

JICMAIL's Top 10 Mail Creatives of 2024

Q1-Q3 2024

**JIC
MAIL**

Mail Media Metrics



JICMAIL's panel of 1,100 households has tracked over 32,000 mail items so far in 2024.

Some advertisers have really stood out this year: generating disproportionately high attention and/or effectiveness vs their share of door mat.

Here are the Top Ten performers of the year to date.

For each mailer we've provided a mail journey to demonstrate how a household has interacted with it, along with a pack shot from Nielsen Ad Intel.

We've provided a few reasons why we think each one has been so successful. What do YOU think?



January health kick with Hello Fresh

HELLO FRESH

65% off your first box + 20% off for 2 months + Free sides for life!

Cook with the UK's #1 recipe box

How it works

- Pick a plan**
Whether cooking for yourself or your household, we have a flexible plan to match your lifestyle. Need to cancel, change meals, or skip a week? Not a problem.
- Fresh ingredients delivered**
We deliver your step-by-step recipes and all the fresh pre-portioned ingredients you need, straight to your door.
- Cook, eat, enjoy!**
The old "what do you want to eat?" conversation is about to be banished from your life. Welcome to a world where dinner is always planned, simple and delicious.

Free gifts with HelloFresh!

Cook your way to a range of tasty treats with Fresh Rewards.

Box 1 65% off Start here!	Box 2 20% off	Box 3 20% off	Box 4 20% off Free gift	Box 5 20% off
Box 6 20% off Free gift	Box 7 20% off	Box 8 20% off Free gift	Box 9 20% off	+ Free sides for life!

"Great choice of meals, no waste from food as everything is in correct portions which means cheaper than my supermarket shop, easy and quick to prepare fresh meals, the whole family enjoy so no more cooking different meals." **Julie, UK**

★★★★★ **Trustpilot**

Gü Dessert

Quick & Easy

Healthy Options

Family favourites

Premium

Veggie

Offer valid until 31st January 2024. This offer requires you to "Free Sides for Life" when ordering a Hello Fresh box as well as 20% off your first box and 20% off for two months from account creation excluding bank holiday regions, add-ons and delivery charges. New customers only. One voucher per customer and household. You can select one side from 6 options each week following the box. Side options are provided subject to availability and at the sole discretion of Hello Fresh. Cannot claim for delivery requirements. In the event Hello Fresh cannot supply a side for any reason, customer will need to contact Hello Fresh Customer Care via the method listed on our website to receive a credit voucher. Super substitutions: you'll be able to swap sides weekly (subject to availability). Cancellations and order deadline: 24 hours before your delivery is due. Valid for UK residents only including Jersey, Guernsey & Isle of Man, excluding Scotland, Highlands and Islands. If you choose to cancel your account at any time, this offer will automatically expire. By accepting this offer, you agree to our general Terms and Conditions. Hello Fresh reserves the right to amend or withdraw this offer at our complete discretion with no prior notice or liability to you. See website for full T&Cs. We obtained your name and postal address from Transact's 2021 list. If your details are incorrect or you'd like to opt out of any future mailings from Hello Fresh, get in touch at datapoints@hellofresh.co.uk. Alternatively, feel free to email hello@hellofresh.co.uk. Typical help organisations with their marketing and advertising including how to opt out of their file, visit www.transact.co.uk/consumers where you can also view their full privacy policy.

- ✓ Strong branding
- ✓ Distinctive assets
- ✓ Relevant offers
- ✓ Seasonal relevance
- ✓ Product shot

Mon Jan 08 2024 Put it aside to look at later

HHC Female, 25-34 Mail arrival/sorting

HHC Female, 25-34 Opened it

HHC Female, 25-34 Read/looked/glanced at it

HHC Female, 25-34 Put it aside to look at later

Wed Jan 17 2024 Went online for more information

HHC Female, 25-34 Read/looked/glanced at it

HHC Female, 25-34 Used/did something with the information

HHC Female, 25-34 Went online for more information

Mail details

Advertiser brand	Hello Fresh
Sender	Restaurant or takeaway
Format	Mail type - addressed advertising
Reach	1
Frequency	6

HH details

Region	London
Social grade	A
Household Size	Live with others (HH size = 2+)
People in Household	
Tenure length	Under a year
Tenure Type	Rented
Mosaic Group	A: City Prosperity
Acorn Group	D. City Sophisticates

