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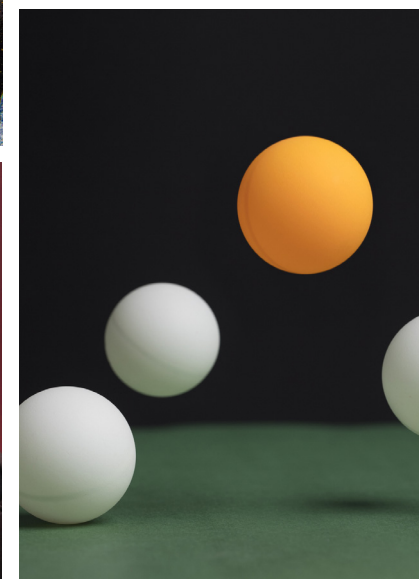
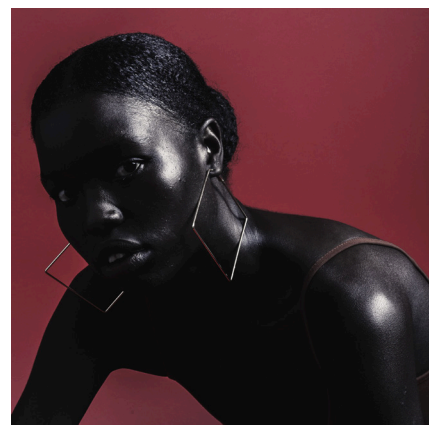


Creative Futures

**Collaboration for creativity:
Re-imagining omnichannel marketing
communications with personalized print**

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1. Introduction

Re-imagining communications

The customer journey isn't linear anymore. It's harder than ever for businesses to recruit new customers, who are exposed to multiple advertising messages daily, across more channels and touchpoints than ever before. For advertisers to stand out in the battle for attention, there's greater pressure to make a first and lasting impression to capture the eyes, hearts and minds of the receiver.

Whether it's in a business-to-business (B2B) or business-to-consumer (B2C) context, people today expect unique marketing journeys tailored and

personalized to their wants and needs. Customer-centricity isn't just an approach to marketing, it's essential for success. As such, communications of the future must be omnichannel. As experiences evolve to be more intelligent and connected, marketers have an opportunity to reimagine the interplay of different media channels (old and new) to ensure that they are seamlessly connecting all the dots of the customer journey.

Despite being one of the oldest tricks in the marketing playbook, print plays an important role in this journey to drive the customer-centric communications of tomorrow. The clever combination of data, creativity, targeting capabilities,

personalization and new digital printing technologies have ushered a bright future for the medium, which can seamlessly integrate into existing marketing plans to deliver measurable impact.

But with marketing still contending with the silos that exist across teams and functions, there must be a better way of working together across the supply chain to unlock the true value of omnichannel marketing potential with print. It requires new thinking, new talent and a new kind of collaboration. And, when those three things combine, that's where the magic can really happen.



Finding new ways of working

With print an essential fuel to drive the omnichannel marketing engine, The Drum and Canon set out to try something the print industry had never seen before; to explore what a new kind of collaboration could look like, to understand the role that each part of the supply chain plays at every stage of the customer journey, and to discover what can happen when we work better together as an industry to re-imagine customer-centric communications for the future.

All of this is only possible through collaboration. So, we assembled a specialist working group of industry leaders from Canon, YMCA, Nutshell Creative, The Strategic Mailing Partnership, Join the Dots, JICMAIL, Latcham, Royal Mail Marketreach and AutLay – representing each stakeholder in the supply chain – to understand this process. Along that journey, we uncovered key learnings that we're now able to share with marketers to unlock the power of personalized print in the omnichannel mix, while creating an optimal, sustainable customer experience that is future fit.



Championing next gen communicators

But how could we showcase the power of this new industry collaboration and stay true to our mission to champion the next generation of talent, who are the communicators of tomorrow?

Enter 'Creative Futures 2022' – an extension of the successful 'Class of 2021' project from The Drum and Canon. This was a bespoke awards program

designed for students, junior marketing strategists and emerging creatives to tackle a curated brief for a brand. The objective was to prove that the combination of clear strategic, data-driven thinking combined with creativity and innovation across the customer journey can address real world challenges and deliver omnichannel marketing campaign effectiveness.

Over the following pages of this report, we share these insights, advice and inspiration for where

to start and how to successfully utilize personalized print in an omnichannel marketing communication plan. With top tips from different players across the ecosystem, along with a deep dive into the inner workings of the Creative Futures competition, jump in to explore everything you need to know about omnichannel marketing excellence including print, for 2023 and beyond.

2. Communications of tomorrow

Customer-centric communication

Consumers today engage with brands in multiple ways across many channels and touchpoints, both online and offline. But in such a cluttered market, an important brand message can easily get lost in the sea of sameness. For brands to stand out, their communications must put the customer at the heart of all brand experiences, powered by data to make it personal and relevant.

