

Join the Dots Review



2022



Contents

Overview

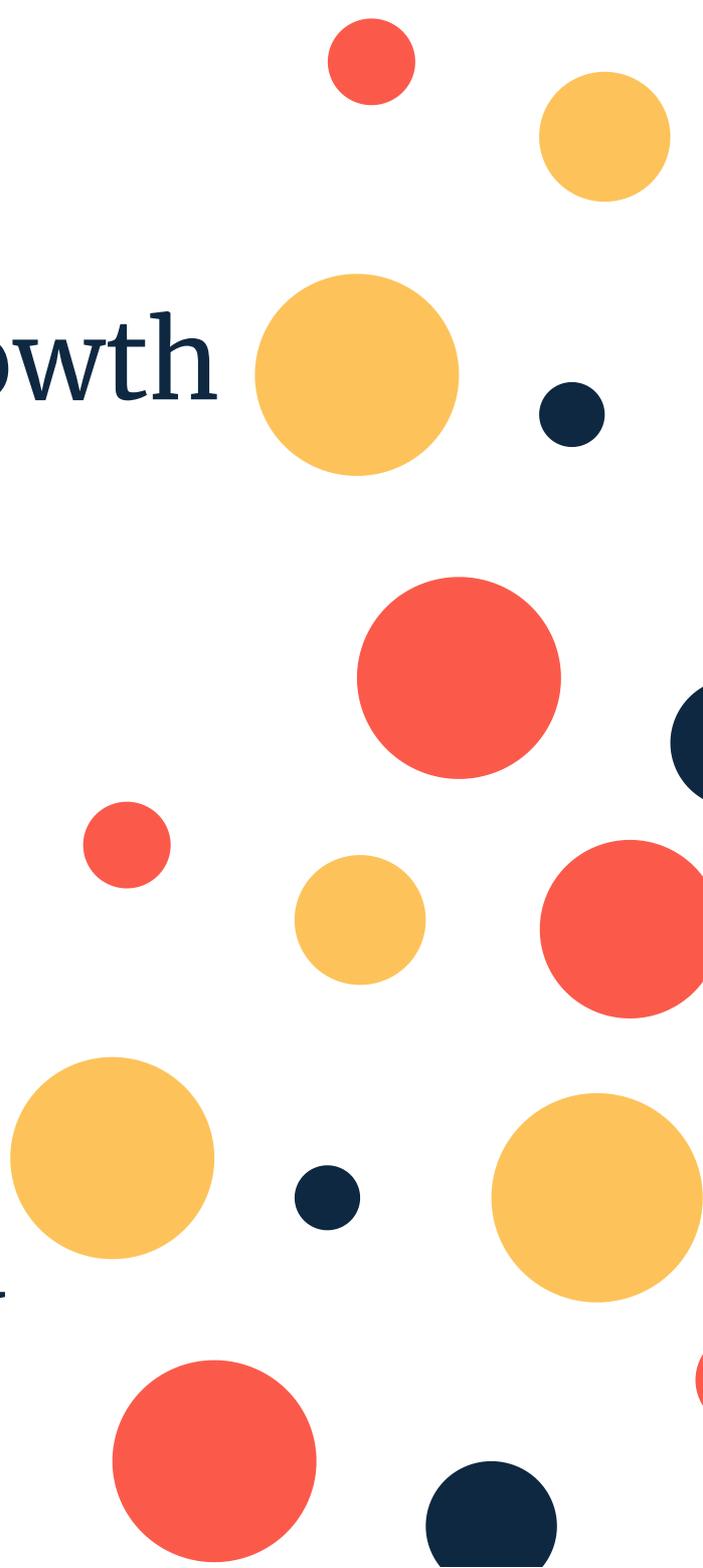
The Team

Business & Growth

Awards

Sustainability

Looking Ahead



OVERVIEW

Overview



A handwritten signature in black ink, appearing to read 'Ben Briggs', written in a cursive style.

Ben Briggs, Managing Partner

"As a business that is powered by data and driven by people, all of the success we've achieved wouldn't have been possible without our talented team.

Without their talent and dedication we would be just be 'another' agency making up the numbers, so I'd like to thank each and everyone of them for making a genuine difference to our clients."

