



iAddress™ Updater

September 2016, Volume 9, Number 7

Welcome to Fall!

We hope everyone had a great summer and was able to take time to relax with family and friends. Now that the weather is (finally) starting to cool down a bit, we can get back to our fall routines! September is also when we restart our newsletters with monthly updates on our products and the industry. If you have a question or comment on any of the information contained in the newsletter, please let us know! We can be reached at:

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The Labour Situation is Resolved!

It is with great relief that we move into the busy fall season with stability in the relationship between Canada Post and its largest unions. Although the situation was quite tense over the summer months, a tentative deal has been reached that will cover the next two years. It still requires ratification by union members which should be complete by the end of October. If ratified, the new deal will cover 2016 and 2017, however, Canada Post and the union will be starting meetings again in 2017 to work on the next contract.

Dimensional Mail – the Often Overlooked Performer

Dimensional mail is an often disregarded marketing option. Dimensional pieces are not flat and can include items such as boxes, tubes, foil packs, pillow packs, DVDs, pop-up boxes or pop-up mailers, as well as fancy die-cuts 3D pieces. Although more costly than traditional advertising mail, they offer a higher open rate and ROI.

These unique items have a number of advantages. They are much more appealing and therefore are almost always opened, usually before other mail. Dimensional items get noticed among other items of advertising because it stands out. They are often shared with colleagues, friends and family and, when sent to business executives, are much more likely to make it past the gatekeeper. When the mailing is useful, it is often kept for a period of time which keeps your brand top of mind.

Dimensional mail does have its disadvantages. It is definitely a more costly piece, from design and production to delivery costs. It can be damaged during the delivery process depending on how sturdy your design is. Some companies do not allow employees to accept gifts and your item might be considered as a gift or bribe depending on its value. It also tends to be most effective when sending B2B although a highly targeted list can produce good B2C results as well.

If you decide to try a dimensional mailing, here are some tips compiled from the experts:

- Know your budget constraints and plan ahead to get the best savings on materials.
- Make your piece as small as you can to minimize cost without reducing the impact. A standard-size box is less expensive than a custom one, for example.
- Keep the mailing relevant and consistent with your marketing message and company brand.
- Be creative: make it functional but still fun. Make it unique and something your recipient can keep to use or display.
- The usual marketing requirements still apply: make the offer easy to find and understand. Provide multiple options for the recipient to respond to the offer.
- Really target your list to ensure recipients are going to be receptive to your piece.
- Personalize as much as you can, whether that is with their name or by using images or items that match their interests and demographics. You can also vary your items depending on your estimate of the value your recipient is likely to bring.
- Make sure to mail in quantities that will get you the best postage rates and ensure your piece will hold up to the mail system without damage.
- Make sure your piece is clearly labeled so there is no chance it could be considered dangerous (take Flagship's GM for a drink and she will tell you about the time she had a major fail on this front!).
- Be sure to follow up within 1 to 3 days after delivery for best results.

To maximize your dimensional mailing ROI, make sure you do your homework and select the most appropriate recipients. Don't waste money on people that won't be interested. Make your item as creative and fun as possible without diluting the messaging or going off-brand. Be sure to follow up and track the results of your campaign so that you can more finely tune the next one. Almost everyone loves a gift; dimensional mail leverages this and gets your piece noticed and opened. Especially for higher value goods and services, dimensional mail is an excellent option with a proven ROI. For an in-depth look at some exceptional and unique dimensional campaigns from around the world, take a look at Canada Post's INCITE magazine. Then give dimensional a test drive!

Canada Post Task Force

The Task Force has released its report to the Federal Government and the public. It can be found at:

<http://www.tpsgc-pwgsc.gc.ca/examendepostescanada-canadapostreview/rapport-report/consult-eng.html>

The next step in the Review process is consultation with the public. We encourage all that can to attend a meeting near them and be a voice for the industry.

Public consultations have been scheduled as follows. The locations and times will be announced closer to the date of the meeting. You can attend the meeting as a member of the public. An online survey is being used to consult with Canadians as well. This survey will be available through their website from September 26, 2016 to October 21, 2016.

<http://www.tpsgc-pwgsc.gc.ca/examendepostescanada-canadapostreview/index-eng.html>

September 26	Montréal, QC (AM) Blainville, QC (PM)	October 3	Corner Brook, NL (AM) St. John's, NL (PM)
September 27	Toronto, ON (AM) Kitchener, ON (PM)	October 4	Halifax, NS (AM) Sydney, NS (PM)
September 28	Windsor, ON (AM)	October 5	Charlottetown, PEI (PM)
September 29	Dryden, ON (PM)	October 6	Bathurst, NB (AM)
September 30	Sandy Lake First Nation, ON (PM)	October 7	Québec City, QC (AM) Lévis, QC (PM)

iAddress™ Web Training

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 1-866-672-0007 ext. 3 or carolyn@flagshipsoftware.com to schedule a web session.

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iAddress™ Updater is the electronic newsletter of Flagship Software Ltd.

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