

ISSUE **Newsletter**

IDMA quarterly news direct to your desk

The Data Protection Challenge

Hugh Jones talks about how to be compliant in a privacy-free world.

Accessing Subsidised Training For Your Company

Providing training to member companies which are designed to enhance business performance.

Rethinking Loyalty

Jonnie Cahill gives an entertaining talk at the recent IDMA loyalty and retention conference.



IRISH DIRECT MARKETING ASSOCIATION LTD



A short note to welcome you to the latest IDMA newsletter. I trust you'll find it full of interesting ideas and thought provoking best practice.

I'm happy to report that our membership is already ahead of last year's final number. The IDMA continues to be **a vibrant and relevant association** in this industry - if the recent AGM and Retention and Loyalty conferences are anything to go by, our members are having very **positive and energetic year**. Nothing like a recession to get people out hunting for value and business. And that's what we aim to offer our members.

Direct Marketing often thrives in a more challenging environment because it is **accountable, measurable** and delivers **real sales and results**. This means that direct marketing has never been better placed to be the hero for Irish marketers. At our highly successful recent **Loyalty and Retention** conference at the Gibson companies such as **Aviva, O2, Coty, Superquinn** talked about **increasing their use of DM** to drive customer retention and loyalty. The **Data Protection** seminar hosted by Neopost on the 24th May in Croke Park was also a great success. Now we are looking forward to the **Direct Networking Event on the 16th June** in the Odessa Club where we can hook you up with industry experts.

We're also shortly be launching a **'Pitch Dr'** site where agencies can post videos, presentations and case studies to showcase your genius! We will be in contact with the agencies shortly about this launch. And we'll also be increasingly focussing on the topics of digital media and social marketing.

The IDMA membership is made up of Companies who use DM to engage with their customers, the Marketing Agencies who create the content, and the **Suppliers** who support them. We have a **board and five** expert committees: **Regulatory Affairs** Committee, **Digital Marketing** Committee, **Direct Mail** Committee and the **Member Services** Committee. And our new committee - the **Social** committee! I urge you all to consider getting involved. Contact su@idma.ie if you are interested in participating in one of our committees.



Our role is to **represent you**, the industry. The function of these committees to ensure that our members receive full value from their membership through **best practice sharing, industry newsletters, our website, training and networking**. I really urge you to go onto the IDMA website and have a nose around. And please contact us with any ideas you have. We love working with our **members and like minded organisations** to bring content and value to the industry.

Finally thanks to Su, the Board and all those who have helped on the committees to make this year so far such a success.

Brian O'Kennedy

Advertising is a form of communication used to persuade an audience (viewers, listeners or readers) to take some action with respect to products, services, or ideas. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering. Commercial advertisers often seek to generate increased consumption of their products or services through "branding," which uses the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of consumers.

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AD COULD
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The Data Protection Challenge by Hugh Jones

How to be compliant in a privacy-free world.



At the recent think-in on Data Protection, hosted by Neopost Ireland in

the Croke Park Convention centre, several speakers admitted that it was not easy achieving compliance when technology, the media, social networking and society itself seems to be saying "Take the data! Use it! Spread it around! Share it! Enhance it! Slice it and dice it!"

- That the data must be kept accurate and up-to-date
- That disclosure of the data should be adequate, relevant and should not exceed the specified purpose
- That the data should only be retained for as long as necessary, and then destroyed
- That a copy of the data must be made available to the data subject, on receipt of a valid request.

"Privacy", says the Report, "should be built in to systems, services and products from the beginning, so that compliance with regulations is seamless and automatic".

Anna Cavoukian, PhD., the Information Commissioner for the province of Ontario in Canada, recently wrote a book entitled "Privacy by Design", where she talks through the process of "managing Data Protection into" a process while the process is still being built, rather than trying to force it in at a later stage".

Working as a project manager in financial services, I try to ensure that privacy is a check-list item from the start, alongside price, product design, target market and return on investment. In that way, Data Protection compliance is treated as a product feature, rather than as an after-thought or a barrier to entry.

Over the coming months, we will work through the list of Rules to see how organisations can achieve and maintain compliance across their data

All eight rules to be observed at all times during acquisition, processing, storage, sharing, etc. That's quite a task, and the Data Protection Commissioner's Annual Report, published on May 30th, lists several instances where organisations have failed to observe at least one of the rules, if not more.

