



“DOOR DROPS THE FICTION AND THE FACTS”

Door drops
Usage and Attitude Study
June 2001

Source: BMRB Omnibus/
Synergism



BMRB

Access Omnibus Study

- **Nationally representative sample of 1072 adults aged 15 and over**
- **Random Location Sampling**
- **Computer Aided Personal Interviewing**
- **Fieldwork: March 1st - 7th, 2001**
- **Follow up to June 1995 Survey**



DOOR DROPS

Perception

vs.

Fact

Source: BMRB Omnibus/
Synergism



ENJOYMENT

Perception

“The majority of consumers do not like receiving door drops.”



ENJOYMENT

Perception

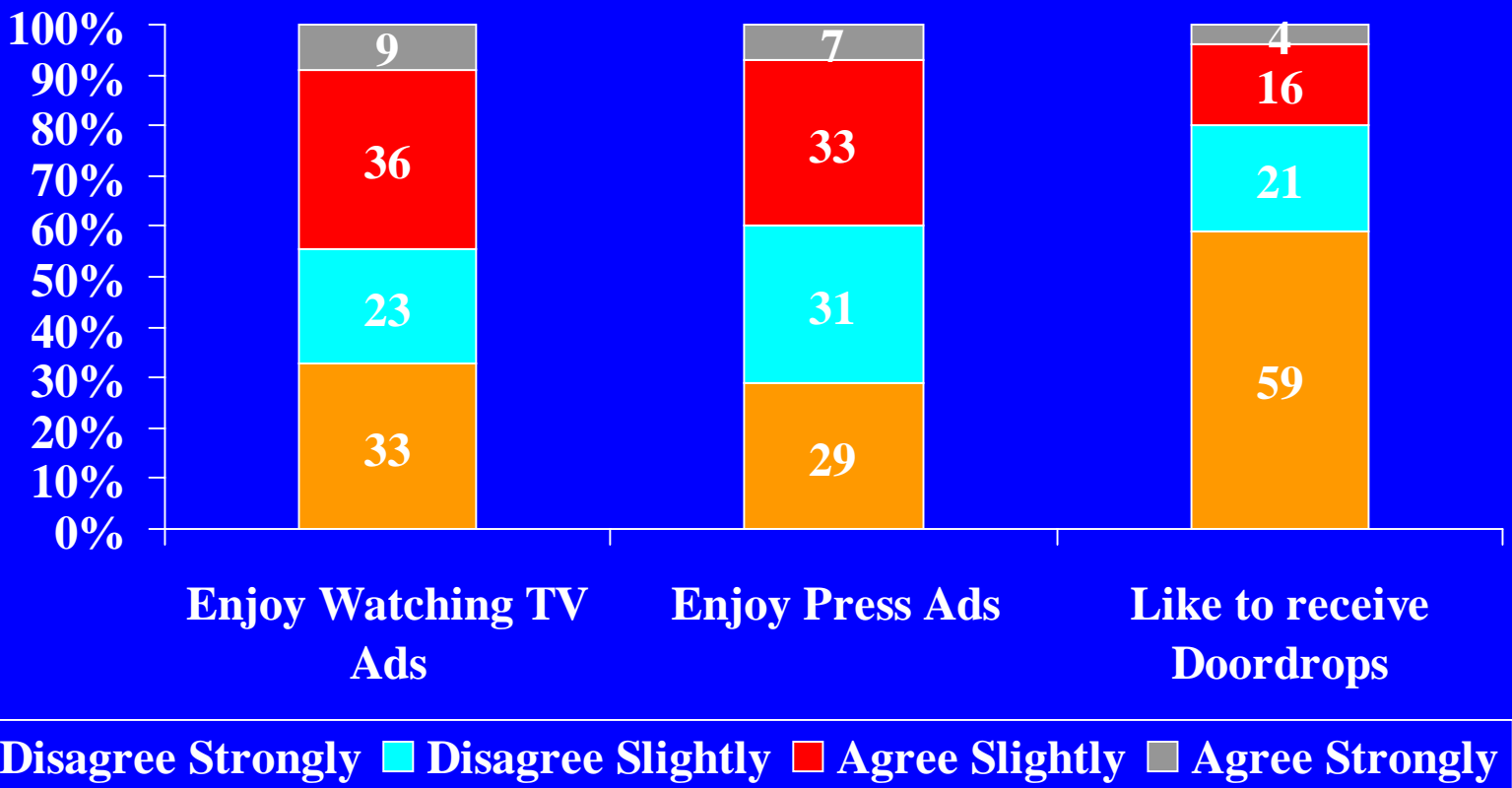
“The majority of consumers do not like receiving door drops.”

