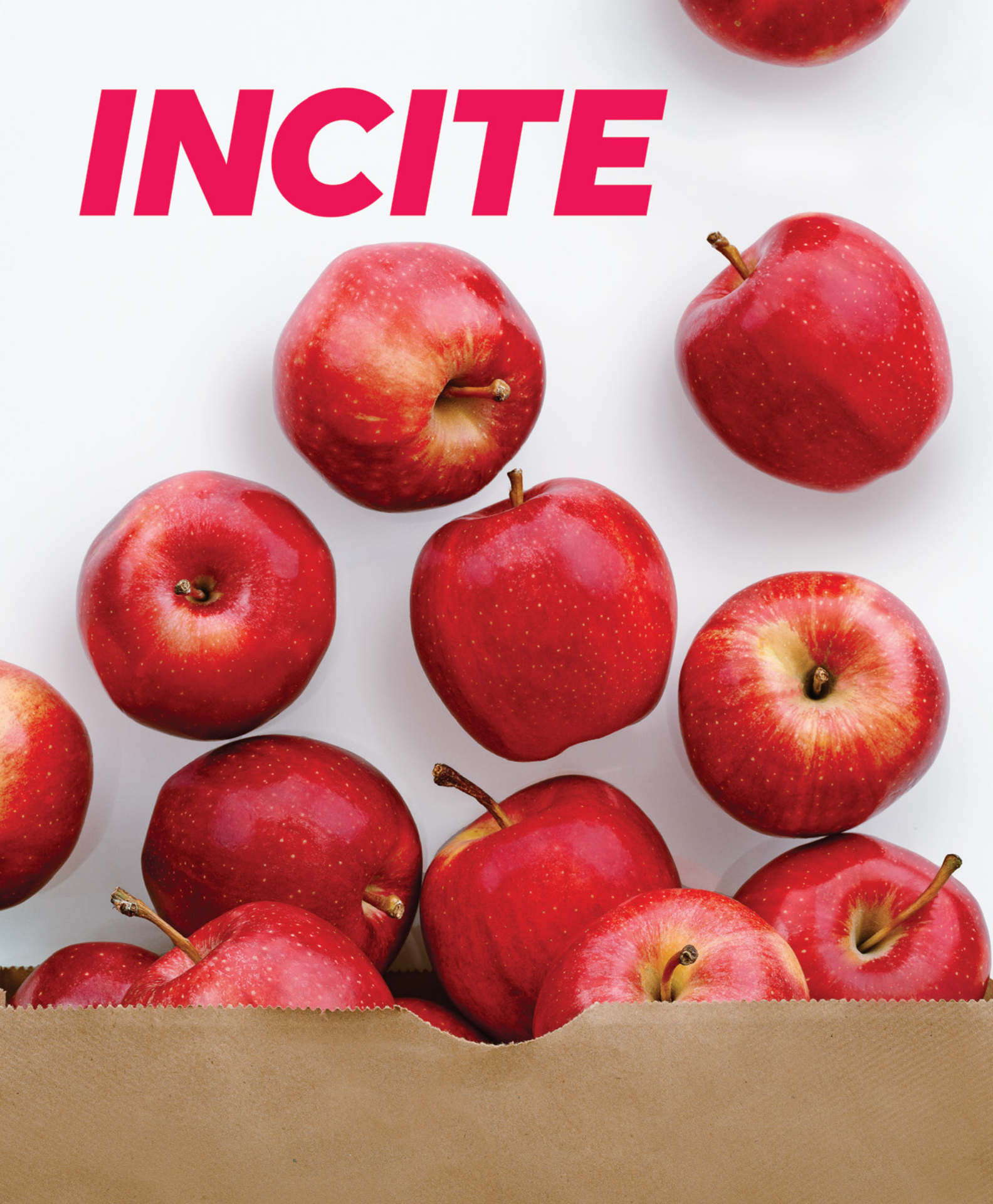


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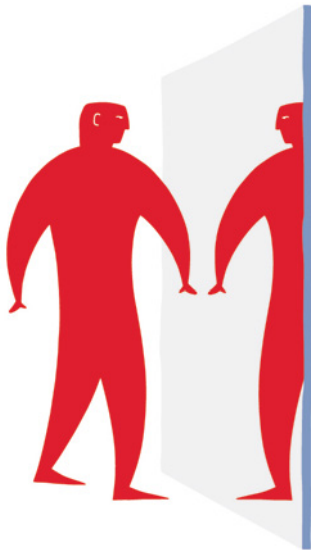


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ABOUT THE COVER

Direct mail became the apple of Goodfood's eye after a cross-channel attribution analysis showed which of the brand's marketing efforts served up the best customers. On Page 15, find out how the Montreal-based online meal kit and grocery company generated dramatically higher response rates than what the company was initially attributing to this channel.

The cover of this edition was printed in four colours on a Heidelberg SM102 11 colour-perfecting press using FM stochastic screen at 20 micron, on Supreme Silk 100lb cover stock. The apples and paper bag are embossed using a sculptured, multi-level brass die. The apples are highlighted with Colour Innovations special varnish treatment.



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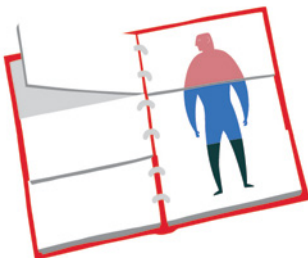
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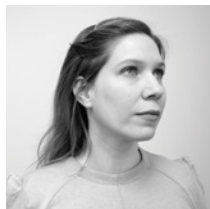
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IDEAS TO INCITE ACTION WITH IDENTITY



From personal expression to personal data, identity is now at the heart of everything. This “renaissance of me,” according to Interbrand, is not the “me, me, me” of the ’80s, but a new orientation toward what’s best for me.

With that shift, people are thinking more deeply about their own identity – who they are, what they care about, what they need and how they want to live – and pushing us more deeply into conscientious consumption. This has placed incredible pressure on brands to be meaningful in expressing an identity of their own while investing in understanding consumer identities as well. Direct is heating up; easy IDs are gone; the run on first-party data is on. But this process is about more than collecting email addresses – it’s about mutually beneficial connection.

Admittedly, that’s no easy task.

The new era of connected identity seeks to protect people’s identities while also connecting more intimately to them. Now is the time to reset our assumptions about people and invest – both time and money – in what this new era of “best for me” consumerism means. We need to build relationships on understanding, not algorithms; on two-way conversations, not mass emails; on effort, not efficiencies.

In this issue, we examine identity and how it is shaping brands, value creation and advertising. You’ll hear from experts like cultural foresight researcher Marie Lena Tupot about how our identities are connected to home and from Sonia Carreno, President of IAB Canada, about privacy being good for business. You’ll read about how data strategies are changing, brands are responding and marketers are building better segmentation and targeting criteria.

Connecting to identity can bring people closer to brands – making them more collaborative and participatory while also making them more meaningful and personal. If you want people to invest in you, invest in them.

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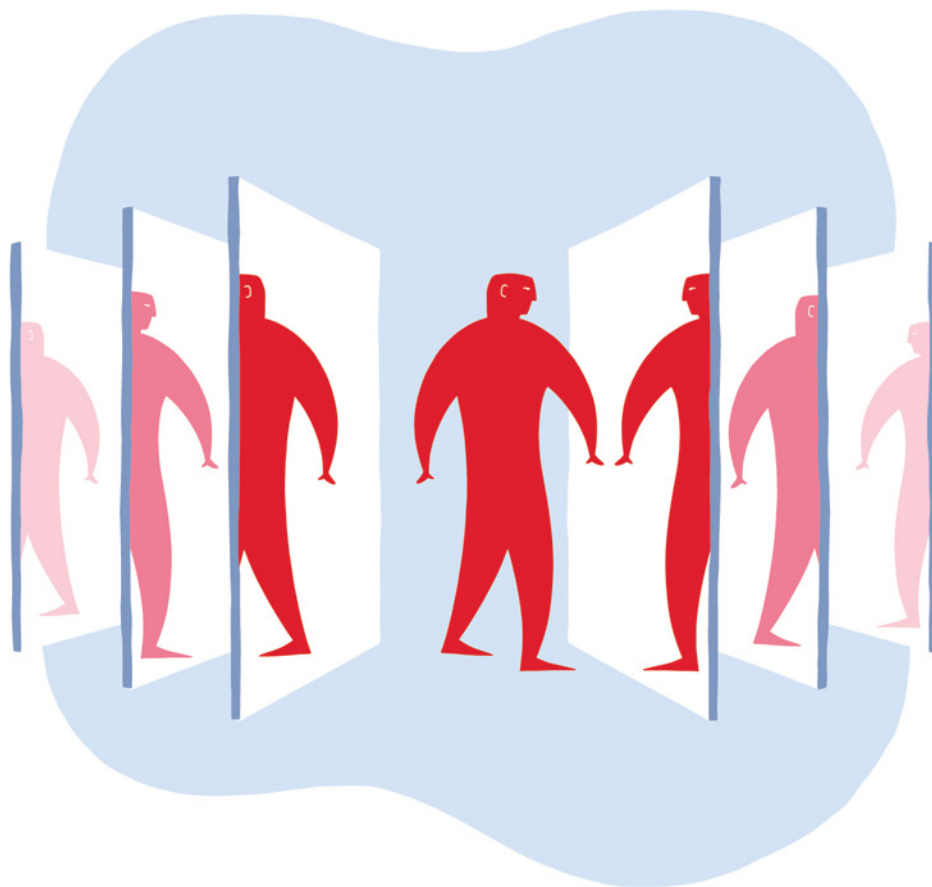
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CONNECTING TO IDENTITY

*We've entered a new era of commerce
requiring investment in identity.*

Key Takeaways

Identity is about people,
not identifiers.

A customer-centric lens is needed to
capture identity.

More data doesn't guarantee
a meaningful connection.

Policy is playing catch-up with technology. A new privacy-forward marketing orientation is seeing the sun set on third-party advertising IDs (and new regulations are also around the corner for AI and algorithms). What initially felt like a *Chicken Little* moment has evolved into recognition that this broken technology served up people's personal information for monetization without consent.

As Microsoft CEO Satya Nadella plainly stated, "You'll only have permission to profit as a business if you have customers' consent." That's because the very thing marketers rely on for attention, relevance and growth had become commoditized: people's identity.

COMMODITIZING IDENTITY

Third-party cookies were intended to create a simple link between publishers' audiences and brands' target audiences for ad serving. They did that – and more. Third-party cookies became invasive, eroding the ad values system. As a result, they had a significant negative impact on the industry. Ironically, paying to avoid ads became a nice business model for many platforms.

In a 2020 Epsilon webinar on third-party identifiers, the company pointed out that we as an industry have been hijacking the first-party relationships between users, publishers and their content – eroding data value for everyone. Publishers own the first-party signals around those relationships. Ad tech is not a relationship – it's skimming the surface of ad hoc data.

Third-party cookies, misaligned to more significant societal shifts related to identity and technology, have overstayed their welcome. Advertising rules are now being rewritten, putting people back at the centre of value creation and giving technology a supporting role. The shift moves ad targeting from buying the audience to earning the audience based on higher-quality data and ad environments – success determined by how well you align to your audience's identity, needs and context.

An opportunity to take the ultimate customer-centric step forward, to move past identifiers and digital behavioural signals,

requires an investment in the identity of your customers.

As the industry looks to replace third-party identifiers, two things are clear: we're not trying to reinvent them, and there won't be a single solution. The question marketers need to focus on isn't about what's replacing third-party cookies; it's about what identity means to value creation:

- > Do we understand our customers and what they identify with?
- > Are we connecting identity to our data strategies?
- > What kinds of identity questions are relevant to our business and customers?
- > Do we know what targeting criteria are actionable and valuable?
- > Are our brands creating an identity exchange?

IDENTITY EVOLVED

The reciprocal connection between identity and consumption is not new. The things we consume (not just products) shape us as much as they reflect us – our values, beliefs, needs and wants. It's just become more ubiquitous. In a past issue of *INCITE*, Dr. Martina Olbertova explains:

"We're headed in a new direction of personal relevance, driven by the power of identity. The idea is that if we understand where people draw identity from, we can build more personally relevant brands. The consumer paradigm is shifting from aspiration to identity, from ownership to usership and from buying to being. Authenticity is not a trend: it is a 180-degree shift in market dynamics, and it reflects a consumer culture that is reorienting from brands to people. It is no longer about people looking up to brands as vehicles of praise, image and social aspiration. Rather, it is now about brands looking up to people and embodying their values to help them express their own authentic identities."

Identity brands used to be reserved for luxury categories. No longer. Buying from Muji says as much about our aesthetics, values and allegiances as buying from a luxury retailer. Brands are using trends like collaborations to bring dimension to

their own brand identity and appeal to that of their customers. In this way, brands become facilitators of connection between like-minded people and other brands.

Almost weekly, we read about both the positive and negative effects of social media on identity – yet Gen Z considers their online identities as their most authentic selves. Community platforms and tools are proliferating to answer the call of identity that mainstream social media has not captured. Influencers are becoming integral to identity-based commerce. Yet when we look at ad investment online, identity isn't captured: 70% of digital investment is in walled gardens, while 67% of digital audience interaction falls outside – an indication that there are misalignments between ad investment and identity investment.