“Customer-centric communication is like reading minds, or further, anticipating what will be on the customer’s mind in the near future,” says Sven Muller, co-founder and chief executive officer, AutLay. “Companies need to reach their

customer with content that is relevant, even if the customer doesn’t know it yet. Companies who place the customer in the center of marketing activities across all channels will win the race.”

An optimal and sustainable CX

Programmatic print is one such contemporary personalized marketing solution that combines the best attributes of digital and print marketing – reaching consumers with relevant, targeted information when they are at their most receptive.

“Mail is a fantastic channel at achieving cut through – it can be timely, it can be personalized, and it can be done

in a way that makes the consumer feel completely valued,” says Sophie Grender, director of new business, Royal Mail Marketreach. “It’s an all-round versatile channel not just for brand building and acquisition but all the way through the different touchpoints to retention. And it has that unique quality that really does help to drive business performance.”

Thanks to advancements in digital printing technology in web-to-print and automated production workflows, real-time marketing extends beyond online channels or digital screens into a tangible printed asset that reaches the consumer with the right message in the right channel at the right time.

“
It’s an all-round versatile channel not just for brand building and acquisition but all the way through the different touchpoints to retention. And it has that unique quality that really does help to drive business performance.”

Sophie Grender,
Royal Mail Marketreach

A seamless digital workflow

What's more, it can be seamlessly integrated into data-driven and highly automated workflows to produce real-time, trigger-based customization to instantly address consumers with personalized content tailored precisely to their profile based on actions they take online.

This allows for building better connections between the brand marketer, creative teams and print service providers (PSPs) to collaborate on multichannel campaigns that combine the distinct advantages of print with those of digitalization.

“So much has happened in the development of digital print in the last few years, both on the output side as well as in the connectivity of those systems through digital workflows,” explains Cathy Bittner, strategic business development manager, Canon Europe. “All of this is so exciting for marketers, who can now use the same tactics in print channels as they do in their digital channels. It's real-time personalization using a medium which is trusted, cuts through and is measurable.”



“Our mission is to not only prove the power of personalized print in data-driven omnichannel campaigns, but to experience what future collaboration could look like, by bringing together experts from a range of disciplines in a state-of-the-art knowledge sharing experience”

Cathy Bittner,
Canon

3. A new collaboration

A better way of working

To deliver connected customer communications, we set out to understand how the different elements of the supply chain do and can work together. We knew there had to be a better way of working together as an industry for the future, but what could that look like in reality?

“Our mission is to not only prove the power of personalized print in data-driven omnichannel campaigns, but to experience what future collaboration could look like, by bringing together experts from

a range of disciplines in a state-of-the-art knowledge sharing experience,” explains Bittner. “By breaking down the silos, working together and learning from each other, there’s a real opportunity to re-imagine customer-centric communication for the future by combining creativity and new tech to drive real return-on-investment (ROI) for brands.”

Powered by a joint ambition to provide the best customer experience, for the first time the industry came together to showcase new collaborative ways of working by combining creative

and new tech expertise to uncover the opportunity for digital transformation in promotional customer communication.

The Drum and Canon teamed up with The Strategic Mailing Partnership, the professional body that represents and protects the interests of printers and mailing houses in the UK, and assembled an interdisciplinary team of experts from the promotional industry supply chain to support the mission.

Meet the team:



**Lucy Swanston,
founder and
managing director**

Nutshell Creative
- a full-service marketing
and design agency



**Nathan Rose,
director of growth**

Join the Dots - data-led,
independent media agency,
delivering acquisition
solutions through print and
broadcast media



**Sven Muller,
co-founder and chief
executive officer**

AutLay - a start-up using
artificial intelligence for
creating automated layouts



**Sophie Grender,
director of new business**

Royal Mail Marketreach - direct
mail, door drops and business mail



**Mark Cross,
engagement director**

JICMAIL - the joint industry body
for delivering 'gold standard'
audience and item measurement
data for direct mail, door drops
and business mail



**Mike Hughes,
managing director**

Latcham - a print
management and marketing
fulfilment consultancy



**Cathy Bittner,
strategic business
development manager**

Canon - the world's leading
imaging brand

“ To tell the story collectively and understand everybody’s different challenges in that supply chain is incredible because everybody learns something along the way.”

Lucy Swanston,
Nutshell Creative

“A lot of people talk about collaboration, but they don’t actually do it,” said Lucy Swanston, founder and managing director, Nutshell Creative and chair of The Strategic Mailing Partnership. “As our initial conversations evolved, we knew we had to get everybody in the supply chain behind this – the print service provider, research, data, creative and the media agency to help plan this. Never before has anybody brought all of those components together to truly deliver a campaign. To tell the story collectively and understand everybody’s different challenges in that supply chain is incredible because everybody learns something along the way.”

