

The power of knock 'n drop

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Today, more than ever before, the efficient use of advertising budgets is an advertising agency or marketing manager's foremost priority.

Compelling facts on the knock 'n drop method were recently brought to light in an article written by Chris Moerdyk. This article featured some research done in the UK on knock 'n drop or door-drops as they call it.

In 1997, 23 of Britain's top 100 advertisers used the knock 'n drop system, and by 2002 this figure has risen to 84. The leading advertisers are spending a lot more money on this medium. BskyB is the most eminent business corporation in Britain, with an annual spent of R200million. Safeway follows next with R160million and Barclay's expenditure being R150million per annum.

For some obscure reason, the knock 'n drop option is often disregarded or frowned upon, even though most of South Africa's leading retailers use this method extensively. More than R114million was spent on this medium in 2003, creating a 41% growth contrasting with last year's R81million, slicing a 0.88% share of the advertising pie.

The Homemakers Fair Media Group, publishers of Homemakers Fair and homeTALK have been using this method of distribution for the past 22 years, culminating in 264 months of publishing excellence. Today these magazines are distributed to more than one million South African homes.

Internationally and nationally, knock 'n drop is clearly regarded as a medium that cuts straight to the heart of a complex target audience, offering outstanding cost efficiency with total measurability. Research on Homemakers Fair and homeTALK has ascertained that 70% of recipients read the publications right away and 77% keep copies for future reference while. Less than 5% regard it as "junk mail".

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