



# Dare & Compare

17/03/09

Baudouin Meunier

# Agenda

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1. Why does the market make this initiative so attractive?
2. Why you should try it?
3. Test real 1:1 communication at no risk



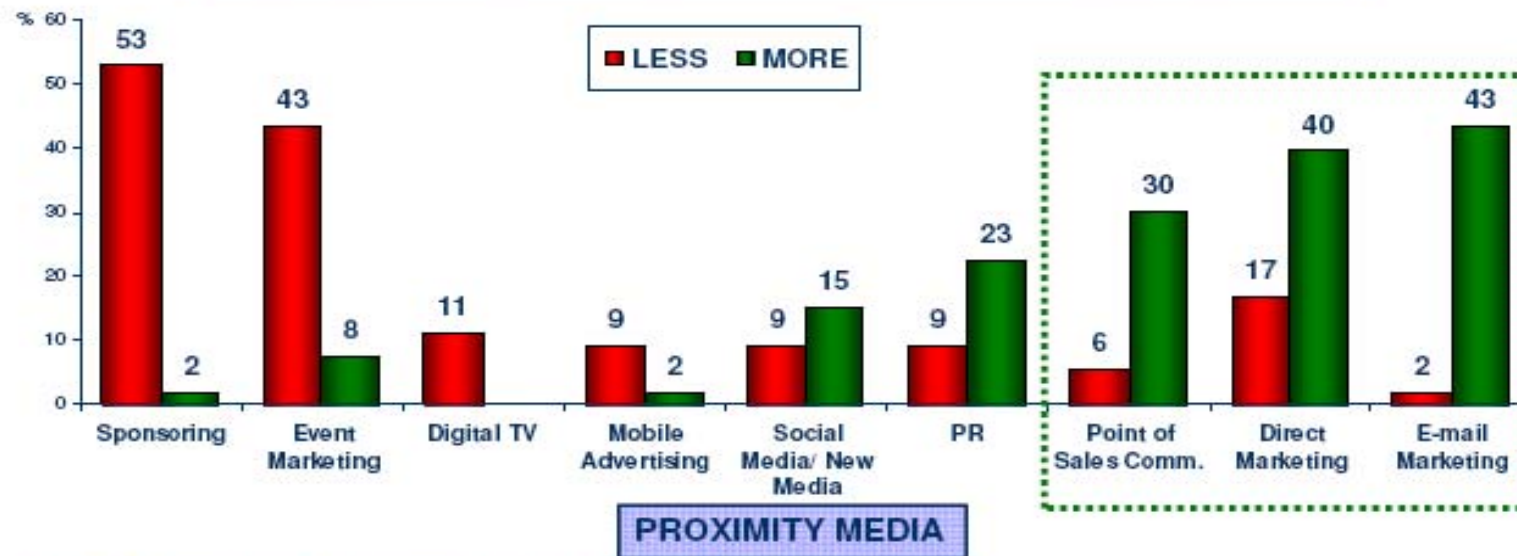
**1. Why does the market make this initiative so attractive?**

In this crisis time,  
there is a strong focus on proximity media



## Direct Marketing & E-mail Marketing will gain popularity

*"At what level will you invest LESS/MORE in 2009 compared to 2008?"*



SAMPLE: Those who adapted / will adapt their tactical communication plan (N=53)



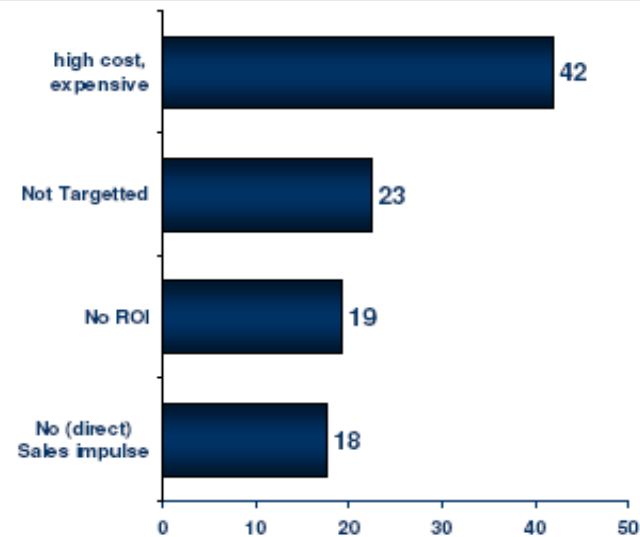
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# Advertisers are orientating their media mix towards targeting and ROI



## Targetting, ROI and direct sales impact are key

*“Why would you change your media choice?”*



SAMPLE: Those who adapted / will adapt their tactical communication plan (N=53)



