

Paper Because ...

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What do legal contracts and a math test have in common? They both are written on paper. What do birthday cards and newspapers have in common? They are both written on paper. Paper is one of the most useful resources invented by humans. It is used in our daily lives, and is virtually impossible to replace. Look around you. Many of your surroundings are and have come from paper.

Domtar, one of the largest paper producers in North America, has decided to highlight the importance of paper in response to environmental concerns and the promotion of “paperless” workplaces. Their initiative, titled “PAPERbecause”, is designed to promote the responsible use of paper in business. It provides excellent resources and collateral of value to all companies, and particularly those in marketing and direct mail.

The website for PAPERbecause is:

www.paperbecause.ca

It is well worth a visit to this site. It is engaging, informative and can provide you with great materials you can share with your customers when discussing marketing media choices and specifically direct mail. Some highlights of the site include studies and collateral in the following areas:

- Paper is SUSTAINABLE
- Paper is PERSONAL
- Paper is PURPOSEFUL
- Paper is KNOWLEDGE
- People meet...Paper
- Check the facts
- Knowledge is POWER

One of the highlights of the PAPERbecause campaign is a series of comedic, yet insightful videos to promote the use of paper in our daily lives. From bridal showers to the consequences of rationing of paper in offices, these videos will make you laugh while recognizing the importance place paper holds in both business and our personal lives.

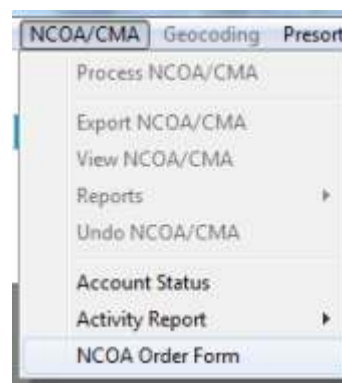
As referenced on Domtar’s website, a direct mailing strategy has the potential to increase purchasing activity by 300%. But why is this? When paper mail is received, it is an in-your-hand invitation to explore a company, which has proven to be more effective than e-mail marketing. This flexible and cost-saving strategy is 1/3 less likely to be discarded than e-marketing through the use of social media. Combined with Domtar’s references to the sustainability of paper, marketers and mail service providers will have access to powerful resources to make the case for direct mail. We highly recommend taking a cruise through PAPERbecause!

Option to Add Canadian NCOA in iAddress™

We have added a feature to Canadian NCOA so that users may now add transactions immediately without having to call our admin or technical support offices. You may certainly still call us; we always enjoy speaking to our customers!

To add Canadian NCOA transactions through **iAddress™**, please follow these steps:

On the NCOA/CMA menu, select the option NCOA Order Form.



Select the number of transactions you would like to order. Pricing has been included for easy reference. Enter your Payment Information and any additional information you would like us to have. Click Submit.

Number of Transaction	Price (Cdn & US)	
10,000	\$80.00	<input type="radio"/>
25,000	\$100.00	<input type="radio"/>
50,000	\$130.00	<input type="radio"/>
75,000	\$187.50	<input type="radio"/>
100,000	\$250.00	<input type="radio"/>
250,000	\$500.00	<input type="radio"/>
500,000	\$1,000.00	<input type="radio"/>
1,000,000	\$1,500.00	<input type="radio"/>
2,000,000	\$3,000.00	<input type="radio"/>

After clicking Submit, a confirmation screen will appear to confirm your order. After verifying the number of transactions and the cost, click Confirm to complete the order. The transactions will be added to your account immediately.

You are about to purchase 25,000 NCOA transactions.
The cost is \$100.00 plus applicable taxes.

By clicking CONFIRM, you authorize Flagship Software Ltd. to bill you for the above charges.

Please click to confirm this purchase.

You will receive an e-mailed invoice within 48 hours of your order. We will be adding the ability to pay immediately by credit card in the near future, however at this point, you may pay by credit card by calling the admin office after receiving your invoice.

We are very pleased to be able to offer this new feature to our NCOA users and look forward to receiving feedback on the service and any improvements you think we should make!

Direct Mail to the Youth Market

Mark Morin, President of Strategies Relationship Marketing and Ambassador for Canada Post's Direct Mail Education and Awareness Program, has written an excellent article for January's Direct Marketing (www.dmn.ca) on the value of marketing to youth using direct mail. He argues that direct mail provides a "wow" factor by being unexpected, plays into the current "vintage" fascination, and can provide youth with feeling that they have been given personal attention.

Mark provides references to an Exacttarget 2012 channel preference survey which shows that 51% of young adults 15 to 17 years of age made a purchase after receiving direct mail; 50% of the 18 to 24 demographic did the same. He provides details on three different campaigns targeted at youth with excellent results: Garnier, a division of L'Oreal, Maybelline New York, and Desjardin, a Quebec credit union.

He includes tips to consider when designing direct mail with a youth demographic target:

- "make it cool, different, unusual and visually exciting"
- "watch your language" and "keep the tone young and fresh"
- have copy and design produced by staff "that gets it and don't be afraid of getting a little edgy"
- combine direct mail with other channels to increase effectiveness
- include samples or high value offers that come in the mail and ensure these arrive promptly

Mark's article is an excellent resource for any direct mailers looking to market to youth. The full article is available at <http://www.dmn.ca/January%2020P%202013.pdf> on Page 7. Mark Morin can be reached at www.strategies.ca.

Web Training Available

Flagship Software offers web training. If you are a new customer, would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn at carolyn@flagshipsoftware.com to schedule a web session.

If you wish to be removed from this newsletter list, please email us at newsletter@flagshipsoftware.com or call 1-866-672-0007.