There is a telling sentence in the Report, which in my opinion provides a great starting point for any organisation seeking to be compliant with the legislation.

In the face of such encouragement, it is difficult to look again at those eight imposing Rules:

- That the data must be obtained fairly;
- That the data must only be acquired for a specific purpose (or purposes)
- That processing of the data must not be incompatible with that purpose
- That the data must be kept safe and secure at all times

management structures and processes. In the meantime, I'd encourage you to have a look at the Commissioner's Annual Report. In particular, read through the various case studies which the Commissioner helpfully provides, as an indication of the range and variety of ways in which the Data Protection rules can be broken (or bent a little). And then think about your own data management processes and procedures.

How would your organisation fare if those were your processes in the spotlight? <<



Cathal O'Boyle, MD Neopost Ireland delivers the official welcome



The Experts: LR: Brian Honan, BH Consulting; Linda NiChualladh, An Post Regulatory Counsel; Jeanne Kelly, Mason Hayes + Curran; Daragh O'Brien, Castlebridge Associates; Jacob Budd, Neopost; Karen Kavanagh Marketing Director and event organiser, Neopost Ireland.



Just before the events kick off, Billy Hawkes shares a Joke with Jeanne Kelly from Mason Hayes + Curran, Jacob Budd, Neopost also pictured



Billy Hawkes, Irish Data Protection Commissioner



Daragh O'Brien, Castlebridge Associates delivers his presentation on Crisis Management



Cathal O'Boyle, MD Neopost Ireland and Billy Hawkes, Irish Data Protection Commissioner



Privacy 2011 a Success by Bill Moss

Privacy 2011, The Data Protection Seminar hosted by Neopost Ireland and supported by the IDMA was attended by over 70 Business people with a serious interest in Data Protection. It was held on Tuesday 25 May 2011 at Croke Park. The venue proved to be excellent despite a little fear that President Obama's visit might cause traffic delays.

Indicative of the quality of the seven morning presentations was the fact that almost half of the attendees remained for the two hour afternoon session which was devoted solely to Questions and Answers and break out clinics for one-to-one sessions with the panel of experts.

The presentations will be available to download upon registration at www.neopost.ie in the coming days, however a few notes will give you flavour of the content.

The seminar was opened by the Data Protection Commissioner, Mr Billy Hawkes. The Commissioner continues to get across the simple message, "treat your customer with respect".

Additionally, he dealt with the high profile security breaches which Mr Hawkes now sees as the number one issue in Data Protection. He also stressed the importance of avoiding using "out of date lists and data" and the use of "indiscriminate mass marketing".

Joanne Kelly of Mason Hayes and Curran followed, whose presentation included the new E-Privacy Directive which was published on 26th May 2011 and the importance of quality of consent, particularly relating to cookies.

Next to speak was Brian Honan of BH Consulting who was asked to focus on security issues, particularly in light of Mr Hawke's warning.

He stressed that firewalls are no longer the only protection we need to install with the emergence of The Cloud, and the increased use of Memory Sticks, Iphones, Blackberrys etc.

A huge amount of Data is now "outside the office" and must be protected. This was a presentation that we all need to carefully review.

Next up was Darragh O'Brien of Castlebridge Associates whose two presentations bookended the break. Darragh's first half was a lively presentation on Crisis Management. In the handling of too many data breaches the expression "the horse is out of the barn" seems all too relevant. His suggestions on planning practices and preparation are vital to any organisation interested in avoiding the press these breaches invariably attract.

After coffee, Darragh addressed the concept of "Data as an Asset". There is a history in IT Departments of overstressing the "T" (Technology) and not paying attention to the "I" (information.) Data must be current or it is worse than useless.

One of our hosts then took the platform. Jacob Budd of Neopost asked if we really understood the value of mail. The post is very visible. An Post is trustworthy but is your mailroom? The examples of the dangers of misaddressing or untimely mail were disturbing when in reality prevention is relatively simple.

The morning session concluded with a presentation by Linda Ni Chualladh of An Post's Legal Department, who gave a very entertaining and humorous talk on a very serious and complex issue, the handling of Access Requests, or as Linda says "give me my stuff".

For those who must deal with this issue the presentation is

not to be missed.

As Linda repeatedly hammered, why they want "their stuff" does not matter – they usually have the right.

