



THE ROLE FOR MAIL TO ENGAGE WITH VULNERABLE CITIZENS

THE IMPACT OF MAIL ON VULNERABLE CITIZENS FOR GOVERNMENT

November 2020

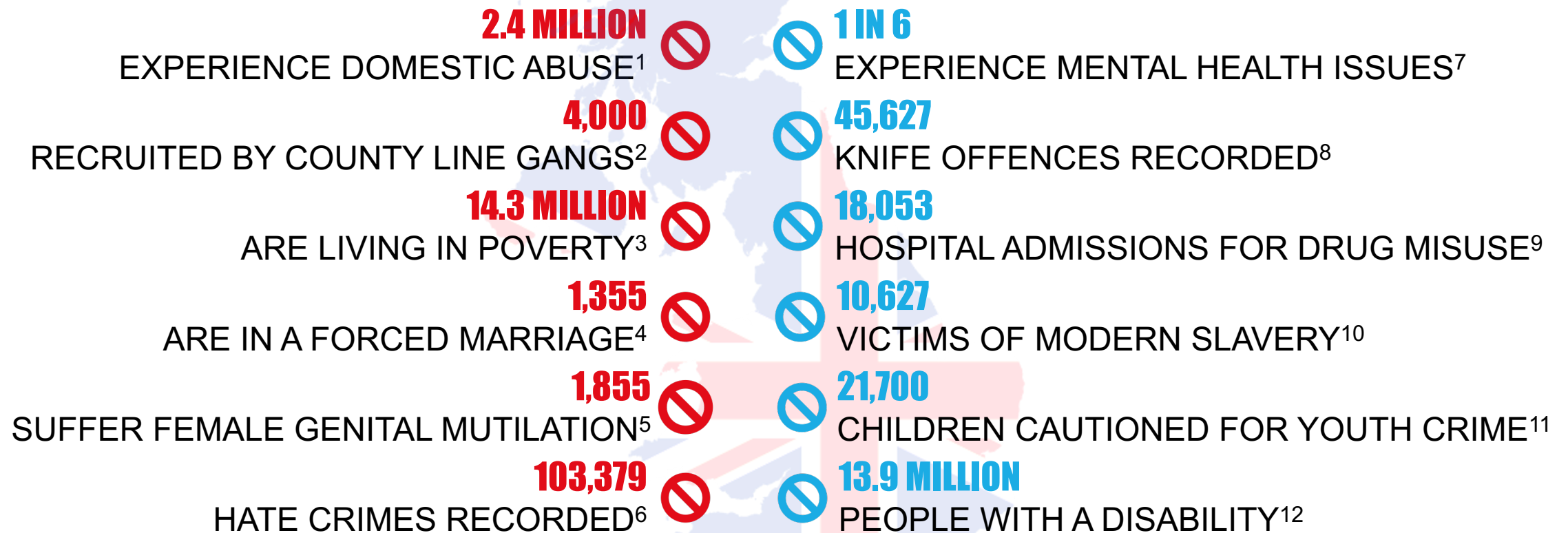


**MAKE A
LASTING
IMPRESSION.**
VISIT [MARKETREACH.CO.UK](https://www.marketreach.co.uk)

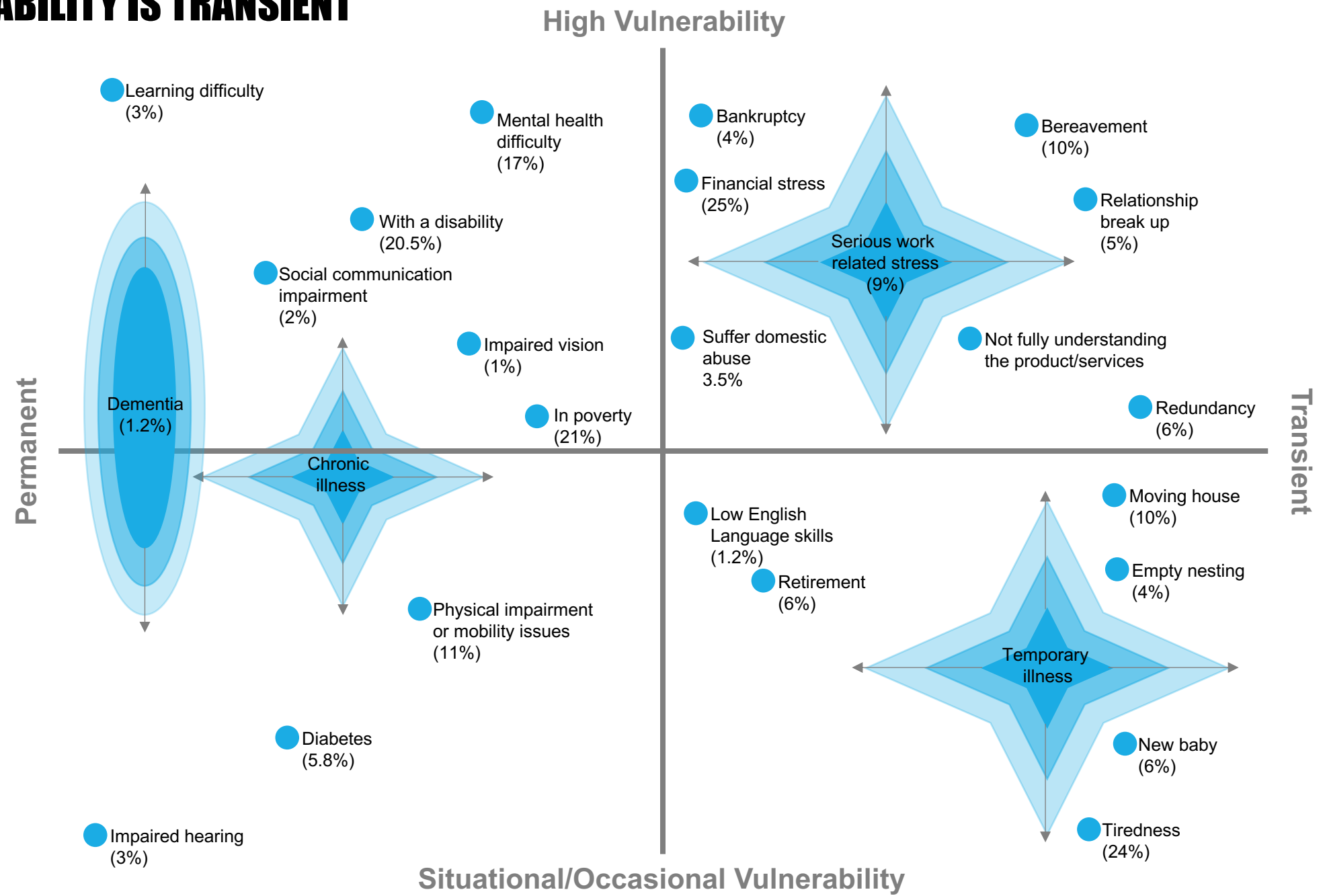


**VULNERABILITY IS
A WIDE REACHING
AND TRANSIENT
SITUATION**

THERE ARE MANY CIRCUMSTANCES WHICH LEAD TO VULNERABILITY



VULNERABILITY IS TRANSIENT



WITH MANY MORE PEOPLE REQUIRING SUPPORT



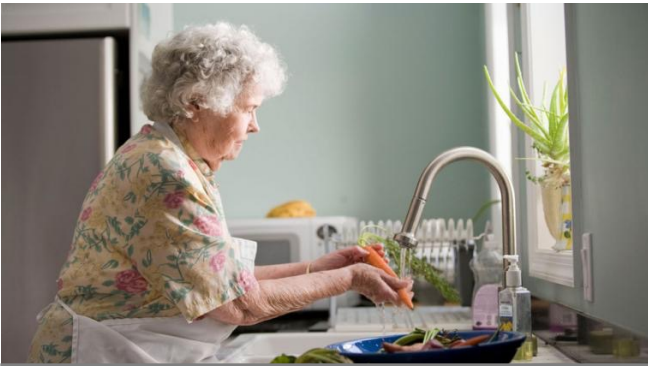
Hardship fund is extended for most vulnerable¹



