

direct mail

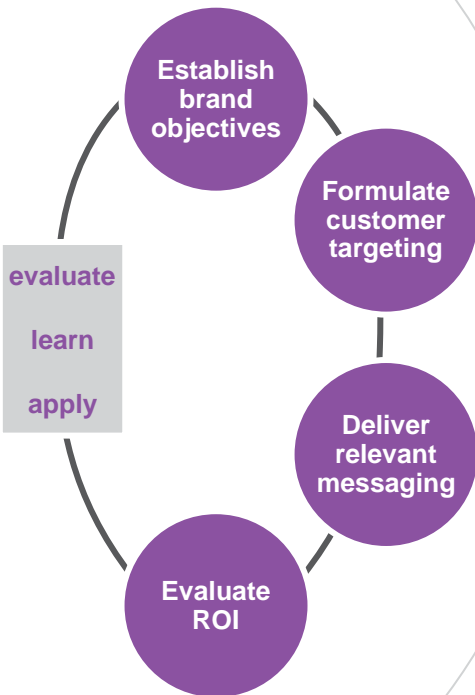
What is it?

Targeted direct mail allows brands to use Nectar data to directly access customers and prospects with highly targeted bespoke communications

Bespoke creative



How direct mail works



Why use direct mail?

- **Highly targeted**
reach customers based on active purchasing behaviour
- **Avoid junk mail perception**
Sainsbury's act as a brand endorser to the customer
- **Flexible creative**
Freedom to ensure brand positioning through creative
- **Innovative sampling packs**
- **High redemption rates**
12% average vs 4% industry average
- **Cost effective**
print and production rates utilising Sainsbury's buying power