



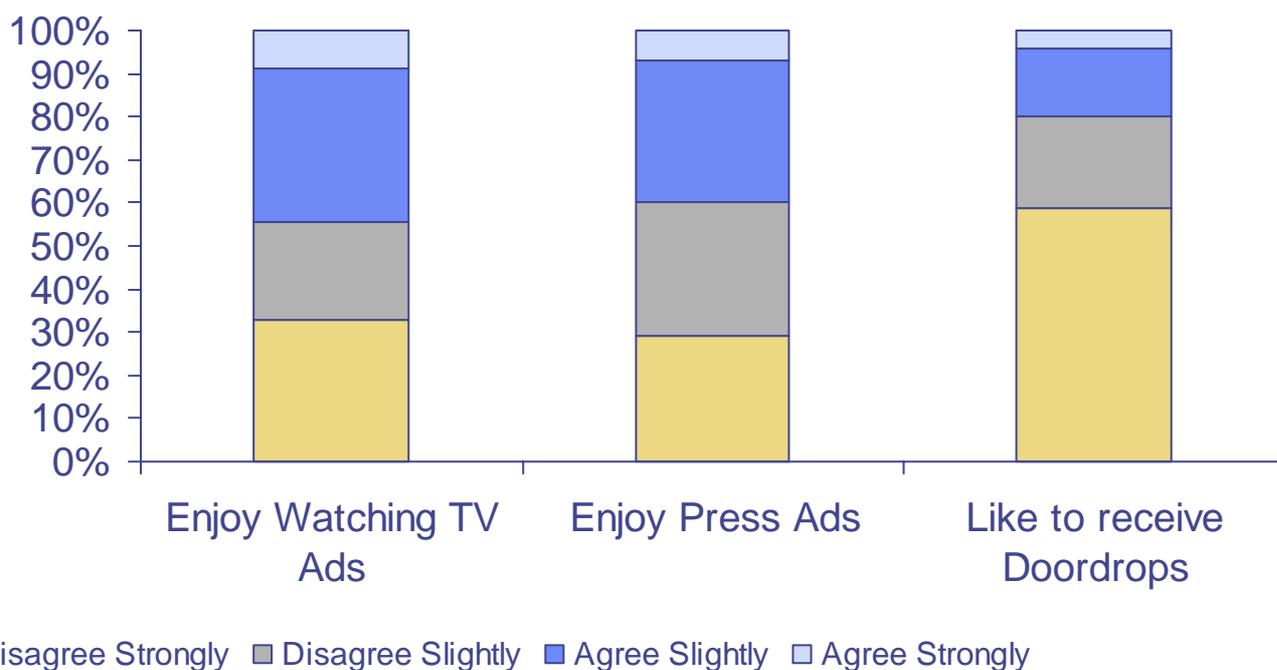
## “Door Drops— The fiction and the facts”

### Perception

“The majority of consumers do not like receiving door drops.”

### Fact

But then neither do they enjoy TV or press advertising that much



Source: DMA door drops usage and attitude study 2001



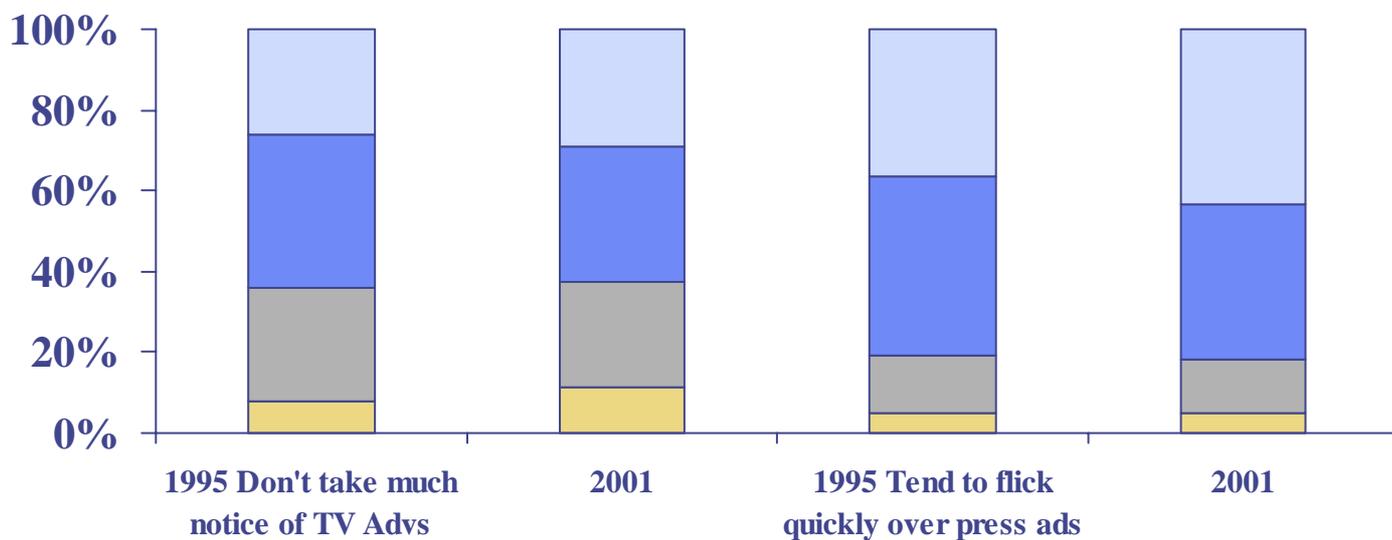
# “Door Drops— The fiction and the facts”

