

Mailbox vs. Inbox: Direct Mail for a New Generation

Millennials Craving a Break From the Digital Space Want Tangibility of Real Mail

OAKVILLE, ON—According to Canada’s largest direct mail and digital marketing provider, Direct Response Media Group (DRMG), direct mail is anything but dead – in fact, it’s alive and well and one of the top marketing trends for 2019. As the digital market becomes more and more saturated, DRMG says millennials in particular are craving a break from the digital space.

Direct mail provides a tangibility and physicality that digital ads cannot. DRMG says top internet brands such as Casper, Harry’s, Hubble and even tech giants Amazon and Google, are investing heavily in the traditional marketing platform for this reason.

“Just seven to ten years ago, every business was frantically trying to figure out how to embrace digital advertising and many companies shifted their budgets away from direct response channels,” said DRMG’s CEO, Jason Bradbury. “While it is absolutely crucial to have an online presence, direct mail remains an effective and responsive marketing channel.”

DRMG says millennials in particular who spend so much time in the digital world and are overwhelmed by their inbox and social profiles are attracted to the physical connection with a piece of mail.

“Millennials have been exposed to digital technology for most of their lives, growing up with an average of seven connected devices at home, exposed to millions of ads, and with access to billions of sites – there is still only ONE mailbox. The look, the feel, the weight of a piece of mail engages them and triggers emotion. They’ll interact with that piece of mail much longer than their exposure of just a few seconds of a digital ad,” said Bradbury.

DRMG currently has helped over 17,000 small and medium-sized businesses across Canada to generate business and retain customers. As experts in their field, DRMG has published [6 Marketing Trends that will Grow your Small Business in 2019](#) on their website.

For more information about DRMG, please visit drmg.com.

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For more information or to schedule an interview with DRMG Founder and CEO, Jason Bradbury, please contact:

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ABOUT DRMG

Direct Response Media Group (DRMG) was founded in 2003 and is one of the largest direct marketing companies in Canada. DRMG reaches over 5.5 million unduplicated households monthly via the Money Saver Magazine® and the Money Saver Envelope®. Our total circulation annually of 175 million homes in solo and shared mail products. DRMG is a Canada Post Expert Partner and all products are distributed by Canada Post. DRMG inspires customers to action with a powerful mix of targeted direct mail and digital campaigns. We expertly combine the physical experience with integrated digital options. Please visit www.drmg.com.