Most disadvantaged get free school meals²



1 million more people are pushed into poverty³



Food parcels are provided for the elderly who are shielding⁴

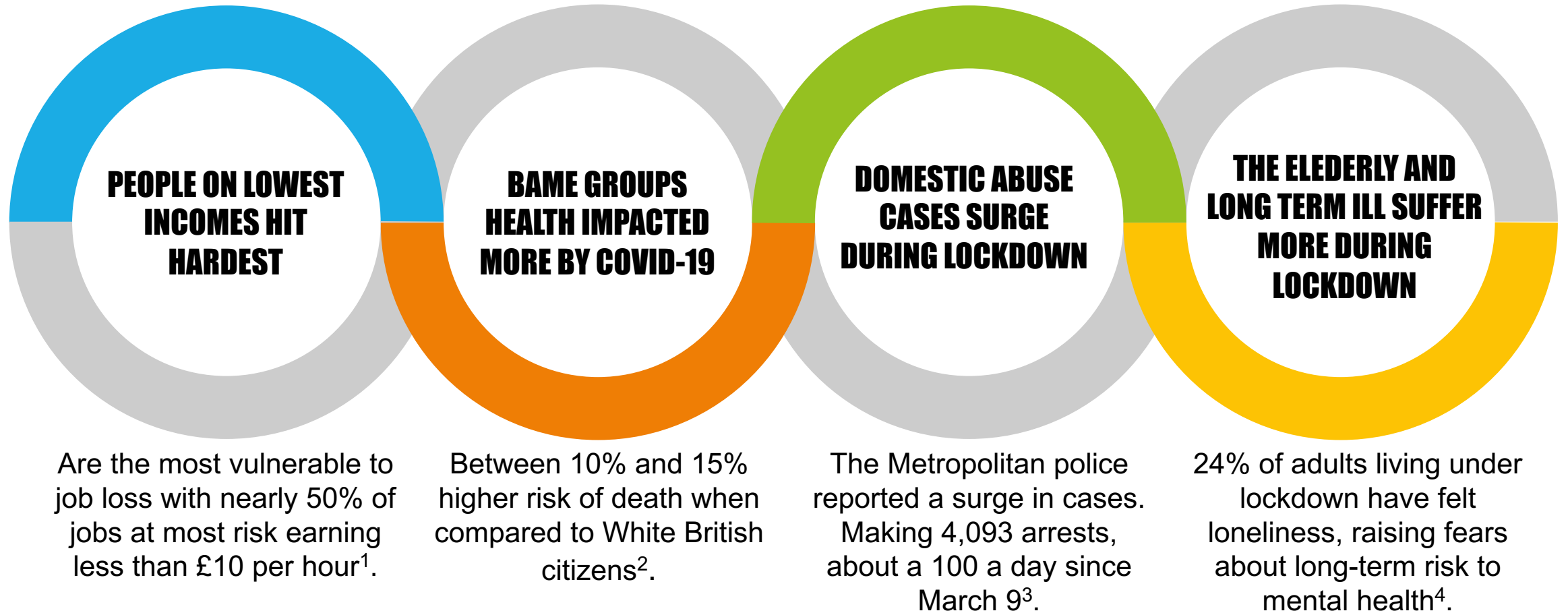


The number of new claimants is rising historically⁵



Rough sleepers are taken off the street⁶

THOSE ALREADY VULNERABLE HARDEST HIT



3.6 MILLION ARE OFFLINE AND 8% HAVE NOT USED THE INTERNET FOR 3 MONTHS

68% DISABLED

People use internet vs. 84% of non disabled²

44% RETIRED

People use internet vs. 95% of students and 77% employed²

39% OVER 65s

Use the internet vs. 100% 14-17 years vs. 85% 45-54¹

72% WOMEN

Use the internet vs. 69% of men¹

40% NO FORMAL QUALIFICATIONS

Use the internet vs. 84% with basic qualifications, 92% Further Education and 95% Higher Education¹

51% IN NORTH EAST

Use the internet vs. 71% in the East of England¹

58% LOW INCOME HOUSEHOLDS

Use the internet vs. 99% in high income ones²

52% IN WORK

Lack digital skills vs 38% people with an impairment have the digital skills needed for work²

SOME GROUPS ACCESS THE INTERNET ELSEWHERE

ACCESS THE INTERNET REGULARLY AT THE LIBRARY



SOCIAL GRADE E
INDEX: 134



**UNEMPLOYED
WAS WORKING**
INDEX: 148



**DIVORCED /
SEPARATED LONG
TERM PARTNER
(LAST 12 MONTHS)**
INDEX: 145



**FINANCIAL
SEGMENT DAY TO
DAY EFFORT**
INDEX: 159



AGED 15-24
INDEX: 368



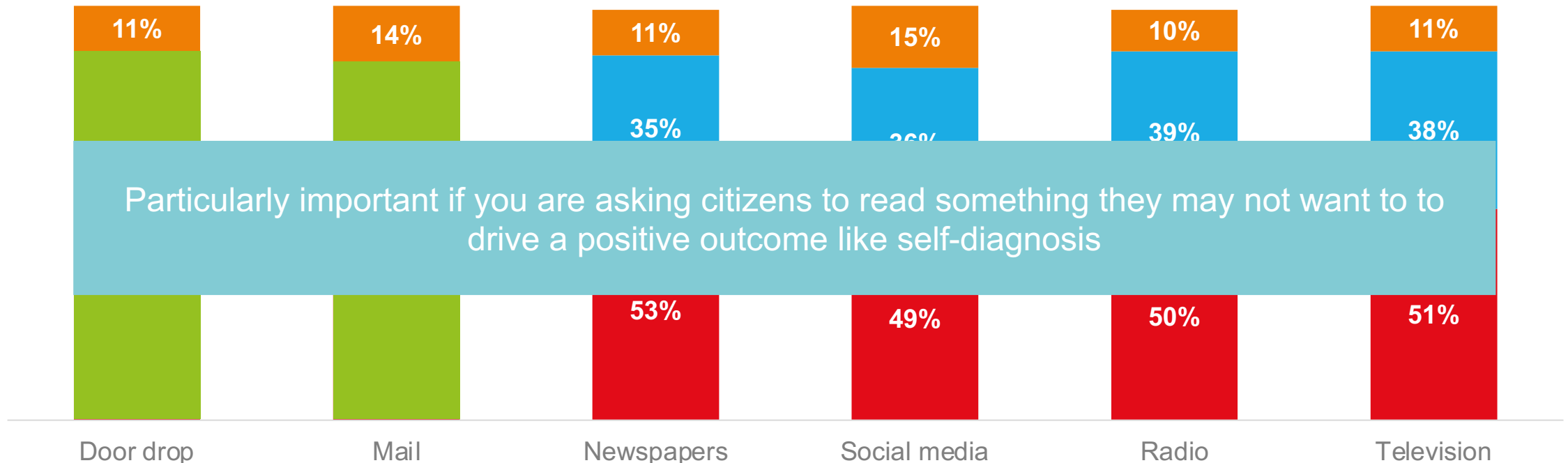
**MAIL HAS A ROLE
IN REACHING
VULNERABLE
AUDIENCES**

MAIL HELPS OVERCOME BARRIERS

MAIL IS MORE LIKELY TO BE READ IN FULL EVEN IF READERS' VIEWS ARE NOT REFLECTED

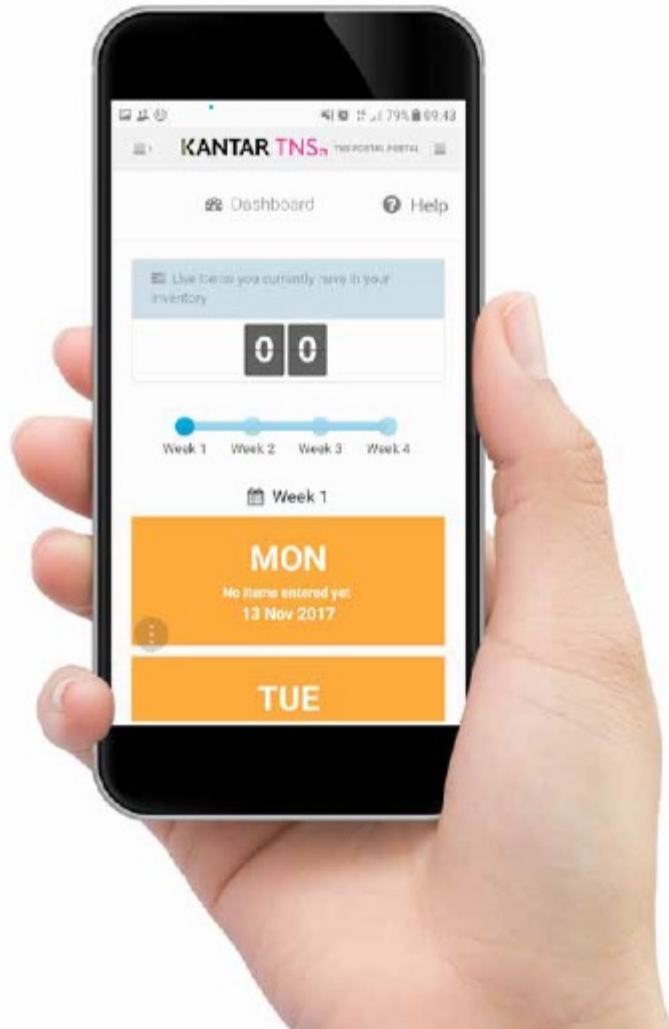
Extent to which communication has been read / consumed with somewhat / strongly differed from my views.