All brands, to varying degrees, need to put identity at the centre of value creation. In the age of connectivity, macro-drivers like meaningful consumption and sustainability, one-to-one commerce and precision at scale are shepherding us there. No pressure.

Digital identities are the foundation of our rapidly evolving technology-based and data-driven economy and society. Our identity is connecting to objects and environments in the physical world. Intelligent devices are learning to identify with us – our preferences, habits and moods. Thermostats have the sensitivity to read the room. Alexa is conversing with us. Google Assistant just wants to help. Technology brings our digital identities to bear on the physical environments we inhabit.

As we orient ourselves toward identity, we need to take stock of what we do and don't know about how identity evolves and expresses itself in everyday life – particularly coming out of the pandemic, which has had a reorienting effect. In *The Renaissance of "Me"*, Interbrand observes: "We see a far more enlightened expression of 'me' in 2021 [...] a huge shift in expression: From 'better than you' to 'best for me.'"

This mental shift has big implications for building brands, experiences and messages.

The Humankind Study conducted by Leo Burnett Canada in 2021 found that 76% of Canadians don't believe brands clearly understand their concerns, issues and problems – suggesting that brands need to invest more in understanding what's best for Canadians.

ONE-TO-ONE

Data is becoming embedded in all areas of human experience – blockchain, cryptocurrencies and NFTs are already signalling a very different future focused on authentication, fair exchange, consent and identity.

More immediately, data precision, direct channels, access to addressable audiences and first-party data will require companies to put a very human lens on data strategy and etiquette. Alternative tracking and data interconnectivity will take advantage of apps and APIs as first-party channels become more central to earning an audience and delivering a broader range of ecosystem value.

As companies figure out their data strategies, a future-forward look at concepts like data self-sovereignty (people managing their own identity data, not brands) will help companies see data as part of their business model and people as stakeholders, not consumers. Data precision has entered

the biological realm. It's no longer at the fringes, with companies using biological data for security, product development, premiumization and customization, and user experience. Companies will need to consider its use and value.

One-to-one commerce should help companies build stronger brands and become more responsively aligned with their customers. The run on first-party data requires sensitivity to consumer context, because it's you and everyone else vying for the same data. And all this data still doesn't guarantee a meaningful connection to customer identity. A different approach is needed.

One-to-one commerce promises to be organized around the consumer and to not commoditize customer relationships. Focusing on first-party relationships and building connections first is critical. Connection facilitates data; data enables connection. Around we go.

When we think about building direct relationships with people, we also need to take an omni-channel view of data. Digital identity doesn't mean *online*. Our digital identity will connect to our physical environment (spaces and places of engagement), adding contextual nuances from moment

to moment and across the customer journey – the attributes of identity shifting in terms of relevance. For instance, values may play a more influential role in one targeting context and mood in another.

IDENTITY IN CONTEXT

While cross-context IDs are fading, contextual identity is rising. Robin Berjon, VP of Data Governance at the *New York Times*, doesn't think this is a problem for the simple reason that identity is about people, not identifiers. Since we express our identities in contextually different and fragmented ways, he questions the real value in cross-contextual tracking. He writes:

"The fragmentation of identifiers is a blessing for users as it finally aligns the digital world more closely with their expectations. Identity is by nature fragmented: we present ourselves as different people in different contexts. Identity is only ever meaningful, and meaningfully actionable, in a specific context."

Similarly, Ana Andjelic, author of *The Business of Aspiration*, believes communities, not individuals, are the new unit of marketing. She explains:

"Netflix's 125 million global viewers are divided into 2,000 'taste clusters' that group people

THE PLURALISM OF GEN Z

More diverse than any other that came before it, this generation expresses a more fluid and pluralistic identity believing strongly in the right to be yourself. *MIT Technology Review* found that this generation uses technology to mask, reveal and form identity, making it a nuanced playground of overlapping motivations and utility. This identity fragmentation increases the need to understand and target contextual identity and the peer-to-peer communities and fandoms Gen Z takes part in.

Gen Z grew up digitally native during a time of rapid technological advancement and with the freedoms and tools to express themselves and manage their identities. Consider that 51% of Gen Z thinks they are the most digitally creative generation, linking creativity and identity closely.

73% of this generation believe they need more self-expression to live a happy, healthy life. *The VICE Guide to 2030: Identity* study found that half of gen Z thinks that their job will become

increasingly important for expressing their identity, while ethnicity and gender will become less important.

The *Vice* study also found that members of Gen Z are more likely than millennials to say that their most authentic identities are online.

When it comes to home, it's both a sanctuary and a visible brand, blurring the line between private and public space at their whim where self-expression, work, socializing and privacy are integrated and where real and relaxed are favoured over the stylized Instagram aesthetic.

They expect personalization, omni-channel brand interaction and brands to be more like them by

- › having an identity and expressing it authentically;
- › activating social good around equity, diversity and environment;
- › protecting their identities.

based on their movie and TV show preferences. At the same time, Netflix content is extensively tagged and based on these tags and their connections, divided into micro-genres. Micro-communities and micro-genres are then matched up.”

Communities are influence networks built on contextual identity – reflecting common values, interests and communal experiences. Another important element of communities (and fandoms) is participation, which creates an investment in shared outcomes. By strengthening first-party relationships, communities serve brand economics in many ways.

A great example of this is IKEA’s oversized blue shopping bag. Designers and fans alike took the bag and fashioned it into new wearables. IKEA encourages product hacking that helps people customize and upgrade their products. The brand recognizes the ecosystem value in this and how it serves customer identity.

And when it comes to the metaverse (a set of virtual spaces where you can create and explore with other people who aren’t in the same physical space as you), expect a playground for identity that brings a whole new dimension to self-expression, shared experience and community. It will also create an entirely new set of digital authentications via NFT avatars, for example.

Context has always been a strong media performer as it aligns with what audiences care about and where they spend their time (and why). Data precision combined with one-to-one commerce emphasizes the right time, place and message. Audience profiles will need to be multi-dimensional and

adaptable to reflect the individual in context, with more time spent understanding the right targeting criteria based on shared interests and values, micro-communities, environments and media channels (online and offline).

BRAND IDENTITY

Identity matters to brands as much as it does to people. Think of brand-building as a value exchange of identity. Branding originated from the need to identify ownership or a producer based on a recognizable and distinctive mark. Today, people still need to identify brands, but they also need to be able to identify with them. And that’s about meaning.

Meaning is the top predictor of brand valuation (and also a key driver of consumer behaviour). A brand’s identity contributes to its recognizability and meaning. From promise to purpose to personality, it is a critical component of building brand equity to attract new customers and keep current ones. For this to happen, Interbrand explains: “You need people to recognize you, trust you and like you. Branding is one of the most effective tools for sellers to influence buyer recognition, trust and affinity – and thereby generate economic value.” With the current trajectory of DTC saturation, increased price sensitivity and less brand loyalty, brand identity creates a critical shortcut for consumers. That’s why it’s worth investing in.

Brands need distinctive assets, and they have to have a personality. From story to visual symbolism, experiential principles, language and tone, actions and ads, everything plays into the expression of brand identity.

CONNECTING TO IDENTITY

We’ve entered a new era of value creation that requires an investment in identity, both of brand and of customer.

We shop with our identities – how we live, who we are, our interests and values, and what we want to feel and express. People create their sense of identity and choose brands that support that. We need to ask ourselves, “Does the identity data we have even reflect the people who can grow our business?” and “What might matter more to them that we don’t yet know and use?” Understanding that someone’s identity is defined by them, not us, reflects on the data we collect, the customer experience and the content we create. And people are increasingly experts at building and expressing their own personal brand.

The problem to solve today is not a scarcity of data but a lack of connection. We need to consider what data is essential to identity concerning people and business value creation. Critically demonstrating the lack of connection in relation to customer-centric data uses today, Doug Stephens, founder of Retail Prophet, observed on LinkedIn after speaking with multiple major brands at a retail event, “They all want more data but don’t know what they’d actually do with it.”

Brands can be ideal facilitators of connection through understanding and alignment – establishing meaningful relationships with consumers by acting as connectors first and sellers second. ■

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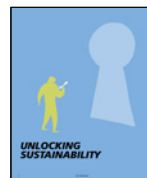
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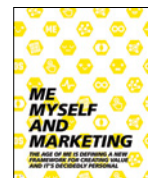
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IDENTITY SIGNALS

From playing dress-up and empowering self-care to cultivating fandoms, identity is at the forefront of commerce and customer experience. The best use cases are turning identity into value by prioritizing user experience, usefulness and inclusivity.



INTIMATE AND INTERACTIVE

Smart technology is making personalization interactive and helping people identify with products. Mirrors have turned into interactive touch screens that do more than show us our reflection. The market for interactive mirrors is estimated to reach US\$4.42 billion in 2023 as one-to-one commerce grows. You can use them to try on eyeglasses and clothes, play with new hairstyles and makeup trends, analyze your skin or even perfect your fitness form.

In 2017, Reformation started beta-testing smart fitting rooms, where customers browse the showroom and add their choices to a fitting room via a touch screen. Once inside, a wardrobe filled with the clothes you chose greets you along with a touch screen to add more items and sizes through the back of the wardrobe. Outside fashion and beauty retail, digital mirrors are also being used in marketing by brands like Nutella, IKEA, Heineken, Dove and Pepsi.



INCLUSIVE DESIGN

Age, skin colour, body size, gender, disability and culture – the fact that brands are embracing diversity is not only helping people see themselves in a brand, but also fuelling innovation and better user experience through inclusive design.

IKEA's *ThisAbles* project was conceived to allow people with special needs to enjoy their products through a series of simple add-ons. Knix designs and showcases women of all shapes and sizes in the brand's range of inclusive intimates. When it comes to marketing, the brand follows a simple philosophy: Look at who makes up your audience and reflect their every colour and curve in your advertising. Nike's Pro Hijab for Muslim athletes and Go FlyEase hands-free sneakers for people with disabilities are just two examples of how the brand is designing for inclusivity.



WEIRD SCIENCE

Biological data is the new technology for the 21st century. Offering a new level of precision, biological data is being served back to us as hyper-personalized products and services in both the consumer and business contexts. We've moved beyond Smartwater and simple health-tracking wearables to personalized analysis and health care, lifestyle enhancement and assisted-living solutions. Ambient biological monitoring is also being used along with smart devices to improve chronic illness and mental health.

Nestle Japan provides DNA-personalized products and wellness recommendations; Gatorade's Gx Sweat Patch reads your sweat's electrolytes for athletic recovery recommendations; Viome offers a full spectrum of at-home health tests and subscriptions.



STEALTH MODE

The intrusive ubiquity of facial recognition surveillance (often ambient) is bringing anonymity tactics from sub-culture to the mainstream. It's reported that more than half of all Americans' faces are in police databases. In 2021 Facebook decided to ban facial recognition and delete more than a billion faces from its databases. Protective decoration, stealth streetwear and surveillance fashion are on trend when it comes to obscuring our identities. For instance, CV Dazzle is a style of makeup, hair extensions and accessories that transform faces to confuse algorithms. Silent Pocket is a brand that makes Faraday goods to block signal tracking.



ALL THE FEELS

Emotional interfaces, targeting and personalization are getting more sophisticated. Through machine learning and website choice architecture, people can pick music, clothes and programming based on their current mood. And when it comes to ads, our moods matter.

Yahoo's *Receptivity of Emotions* study showed that upbeat moods increased ad attention and interaction. Spanish publisher PRISA Media uses machine learning to develop emotion-based targeting in order to improve brand safety for advertisers by creating an algorithm that determines which news articles to serve ad impressions around based on reader reactions. Cluep, a mobile ad platform, helps brands connect emotionally by using text and image analysis to target people based on what they are sharing, how they are feeling and where they go in the physical world.



FANNING THE FLAME

Fandoms are vertical communities characterized by a feeling of camaraderie with others who share a common interest. What separates today's fandoms from those of the past is that they are no longer about passive adoration or collection. Fandoms now allow people to nurture, express and participate in different facets of their identity. Tumblr, Reddit and TikTok foster community, sub-culture and fandoms. The metaverse will further propagate the participatory nature of communities. A big part of the success of NFTs comes down to community and equity. The Bored Ape Yacht Club (with its 10,000 members) is a highly visible example of people finding community through a shared online and offline experience. Fandoms are co-creating with brands, getting paid like stakeholders and contributing to social change.



SMART CHOICES

By Marie Lena Tupot

Our identities are becoming more connected and networked with the places and spaces we live and interact in.

Connectivity is evolving, intersecting with new expectations about how we live, work, learn and consume. Smart devices are making our environments more customized, networked and adaptive. This is all reshaping how we interact with commerce and how marketing is experienced. Our sense of place shifts as connectivity embeds itself more deeply into our lives by fusing digital and physical in ways that have altered our expectations of the spaces around us (home, work, stores).

To understand how our identities are becoming more connected and networked, let's start with the most difficult part of understanding connectivity. It's time we move beyond the myth of "off the grid."

CONSIDER THE NEW NOMADS

Face it: it's virtually impossible to truly unplug (unless one is willing to live a hermetic life). So when dissatisfied internet or social media users claim to go "off the grid," it's more rhetoric than behaviour. They're still using their smartphones. They're shopping online, whether it be for apparel or groceries or basically anything. They'd be absolutely lost without Google Maps.

And they are totally well aware of this irony, as we all should be.