Overview

We're proudly independent, not driven by delivering buying quotas or side-lined by other priorities. We operate with neutrality in our media selection, guided by data and insight and placing strategy at the heart of what we do.

We look to the future, not just the short term; we don't want to deliver a short burst of activity, but something sustainable with a positive long-term impact.

THE TEAM

The Team



Ben Briggs



Tanya McCourt



Nathan Rose



Clare Arndell



Jodie Hanrahan



Lotte Buckley

The Team



Amy Callachan



Luke Bamsey



Anastasiya Sirjusingh



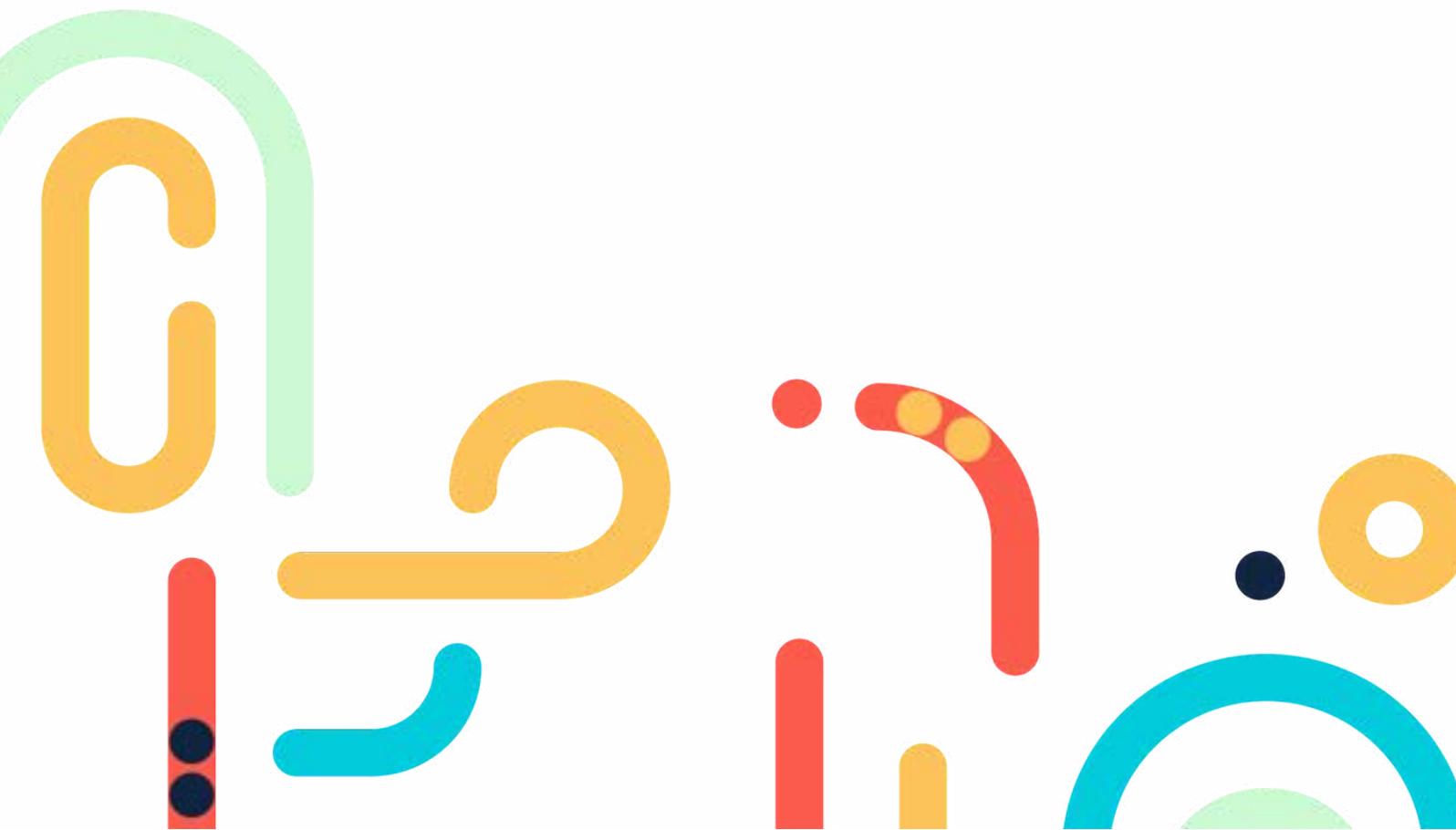
Callum Hardwick

“When you hand good people possibility, they do great things.” —
Biz Stone



Team Activity

Events, Training and External Actions



Team Activity

It's been a busy year for the team at Join the Dots. Having a voice in such a busy industry is crucial to us and by having strong speakers at events, we encourage the entire team to get involved.

We brainstorm discussion points together and naturally, we support each event/webinar we all attend! Below are the list of things the team have taken part in this year...

Ben Briggs spoke at the HP 'PageWide' event - The Future of Inkjet

The Drum x Canon Creative Futures where Nathan Rose was a judge

Ben Briggs was a judge at the DMA awards

Jodie Hanrahan spoke at both the DMA West Winners event and the JICMAIL 'Measurement Matters' event with Nathan Rose

Ben Briggs spoke on a Whistl webinar

Ben Briggs spoke at a Power of Print event

DMA council - Ben Briggs (Media) , Jodie Hanrahan (Print), Nathan Rose (Data) are council members

Ben Briggs was appointed as a member of the SMP Board

Lotte Buckley is events lead for the Chartered Institute of Fundraising, SIG Group

Charity Times hosted a podcast where Ben Briggs featured on it and shared his industry wisdom

Training



At Join the Dots, we encourage all team members to take on training to develop their skills and become more aware of how we can work better together



Certifications



As a JICMAIL 'Platinum Partner', we ensure the entire team hold a JICMAIL Gold certification to demonstrate their extensive training and knowledge of this platform



Certifications

Level 3 Certificate in Leadership and Management
600-560-03

ilm

ofqual
