

運用得宜 效果顯著

Successful DM campaigns made easy

調查顯示，以下因素有助發揮直銷函件的更佳成效：

Here are a few handy hints that will help add impact and effectiveness to your next DM campaign:



以優質及較厚紙張印製
High quality, thicker paper



附有禮品
Enclosed gift or premium



顯著的品牌識別
Incorporate a recognisable brand identity



信封面顯示折扣或特別優惠
Discounts or special offers clearly highlighted on the envelope



尺寸大小方便翻閱及攜帶
Convenient hand-held size, facilitating portability



與整體推廣計劃的訊息配合
Promotional message consistent with overall integrated campaign

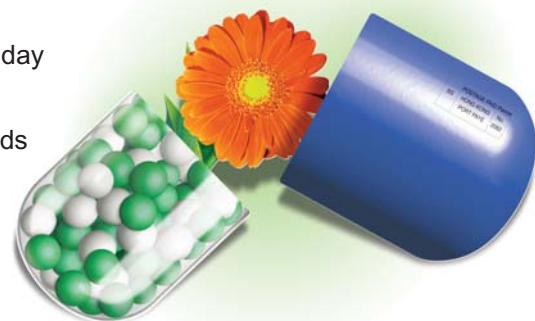


色彩悅目的設計
Colourful and eye-catching design

「百變直銷函件」宣傳效果更顯

Irregular-shaped DM materials ensure your messages stand out

- 讓你充分發揮創意，提升宣傳效果
Lets you unleash creativity that will add to your response levels
- 香港郵政可於一個工作天內批核設計式樣
Design approval from Hongkong Post within one working day
- 可選擇以特許郵遞或郵資蓋印支付郵費
Choice of convenient Permit and Franker payment methods
- 只收取一級本地郵費
First class local postage
- 可於任何一間大量投寄郵政局投寄
Accepted at all bulk acceptance post offices
- 一般可於兩個工作天內完成派遞（視乎郵件設計而定）
Delivery within 2 working days, depending on your design



盡早開展直銷攻勢 讓你業務增添優勢

Isn't it time you put DM to work for your business?

想了解及籌劃直銷函件的宣傳策略，掌握世界各地直銷函件的最新發展？請即瀏覽 www.hongkongpost.com/dm。

Like to discover easy-to-follow DM campaign planning steps, media planning insights, statistics on DM usage trends around the world and much, much more? Then please visit our DM Information Site at www.hongkongpost.com/dm.

查詢詳情 / Enquiry

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The Value of Direct Mail Advertising

直銷函件 宣傳優勢盡顯



直銷函件 效果顯著的宣傳媒體

Direct Mail — The medium that delivers results

想以既方便又相宜的方式推廣產品及服務，擴大客源？「直銷函件」服務是你明智之選。據本港最近一項調查顯示*，直銷函件乃消費者最喜愛的宣傳媒體之一。因此，選用直銷函件，你的廣告訊息將更易接觸消費者，宣傳效果更佳。

Looking for an easier and more affordable way to reach your target customers? A recent survey* of media preferences among Hong Kong consumers demonstrates that Direct Mail (DM) continues to be one of the ways most preferred by consumers to receive promotional materials from advertisers.

* TNS宣傳媒體喜好調查，2005年9月（樣本：500）

* TNS Media Preference Consumer Research, September 2005 (sample size : 500)

8項調查實證 宣傳效果保證 8 survey findings that prove Direct Mail works

1 消費者樂意收取郵件 Consumers LIKE to receive mail

- ✓ 約55%受訪者樂意定期收取宣傳及推廣訊息
Some 55% of respondents are happy to receive regular marketing and promotional communications
- ✓ 超過80%受訪者樂意以郵寄方式收取重要的商業資訊
Over 80% of respondents prefer to receive essential business communications via mail



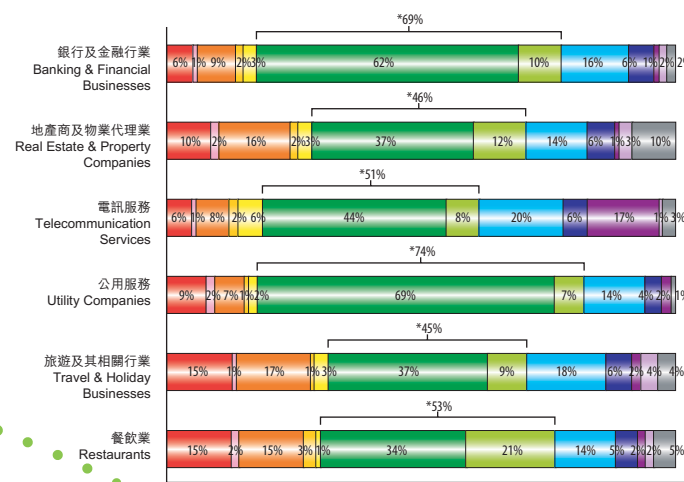
2 直銷函件乃廣受歡迎的宣傳媒體 DM is the PREFERRED medium for receiving advertising messages