This form of Seminar focusing on Regulatory Affairs is of critical importance and we are very much indebted to Neopost. Feedback from the

audience suggested further seminars would be welcomed to ensure Irish businesses are informed and compliant. Watch this space for updates on additional DP seminars.

Notification will be sent to all IDMA members with details on how to download the presentations from Privacy 2011. <<

Citypost – Irelands Newest Low Cost Postal Provider By Oliver Durkin

Licensed postal services provider CityPost has recently announced creation of 180 new Postal Jobs as it expands further into Postal Collection from All Businesses.

CityPOST can provide Low cost Postal Solutions for Business Customers & Trade Direct Mail Operators in the processing and low Cost Postal delivery of mail on a national and international basis.

Now recognised as the primary alternative to An Post CityPOST will partner will DM Operators to provide low cost postal alternatives for the Trade DM

Operator and client alike.

Postaim, Periodicals, Letters, C4's, packets or parcels, Registered & international – You choose the service you require, and CityPost will provide a low cost solution.

Businesses:

CityPost work closely with many small, medium, large and national organizations and provide total solutions to their mailing needs on a daily or ad-hoc basis.

Mail Producers:

CityPost provide mailing organizations with the

opportunity to receive significant postal savings which they can in turn offer to their clients. Our network is extensive and building to the extent that we can now deliver to over 1 million residential and business addresses nationally.

Reduce your postal costs now nationally and internationally

Call us on 1890 240 240 or visit us at www.citypost.ie

YOUR POSTAL NEEDS ARE OUR BUSINESS. MAKE OUR BUSINESS YOUR BUSINESS!

Affiliations: IDMA, ELMA, << *Advertorial*



Rethinking Loyalty by Jonnie Cahill - O2

Jonnie Cahill gave an entertaining talk at the recent IDMA loyalty and retention conference with a humorous and anecdotal talk packed full of relevant examples from the world of advertising and marketing. His theme was the emotional footprint of loyalty and it certainly delivered plenty of insights into new ways of looking at loyalty.

After the event, he shared a few words of wisdom on the wider world of marketing, value and keeping customers on board.

What do Guinness and a mobile phone have in common?

The answer to that question, says Jonnie, is quite a lot. He should know. Jonnie came from Diageo to O2. Moving from the world of FMCG to a telco might seem like a pretty big career jump for a marketer, but Jonnie found that, in marketing, some things remain the same wherever you go:

'Sure, there are differences, especially when it comes to seeing how the business works and monetising it, but you see a lot of consistency in how both brands do things. Both are passionate about the big idea. The execution comes later. When it comes

to marketing, the drive to do great work is universal in every sector.'

What about media use? Was there a big difference there? 'Definitely!' exclaims Jonnie. 'Above-the-line is important in both sectors, of course, but, in telecoms, you have more of a direct relationship with your customers. If you can talk to them directly, by Direct Mail, SMS or online. So, we're lucky in that respect. We have a direct channel to talk to our customers. You still need blend that with traditional above-the-line communications, but that extra channel, along with having our own stores, makes a big difference.'

What's the big idea?

Jonnie went on to talk about how O2 campaigns are born. The process always starts with 'the big idea'.

'Until we have that, we won't even start to think about execution', says Jonnie. 'Only then we will go about selecting the most appropriate media to use.'

Jonnie believes that, for maximum impact, companies can't rely on just one media. In most cases, campaigns need to be integrated. It's

all about picking the right balance, whether it's Direct Mail, online, TV, or radio.

'Every campaign has different needs which respond better to different media. Obviously, when it came to the rugby sponsorship, we needed an integrated approach, whereas the Christmas campaign worked better on TV. There's no specific allocation. We re-evaluate as we go along, watching what's performing best.'

Success has its awards.

The resulting campaigns have been hugely successful and, as a result, garnered additional media exposure for the telecom giant. O2's sponsorship of the Irish rugby team was certainly a bit hit with customers and marketers alike, winning the European Sponsorship of the Year award, among other accolades. O2's sponsorship of the eponymous music venue was an equally successful move, but if the recession hadn't happened, would Jonnie have used the same sponsorship themes?