COVID-19 showed us we can live and work anywhere. When it forced employers to go remote, it opened up the possibility of a nomadic lifestyle to entirely new groups of people.

Recent research shows our previously held assumptions about digital nomads are outdated. They're most certainly not off the grid; they are well educated and beyond entry-level positions. It's their connectivity that allows them the flexibility to travel. Their remote work is seen as an opportunity to pursue a more balanced and fulfilling lifestyle.

In fact, the nomadic are setting a pace for what others desire. Their behaviours demand actions that have resounding and progressive implications. Agile operations on the part of the corporate world are the first to come to mind. Keeping digital records and using collaborative work apps

"The COVID-19 pandemic forced our homes to also become protean examples of our evolving needs."

would be the other. There are even virtual mailing addresses that will scan and email you copies of your mail each day. You can ask them to save, trash or ship the physical originals to wherever you call home at that moment in time.

A RIGHT OF CONNECTIVITY

The pandemic escalated our demands and nice-to-have elements of an essential human right. It started with keeping our children educated while everyone was in isolation. According to UNICEF:

"The digitalization of society has made information and communications technology (ICT) skills and access to technology important, but the COVID-19 pandemic has turned these things into essential human rights in terms of the educational, social and professional needs of children and young people."

Connectivity is fast evolving. Futurist Sylvia Gallusser writes:

"If Web1 represented the golden age of a democratized access to information, and Web2 witnessed the reign of content creation and social media platforms, Web3 will see the realm of the metaverse, connecting people, places, and things in a three-dimensional, 'phygital' (physical and digital), secure, decentralized, and AI-powered environment."

TOYING WITH THE INTERNET OF THINGS

On a basic level of digital connectivity, the phrase commonly thrown about is the "Internet of Things."

Think smart thermostats that promise to maintain optimum energy efficiency. Or the Alexa we bark commands at. Or the pet camera and self-operating doggie door we can control from anywhere.

Objects from appliances to smart speakers to mirrors are becoming connected to our identity. They make us feel a little more in control of our lives and our homes, but also a little disconnected when things go wrong or the tech cannot meet us where we are.

We say to ourselves, "Why can't my fridge stock itself and tell me what I can make for dinner?"

Most people can accept that, for now, these devices are home-run experiences. They engage us, reach out and respond back to us in our home settings – except the smartphone which is both an extension of self and part of your home setting.

Recent talks in health care are about mobilizing pharmacies to go beyond virtual doctor visits to administer complicated infusion therapies in the home itself, connecting to a more personal environment for care. In such cases, the connectivity makes perfect sense. The patient gets exactly what they need and is protected from community exposure. Pharmacare Hawaii is growing its home infusion pharmacy network through the use of data intelligence.

Eventually, connectivity protocols will strengthen and the devices we find satisfactory now will move to incredibly more impactful and precise experiences and outcomes.

MOVING WELL BEYOND THE INTERNET

The most surprising aspect of the Internet of Things is that it doesn't need the internet. Companies are now using GPS, data analytics and artificial intelligence to connect consumers in real time. Strategic consultant Tom Nolle writes:

"When the now-familiar concept of the Internet of Things (IoT) was new, what we really were envisioning was a massive deployment of 'things,' mostly sensors, connected directly to the internet and, like the internet, available to many companies to form the basis for new applications. Neither the business model nor the privacy/security issues of that approach were easily validated, so we've fallen back to something that largely takes the internet out of IoT."

"The Network of Things (NoT) replaces IoT," Nolle explains: "The real NoT falls into two

main categories. The first is consumeristic and is also used by small- to mid-sized businesses and even enterprise remote offices. In this model, Wi-Fi is used to connect devices to a vendor website, which then provides users with access to their technology to monitor and control them. The second mode, the one enterprises are most likely to adopt, uses a variety of highly specialized protocols designed for IoT alone. It's these protocols that build the real network of things."

EMPOWERED TO LIVE

Connected identity (connectivity to environment via devices and data) and the role of home are converging. Home has become more of a concept of how we live, a sense of place, identified by some geotag or another. The personal designation of geo-choice has become a critical base of operations for everything, making our ability to network our homes to the things that matter to us critical. This emphasises that definitions of home do not come from its physical boundaries but from the emotions that we associate with it.

Lack of communication and connectivity can be serious. However, it's not just being thought about by emergency management teams. The new Ford F-150 Lightning electric pickup can power a house as a backup generator for 10 days.

A MACHINE THAT ALLOWS US TO LIVE

The phrase, "A house is a machine for living in," rose to fame in the 1927 manifesto *Vers Une Architecture (Toward An Architecture)* by architect Le Corbusier. Today, the phrase can be better understood as, "Home is a machine that allows us to live our lives as we so desire."

Anthropologists say we have a pretty strong need for a place called home. The environment in which people live is closely linked to their well-being. Home provides security, control, belonging, identity and privacy. But most of all, it's a place that provides us with a centring – a place we consistently return to in order to recharge. The concept of recharging has become more literal than ever before.

"The personal designation of geo-choice has become a critical base of operations for everything, making our ability to network our homes to the things that matter to us critical."

The COVID-19 pandemic forced our homes to also become protean examples of our evolving needs. We've always created spaces within our homes that work toward our needs. This time, our adaptability was urgent as time was of the essence.

During COVID-19 isolation, our homes became our work space, learning centre, doctor's office, central command for shopping and even a virtual watering hole. Every aspect and space of our homes can now be infused with technology that offers us greater control, efficiency and heightened sensory experiences for every member of our household. Picture what our homes already know about us.

Without question, the future of commerce is connected identity. This extends from who we are, what we buy, where we spend our media time and when we are most receptive. If home, our identity and commerce are getting more deeply connected through smart devices, the home will essentially function as our personal operating system at some point in the future. But it can't function without our participation – an integral component of trust and privacy.

A FUTURE AS SMART AS OUR CHOICES

"Smart" becomes representative of our smart choices. Our smart choices help us get ahead of the point where our homes become wholly enabled and autonomous representatives on our behalf. Imagine if your home recognized that your car registration was expiring, sent the car out for inspection and filed with the DMV. Or what if your home recognized when your teen's heart fluttered at the sound of Arctic Monkeys and asked if you wanted to surprise her with front-row tickets at the nearest venue?

Toward these ideals, people will start to look for data to help them unify their experiences. Through feedback loops, this

data will build stronger engagement. Brands having integrated data-driven ecosystems will become a given. Creating positive experiences at these intersections will retain and grow engagement and loyalty.

To date, though, our identities remain fragmented as we pursue communities and digital spaces where we can "act" out creatively, exploring and nurturing different parts of ourselves as part of our larger narrative – all while avoiding the pitfalls of "what's like me" echo chambers. Now is the time to begin those smart choices about how we connect identity and environment in ways that allow people to live their lives as they desire and how brands can connect and be networked to create value and enhance experience and participation.

Marie Lena Tupot is a classically trained trend forecaster who co-founded insight consultancy scenarioDNA and its patented culture-mapping methodology with Tim Stock in 2001. As the research director at scenarioDNA, she has collaborated with global clients including Bayadera Group, Honda, IKEA, KEF and Nike.
scenariodna.com



THE ADDRESSABILITY LANDSCAPE

By Sonia Carreno

*The advertising industry is coming
to the realization that privacy is
good for business.*

Advertisers have been bracing for the implications of full third-party cookie deprecation as the industry responds to the need to re-architect the way ads are delivered on the web. However, a global patchwork of privacy legislation aimed at protecting citizens is making it difficult for advertisers to understand the complete picture of requirements and whether they are at risk of exposure in various other markets that may have stricter requirements than their own.

The industry is reluctantly being forced to observe the most stringent of restrictions despite its own markets presenting opportunities that would, were it not for international privacy laws, be accessible to monetize. In years past, this would not be as difficult to navigate by using appropriate disclosures and privacy policies that covered off the transparency requirements. Today's regulations, however, present the risk of debilitating penalties for non-compliance.

IAB Canada and its members continue to work to deliver best-in-class open-source, privacy-enhanced technologies for the industry. Among them is the enhanced Transparency and Consent Framework currently being refined in Europe to comply with strict GDPR privacy rules.

While the industry grapples to build around the new cookieless, privacy-forward landscape, stakeholders are coming to terms

with something we've always known: Respecting consumer privacy and providing full transparency are not just new legal requirements – they are good for business. Actually, they are *great* for business.

Propelled by consumer demand and their privacy-seeking behaviours (expressing the paramount importance of trust and transparency), the largest media properties in the world are now infusing privacy into their business offerings to create competitive advantage.

RIPE FOR DISRUPTION

For the past two decades, we have hinged our investments and activity on a technology that would one day reach its limit – bits of text placed by websites on the hard drives of visitors allowing marketers to track browsing history and the behaviour of consumers to sharpen their online advertising efforts. Third-party cookies have been the foundation of programmatic advertising and ad targeting. The approach, largely viewed as effective by the industry, has leveraged cookie technology to do a variety of neat things like identify granular audience attributes and retarget and control the frequency of ad exposures. It has become increasingly clear that these functions are on the chopping block as we see cookies exit stage left.

Inappropriate use (or abuse) of third-party cookies has fed a media literacy curriculum fraught with grievances around the

“surveillance economy.” Third-party cookies have been exposed as the main culprit behind the creep factor.

Our industry is on the case. For two years now, the smartest minds in the sector have been developing a new viable way forward that preserves the unique power of digital ad delivery while protecting consumer privacy.

PORTFOLIO APPROACH

After hundreds of Shark Tank-style proposals and Zoom call debates, the industry has zeroed in on three general approaches for advertisers to connect with audiences without cookies.

Identified audiences that are consented and anonymized through tokens can be addressed in similar ways today. The OpenRTB framework that provides the backbone of programmatic advertising can identify audience attributes associated with an anonymized profile and apply them to the bid stream so that media buyers can buy against the profile. This approach would incorporate the use of a new mainstream technology called a “clean room,” which acts like a black-box environment where data profiles can be shared, matched and anonymized without the ability for either contributor to re-identify the profile. This method is estimated to account for about 20% of addressability in the early post-cookie era.

3-WAY ADDRESSABILITY ON THE HORIZON

UNIVERSAL IDS

Early est. addressability: 20-30%

- › Individual IDs for:
 1. Consented, authenticated audiences
 2. Inferred audiences

CONTEXTUAL SIGNALING

Early est. addressability: 70-80%

- › Mapping first-party data to predictive contextual models
- › Using standard taxonomies
- › Dynamic contexts

SELLER-DEFINED AUDIENCES

Early est. addressability: 80-90%

- › Standardized labels
- › Transparency through DataLabel.org
- › Google's “Topics”

Source: “Moving Towards Cookie Independence,” IAB Canada, 2022.

“The future will require brands to establish real value in exchange for data and potentially bake in variables to collect more robust data sets.”

Contextual advertising has come a long way since the early days of the internet. Deemed one of the safest methods of online advertising, contextual placements match ad creative to environments that are relevant. This method is often purchased through direct publisher relationships but can also be bought programmatically by leveraging the standardized content taxonomies outlined by the IAB Tech Lab. Publishers tag their content according to the categories and make them readily available to bid on.

One of the biggest challenges associated with context is scale. Publishers have finite contextual placements, and the increased demand will add a premium to this type of investment – particularly for competitive categories or ones that depend on seasonal ad exposure.

Seller-defined audiences offer a scaled approach to delivering contextual placements based on content signals that are crawled, organized, packaged up and signalled to the bid stream. Using AI technology and machine learning, content is crawled and categorized based on various models, including some refined predictive ones that can be categorized according to intent. Seller-defined audiences combined with contextual advertising are expected to deliver 90% of online addressability – Google’s recent unveiling of “Topics” is captured here, and advertisers should stay close to developments in this space.

While the industry cracks the addressability challenges, we must not lose sight of the fact that privacy by design will be the underpinning of any advertising method. All stakeholders are faced with the reality that first-party data will be the

new foundation of advertising in the future. Without it, the solutions for placing ads in digital environments will be limited in effectiveness. First-party data will be key to making informed media-buying decisions in the next version of the ecosystem; to capture it, there may be some steep learning curves.

CONTEXT REDEFINED

Context, once used to describe the environment in which an ad is placed, now must be applied to understanding how to offer value at various stages of a customer relationship with a brand. Customers can “signal” several clues that indicate context. From being a first-time visitor to a website to clearly being on a mobile phone while in a car, the technology exists for advertisers to assess added layers of context to respond appropriately. As advertisers look to shore up first-party data, understanding in which context a customer presents themselves can help shape responsive design rules.

The future will require brands to establish real value in exchange for data and potentially bake in variables to collect more robust data sets. They’ll need to consider whether a customer would be willing to provide an email address immediately upon entry to a website or whether it might be more palatable (and more likely to be provided) at a different stage in the user experience.

First-party data will increasingly become a creative exercise that is deeply connected to user experience design and could easily extend to gamification and complex incentive strategies. We are seeing the early stages of this unfolding via consent management platforms that are offering a new canvas for creative layers on their interfaces and A/B testing to optimize the likelihood of opt-ins.

MODULAR DATA MANAGEMENT

The modernized tech stack will require organized outputs that can easily leverage the new methods of addressing audiences outlined above. Advanced customer data platforms use AI to identify segments that can be packaged, organized and connected to the media supply chain.