REGULATED
register.ofqual.gov.uk

IPAC
Incorporated by Royal Charter

Approved by
The City and Guilds of London Institute

awarded to
Jodie Hanrahan
aka founded
HR Champions Ltd

Assessed 13 May 2022
MCA 2017/2008/2022/2022

awarded by
Elaine Connolly MBE
Director General and Chief Executive Officer
The City and Guilds of London Institute

Chief Philip
Managing Director
iM

awarded by
The City and Guilds of London Institute

This is to certify that
Callum Hardwick
has been awarded the

Effectiveness Essentials Certificate

Pass

MIPA stars

Paul Hanrahan IPAC Director General
John Jeffs IPAC President

08/10/2022 Date
00042427 Certificate Number

F
Level

Certificate of attendance

Jodie Hanrahan

has attended an Adult MHFA Refresher course and is now up to date with their Mental Health First Aid skills. This course gives participants an opportunity to refresh and update the skills learnt on an Adult MHFA course.

Date of attendance
17 February 2022

Instructor Member
Anabella Trellan

Simon Blake

Simon Blake OBE
Chief Executive
MHFA England



Your Mental Health First Aid (MHFA) England certificate is valid for three years from the date you completed the course. We recommend you take an MHFA Refresher course every three years. For more details visit our website, mhfaengland.org.

MHFA England is a social enterprise with a vision to improve the mental health of the nation. Through our training, campaigning, and retraining, we equip people with the skills to support their own and others' wellbeing.

We believe in zero stigma around mental health. We want mental health to be openly discussed and supported. Together, let's create a society where everyone can thrive.

mhfaengland.org
info@mhfaengland.org
0205 528 0760

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IPAC
Incorporated by Royal Charter

This is to certify that
Anastasiya Sirjusingh
has been awarded the

Effectiveness Essentials Certificate

Pass

MIPA stars

Paul Hanrahan IPAC Director General
John Jeffs IPAC President

08/10/2022 Date
00042427 Certificate Number

F
Level

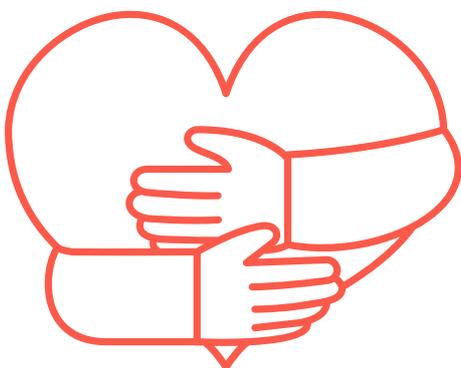


Out Of Office

As rewarding as our work is with our charity clients, the team at Join the Dots like to go the extra mile and continue their charitable activities outside of their working hours.

