

Unaddressed Mail

Grow your business by effectively reaching existing and prospective customers



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What is Unaddressed Mail?

Unaddressed Mail is a business-to-consumer and business-to-business advertising medium used to acquire new customers or build store traffic.

It is the ideal medium when you need to communicate with prospective customers, but do not have their name or address, or when you need to communicate with customers in a specific geographical area, at a low cost. It can be marked 'to the householder' or with no salutation at all.

The Unaddressed Mail service can be used to send envelopes, postcards, catalogues, flyers, brochures, samples, magazines, cards and coupons. Articles do not need to be enveloped but market research suggests that articles in envelopes achieve higher readership rates.¹

Unaddressed Mail is ideal for:

- Generating response, increasing store traffic and increasing sales
- Targeting locally or in hard to reach and remote locations
- Providing discounts, offers or coupons
- Conducting joint promotions, reducing advertising costs and increasing the effectiveness of a campaign
- Providing samples to encourage trial
- Building databases and measuring campaign success.

¹ Unaddressed Mail research undertaken by One to One Communication and McGregor Tan Research in 2003.

Why use Unaddressed Mail?

Australia Post's Unaddressed Mail is delivered at the same time as the regular addressed mail enhancing the likelihood of making it into the household and attracting a higher response rate.

Unrivalled national coverage to businesses and households means that your advertising piece can reach customers in far remote locations or locally. It is also the only delivery service in Australia with access to post office boxes.

Other reasons to use Australia Post's Unaddressed Mail Service:

- ✓ **Professional delivery** – Unaddressed Mail is delivered by the same professional delivery officers as regular mail.
- ✓ **Higher readership** – Unaddressed Mail is more likely to be read when delivered with addressed mail.
- ✓ **Extensive reach** – An extensive delivery network, with exclusive access to over 1 million post office boxes nationally (business and private), as well as all households and business delivery points.
- ✓ **Non-intrusive and liked by consumers** – Unaddressed Mail allows recipients to review the material at a time and place that is convenient to them.
- ✓ **Cost effective** – The lower cost of Unaddressed Mail makes it a highly cost effective means of communicating with current and potential customers.



How do I access the service?

Effective planning of your Unaddressed Mail campaign will help you to achieve the results you desire.

The advertiser or representative of the advertiser (ie. agency or mail house) should follow the service guidelines according to the following areas:

1 Booking

An Unaddressed Mail campaign should be registered no less than three weeks and no more than three months prior to the first delivery date.

2 Preparation

Articles need to be bundled and labelled to ensure smooth processing and delivery through the Australia Post network.

3 Lodgement

Australia Post has a widespread network with lodgement points conveniently located nationally. Material should be lodged at the nominated location five business days prior to the week of delivery for intrastate distributions.

How much will it cost?

Unaddressed Mail pricing varies according to delivery location(s), specifications of the material (eg. size and weight) and volume. Bulk mail discounts are also available.

For further information

Visit www.auspost.com.au/unaddressedmail or ask for a copy of the Unaddressed Mail Service Guide at your local postal outlet. Alternatively, call **13 11 18** and ask to speak to the Unaddressed Mail Coordination team within your state.

Market Research

Australia Post has commissioned market research to determine the factors that drive success in using Unaddressed Mail. The conclusions of this research include:



The "Marketing Media in Australia" research study found that **58% of consumers say that Unaddressed Mail influences the buying decision** and that 55% purchase as a result of receiving it.²

These results show how the informative nature of Unaddressed Mail can be used to directly influence consumer behaviour.

This research also found that **63% of consumers open and read unaddressed advertising mail.**



In addition, **74% of consumers enjoy or are indifferent to receiving Unaddressed Mail.**

The key reasons given are that Unaddressed Mail provides local information and specials, cuts down on shopping time by allowing comparative analysis and is considered to be non-intrusive.

Research conducted in 2003 also found that **42% of recipients will read Unaddressed Mail on the same day that they collect it from the mailbox.**



38% will attend to it within a few days of collection.³

The average Australian household letterbox receives just over eight addressed items per week and just less than twelve unaddressed items per week.⁴

This means that well designed letterbox communications are likely to be noticed and read.

- 2 Marketing Media in Australia 2001 research report by ResponseAbility that was sponsored by Australia Post (pg 147).
- 3 Unaddressed Mail research undertaken by One to One Communication and McGregor Tan Research in April/May 2003.
- 4 The Letterbox Diary, Australia Post White Paper (pg3). Research conducted by McNair Ingenuity Research in August 2003.

For more information

Ask at your post office for a copy of the Unaddressed Mail Service Guide which explains more about our service.

You can also talk to the Unaddressed Mail Coordinators who can answer any questions you have about Unaddressed Mail and how it can be used to grow your business.

phone **13 11 18** or visit
**[www.auspost.com.au/
unaddressedmail](http://www.auspost.com.au/unaddressedmail)**

This brochure provides a brief introduction to the features of the Unaddressed Mail Service. For detailed terms and conditions refer to the *Unaddressed Mail Service Guide* (8839120).

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