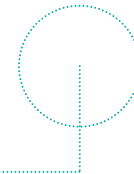


Press Cutting:

**The Software Bureau
Precision Marketing
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Make 'junk mail' a thing of the past

Another week and another damning report on direct mail practice in the UK (Mail under cosh as 'millions are wasted' on shoddy data, *PM* July 11).

Direct marketing is under the spotlight like never before; what with opt out schemes, environmental pressures and the credit crunch to contend with. Every brand is in danger of losing reputation, consumers and revenue over poorly targeted, incorrect direct mail.

And yet, as we face crippling government legislation, nothing is being done. We as an industry need to stand up against lazy, inconsiderate mailing to prove that we are capable of cleaning up our act.

These are dark times for brands – consumer trust is at an all time low and sloppy mailers are far from helping. To take genuine action on the situation would be proof that we are prepared to address the challenges we face, resulting in consumers feeling reassured that waste is at a minimum and the organisation in question is operating at the highest standards.

Just think, if we all put our foot down on 'shoddy' data then 'junk mail' could well and truly be a thing of the past."