■ Read / watched it in full ■ Read / watched some of it ■ Skim read / vaguely watched it



JICMAIL RECORDS PHYSICAL INTERACTION

THIS DRIVES THE FREQUENCY METRICS



**JIC
MAIL**

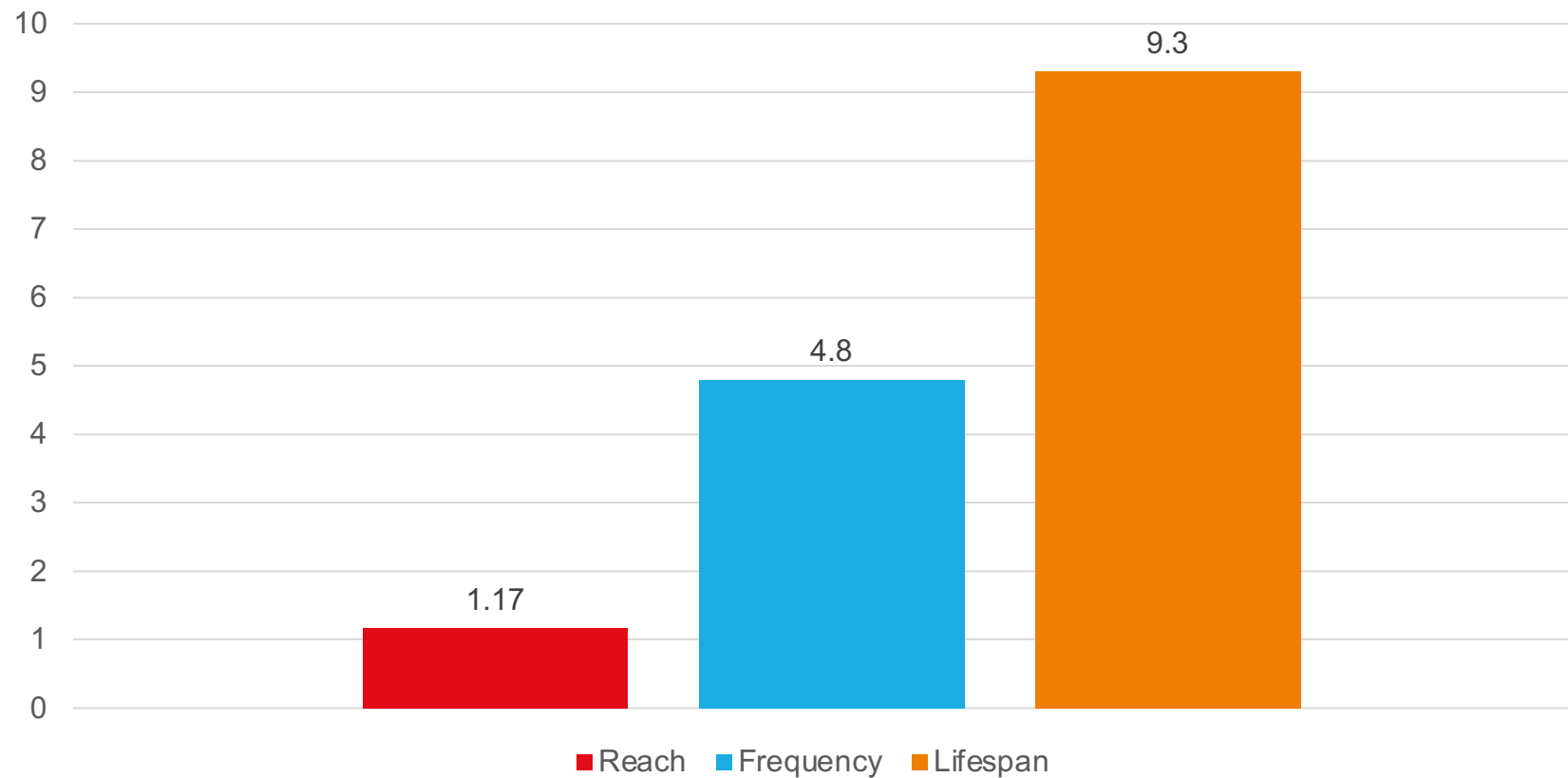
Mail Media Metrics

ACTION

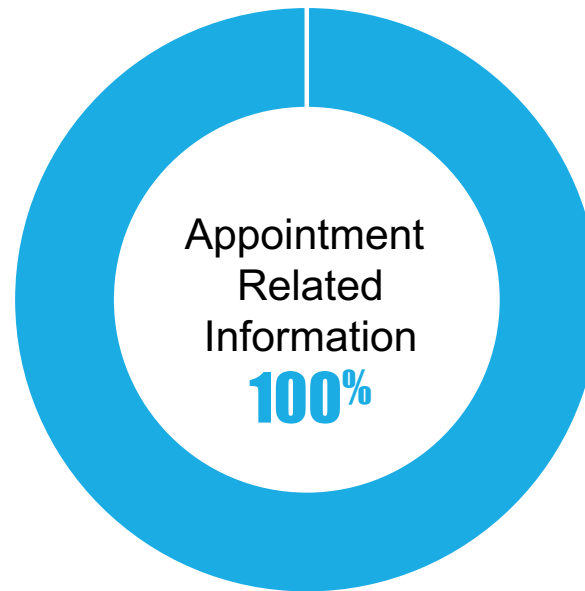
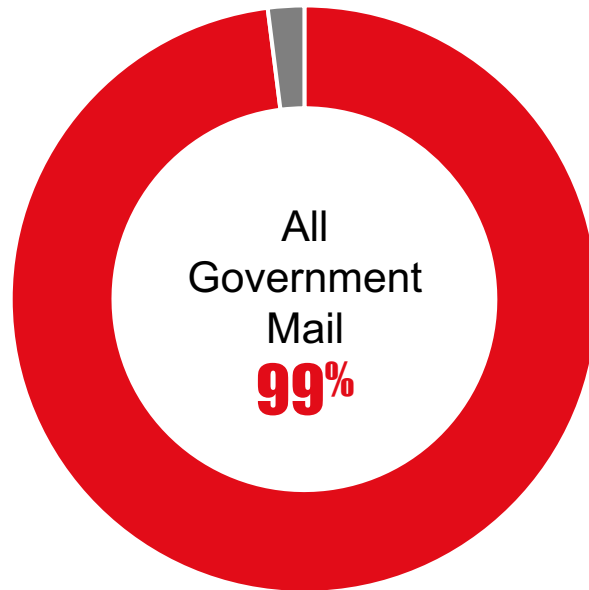
-  Item arrival
-  Opened it
-  Read/looked at/glanced at it
-  Put in the usual place
-  Passed it on/left out for the person it's for
-  Put aside to look at later
-  Put on display
-  Filed it
-  Took it out of the house
-  Used/did something with the information
-  Threw it away/recycled