Fact

But then neither do they enjoy TV or press advertising that much



ENJOYMENT OF ADVERTISING IN DIFFERENT MEDIA



Source: BMRB Omnibus/
Synergism

Base: 1072
(Total Sample)



ENJOYMENT

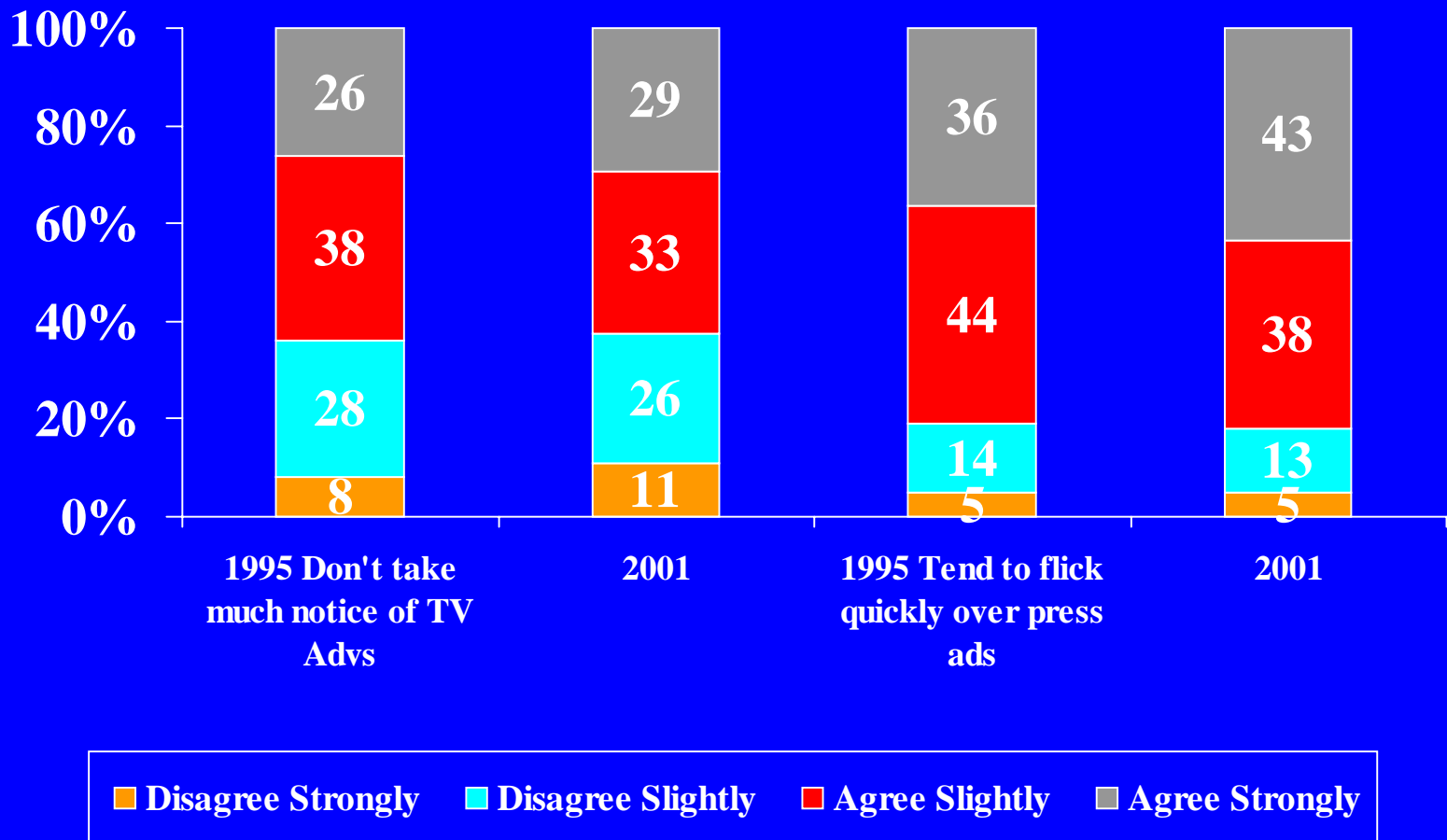
Perception

“The majority of consumers pay a great deal of attention to TV and press advertising.”

Source: BMRB Omnibus/
Synergism



INVOLVEMENT IN OTHER MEDIA



Source: BMRB Omnibus/
Synergism

Base: 1072
(Total Sample)



ENJOYMENT

Perception

“The majority of consumers pay a great deal of attention to TV and press advertising.”