## Perception

“The majority of consumers pay a great deal of attention to TV and press advertising.”

## Fact

62% Don't take much notice of TV Ads  
81% Flick over press Ads



Disagree Strongly
  Disagree Slightly
  Agree Slightly
  Agree Strongly

Source: DMA door drops usage and attitude study 2001



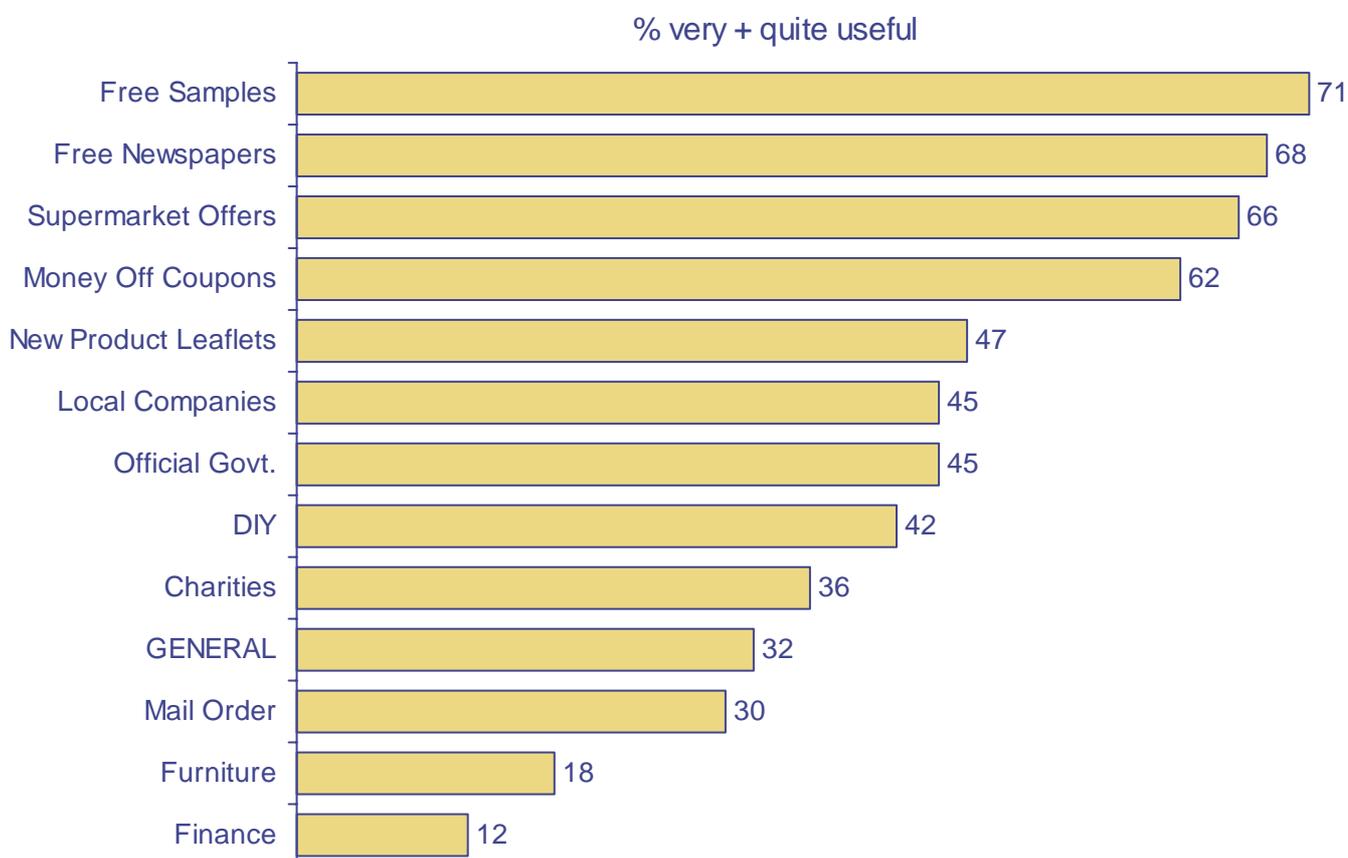
# “Door Drops— The fiction and the facts”