REACH, FREQUENCY, LIFESPAN

FOR GOVERNMENT MAIL IT IS HIGHER THAN AVERAGE

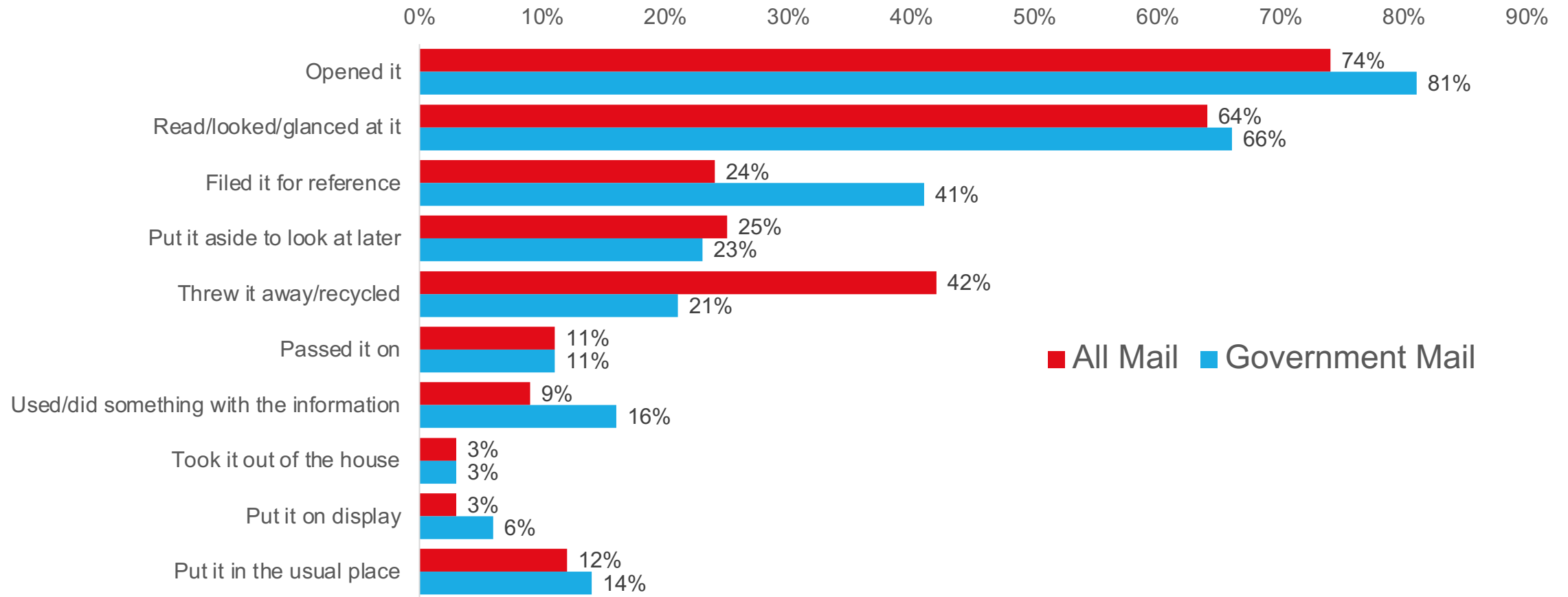


ENGAGEMENT RATES WITH GOVERNMENT MAIL HIGHER THAN AVERAGE



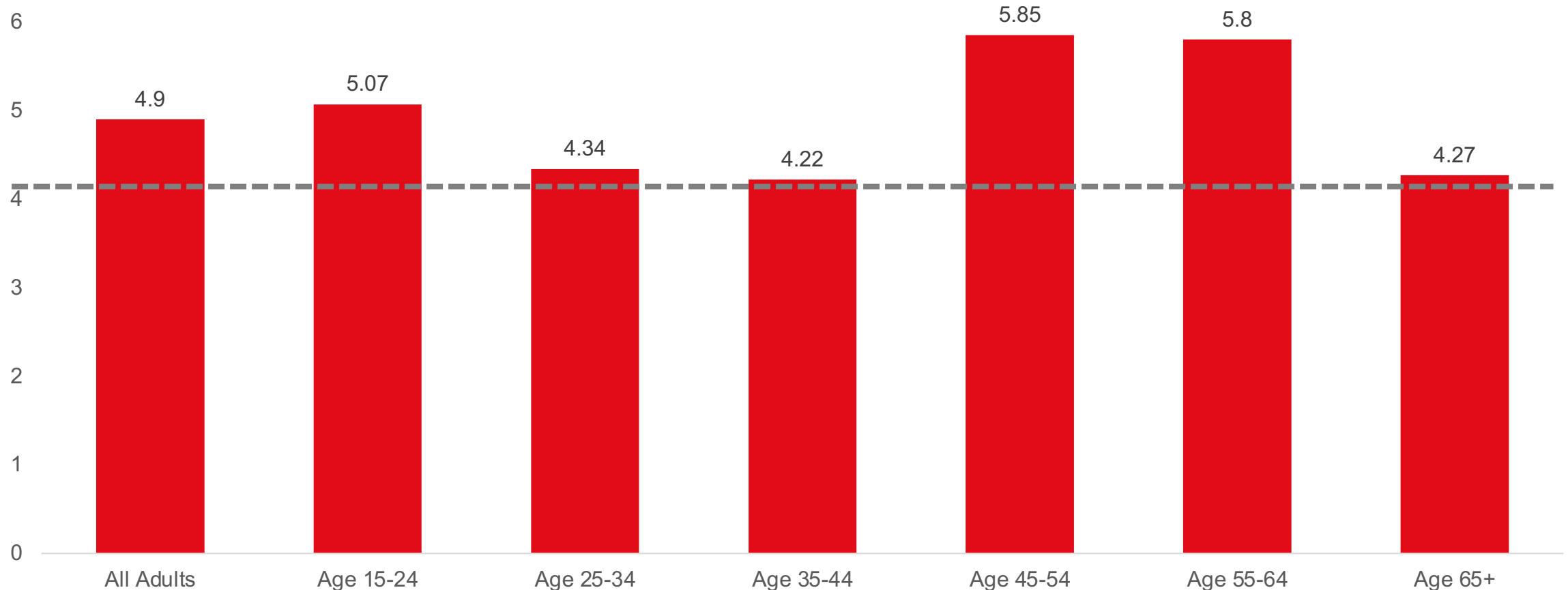
Engagement = opening, reading, sorting, setting aside for later, filing, displaying or putting in the usual place

PHYSICAL INTERACTIONS WITH GOVERNMENT MAIL



FREQUENCY BY AGE GROUP

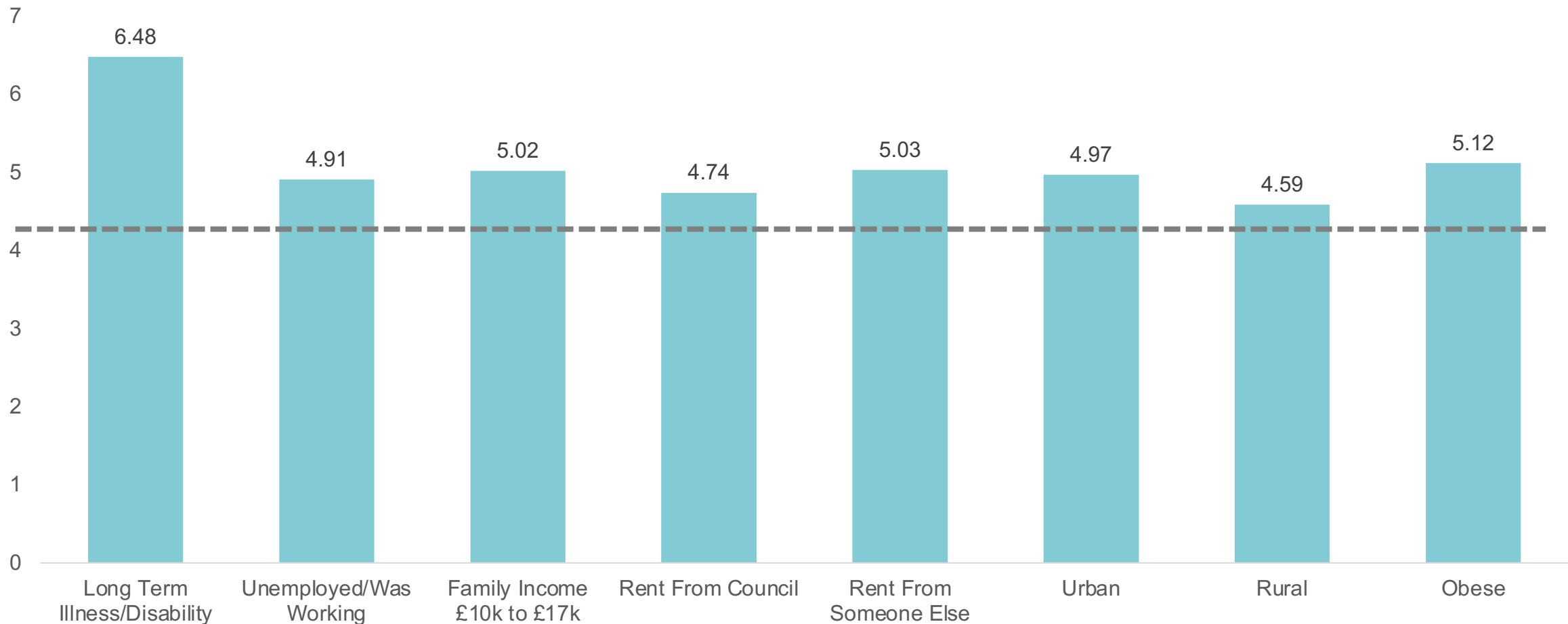
ALL AGE GROUPS FREQUENCY EXPOSURE HIGHER THAN AVERAGE FOR GOVERNMENT MAIL – AVERAGE IS 4.2





