

INTERACTIVE MAIL LANDS RBC ROYAL BANK NEW CUSTOMERS

Revamped creative gives wings to old offer and increases response rate by nearly 30%



Royal Bank

Engagement with ad mail is high¹

67% of consumers read advertising mail they receive

71% share it within their households



Blacking out the competition

The RBC® Visa Infinite+ Avion® credit card offers one of the most flexible travel reward programs in the financial services sector. Its value proposition allows travellers to redeem points for flights on any airline and there are no blackout dates or seat restrictions.

To attract new customers, RBC has periodically offered 15,000 to 30,000 welcome points for signing up for the card. The offer is undeniably valuable, but the challenge for RBC is to make customers notice and take action, pulling them away from competition.

Breathing new life into an established offer

For several years, RBC has been mailing its offer regularly to its customers who are not credit card holders. It used a similar creative every time to enforce brand recognition and familiarity. However, response rates were no longer meeting expectations.

Is it possible that, over time, customers were starting to recognize the envelopes? Or was it that people were getting used to seeing the offer and dismissing it? In an effort to answer those questions, RBC decided to test an interactive piece of Canada Post Personalized Mail™.

Engaging senses drives customers to act

The front of the personalized envelope showed a full-bleed image of an inviting travel destination, but no hint of where that destination was. A black sticker affixed to the right side invited customers to “peel to see your destination without blackouts.” Pulling it off revealed the iconic Eiffel Tower and gave the offer context.

RBC revamped its direct mail and delivered over 500,000 pieces in three waves between September 2015 and March 2016. Pulling the sticker helped to push the customers to take action: the lift in response ended up being 1.29 times the control mailing.

“The concept not only brought in many new Avion credit card holders,” said Bonnie Tam, Senior Manager, Performance Marketing, at RBC Royal Bank. “But it also taught us that physical mail has unique strengths in driving customer behaviour.”



higher brand recall

less cognitive effort required

Direct mail is more memorable and easier to understand than digital media.²

To learn more on the impact of physicality in direct marketing, visit canadapost.ca/smartmailmarketing.

Sources:

1. Canada Post and Harris/Decima, *Direct Mail Engagement Omnibus* (n = 2,022 Canadians surveyed in June 2015), July 2015
2. Canada Post, *A Bias for Action*, July 2015

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