While publishers organize their inventory to ensure highest value, advertisers work to identify addressable customer characteristics that are related to unlimited data points. Whether segments are established for purchase funnel activity, life stage or other vectors, advertisers will need to have well-organized, modular data that can be easily leveraged for media use.

Organized first-party data can also help streamline omni-channel activity, allowing advertisers to create control groups as well as perform A/B testing and more accurate attribution modeling.

GETTING IT RIGHT

This is an exciting time for all stakeholders in the industry. It is our chance to get it right for consumers while opening a treasure trove of new opportunities for brands to connect with their audiences.

Privacy has historically been viewed as the “legal department” of advertising. Today, the topic represents a vibrant new creative opportunity for brands to build the trust and transparency their customers expect. This is not a time for short-sighted workarounds but rather a chance to step back and consider the long game of relationship building. It’s true that most new privacy laws require an organization to appoint a data officer, but it’s important for all of us to embrace privacy as integral to our jobs and as a path to competitive advantage. ■

Sonia Carreno, President of IAB Canada, is an award-winning digital veteran whose deep industry experience spans virtually every digital marketing discipline. In 2021, Sonia was inducted into Canada’s Marketing, Advertising, PR and Communications Hall of Fame for her efforts toward bringing the Canadian marketing and advertising industry into the digital age.

CASE STUDY

Goodfood's hunger for direct mail only grew after cross-channel attribution analysis showed the channel served up the best customers.

APPETITE FOR ATTRIBUTION

Founded in 2014, Goodfood Market is a Montreal-based online meal kit and grocery company. It is among the biggest subscription delivery services in Canada with more than one million meals delivered each month.

In reaction to evolving consumer behaviours accelerated by the COVID-19 pandemic and the growing prominence of the at-home consumer, Goodfood management made a strategic decision to expand into the online grocery market.

Now, the company looks to build on that decision and scale its on-demand delivery operation with a focus on orders arriving at customers' doors in under 30 minutes.

CHALLENGE

A high-growth company competing in a dynamic industry, Goodfood focuses on customer acquisition as its primary key performance indicator.

"We just need to get people through the door – the quality of our products will speak for itself once they do. That's why our marketing efforts and budget focus mainly on acquiring customers at the most efficient cost possible," said Marc-Alain Guilbert, former VP of Growth Marketing and Customer Experience.

In our home-first world, the company knew it needed a diverse channel mix to feed acquisition goals and support expansion in a saturated direct-to-consumer category. The company's integrated media approach includes direct mail, digital, TV, radio and out-of-home. That diversity, however, can make it difficult to gauge the relative contribution of each channel to meeting objectives, especially if you are using a last-touch attribution model.

A lack of analytical support meant Goodfood's last-touch measurement approach was fail-

HOW IT WORKS

1

You choose your recipes online

2

We source farm-fresh ingredients for you & deliver them to your door

3

You cook chef-designed meals at home



ing to capture the cross-channel influence of its media channels. Particularly, the marketing team knew direct mail was delivering more than brand awareness, but they couldn't get a clear picture of the full influence of the channel on conversion.

RELEVANCE

Marketers need to understand what role different channels play in an integrated mix and how they contribute to achieving goals in order to make more effective decisions about the future. Historically, there has been a tendency to give credit for customer conversion entirely to the final digital touchpoint. But this overly simplistic (and out-of-date) approach offers a skewed view; it fails to account for the influence of all channels in an integrated mix in generating the conversion – particularly now, when the customer journey is anything but linear.

Additionally, more robust channel attribution modelling allows companies to maximize segmentation and create responsive

targeting identifiers – an important step for a company like Goodfood competing in the highly saturated and competitive grocery delivery market.

INCITING ACTION

To understand the impact of all marketing channels clearly, Guilbert knew a cross-channel, multi-touch attribution model needed to be considered.

"We want as much transparency, as much accuracy as possible for each channel," he continued. *"But we realized the limitation of the numbers we had. We were playing it by ear, learning on the fly, because there was not enough time in a highly competitive market to do a lot of deep analysis. We were working with incomplete data, for sure."*

Looking to complete that picture, Goodfood conducted a match-back data analysis to properly capture the channel's contribution to conversion.



RESULTS

The analysis showed a dramatically higher response rate in neighbourhoods that received a direct mail piece over areas that did not – two to three times more sign-ups than what the company was initially attributing to this channel.

“That was an amazing learning for us as it built confidence in what we knew instinctively,” Guilbert said. *“Knowing the exact magnitude of direct mail’s impact, it confirms our further investment in that channel going forward. This analysis has definitely given us more appetite for direct mail.”*

This year, the company plans to increase its direct mail budget allocated to key markets as it launches on-demand grocery services. The marketing team is also continuing to use other Canada Post products and strategies to enhance its direct mail efforts, including predictive eye tracking (PET) to improve communication design and postal code targeting (PCT) to home in on profitable acquisition segments.

For example, PCT is proving an effective strategy for the brand as it achieves the same number of sign-ups for a third of the volume of flyers by simply using more advanced targeting techniques.

“That speaks to the power of Canada Post Smartmail Marketing,” Guilbert said. *“Driven by its value, and the fact we’re seeing consistent returns, direct mail will be a key part of our growth strategy. We will be investing more going forward given the value it brings to the table. Having a partner like Canada Post has been huge and something for which we’re really grateful.”*

Case Study Debrief

BRAND Goodfood Market

INDUSTRY Food and Beverage

INCITING ACTION

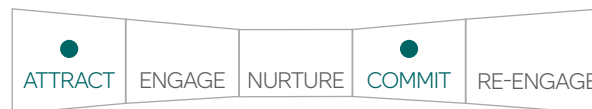
Goodfood sought clarity regarding media channel influence on acquisition as it looked for competitive advantage and readied for expansion into the on-demand grocery delivery market.

RESULTS

Direct mail was contributing 2-3 times more sign-ups than last-touch attribution was giving the channel credit for.

CONVERSION FUNNEL

Dots indicate how direct mail was used to incite action.



DATA SOURCES

First party
PCT

PRODUCT

Canada Post
Neighbourhood Mail

ACTIVATION PILLARS

- Physicality
- Data
- Connectivity

KEY TAKEAWAYS

- › Channel diversity improves reach and conversion.
- › Cross-channel models capture a more accurate picture of channel attribution.
- › Aligning marketing objectives and data analytics improves competitiveness.
- › Advanced targeting improves profitable identifiers and reduces media waste.

“ We just need to get people through the door – the quality of our products will speak for itself once they do. That’s why our marketing efforts and budget focus mainly on acquiring customers at the most efficient cost possible. ”

– Marc-Alain Guilbert, former VP of Growth Marketing and Customer Experience



Making direct mail more sustainable.



Congratulations to Smartmail Marketing™ partner Précigrafik, winner of this year's Canada Post Smartmail Marketing Environment Award. This award recognizes those partners who are taking strides towards a more sustainable future for the mail industry—and inspires others to do the same. Want to make your direct mail more sustainable? Consult a Canada Post Smartmail Marketing Partner today for strategies and advice.

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Smartmail Marketing™

CASE STORIES

A collection of global work from across industries showcasing how marketers are using direct mail media to get closer to their customers.

Get inspired >>
*Scan here for more
INCITE direct mail cases
from our digital archive.*



FOOD FOR THOUGHT

Grocery giant proves direct mail and social media make an appetizing combo.

Grocery chains often depend on regular direct mail campaigns to deliver information on everything from sales and specials to events and loyalty programs.

As an innovative chain, Metro is always looking to test and refine its campaign assumptions. When its e-commerce division wanted to determine if leveraging direct mail alongside social media would improve the performance of their social acquisition campaign, the grocery giant got to work.

A back-to-school offer invited current customers to visit a specific URL and provide some personal information to receive a \$10 gift card, redeemable in store. A four-week test was devised using three postal code look-alike segments based on Metro's current customers.

The French-only campaign ran for a month in Quebec, including direct mail only in the first week, social only in the second and an integrated campaign for the last two weeks. This approach provided a clear comparison of how the audience responded to each individual channel, as well as the combination of the two.

When concluded, the integrated campaign test generated far better results than social alone, including a 64% higher response rate, 4.36 times the total sales and 4.3 times more orders.

Exactly the kind of food for thought Metro needed for planning future campaigns.



Avec metro.ca et Jean Coutu,
**LA RENTRÉE,
c'est réglé!**

JEAN COUTU

mon épicerie en ligne

**OBTENEZ
10\$
à utiliser chez
Jean Coutu**

Rendez-vous sur
metro.ca/promo-PJC

* Voir sur metro.ca/promo-PJC pour tous les détails.
Ce papier contient 100% de fibres postconsommation et fabriqué à partir d'énergie biogaz, certifié FSC®, procédé sans chlore, garant des forêts intactes.



Faire votre épicerie au parc, ça vous dit?
Avec metro.ca, c'est possible!

Jusqu'au 18 septembre 2019

Pour chaque commande en ligne sur metro.ca, recevez 10\$ à utiliser chez Jean Coutu!

Fairez votre tour comme d'habitude, cette offre est d'une durée limitée...

Au plaisir de faciliter votre quotidien,
L'équipe de l'épicerie en ligne

BONNE FIN D'ÉTÉ à tous!

Avec metro.ca et Jean Coutu,
**LA RENTRÉE,
c'est réglé!**

JEAN COUTU

mon épicerie en ligne

**OBTENEZ
10\$
à utiliser chez
Jean Coutu**

COMPANY: Metro | PRODUCT: Grocery | COUNTRY: Canada

SOUND THE HORN

Integrated campaign serves as rally cry to gamers.

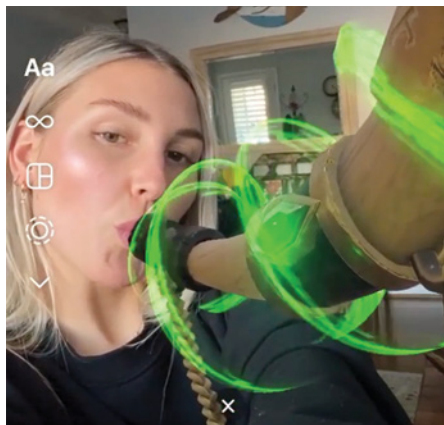
To launch the new *World of Warcraft* expansion, *Shadowlands*, Blizzard Entertainment created *Sound the Horn*, an integrated campaign where international celebrities were recruited to spread the news about *Shadowlands* in the effort to bring new players to the franchise.

To promote the event, a giant medieval horn was created and mailed to unsuspecting celebrities and influencers around the world. On Instagram, they filmed themselves blowing the horn to awaken fellow Instagrammers to the game. A total of 14 high-profile influencers were in the chain, creating great buzz on social media.

Partnering with creative agency 72andSunny Los Angeles, Blizzard worked with *Mythic Quest* creator and director Rob McElhenney to create mini-films of the 14 celebrities, who were authentic fans of the *WoW* franchise, over six days of remote production in seven countries. Most films were directed entirely over Zoom, and creative scenes were built around locations convenient to each celeb – places like their kitchen, apartment, living room, hotel or office.

Under the hashtag #SoundTheHorn, fans could share in the excitement and issue their own rallying cries online to get friends involved. Blizzard also gave the *WoW* community an Instagram lens, filters for Twitch streaming and emojis on Discord.

Now that's an idea worth tooting your horn about.



COMPANY: World of Warcraft | PRODUCT: Video game | COUNTRY: U.S. | AGENCY: 72andSunny Los Angeles

PLAYING BEER GUITAR

Brewer strikes the right chord with gripping interactive campaign.

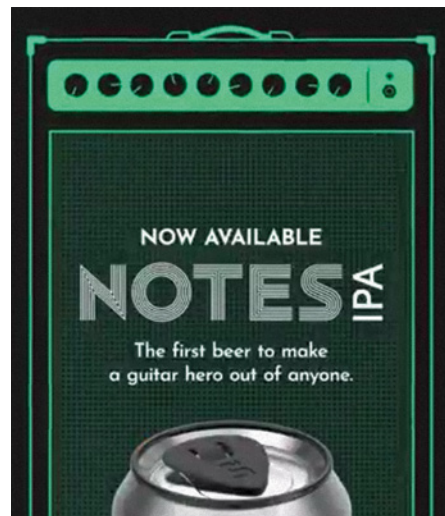
SingleCut Beersmiths looked to celebrate its rock 'n' roll roots by creating a special brew that not only tasted great but sounded even better.

Notes IPA was the first beer designed to teach its drinkers guitar. The brew was rolled out with a fully integrated and interactive campaign that highlighted celebrity influencers, social media and direct mail.

The brew came in a four-pack with a distinct label displaying a foundational guitar chord (C, D, G or E minor). By gripping the can like the neck of a guitar, drinkers could learn the finger positions for each chord and get a feel for the strings through the label's tactile finish. When customers went to play the real thing, every can also came with an injection-moulded guitar pick fitted onto the pull-tab.

Custom tubes designed to look like guitar necks were mailed to some of the greatest guitar players in Canada and the United States along with a handwritten note from SingleCut's founder, Rich Buceta, thanking them for their contributions to rock music.

Notes IPA sold out twice as fast as an average SingleCut release. By embracing a clear concept and interactive media design – as well as connecting with a few famous players via direct mail – the New York City-based brewer delivered a campaign that rocked for beer and music lovers alike.



