


# Jak vytvořit direkt mailovou kampaň

# A jak ji zadat agentuře

# O čem to nebude?

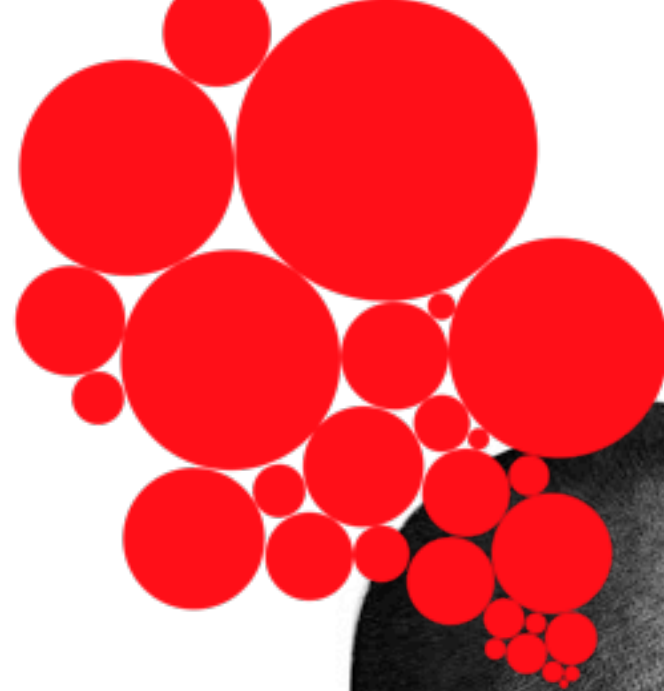


80 % úspěchu tvoří  
databáze. 20 %  
kreativita.



Žádný z faktorů při vytváření direkt mailu není přesně měřitelný, abychom ho mohli porcovat.

Podcenění jakéhokoli  
z nich může pohřbít nejen  
zásilku, ale také vás.



Direkt mail



Jak to tedy udělat,  
aby direkt mail  
fungoval?

# 7 důležitých faktorů

příčemž jich bude asi mnohem více

# Načasování

zemědělci nakupují, jen když prší



# Nabídka

na většinu z nás funguje úplatek

Tady mela být fotka typického  
právníka...

**Kvalita databáze  
právník je především právník**



# Vhodná kreativita

servisní zásilka vs. odvážná zásilka

# twitter



# Integrace

## SMS, MMS, e-mail, twitter?



# Pochopení zákazníků

## kdo rozhoduje?

# Jak to zadat a nevytočit kreativce

**OMG!  
Brief!**



Co potřebujeme  
vědět...

~~Ne: Chceme udělat DM~~

**Ano: Chceme připravit retenční direkt mail**

Jaké okolnosti vás  
k dané kampani  
vedou?

~~Ne: Děláme to každý rok~~

**Ano: Zákazníci přechází ke konkurenci**

# Kdo je cílovka?

~~Ne: 18–65 let, muži a trochu i ženy~~

**Ano: Vladislav Bureš, VŠ, nic moc  
příjem, copywriter, blogger atd.**

Jaké je hlavní  
sdělení?

~~Ne: Máme máslo!~~

**Ano: Naše máslo léčí lupénku**

Jaká by měla být  
tonalita?

~~No: Cože?~~

**Ano: Vtipná, crazy...**

# Jak by měl reagovat?

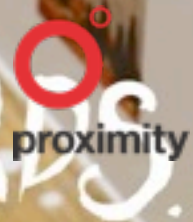
**Ne: Měl by znát naše portfolio služeb**

**Ano: Měl by zvednout svůj zadek  
a upalovat do nejbližší pobočky**

A jak to může  
dopadnout...

# Yellow Pages

# THE YELLOW ART AWARDS



## Target audience

Emerging artists in New Zealand.

## The marketing problem

The Yellow Art Awards has been a highly successful annual event. Artists are invited to submit work inspired by their region and the winner is showcased on the front of the White Pages, while the overall winner receives \$20,000. It has been fantastic for generating PR for each new White Pages and an iconic feature of the publication. However, in recent years the quality of art has declined and the awards have lost their appeal to talented artists.