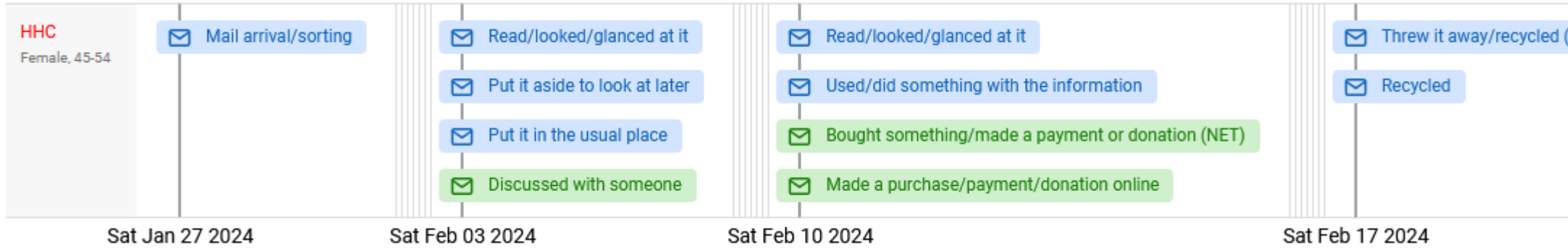
Or maybe you just fancy a foot long Subway



- ✓ Eye-catching imagery
- ✓ Stand-out tag line
- ✓ Exclusive offers
- ✓ Location-based
- ✓ Offers worth discussing

Mail details	
Advertiser brand	Subway
Sender	Restaurant or takeaway
Format	Mail type - door drop
Reach	1
Frequency	7

HH details	
Region	North West
Social grade	B
Household Size	Live with others (HH size = 2+)
People in Household	Couple, Household with children
Tenure length	Over 10 years
Tenure Type	Owned/mortgaged
Mosaic Group	F: Suburban Stability
Acorn Group	C. Mature Money



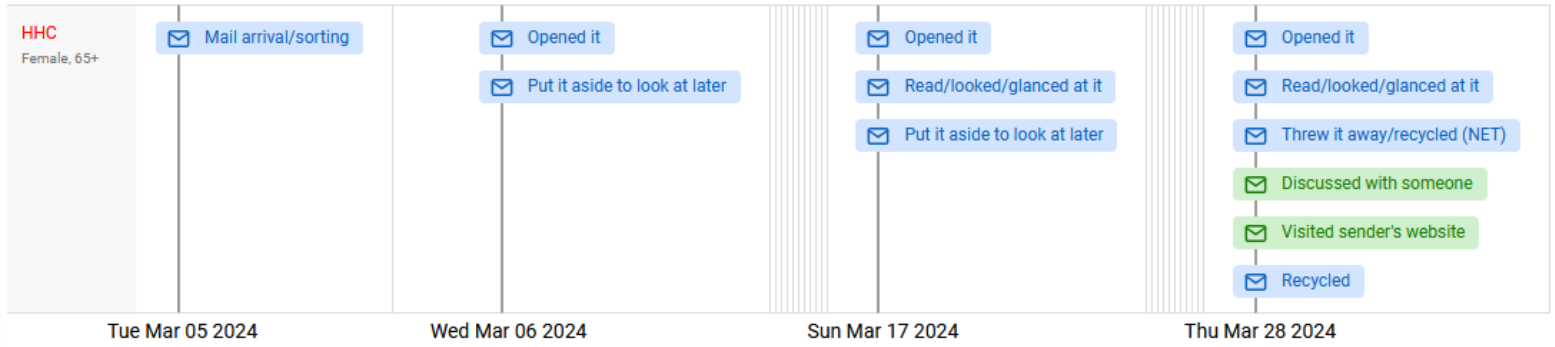
Staying cosy with Cotton Traders



- ✓ Human presence
- ✓ Product shots
- ✓ Seasonal relevance
- ✓ Simple messaging
- ✓ Appeal across genders

Mail details	
Advertiser brand	Cotton Traders
Sender	Retailer (In-store or online)
Format	Mail type - addressed advertising
Reach	1
Frequency	9

HH details	
Region	Yorkshire
Social grade	DE
Household Size	Live with others (HH size = 2+)
People in Household	Couple
Tenure length	6-10 years
Tenure Type	Owned/mortgaged
Mosaic Group	C: Country Living
Acorn Group	F. Countryside Communities



The ubiquitous farmfoods door drop



- ✓ Creative consistency
- ✓ Offline and online response mechanism
- ✓ Prompts household discussion
- ✓ Part of the grocery shopping planning process

Mail details	
Advertiser brand	Farmfoods
Sender	Supermarket or grocery store
Format	Mail type - door drop
Reach	2
Frequency	14

