

Door Drops: The Right Environment

Contributed by Direct Marketing Assoc
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The Direct Marketing Association commissioned Synergism to investigate the different environments in which different print advertising media are exposed to consumers. The study involved four filmed focus groups with housewives in Windsor and Sheffield with a mix of ages and lifestyles (dinkies, mums with younger and older children, plus empty nesters)

Door Drops: The Right Environment, Written By Direct Marketing Association UK (Ltd)

OBJECTIVE AND METHODOLOGY

The Direct Marketing Association commissioned Synergism to investigate the different environments in which different print advertising media are exposed to consumers. The study involved four filmed focus groups with housewives in Windsor and Sheffield with a mix of ages and lifestyles (dinkies, mums with younger and older children, plus empty nesters). All respondents had to be regular recipients of all the relevant print media, and each respondent had to have recently considered purchasing some household or financial items, which they felt had been influenced by some form of print advertising.

KEY FINDINGS

ENVIRONMENT

• Door drops offer a more than promising advertising environment compared to other print media.

• Unlike many daily paper and magazine purchases, door drops are delivered to the home, which makes it easier for the householder to sit down and read them, and find a place to store them. Inserts in newspapers purchased at the bookstall often find themselves immediately discarded at point of purchase.

• Householders tended in general not to mind how door drops were received, but the arrival of the free newspaper or the daily post do create events which generate extra interest. Local newspapers are often received toward the end of the week when consumers are in more of a shopping mode.

• Door drops or inserts have greater impact, from size, shape and colour, than off the page advertising, which has to compete more directly with editorial. • Editorial is less excessive in free newspapers, compared to the vast size of weekend newspapers, which whilst read at home, tend to represent a mammoth read during which inserts are in danger of being forgotten or lost.

• In summary, door drops have greater immediacy than most print media, in terms of both their noticeability and the receptiveness of the recipient.

• Consumers may find they clutter up the doormat, but they still want to receive them for what they offer.

CONSUMER INVOLVEMENT AND RESPONSE

• Door drops have immediacy, but they still only have a very short perusal period, often the walk to the waste paper bin, to generate consumer involvement, hopefully leading to a subsequent consumer purchase response.

FMCG Leaflets

• These generate interest through the offer of a consumer reward, usually money off coupon or a product sample.

• To get over a brand or product message, as the consumer instinctively goes in search of their reward, requires directness and simplicity from graphic ideas which intrigue rather than confuse, and have the brand personality and message as their focus rather than a support. Often communication is quicker via visual imagery, such as the product form or packaging itself, than lengthy text.

• Given an impactful and appealing leaflet design and mechanic, this research provides many examples of the consumer's preparedness to try new brands or switch brands as the result of a door drop offer. Retailer Brochures & Flyers

• Retailer door drops are positively desired by consumers for their information. The size and impact of door drops allows them, more than any other media, to provide consumers with an extensive presentation of the whole of a store's range, in a prominent style which can create a very powerful image & personality.

• Door drops can be perfectly timed to highlight special offers immediately prior to a planned shopping trip. They therefore offer the opportunity for both "theme" and "scheme" advertising.

• Supermarket flyers, with their special offers (ideally showing the physical products themselves to create a greater sense of quality as compared to just a price list) did encourage shoppers to broaden their store portfolio, especially if the promoted store was also readily accessible, say, on route home from work.

• Leaflets for DIY or electrical outlets can work at both ends of the consumer spectrum. They make it is easier for those to whom DIY or electrical stores are a hostile, technical, environment. On the other hand, the larger catalogues are also kept & filed by real DIY or hi tech enthusiasts.

• Leaflets for household furnishings, given the cosmetic appeal of the merchandise, can actually result in one stop shopping to buy the product, rather than shopping around several retailers.

SUMMARY

This research shows that door drops represent the right environment:

• to attract the attention of the consumer when in shopping mode

• to provide the advertiser with a broad canvas to create both a powerful brand image and a promotional selling tool.