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Those who keep investing will reinforce  
their competitive advantages

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*“I was asked what I thought about the recession”*

*“I thought about it and I decided not to take part of  
it”.*

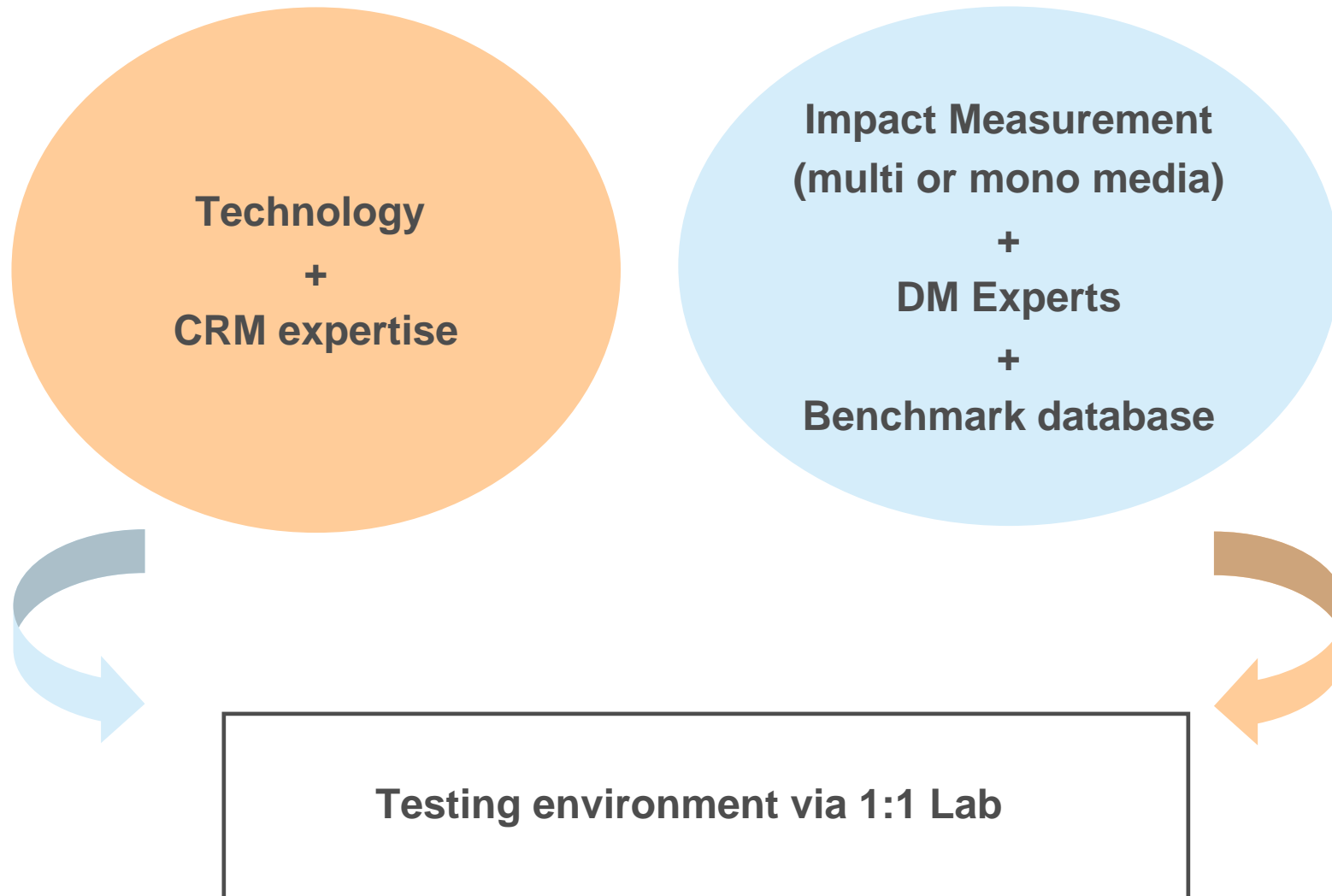
Sam Walton, founder of Wal-Mart



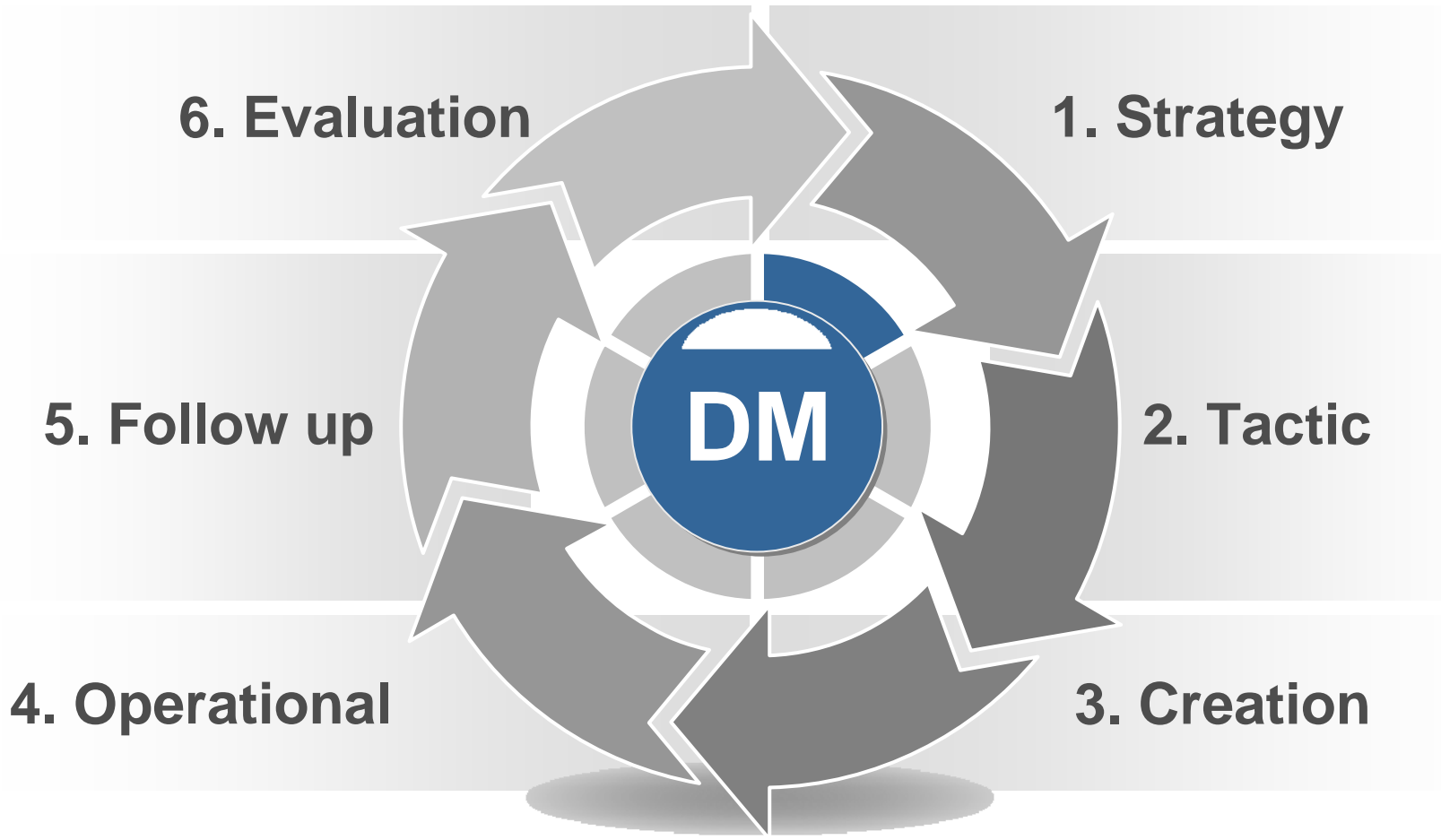
**2. Why you should try it?**



# The right resources at your disposal

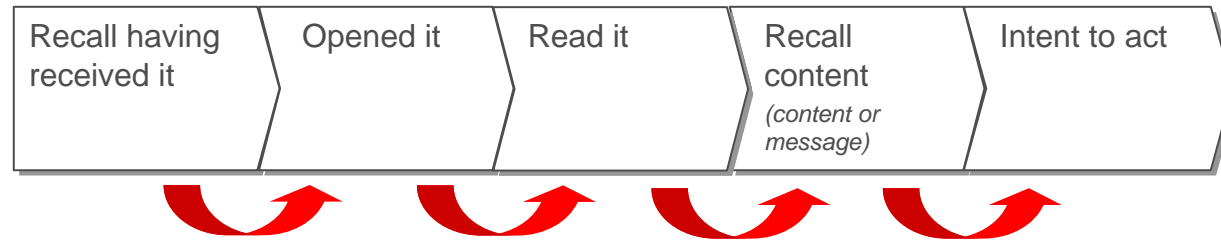


