

<http://www.printweek.com:80/printbuying/news/863247/Unaddressed-DM-considered-more-environmentally-harmful-public/>



Unaddressed DM considered 'more environmentally harmful' to public



Cole: marketers should heed the environmental advice

Amy Golding, [printweek.com](http://www.printweek.com), 19 November 2008

A study into direct marketing has found that unaddressed direct mail is more likely to be considered environmentally damaging than personalised marketing.

A study from CCB FastMap showed that 46% of respondents thought unpersonalised leaflets and door drops were bad for the environment, whereas only 20% of people believed the same for personalised mail.

CCB managing director David Cole said: "People really do believe personalised marketing items of all types are less environmentally harmful than unpersonalised ones."

The market research agency also found that leaflets delivered door-to-door were considered slightly more harmful than those delivered by the postman.

Around 3% of adults thought direct mail items comprised the bulk of their rubbish, compared with 7% who said leaflets, flyers, brochures, directories and coupons accounted for the largest portion of refuse.

CCB FastMap also found that 92% of respondents were prepared to devote time to achieving a greener lifestyle and that 95% of people were prepared to swap to a more environmentally friendly brand.

"Marketers would be very foolish to ignore such strength of feeling, especially since consumers are casting a critical eye, not only on the green credentials of the brands they use, but also the way they are marketed," added Cole.