain with 350 locations in the U.S. added orange to their locations to convey the idea of value-priced food. Sales increased 7% immediately.*

**"Under the Influence: How Colours Make Us Buy" (CBC Radio, February 16, 2013)*



- **Red, black, and royal blue** are associated with impulse shopping. These colors are often used by fast food restaurants, outlet malls, and for clearance sales.
- **Navy blue and teal** appeal to shoppers on a budget. They are frequently used by banks

and large department stores to promote value but not discounts.

- **Pink, sky blue, and rose** are associated with more traditional shopping patterns. They are often used by clothing stores.

So take your personalization to the next step. Integrate color into your targeting and messaging as much as you incorporate demographics and other personalization fields. Start with conventional wisdom about what works and what doesn't. Conduct A/B testing to refine your understanding into pinpoint accuracy. Then sit back and reap the results!

Speaking Directly

Direct mail output from digital presses is forecast to grow + 9.8 billion pages between 2012-2017.

Source: "U.S. Digital Production Printing Application Forecast" (InfoTrends 2013)



Social Shoppers

- Multichannel customers spend 3x – 4x more than single-channel customers.
Source: SAS (2013)
- 43% of customers using two or more media channels (such as print, email, and mobile) to connect with brands are the most satisfied shoppers.

Source: The ForeSee Experience Index (FXI); 2013 U.S. Retail Edition



Seeking Attention?

Which Mailing Formats Work Best? Read It Here!

How is direct mail evolving in today's world of electronic media? A Nielsen and RAPP Germany study decided to find out. Their study, "Future of the Mailing," examines the effect of direct mailings and email. It found that certain mailing formats have higher open and read rates than others.

To find out what really works, the team sent five different mailing variations from a fictitious travel agency (Top Travel Tours) addressed to different test subject groups. All together, mailings were sent to 1,800 subjects in Germany and the United States. Different types of mailings were tested, including a mailing in a standard envelope, a mailing in a printed envelope, a self-mailer, a wrapper, and an email.

Which format had the biggest influence on recipients' purchase decisions? Hard copy mailings in printed envelopes. This format generated the highest open and read rate with 84.5%, followed by email with 80.0%. The printed envelope was also considered by both German and U.S. customers to be of "highest value."

The mailer in the printed envelope had other benefits, as well. It had the strongest influence on the purchase decision. It was also twice as likely to motivate a customer to recommend an offer to a friend or acquaintance

Open rates for personalized emails were 72.4% compared to 66.5% for non-personalized mail.

Source: Nielsen-RAPP Germany
"Future of the Mailing"

than email. Email, however, performed strongest in activating recipients to search for further information on specific offers.

In a nutshell, the study found three success factors that we can all learn from:

#1: Use real envelopes.

Direct mail pieces in real envelopes generate the highest open and read rates compared to self-mailers, wrappers, and emails.

They are also considered to be of the highest value.

#2: Personalize it!

Notes the report: "Today, mailings have to arouse curiosity by employing personalization that is immediately apparent—on the envelope of a postal mailing and in the subject line of an email."

#3: Use the best of print and e-media

Ultimately, which is "better," print or email, depends on your objectives. Email

is a powerful tool for spreading the message about concrete product offers, while mailings in printed envelopes are more likely to motivate recipients to pass on content and make recommendations to others.

So personalize the message, use real envelopes, and personalize the outside of envelopes when possible. Always, always understand the value of each medium so you can take advantage of the best of both.



MC Marketing Mix

Marketing Calls for Today's Professionals

Since 1946 McClung Companies has coupled expertise and technology with commercial printing, so that our customers can streamline processes, support sales efforts, and implement marketing initiatives.

In this issue, we'll discuss:

- How color choices can help you increase customer engagement and boost response rates.
- International research that shows once and for all which mailing format works best.
- Fascinating data on the growth in digital print.



Want to know more about QR Codes?
SCAN ME!

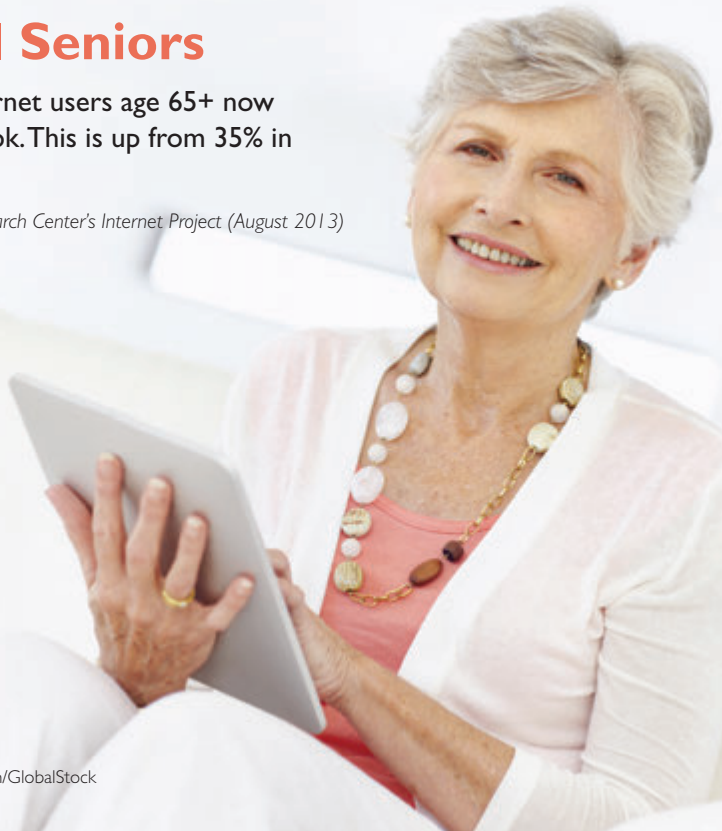
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Social Seniors

45% of Internet users age 65+ now use Facebook. This is up from 35% in late 2012.

Source: Pew Research Center's Internet Project (August 2013)



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About This Issue

Paper Used

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Equipment Used

Kodak Nexpress 2100 Plus

Design Programs Used

InDesign CS6
Adobe Illustrator CS6
Adobe Photoshop CS6

Font Families Used

Chaparral Pro
Gill Sans Standard
ITC Franklin Gothic
Univers