'Sport and music? Yes, these are enduring themes, especially for young people. People will always love sport and music, regardless of the economic climate. But we

work hard to offer value and there are other things we do around that too. Outside of the recession years, we could've focussed just on the music and sport, but the big difference now is we need to integrate the value element. The O2 gives us the opportunity to target a wider audience, as it can be anything from Cliff Richard to Metallica. We're appealing to everyone's tastes.'

The O2 music venue and the sports sponsorship have been hugely successful. When you achieve such success with a campaign, surely there's very little else you can do. Jonnie disagrees. He's confident that there's plenty left in the tank.

'They're both very much part of our plans going forward. A lot has gone into them and they are long term investments. You only really get the most out of sponsorship over a long period of time.'

Forget functional benefits if you want to win.

Perhaps the biggest lesson that came out of Jonnie's talk was that brands should stop thinking about functional benefits and instead think about what they can do differently. Every brand can offer discounts and undercut but, very often, that's just a race to the bottom. And, as Jonnie points out, there's

always someone there to beat you. 'Instead of purely looking to build a balanced list of benefits for the customer, once considered the holy grail in driving loyalty, it's really important to understand what kind of loyalty you want to engender. Once you know this, it can have a massive influence on how the brand behaves and how you keep your customers.'

With forward-thinkers like Jonnie at the helm, we can expect plenty more exciting initiatives when it comes to loyalty and retention campaigns down the line from O2. <<



Jonnie Cahill, O2

Leanne Papaioannou, MD of Chilli Pepper Marketing

Delegates enjoying the conference

Information At Your Finger Tips

In 2010 www.idma.ie was re-vamped and launched to provide regular updates on direct marketing for all involved in the industry plus a special hub of information for IDMA members.

A calendar keeps us posted of IDMA events and a sprinkling of post event photos, DM jobs is a popular place for the latest work opportunities - free postings for members! - and news is regularly posted. Training events are listed by month and specialised training can be organised for your company's needs.

The online directory is available to assist those looking to work or partner with a DM supplier working according to best practice guidelines and IDMA members are here listed without charge (contact Su via services@idma.ie if you would like a form to participate in this).

The IDMA members section is home to special expert led content in the form of slides and videos as well as the IDMA best practice guideline series. The Members Offers page provides discount codes

for IDMA event bookings and intra-member proposals. To access this section insert your company's username and password at the top right of the screen and click the arrow. When the word "logout" shows in this corner you know you have logged in correctly. Thereafter, choose "Members section" followed by the relevant page on the left toolbar.

Advertising opportunities are available on www.idma.ie, make contact if you'd like further information on this for your company. <<



Client Services by Dave Furney

The client services committee is responsible for ensuring our members receive full value for their membership. As part of that function we also ensure that IDMA members in turn give full value to their clients and protect the rights of consumers. For our members to display the IDMA logo as a participant in our organisation, we must ensure that we have done our best to protect the integrity of the Irish Direct Marketing Industry.

The client services team is broken into 4 sub committees to meet the needs of our members and support our goals and objectives.

Communications –

- Membership services
- Updates through email, web and business media links
- Quarterly newsletter and ezine
- Interaction with UK & European organisations
- Ask the expert
- Annual Certification and ember pack

Networking –

- Social, charity and networking events
- Interaction with affiliate associations

- Golf Competitions
- Direct Marketing Awards
- Seasonal events including the Christmas party (mark 9th Dec 2011 in your diary now!)

Training –

- Publication of monthly training dates on idma.ie
- Helping members fulfil their training needs
- Liaison with DPP Skillnet to provide relevant dates for IDMA members

2012 Member Plan –

- Gone away analytics
- Preparation for 2012
- Loyalty and Retention

So what have we been up to? Since the start of the year we have embarked upon a membership drive despite these stressed times for all our businesses. The new committee teams have integrated well and generated some fantastic ways of developing the IDMA as the voice of Direct Marketing in Ireland. All of our members now receive full certification on membership as well as their website login for the members area, opportunity to be listed via our online directory and receive our membership communication updates. As well as by email,

discussions are posted to Linked in and Twitter. Through our social committee we have had our second golf day in The Heritage in Portlaoise and hopefully you attended the Networking event in Odessa where you received a copy of this newsletter. If you only got it in the Post well you missed a great event! Gary Brown and Kingsley Aikins were the keynote speakers in our first summer event.

There are further plans for a Quiz Night and BBQ during summer and I would urge you all as members to get involved.

