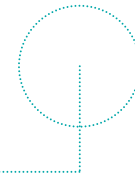


Press Cutting:

**The Software Bureau
DM Weekly
22nd August 2008**





In-depth Analysis

Direct advertisers – Go digital or die

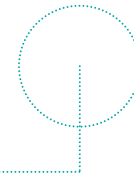
On the face of it, the latest IPA Bellwether survey makes for sombre reading. The top line finding is that, after one year, the credit crunch has now spread from banking and housing to the marketing sector itself. David Attinger managing director at Attinger Jack www.aja.co.uk explains more



A standard for suppression, because there is no other option

These are dark times. Direct marketing is under the spot light like never before; what with opt out schemes, environmental pressures and the ever-dreaded credit crunch to contend with. Every brand out there is in danger of losing reputation, losing consumers and losing revenue over poorly targeted, incorrect direct mail. Mark Dobson, client services director, The Software Bureau





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And before you think that this is just another depressing opinion from a direct marketer moaning that 'something must be done', and waiting for someone else to do something about it, it's not. I am putting my foot down on behalf of the industry and demanding that we get behind a 'Suppression Best Practise' accreditation system.

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[Senior Brand Marketing Manager Blue Skies](#)

The role is to develop and implement brand communication activity which is due to run until December 2010.

This would mean that organisations processing mailing data files would need to pass an accreditation process and, the organisations responsible for initiating the campaign, ie; the mailer, would need to demonstrate that they use only accredited bureaux. The DMA would be the ideal organisation to administer it and should instigate a period of research into how it would work in practice. I am convinced that with the support of a range of industry people and government representatives, this could become an industry standard and the accreditation logo be as familiar as the kite mark.

But would this change anything? Well in a word, YES. Lazy, inconsiderate mailers would be forced to clean up their act as consumers begin to demand that their mail comes from accredited sources and as postal providers refuse to take part in campaigns created by non-credited organisations. It would be proof that as an industry we are we are prepared to address the challenges we face and take genuine action to put our house in order. Consumers would feel reassured that waste is at a minimum and the organisation in question is operating at the highest standards. Junk mail could be a thing of the past and we can be proud to work in direct marketing! There is no reason why this scheme can't become an industry standard and we can finally begin to turn round the image of direct mail.

It is the only option. Or else we truly face a bleak future for our industry.

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