



November 2009

### Should Congress pass a “Do Not Mail” law, restricting direct mail?

It looks like our readers are tired of getting so many catalogs in the mail. Last week, we discussed the increasing number of catalogs (and their decreasing effectiveness) and asked: “Should Congress pass a ‘Do Not Mail’ law, restricting direct mail?” The results:

- **57%:** Yes
- **43%:** No

A pretty clear margin and, considering that our readers are mostly marketers who might be expected to be more sympathetic to an advertising/marketing tool than the public in general, an indicator that there may be very strong support for such a law. Bad news for the USPS, based on the article cited above in “Follow-Ups”.

### Are your retailers collaborating with you on forecasts?

We discussed the benefits of retailers tapping into their suppliers’ systems and expertise when doing forecasts, and asked our readers: Are your retailers collaborating with you on forecasts?

- **11%:** Yes – Most of our larger customers work with us on forecasts
- **37%:** Yes – Many of our larger customers work with us
- **47%:** Somewhat yes – Some of our larger customers work with us
- **5%:** No – Few or none of our larger customers work with us

The good news is that only 5% said few or none of their customers are working with them, but on the other hand, only 11% said most of their big customers are collaborating. The biggest percentages answered “some” or, more positively, “many.” It’s a start, I guess.



November 2009, cont.

### **Is your company integrating shopper marketing with other marketing efforts?**

Last week, we discussed a study indicating that shopper marketing is siloed, not integrated with other marketing efforts. We asked our readers, “Is your company integrating shopper marketing with other marketing efforts?” The majority say they are doing so, with less than a quarter saying they aren’t at least working on it or planning to do so.

- **54%:** Yes
- **15%:** We are planning to do so soon
- **8%:** We're Starting to work on this
- **23%:** No

### **When will the deep discounts begin during the 2010 holiday season?**

Last week, we discussed the deep and early discounting we’re seeing this holiday season, and wondered what effect it will have on next year, so we asked, “When will the deep discounts begin in the 2010 holiday season?”

- **26%:** Starting at Halloween, like this year
- **21%:** Even earlier than this year
- **53%:** Retailers will start moving back toward black Friday

There’s not much consensus. Just over half think the discounts will come later, but almost half think retailers will start cutting prices at Halloween again, or perhaps even earlier.