## Perception

“Consumers don’t find door drops useful

## Fact

Between 62 – 71% of consumers claim  
samples, coupons, offers are useful



Source: DMA door drops usage and attitude study 2001



# “Door Drops— The fiction and the facts”

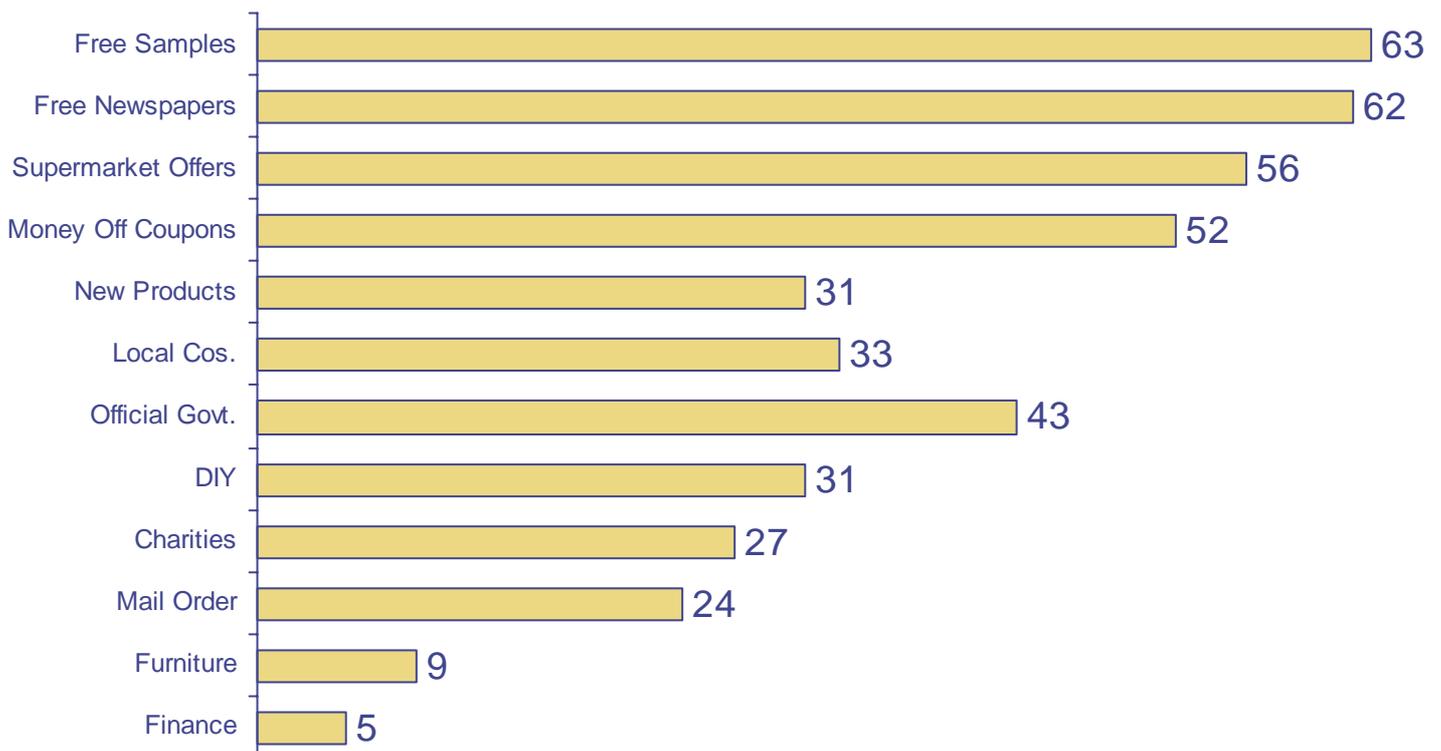
## Perception

“Consumers who reject the medium don’t find door drops useful.”