Bringing everyone together

To do this, the group needed to go through the motions of what it means to really collaborate

across the supply chain for the future. By working in this way, this would address a fundamental challenge in breaking down the limitations in current structures and bringing everything together seamlessly.

“Marketing has evolved into many silos of expertise, for understandable reasons, but as the world transforms to be more complicated than ever, we need to openly bring everything together again,” said Mark Cross, engagement director, JICMAIL. “This project brings together all disciplines and channels that sometimes aren’t at the forefront of our thinking – that requires an open mindedness, a spirit of collaboration, no bias in selection of the solution, and always rooted in the audience.”

Bringing so many different stakeholders to share advice and work collaboratively on a brief marked a massive step

forward for the industry and for the clients that agencies work for.

“We’ve always loved collaborating with partners but it’s always a bit clunky. How do you introduce new partners to clients? How do you communicate? How do you create a way of working if there’s four or five different businesses in there?” said Nathan Rose, director of growth, Join the Dots. “This project has been a great example of how you can bring lots of different people and businesses – creative agencies, media agencies, industry bodies, advisory companies – together in a room, work out what the core objective is that you’re looking to deliver, and deliver it really easily. As long as you’ve got somebody who is putting it all together, delivering for a client has become really easy, regardless of how many partners are involved.”



An end-to-end process

Looking across the entire supply chain, there are various elements required to be able to execute an omnichannel marketing campaign utilizing print. These include: data, creative, personalization, tech, logistics and measurement. And there's so much that each can learn from each other.

“Working with and learning from leading, innovative companies in different fields,

along the whole value chain, gives us unique insights on how to put the customer in the center of all communication channels,” said Muller. “For me personally, it’s a unique opportunity to get an overview of the whole end-to-end process provided by a highly professional and open-minded team.”

The beauty of such a collaboration is that it allows for different ideas, skills and disciplines to be brought to the table, allowing for even greater

creativity by bringing together specialist expertise.

“It was a pleasure to work with such a diverse team of experts and to understand some more detail of best practice for data, distribution and design,” said Mike Hughes, managing director, Latcham.

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“For me personally, it’s a unique opportunity to get an overview of the whole end-to-end process provided by a highly professional and open-minded team.”

Sven Muller,
AutLay

4. Collaboration in action: Creative Futures

Where it all began

Inspired by the power of collaboration and aligned to the mission to prove the powerful role of print in the omnichannel marketing mix, The Drum and Canon invited this team of industry stakeholders to push the boundaries of what's possible in the changing world of media and marketing. At the same time, we wanted to champion those at the forefront of new ideas that are purpose and sustainability-driven, combining data and creativity to deliver measurable impact.

To showcase the power of this collaboration, we saw an

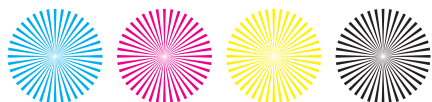
opportunity to create, collaborate and communicate, while championing the talent of tomorrow. So, we created a bespoke awards competition around The Drum Awards for Social Purpose to celebrate omnichannel marketing excellence from emerging creative talent at the vanguard of customer-centric communications.

The team of experts set out to curate a brief that would encourage entrants to nail the objective to create and design an omnichannel marketing campaign for a brand across multiple touchpoints. This included data-driven, in-home print media, such as direct mail,

door drop, partially addressed mail, insert marketing, as well as complimentary digital channels.

The first step was to get the right brand on board. For 178 years, YMCA has supported people through some of the toughest moments in history and today strives to give young people safe spaces to feel secure when they have no one else to turn to. With a core brand objective to garner support from a younger audience and encourage online donations, YMCA was a perfect fit for the competition.





With all the key stakeholders in place, the next step was to create an identity for the project and mission statement, to ensure the mechanics were in place to garner interest from students and junior creatives through the awards scheme, and to work closely with the working group members to create a brief that was clear, understandable and aligned to the YMCA brand guidelines.

“We wanted to empower future generations to realize their own potential, by engaging with experts

and new technology to give them learning opportunities they wouldn't otherwise have,” says Bittner. “This was a real opportunity to see what everyone in the industry can learn about the future of customer-centric engagement across multiple channels, and how print can integrate into that mix.”

And so Creative Futures was born.

**“
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Lucy Swanston,
Nutshell Creative



The big idea

The bespoke ‘Creative Futures’ awards competition invited students, junior creatives and marketers to design and submit a bespoke omnichannel marketing campaign plan, including print, that responded to a carefully curated brief for the YMCA. Each stakeholder from across the supply chain brought their own expertise to ensure the desired outcomes were made clear from the outset.

Judges were specifically looking for evidence of clear strategic, data-driven thinking combined with creativity and innovation. Entrants were tasked with showcasing the customer journey throughout the campaign with variations of creative copy and messaging to reflect the core target audience demographics based on the objectives.

