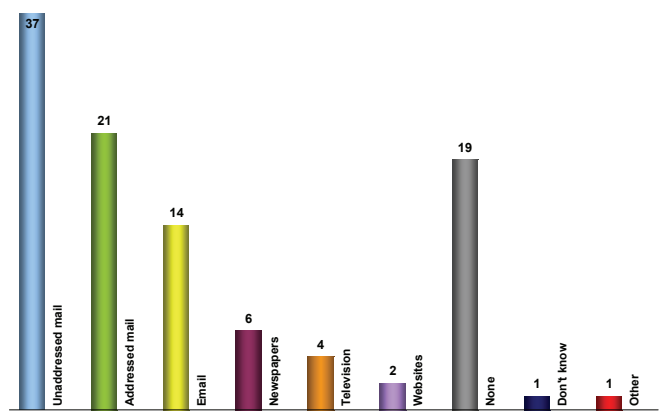




What media should
home electronics retailers
consider to reach their
customers and prospects?

CUSTOMER RETENTION PREFERRED MEDIA



Existing customers prefer to receive promotional communications from home electronics retailers via:

37% Unaddressed mail
21% Addressed mail
14% Email

Key demographics

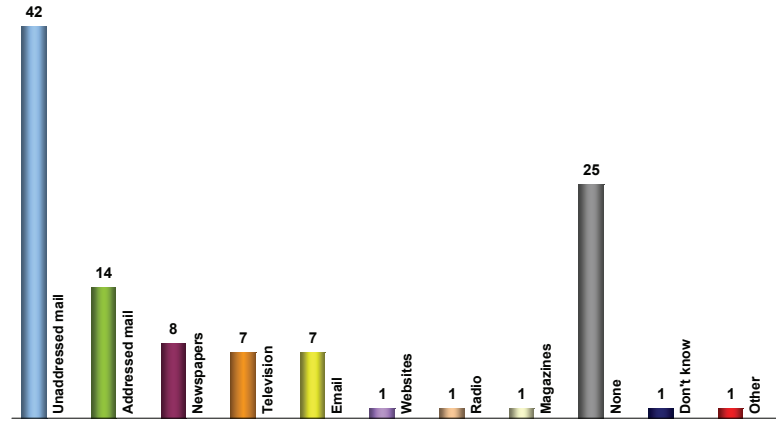
- Customers aged 30-39 years show a greater preference for mail than the total audience average.
- People aged over 55 have a higher incidence of "None" when asked to name their preferred channel.

Base: Home electronics retailer customers n = 503

INSIGHTS

Unaddressed mail is the clear preference for both existing customers and prospects when being sent marketing communications by home electronics retailers. However, this may reflect the possibility that consumers have been conditioned to expect communications through this channel.

CUSTOMER ACQUISITION PREFERRED MEDIA



Non-customers prefer to receive promotional communications from home electronics retailers via:

42% Unaddressed mail
14% Addressed mail
8% Newspapers

Key demographics

- Those aged 18-29 years show a greater preference for email than the average, but also for unaddressed mail.
- Those aged 30-39 years have a significantly higher preference for addressed mail than the average.

Base: Home electronics retailer customers n = 501

SPOTLIGHT ON DIRECT MAIL

With addressed mail the second preference for both existing and prospective customers, there may be an opportunity for home electronics retailers to build a database of customers which would enable them to more specifically target offers that meet their specific needs.