THOSE IN POTENTIALLY VULNERABLE GROUPS

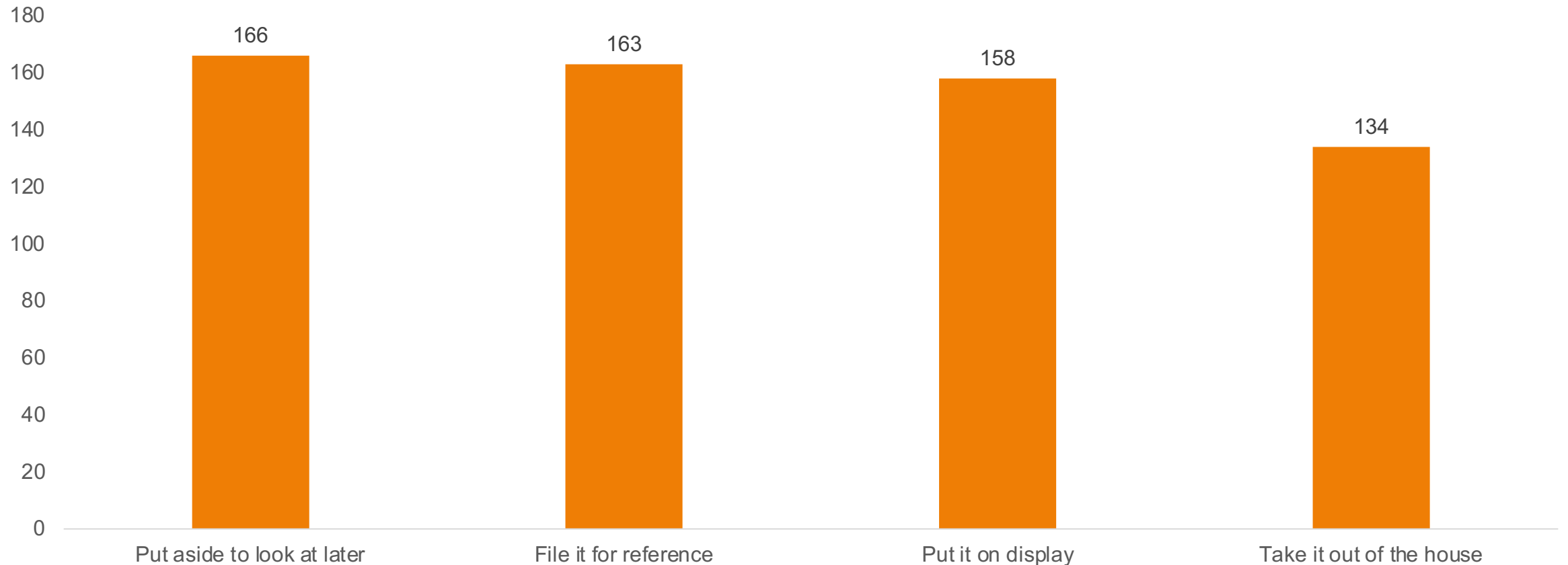
ARE INTERACTING WITH GOVERNMENT MAIL AT EVEN HIGHER RATES



PHYSICAL ACTIONS

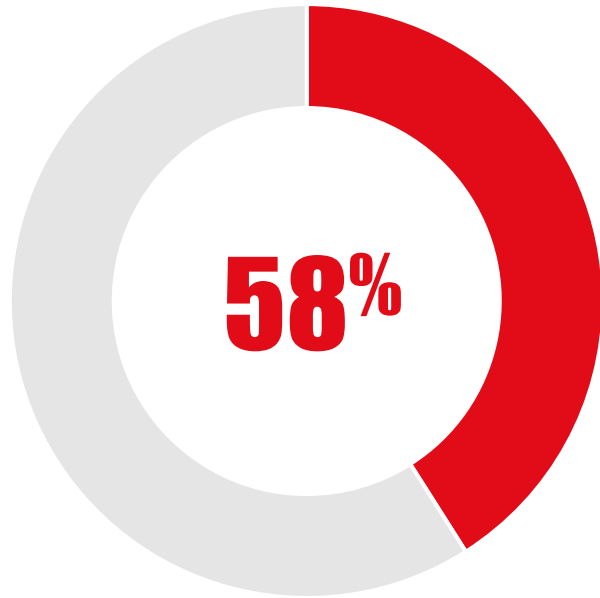
FOR THOSE ON INCOME SUPPORT – OVER INDEX HIGHLY ON THESE ACTIONS

Income Support Benefits Received

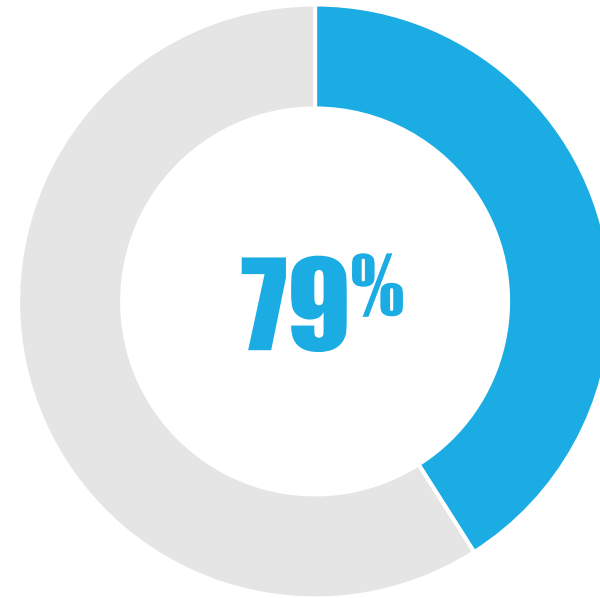


IT STAYS AROUND A LONG TIME

GOVERNMENT MAIL STAYS IN THE HOME AFTER 28 DAYS



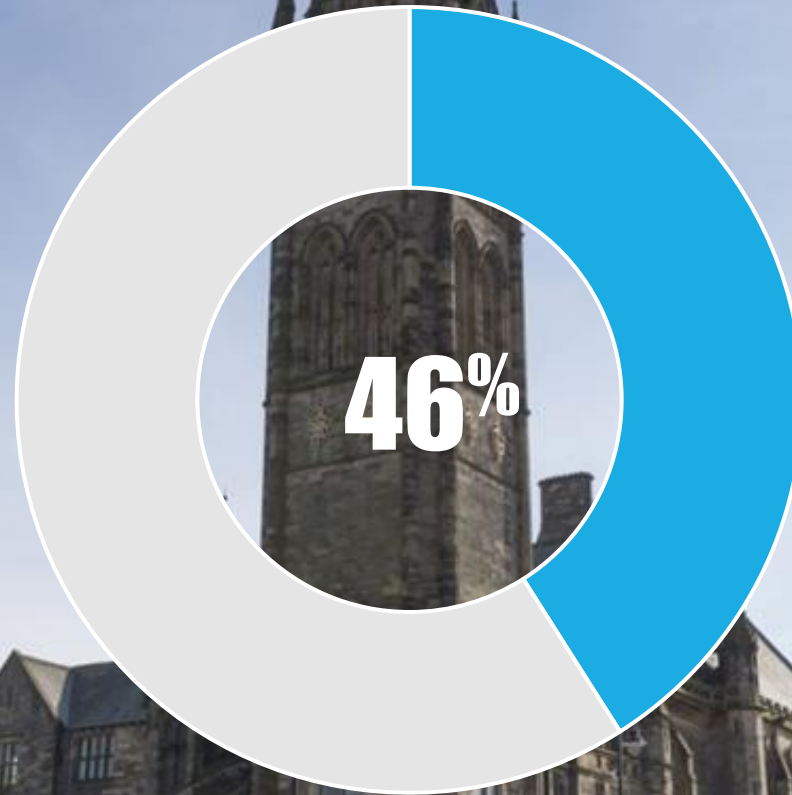
All Mail



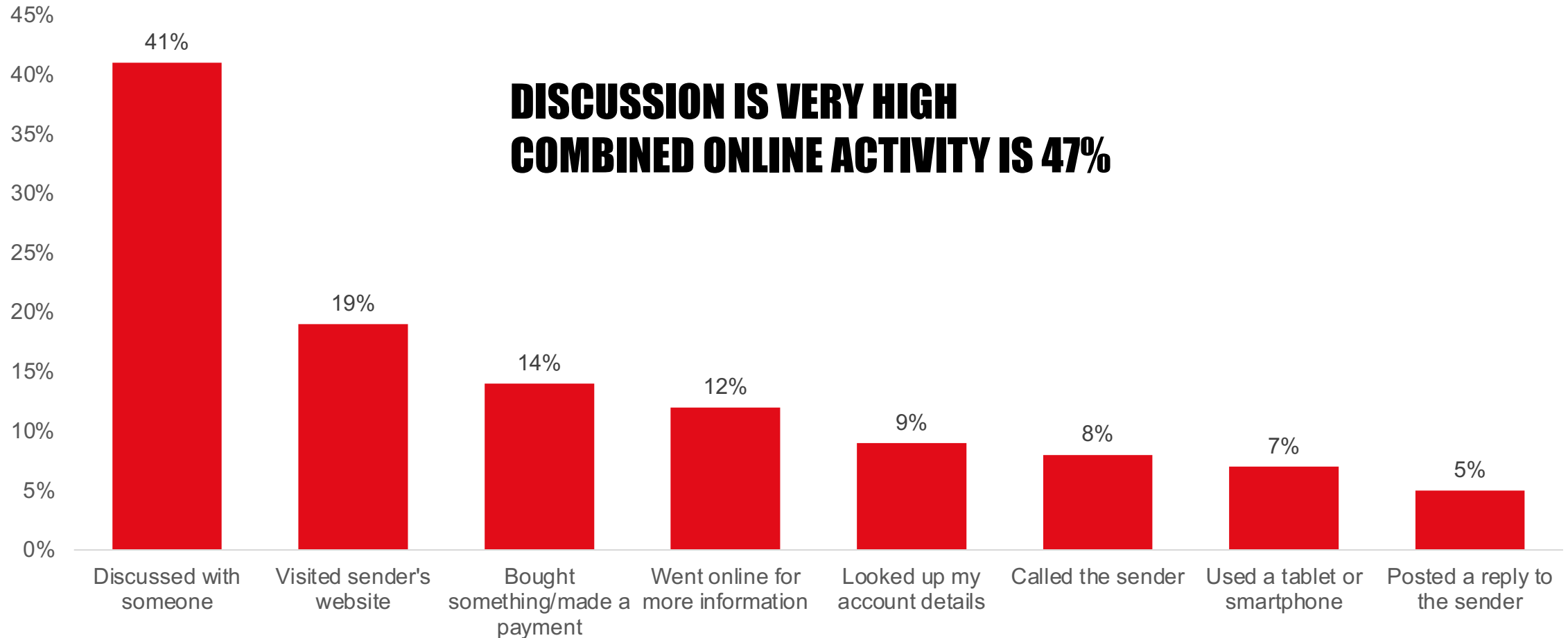