The charity was looking to embark on a new donor

acquisition drive among a younger audience, while building engagement for long-term supporters. YMCA is inclusive of people of all backgrounds and so it was important that this was taken into consideration for the purposes of the competition.

“Putting the supporter at the heart of everything we do, it’s only thanks to our wonderful supporters that YMCA can provide crucial services to





young people,” says Roxie Merrett, fundraising manager (acquisition) at YMCA England & Wales. “I see seamless and inspiring journeys as a crucial part of this, really enhancing the supporters experience.”

The shortlisted and winning work was judged by this specialist working group, who also hosted a series of mentorship workshops on creating data-driven marketing campaigns, designing for digital print, and the story of sustainable print, to support entrants as they developed their ideas across multiple channels and touchpoints.

“A mix of collaboration and eager-to-learn talent unlocks potential that often the established market fails to see, and in the meantime rewards everyone who took part with a warm sense of inspiration and hope for our future,” said Mark Cross, engagement director, JICMAIL. “Starting with an open and enthusiastic mindset to meeting the challenge for YMCA led to some inspiring and original solutions and you really saw the belief in the outcomes from the entrants.”





5. Inspiration - the work

The Creative Futures awards program attracted a high standard of entries from both university/college students and junior agency creatives. From this, the submissions were whittled down to a shortlist of just five, which you can read more about below: >

WINNER



Limitless

By Henry Plumridge and
Ollie Bartlett, Transmission

An “original and impactful” omnichannel campaign idea for the YMCA, powered by print and personalization, was crowned ‘Creative Futures: The Omnichannel Marketing Excellence Award’.

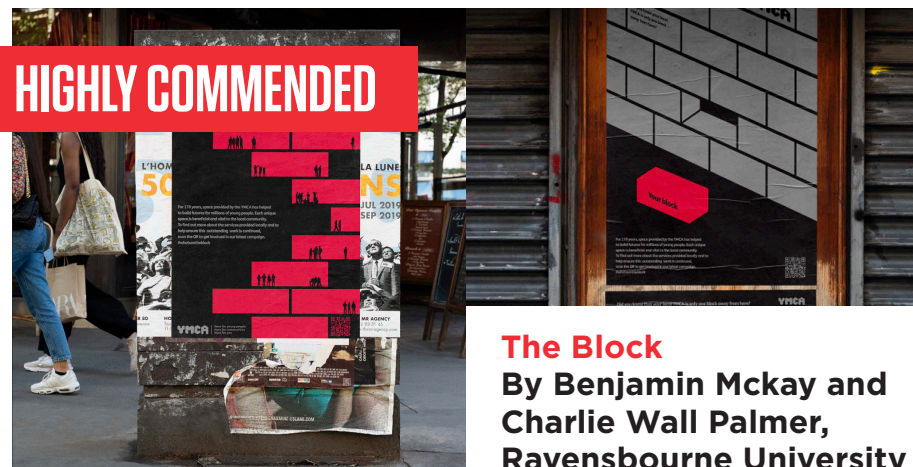
The ‘Limitless’ campaign idea was built on the idea of diversifying the ‘M’ in YMCA, reimagining the messaging for the brand around the infinity sign. The centerpiece for this inclusive, ambitious, hopeful, and defiant omnichannel campaign was print, using OOH, paid social, direct mail and experiential activity to drive online donations via a tool inspired by savings app Moneybox.

It was important that the direct mail involved for this campaign used innovative technology alongside its tactile appeal, driving action online and further engaging the target audience.

Marketing duo Henry Plumridge and Ollie Bartlett from B2B marketing agency Transmission – the brains behind the winning idea – explain: “Our ‘Limitless’ campaign started from one, simple idea but our process was then to utilize creativity, data, personalization, and an omnichannel strategy to address YMCA’s business and marketing challenges.”

A key part of the ‘Limitless’ campaign is the direct mail’s recipient journey – offering a completely new way to encourage donations that wouldn’t be possible outside the realm of an omnichannel strategy. The idea took inspiration from savings app, Moneybox: a tool to help people save by simply rounding up each of their purchases to the nearest pound and depositing the remaining amount in a savings fund which would be deposited to YMCA. Other media channels would be utilized to drive traffic to both this donation page and the YMCA website.

“Its method of donating drives loyalty and encourages long-term engagement and donations; its technology will attract our audience; personalization will be used to resonate with them; and our creative, copy, and strategy all works to break down the barriers of engagement.”



