

DIRECT RESPONSE DOOR DROPS

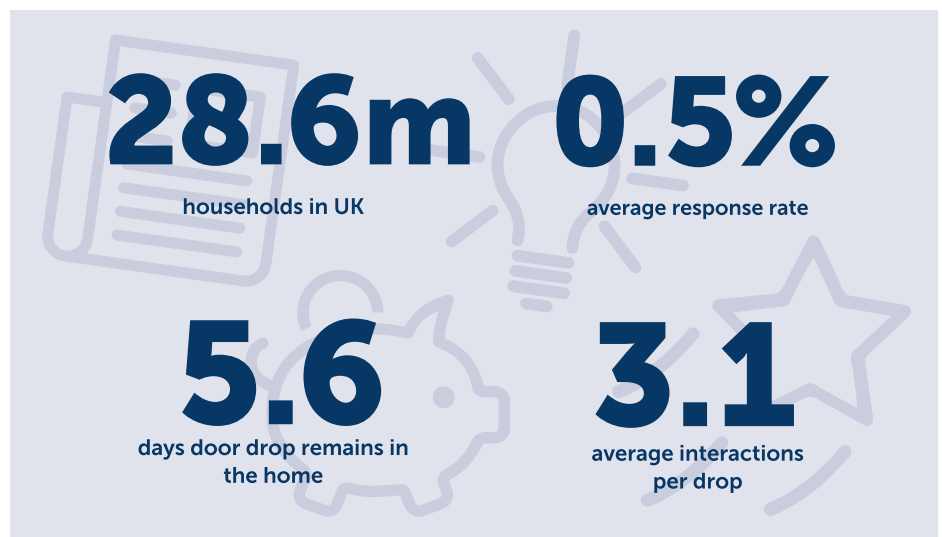
PUT YOUR MESSAGE DIRECTLY INTO THE HANDS OF CUSTOMERS

Door drop advertising is a form of direct marketing where promotional materials—such as leaflets, brochures, samples, or flyers—are delivered directly through people's letterboxes without being addressed to a specific individual. Unlike direct mail, which targets named recipients, door drops are distributed to households within chosen geographic areas, allowing your business to reach a broad audience cost-effectively.

Door drop advertising achieves high local visibility. It puts your message directly into the hands of potential customers in your target area, making it especially effective for local shops, restaurants, gyms, or service providers. Because the material is tangible, recipients can keep, share, or act on it at their convenience.

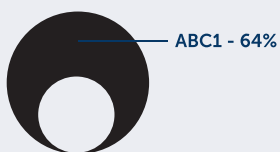
Door drops also offer flexibility in both scale and design. Your campaigns can be tailored to small neighborhoods or rolled out across entire regions, and materials can range from simple flyers to more creative, eye-catching formats. This makes it a versatile channel for both small businesses and larger brands.

Door drop advertising cuts through digital noise. In an era where consumers are bombarded with online ads, physical materials delivered to the home feel more personal and can generate stronger recall. Combined with its cost efficiency and measurable response rates, door drop advertising remains a trusted way to raise awareness, drive local footfall, and boost sales.



LONDON DEMOGRAPHICS

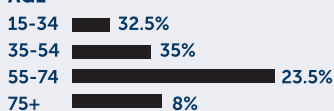
SOCIAL DEMOGRAPHIC



GENDER



AGE



PACKAGES AVAILABLE STARTING FROM

- Target Greater London with a one-off Targeted Household door-drop campaign

This would deliver:

- 2.9 million households = 53% of all London households
- 3.1 average interactions per household
- 9 million potential impacts