

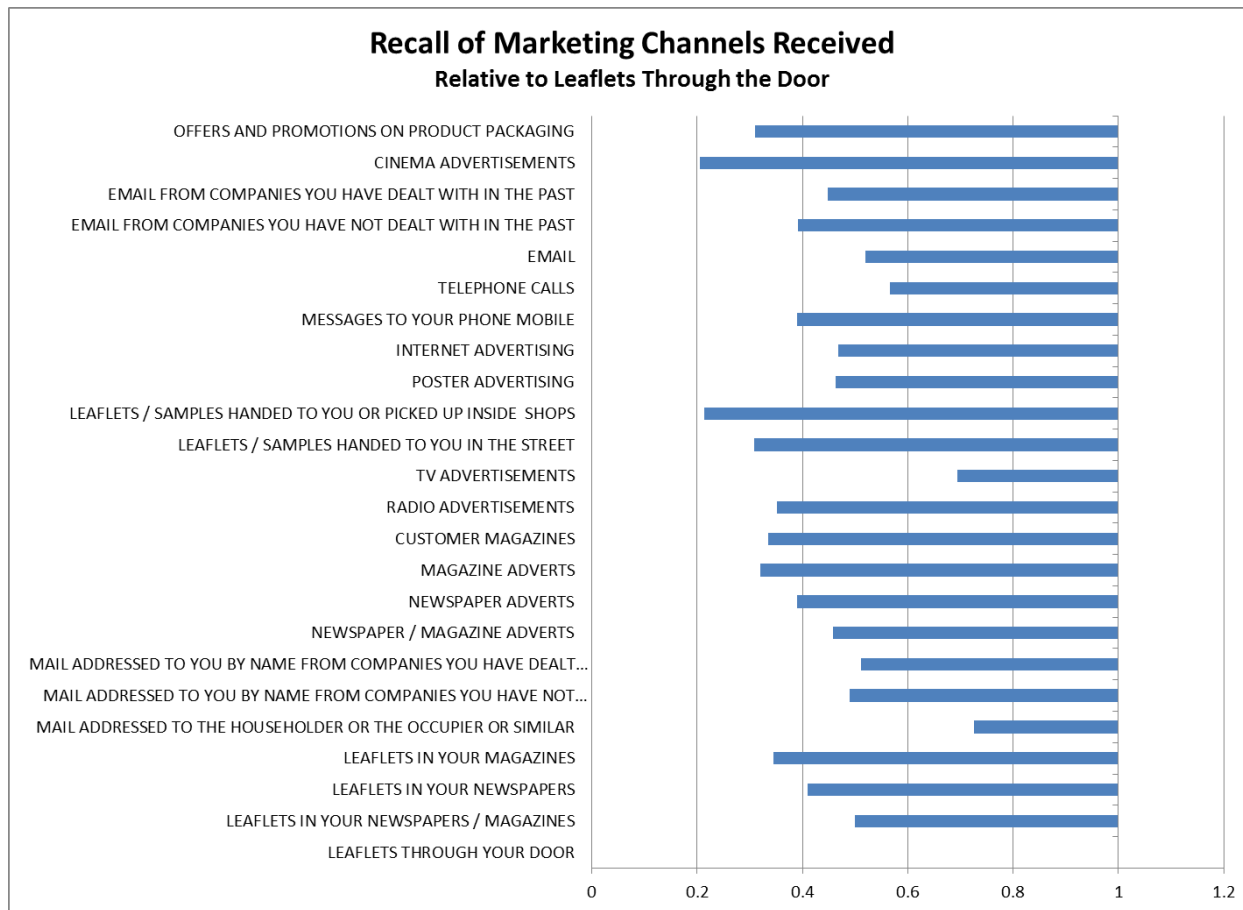
The British Consumer Index

Integrated Consumer Monitoring

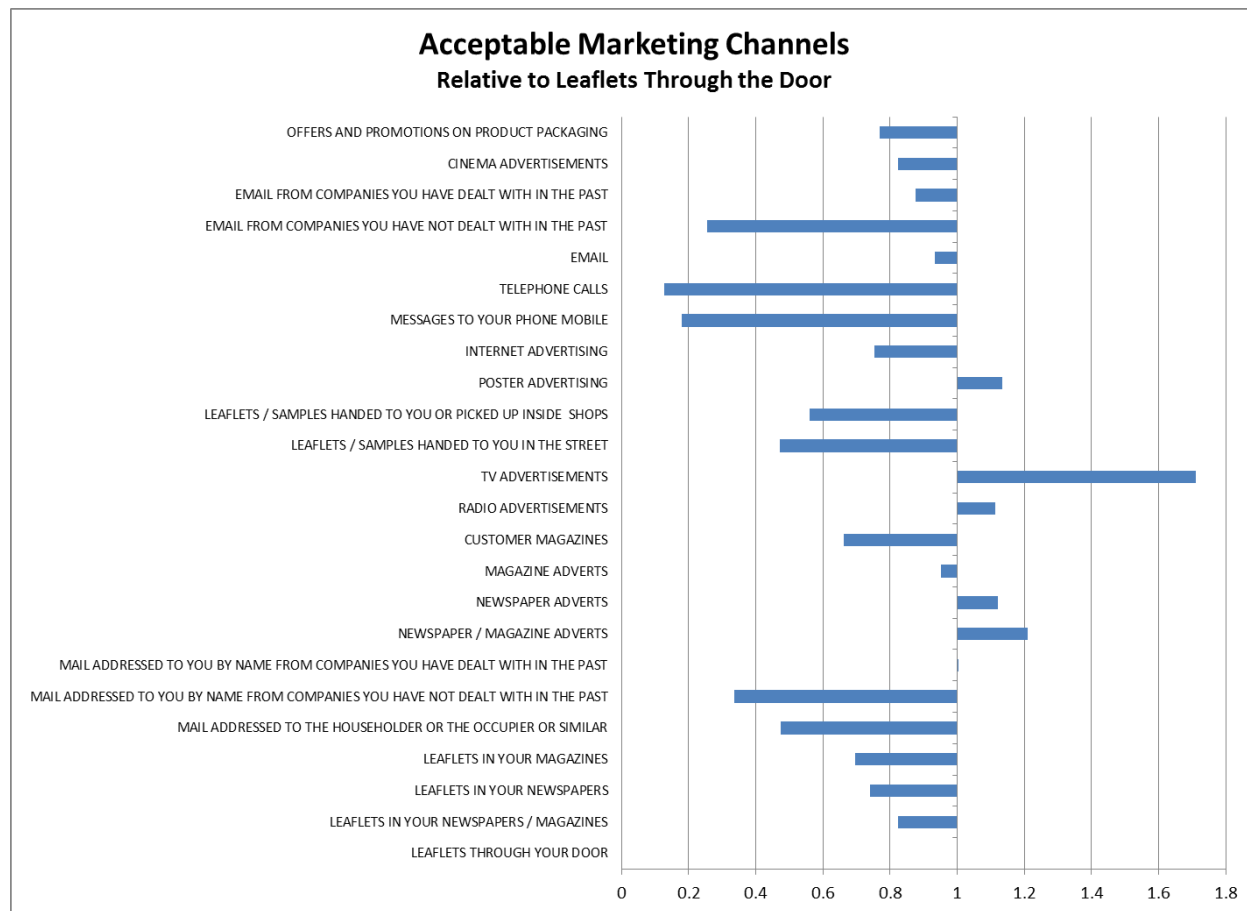
