

## The Only Tracking Study of Marketing Communication Channels Celebrates 6 years of Trend Data.

### British Consumer Index – Marketing Communications; Q2 2008 to Q1 2014

Marketing communication has changed dramatically over the last few years with more channel options than ever before. As consumers get used to these new channels their receptiveness to them changes with the initial novelty giving way to familiarity then, sometimes, irritation.

The British Consumer Index (BCI) is the only study which has been monitoring these trends and now had 6 years of monthly trend data. It provides marketers with vital data on how different types of consumers are reacting to each communication channel. The full data is now available in a fully analysable Excel Pivot Table format, see below for details.

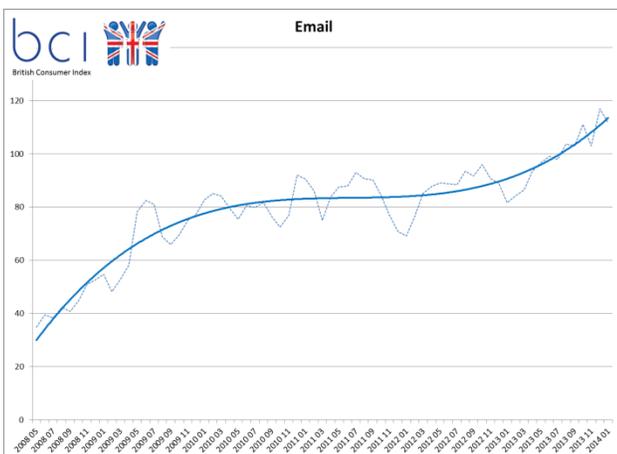
Comparative trends can be seen either at a population level or specific to a target audience, even an individual organisations' own segmentation. The data can also be linked to other customer or research data using the BCI Data Bridge, a technique developed by BCI.

#### Some Current Overall Trends:

**Email** plateaued from 2010 to early 2013 then started to improve its receptivity.

The overall figure does, however, hide the fact that **'cold' email** has been on the decline from Q2 2012 which was compensated by the growing popularity of **'warm' email** from the beginning of 2013.

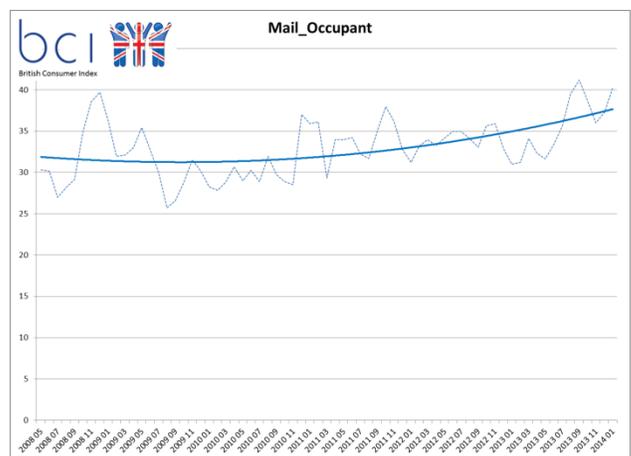
In fact, **cold channels** have become increasingly **unpopular** if addressed.



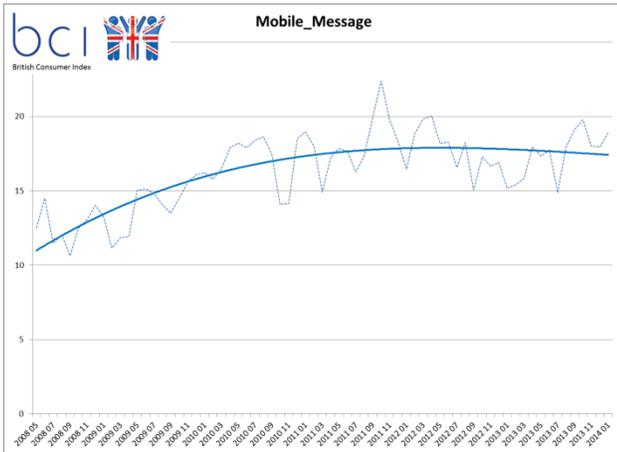
The trend seems to be linked to the increase in awareness of data privacy as an issue as unaddressed communications are now the preferred choice to receive 'cold' information. For example; Mail addressed to **'The Householder or Occupant'** has seen a rise, perhaps due to the fact that it doesn't need to be shredded in order to be disposed of thus reducing the 'hassle'.

The same is true of **Door Drops** which have been showing a rising trend since Q1 2012.

In fact one Marketing Director recently dismissed door drops as 'so old fashioned' but was persuaded by the data to test them. The result was a dramatic uplift!



Probably most interesting to many marketers is the trend in **‘Mobile Marketing’**. Here we can see what seems like a classic case of novelty being overtaken by irritation with a fall in popularity from late 2011 to the second half of 2013. Older marketers will recall something very similar when laser printing made personalisation of direct mail possible!



On a brighter note for mobile, it does seem that the downward trend has, perhaps, started to reverse in late 2013, maybe as marketers gain experience with the channel.

The measurement used in these charts is what BCI terms a **‘Channel Score’**.

Channel Score combines three of the BCI measures; past response to the channel, acceptability of the channel and potential future response to the channel. The seven permutations of these measures are then weighted to produce a combined score.

Each of the individual measures can also be analysed separately together with recall.

Analysis can be done not only on comprehensive demographics but also by 11 different geodemographic segmentations from; Acorn, Cameo, Censation, Mosaic, Personix and OAC. Organisations own segmentation models can also be coded into the data to allow analysis specific to their targeting.

### Other BCI Modules

In addition to Marketing Communication Channels BCI also collects data on Sectors (Receipt, Acceptability and Intention to Purchase) and Influences to purchase together with Financial Optimism. All of these measures can be cross analysed.

**The British Consumer Index is the only source of trend data covering consumers’ relationships with marketing communication. Data is collected monthly commencing March 2008.**

**To mark the 6<sup>th</sup> anniversary BCI is making available, for the first time, the full back data from March 2008 in a fully analysable, Excel Pivot Table format.**

**The data can be downloaded from our website, the first 25 downloads will be at a special reduced price of £5,000 a 50% discount on the normal price of £10,000.**

See below for details of the communication channels monitored:

Communication Channels covered are:

- Leaflets Through Your Door
- Leaflets In Your Newspapers
- Leaflets In Your Magazines
- Mail Addressed To 'The Householder' Or 'The Occupier' Or Similar (Unaddressed Mail)
- Mail Addressed To You By Name From Companies You Have Not Dealt With In The Past (Cold Mail)
- Mail Addressed To You By Name From Companies You Have Dealt With In The Past (Warm Mail)
- Newspaper Adverts
- Magazine Adverts
- Customer 'Magazines'
- Radio Advertisements
- TV Advertisements
- Leaflets / Samples Handed To You In The Street
- Leaflets / Samples Handed To You Or Picked Up Inside Shops
- Poster Advertising
- Email From Companies You Have Not Dealt With In The Past (Cold Email)
- Email From Companies You Have Dealt With In The Past (Warm Email)
- Internet Advertising
- Messages on your Mobile Phone
- Telephone Calls
- Cinema Advertising
- Offers and Promotions on product packaging

Measures:

- Recalled receipt of each channel
- Recent response to each channel
- Acceptability of each channel
- Potential Future Response to each channel

For further information:

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Notes: Figures are collected by The British Population Survey by face to face in home interviews with a population representative sample of 1,000 adults aged 15+ per month (total sample size = 73,953).