Fact

62% Don't take much notice of TV Ads

81% Flick over press Ads



USEFULNESS

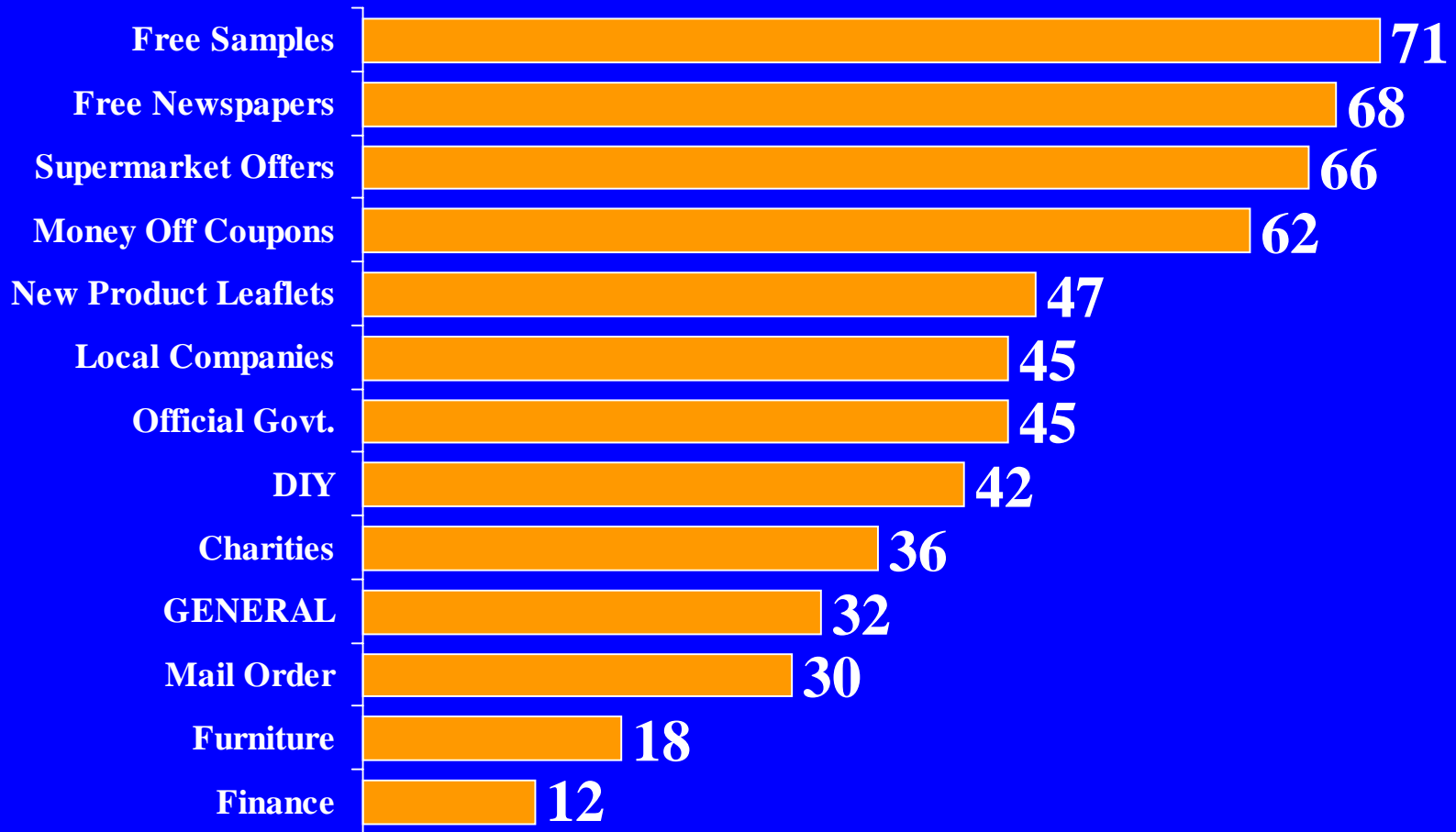
Perception

*“Consumers don’t find
door drops useful.”*



USEFULNESS OF DOORDROPS

% very + quite useful



Source: BMRB Omnibus/
Synergism

Base: 1018

All adults who receive
doordrops or direct mail



USEFULNESS

Perception

“Consumers don’t find door drops useful.”