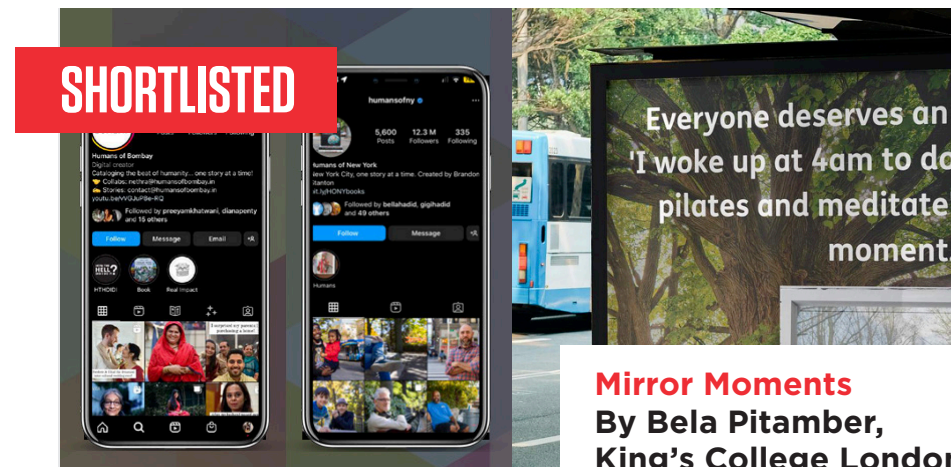
The Block
By Benjamin Mckay and
Charlie Wall Palmer,
Ravensbourne University

The double metaphor for this campaign sought to highlight each brick's importance in every build and the link between a community and the block they live on or nearby. Using location-specific, data-led solutions to create posters and a personalized letter drop, the campaign idea invited the public to donate and create a bespoke 'block' sticker with a name or dedication on it.

"At the heart of our campaign is a drive to bring the community together and inspire creativity whilst dispelling myths and re-informing the public about the YMCA," explained Mckay and Wall Palmer. "We aim to use

innovative ways to connect and reach out using multiple touchpoints to bring 24-44-year-old donors to the YMCA and engage in long-term relationships."

Connecting with communities around YMCA spaces to give locals a sense of belonging to their local center, the omnichannel mix included combined the print elements with street parties, volunteer-led workshops and a unique art installation to celebrate heritage, link community and spread unity.



Mirror Moments
By Bela Pitamber,
King's College London

Central to the creative for this campaign idea was a mirror to showcase that YMCA is inclusive of people of all backgrounds. Evoking the feelings of emotional awareness, the idea focused on taking potential donors on a journey that reflects the 'moments' in life that everyone deserves to experience.

"Research shows that looking into a mirror is more than staring at your physical body," explained Pitamber. "There are several other impacts it can have such as regulating emotions, reaffirming our sense of self, building emotional awareness and allowing us to sync up with

ourselves and others – all important feelings that need to be evoked when donating towards a cause."

A key touchpoint for this campaign was Door Drop – in tandem with OOH, experiential and social media – in the form of an invitation. Following the psychological theme, the invitation is designed using subliminal messaging to subconsciously guide them toward donating through the QR code. To promote YMCA's ESG credentials, the envelope is designed to be recycled into a mini table mirror.



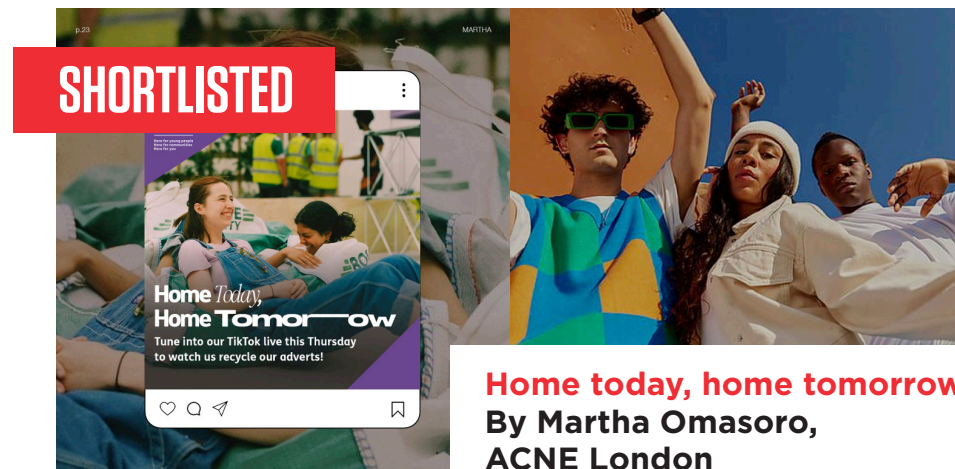
This Is Our Battle
By Henry Plumridge and
Ollie Bartlett, Transmission

From a single statistic on stress and anxiety levels during World Wars came a handful of imaginative and thought-provoking creative executions – repurposed war poems, letters home and memorial site podiums – to connect with the 24-44-year-old audience.

