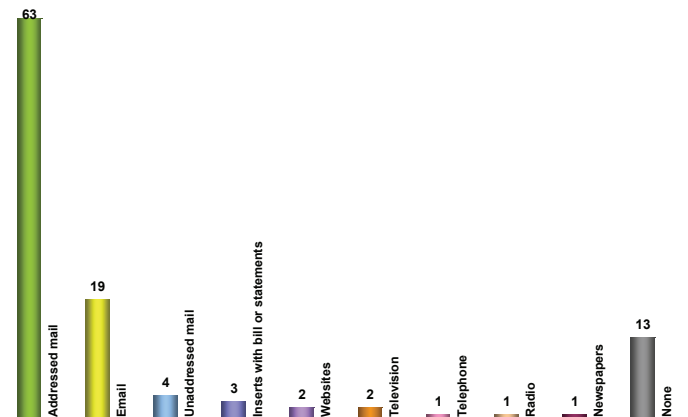




What media should  
**superannuation companies**  
consider to reach their  
customers and prospects?

# CUSTOMER RETENTION PREFERRED MEDIA



Existing customers of superannuation companies prefer to receive promotional communications via:

**63%** Addressed mail  
**19%** Email  
**4%** Unaddressed mail

## Key demographics

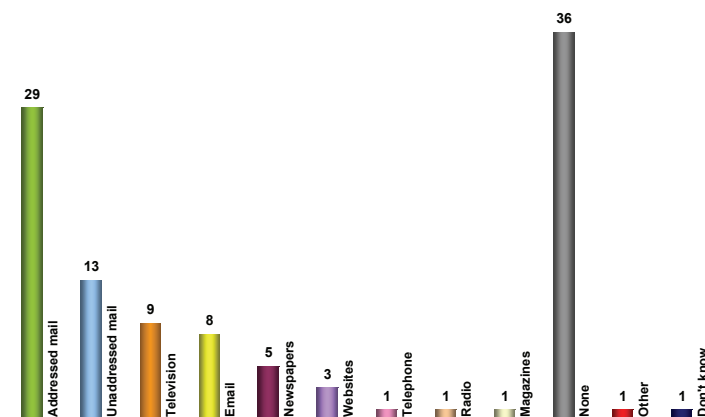
- 66% of respondents in the 18-29 age range expressed a preference for addressed mail.
- The preference for email peaks at 32% in the 30-39 age band, though addressed mail remains the top preference for this group at 59%.

Base: Superannuation customers n = 503

## INSIGHTS

Addressed mail is clearly the preferred medium for existing customers to receive marketing information relating to their super, with email as the only other channel worthy of consideration. While television is selected by some non-customers, the detail-heavy nature of the category may help to explain the stated preference for the written word.

# CUSTOMER ACQUISITION PREFERRED MEDIA



Prospective customers of superannuation companies prefer to receive promotional communications via:

**29%** Addressed mail  
**13%** Unaddressed mail  
**9%** Television

## Key demographics

- While the highest proportion of prospects in the 40-54 age range still indicate a preference for addressed mail (24%) this group shows the highest preference for unaddressed mail at 18%.
- Those in the 18-29 age range are the most open to communications from superannuation companies, with the lowest score for “none”.

Base: Superannuation customers n = 501

## SPOTLIGHT ON DIRECT MAIL

Customers of superannuation companies show a marked preference for receiving marketing communications via addressed mail. The youngest age band of prospects –18-29 years – expressed the strongest preference for addressed mail. This counter-intuitive result highlights the opportunity superannuation companies have to reach this key lifestyle audience.