Below are some of the things we have done this year to help make a difference. Whether it's volunteering, donating or spreading awareness, every action has an impact!

- Donate to food banks
- Litter picking for RSPCA
- Quiz hosting and participation - funds donated to charity
- Dry January/Sober October
- Sponsored walks
- Bake sales
- Meat-free Mondays
- Shopping second hand/sustainably
- Donating any extra pennies we have
- Cycle for Prostate Cancer
- Encourage conversation about social causes to spread awareness
- Volunteering



Meat-free Monday

Join the Dots Recipes



Classic Chilli

Ingredients:

300g meat free mince (we use Quorn)

1 onion, diced

2 chopped peppers

1 punnet of mushrooms

2 carrots, grated (this disappears but adds sweetness and more veggies!)

2tsp cumin

2tsp chili powder

2 bay leaves

400g chopped tomatoes or passata

300ml veg stock

Tin kidney beans

Tin sweetcorn

2tsp cornflour and water

Method:

- Fry onion, mushrooms, pepper and carrot until soft
- Add in the spices and bay leaves and fry off
- Add the mince and mix well
- Add tomatoes and stock, bring to the boil and simmer for 10 minutes
- Stir in the beans and sweetcorn. Cover and simmer for another 10 minutes
- Add the cornflour to thicken for a further 5 minutes
- Remove the bay leaves and enjoy

Vegetable Soup

Ingredients:

1 large onion

2 carrots

3 celery stalks

3 large potatoes, cubed

5 bunches of kale

1 cup of (frozen) peas

2 tbsp tomato paste

2 tbsp olive oil

2 cloves of garlic

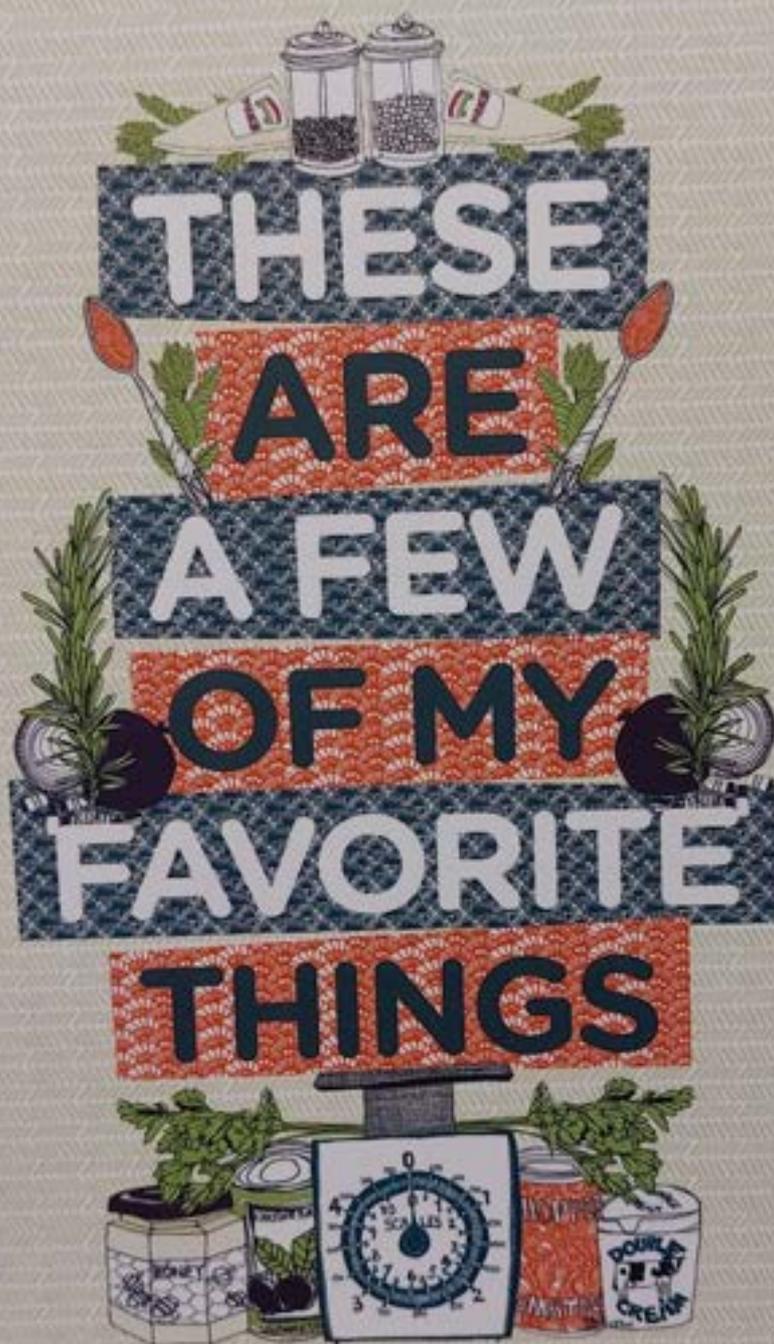
Season to taste: fennel seeds, pepper, salt, mixed herbs, bay leaves