SOME FACTS ABOUT DOOR DROPS

Recall, Acceptability and Influence compared to other channels

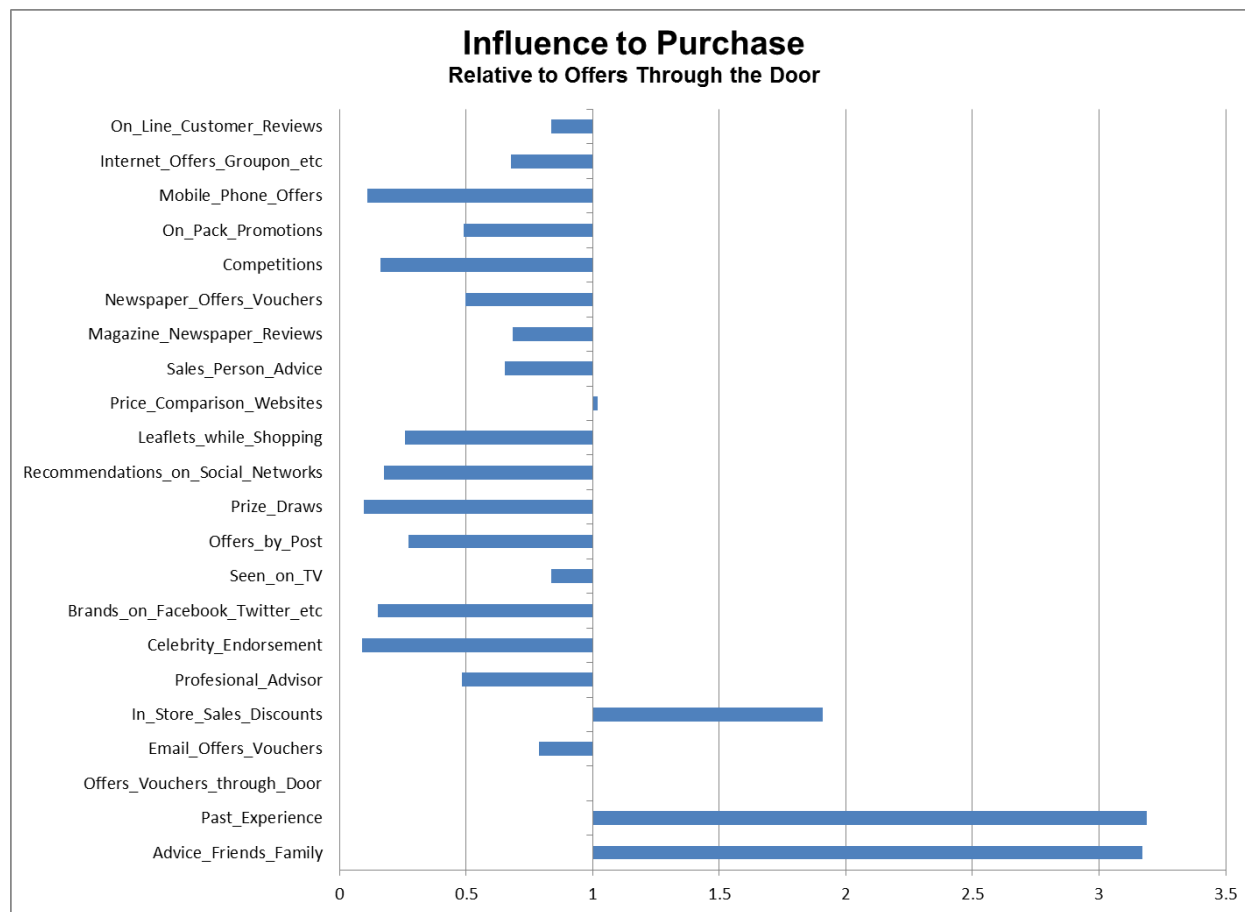
Door Drops are recalled by more people than any other channel.



Acceptability of a channel is a key measure.
Door Drops are acceptable to more people than any other 'non broadcast' channel.



