

DYK
DID YOU KNOW SERIES

MIDTERM
MAILERS

ADD INTERACTIVITY
TO INSPIRE ACTION

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THE
PAPER
PROFESSOR®

DID YOU KNOW?

4 WAYS TO ADD INTERACTIVITY TO YOUR POLITICAL MAILER

Political campaigns have long relied on direct mail to get the word out. Targeted mailings that utilize demographic data like age and household income make it easy to reach large swaths of potential voters with tailored messaging, and these mailings are effective; in recent voter surveys, the USPS® found that, when asked which political advertising channels are most credible, more than two-thirds of respondents ranked direct mail in their top three. Additionally, 80% of those surveyed said that political mail increased their awareness of the candidates running.¹

THE TIME FOR CAMPAIGN MAILERS IS NOW

Because campaign mailers are often a voter's introduction to a candidate, it's wise to begin leveraging direct mail early rather than waiting until the race heats up. This also gives political marketers time to assess engagement

across both print and digital channels and adjust messaging or retarget as needed. But no matter when you send, make sure your mailer is designed to grab attention and inspire action.

THE PERFECT PAPER FOR THE POST

To help potential voters get to know your candidate, you'll need a durable stock that meets the minimum 7-pt. thickness requirement of the USPS®. We recommend Springhill® 90 lb. Index or Accent® Opaque 100 lb. Text Smooth.

The goal with any direct mail campaign is to inspire action, whether that means enticing a consumer to try a new shampoo brand or persuading a voter to cast their ballot for a particular candidate, and one way to increase engagement with your mailer is to build in a mechanism for interaction. Here are four strategies to try.

QR CODES



An oversized postcard is not the place for a detailed breakdown of the candidate's 16-point platform, but it can serve as a useful jumping off point to more in-depth information, usually located on the candidate's website. Provide the most important info up front, then use a well-placed QR code to drive readers to digital channels for more.

VOICE ASSISTANT INTEGRATION



Weaving smart speaker commands into direct mail is still a fairly new phenomenon, which gives it a certain wow factor. Consider creating a custom command for Amazon's Alexa®, Apple's Siri® or a Google Home® device that delivers additional candidate information, connects the individual with a campaign volunteer or creates a reminder to vote on Election Day.

AR VIDEOS



What could be more impactful than hearing directly from the candidate about the issues that matter most to voters? With augmented reality, direct mail comes alive. Combine AR with a QR code and there's no need for the recipient to download a special app; all they need to do is scan to watch.

PAPER PLAY



Sometimes all it takes to get someone engaged with a mailer is an unusual finishing technique or a creative fold. Consider a rolling knot fold, snake fold or fun pop-up. Does your mailer contain Q&A or FAQ content? Use flaps or windows to allow the reader to reveal information as they go.

SOURCES

¹ United States Postal Service. "The Direct Mail Effect with Voters: A Guide from the 2021 Virginia Elections on How to Effectively Build Integrated Campaigns." (2021)