A can of plum tomatoes

Method:

- Pan fry onions, carrots and celery in olive oil and tomato paste - if you want to add a kick to your soup, add some chilli here
- Add garlic and seasoning to the pan
- Pour half a pint of vegetable stock*, a can of plum tomatoes, cubed potatoes, kale and bay leaves
- Simmer until your vegetables are tender (this should take around 20-30 minutes)
- Add (frozen) peas and cook for 5 more minutes
- Serve with freshly baked bread, lightly toasted with butter

*add more/less stock based on your preference of soup consistency



RECIPES TO BRIGHTEN YOUR DAY
By Janet Buckley

The next recipe has been kindly shared by a relative of the team during their chemotherapy. Copies of this book were sold and over £10,000 was raised for the Oncology department at the Royal United Hospital, Bath.

Roasted Butternut Farfalle

Ingredients:

- 1 large butternut squash, prepared
- 2 large red onions cut into wedges
- 4 tbsp olive oil
- 12oz of dried Farfalle pasta
- 2 oz pine nuts
- 2oz wild rocket
- Freshly ground black pepper
- Balsamic vinegar to drizzle

Method:

- Preheat the oven to 200/180 fan/ gas 6.
- Cut the squash into chunks and put into a roasting tin with onions, olive oil, and seasoning
- Roast for 30 minutes or until the vegetables are slightly caramelised
- About 10 minutes before the end of cooking, cook the pasta
- Drain when cooked and reserve 4 tbsp. of the cooking water
- Return it to the hot pan
- Add the vegetables, pine nuts, rocket and reserved water
- Toss the mix and season with black pepper
- Pile onto a warm serving dish and serve with a drizzle of balsamic vinegar , and a nice crisp side salad



BUSINESS AND GROWTH

FIGURES

100,000,000 +
Inserts booked

£1,000,000+
Raised for our
charity clients

100+
Webinars
attended

10+
New clients
onboarded



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CASE STUDIES

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Case Studies

Examples of what we do best...

DIGITAL



For the National Animal Welfare Trust, we targeted older wealthy females, pet owners and pet lovers. Additionally, the NAWT, HULA centre was ring fenced, as well as further animal welfare charities PDSA, Guide Dogs, pet stores & vets and dog events (Crufts).

The primary objective of this campaign was to drive clicks and engagement. A range of standard banners and interstitial ads we delivered by our digital partner.

In the first five weeks, 833,390 impressions were tracked. The targeted KPI for engagement rate was 0.80% and the Swipeable cards generated an engagement rate of 1.94% showing strong performance.

We recommend retargeting users who we delivered impressions to on this booking to re-engage this already exposed audience. In future bookings we can also build look-a-like audiences from those users who were targeted in this activity to expand the target audience into similar and likely interested audience groups.



