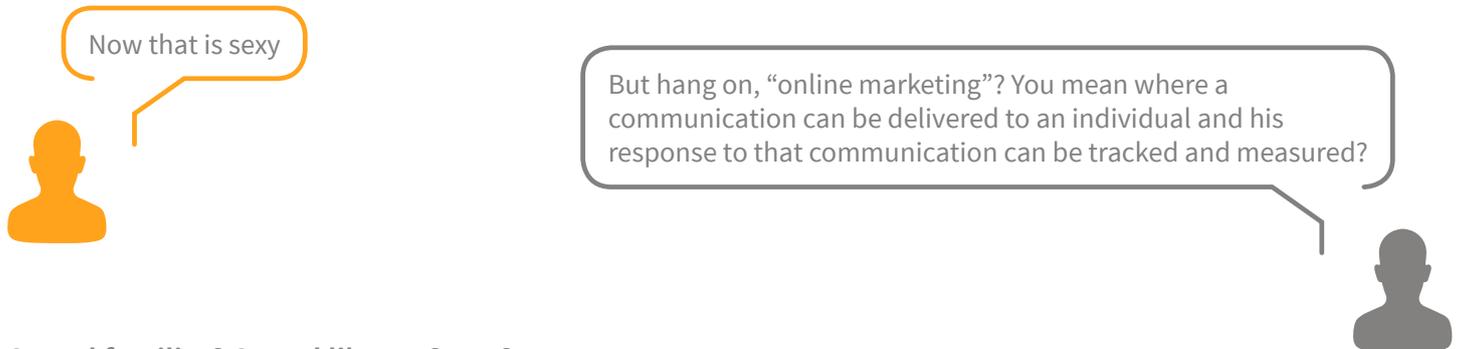


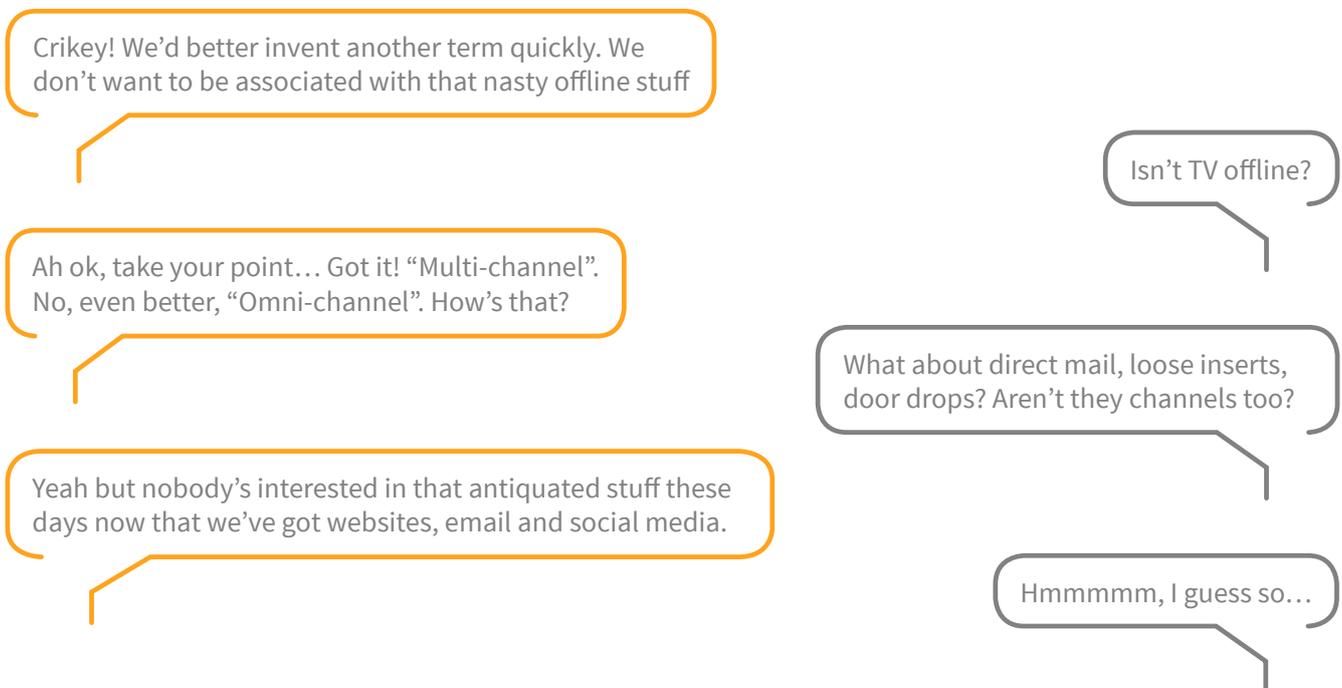
Radar's Point of View

Once upon a time there used to be Above The Line and Below The Line, the Line being what differentiated sexy, glamorous media such as TV and display advertising from its slightly unsavoury poor relation – direct marketing.

Enter the Internet and online marketing...



Sound familiar? Sound like DM? BTL?



Nowadays we are witnessing the loss of traditional DM skills and rigour, particularly with respect to targeting, and the return of bombing. It's just that it's online bombing rather than carpet bombing.

Marketing Week recently had this to say about DM:

“What has proved sustainable are the principles of direct marketing and their pervasive influence on marketing. If we are to take the definition of direct marketing at its broadest – data-driven, personal communications – it could be argued that the majority of media is now direct. Technology and tools that make sense of data have helped this, but it is also testament to the inherent qualities of direct marketing.

It is not all about direct sales either. Direct channels such as email and mail are also being used for engagement and brand building. Elsewhere, video on demand television services are employing data to target in a more precise way than they have ever done before.

Direct marketing is everywhere now. It might not be called DM and the people behind campaigns using TV, social, print et al might not admit to it, but it is. Traditional DM might be in decline, but the economy has made DM a fact of life for all.”

Radar truly straddle The Line, be it Above, Below, On or Off. We have the full set of DM skills and can prove that less is definitely more, whatever your chosen channel.