COMPANY: SingleCut Beersmiths | PRODUCT: Beer | COUNTRY: Canada & U.S. | AGENCY: Zulu Alpha Kilo

A MODEL IDEA

Collab builds 'break' into the creative process.

It was the kind of unexpected break any focused hobbyist welcomes.

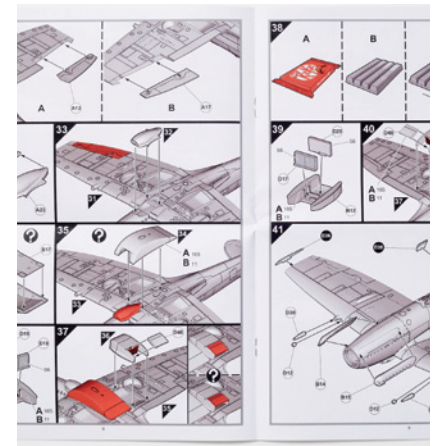
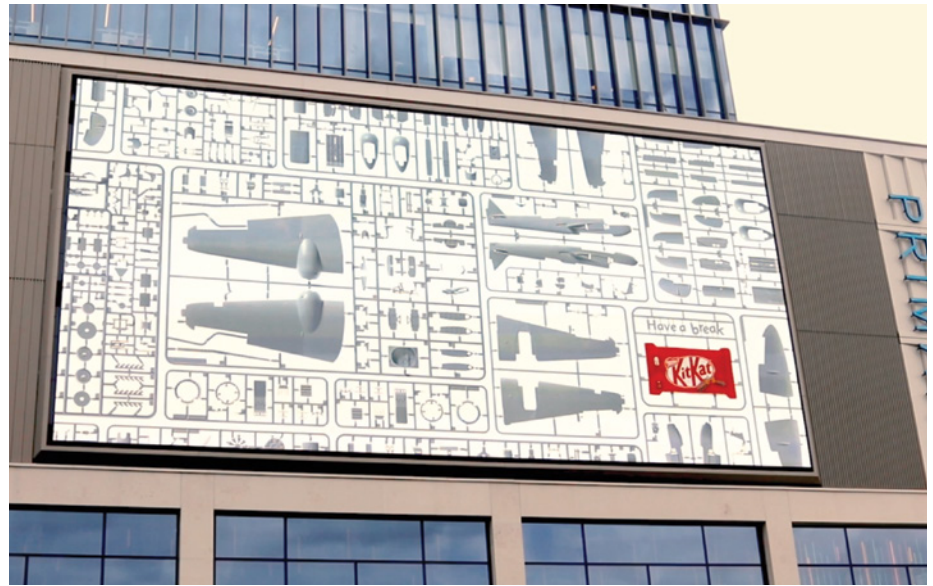
Wunderman Thompson UK collaborated with Airfix Models to send model enthusiasts on YouTube a new limited-edition Supermarine Spitfire model airplane with a box sticker announcing, "Now with added break." Inside, they discovered a Kit Kat candy bar attached to a biodegradable plastic frame. A step-by-step Kit Kat break was included halfway through the instructions, depicted in the same visual style as the building manual.

It was the first time Kit Kat has ever included its product inside another brand's product to target its audience based on vertical interests and niche communities.

The *Kit Kat Kit* campaign launched with billboard ads for broad awareness and followed with a targeted direct mail piece aimed at model plane enthusiasts and Airfix fans.

By targeting a niche community with an unusual collaboration that was both appropriate for the brand and the hobby, Kit Kat generated an enthusiastic, authentic response that created a fresh take on the classic Kit Kat tagline. As a result, the campaign reached 80% of the biggest influencers in the model-making community with more than 250,000 followers. It also resulted in a 95% pickup in earned media.

No matter how you look at them, those are sky-high results to build on.



Company: Kit Kat | Product: Confectionery | Country: U.K.

LONG LIVE THE KING

Famed brewer, star team up to celebrate historic achievement.

In December 2020, Lionel Messi scored his record 644th career goal for FC Barcelona, a goal that broke Pele's long-standing record for goals scored for a single club.

To celebrate, Budweiser released a digital film that told the story of Messi's journey to greatness, and stocked shelves in eight countries with special Messi-branded beer bottles.

The brand also created 644 uniquely numbered bottles and sent them to every goal-keeper the Argentine great scored against. Each bottle featured the specific number of the goal scored with the message, *"This feat is made even more extraordinary given they were scored against the best keepers in the world. We know of no other competitors more worthy of celebrating. Kings aren't made overnight."*

Many of the 160 keepers receiving a bottle took to social media to congratulate Messi for his feat, including former Valencia goalkeeper Diego Alves, who received 21 bottles to mark the 21 goals Messi got past him. Alves wrote, *"Thanks Messi for reaching 644 goals. I won 21 bottles, it seems like I've got my own record."*

By leveraging sports celebrity and direct mail, the campaign activation reinforced the King of Beers' position in the market. Any campaign that connects the King of Beers and the King of Football was bound to score. The campaign resulted in 3 billion earned impressions and US\$20 million in earned media value.



'FEAST' FIT FOR A QUEEN

Role-playing game takes burger wars into a realm of dragons and orcs.

It's not all fun and games in the fast-food burger wars – but sometimes that's exactly what you need.

Wendy's, the No. 3 burger chain in the U.S., was founded on a promise of fresh beef, never frozen. A half-century later, customers see fast-food restaurants as all the same. Looking for a way to stand out with their core demographic, Wendy's entered the realm of dragons and orcs, bringing food and gaming together.

Feast of Legends: Rise from the Deep Freeze is a tabletop role-playing game – think *Dungeons & Dragons* – where players help the pigtailed Queen Wendy defend her kingdom of Freshtovia from the evils of frozen beef with names like the “Creepy King with the Paper Crown” and the “Ice Jester of the United Clown Nations.”

Launched at New York Comic Con, a 100-page book laid out the adventure and the characters in about 50,000 words. The game's popularity exploded after the brand used direct mail to target gaming influencers who, in turn, took to their channels to encourage others to download the e-version.

The digital version listed on the *New York Times* Combined Print and E-Book Fiction chart, while official hard copies and bootleg editions were resold on eBay. Wendy's social channels promoted fan art, player-made game pieces and cosplay photos as players showed up in person for restaurant game nights and virtually in fan communities on Reddit and Twitch.

Gamers weren't just hearing Wendy's brand message – they were acting it out.



SWEET REVENGE

Celebrity chef has sweet solution to combat online bullying.

Lebanese celebrity chef Karim Bourgi wanted to grow his following on social media.

The internet can aptly be described as the cruellest playground in the world, a place where trolls bully perfect strangers. Bourgi had been a target himself.

The chef simply wanted to make the internet a sweeter place.

Because chocolate contains endorphins that can reduce pain and lower levels of stress, the answer was to create three 600-gram bars of chocolate. Each was uniquely designed and handcrafted with a different theme: hate messaging, cyberbullying and body-shaming.

These “Chocapologies” were sent to a variety of influencers, who were encouraged to share their own stories on Instagram of how the internet owed them an apology and, using the hashtag #SugarCoatIt, spread love for the victims of trolling. On the Chocapologies web page, anyone who had been trolled was invited to “DM us why the internet owes you an apology and we will send you a Chocapology – on behalf of the internet.”

Karim’s kindness helped him accomplish his goal, as he gained 120,000 new followers on Instagram and saw a 265% increase in engagement. He also gained a lot of popularity beyond social when the campaign was featured on TV and radio.

How’s that for a sweet taste of success?



LICENCE TO 'STEAL'

Disability employment gap bridged by encouraging others to #StealTheirStaff.

Not every business would beg you to steal from them – but Beco isn't exactly like every business.

The 166-year-old toiletries brand employs a workforce of which 80% are visually impaired, disabled or disadvantaged. As part of its social enterprise mission, Beco creates opportunities for disabled workers while simultaneously changing outdated attitudes toward hiring people with disabilities.

That's why the brand created #StealOurStaff, an integrated campaign to encourage British CEOs to do just that – hire away Beco's top employees so the brand could create new opportunities for other disabled workers.

The campaign put Beco employee CVs in front of potential employers by displaying them on soap packs, the company website, posters, TV spots and online. The brand takeover was supported by an open letter that challenged employers as well as out-of-home ads that amplified the #StealOurStaff message.

To personalize the campaign for potential employers, Beco created bespoke boxes bearing the CVs of hand-picked staff and mailed them directly to the CEOs. Through these personalized packages, Beco matched companies with employees they thought would be a perfect fit.

Overall, the campaign reached 1 in 10 U.K. adults as brand awareness grew 83% and sales increased a whopping 96% year over year. That increase in sales allowed Beco to create 1,500 additional hours of employment, further decreasing the disability employment gap.

More than 40 potential employers got in touch with Beco employees with several being "stolen" from the company.



COMPANY: Beco | PRODUCT: Beco | COUNTRY: U.K. | AGENCY: TBWA London

MATTER OF DEGREES

Brand shifts customer experience into high gear with tech-enabled campaign.

Land Rover's new Defender was its most customisable vehicle ever. To get customers to reappraise how versatile the Defender was, Land Rover needed to connect this busy audience to Defender experts at the dealership.

The ultimate expression of a car's capability is being able to drive up the steepest of inclines – 45 degrees in this case. So Land Rover sent a mailing where everything – from copy to images to overall format – was at a 45-degree slant. Tactile finishes replicated textures used on the vehicle and the terrains the Defender can master. A quote from explorer Bear Grylls reinforced its credentials.

When the recipient turned the interactive button (which mirrored the car's switchgear) 45 degrees and then pressed it, it broadcast a command to Land Rover's CRM system to send a text message and email to the recipient confirming an expert would be in touch.

To find the right audience, Land Rover sent targeted direct mail to customers who had interacted digitally with the new Defender. A machine-learning algorithm verified if they were in-market.

The tech-embedded, playful mailing was the ultimate in customer experience and sales success, connecting 2,508 customers with an expert (a response rate of 50%). Lead quality was strong, resulting in an ROI of 49:1.

Who says customer acquisition needs to be an uphill climb?



EQUALIZING THE PLAYING FIELD

Tech company gives women gamers the control(ler) they deserve.

To show that “Gaming for everyone” isn’t just a slogan, Xbox launched a worldwide initiative during Women’s History Month to support and celebrate women in gaming.

The most sacred piece of the console, the controller, was tweaked to become a statement of equality. The controller’s B button was replaced with the equal sign. When gamers pressed it, they heard inspirational and supportive messages from the most famous and successful women in the gaming industry – including Bonnie Ross of 343 Industries, Helen Chiang of Minecraft and Sarah Bond of Microsoft. Their messages give female gamers strength and self-confidence.

The limited-edition controller was designed in special packaging created by internationally renowned illustrators and was sent to the world’s biggest female gaming influencers, giving the message for equality the reach it deserved.

One hundred Equality Controllers were sent to female gamers in 23 countries on four continents. In unboxing videos and reviews, they talked about their own personal experiences of sexism in gaming. Important and influential specialist media took up the topic and reported on it.

Using direct mail and social integration to target female gaming influencers, the campaign netted more than 100 million contacts, over 90 million send-outs in the form of wallpapers and gamer themes, and an increase in search queries by 1,500% (#WomenInGaming and #GamingForEveryone), while making women in gaming more visible through earned media.