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DIRECT MAIL



Gousto had stopped all acquisition DM since 2019 and wanted to explore DM in a GDPR safe and sustainable way. The campaign needed to deliver a CPA under £80 and a response rate of over 0.8%.

Using customer data we identified 3 segments to target using DM; homemovers, VIP customers and their Core Audience. Each segment was modelled and a profile created, against which we used GDPR-compliant data to mail under legitimate interest.

The campaign was a success with results higher than they had been in 2019, when the DM was last run, and versus expectations. The CPA was just £57.91 vs £80 target and a RR% of 0.91% made it a highly responsive.

Monthly campaigns have since been planned with optimisations implemented in each campaign based on performance. These improvements have generated strong campaign performance ever since the initial campaign in April 2022.



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DIRECT MAIL



The challenge we initially faced when we were set this brief was to replicate the success of third party inserts in other channels.

We analysed audience's media consumption. Using this strategy, it was clear that direct mail was a reasonable option.

Testing a combination of lifestyle data and mail order lists, alongside going through profile bases helped in generating learnings for future bursts.

By excluding those from the current based used for mailing, our direct mail helped to generate a new customer base.

As a result of this strategy, the return on investment was equal to that of TPI. The channel is now being scaled and able to secure incremental income during financially challenging times, where there are other businesses also suffering this economic crisis, it's promising to see people giving still.

Now with this data, there is opportunity to scale a generation of new customers and perhaps encourage them to become regular givers.



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LETTERBOX



Given the success of the 2020 Christmas letterbox campaign for RSPCA, there were higher expectations on the 2021 Christmas campaign.

We planned the 2021 Christmas DM, DD and PAM campaigns optimising the 2020 data models and making improvements to creative, media buying and print production.

Having received the results of this campaign in the early months of 2022, the campaign was a great success with all metrics beaten year on year (YoY).

Along with improving performance, we also grew the campaign volume, generating a significant number of new donors to help the RSPCA in their cause.

Continued success has resulted in further campaigns across all letterbox channels, including outside of typical charity mailing months such as Spring and Summer



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PRESS



In light of the conflict that began to take place in the Ukraine, The Salvation Army chose to publish an appeal to help raise emergency funds for this cause.

Being aware of space in the market to book an urgent press campaign was crucial. We also optimised free digital space to minimise outlay and maximise ROI.

The creative for this included a QR code. Not only was this a strong example of integrating print and digital media aspects, but it also offered greater attribution of results.

After putting this strategy into practice, the income generated from this appeal had an ROI of 3.5. This is an astounding result for a cash appeal with attribution aided by the QR code.



The Salvation Army were able to provide support to people suffering in Ukraine.

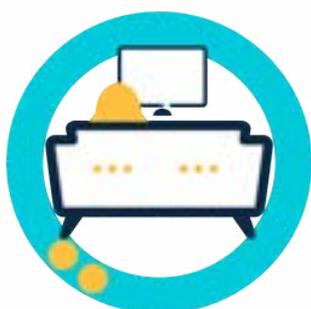
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The Brain Tumour Charity had developed an animated video for their social media that they wanted to repurpose as a TV advertisement. This would be them testing TV as a channel for the first time.

Having been briefed this campaign at the start of December, post AB deadline, we needed to approach this tactfully. This is also a time of year when the market is filled with TV advertisements from charity.

We booked airtime with Sky so activity could run across a wide range of channels, after giving short notice of the campaign. This meant that The Brain Tumour Charity could benefit from cheaper airtime between Christmas and New Year, delivering exceptional value.



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This campaign resulted in over 13 million adult impacts being delivered within the same month the activity was briefed and booked.

A high percentage of SMS donors were converted to regular givers creating longer term ROI on the media spend.

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Testimonials

Client feedback

“ We found their approach to be both creative and thorough. They used a wide range of data sources, drew out the insight and pulled together the key learnings to form a very cohesive story.

As a result, we felt we had a very clear understanding of our target audience and a meaningful strategy that we could implement.

”

“

James Wellbeloved has seen a steady decrease in CPA since we started running campaigns with Join the Dots over a year ago. The team guided us through a test & learn strategy; optimising the marketing mix to uncover the publications we should target, the creative best suited to that audience, and the offer which yielded the greatest ROI.