Our interest in receiving new members is an “always on” button and we are constantly reaching out to people active in Direct Marketing to join and receive the full membership benefits. I would like to thank my fellow committee members for their support and focus in making this year so far a very enjoyable and involved one.

Finally this is your organisation and we are looking for you to embracing it and getting actively involved. We are open to ideas - just drop us a DM piece to tell your thoughts! <<

How To Access Subsidised, Value For Money Training For Your Business by Lorcán Ó hÓbáin

The IDMA in conjunction with The Design, Print and Packaging Skillnet provides a range of targeted, subsidised training to member companies which are designed to enhance business performance.

Funded by Skillnets Ltd, the network has been able to offer a wide range of training programmes, all of which have been provided in direct response to member companies' expressed needs. This means members are in a position to set and change the agenda and the Network Manager's role is to explore the range of needs and to develop solutions which firms will then support. Members consistently rate the programmes highly and feedback that the training is making a real difference to how they operate.

Many programmes are short in duration and address specific skills development. These programmes include DTP skills, using MS Office professionally, sales skills in the area of planning, cold calling, preparation and face to face sales skills, debt collection, manual handling

and many others. We have also developed a range of accredited programmes which are more long term in nature and include a full Masters programme, a Diploma in Print and Digital Technology Management, a Diploma in Packaging Technology and a Certificate in Digital Printing and Finishing Technology.

The Masters programme is designed for senior managers and focuses on the areas of leadership, marketing, finance and HR. It is making a tangible difference to the firm's involved while their managers work through the programme. Given the rate of change and the challenges presented in the current environment, ensuring that business leaders have the skills and competences to review, manage and plan for their businesses is critical.

Working with members of the IDMA allows the training network to understand needs and to develop programmes which add value to individual businesses through enhancing the range and competence of employees.

Most of programmes are delivered with more than one

company involved. Far from being a competitive threat, experience shows there to be a tremendous amount to be learned within a group of participants and that the commonality of industry experience and issues assists in this process.

In addition however, individual companies can also be assisted with projects which can only be run internally. IDMA members can email services@idma.ie to investigate if we can assist with funding and with the identification of suitable trainers. By way of example, a company made contact with the network to seek advice on a training need which existed with some of their team leaders. Working in conjunction with one of the network's preferred trainers, a 4 day programme has been discussed and agreed. Not only will the company save on the cost of the programme, the value which we could add by quickly being able to identify a suitable and professional trainer was considerable.

Please see www.idma.ie/events-training/training.html. Further information on the network can also be found via www.dppskillnet.ie. <<



IDMA Environmental Best Practice Guidelines for Direct Marketing

by Brian O'Kennedy

Environmental awareness and performance is now a cornerstone of responsible corporate best practice. As well as making a positive contribution to the world around us, taking a greener approach makes good business sense as reducing carbon emissions reduces cost.

Direct marketing has often been criticised for the environmental impact of non personalised door drops. Therefore it is important for our members to show example and using materials and processes that look to minimise the impact on the environment.

With this in mind, the Irish Direct Marketing Association is echoing the call of FEDMA (Federation of European Direct and Interactive Marketing) and other DM organisations globally, to adopt a corporate commitment to minimising direct marketing's impact on the environment. Areas covered include supplier selection, accreditations & awards, material selection, papers, sizes, inks, waste, envelopes, packaging, deliveries, data cleaning and management.

Suppliers

- Ask your suppliers about the issues below and insist responses are confirmed in writing with evidence of accreditations and certificates where appropriate.
- Utilise these policies as part of your standard procedures when formatting specifications for mailing and media inserts and incorporate within your standard service level agreements with suppliers.
- Ensure all projects are implemented in-line where possible with PAS 2020 best practise guidelines.
- Ask suppliers if they are currently measuring their organisation's carbon footprint or that of their products, and if they have plans in place to reduce carbon emissions going forward.
- The IDMA recommends that members who distribute unaddressed mail should not deliver to a household displaying a sign saying "no advertisements", "no unaddressed mail" or similar at their letterbox.

Environmental accredited supply chain

- Use suppliers with 14001, EMAS and other recognised Environmental Management

Systems for materials such as inks and packaging; e.g. for paper FSC and PEFC Accredited suppliers.