Government Mail

OTHER ACTIONS WITH GOVERNMENT MAIL

ARE CONSISTENTLY HIGHER THAN AVERAGE – AVERAGE IS 32%



THE NON-PHYSICAL ACTIONS TAKEN WITH GOVERNMENT MAIL





HOW MAIL BEHAVIOUR CHANGED DURING LOCKDOWN



TIME AT HOME MEANT MORE TIME WITH MAIL

FREQUENCY OF INTERACTION WITH GOVERNMENT / COUNCIL MAIL INCREASED AS WE SPENT MORE TIME AT HOME IN Q2

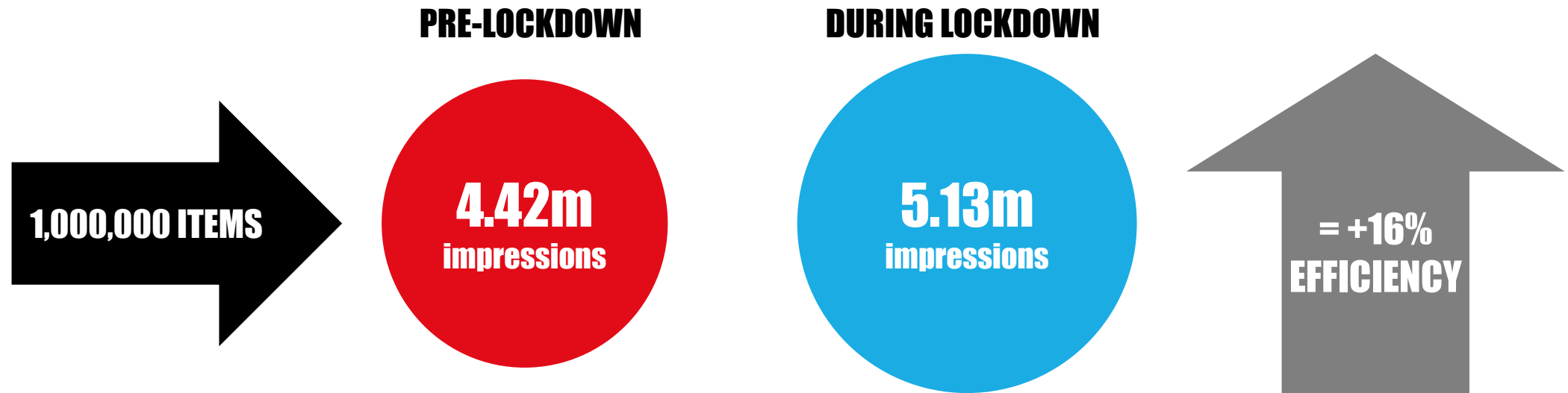
PRE-LOCKDOWN



DURING LOCKDOWN

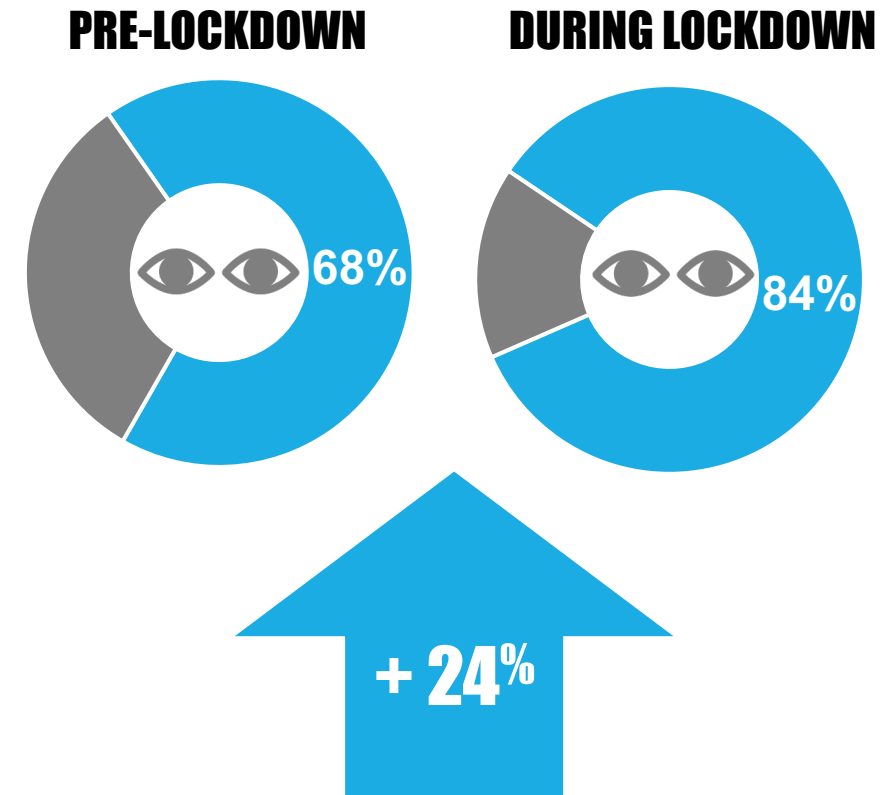
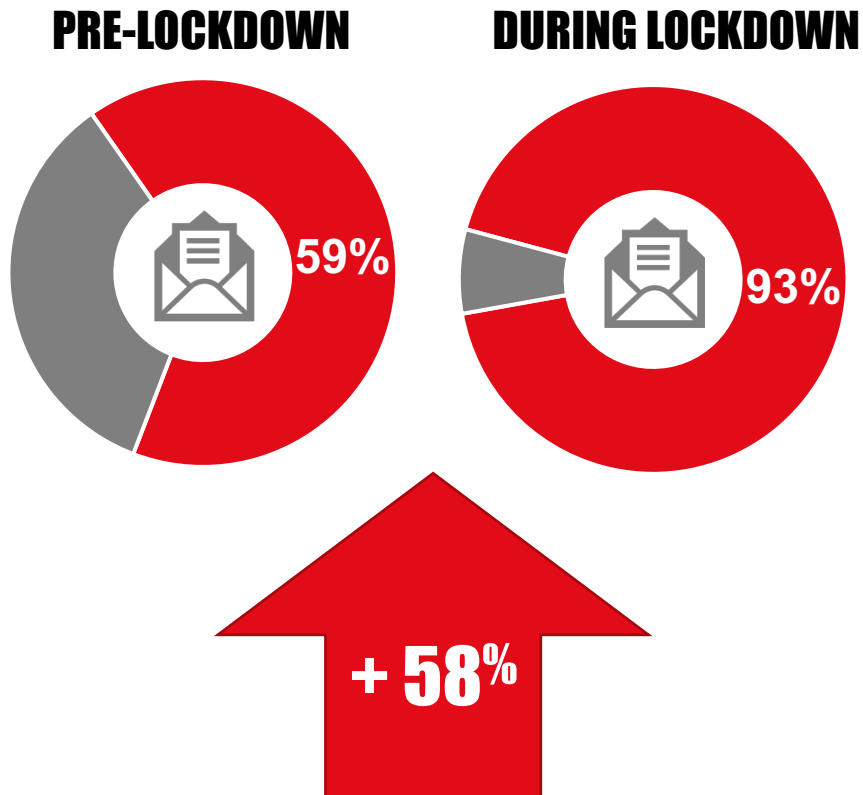