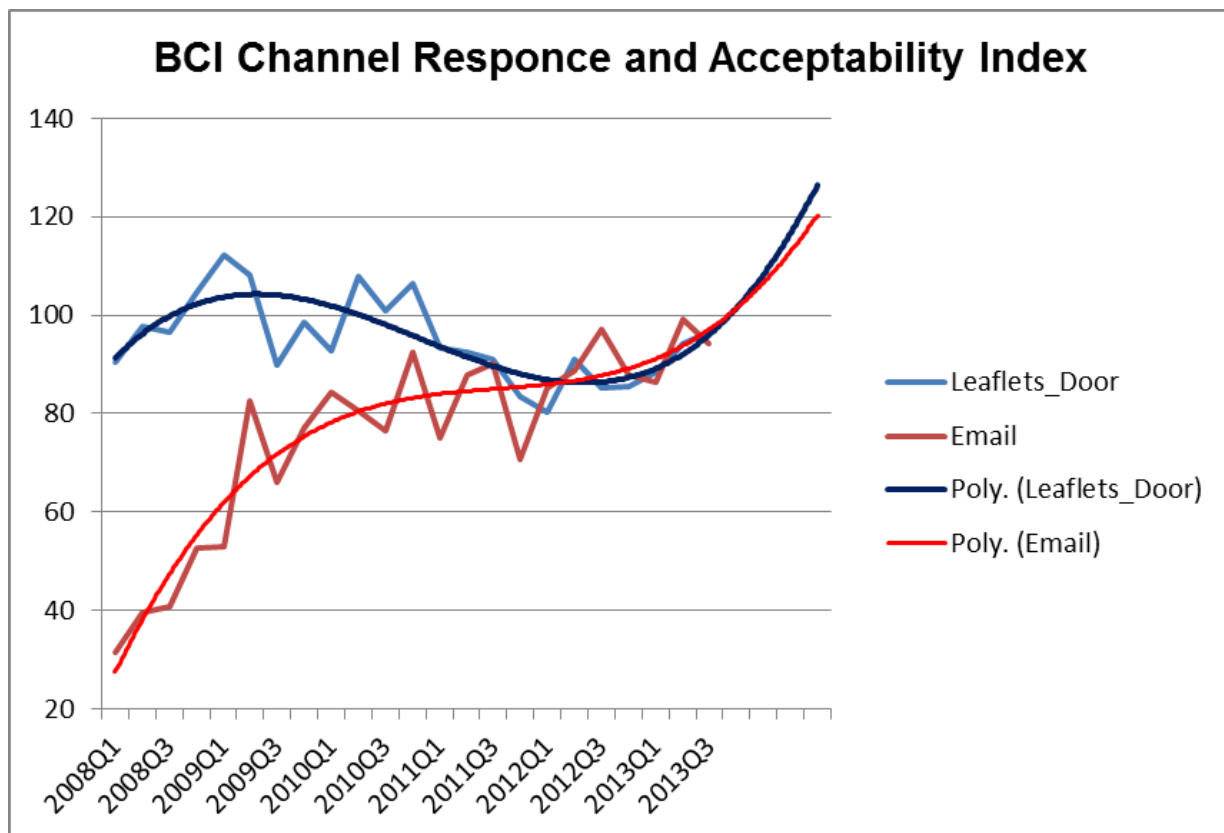
In terms of 'Influence' offers through the door resonate with more people than any other method of delivery.