”

NATURALLY HEALTHY

JAMES WELLBELOVED



“

Join the Dots are an incredibly proactive team and has great knowledge of the market. They came together with a clear plan to give us a lot of learnings, offering support with the creative development and overall, really nice to work with.

”



natusan

SEE WONDER IN WASTE

“
Join the Dots have a professional and friendly approach, working with them feels like a partnership. They are very reliable, always on time with feedback / responses, good with schedules. It's great that they offer the 'full service' - makes it a lot more streamlined and reduces resource / stress for us.
”



AWARDS



Bath Business Live Award 2022, Corporate Social Responsibility

**Business
AWARDS 2022
WINNER**

BathLive BusinessLive



Strategic Mailing Partnership Award 2022, Golden Envelope Winner

The Strategic
Mailing
Partnership™

AWARDS 2022
GOLD
WINNER





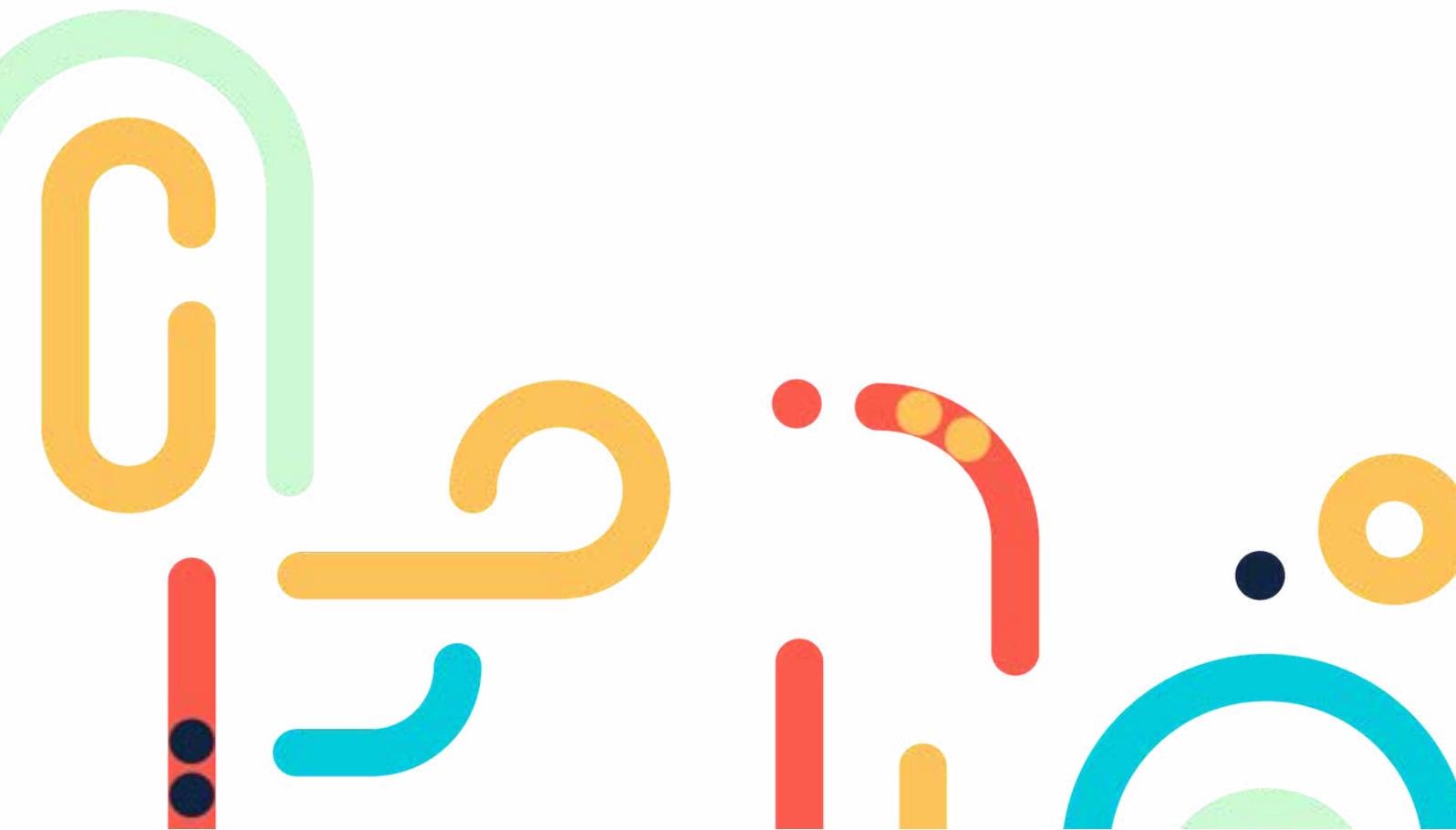
Direct Commerce Award 2022, Door Drop/Direct Mail/ Inserts