WHICH RESULTED IN BIG CAMPAIGN EFFICIENCIES



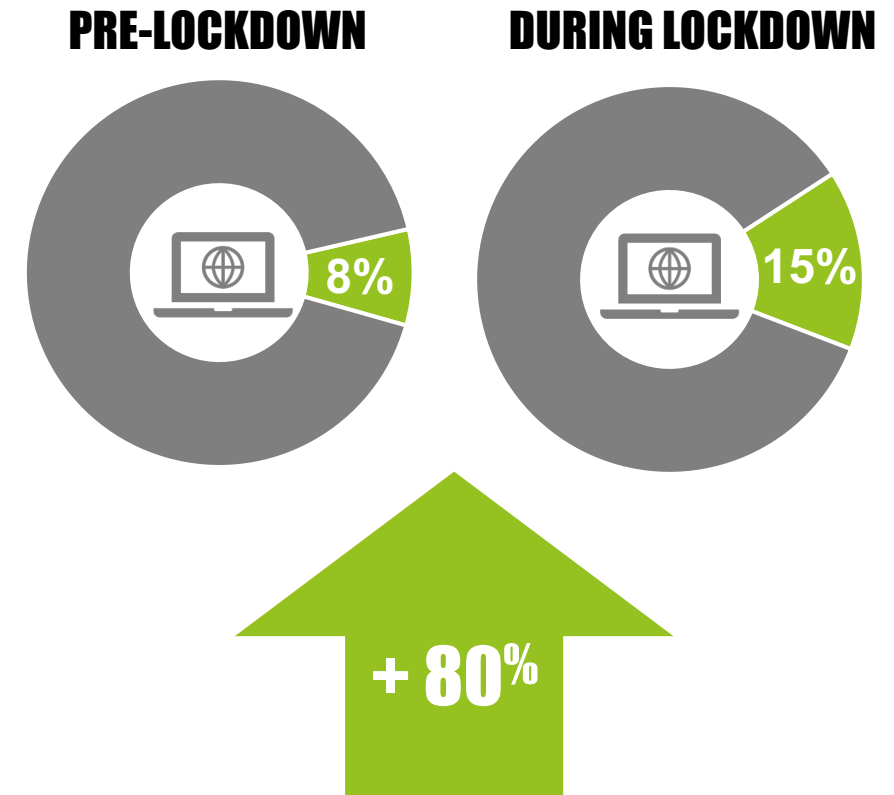
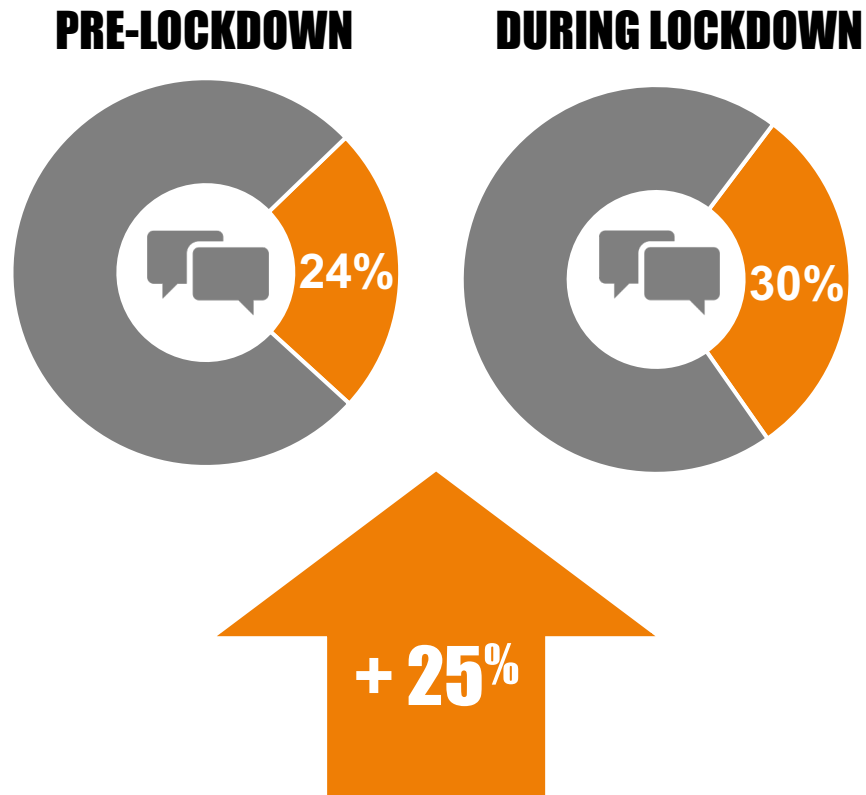
HUGE INCREASE IN OPEN AND READ RATES


NOT ONLY ARE MORE IMPRESSIONS BEING DELIVERED WHILE PEOPLE ARE IN THEIR HOMES MORE, THEY ARE MORE LIKELY TO BE OPENED AND READ TOO



AND MAIL WAS MORE LIKELY TO PROMPT ACTION

CRITICAL GOVERNMENT AND COUNCIL MAIL MESSAGES WERE MORE LIKELY TO BE DISCUSSED AND MORE LIKELY TO PROMPT PEOPLE TO GO ONLINE DURING LOCKDOWN