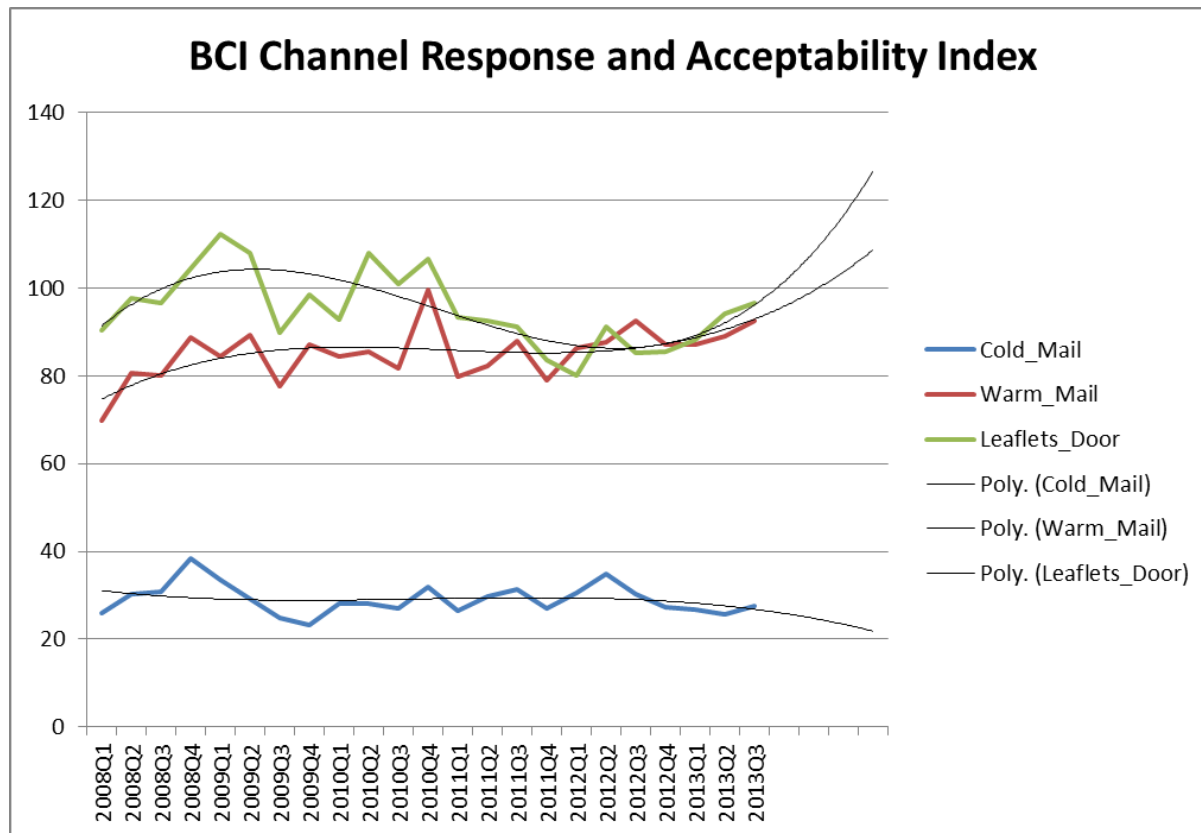
SOME FACTS ABOUT DOOR DROPS

Trends in Response and Acceptability

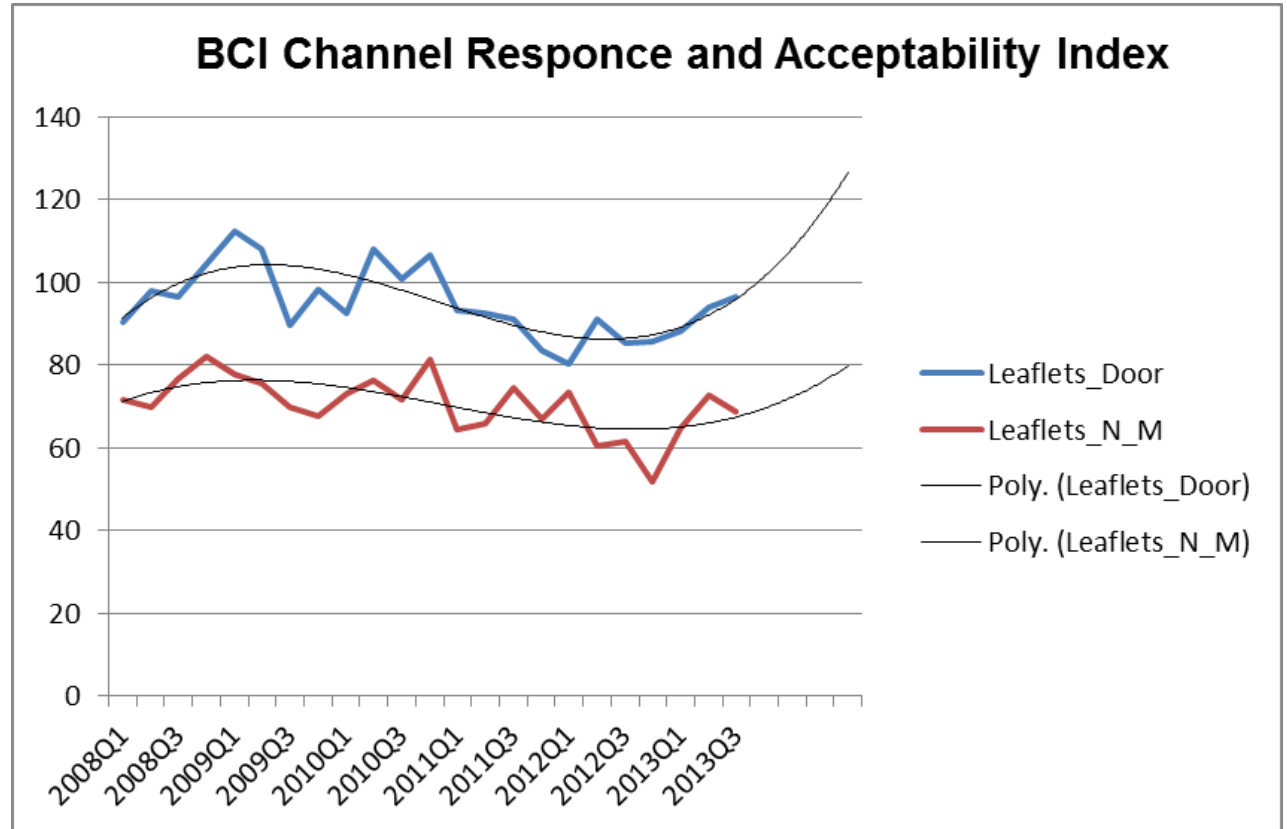
The rise in email can clearly be seen, as can the plateau which tends to happen when a channel becomes more established. This is particularly true of channels that are, initially, novel then suffer from over use. The trend line shows the projected trend over the next 4 quarters.



