



MAY 2024

# Basically Business

a monthly newsletter published by Sir Speedy

## The Resurgence of Minimalist Design

The minimalist design aesthetic trend never fully goes away and is currently at a high point in 2024. Its focus on space, simplicity and beautiful typography is always appealing, but does ebb and flow. Here are six elements of minimalist design that make it such an enduring classic.

**Nature-Inspired** – embracing organic shapes, natural light, earthy color palettes and calm, harmonious textures, is a trend that pulls from the natural world that surrounds us, bringing the outside in. The intent is to create balance and encourage healthier, simpler living.

**Negative Space** – strategically using empty space, designers leverage negative space to create balance, draw the eye and elicit emotion without crowding the visual field. Negative space is the ‘breathing

room’ in a design that emphasizes openness and often makes the greatest impact.

**Futuristic** – captivating audiences with a seamless blend of technology and innovation with the clean lines of minimalist design, futuristic minimalist is sleek and simple. Featuring metallic accents and focusing on functionality, this design aesthetic evokes innovation and progress.

**Monochromatic Palettes** – creating simplicity while adding depth, monochromatic palettes embrace a simple dominant color and layer in its shades and tones throughout a piece for texture and interest. This aesthetic often has broad appeal and creates a simple layout that allows important content to be easily highlighted.

**Minimalist Typography** – typography is used to bring words to life, enhance readability and contribute to a better user experience. Minimalist typography is clean and straightforward, elegantly conveying a message in a streamlined, understated way.

**Eco-conscious** – emphasizing the use of sustainable materials, functional design and a focus on simplicity, eco-conscious design encourages mindfulness and harmony.



# Not Your Grandfather's Direct Mail

The rapid rise of digital marketing set direct mail back for a time, but today's direct mail has evolved. New breakthroughs mean that direct mail is more highly effective than ever. Below are five ways direct mail has adapted to the changing needs of marketers.

## Personalization

More than three-fourths (78%) of consumers prefer to shop with brands that personalize their content. Direct mail campaigns used to be imprecise, with heavily siloed customer information. Today's mail programs are dynamic and sophisticated, allowing for personalization of recipient names, previous purchase details and special offers.

## Timeliness

Direct mail campaigns used to be largely manual, requiring multiple approval and creative steps prior to distribution. Today's automation means direct mail timelines can be drastically reduced

and mailers can be created and mailed quickly, allowing marketers to be timelier than ever with their messages.

## Connected

Direct mail recipients now receive unique pieces in their physical mailboxes that include digital features that encourage new levels of engagement. Marketers can integrate online efforts like QR codes and personalized URLs into mailers, allowing recipients to access personalized, trackable information with measurable, accurate reporting.

## An Investment

Direct mail used to have a reputation as "junk mail" due to its generalized nature. But today's personalized and digitally integrated mailers are an investment made by the sender, designed to encourage the confidence of recipients. With timely offers and relevant content directed at each recipient's needs and interests, receiving direct mail nowadays seems more special.

## Efficiency

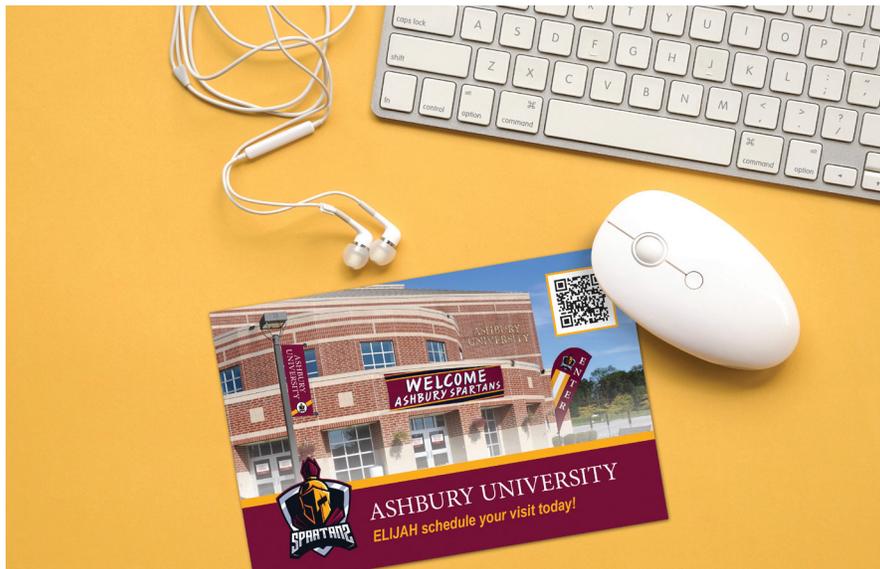
Though more expensive than digital options, direct mail is worth the investment. After all, customers are 30 times more likely to spend time with direct mail and the brands that send it. Audiences respond to high-quality, customized pieces and avoiding digital clutter boosts customer interest and ROI by 20%. These benefits underscore why direct mail is still a great marketing tool worthy of consideration—even in the digital age.