Accreditations

Partnerships we are proud of





Platinum Partner



Part of the
Thoughtful Marketing
Movement



Cert. 225002

The Strategic Mailing Partnership™

Corporate member



Print, Paper and Paper Packaging have a great environmental story to tell



www.twosides.info



Ecologi



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SUSTAINABILITY

Sustainability

Ecologi

Certified



Corporation

AD
NET
ZERO 
ALL FOR NONE

We have helped plant **28,099** trees through 'Ecologi'



We actively promote responsible and sustainable practices across the media supply chain.

the **Join Dots**
— SALOCIN —

Sustainability

We have offset **1,598.88 tonnes of CO2e** - this equates to...



1,227 long haul flights



4,797 meters squared of ice saved



3,966,821 miles driven in a car



Sustainability



We use precise targeting and cleansed data to help keep brands safe and sustainable...

From paper/ink to format and delivery, sustainable considerations are at every stage of the print process - we use carbon balanced paper for our print jobs.



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LOOKING AHEAD

Our clients said:

“I’d love to use lead generation, but I’m not confident in the quality of the leads, where they come from and if they are GDPR compliant.”

and

“I’d like to use lead generation, but I’m not sure if it’s scalable or profitable for my audience.”

So, we built a solution...



the **Join**
Dots
— SALOCIN —





Evidenced

Leads captured have an immutable (blockchain-like) audit trail, highlighting the lead source, information provided to the data-subject and consent by purpose and brand signed-up to.



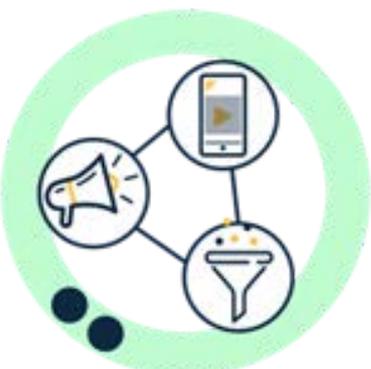
Privacy-first

A solution designed using privacy-first principles, such as securing peoples data, easy for them to understand why their data has been collected and putting them in control.



Intent based

The individual knows exactly which brand they are signing up to for more information (making it first-party data) rather than a hidden list of partners, showing their intent to purchase.



Consented leads

All leads include a GDPR compliant consent receipt demonstrating the evidence, together with preference data such as interests and frequency providing greater insights.



30%
Increase in response

100%
Increase in contactable leads

Challenge

With **GDPR approaching**, BT were looking to replace their existing cold acquisition outbound campaign with a less divisive alternative, as the outbound channel really performed well for them. BT had tested lead gen on a small scale previously, which has performed well. Therefore, the challenge was to **scale lead gen** as an alternative to BT's cold outbound activity.



How we joined the dots

We proposed upweighting spend in the lead gen campaign, which captured 1st party consented leads for BT to contact. This meant that they not only gained GDPR consented data, but captured the consumers intent, allowing BT to act upon the recent request for BT to call and/or email the individual, whichever was requested.



Impact

Since this project, we have developed a unique platform for the cleansing and deduping of leads which has led to the lead generation strategy being rolled out across BT Group.



Results

Post GDPR, lead gen grew BT's contactable database for cold acquisition by 100%. And because the leads generated were pre-qualified, and therefore warmer, the response rate from this pool increased by 30%.



CONTACT US

TALK TO US

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