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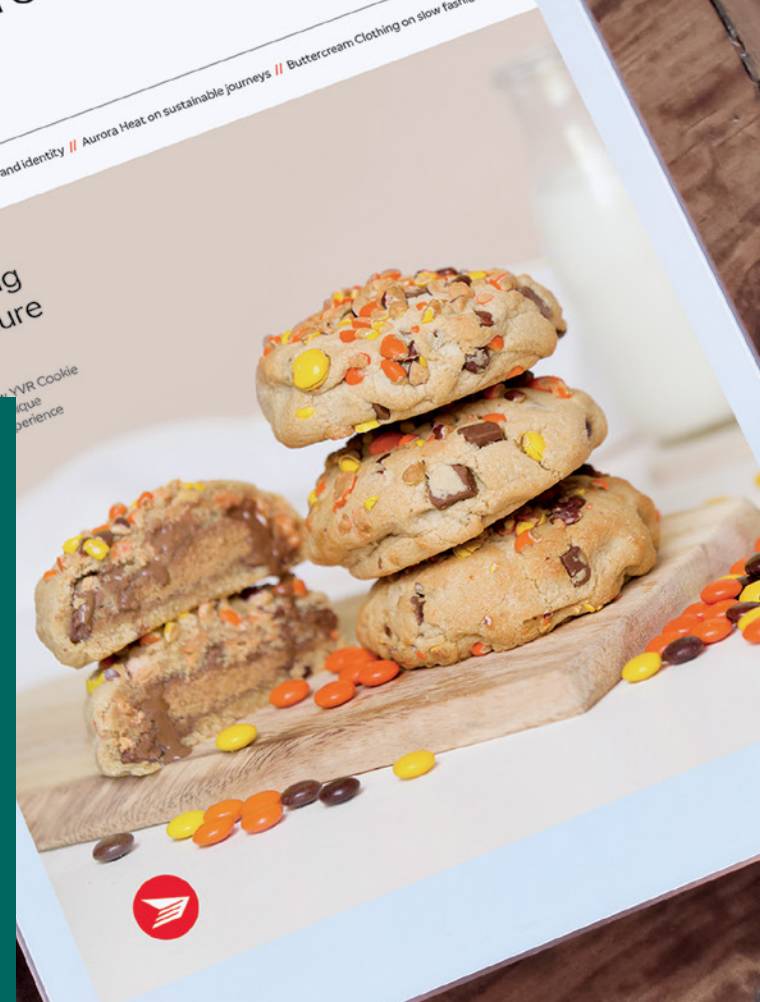
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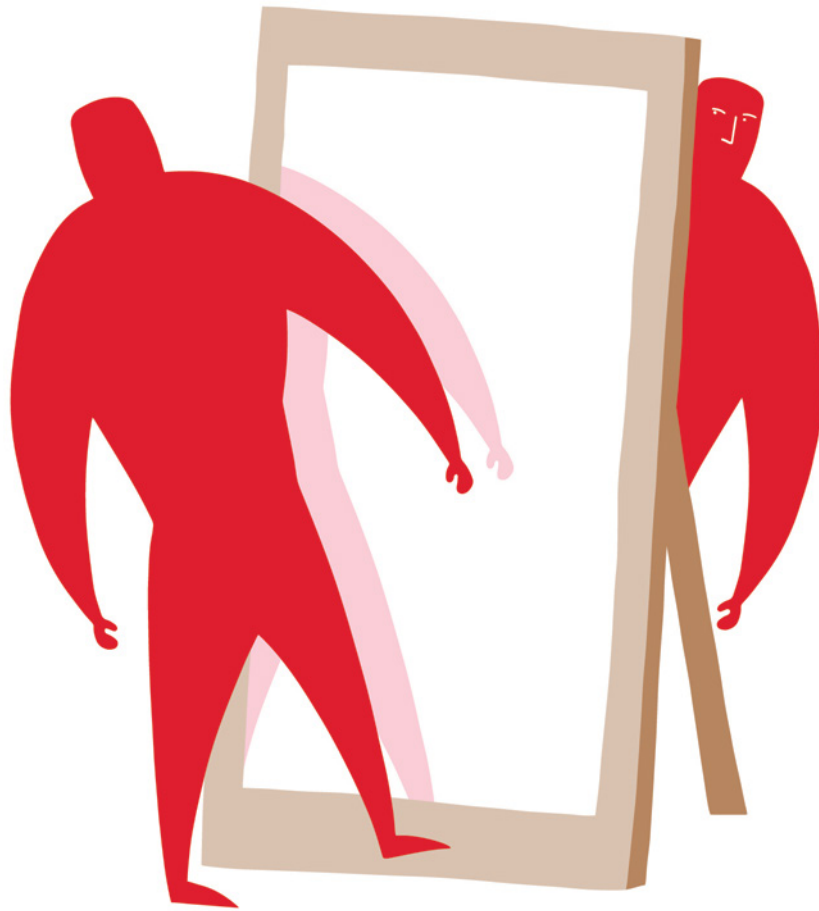


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AUTHENTICITY REFLECTS IDENTITY

By Anthony Zanfini

*What marketers can learn from influencers
about the difference between the two concepts.*

If you were asked to think of a word that has percolated into almost every marketing-related conversation you've had over the past decade or so, what would it be? There's a good chance that *authenticity* takes top prize.

It seems that everyone trying to communicate, convince or sell something has adopted *being authentic* as part of their lexicon and strategy. A brief isn't complete without the underscore of it; a brand isn't a brand if it doesn't remind you constantly of how *real* it is.

But here's the rub: If you are trying to be authentic, then by definition you are inauthentic. That's because authenticity isn't a marketing tactic you can simply do; it's a branding construct that you must be. Tugging at heartstrings, using relatable people in your communications or engaging with personable ambassadors doesn't make your message more authentic. The best way for brands to be more authentic is to focus on making better things (products, services, content, experiences).

So, is being authentic really what's important?

NAVIGATING BLURRED LINES

The nuances between authenticity and identity are often tricky to pull apart, similar to the disappearing boundaries between marketing and customer experience. The same is true of brands and influencers. Today, people are brands and brands are a reflection of the people they engage with.

Identity is what is strategically composed and distinctly expressed. This is reflected through message, personality and brand experience. For example, the expectation is that what an influencer does offline should be the same as what is shown online. Or for a brand, the values trumpeted in their communications are the same ones they're operating with behind the scenes. In reality, it's more rare than common.

Authenticity, on the other hand, is the level of believability and realism of a given identity. It isn't a measure of what an influencer or brand says, but rather what an audience believes matches their expectations of what is said and done.

"Influencers can teach brands how to be truer to whatever identity they think reflects on their audience."

Being authentic as an influencer doesn't come any easier than for a brand. It takes the right personality, and it's hard to be yourself, especially in an environment where you're constantly evaluated, critiqued and competing.

Professional athletes are the best example of this. I've worked with many world-class names and from first-hand experience know that most of them are introverted and laser-focused on their ever-closing window of excellence. That's because their primary responsibility is athletic performance and protecting any competitive advantage they have, not online engagement – even if there is an unfair expectation for them to act, share and be transparent in some pioneering way compared to the legends of a generation ago.

On the flip side, comedians, fashionistas, musicians, fitness trainers and other types of influencers are more artists of their online craft. They have embraced being influential as their competitive advantage itself. It helps them grow an audience, sell products, work with brands and be a brand of their own.

MAINTAINING A TRUE IDENTITY

The best influencer in any genre or niche isn't necessarily the most popular or most followed. Instead, the one who has focused on cultivating a distinct identity will be the most successful by any truly valuable digital or financial measure. Just like the highest-rated product or service with the most loyal or vocal customers is not often from the biggest brand name in a category.

So, what can we learn from influencers about identity? Primarily that they are the best example of how to grow and maintain true identity. Influencers can help people embrace any identity they put forth by both glamourizing and normalizing ideas

in engaged users' minds through their content creation, stories and one-to-one interactions – from life moments to dream sequences, realistic achievements to privileged inclusions.

Influencers can teach brands how to be truer to whatever identity they think reflects on their audience. For traditional brands, the consumer votes on believability with their wallet. For influencers, on the other hand, the consumer currency is (or at least starts with) time spent.

Influencers have mastered content that cloaks the sale in favour of the connection. The level of visibility can be as easily manipulated as the latest photo filters in order to drive the right action. They're more adept at responding to trends or shifting their message without losing authenticity. Unlike brands that need to follow through on promises to be authentic, influencers can attain it through persuasion.

In boardrooms and brainstorming sessions of the future, perhaps it won't be *authentic* floating in the centre of the word cloud, nor will it be examples of award-winning brand campaigns used to inspire. Instead, the concept of *identity* will be at the core of creative inception, and influencers will be the muse for brands to be better. ■



Anthony Zanfini is a leader, creator and builder of brands, primarily focused on sports, fitness, health and lifestyle brands. With more than a decade of experience in senior roles both agency- and client-side, he cultivates big ideas at the convergence of strategy and creative for top brands like Nike, GoodLife, Adidas, Peloton, Flow Water, Corona, BMW, Hyundai and TD.



GETTING TO THE ROOT OF IDENTITY

*By Anika Chabra &
Jennifer Siripong Mandel*

*Cultural heritage connects us to the stories that
shape our identities and a healthier society.*

Every family has a story – tales and truths, rituals and recipes, even keepsakes and heirlooms all worth documenting. They are not only the pieces that construct our current identities but the pieces of ourselves that we hope will get passed down through generations.

But with time, these stories – and the identities they contain – can fade if not carefully tended to and preserved. This holds true for all families, although there is particular risk for second-generation immigrants, who are a step away from their cultures of origin. With an aging first-generation population, the permanent loss of heritage is a real and present risk.

As daughters of first-generation immigrants, we have each been on our own rediscovery journey to reclaim our cultural family stories. What we have learned along the way, and have shared with others, has been invaluable in shaping our identities and helping others uncover theirs.

WHY WE NEED TO REMEMBER

Everyone benefits when we seek to understand our identities better.

Individually, understanding your family heritage helps to explain the *why* behind many of the choices, personality traits, attitudes and paradigms you possess. On a community level, more self-awareness among humans leads to a more thriving society – one with less divide, less comparison, less hate.

With awareness of your own story, you are contributing to a healthier society.

People also turn to culture for answers after major world events like a pandemic. There's something about understanding what people from your culture did before you that helps you understand yourself better. Knowing where you come from helps you to know where you are going.

That being said, family, culture, tradition and religion are not all sunshine and roses. We belong to a generation that is challenging the staunch, uncritical ways of the past and digging deeper to understand the *why* behind cultural practices that we

want to take forward. That sifting, sorting and decision-making is only possible with an understanding of your cultural roots – and then you can decide what aligns with present-day values and what you want to continue practising and passing on to future generations.

But it's a journey of understanding worth taking.

INSPIRED BY OUR OWN JOURNEYS

Like so many children of immigrants who came to North America in the 1970s and '80s, we've grown to have families of our own and are now charged with bestowing these traditions upon our own children. As we have navigated our family stories, we have uncovered a deep desire to get in touch with the meaning and significance of our cultures. It wasn't always easy, and perhaps was never a completed job, but we've found ways to make it more fun.

We know that people often don't invest in documenting their familial history until it's too late, perhaps after that key family member passes away or immigration and assimilation start to erase the story. No matter the reason, the damage is almost always permanent.

That's what inspired us to start Root & Seed, a content hub and online tool that helps people uncover family stories through a series of questions that prompt conversations. The platform has options to record and share the stories. The *Root & Seed Podcast* enriches the user experience, celebrating family and cultural identity.

We love how today's technology can help people connect deeply with their roots.

Our goal is to be as inclusive as possible of the infinite combinations of cultures that represent families in North America today. And with that effort comes a celebration of individuality rather than painting everyone with the same brush.

WHAT WE HAVE DISCOVERED

Through our work, we've learned that putting in the effort to fully understand your audience is invaluable in making messages resonate, creating tools that actually provide value and gaining traction through

engagement. People are so much more than a segment. And what we remind people who use Root & Seed is that their loved ones are so much more than the roles they play in our customers' lives. A mom isn't just a mom: she also has personal interests and wider perspectives. She was once a child with different values and circumstances, and maybe she too was impacted by immigration and the weight of those experiences.

They say humans are more alike than different – but what has blown our expectations is the number of people who see themselves in each other's stories, who have found new language within these stories that helps articulate their feelings and the overall sense of community.

Some people don't think they have a story worth documenting; they think their story is typical. However, once they start to dig deeper into their past, they are hooked.

Investing time in capturing your past can create incredible value for your present through greater self-awareness, self-esteem and interpersonal relatability. By helping to sustain our unique heritages into the future, we preserve more than memories: we recover pride and shape a society that celebrates diversity. ■



Anika Chabra, Co-Founder of Root & Seed, is a former advertising business leader and college professor.

Jennifer Siripong Mandel, Co-Founder of Root & Seed, spent 18 years in the advertising industry building and marketing digital products.

rootandseed.com



MISTAKEN IDENTITY

*Rethinking who customers are
in a post-pandemic world.*

During the pandemic, consumers have changed habits, uncovered new needs, tried different brands and established new brand relationships. They're no longer driving by the same stores on their way home from work or relying on their daily commute to run errands. They're buying online more than ever.

The pandemic has created profound changes in the identities of your best customers.

As a result, as a marketer, you must take a look at your business and customers and draw insights to understand this new reality. What you discover may drive changes in your target audience and customer engagement strategies. It also may uncover new opportunities to nurture customer relationships, keep long-standing customers or build strong relationships with new ones.

Canada Post's Sophie DeLadurantaye, Director, Data Solutions recently spoke with four experts to discuss identity data, targeting and segmentation and how important it is for marketers to look at their data in fresh ways for targeting relevance.

Richard Boire | President, Boire Analytics
Allen Davidov | SVP and Practice Leader, Environics Analytics
Tim Leys | CEO & Chief Data Officer, CiG
Emma Warrillow | SVP Data and Analytics, Shift Paradigm

DO RECENCY, FREQUENCY, MONETARY VALUE MODELS STILL HAVE A PLACE IN MODERN DATABASE MARKETING?

LEYS | RFM still has an important place in developing scoring algorithms for targeting existing customers, prospect behaviour and profitability modelling. However, RFM cannot be used in isolation as it only reveals the transactions and nothing about the actual customer.

DAVIDOV | Of course they have a place, but as opposed to being the only approach, RFM models are now best used as a layer to help pull out specific customers

“Consumer behaviours have and will continue to change; some of those changes may be temporary, but others may be more permanent in nature.”

or groups of customers you may not consider otherwise. With the addition of segmentation and third-party data that consists of demographic, behavioural, psychographic and mobility data, marketers can now build out a comprehensive picture of their customer file.

BOIRE | These tried-and-true techniques can still provide the backbone targeting strategies for many organizations. Why? Because the input metrics relate to past consumer behaviour. In improving targeting capabilities, this is always superior as compared to choosing modelling techniques including artificial intelligence.

WARRILLOW | When clients have access to more holistic data, there are more sophisticated ways to segment customers. That said, the RFM levers should be tested for your organization to determine how important they are. In some industries, the RFM framework still proves fruitful. In fundraising, for example, past donation amounts, recency and giving patterns are typically good predictors of future action; however, by only looking at these levers, charities may miss opportunities to identify a donor who would give a larger donation if solicited for it.