HH details	
Region	North West
Social grade	C1
Household Size	Live with others (HH size = 2+)
People in Household	Couple, Household with children
Tenure length	3-5 years
Tenure Type	Owned/mortgaged
Mosaic Group	K: Municipal Tenants
Acorn Group	Q. Difficult Circumstances

HH	Mon Jan 15 2024	Tue Jan 16 2024	Sat Jan 27 2024	Sat Feb 03 2024
HHC Female, 35-44	<ul style="list-style-type: none"> ✉ Mail arrival/sorting 	<ul style="list-style-type: none"> ✉ Opened it ✉ Read/looked/glanced at it ✉ Put it in the usual place ✉ Discussed with someone 	<ul style="list-style-type: none"> ✉ Read/looked/glanced at it ✉ Passed it on/left out for the person it's for ✉ Planned a large purchase 	<ul style="list-style-type: none"> ✉ Read/looked/glanced at it ✉ Used/did something with the information ✉ Discussed with someone ✉ Planned a large purchase
HHM1 Male, 35-44			<ul style="list-style-type: none"> ✉ Read/looked/glanced at it ✉ Put it aside to look at later 	<ul style="list-style-type: none"> ✉ Read/looked/glanced at it ✉ Discussed with someone ✉ Planned a large purchase

Tesco delivers offers while appealing to the emotions

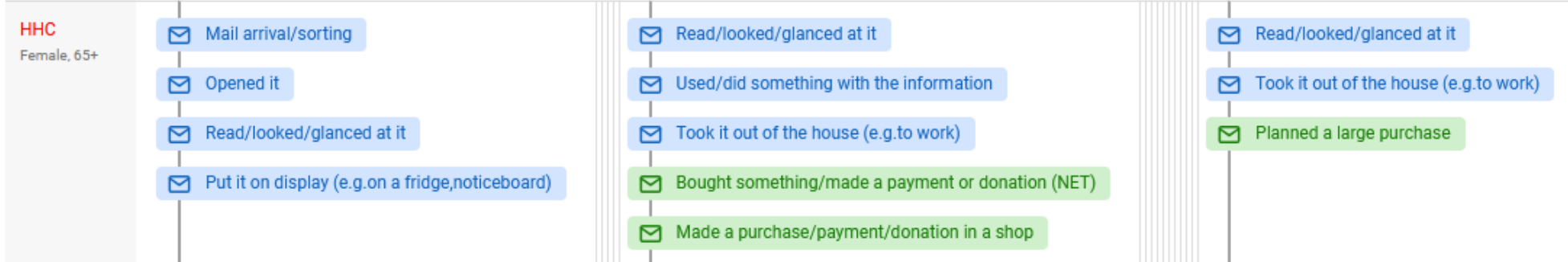


- ✓ Human imagery
- ✓ Emotion-driven / fun
- ✓ Personalised messaging
- ✓ Combination brand and offer—lead approach to loyalty

Mail details	
Advertiser brand	Tesco Clubcard
Sender	Supermarket or grocery store
Format	Mail type - business
Reach	1
Frequency	9

HH details	
Region	Midlands
Social grade	DE
Household Size	Live with others (HH size = 2+)
People in Household	Couple
Tenure length	3-5 years
Tenure Type	Rented
Mosaic Group	C: Country Living
Acorn Group	B. Executive Wealth

You have
£29.50
 in Clubcard vouchers + 6 coupons



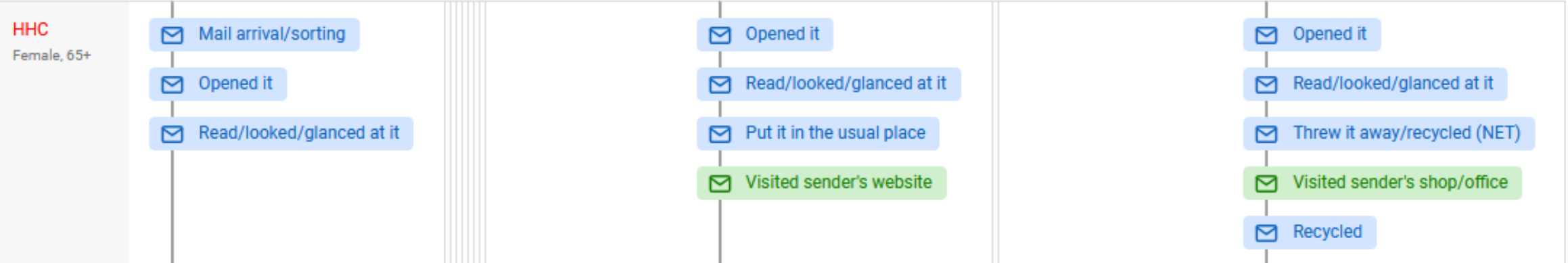
Getting ready for summer with Hotter shoes