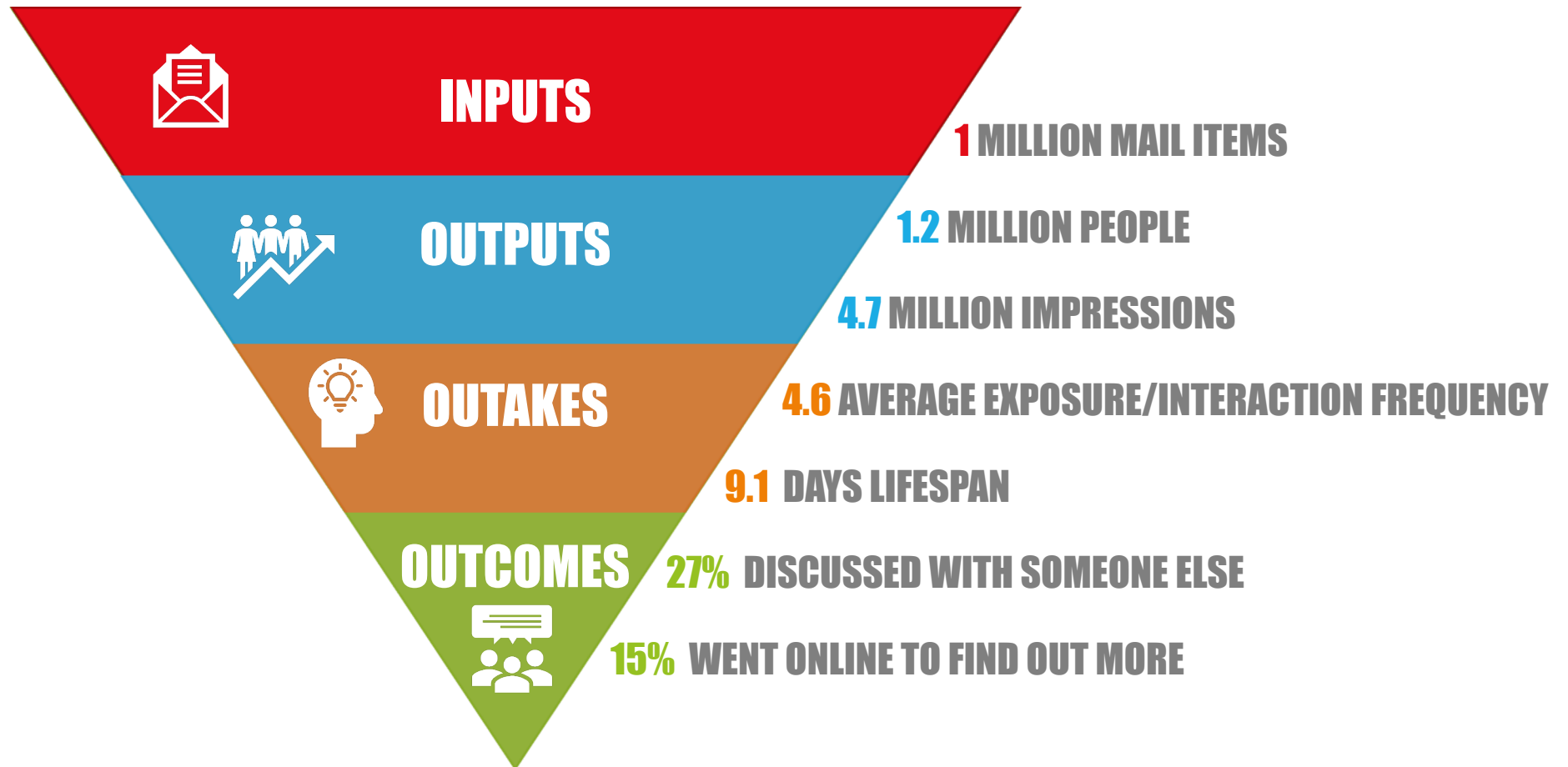


USING JICMAIL DATA TO MEASURE EFFECTIVENESS

DATA TO INFORM CAMPAIGN MEASUREMENT

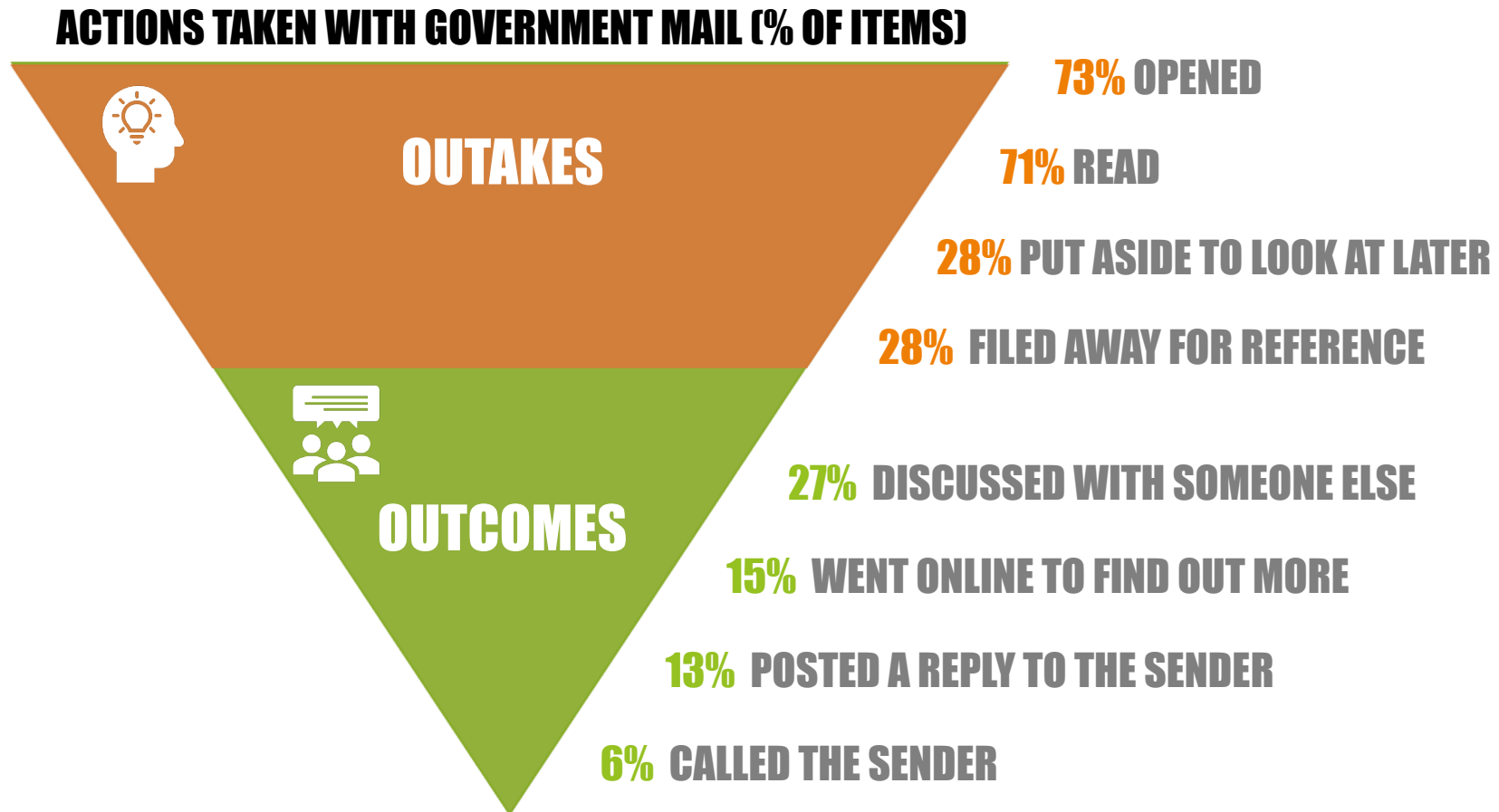
JICMAIL'S KEY METRICS FIT NEATLY INTO THE GOVERNMENT OUTCOMES DATABASE FOR MEASURING MEDIA EFFECTIVENESS

KEY JICMAIL METRICS FOR GOVERNMENT AND COUNCIL MAIL











TRANSPARENT PERFORMANCE DATA

JICMAIL DATA PROVES THAT PEOPLE ARE BOTH ENGAGING WITH THE MEDIUM AND TAKING TANGIBLE ACTION AS A RESULT OF MAIL EXPOSURE



MEASURABLE ACROSS KEY DEPARTMENTS

	% actions taken with communication mail	 Driver & Vehicle Licensing Agency	 Department for Work & Pensions	 HM Revenue & Customs	
 OUTAKES 	Opened it	16%	17%	17%	18%
	Read/looked/glanced at it	12%	16%	16%	18%
	Put it aside to look at later	4%	3%	3%	4%
	Filed it for reference or records	7%	14%	11%	7%
 OUTCOMES 	Discussed with someone	11%	11%	10%	8%
	Visited sender's website	7%	2%	4%	1%
	Posted a reply to the sender	1%	2%	1%	1%
	Called the sender	1%	2%	3%	2%

MAIL IS LOT MORE COST EFFECTIVE THAN YOU THINK

Audience Comparison Tool



Input Budget £

1000000

Select Demographic

ABC1 Adults

Compare to

Online Channels

Offline Channels



Mail



CPT £

Door Drop

50

Purchased Impacts

20,000,000

Delivered Impacts

56,160,000

CPT Audience Impacts

£17.81

Difference vs Buy

-64 %

Partially Addressed

170

5,882,353

23,036,471

£43.41

-74 %

Cold Acquisition (DM)

210

4,761,905

20,878,571

£47.9

-77 %

Online



Digital Display

1.9

526,315,789

315,789,474

£3.17

67 %

Social

4

250,000,000

150,000,000

£6.67

67 %

PPC

50

20,000,000

20,000,000

£50

0 %

Email

30

33,333,333

7,000,000

£142.86

376 %



GOVERNMENT MAIL IN ACTION CASE STUDY



LEICESTER CITY COUNCIL

SENDING POSTAL COMMUNICATIONS DURING LOCK DOWN

- Council identified that postal communication were vital to keep connected with their residents throughout Covid-19
- Hybrid mail requirement for remote working during Covid-19
- Over **4,000** hybrid mail users in Leicester City Council now using Docmail
- Streamlined communication solution, for all their residents communications
- Perfect for remote and office based staff
- **110,977** letters mailed through Docmail throughout Covid-19
- Vulnerable resident mailing – **14,000** recipients
- **1st** and **2nd** class postage has been utilised for mailings types
- Single and multiple page letters have been sent through Docmail
- The council have sent more mailings through Docmail than originally planned
- Estimated communication saving of over **£200,000** a year



THE BENEFITS

- Increased engagement with residents
- Improved communication with staff
- Increased communication cost savings
- Increased understanding of Covid-19 within the community
- Improved resident relationships
- Decreased call centre traffic





LEICESTER CITY COUNCIL

EMERGENCY COMMUNICATIONS

Postal communications 1 – 19,383 mail packs:

- Face covering mailing for residents who are shielding
- Face coverings sourced and provided to CFH Docmail for enclosing
- Team of experts fulfilled mailing requirement and dispatched mailing to the agreed timeline

Postal communications type 2 – 282,100 mail packs:

- 20 page booklet mailing and 4 page leaflet mailing, for all resident demographics within the local area
- CFH - booklet printing and enclosed this within their secure sites
- Professional output that was delivered successfully to residents within **48 hours**
- Additional smaller mailings were created throughout the process

Benefits:

- Confidence and assurance provided to residents within the community
- Increase understanding of Covid-19 safety measures in all demographics
- Residents engaged with in a timely manor
- Increased engagement and time efficiencies





“

By utilising postal communications Leicester City Council are able to reach all their vulnerable and local residents, ensuring that important information is received, understood and acted upon. This not only increased their engagement but helped build on their resident relationships, as a sense of value is provided with every letter sent.

”

PANEL DISCUSSION

MONTPELIER TERRACE

Stay Home