In contrast to email, direct mail (both 'warm' and 'cold') are more mature. Interestingly, Door Drops are not suffering from the lack of 'personalisation' that cold mail seems to be experiencing. Again the trend over the next 4 quarters seems to suggest that 'physical' mediums may actually be benefiting from the saturation, or indiscriminate use, of digital.

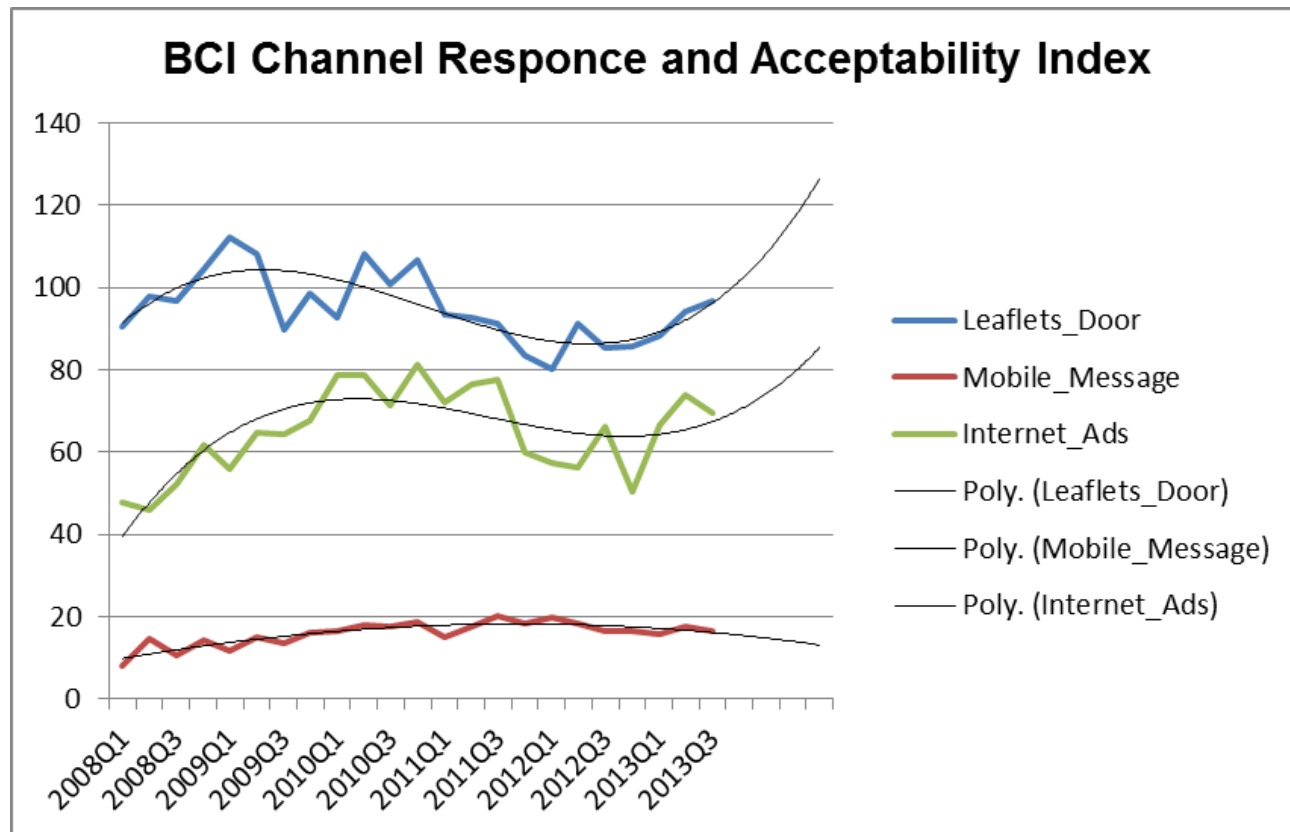


Leaflets in Newspapers or Magazines show a very similar pattern to Door Drops.