Fact

Between

62 – 71%

of consumers claim samples, coupons, offers are useful



USEFULNESS vs. 1995

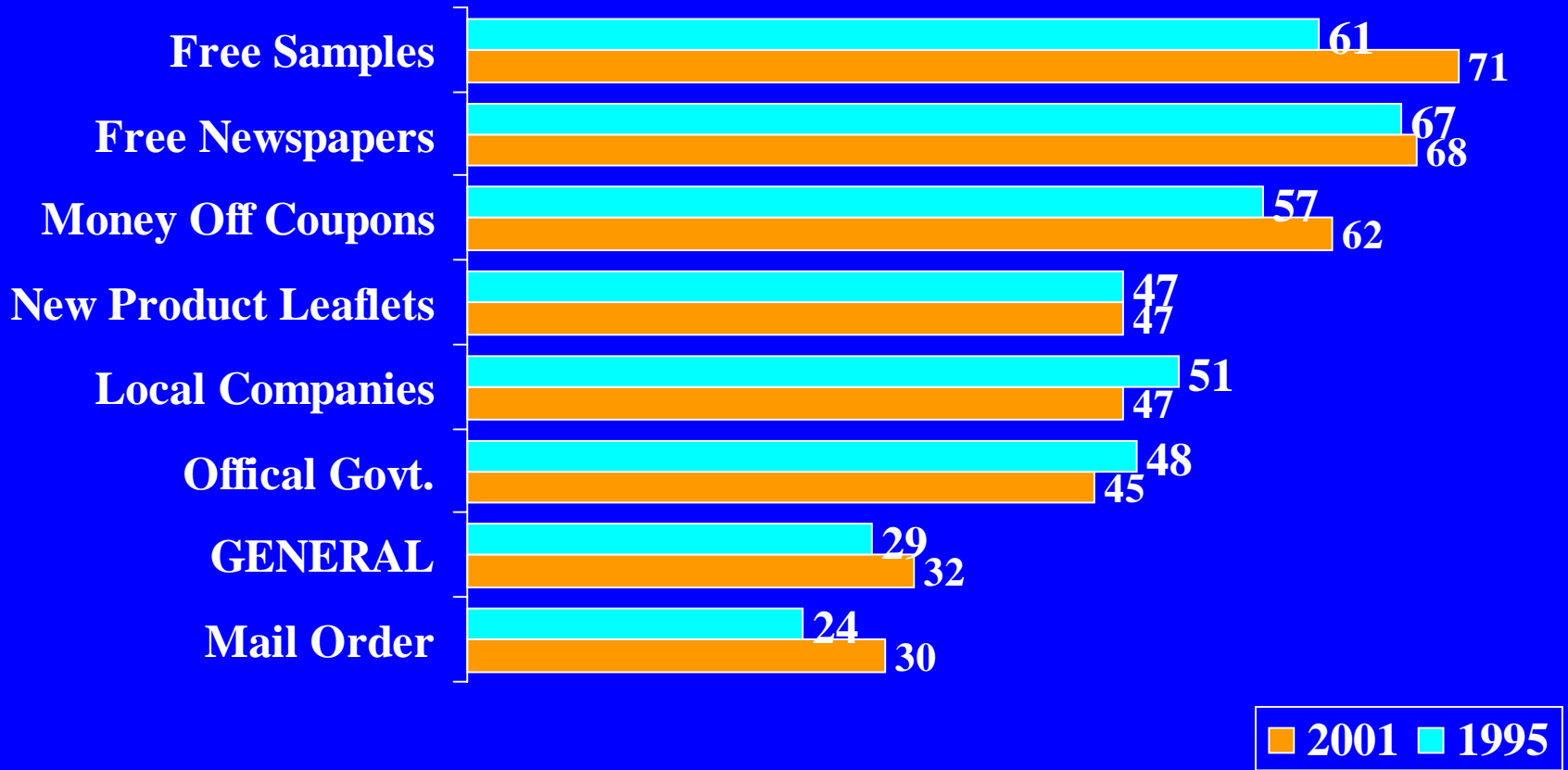
Perception

*“Consumers don’t find
door drops as useful
as they used to.”*



USEFULNESS (vs 1995)

% very + quite useful



Source: BMRB Omnibus/
Synergism

Base: 1000 (1995)
1018 (2001)



USEFULNESS vs. 1995

Perception

“Consumers don’t find door drops as useful as they used to.”