## Fact

Even amongst initial rejecters of the medium between 52 – 63% of rejecters claim samples, coupons, offers are useful

### % very + quite useful



Source: DMA door drops usage and attitude study 2001



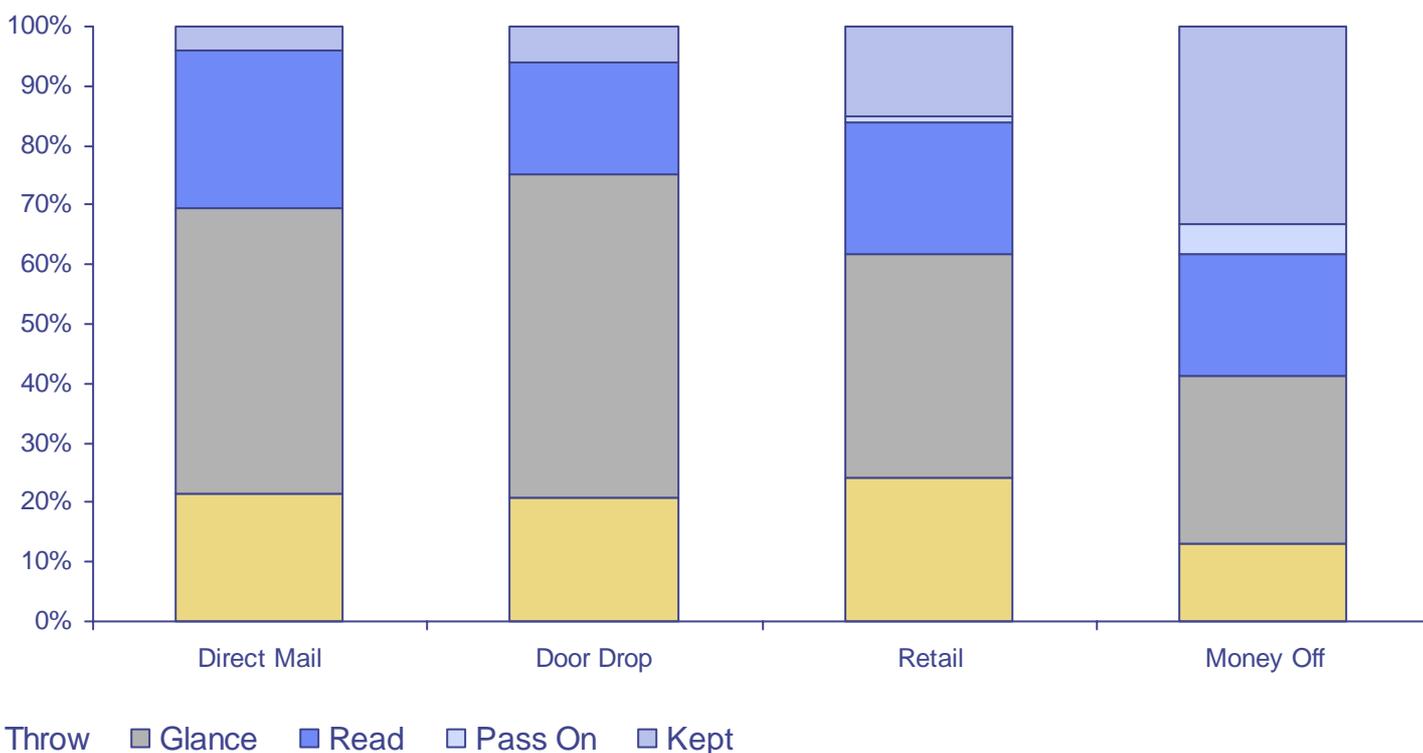
# “Door Drops— The fiction and the facts”

## Perception

“Door drops do not have the impact of direct mail.”