- ✓ Making full-use of envelope creative real estate
- ✓ Seasonal relevance
- ✓ Product shot
- ✓ Brand and offer lead

Mail details	
Advertiser brand	Hotter Footwear
Sender	Retailer (In-store or online)
Format	Mail type - addressed advertising
Reach	1
Frequency	9

HH details	
Region	Yorkshire
Social grade	DE
Household Size	Live with others (HH size = 2+)
People in Household	Couple
Tenure length	Over 10 years
Tenure Type	Owned/mortgaged
Mosaic Group	E: Senior Security
Acorn Group	G. Successful Suburbs



Howdens effective use of the original geo-targeted media



- ✓ Geo-targeted
- ✓ Geo = personalised
- ✓ Creative consistency
- ✓ Simple attribution mechanism

HH details	
Region	Midlands
Social grade	A
Household Size	Live with others (HH size = 2+)
People in Household	Couple, Household with children
Tenure length	Over 10 years
Tenure Type	Owned/mortgaged
Mosaic Group	G: Domestic Success
Acorn Group	C. Mature Money

Mail details	
Advertiser brand	Howdens Kitchen Supplier
Sender	Local tradesperson
Format	Mail type - addressed advertising
Reach	2
Frequency	3

HHC Female, 65+	✉ Mail arrival/sorting	✉ Put it in the usual place		
HHM1 Male, 45-54			✉ Filed it for reference or records	✉ Discussed with someone
				✉ Went online for more information

Labour influencing voter behaviour at the key moment



- ✓ Creative consistency
- ✓ Mass reach
- ✓ Driving key discussions at the vital moment
- ✓ Simply call to action!

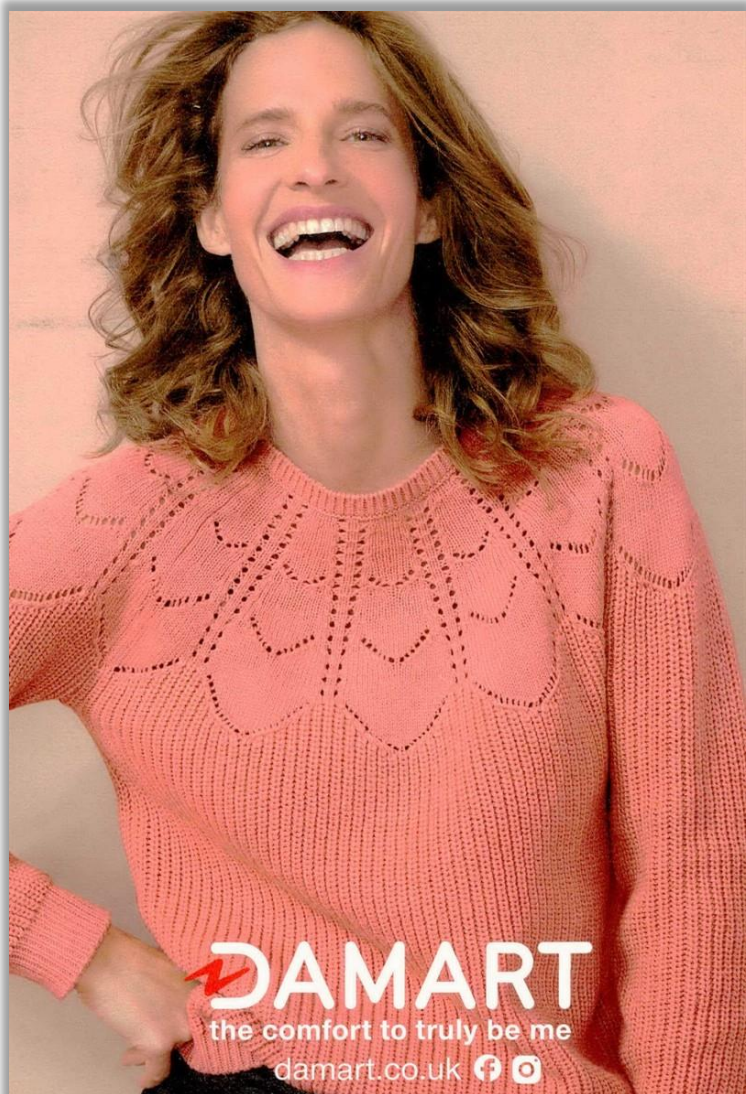
Mail details	
Advertiser brand	The Labour Party
Sender	Government/council
Format	Mail type - door drop
Reach	1
Frequency	4

