

WHY INSERT MEDIA IS STILL RELEVANT ... PERHAPS NOW MORE THAN EVER

September 24, 2020



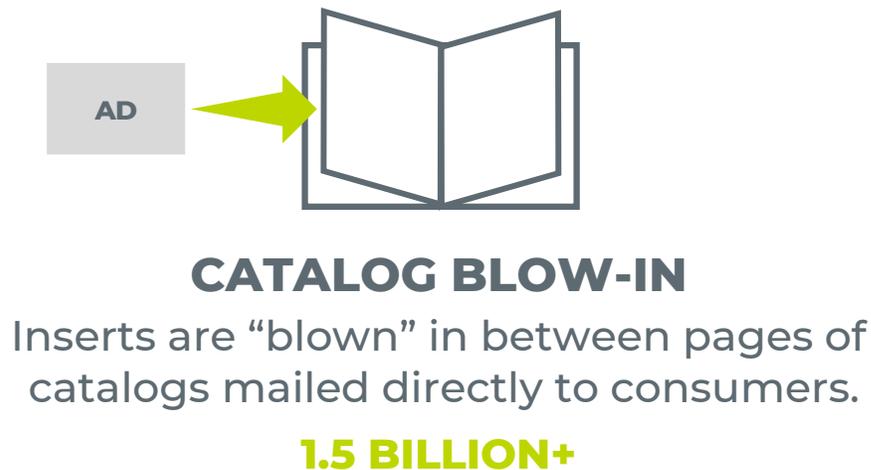
WHAT IS INSERT MEDIA?

- Insert Media (a.k.a. Alternative Media) has been around for over 40 years; it emerged as a new channel to diversify customer acquisition sources
- Alternative Media got its name because it was considered an “alternative” option to Direct Mail, which was the primary form of acquisition at the time
- The channel saw significant growth from the 1980’s – 1990’s, when Atlas Editions, Bradford Exchange, BMG, Bookspan, Columbia House, Grolier, and Reader’s Digest were utilizing insert media vehicles to drive cost-efficient acquisition growth
- Today, major brands – from digitally-native companies to more traditional marketers – are utilizing insert media with great success

CURRENT INSERT MEDIA USAGE

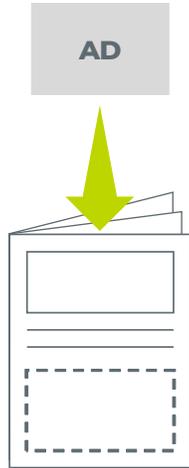


INSERT MEDIA VEHICLES & ANNUAL UNIVERSE POTENTIAL



Annual universe is estimated

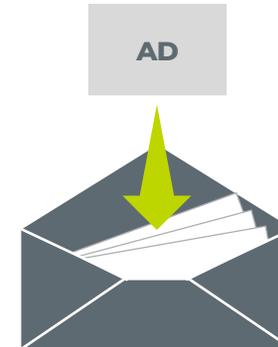
INSERT MEDIA VEHICLES & ANNUAL UNIVERSE POTENTIAL



SHARED MAIL

Inserts are included in mass-distributed mailings of savings publications.

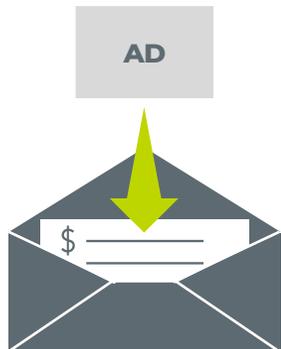
2 BILLION+



CO-OPS

A collection of inserts are collated and mailed to a specific, demographically-targeted group.

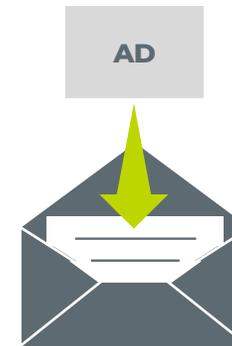
1 BILLION+



BILLING STATEMENTS

Inserts are included with billing statements or renewal notices mailed to customers or subscribers.

1 BILLION+



RIDE-ALONG

Inserts are included in mailings sent to membership-based customers or previous buyers.

100 MILLION+

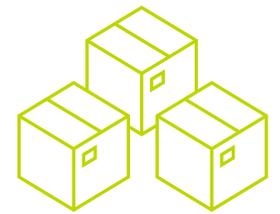
Annual universe is estimated

IMPACT OF COVID-19

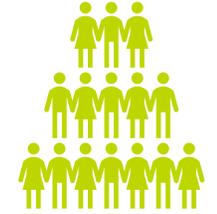
COVID-19 has forced consumers to change their lifestyles and purchasing habits, leading to increased ecommerce shopping and opportunities for advertisers to reach their target audience in-home.



Increased ecommerce shopping



Increased product shipments



Growing universe for insert media



More opportunities to reach consumers in-home

Essential businesses, especially food-related, have seen substantial increases in customers and customer shipment volume. The annual universe for package insert programs is over 1 billion and growing.

INSERT MEDIA SUCCESS STORY

Driving Offline Growth for an Ecommerce Brand

OBJECTIVE

Harry's was seeking innovative ways to drive business growth. At the time, they were utilizing mostly digital media channels and hadn't explored offline media as a means of new customer acquisition.

STRATEGY

A strategic insert media testing plan to identify a winning control creative and format for Harry's, which was rolled out in box/package inserts and magazine inserts with an initial circulation of over 7 million.

SUCSESSES

Insert media has proven to be a highly successful channel for Harry's across both drive-to-web and drive-to-retail executions. Within two years, Harry's significantly expanded their circulation in box/package inserts and magazine inserts to over 85 million while continuing to achieve their target CPA. Continued growth is expected.



INSERT MEDIA SUCCESS STORY

Launching a Major UK Shoe Brand in the U.S. Market

OBJECTIVE

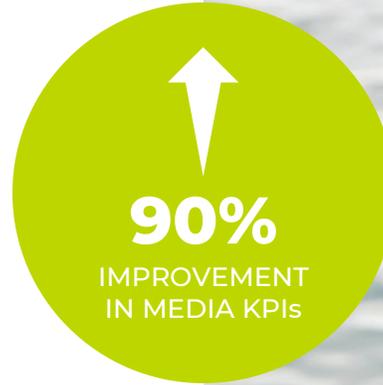
Launch Hotter Shoes in the U.S. market, delivering increased brand awareness while generating revenue through alternate media channels.

STRATEGY

A strategic multichannel media strategy was developed including magazines, newspapers, and packages to target Hotter's core prospects. We developed a strategic learning agenda, testing format, creative, and offer, and continued to optimize the media plan based on wins.

SUCCESSSES

Initial results were so successful, media efforts were nearly quadrupled in the following year and have continued to increase.



KEY TAKE-AWAYS

- Insert Media is viable for cost-effective, customer acquisition
- Insert Media should be utilized in addition to Direct Mail
- There is significant universe potential, and growing
- All vehicles offer targeting capabilities ranging from merchandise category in PIPs to zip code targeting and data overlays in co-op's, newspapers, and shared mail
- Insert Media continues to be a timeless channel, working just as effectively for today's marketers as it did decades ago