Fact

Consumers find door drops generally

10%

more useful than they did in 1995



USEFULNESS BY REJECTERS

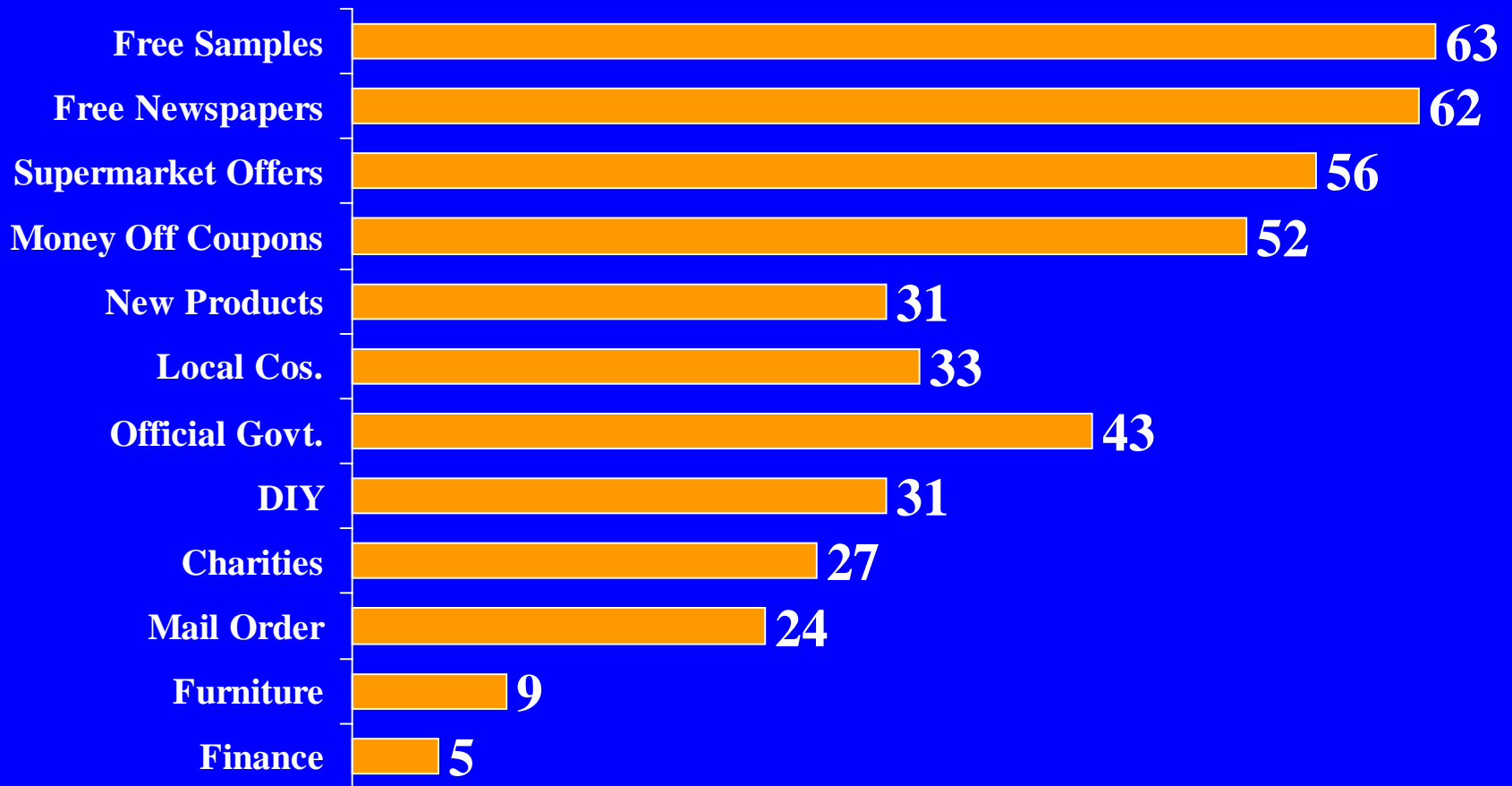
Perception

*“Consumers who reject
the medium don’t find
door drops useful.”*



USEFULNESS AMONGST REJECTORS

% very + quite useful



Source: BMRB Omnibus/
Synergism

Base: 685

All adults who receive
doordrops or direct mail and
don't find them useful in general



USEFULNESS BY REJECTERS

Perception

“Consumers who reject the medium don’t find door drops useful.”

