



This promotional item was created and printed by Distributel and is available only in French.

“The campaign demonstrates the exceptional power of combining the Unaddressed Admail service with Repositionable Notes.”

Kate Leadbeter,
Marketing Manager, Distributel



Background

Distributel offers a range of telecommunications services, including high-speed Internet (www.distributel.ca/en/index.aspx), home phone and long-distance plans. Distributel's success in this highly competitive industry stems from its flexible, low-cost offerings, such as no-term agreements. The company has more than 200,000 customers in Quebec and Ontario, and recently began to provide services in Alberta and British Columbia.



Marketing strategy and challenge

Distributel follows a multifaceted, sophisticated marketing strategy, advertising in daily newspapers, on television and online, and sending out millions of pieces of direct mail each year. The company regularly uses Canada Post's Unaddressed Admail service to reach out to potential customers and continually analyzes the results to fine-tune its acquisition strategies.

CLIENT: Distributel

SECTOR: Telecommunications

GOAL: Secure new customers for Internet services

SOLUTION: The Unaddressed Admail™ service with Repositionable Notes from Canada Post



Canada Post solution

Seeking to increase results yielded by campaigns using the Unaddressed Admail service, Distributel was keen to try Repositionable Notes—small sticky notes that can be stuck to the outside of direct-mail pieces and customized to reinforce marketing messages and add visual interest. Using Canada Post's GeoPost™ service, Distributel identified neighbourhoods in Montréal strongly associated with specific income levels and language preferences. This analysis yielded a list of approximately 375,000 households. The list was split into two

groups: each address in the first group received a brochure offering a discount for Internet services; those in the second group received the same brochure with a Repositionable Note pasted to the front. The Note featured a hand-written reminder to call Distributel and take advantage of the offer.



Results

The campaign demonstrated the significant impact of Repositionable Notes. The total number of calls Distributel received from households in the Repositionable Notes group was approximately 50 per cent higher than the total from the brochure-only group. Furthermore, the total cost associated with acquiring new customers was 20 per cent lower for the Repositionable Notes group than for the brochure-only group. “Canada Post continues to help us get great returns from our direct-mail investments,” says Kate Leadbeter, Distributel's Marketing Manager. “There's no doubt that we will work with Canada Post in future acquisition campaigns.”

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