

Case study: TNT Post

Improved geographical analysis
delivers efficiency



Client

TNT Post has been in the business of doordrop marketing since 1952 when as Circular Distributors it distributed the first national sample campaign for Omo. Now part of the €13 billion TNT group it offers door drop distribution across Europe and Mail delivery in many markets, including more than 1 billion items in the UK. TNT Post delivers over 2 billion unaddressed items in the UK each year consisting of leaflets, samples, brochures and catalogues for many household names in the FMCG, Retail, Financial and Charity sectors.



Challenge

TNT Post offers a range of targeting and delivery solutions to advertisers. This includes the use of Experian's Mosaic consumer classification for profiling and targeting of audiences, but also the analysis of sources such as BMRB's Target Group Index research on product and media consumption, and profiling of Tesco's Clubcard database of grocery shopping behaviour.

Over the years, TNT Post have pioneered multi-layered targeting techniques and developed a number of ways to ensure that advertisers reach the right consumers, combining minimum wastage (lower cost) with maximum impact (higher response) in order to improve cost-effectiveness.

A fundamental part of this programme of innovation has been the creation and provision of micro-sector targeting.

Micro-sectors are TNT Post's own, unique distribution areas. Each micro-sector, which comprises areas of around 750 households across the whole of the UK, is a subdivision of a postal sector - until now the lowest and most common unit of geography used by advertisers when planning a door drop advertising campaign.

Micro-sectors allow clients to target with greater precision. The smaller units mean that selected areas are more demographically homogeneous, can match the clients' target market more closely and subsequently reduce wastage. The areas are defined by full postcode and detailed street maps and listings are produced for each of the micro sectors so that TNT Posts' field distributors know exactly where to go.

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“TNT Post conducted a competitive evaluation of MicromarketerG3 and are convinced it offers significant benefits to our business. The power of the mapping engine, and the scope offered by the visualisation and reporting of data have brought considerable cost savings and efficiencies to our business. This radically improves the quality of our geographical analysis and the support we can give to clients in the accurate and timely delivery of door drop marketing.”

**Charles Neilson
Managing Director
TNT Post (Door drop Media) Ltd**

In any organisation data updating is an important step, even more so when it involves links to all UK addresses and postcodes. In order to maintain seamless links between the operational and targeting systems, the micro-sectors need to be updated at the same time. The process of updating the targeting systems was quite laborious, with both the micro-sector boundaries and associated demographic data. It involved the use of TNT's existing GIS software and the outsourcing of the demographic updates to Experian's data analysts. The whole process took six weeks to run and had to be undertaken every twelve months.

Solution

TNT Post decided to review the market to look for a product that would provide improvements for matching its targeting information to micro-sectors. It had to allow faster, more regular updates at competitive costs. Key to the selection was:

- The ability to store the existing library of micro-sector boundary information and link this to detailed and accurate information on the demographics of local areas.
- The solution must allow TNT to dynamically update the boundaries of their micro-sectors, and in association with this the underlying demographic data for each area.

- The ability to analyse, rank and map micro-sectors in association with other complementary data including demo graphics, product consumption, retail location information, drive time, retail and media catchment data.
- Provide high quality reports and analysis of micro-sectors for advertising sales support.

Results

TNT opted to use Experian's new Micromarketer Generation3 software.

- Micromarketer's advanced geographical analysis tools and user-friendly interface enable TNT to update their micro sector database in-house without the need to outsource the data update. The cost of investing in Micromarketer has been offset by the ease of updating the micro-sector database and the ability to update on demand.
- The ability to link micro-sectors to Experian's comprehensive library of household-based demographic information enables TNT to more accurately profile each micro-sector in relation to the demographic composition of each area. Experian's annual updates also enable TNT to keep pace with changes in local demography.
- MicromarketerG3's reporting and mapping has improved the quality of TNT's advertising sales support material. This helps in its efforts to secure more advertising revenue for the unaddressed market.

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