The campaign idea utilized direct mail printed on recycled paper to reimagine a letter home using QR codes to link traffic to the YMCA website. Plumridge and Bartlett explained: “Targeting our audience across different medias all serve to increase engagement. Data tells us that our audience are more

likely to respond to letterboxable print media. Our reimagining of a wartime letter home, therefore, is a powerful way to connect with this new audience.”

This featured alongside OOH, paid social and experiential media, which draws attention to the memorial sites of minority groups where possible, and all repurposed poems changing any reference to men to references of people. What’s more, the campaign would be measurable via QR codes to drive online action and encourage donations.



Home today, home tomorrow
By Martha Omasoro,
ACNE London

‘Home today, home tomorrow’ sought to highlight the realities of having a temporary home today, and the possibilities of having a more permanent home tomorrow.

Finding the “intersection strategic hotspot” – through pre-existing data on the audience, and research on the industry – this campaign incorporates personalization, multiple touchpoints, positive empathy and creativity to drive awareness and increase donation opportunities to YMCA. Utilizing OOH, print and a series of social media and digital touchpoints, the campaign was built on

taking a positive empathetic approach by focusing on the positives and the rewards of contributing, helping out and creating impact in the world.

The print element included the distribution of a Share A Donation card that allows the audience to split the amount they would like to donate with friends and family, while also giving them the option to save this setting for future donations via the YMCA website. Later, this would turn into a personalized thank you note highlighting the impact they have contributed to.

6. Lessons learnt

A better way to work together

By introducing this new way of collaborative working in planning omnichannel campaigns, everyone

involved in the Creative Futures journey was able to learn something new along the way. Here, the key stakeholders involved in this initiative share their biggest learning from the experience.



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The journey and client project becomes much easier when all parties are more thoroughly involved at an earlier stage. When all suppliers can communicate their expertise and work together you are much more likely to not only hit the required goals of the project, but also think of new and innovating ways to achieve it and optimize as you progress. In the past, quite often creatives, media and print suppliers have seen each other as the “enemy” in getting a brief to market, but when all are communicating their requirements and challenges efficiently with each other, it not only creates a harmonious supply chain, but also leads to a happier client.”

Nathan Rose,
director of growth, Join the Dots



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It was a great example of the critical importance of collaboration in the wider comms ecosystem. Better things happen through collaboration than staying in your silo, so connect and collaborate to make change happen. Market structures are not aligned to delivering the coherent and connected solutions that maximize outcomes, so the need for a default of collaboration by design becomes so important to how we all work and make our contribution.”

Mark Cross,
engagement director, JICMAIL



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It's crucial to take the time to really understand the different stakeholders and project partners, in terms of what they do and which goals they achieve with their work. This is the basis for understanding how their unique solutions can be combined to achieve the best result together. If this succeeds, synergies can unfold and 1 plus 1 (what two partners bring to the table) is no longer 2 but 3. Many of these synergies may not be realized if one is too exclusively focused on their own value-adding steps.”

Sven Muller,
co-founder and chief executive officer, AutLay



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So often the answer isn't to use one media channel, but to use a combination of them get the best results. I will certainly look to collaborate with and draw on the expertise of those involved for future bids we are involved in. We are also working on a project to create a tight integration with HubSpot to ensure that both digital and print mail channels and touchpoints can all be triggered and captured. This will provide better automation (using workflows) and capture all analytics and reports within one platform.”

Mike Hughes,
managing director, Latcham



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The foundation of an omnichannel campaign needs to be supported by a really strong idea, often based on the data you have accumulated. I loved the process of using this data and seeing where the creativity could take us. Then it was about learning how to create a consistent brand voice across all media and messaging, and visualize it in a beautiful, engaging way. What I love about the DM is that you can pack so much creativity in to a personalized, bitesize package.”

