

# CAPTURING THE 5 SENSES WITH DIRECT MAIL



## TOUCH

Give customers something they can hold and feel in their hands

2.5 BILLION COUPONS were redeemed in 2015. Having the physical reminder encourages people to use them.

### TRY:

- Larger mailings
- Fun textures or raised letters
- Token gifts like pens that provide lasting reminders



## SIGHT

The brain processes visuals 60,000 times faster than text

### TRY:

- Appealing images
- Die cuts and varnishes
- 3-D mailings that draw attention



## SMELL

Scent is the strongest sense tied to memory

### TRY:

- Scratch and sniffs like the smell of cookies or coffee
- Product samples such as perfumes



## SOUND

Direct mail that uses audio grabs attention and makes it stand out

### TRY:

- Embedding a sound clip that is activated upon opening
- Using QR codes or linking to sites with personalized videos



## TASTE

Who doesn't like free samples?

### TRY:

- Including a sample that can help your mail stand out
- Sending free trials or coupons to try your product