- Look for vendors with strong sustainability policies and low carbon cultures.
- Check supplier accreditations and Environmental policy statements (EPS) and ensure they are compliant with all legislation in this area..
- Publish list of your approved green suppliers.
- Educate suppliers on your environmental standards and expectations.
- Audit and verify the process and environmental claims.

Use materials from sustainable sources

- There are no agreed industry standards as to what constitutes the optimum recycled paper. However recycled paper and packaging containing some level of post consumer waste is generally recognised as being preferable.
- It is accepted as a minimum standard that material is purchased from approved sustainable sources such as paper Chain of Custody schemes such as FSC or PEFC. Suppliers should be able to provide evidence of this.

- Purchase through reputable sources avoid buying unaudited stock
- Availability of recycled stocks is improving but plan production as far in advance as possible to avoid stock outs and reduce cost.
- Establishing an agreed paper and envelope spec in advance with suppliers will reduce cost and allow suppliers to stock your preferred materials.

Reduce grammage of stock specified

- Look at lowest weight for product and design without compromising effectiveness of piece and ask for samples to judge bulk.
- Check that media owner specs received on file the latest
- Avoid use of unnecessary finishes and coatings on papers and envelopes such as film laminates and foiling.
- Most recycling processes can now recycle windowed envelopes. However, check with your supplier for alternatives such as a natural starch based windows, biodegradable laminates, or the potential to inkjet directly onto a non window envelope.

Reduce ink coverage and chose efficient sizes

- Less ink, less energy used
- Request vegetable based inks and finishes where possible
- Most presses are designed around the A or SRA range of sizes i.e.: A4 and A5 in any pagination, always check with your supplier If there is an alternative more efficient size close to the original spec

Reduce overs and wastage

- Review all overs specified by media
- Ask specifically if you need to supply 3% overs at all stages in the process, especially if it is a large run – 3% of 100k is a lot different to 3% of 3 million
- Overs are used in the machine set up and as running waste, so the % waste should reduce as the production run increases
- Communicate this to your supplier and verify they have carried out your request and not reverted back to previous practise.

Audit wastage across all processes

- Check delivery notes after job completion to quantity ordered.
- The more production steps in the process, the more waste and padding.
- If briefing a job stress your policy on minimal waste and quantity ordered.
- Always check with media owner where possible and confirm the final quantity at the latest possible point before production aligning production of all elements such as envelopes, labels, packaging and print as required.

Recycle packaging and minimise use

- Always check, do we need cartons or wrapping?
- Can they be returned and reused?
- Look at recycling packaging and pallets across supply chain.

Minimise deliveries

- Plan campaigns with time to deliver in bulk.
- Consolidate deliveries.

- Look for opportunities to consolidate processes on 1 site.
- Ask freight and postal suppliers to consolidate deliveries where possible. Clean data
- Use National Change of Address updates (provided by IDMA) to help remove improper addresses and give your customers as many opportunities as possible to say if they're happy to continue receiving mail from you.
- Maintain a do-not-mail list for customers who wish to keep their names private and for former customers who'd rather not receive mail from you in the future.
- Identify current customers who prefer to receive electronic communications instead of direct mail.
- Have a returns management system in place and remove goneaways.
- Use segmentation and modelling to select names to be mailed scientifically.
- Where possible take advantage of advances in digital printing to target mailings more efficiently through effective personalisation.
- Provide a return address service to customers

Targeted Marketing in Regional Areas

- Analyse and profile regions and media performance
- Avoid blanket distribution where data is available
- Blend with multi-channels to compliment campaign

Information: Use logos, awards, and 'Green' marks to promote environmental credentials

- For recycled materials, consider using the mobius loop recycled logo. <<

Other useful resources and links:

IDMA - www.idma.ie
 DMA 'Green DM' - www.greendm.co.uk
 PAS 2020 standard - www.bsigroup.co.uk/en/Assessment-and-Certification-services/Management-systems/Standards-and-Schemes/PAS-2020/
 FEDMA Environmental Affairs - www.fedma.org/environment-affairs-committee.59960.en.html
 An Post 'Six Steps' and 'Take a Leaf' with IDMA - www.takealeaf.ie



2011 An Post DM Awards by Amie Peters - An Post

2011 An Post Direct Marketing Awards Winners Announced

The new roll of honour for Irish DM legends was revealed at the An Post Direct Marketing Awards in Dublin in early May.