HOW CAN MARKETERS AUGMENT TRANSACTIONAL DATA FOR DEEPER INSIGHTS?

WARRILLOW | Transactional data is an important piece of the customer insight puzzle; however, it should be augmented. Marketers should expand their definition of transactional data to include behavioural data from all channels. Think about email clicks, website activity, SMS actions, in-app actions, call centre activity, cellphone location, survey responses. Third-party data can also often be linked to customer

profiles at a postal code level to provide more information. Some marketers have access to additional third-party data through their loyalty programs or industry affiliations. When this can be linked to customers, it can also be rich in information.

LEYS | There are two approaches for marketers. The traditional requires in-house resources and purchasing costly data licences. The emerging involves subscribing to an insights platform that includes third-party data as a service and a built-in automated workflow to append your data, using a common identifier (postal codes) to the platform data. Augmenting is the first step, but the real opportunity is building, profiling and activating new audiences at scale. Identifying look-alikes, building trigger programs and enhancing your geofencing all become feasible with an automated insights platform.

BOIRE | The use of any consumer behaviour data, including web-browsing behaviour, relies on what the consumer did as potential input data and what they will do in the future. Third-party geo-demographic data is a valuable source of information where we can analyze the demographics of where that consumer lives as an input into analysis.

DAVIDOV | Take a look at privacy-friendly third-party data. This type of data can help fill gaps in your customer's file – given the limitations of a transactional file – and help marketers better understand, engage and reach customers. Armed with demographic, behavioural, psychographic, financial and mobility data, marketers can build stronger strategies for each persona within their customer file and put campaigns together that hit the right notes when it comes to the type of channel, location, tone, creative and message. This changes a one-to-many approach to feel much more targeted and personal.

HOW CAN DATA INFORM THE CUSTOMER JOURNEY?

WARRILLOW | By collecting data from across the customer journey, marketers can better understand when customers are ready for their message and tailor what they say. This also means that marketers need to look for event information – not simply trying to predict when a consumer might get married, for example, but using data to see that they are visiting wedding websites.

LEYS | There are so many ways, but I like lifestyle-trigger-based programs. To build a scalable trigger program, you need to identify the signals in the data to predict a certain lifestyle change that aligns with your product. Let's use moving as an example. All the potential transactions – selecting a mortgage, booking a mover, getting insurance, changing the locks on the door – represent a major opportunity for marketers. Having access to data, such as a pre-mover data set, can significantly scale trigger-based programs.

DAVIDOV | With a plethora of data, particularly third-party data, marketers can be much more intentional and specific when creating, executing and refining their customer journey mapping. Marketers can understand their customers' behaviours on any type of media, including online and social media, with knowledge of their specific use cases for each. With the additional layer of psychographic attributes, marketers can frame a product and/or service in a way that would be attractive and push for specific engagement or action.

BOIRE | This question gets to the notion of change and identifying key moments of change that occur for that consumer. For many years, my consulting business has advocated the use of certain approaches in identifying these types of consumer changes. In most cases, these approaches rely on the simple use of statistics to identify out-of-pattern changes.

HOW CAN DATA AND TECH PERSONALIZE MESSAGING AT SCALE WITH DIRECT MAIL?

DAVIDOV | As the volume of data collected or retained has grown and evolved, there is a tremendous opportunity for marketers to leverage new technology to better reach and target prospects in real time through personalized communication at a mass scale. By leveraging APIs to connect to external interfaces, privacy-friendly data or martech stacks, marketers can make quick decisions and send out direct mail soon after clients have visited a brick-and-mortar store or website or engaged with a social media account. The chance of eliciting a positive response increases significantly when you can get closer to the moments when customers engage with a brand.

LEYS | Yes, data and segmentation can now better inform your offer and creative, but the real opportunity is connecting and enhancing all media channels. We need to think in terms of audiences and how to reach them at the right time and place. Today, we can connect the rooftop to the mobile device, allowing us to both scale and improve the precision of direct mail by connecting it to digital based on a defined target audience.

WARRILLOW | We are seeing many organizations leveraging a customer data platform (CDP) to collect and connect information and to orchestrate campaigns through a variety of channels. The power is in figuring out which campaigns make sense to execute through which channel, and how channels can complement one another. By collecting in-the-moment data, communications can be hyper-personalized and timely. While a lot of that orchestration tends to be online, there is no question this information should be used to push relevant physical communications to the right constituents.

BOIRE | Remember, these new and better tools must be used by a human. And it is that human who is still fundamental to the process of how to use these tools to develop the solution that solves the right problem.

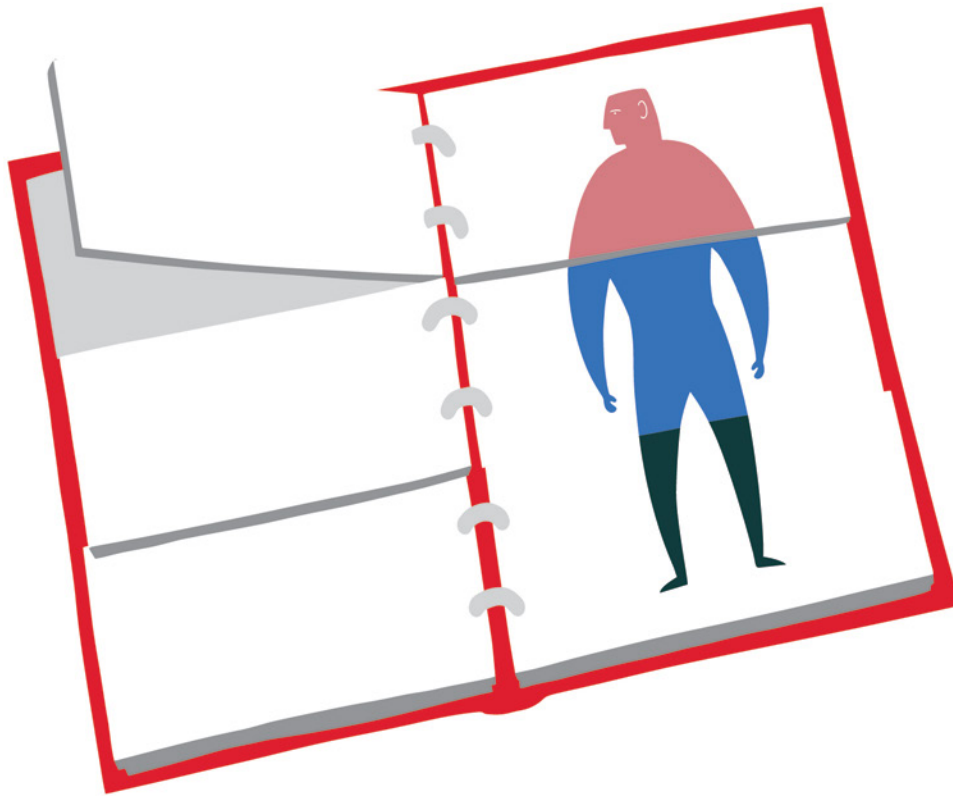
WHAT SHOULD MARKETERS CONSIDER ABOUT POST-PANDEMIC CUSTOMER SEGMENTATION?

LEYS | No matter what you sell, your customers and future customers all live somewhere. The shift to all things digital means we are missing out on one of the most precise and accurate ways to build out targeting, and that is through geography. Home addresses and the six-digit postal code offer a powerful common identifier that ties our insights, media and customers together in a targetable and measurable way.

DAVIDOV | Marketers should remember that people's values don't change – only their engagement does. Meaning that what's important to them, what will attract them and catch their eye, hasn't changed. And won't. Therefore, marketers should spend more time understanding and focusing on psychographics to either retain or attract their customers and prospects.

BOIRE | I have always been a strong advocate for customer migration analysis. Its relevance becomes even more significant during times of great turmoil. This was the case with 9/11 when, as analytics practitioners, we advised our clients on customer migration patterns in terms of pre- and post-9/11. The rationale behind this – that consumer behaviour has fundamentally changed – is certainly the case with COVID-19.

WARRILLOW | Marketers always need to consider what the data is saying and why the data is saying it. Consumer behaviours have and will continue to change; some of those changes may be temporary, but others may be more permanent in nature. We suggest marketers attack segmentation from both a behavioural perspective and an attitudinal one. By pairing up research with data analytics, marketers can get to the heart of what matters to their customers. Segmentation that considers this holistic picture will be much more effective. ■



RECONFIGURING IDENTITY

*Direct mail can bring new layers of insight,
relevance and influence to your
targeting strategies.*

Key Takeaways

Identity needs to translate
into targeting criteria.

Look beyond digital for
addressable audiences.

Direct mail can add new identity
value to your targeting.

Over the last 18 months, as we've tried to understand advertising after third-party identifiers, the sentiment has turned from doomsday to genesis – an opportunity to build trust, support a healthier open internet, take data accountability and get back to the real focus of advertising: people.

The conversation is bringing technology and ethics closer together and is moving us toward a more holistic, omni-channel perspective on tracking and identifiers that will encompass more than online behaviour and digital channels. It's also fuelling back-to-the-future debates related to advertising, data and audience targeting strategy, putting the art and science of effective marketing front and centre: Short-term or long-term advertising focus? Acquisition or retention? Reach or targeting? Contextual or personalized targeting? Deterministic or probabilistic data? Inevitably, these debates end in a draw because each is an essential contributor to brand management and effective advertising strategies. One thing is for sure – there'll be no easy button.

Determining the right levers and balances starts with understanding what identity means to your business and your customer. In this issue's article "Connecting to Identity," we talk about a new consumer era of "what's best for me." Companies will need to be guided by the same self-determined approach when prioritizing marketing objectives and architecting identity solutions that integrate business and consumer factors.

A TIME FOR RE-EVALUATION

As we all know, successful marketing starts with a deep understanding of our customers. It's not about the quantity of data but how much insight we can extract from it to drive deeper customer relevance, utility and value.

New expectations, behaviours and mind-sets have come out of the pandemic, and new market conditions like shortages and inflation are influencing consumer decision making. Changes in media consumption habits, emerging channels (like connected TV) and new identity solutions and standards are all disrupting the customer journey.

The cookie collapse is forcing reappraisal of how and where to target audiences and where to invest media dollars. It's also asking marketers to figure out their data strategies and etiquette. DTC models are changing brand interaction and the relationship between owned, earned and paid media – upping the ante on expectations of relevance and value.

The digital transformation of media gives all media new capabilities and enables connection between online and offline channels in new dynamic ways.

Audiences are further fragmenting – narrow-casting their pluralistic identities into interest-based content and participatory community platforms. Sources of trust and influence are changing as their relationship to media evolves and the ad-supported web makes it harder to buy media exposure against desirable audiences.

Re-evaluation will land squarely on a particularly high-stakes area: the ability to translate consumer identity (what motivates, influences and moves someone) into targeting criteria that will drive advantage through the customer journey.

How has COVID-19 impacted my category?

How have targeting characteristics evolved?

How do I make my segmentation more sensitive and adaptable to change, and what are those attributes?

FINDING ADVANTAGE IN IDENTITY

The future of targeting won't be encapsulated in a single solution. We are moving toward multi-solution targeting that will approach cross-channel identity differently. This time aided by machine learning, the value and role of contextual targeting is coming back into focus after almost 15 years of real-time behavioural targeting. Advertisers are forging direct partnerships with publishers and media platforms to use contextual targeting to reach known, addressable audiences in premium environments. Niches, micro-clusters, interest-based cohorts, communities and fandoms are all indicators that targeting is becoming more dynamic and

multi-dimensional – proving you don't always need individual identifiers to reach and engage valuable audiences. At the same time, one-to-one commerce, personalization and programmatic are moving us toward increasingly precise targeting (right message to the right person at the right time), driven by direct channels and tools, first-party data and owned brand platforms. Targeting based on psychographics and sentiment is also boosted as machine learning becomes more sensitive to reading linguistic and emotional signals.

One of the leading omni-channel strategies today, accurate personalization can guide consumers to the right products, reducing waste while increasing conversion and loyalty. As personalization evolves, it will become important to understand when and how to use it effectively in customer experience and marketing: How is it being used to create consumer value first and foremost? As one-to-one becomes central to customer interaction, precision and personalization will need to coincide with consumer expectations, user experience and meaningful interactions. One area of concern about personalization is that the personal needs to be balanced with the social. We still need marketing that reaches those not already in the market. Brands need a public identity and social currency. People want to see themselves in brands and out there in the world. The social and the personal need to work together in targeting, messaging strategy and channel use.

Something that will always be true about good segmentation and targeting comes from Byron Sharp: Look for the differences that matter. These are the differences between people that create cohorts and that will drive the most value and growth potential. To make segmentation more adaptive, contextual and translatable to targeting, new approaches are needed to capture the differences that matter. This can't be a static endeavour. Segmentation needs to move with people, and not all segments will always provide the same value or opportunity over time. Looking at segments through multiple lenses (highlighting different characteristics, variables

“Marketers can quickly up their game by combining postal code data with digital to enrich their ability to understand, segment and target customers with relevance.”

and inflection points) will help brands adapt more effectively and align with valuable audiences.

It can be tough to translate segmentation profiles into media targeting proxies. Segmentation-to-audience mapping during research and analysis will help you avoid costly misinterpretation. It's also important to know how much of a segment is reachable via advertising targeting and by which criteria to maximize targeting strategies.