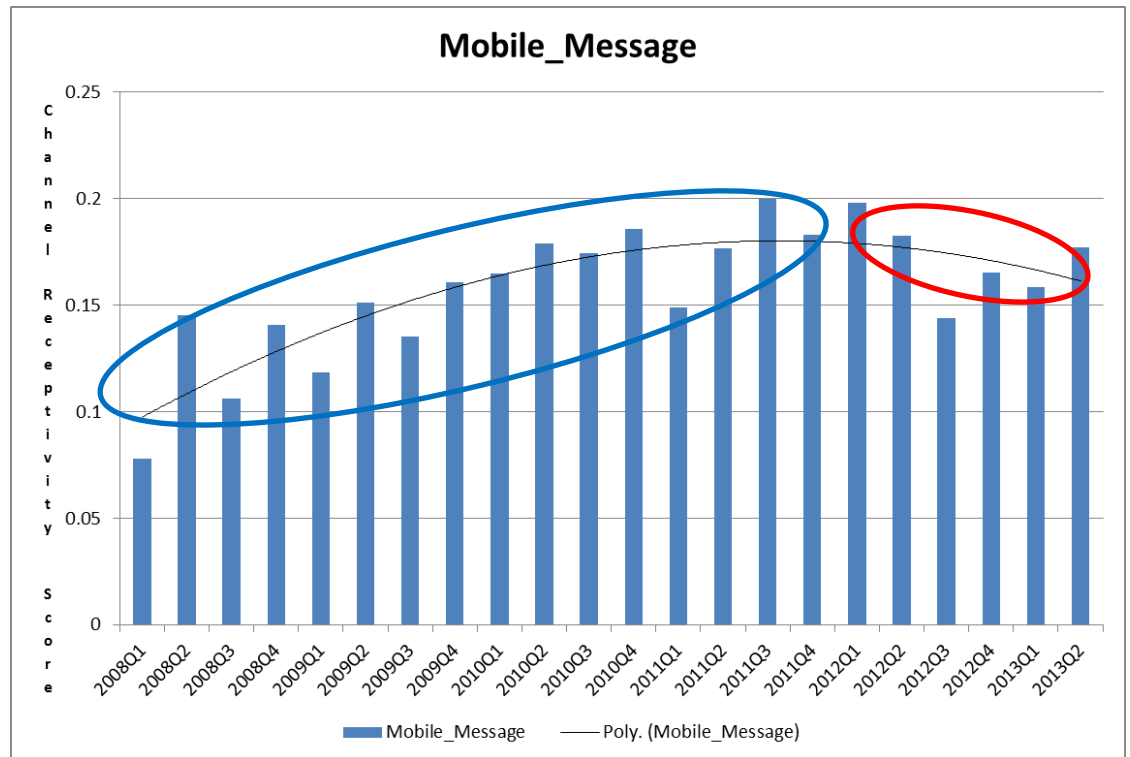
The contrast between Door Drops and Internet ads can clearly be seen. The rise in internet ads mirroring a decline in door drops up to a point when they became more mature.

Mobile is showing the classic sign of a new channel reaching the point where it ceases to be novel and becomes irritating. Looking more closely.....



Looking More Closely at Mobile

- Receptivity of mobile was on the rise until about a year ago
- The number of people in Receipt of Mobile Marketing has trebled since 2008.
- The drop is even more marked when viewed against the people who recall receiving Mobile Marketing
- More worrying is the fact that it is the younger end that seem to be becoming less enamoured with mobile.



**THE ONLY SOURCE OF DATA COVERING
WHO:
RECEIVES
HAS RESPONDED TO
WILL RESPOND TO
AND FIND IT ACCEPTABLE TO RECEIVE
DOOR DROPS
COMPARED TO 22 OTHER CHANNELS**

CONTACT US;

Web www.bcindex.co.uk

Email info@thebps.co.uk

Tel – 0203 286 1981