An Post set the stage for one of the biggest marketing events of the year, with a theme "Stuff of Legend", recognising the very best of home-grown talent and ideas that conquered Irish business in 2010.

These days, every cent counts (and is counted) and a growing share of marketing budget is shifting to measurable media, with 45%

of Irish marketers agreeing that Direct Mail is more measurable than any other marketing channel and 31% of Irish marketers planning to increase their Direct Mail spend in the next 12 months (Amárach Business Wave 4 August 2010).

Among the top awards announced on the night are:

An Post Grand Prix Award

Agency: OgilvyOne
Client: Kellogg's
Campaign: Field of Dreams

Best First Time Use

Agency: Direct Marketing Campaign Management
Campaign: A Tough Nut to Crack!

Agency of the Year

Acorn Marketing (also won 6 Gold, 5 Silver and 4 bronze)

Supplier of the Year

RR Donnelley

Best Integrated Campaign

Agency: SPARK Marketing Communications
Client: Bóthar
Campaign: Gifts that Count

Best Small Business

Agency: Chilli Pepper Marketing
Client: Universal Graphics
Campaign: Take a look inside your business – we have.

More photos from the event are on www.idma.ie <<



Sylvia Rusak, An Post, Dara Keogh, GeoDirectory, Yvonne Cassidy, YC Marketing Services



Jean Mulvihill, Ceo Irish Internet Association, Grainne Byrne, GBC Public Relations



Jennifer Komertzky-Bowe, IMJ, Alex Gibson, The Persuaders, Aisling Conlon, IAPI



Karen Kavanagh, Alma Jordan of Neopost

Ireland has been globally recognised as punching well above its weight in DM

Through a new partnership with the US Direct Marketing Association and their ECHO international Awards programme, Gold Award Winners from the An Post Direct Marketing Awards can bypass the first round of judging and moving

straight into the semi-finals of the ECHOs. Ireland is one of only three countries, including Denmark and Germany, to be offered this privileged alliance, due to its international achievements in Direct Marketing. Best of luck to all members who entered the ECHOES, including IDMA member SPARK Marketing and Ignition Integrated Ideas People. <<

2011 An Post Direct Marketing Awards Winners Breakfast

Legends reveal their winning campaigns

Over 100 of Ireland's leading direct marketers gathered for the 2011 An Post Direct Marketing Awards Winners Breakfast in the Guinness Storehouse on 25th May, to hear the insights and creative strategies from four winning campaigns including Women's Aid, Audi, 3 Business Mobile and Kellogg's.

The An Post Direct Marketing Awards are a major highlight of the Marketing calendar, as they recognise strategic thinking and creative execution combined with solid measurement and accountability. The winning campaigns this year exemplified best practice

direct marketing that delivered real results for real business.

"It's an exciting time to be involved in Direct Marketing. More companies entered than in previous years, more focus was put on the data strategy and customer targeting, new creative ideas were presented and results were impressive. It's not surprising that the most successful businesses in Ireland are using Direct Mail. Three-quarters of Irish businesses that significantly increased their revenues all use direct mail," says Amie Peters, Head of the Mail Media Unit in An Post.

To view the winning presentations online, visit www.anpost.ie/legendsbreakfast <<



Acorn Marketing, Agency of the Year Winners



Mary O Kennedy, Fundraising Ireland, Steve McNally, Jill Clark, Irish Cancer Society



Annabel O Keffe, Javelin Direct, Kyla O Kelly, Javelin Direct, Lisa Nicole Dunne, Unicef, Juliet Ward, Javelin Direct



Louise Sullivan, Kellogg's; Diarmuid McSweeney, Cawley Nea; Margaret Martin, Women's Aid; Olive Fogarty, OgilvyOne; Amie Peters, An Post; Ornaith Glynn, 3 Business Mobile; Damian O'Broin, Ask Direct; Estelle Gorby, Acorn Marketing; Edel McCabe, TEQUILA\ IRELAND

IDMA Committees

Direct Mail

Amie Peters

Digital

Stephen Stynes

Client Services

Dave Furney /
Kathy Clarke

Regulatory
Affairs

Bill Moss

Social
Committee

Kathy Clarke



The Board: Left to Right; Geoff Mc Grath, Brian O Kennedy, Amie Peters, Stephen Stynes, Su Duff, Mick Cummins, Kathy Clarke, Dave Furney, David Connor, (also Bill Moss).



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