HOMING IN ON ADDRESSABLE AUDIENCES

An addressable audience refers to the total number of online people a media platform can reach via targeted advertising campaigns. In a connected era of advertising, this definition needs to be updated to include any media channel that is addressable. Before digital, addressable targeting was the purview of postal address holders, such as newspapers and magazines, with addressable advertising taking the form of direct mail and print ads.

Email addresses are invaluable to identity management, but if you are looking to round out first-party data, increase precision and personalization or target customer look-alikes on specific criteria, then the postal code is equally a must-have. The postal code allows for more targeted, personalized and relevant messaging and channel sequencing that is digitally compatible, improving omni-channel experience and contextual relevance. It gives marketers new ways to reach desired consumers and provides a unified view of consumer identity that brings online and offline together. And the fact that people are more likely to share their postal code with a brand than they are their address makes capturing it a relatively easy way to increase relevance and unlock more actionable insights – particularly now as brands look to improve first-party data and work with partners to add second- and third-party data layers.

As cookies are phased out, addressable digital audiences will be harder to reach at scale or create personalized ads for. Walled-garden environments like Facebook will max out reach. The ability to target large known audiences with personalized advertising provides a viable alternative.

THE HOME IS AN IDENTITY HUB

There are 875,000 postal codes in Canada reflecting where we live, shop and work. Each postal code includes an average of 20 individual addresses. The data attached to postal codes can be used to precisely target people, shape competitive strategies or contextualize your customer understanding. Address intelligence helps you find the people who look most like your strategic target or existing customers. It can also help you understand the changing dynamics of neighbourhoods and calculate household penetration, size opportunity and competitive saturation.

There's more to a postal code than six alphanumeric characters. Where we live provides a stable data anchor that says a lot about who we are and how we live. Our homes have become identity hubs for all kinds of data that reflects our motivations, decisions, aspirations, behaviours, interests, lifestyles and life stages. We are regularly – and increasingly – shopping from our sofas and beds. Our homes have become delivery centres for groceries, on-demand dining, curated subscriptions and other online purchases. One-to-one commerce is making the home central to the customer journey, and direct mail is increasingly taking on customer experience and working closely with social and influencer marketing.

A study conducted by PebblePost, a leading digital-to-direct mail marketing platform, reveals that nearly 9 out of 10 purchase decisions are influenced or made at home. This makes the home an influential space for targeting and brand experience:

“The central role of the home, coupled with 90% of intent data available online and 90% of purchases occurring offline, means that marketers must align digital and traditional marketing strategies – including direct mail – to maximize ROI and drive conversions across every purchase channel.”

The postal code offers multiple identity vectors for analysis, consumer profiling and targeting, including

- › age, household structure and income;
- › household ownership, dwelling type and length of time lived at an address;
- › online shopping behaviour and category spending indicators;
- › pet and car ownership;
- › life stage, lifestyle clusters, interests and hobbies.

From a media perspective, you can use postal code data to understand audience coverage and composition, improve segmentation and identify the right targeting criteria and level of targeting precision, ensuring reach and targeting goals are met, both in the media mix and within direct mail efforts. And remember, we don't need to reserve digital identity data for online.

Certainly, as personalization further influences our interest in shopping and sourcing locally and drives expectations for omni-channel brand engagement, the postal code is becoming an invaluable asset in the marketing data stack. Marketers can quickly up their game by combining postal code data with digital to enrich their ability to understand, segment and target customers with relevance. You don't have to be doing direct mail to benefit from postal code data. However, direct mail is the only channel that can truly deliver on the benefits of postal code targeting to improve marketing effectiveness.

TUNING INTO PRECISION

Canada Post Smartmail Marketing offers a comprehensive suite of targeting dimensions and data services to help marketers define effective targeting criteria with three different levels of precision for direct mail marketing.

“Advertisers need to re-evaluate how to identify, target and engage audiences in a compliant, brand-safe way that does not compromise user experience or marketing effectiveness.”

Neighbourhood Mail connects you to every home and apartment in specific neighbourhoods across Canada. Maximize audience reach and geofence using broader targeting attributes like drive times, household income and trading zone boundaries.

Postal Code Targeting increases relevance and composition allows for surgical targeting without personalization for acquisition efforts where your targeting criteria are narrower or psychographic. Efficiently optimize acquisition and promotional efforts with customer suppression.

Personalized Mail enhances one-to-one customer engagement and retention. Deepen brand experience, increase personalization and lifetime value or learn more about them. Layer postal code data onto existing customers to find look-alike audiences.

The ability to visualize data makes it easier to identify actionable insights and home in on the targeting criteria and strategies that are the most valuable to your campaign goals. Visualization puts data on a map to help you see geospatial patterns, outliers and opportunities.

Canada Post’s new data visualization tool maps out your data so you can visually explore marketing opportunities. It can produce multiple data overlays to make data more tangible, connecting the dots in new ways so that you can create a multi-dimensional

picture of targeting opportunity. You can overlay your customer data, store locations, where you’ve mailed previously, competitor data, mobile foot traffic data, demographics and other Canada Post proprietary data.

With the data visualization tool, you can

- > interact with a customized dashboard with multiple data layers to get insights on your customers, market and addressable audience size;
- > select the targeting criteria that matter most to your business to inform your approach (sales data, store locations and competitor locations, combined with third-party sources such as demographics, Environics PRIZM segmentation lifestyle clusters and e-commerce behaviour) and create seed audiences through look-alike modelling;
- > view previous and recommended Canada Post Neighbourhood Mail routes that best match your target audience and marketing objectives;
- > use foot traffic data from mobile devices to see campaign results against your strategy and use it to optimize your next campaign.

Data visualization can add new layers of insight, relevance and influence to your media mix to connect, captivate and convert audiences.

ALL UNDER ONE ROOF

Advertisers need to re-evaluate how to identify, target and engage audiences in a compliant, brand-safe way that does not compromise user experience or marketing effectiveness. While we’re not suggesting direct mail is the only solution, the evidence tells us that direct mail, postal code data and the home can bring a lot of value to modern marketing needs.

By thinking more about what you need from data to reach, relate to and activate your desired audience, the performance of each channel will become more effective. When you are considering what data you need, don’t overlook the data potential in people’s homes.

It’s all under one roof:

- > direct channel;
- > large addressable audience;
- > postal code identifier;
- > scalable, multi-dimensional targeting data;
- > personalization and media sustainability;
- > data integration and visualization;
- > omni-channel connectivity and programmatic capability;
- > brand and performance effectiveness;
- > highly trackable and measurable channel;
- > brand-and privacy-safe premium environment. ■

Read More >>

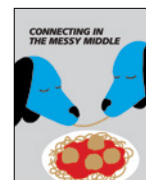
Go to canadapost.ca/incite to download these articles from our archive for more on making that one-to-one connection.



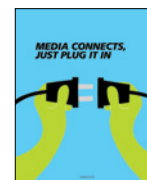
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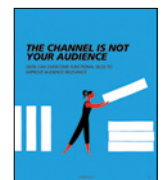
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Connecting in the Messy Middle



INCITE 2020 03
Media Connects, Just Plug It In



INCITE 2020 02
The Channel Is Not Your Audience

IDENTITY x DIRECT MAIL DATAGRAM



REPEAT INTERACTION

Personalized direct mail is read on average **4.5** times.

Source: *Driving effectiveness with direct mail*, WARC & Royal Mail Marketreach, 2021



SEGMENTING FOR RELEVANCE

Segmentation-based targeting helped Altitude Sports create a 30-day reactivation rate of **4.2%** among dormant users using mini-catalogues.

Source: *Altitude adjustment*, INCITE issue 01, 2022

OMNI-CHANNEL VALUE

Members of Gen Z are engaged with direct mail.



- › Nearly **90%** prefer a blend of physical and digital marketing.
- › **42%** searched for a brand online after receiving direct mail.
- › **84%** scanned a QR code from mail to interact with a brand online.

Source: *Driving effectiveness with direct mail*, WARC & Royal Mail Marketreach, 2021



RESPONSE AMPLIFIER

44% of marketers say personalized print campaigns increased response rates by **16%**. More than **50%** of agency, retail and financial services marketers say personalization increased their response rates.

Source: *Personalization is pushing the envelope of direct mail results*, HP & NAPCO Research, 2019



ATTENTION GETTER

With a **95%** average engagement rate, direct mail can be highly personalized and targeted, capturing attention for longer than digital channels.

Source: *"Driving effectiveness with direct mail,"* WARC & Royal Mail Marketreach, 2021



HIGH-VALUE RETARGETING

When it came to its website engagement, Canadian Down & Feather discovered that its personalized direct mail offers generated an average revenue-per-order **65%** higher than its digital-only advertising efforts.

Source: *Upside of down*, INCITE issue 02, 2022



LEADING MEDIA PERSONALIZATION

38% of U.K. effective campaigns using personalization lead with or used direct mail in the media mix.

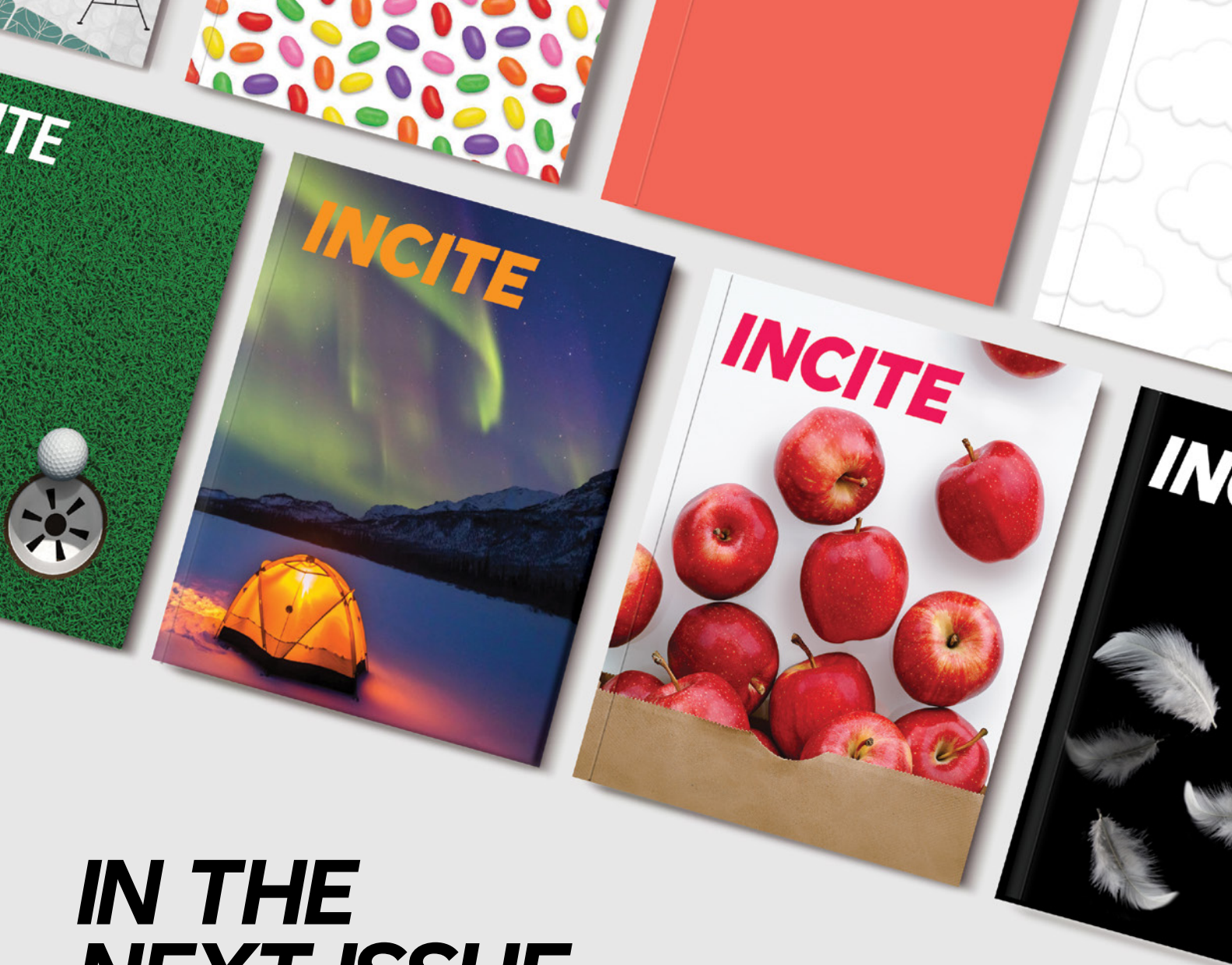
Source: *Driving effectiveness with direct mail*, WARC & Royal Mail Marketreach, 2021



WINNING WITH TARGETING

Direct mail was ranked No. 1 on **targeting ability** among all media channels (digital and non-digital) by Canadian marketing decision makers.

Source: *The Smartmail Marketing Canadian Marketer Survey*, Canada Post, 2019



IN THE NEXT ISSUE

THE YEAR AHEAD

- › Making brands tangible
- › Visualizing the future of advertising
- › Getting more out of data visualization
- › Mapping consumer mindsets
- › Creating customer journey shortcuts

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– Paul Tedesco
EVP, Managing Director, TrackDDB

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