## Fact

79% of people keep, pass on, read or glanced at door drops - same as direct mail



Source: DMA door drops usage and attitude study 2001



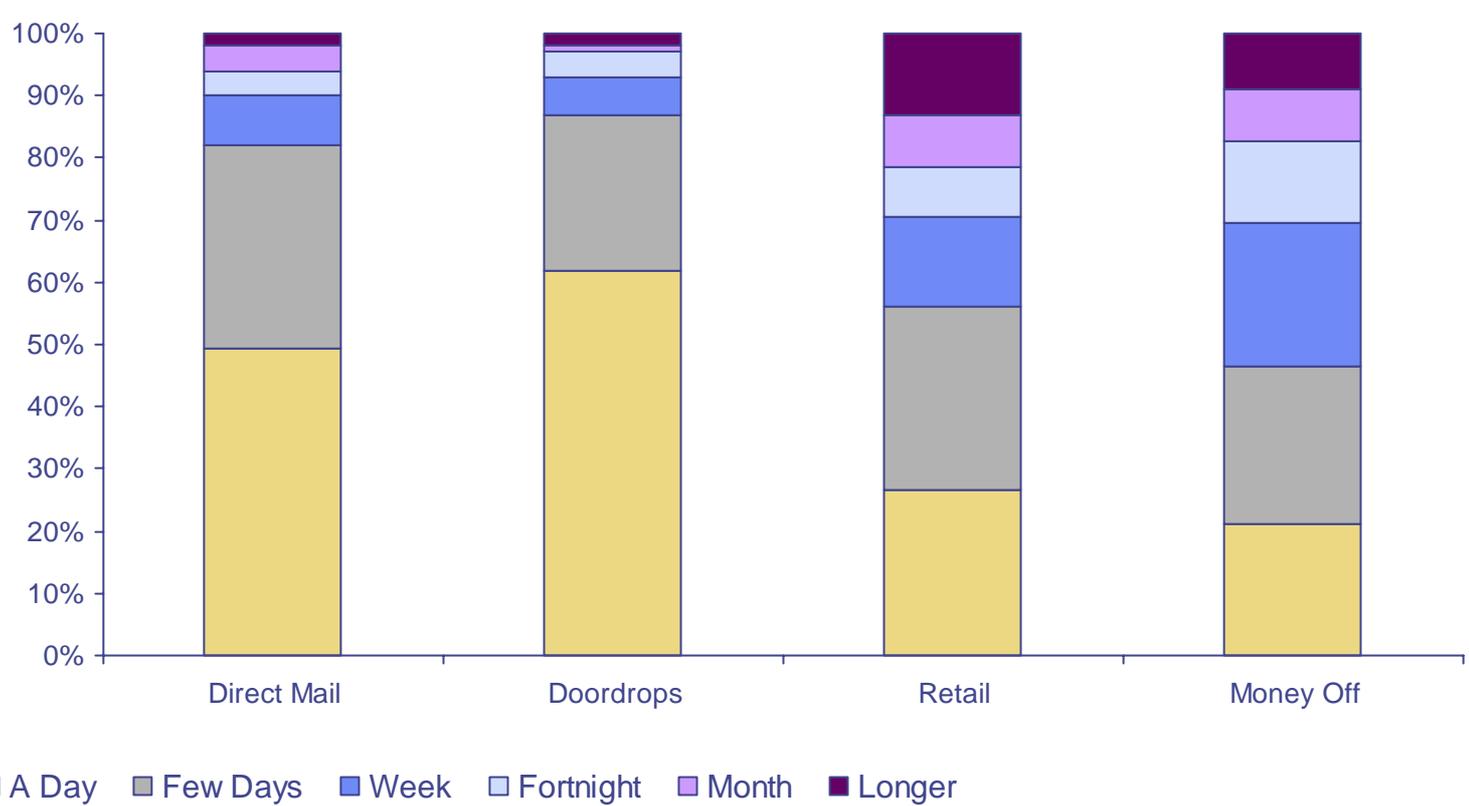
# “Door Drops— The fiction and the facts”

## Perception

“People don’t keep door drops that long”

## Fact

“38% of door drops are kept for at least a few days and 13% are kept for a week or more.”



Source: DMA door drops usage and attitude study 2001



# “Door Drops— The fiction and the facts”

## Perception

“Door drops don’t work.”

## Fact

**48%** of consumers visited a shop, sent for information, bought a product having received a door drop

	Door Drops	Direct Mail	TV	Press
	%	%	%	%
Visited a shop	27	22	26	29
Sent for information	20	22	11	25
Brought a product	15	17	20	22
Any of these	48	47	47	60

Source: DMA door drops usage and attitude study 2001



# “Door Drops— The fiction and the facts”

## Perception

“Door drops don’t work as well as direct mail, TV or press.”

## Fact

48% of consumers responded to a door drop vs 47% DM, 47% TV & 60% Press.

	Door Drops	Direct Mail	TV	Press
	%	%	%	%
Visited a shop	27	22	26	29
Sent for information	20	22	11	25
Brought a product	15	17	20	22
Any of these	48	47	47	60

Source: DMA door drops usage and attitude study 2001



## “Door Drops— The fiction and the facts”

So, what’s so good about door drops then?

- Useful
- Stronger
- Impactful
- Retained
- Effective
- Responsive
- Competitive

Source: DMA door drops usage and attitude study 2001