## The objective

Yellow wanted to reinvigorate the competition and attract a higher standard of work.

## The solution

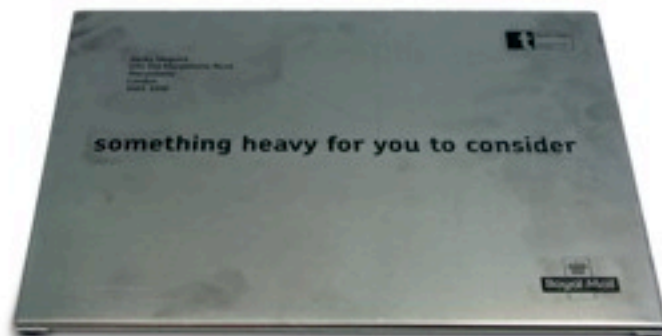
From talking to past winners we knew that winning the Yellow Art Awards got them noticed by art buyers and galleries. That became the key insight. The Yellow Art Awards gets your work into every home in your region and from there a career can take off. We targeted tutors in established art schools, who knew who the undiscovered talents were and had an interest in helping them make it. We sent them a direct mail pack to created out of the White Pages phone book to demonstrate what a massive opportunity the Yellow Art Awards is for aspiring artists. We also provided them with the information and collateral (e.g. posters, etc) that they needed to motivate their best students to get involved.

## Results

This campaign is still in the market; however, early feedback from Yellow and Art Schools has been extremely positive. Currently there have been 42 entries with more expected before the close of entries. The key drivers of entry were word of mouth and posters.



# Iron Letter



Campaign: **Royal Mail Iron Envelope**  
Country: **United Kingdom**

**Challenge:**

Royal Mail's Tracked postal service offers high-volume customers a service that tracks their items from despatch to delivery.

We were asked to announce the big news that Royal Mail has increased the maximum weight for Tracked items to 15kg (previously 3kg).

We targeted 200 of Royal Mail's most valuable customers.

**Solution:**

We dramatised the new, bigger weight limit by sending out a simple letter explaining the benefits, posted in a heavy iron envelope.

**Results:**

These contracts can be worth a million pounds and take a year to finalise, so the results of this recent campaign are still being negotiated.

# Studio 4332



## Business to Business

Store4332

Studio4332 – Johannesburg, South Africa

[www.store4332.com](http://www.store4332.com)

### Brief :

We rebranded and relaunched our agency, and needed to find new ways to demonstrate our all round creative thinking and deep understanding of our clients businesses, as well as drive PR.

### Solution :

We have turned our reception into our own store. We have briefed our creatives to conceptualise products in the space; products that demonstrate what we are all about – ideas. We have launched 2 collections so far, the first based on the theme of 'ideas', the second based on 'personalisation'.

Products include

**The Ring of Life** – a recyclable ring made of high compacted paper. It also contains seeds so you can plant it where you think that the earth needs some love.

**Light Your Soul Lamp** – a designer lamp where the print is a South African freedom fighter image of raised fists, created from words inspired by Mandela's inaugural speech where he tells us not to hide our light but to let it shine.

**The Ditto Vase** – a personalised product where we take a profile picture of you and sculpt a vase from it

**Dermis Wallet** – no animals were harmed in the making of this. A personalised product where we take a high resolution picture of your skin and make a designer wallet from it.

Have a look at the rest of our products at [www.store4332.com](http://www.store4332.com)

### Results :

We have generated massive PR, appearing in all local design and decor magazines. Elle Decor have even asked us to be their creative partner on all events, projects and design input they need. Clients have responded very well too, seeing this as a way for us to understand their business and brands better. We have 6 new business meetings lined up this month.



Díky za pozornost

Více o direkt marketingu  
na blogu Jan Vzorek:  
[www.madcow.cz/vzorek](http://www.madcow.cz/vzorek)

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