

Iceman Polar Challenge 2018

Going to extremes for a good cause



Our Managing Director, Robin Sumner, took part in the Ice Man Polar Challenge in April 2018, 10 days in the Arctic in aid of Porchlight – The charity for homeless people, that Romax supports.

Following 4 days of acclimatisation and training to survive in the Arctic, Robin, joined by his friend Tim and two other team members, started out on the 100 km challenge. Dragging their own equipment using pulks – sledges – to remain self-sufficient as they camped and tramped over frozen land and sea experiencing temperatures of -20°C BEFORE wind chill! All this while temperatures in the UK hit +26°C.

"Nothing can prepare you for the unique and extreme environment of the Greenland Arctic. Natural frozen fjords and a mountainous, eerie, cold and barren wilderness remains one of the world's last un-travelled and challenging environments. Not surprisingly given its inaccessibility and unforgiving climate – Who wouldn't want to go!"

Successful Outcome!

Not only did the team that Robin was a part of cross the finishing line first, the donations received (so far... Hint Hint!) have reached £3220.00. We would like to thank everyone who very generously donated, and also to Deutsche Bank who kindly match funded £1000.00 towards this total.

This is not the first time that Robin has completed a challenge for a good cause, with a team from Romax they completed the Three Peaks Challenge, 23 miles and a total ascent of 10,052 ft. Amongst other things Robin also successfully completed a Solo Swim across the English Channel. What next we ask ourselves?

Porchlight Charity

The Iceman Polar Challenge forms part of the 2018 Romax Marketing & Distribution Corporate Social Responsibility programme. Robin fundraised for Romax's charity of the year: Porchlight, a Kent based organisation that works with rough sleeping people to give them a safe place to call home. [R](#)

Read more about this challenge in our website <https://romax.co.uk/blog/iceman2018/>



Robin and Tim in the Arctic



ROMAX
Marketing & Distribution

Romax provides a wide range of services in Direct Marketing, for every type and size of organisation. We commit to deliver your campaign on schedule, saving you time and helping you to increase your campaign ROI.

Romax Provides



Direct Marketing



Cross Media



Design & Printing



Direct Mail



Data Management



Distribution & Delivery



Personalised Printing

We use the latest printing technology to create a personalised printed communication, variable both in text and image, that impacts on your audience and helps you to increase the ROI of your campaign.



Mailing House Services

Taking your personalised message and packing it into effective Direct Mail. We deliver your printed postal communication with a significant postage discount.



Communication Services

Managing daily communication services including welcome packs, membership card print and personalisation, transactional, promotional and renewal/reminder services across both print and electronic media. Services include data management, e-communication printing and distribution.

Some of the companies who work with Romax



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in RomaxMarketing

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ROMAX
Marketing & Distribution

Issue 4

Iceman Polar Challenge 2018
Going to Extremes For a Good Cause

Safeguarding your Brand Reputation
throughout the Direct Mail Process

Interview with Lisa Nugent
Head of Donor Recruitment at DKMS

This Issue





Interview with Lisa Nugent

Head of Donor Recruitment at DKMS

DKMS began in Germany 1991 when the founder, Dr Peter Harf, formed the charity in honour of his wife, Mechtild who had lost her battle with blood cancer, following the family's unsuccessful search to find a potentially lifesaving matching blood stem cell donor. Peter had the vision to change this and create a future where every blood cancer patient has a second chance of life.

Today DKMS is an international non-profit organisation with offices in the UK (opened 2013), Germany, Poland, Spain and the United States.

DKMS have more than 7.5 million potential donors registered within the DKMS family and have given more than 64,000-second chances of life to people diagnosed with blood cancer. The worldwide search for new donors continues though as many people are still not able to find the matching donor they need.

Romax Marketing & Distribution has been working with DKMS UK since 2015 managing their printed communication which includes printing, fulfilment and distributing their DNA Swab Pack to potential donors who registered via the DKMS website, the welcome pack and donor registration cards and others personalised communication.

We had the pleasure of interviewing Lisa Nugent, Head of Donor Recruitment at DKMS UK, to talk about the organisation, how they are promoting donor acquisition and how Romax has helped them in this process.

Romax: Please describe your role and what you most enjoy about your job.

Lisa Nugent DKMS: I'm Head of Donor

Recruitment for DKMS, a blood cancer charity. Our team are responsible for growing the number of potential blood stem cell donors. The role can be varied, one day I might be meeting a patient's family to advise them on how we can support them with raising awareness and registering potential donors, the next day I could be in a planning meeting for World Blood Cancer Day activities. Good days are when we see a great response to an appeal to find a donor or when a patient contacts us to say that a donor has been found for them.

R: Tell us a little bit about the Organisation that you work for.

LN - DKMS: Every 20 minutes, someone in the UK is diagnosed with a blood cancer such as leukaemia. Our mission is to provide a matching donor for every blood cancer patient in need of a blood stem cell donation.

