



Design · Print · Finish

Direct Mail Services

DIRECT MAIL = Results

Direct Mail will translate into success for your business. At **BOND** we know direct mail and can help with your design, mail plan and distribution.

Direct mail offers a level of engagement. Your prospects can touch it and read it when convenient and it may stimulate a closer look digitally. Together, direct mail and your web site will make a positive impact on your business. Consumers acknowledge the impact mail has on their attention, confirming they are more likely to notice and read direct mail (53%) than email (26%) because of its physical tangibility*.

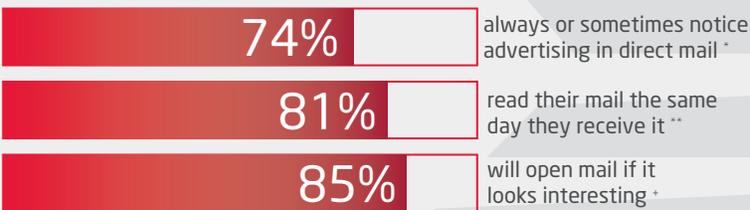
Even direct mail items that are discarded get noticed! The act of physically handling a mail piece brings consumer attention to it and, if nothing else, cumulatively builds up awareness of recurring brands.

Keep your business top-of-mind; direct mail is the most effective way to get potential customers to remember your product or service.

Mail's greater memorability appears to be anchored in its physicality. Not only does it serve as a visible reminder to act on a promotional message but scientific research confirms, the mere act of consuming information in a printed format makes it easier to retain than when it's consumed digitally.

*Canada Post Corporation, "Breaking Through the Noise," June 30, 2015

DIRECT By The Numbers



* BrandSpark, "2015 BrandSpark Canadian Shopper Study"
** | + Canada Post / TNS, "Consumers and Direct Mail," October 2013



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* | ** Royal Mail MarketReach, "The Private Life of Mail," January 2015
*** Canada Post / Phase 5, "Mail Management: A Human Factors Based Approach," 2015

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