# Full support at each stage for an ideal TEST



**Advertiser + Agency + Xerox + The Post**

# Your results will be benchmarked with a minimum of **29** cross-sectorial cases



All

*"Do you remember receiving a DM?"*

*"What did you do with the DM?"*

*"Can you describe the DM?"*

*"Do you have intention to react?"*

**Average**  
Based on 29 cases

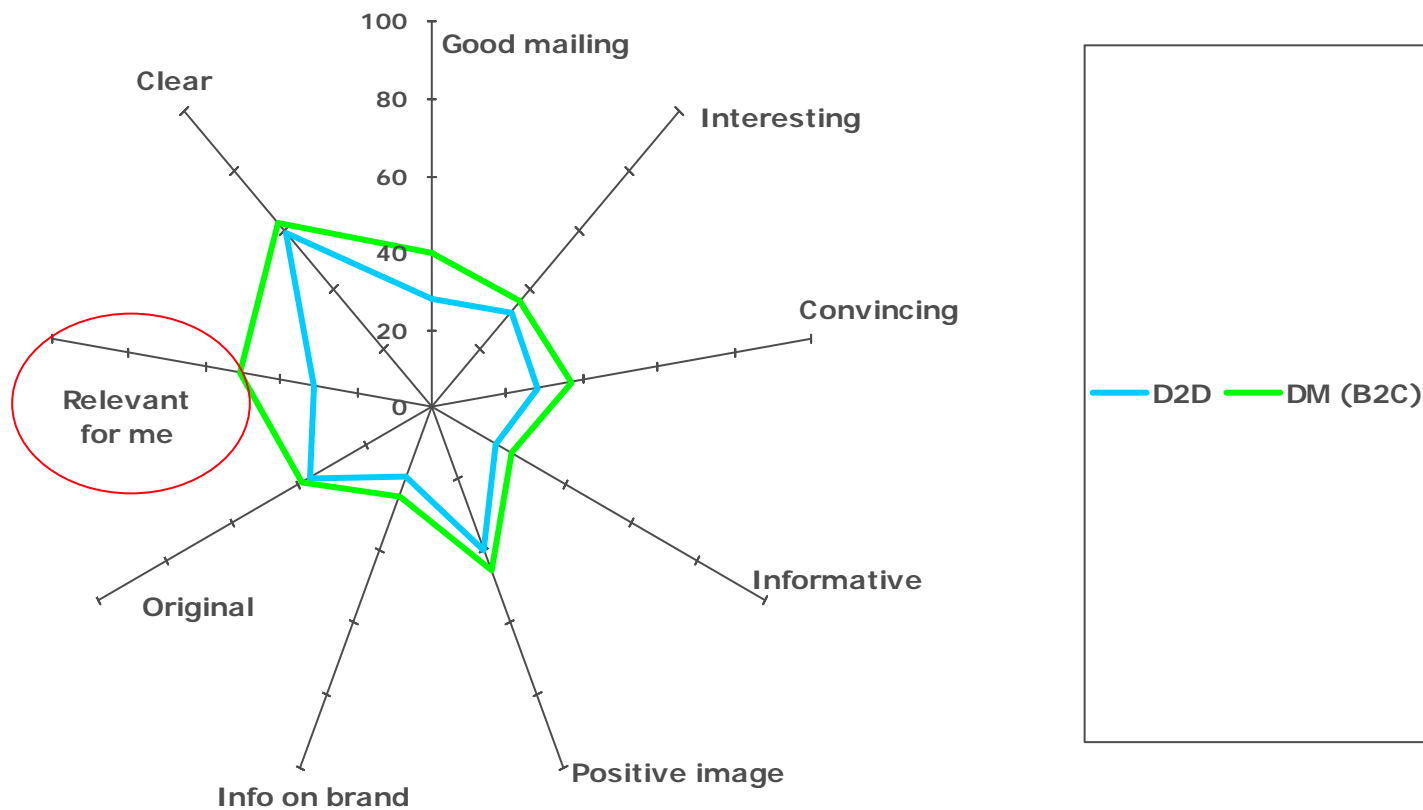
53 → 34 → 27 → 21 → 10

**Conversion rate average\***  
Based on 29 cases

56 → 71 → 75 → 38



# Message Evaluation : average scores on all items



\* 1: Completely disagree; 7: Completely agree



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**3. Test real 1:1  
communication  
at no risk**

## Why you should invest in the initiative?

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- A truly dedicated team of Direct Marketing experts ready to help you make it a success !
- Benefit from Direct Marketing advices and coaching at no cost.

This will help you test and optimise your 1:1 communication

# Dare and Compare - Contact us !



Valérie Godin



Christine Jean



Jacques Bruyneel



Claude Verstraete



Ulrike Hanig



An Schuurmans  
(Agencies)



Elke Quatacker



Frédéric Jadinon  
(Media House)



Ellen Distave  
(Agencies)



**dm.coach@post.be**  
**02/276.20.86**