

# Direct marketing

## still vital, despite emerging channels

**M**arketing channels which do not involve advertising are currently the fastest growing segment of the media economy, according to a new study.

The latest edition of the Communications Industry Forecast, released this week by Veronis Suhler Stevenson (VSS), provides evidence that many marketers and agencies are moving away from traditional forms of marketing and beginning to embrace newer avenues.

Emerging sectors such as branded entertainment, event marketing and experiential marketing have taken off, expanding the definition of media beyond traditional formats such as television, radio and print.

Even though new and emerging platforms are experiencing the fastest growth, traditional methods still make up the bulk of growth.

Direct mail continues to grow rapidly and, with a projected annual growth rate of 8.5 per cent through 2010, is still a major component of marketing services.

“For something that is as large an industry as the \$55 billion direct mail industry to have an 8.5 per cent growth is phenomenal,” Hal Greenberg, a managing director at VSS, is quoted as saying.

Since the overall rate of growth projected for the total marketing services sector is just eight per cent, the figures indicate that direct mail is still a key channel, with marketers recognising its return on investment (ROI) and choosing to go down a proven route that offers tangible returns.

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