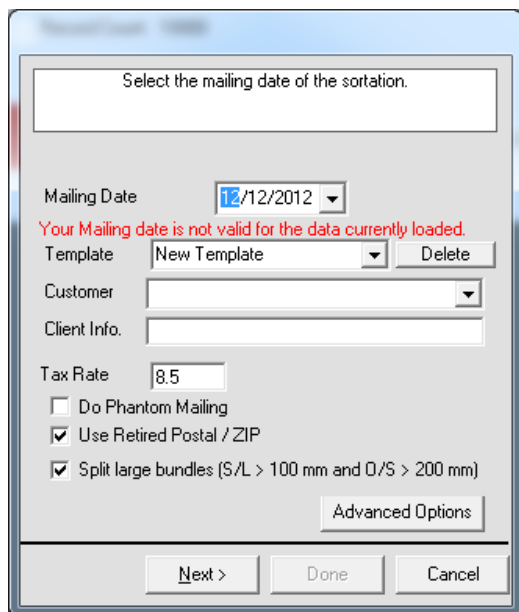## New Container Labels Effective June 14, 2013

After an extensive delay, Canada Post has announced it will allow release of the new 2D barcode container labels for Addressed Admail (LCP and Machineable Presort) and Publications Mail (LCP). The new labels will be required for all mailings inducted on or after June 14, 2013. Data for these mailings will be available in mid-May, 2013. The following information is repeated from our January, 2013 newsletter:

IMPORTANT: The new container labels will require the mailer's customer number to be input. This would be either your own customer number or the "Mailed on Behalf Of" number if you are using your customer's account.

The following screen shows where the customer number will be entered during the sort process. You must enter your customer's information in the Company Information screen (File/Company Information/Customer Information). Then, use the drop-down and select them from your list. This will automatically populate the Client Info field.   Mailers need to enter the Mailed on Behalf Of (MOBO) into the 2D barcode.

USPS Backs Off 5 Day Delivery

After an opinion from the United States Government Accountability Office last month, the USPS Board stated that it doesn't have the legal authority to end Saturday mail delivery. The Postmaster General, Patrick Donahoe, indicated he will obey the Board's decision and not start modified 5 day delivery in August 2013. This will end the uncertainty for mailers after the past few months of contradictory statements by various government and USPS officials. The USPS will look to other measures to cut costs and boost revenues. However, it considers this simply a "delay" in implementation of the 5 day delivery and anticipates Congress granting permission at some point.

Direct Mail is Consumers' Choice

Epsilon conducted a survey in 2012 of US and Canadian about their channel preferences. The results were very positive for direct mail with DM being the most preferred delivery method for marketing messages.

The study looked at 18 areas in which consumers might receive information via postal mail, the internet, or e-mail. They asked the consumers to indicate their preferred delivery channel for the following 18 categories:

Sensitive health	General health
Other household products	Food products
Retail information	Financial Services
Personal care	Household services
Mail order shopping	Hobbies or interests
OTC medications	Travel
Cleaning products	Insurance
Charitable causes/donations	Prescriptions
Treatment for a specific condition	
Online sites to shop at Insurance	

Of the United States respondents, only hobbies or interests, travel and online sites to shop at were preferred via the internet; postal mail was preferred in all other categories. In Canada, hobbies or interests, travel, retail information and online sites to shop at were preferred via the internet; postal mail was preferred in all other categories. E-mail was the least preferred in all categories with the exception of online sites to shop at in which it beat out postal mail.

Consumers are more open to postal mail as well; 62% of US and 63% of Canadian respondents indicated they enjoy checking the mailbox for postal mail. This contrasts with the attitude towards e-mail where 73% of US and 62% of Canadian respondents agreed that they get a lot of e-mail they don't open.

The top reasons the respondents preferred postal mail over e-mail and online offers:

	Reasons for Channel Preference (US/Canada)	
	Postal Mail	E-Mail/Online Offers
Can read the information when convenient	73%/67%	42%/38%
Can refer back to the information when needed	61%/55%	45%/51%
Can take information easily to a different place	40%/40%	36%/46%
Can pass the information easily along to others	34%/35%	38%/41%

In addition, 36% of US and 35% of Canadian respondents felt postal mail was more private than e-mail. Interestingly, of those that preferred the e-mail or online channels, only 11% of US and 15% of Canadian respondents agreed with that a lot of online information can't be trusted. Of those respondents, a similar 11% of US and 14% of Canadian consumers agreed that they trusted information received by mail more than online. It appears credibility and trust are issues that marketers will need to address when planning campaigns regardless of channel.

The study looks at a number of other areas including gender differences in how consumers gather information, social media as a tool in a multichannel marketing approach and location and mobile marketing preferences. The study concludes that marketers need to integrate with two to three channels being the most common way to communicate and build trust.

The most important implications for direct mail marketers are:

• Communicate relevant information and valuable content to consumers;

• Know your demographics: propensities, interests and channels of interest;

• Built trust by providing relevant offers;

• Social media and location and mobile marketing (SoLoMo) is slowly evolving as a channel and should be part of a multi-channel approach.

Source: Epsilon, *Channel Preference for Both the Mobile and Non-Mobile Consumer*, access April 17, 2013.

Referrals List

For all our new customers, we at Flagship Software receive calls and emails each week from companies interested in mailing out materials. If you would like to be added to our referrals database, please let us know!

Please send your information to Virginia, at **virginia@flagshipsoftware.com**, and include the following information:

• Company Name

• Contact Person (or department)

• Contact Phone Number

• City and Province

• Services Offered (Design, Print, Mail, plus any speciality services)

• Preferred Size of Mail Jobs:

  • Small (<5,000 pieces)

  • Medium (5,000 to 25,000 pieces)

  • Large (25,000 to 100,000 pieces)

  • Very large (100,000 pieces)

Flagship Software continues to offer **Web Training**! If you are a new customer, would like a refresher course on *iAddress™* or if you have new hires, please contact Carolyn at **carolyn@flagshipsoftware.com** to schedule a web session.

If you wish to be removed from this newsletter list, please email us at **newsletter@flagshipsoftware.com** or call 1-866-672-0007.