Fact

Even amongst initial rejectors of the medium between

52 – 63%

of rejecters claim samples, coupons, offers are useful



IMPACT

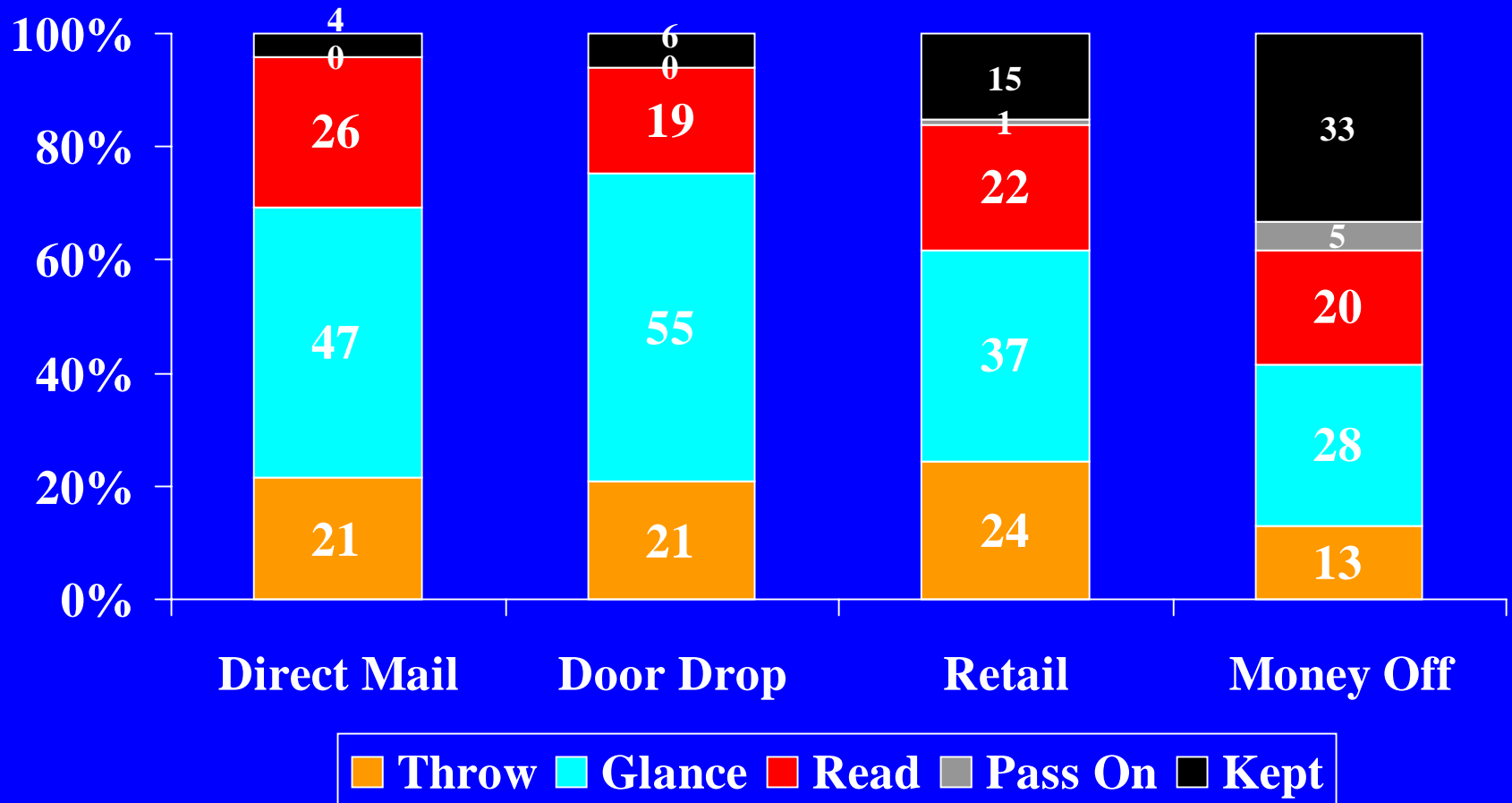
Perception

*“Door drops do not
have the impact of
direct mail.”*

Source: BMRB Omnibus/
Synergism



IMMEDIATE ACTION



Source: BMRB Omnibus/
Synergism

Base: 1018
All adults who receive
doordrops or direct mail



IMPACT

Perception

“Door drops do not have the impact of direct mail.”