Since we launched in the UK, in 2013, we have registered more than 350,000 people as potential blood stem cell donors. Some of these amazing people have gone on to donate blood stem cells, giving more than 400-second chances of life to blood cancer patients.

R: How do you recruit your members/ Donors?


LN - DKMS: In the majority of cases potential donors will register in response to a patient appeal - at any one time there are around 2,000 people in the UK in need of a blood stem cell transplant and two-thirds of them will need to look outside of their family for a matching donor. We will work with the patients and their families and friends to organise registration events at places of work, sports clubs and other locations and alongside this will run

press and social media campaigns, which include information on how people can register online for a swab kit.

R: What benefits do your donors receive from their Welcome Pack?

LN - DKMS: If potential donors have signed up in response to a patient appeal, then quite often they will post images on social media, either of their completed swab kits ready to be returned to us, or once their swabs have been processed and they have successfully been added to the register, of the welcome pack and donor card that they receive. Seeing those images has a really positive impact on the patients whom we are trying to help and also helps promote DKMS to other potential donors.

R: Why do you like working with Romax?

LN - DKMS: The flexibility and speed of response. The nature of our work is such that we often don't know from one day to the next how many online requests we might receive for a swab kit. In late 2016, there was a news story about a child who desperately needed a stem cell transplant and in less than 24 hours this story had gone from being featured in a local newspaper to being covered by a national paper. We received more than 16,000 requests in that 24-hour period and nearly 50,000 in seven days. It was effortless on Romax's part to increase staffing levels and fulfilment so all kits were despatched in a timely manner. 

You can help save a life by registering via the DKMS UK Website (www.dkms.org.uk). If your company would like to organise a registration event for your staff, please email events@dkms.org.uk

At Romax Marketing & Distribution, we work with you to create, print and distribute your Direct Marketing Campaign throughout the UK and overseas. We want to deliver the shortest turnaround whilst ensuring accuracy, quality and security.

How quickly we can process your work depends upon its complexity. We offer a highly flexible schedule and production plan, but to ensure quality and accuracy, due process must take place.

During peak times, turnaround may be longer than usual, being aware of this and approaching Romax early in your planning will allow us to guide you to ensure a timely, successful and cost-efficient campaign.

To help you better understand how the end-to-end Direct Mail process works, we present our simple guide to Direct Mail, divided into six key stages:

1. The Spec!
2. The Drop!
3. The Wait (Complicated Bit!)
4. The Print and Fill
5. The Despatch
6. The Delivery.

1. The Spec!

To quote the Spice Girls - **"So, tell us what you want what you really, really want"**

It is quite normal to want to understand the implications and cost options associated with various volumes, job specifications, paper and format types. A great start to this is to discuss the parameters and reasons for your project with our Client Services Team. Once we understand in full what is needed we can make suggestions that will ultimately improve the outcome, adding value to your campaign.

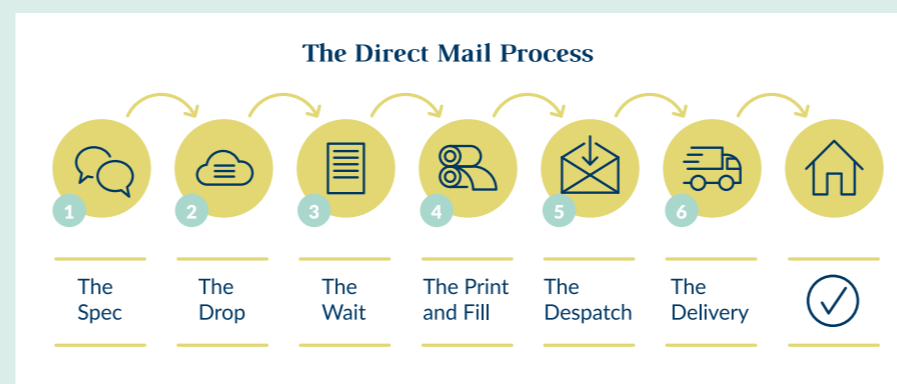
Don't leave it too late. The mind works in a logical way - you start working on the first bit 'first', leaving the last supplier in the chain to be approached 'last'. Through experience however, we know that by working back from the desired doorstep day through the print and fulfilment processes, you will not only receive a schedule, but in most occasions, be shown ways to improve the job and reduce the cost.

2. The Drop!

Once the final 'Spec' and schedule is agreed with our Client Services team, You need to

Safeguarding your Brand Reputation throughout the Direct Mail Process

By Robin Sumner, Managing Director Romax Marketing.



make 'The Drop'. We need your data and artwork and final instructions. How do you get that information to us in a secure and speed way?

You will receive log-in access to our online Romax Resource Centre, a secure and encrypted Approval Pipeline. Here you upload data and artwork files for us to access and work on. This provides a secure platform for managing the data and proofing process.