HH details	
Region	Midlands
Social grade	C1
Household Size	Live with others (HH size = 2+)
People in Household	Couple, Household with children
Tenure length	3-5 years
Tenure Type	Owned/mortgaged
Mosaic Group	E: Senior Security
Acorn Group	H. Steady Neighbourhoods

Mon Jul 01 2024 Discussed with someone	
HHC Female, 55-64	Mail arrival/sorting
HHC Female, 55-64	Read/looked/glanced at it
HHC Female, 55-64	Put it aside to look at later
HHC Female, 55-64	Discussed with someone

Fri Jul 19 2024 Recycled	
HHC Female, 55-64	Threw it away/recycled (NET)
HHC Female, 55-64	Recycled

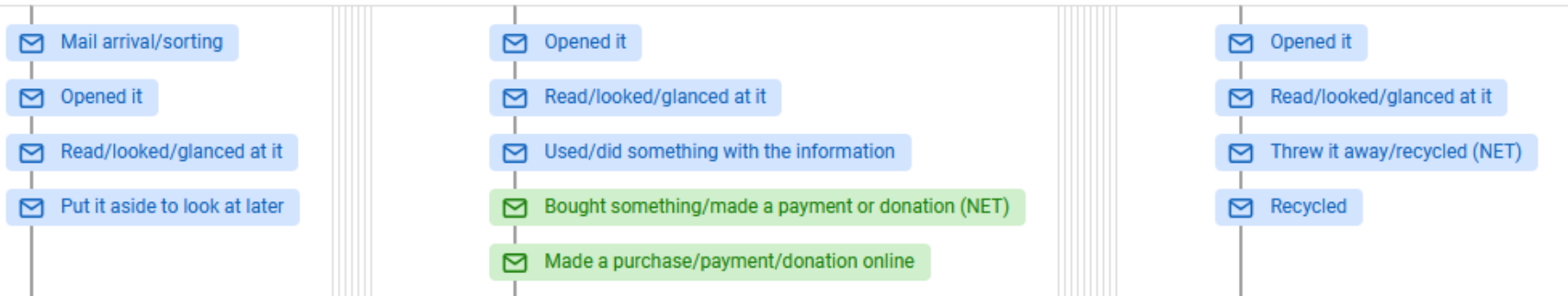
Damart bring the smiles



- ✓ Human / emotion lead imagery
- ✓ Bold brand approach
- ✓ Prompts purchase online

Mail details	
Advertiser brand	Damart
Sender	Retailer (In-store or online)
Format	Mail type - addressed advertising
Reach	1
Frequency	10

HH details	
Region	East Of England
Social grade	C1
Household Size	Live with others (HH size = 2+)
People in Household	Couple, Household with children
Tenure length	Over 10 years
Tenure Type	Owned/mortgaged
Mosaic Group	D: Rural Reality
Acorn Group	C. Mature Money



P&G show how mail works for FMCG



Mail details	
Advertiser brand	Always
Sender	Retailer (In-store or online)
Format	Mail type - door drop
Reach	2
Frequency	6

HH details	
Region	HTV Wales
Social grade	DE
Household Size	Live with others (HH size = 2+)
People in Household	Lives parent
Tenure length	Over 10 years
Tenure Type	Owned/mortgaged
Mosaic Group	D: Rural Reality
Acorn Group	H. Steady Neighbourhoods

Recipient	Fri Aug 09 2024	Sat Aug 10 2024	Thu Aug 15 2024	Fri Aug 16 2024
HHC Male, 25-34	<ul style="list-style-type: none"> Mail arrival/sorting 	<ul style="list-style-type: none"> Put it aside to look at later Put it in the usual place Discussed with someone 		<ul style="list-style-type: none"> Threw it away/recycled (NET) Recycled
HHM2 Female, 55-64			<ul style="list-style-type: none"> Used/did something with the information Took it out of the house (e.g. to work) Used a voucher/discount code Bought something/made a payment or donation (NET) Made a purchase/payment/donation in a shop 	

- ✓ Strong branding
- ✓ High channel share of voice vs competitors
- ✓ Human presence, product shot
- ✓ Format allows for further exploration of product information

To find out which mailer's won at Christmas this year, look out for Q4 2024 data released in February!



To activate your free access to gold standard mail planning and measurement data, get in touch with JICMAIL today

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