Fact

79%

of people keep, pass on, read or glanced at door drops - same as direct mail



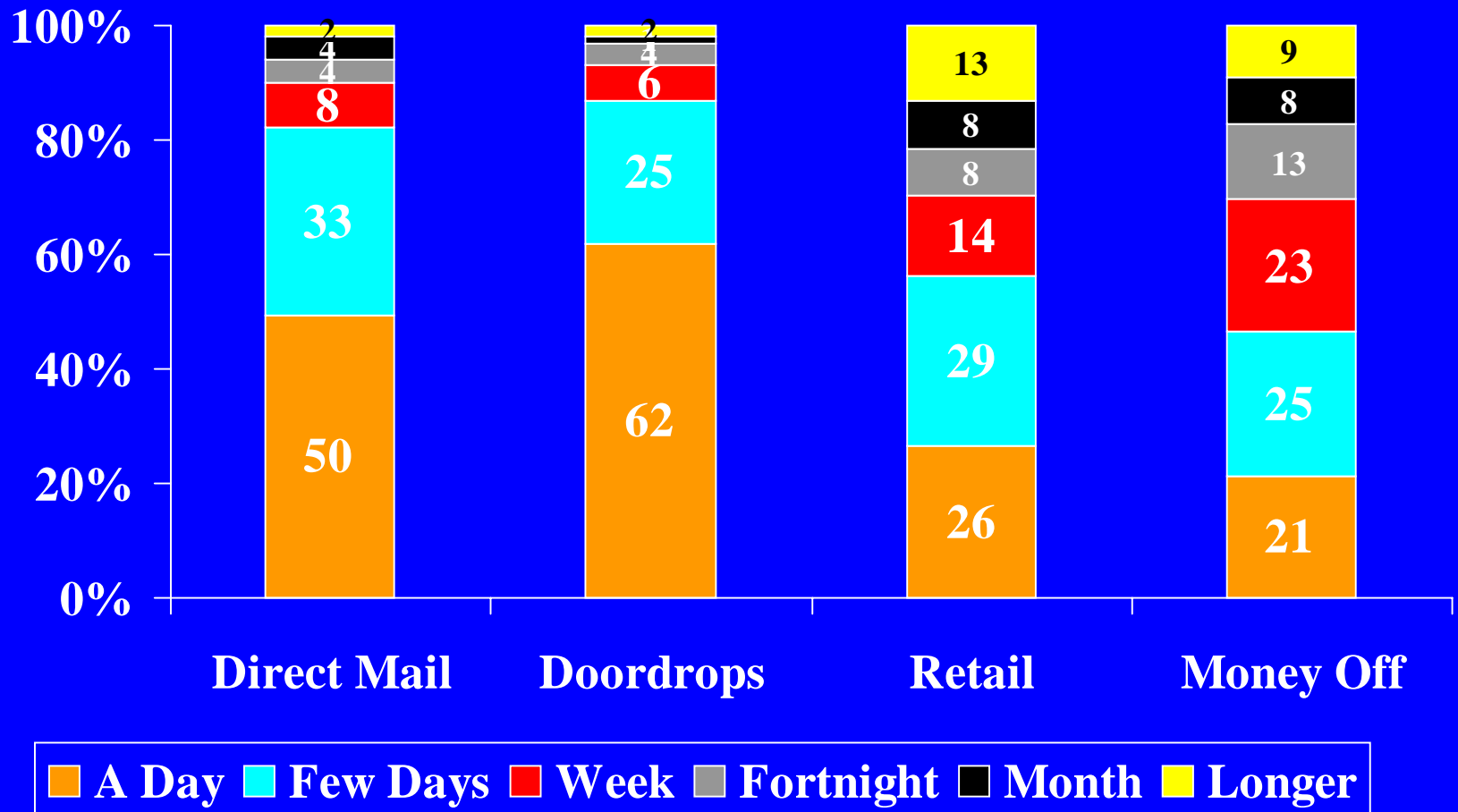
RETENTION

Perception

*“People don’t keep
door drops that long.”*



TIME LEAFLETS KEPT



Source: BMRB Omnibus/
Synergism

Base: Those not
throwing away



RETENTION

Perception

“People don’t keep door drops that long.”

Fact

38%

of are kept for at least a few days and 13% are kept for a week or more



EFFECTIVENESS

Perception

*“Door drops
don’t work.”*

Source: BMRB Omnibus/
Synergism



Purchase or Shopping Action

Actions Ever Taken as a result of Media

	Door drops	Direct Mail	TV	Press
	%	%	%	%
Visited a shop	27	22	26	29
Sent for Information	20	22	11	25
Bought A product	15	17	20	22
Any of these	48	47	47	60
SPEND				

Source: BMRB Omnibus/
Synergism

BASE: 1018

All adults who receive doordrops & direct mail



EFFECTIVENESS

Perception

*“Door drops
don’t work.”*

Fact

48%

*of consumers visited a
shop, sent for
information, bought a
product having
received a door drop*



COMPETITIVENESS

Perception

*“Door drops
don’t work as well as
direct mail, TV or
press.”*



Purchase or Shopping Action

Actions Ever Taken as a result of Media

	Door drops	Direct Mail	TV	Press
	%	%	%	%
Visited a shop	27	22	26	29
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SPEND				

Source: BMRB Omnibus/
Synergism

BASE: 1018

All adults who receive doordrops & direct mail



COMPETITIVENESS

Perception

*“Door drops
don’t work as well as
direct mail, TV or
press.”*

Fact

48%
*of consumers
responded to a door
drop vs 47% dm,
47% TV, 60% press*



“WHATS SO GOOD ABOUT DOOR DROPS THEN?”

- **Useful**
- **Stronger**
- **Impactful**
- **Retained**
- **Effective**
- **Responsive**
- **Competitive**

Source: BMRB Omnibus/
Synergism