3. "The Wait" - The Complicated behind the scenes bit

This part of the process is called "The Wait" as there's a lot going on but as a client, you don't get to see much activity! During "The Wait" your campaign documents will be reviewed and processed by the Romax Data & Pre-Press Technical Teams.

If technology driven data and software process is your 'bag' then this is actually a fascinating and highly exciting part. The creation of workflows and a multi-layered data driven processes that will

produce highly targeted print and digital communication is your dream ticket!

Our team checks that your data is accurate. A 21 point data check is completed, ensuring postcode and address accuracy, duplicate removal, and questioning data anomalies. We split, mailsort and recombine data to create the 'merge' fields within your final document. Splitting out UK, and Overseas, sorting for postal discounts then formatting the data so that the address and personalised content reflects the campaign message.

If you have variants of your text, such as different images per gender or customer type. This will be scrutinised and implemented at this stage. This process is THE WAIT, is the MOST IMPORTANT stage as data drives everything we do for you and ensures that the right message is received by the right person (In post GDPR terms - The Data Subject!)

The "cleaner" your database, the less time is needed to process the data, however, you can add data management services here, such as database profiling, to help you target your communication and increase

your response rate. We can also offer a free data analysis that checks for deceased, gone-aways and movers.

"The Wait" continued...Proof Set Up

When the Data and the Artwork are finalised and cross-checked, we create a "Proof Document." A proof document contains a minimum of 10 randomly selected records from each 'data cell'. If there are multiple variants on your communication, both on text and images, this will generate multiple proofs per version.

Before we Proof Documents, each is checked internally by two Romax employees for formatting and data accuracy. We take this process seriously because we need the correct document to reach the right person and address.

"The Wait" - is over now it's your turn - Proof Approval

A pdf proof document of every version is uploaded into our Resource Centre to be verified and approved by you. The Resource Centre will send you a notice email once files are uploaded.

Nobody knows your business like you do. You may have particular preferences for layout or formatting, or you may spot a required amendment. If an amendment is needed, you can reject that proof and leave a comment, we will make the necessary changes, recheck and upload a further proof.

Please take your time with proofing, check the data against the original files, check that the address formatting and artwork across all variants is as you want it. Once you approve the job it will go straight to print.

Should you wish to see a physical print proof or complete Sample Pack, this can be arranged after the pdfs are approved, please allow time in the schedule for this process.

4. The Print and Fill - Like a High Speed Action Movie!

If you like to experience high speed print and enclosing machinery in action then this is where it starts to get really quite exciting!

Our digital print presses, finishing equipment and enclosing lines are best quality. Our teams that operate them are highly motivated and experienced. They want to get your jobs printed and despatched without delay.

Machines only run at a finite speed, so we can only print, cut, fold, match, enclose, seal, sort and process the packs at a maximum volume per hour. To adhere to our ISO 9001 accreditation, we also check every 500 data records for print, finishing and enclosing accuracy and quality.

Our team of technical experts, create millions of items of mail per month and the production department is a buzz of activity, as the daily challenge is on to get the job done!

5. The Despatch

After all the hard work of creating the mail-piece, it is critical that the mail is delivered by the best postal suppliers around whilst ensuring that price is keen.

The postal market for the UK and overseas is 'complicated' to say the least. The industry is full of jargon and the 'products' or services available to move your mail from mail producer to addressee, are both numerous and 'content' related. If you are advertising a product/service or requesting a donation, then your mail will be 'cheaper' than a non-marketing communication for example; then there's formatting; then there's mailsort...

...Lucky for you then, that we are expert in obtaining the best postal service at the best price for your campaign.

Large volume mailings are not handled the same way as greetings cards posted at the post office. The postal delivery network flexes based on forecast volumes, we simply cannot post large scale volume mailings without forecasting it to the distributors. This is an often unknown element of the despatch process.

6. The Delivery

Depending on the postage service you choose for your mailing, mail can take around one day for first class, around 2-3 days for second class and approximately 3-4 days for economy. Overseas can take 4-10 days on a priority service subject to final destination.

According to the "Advertising Mail Guide" by DMA, 2017:

- 94% of First Class mail arrives next working day
- 92% of Mail through downstream access operators arrives within two working days
- 99% of Second Class mail arrives within three working days
- 96% of Economy class arrives within four working days. Find more Facts about Direct Mail here.

Conclusion

We love Direct Mail Marketing, its creation, delivery and the success that it creates for our customers. Our aim is to supply a seamless, efficient service and this overview aims to help you, to help us, to help you!

The direct marketing process from planning to delivery, varies depending on a significant number of factors. We have 'scraped the surface' of some of these factors, but to achieve the best chance of success in your campaign, we recommend asking your Account Manager for advice and insight. Our knowledge we let you have for free! 