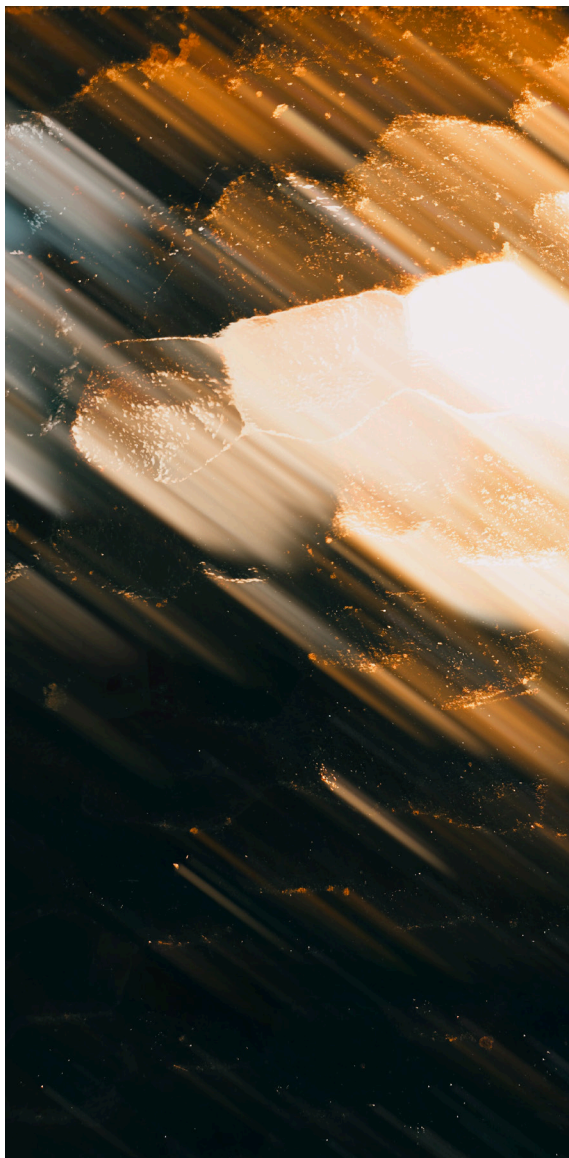
Ollie Bartlett,
designer, Transmission



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“Understanding the amount of strategizing that goes into an omnichannel campaign – in terms of creative, of course, but also data insights, persona research, media placement, customer journey, campaign timelines, and more. In the same way print works better on younger audiences because of the proliferation of digital marketing, it was refreshing to work on a print-led campaign rather than digital one. It's a different skill, it takes a different approach, and seeing something more 'tactile' come together is really satisfying.”

Henry Plumridge,
creative copywriter, Transmission



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“Today it is much more possible to pinpoint age and location specific members of the public with printed media, and to personalize the media and copy to best suit the specific demographic for your campaign. This, in turn, creates a more personal, preferable experience for the consumer/customer. The tech that is available for print personalization these days is amazing and many of us don't know it is accessible or what it can deliver. The concept of using print has changed for us and the physical, analogue feel of this medium is exciting, interesting and far more memorable.”

**Benjamin McKay and
Charlie Wall Palmer,
Ravensbourne University**



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“The importance of understanding the brief and the target audience. Once you know who you're speaking to and what the brief is asking you to do, inspiration can strike from anywhere. The use of print in marketing is and always will be very important (and refreshing!), especially in a world where everything has become so virtual and digitized. Often for me, print ends up leaving a bigger impact. You can't scroll away from it...”

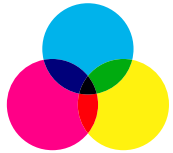
**Bela Pitamber,
King's College London**



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“Don't overlook traditional marketing channels when planning an omnichannel campaign. If there is data that supports the use of print or any other traditional methods in this modern era of marketing, then don't ignore it. Print is not dead. It's very much alive; and proof of that is in the opportunities presented by the data around print marketing for younger generations.”

**Martha Omasoro,
designer, ACNE London**



Thinking differently

What's clear is that collaboration allows for a more smooth and seamless connection across all stakeholders involved in the journey - from the brand marketer through the creative, data, IT, and tech teams, right through to the print service providers (PSPs). And it's not just about breaking down the silos across the different partners in the supply chain, but it's essential to first have buy-in from top management and key internal departments before the rest of the steps can fall into place.

How can marketers take these learnings and move forward with better omnichannel campaign planning? Here is a checklist of considerations, questions and thought starters

to consider internally within your organization and externally of your partners:

Are all the relevant marketing stakeholders on board?

What campaign KPIs should I set?

What meaningful data sources will really differentiate my campaign?

What does a good customer journey look like and where does print fit in?

What considerations must I make in terms of designing for digital print?

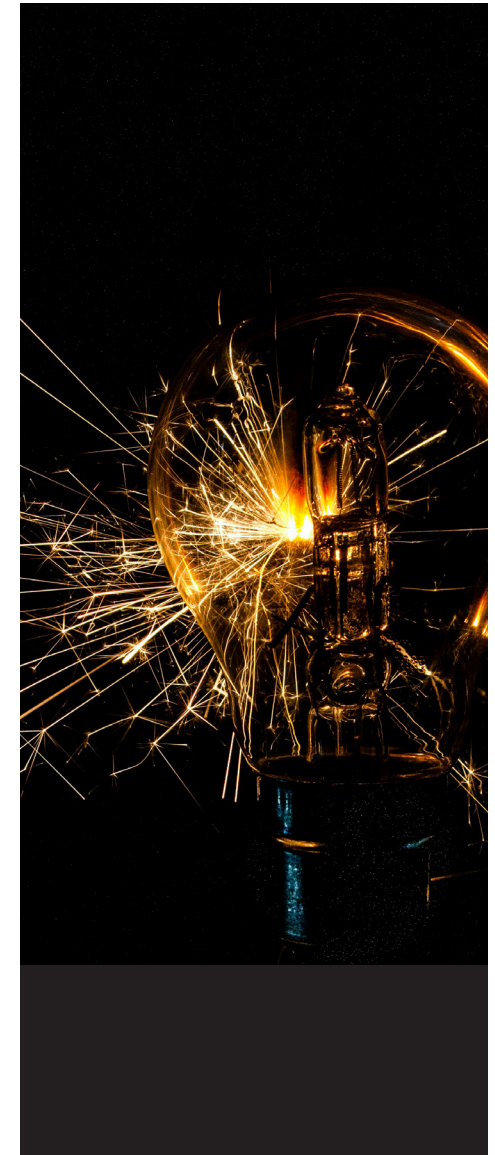
What print formats are available and what are the benefits of each?