約70%消費者樂意收到銀行及公用服務機構的直銷函件
About 70% of consumers prefer receiving DM from banks and utility companies

約50%消費者樂意收到其他行業的直銷函件
About 50% of consumers prefer to receive DM from other types of company

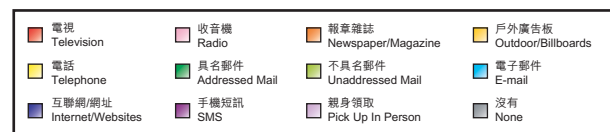


*具名與不具名郵件之總數
*Net data of addressed and unaddressed mail

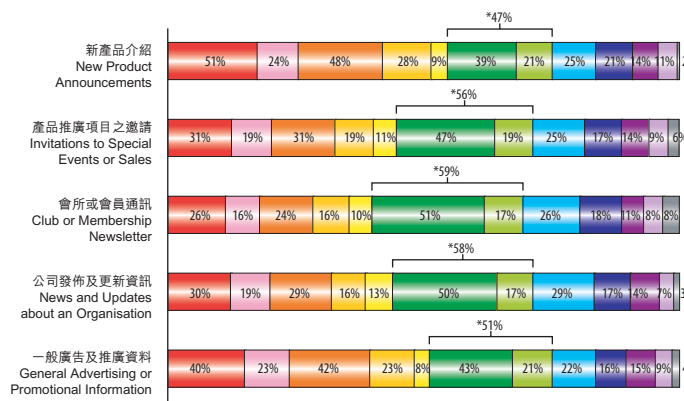


3 消費者喜歡收到直銷函件多於直銷電郵 DM is PREFERRED over e-mail for all types of communication

47-59%受訪者樂意透過直銷函件收取產品資訊、邀請、定期通訊及最新推廣資訊，遠較直銷電郵為高
Between 47% and 59% of respondents prefer DM to e-mail when it comes to receiving new product announcements, invitations, newsletters and other promotional updates



*具名與不具名郵件之總數
*Net data of addressed and unaddressed mail



4 消費者樂意收到不具名的郵件 Consumers WELCOME unaddressed mail

17-21%受訪者樂意收到未有聯繫的機構所寄發的不具名直銷函件
Between 17% and 21% of respondents welcome DM from organisations with which they have no prior relationship

5 為收件者帶來相關訊息是直銷函件致勝之道 RELEVANCE is key to DM's success

54%受訪者樂意收取與個人生活相關的直銷函件，不論該函件由哪一家機構寄發
54% of respondents like receiving DM that is relevant to their needs regardless of which organisations send them

6 直銷函件有效建立穩固的顧客關係 DM BUILDS strong customer relationships

40%受訪者收到有聯繫的機構所寄發的直銷函件時，覺得受到重視
40% of respondents feel valued when receiving DM from organisations with which they were already customers

7 直銷函件的推廣效果獲得證實 DM has PROVEN selling power

38%受訪者傾向光顧經常寄發直銷函件保持聯繫的機構
38% of respondents are more likely to do business with organisations that regularly keep in touch with them via DM

8 消費者樂意透過直銷函件收取各行各業的推廣資訊 DM is the PREFERRED medium for receiving advertising for different industries

直銷函件在以下各行業均為受訪者最喜愛的3種宣傳途徑之一：
DM consistently ranks among respondents' top three most preferred media for receiving promotional information from the following industries:

| 界別 Sector | 行業 Industry | 與受訪者有聯繫的機構 Organisations with which respondents already HAVE a relationship | 與受訪者沒有聯繫的機構 Organisations with which respondents have NO prior relationship |
|--|---|---|---|
| 服務 Service | 銀行及金融 Banking & finance | 69% | 32% |
| | 地產商及物業代理 Real estate & property companies | 46% | 25% |
| | 電訊服務 Telecommunication services | 51% | 30% |
| | 公用服務 Utility companies | 74% | 31% |
| | 旅遊服務 Travel & holiday businesses | 45% | 25% |
| 零售 Retail | 餐飲 Restaurants | 53% | 27% |
| | 超級市場及便利店 Supermarkets & convenience stores | 36% | 22% |
| | 百貨公司及零售店舖 Department & retail stores | 52% | 24% |
| | 健康及美容 Health & beauty | 44% | 22% |
| 非牟利機構、政府部門及私人會所 Non-profit, Government & Clubs | 汽車生產、零售及代理 Car manufacturers, retailers & dealers | 45% | 22% |
| | 教育 Education | 49% | 24% |
| | 慈善及志願團體 Charities & voluntary organisations | 54% | 31% |
| | 政府組織 Government organisations | 52% | 26% |
| | 聯會及會所 Associations & clubs | 58% | 28% |

