

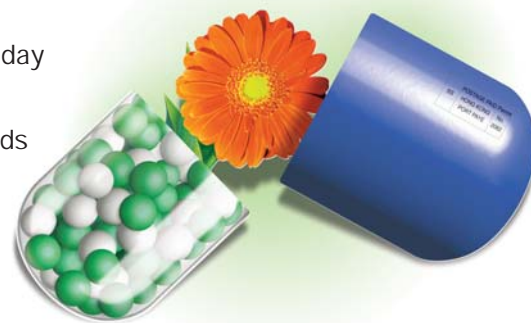
## Successful DM campaigns made easy

Here are a few handy hints that will help add impact and effectiveness to your next DM campaign:

- High quality, thicker paper
- Enclosed gift or premium
- Incorporate a recognisable brand identity
- Discounts or special offers clearly highlighted on the envelope
- Convenient hand-held size, facilitating portability
- Promotional message consistent with overall integrated campaign
- Colourful and eye-catching design

## Irregular-shaped DM materials ensure your messages stand out

- Lets you unleash creativity that will add to your response levels
- Design approval from Hongkong Post within one working day
- Choice of convenient Permit and Franker payment methods
- First class local postage
- Accepted at all bulk acceptance post offices
- Delivery within 2 working days, depending on your design



## Isn't it time you put DM to work for your business?

[www.hongkongpost.com/dm](http://www.hongkongpost.com/dm)

Like to discover easy-to-follow DM campaign planning steps, media planning insights, statistics on DM usage trends around the world and much, much more? Then please visit our DM Information Site at [www.hongkongpost.com/dm](http://www.hongkongpost.com/dm).

### /Enquiry

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# The Value of Direct Mail Advertising



## Direct Mail – The medium that delivers results

Looking for an easier and more affordable way to reach your target customers? A recent survey\* of media preferences among Hong Kong consumers demonstrates that Direct Mail (DM) continues to be one of the ways most preferred by consumers to receive promotional materials from advertisers.

\* TNS 2005 9 500  
\* TNS Media Preference Consumer Research, September 2005 (sample size : 500)

## 8 survey findings that prove Direct Mail works

### 1 Consumers LIKE to receive mail

- 55%  
Some 55% of respondents are happy to receive regular marketing and promotional communications
- 80%  
Over 80% of respondents prefer to receive essential business communications via mail



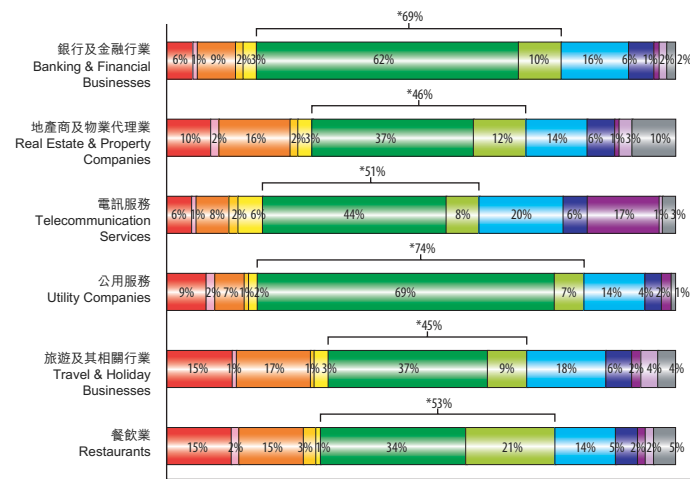
70%

About 70% of consumers prefer receiving DM from banks and utility companies

50%  
About 50% of consumers prefer to receive DM from other types of company



\*具名與不具名郵件之總數  
\*Net data of addressed and unaddressed mail

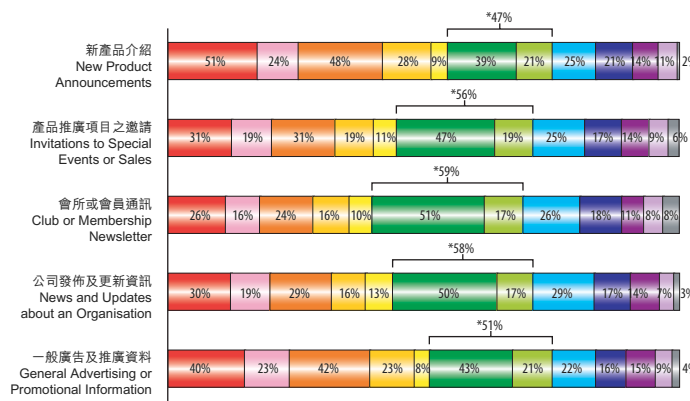


47-59%

Between 47% and 59% of respondents prefer DM to e-mail when it comes to receiving new product announcements, invitations, newsletters and other promotional updates



\*具名與不具名郵件之總數  
\*Net data of addressed and unaddressed mail



		69%	32%
		46%	25%
		51%	30%
		74%	31%
		45%	25%
		53%	27%
		36%	22%
		52%	24%
		44%	22%
		45%	22%
	教 Education	49%	24%
	Charities & voluntary organisations	54%	31%
	Government organisations	52%	26%
	Associations & clubs	58%	28%