What is the sustainability impact of this campaign; how can I be more sustainable in my approach?

What is the best practice test and learn approach to be able to adapt and iterate on what works?

How do I measure omnichannel campaign success?

By working in this way, all parties will be able to get the best out of each other by combining the distinct advantages of print with those of digitalization, to build for multichannel campaign success, which will be an essential way of designing and devising communication strategies for the future.





7. Top tips for omnichannel marketing excellence with print



Future communications should be more focused than ever. Targeting the right audience in the right way with the right message - the methodologies that all marketers are familiar with - and combining that with powerful design, personalization and truly intelligent messaging, which connects across all media (physical or digital), will be key to omnichannel marketing success.

For brands to build omnichannel marketing excellence into their plans, follow this checklist:

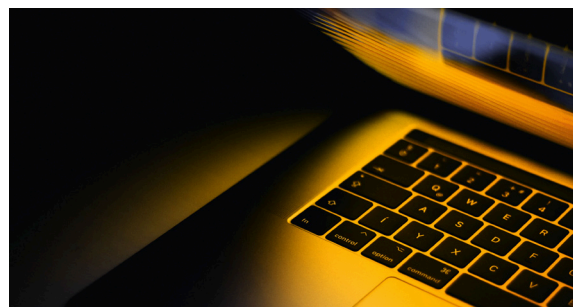
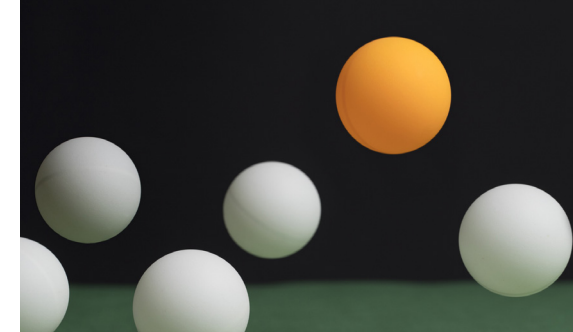
1. Customer centricity - put yourself in the shoes of your audience

The number one rule of marketing is to know your audience - they should be at the heart of any marketing campaign and they need to be the focus of any communications, designs and channel considerations to ensure relevancy.

“

Your audience is going to be receiving a lot of communications so yours needs to stand out for them - whether it's through the letterbox or seen digitally. It's got to be eye catching but also think about how it's going to make them feel and react, and what other challenges they're facing. It's got to be inspirational to them.”

Nathan Rose,
director of growth, Join the Dots



2. Communication overload - be meaningful with the data you use

Marketers are faced with an explosion of data but consider what data is available to be able to really understand the objectives and outcomes. Think about what information you have about your customer by channel so that you can personalize the message to catch the eye of the recipient.



There's data everywhere but what data is important to you to be able to read and understand the success of this campaign? Don't leave this as an afterthought. When spending time with the challenge, think about the audience, think about the outcomes you're really looking for, and bring data into that. Think through the meaningful metrics on the journey to your outcome."

Mark Cross,
engagement director, JICMAIL

3. Creativity unleashed - be playful and personal with the message

It's important that anything you create is playful and enjoyable - after all, that's what will lead to brilliant solutions. Explore what each different channel can offer and think about how it can inspire the senses and provide a seamless connection.



There are so many opportunities to explore the ace cards of each channel. For example, print can inspire the senses with special colors, personalization stocks and special finishes, while digital channels really allow for motion and interactivity, bright colours and a seamless connection in the world."

Lucy Swanston,
founder and managing director, Nutshell Creative
Marketing and Topic Heroes Charity



4. Channel connections - consider how one touchpoint triggers another

Understanding the interplay of different channels is key to omnichannel marketing success. It's important to think about how different media channels interact with each other and look for relevant trigger points that will amplify the core proposition and campaign idea.



Think about how one touchpoint can trigger other touch points in the customer journey. Combining your creativity in the interplay of channels becomes much more exciting now. This is a great opportunity to reimagine creative design for data-driven triggered campaigns that uncover the real power of personalized omnichannel communication. Enlarge your design idea to support differentiated messaging and think about how you can design for different messages and segment the target group to play around with certain messaging and visualization."

Cathy Bittner,
strategic business development manager,
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