We know the ins and outs of direct mail and understand how to integrate it into your overall marketing strategy.

**Contact us to get a direct mail campaign started.**



# Optimizing Direct Mail for Budget-Conscious Customers



While we know that direct mail is the most effective marketing outreach effort, customers remain as budget-conscious as ever. With budgets stuck at the same levels or becoming even smaller, how can you get the most out of your direct mail campaigns?

Work with a print provider who can help you analyze and leverage available postal and delivery opportunities to help offset rising postal and material costs! We can help with the following:

**Limit Touchpoints** – by reducing the number of distribution points, you can save time and money and eliminate many of the opportunities for a mailer to get damaged before it reaches the customer.

**Pre-Sort by Walk Sequences** – sort mail by neighborhood delivery paths or deliver a large portion of mailers by pallet to a spot along a common postal route.

**Consolidate Sends** – leverage cities, regions and markets strategically by adding names to create high-density lists in certain geographic areas.

**USPS Discounts** – take advantage of promotions available through the USPS. This can reduce costs from 3-5%.

- 1) **Don't miss out on up to a 5% discount** for innovating with paper and stock, substrates, inks, interactive elements and finishing techniques in 2024.
- 2) **By incorporating technologies** such as augmented reality (AR) or near-field communications, you could save 3-5% through USPS' Emerging & Advanced Technology Promotion.

## Did you know?

Direct Mail is one of the most consistently high-performing marketing tactics with results that beat email and search. Direct mail is already one of your most cost-effective and hardest-working marketing tools, delivering impressive results – About 50% of people say they prefer to shop at stores that advertise to them through the mail.

Have an important message to get out? Let us take care of it for you! We work with knowledgeable designers who can create a high-quality, beautifully designed piece that adheres to direct mail best practices. We have the sophisticated equipment, automated processes and years of experience that can drive down your costs significantly and bring your vision to life.

Bottom line: Tell us your goal and we'll take care of the rest.



## GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

 **marketing tango**  
THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

### **Optimizing Direct Mail for Budget-Conscious Customers:** Strategic Solutions from USPS for Cutting Costs

### **Packaging Evolution:** How Millennials & Gen Z Are Shaping Design Trends

Today's packaging design is driven by Millennials and Gen Z, the younger, more socially conscious buyers with annual purchasing power of \$200 billion. Because product packaging can oftentimes make or break sales, and Millennials and Gen Z wield substantial influence through their spending power, they are transforming the ways brands formulate their packaging strategies with the following trends.

- **Design that reflects their values** – packaging and messaging is often centered around sustainability and the environment.
- **Design that communicates authenticity** – they prefer to invest in companies that stand for something.
- **Design that creates a fun experience** – they gravitate toward energetic and lighthearted packaging.
- **Design that evokes nostalgia** – retro-inspired packaging from the 1950s-1980s, paying homage to past aesthetics.
- **Design that is humorous or witty** – playful packaging that makes them laugh, incorporates puns, jokes or pop culture references.
- **Design that aligns with their interests** – packaging reflects their hobbies, lifestyles and values.

## Boost Response Rates



### Stand Out with Your Target Audience.

Sir Speedy can develop direct mail campaigns that connect you to meaningful prospects and customers.

 SirSpeedy

**WeDo**