



# Direct Mail

G r a p h i c s

# **Direct Mail Graphics**

## **Direct Mail Graphics**

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## はじめに

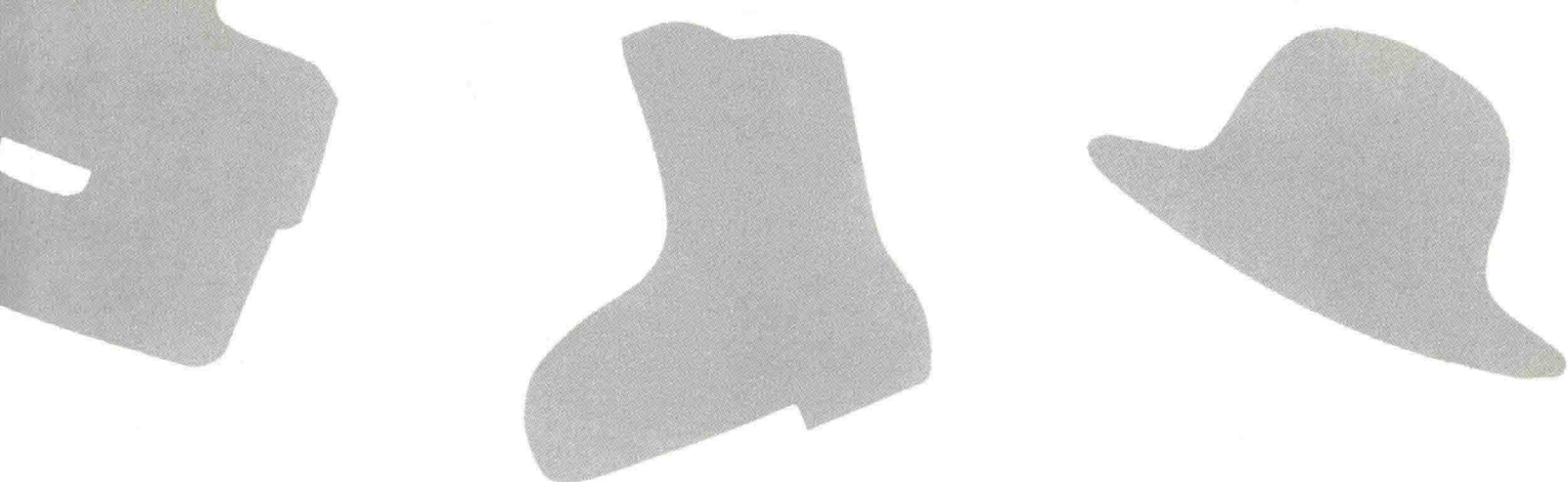
戦後最大の不況といわれる今日このごろ、27年ぶりのマイナス成長を記録し大きな痛手を被むっているといわれる広告業界において7.4%もの伸び率を記録した数少ない成長メディアのひとつが今回扱ったダイレクト・メールである(社団法人日本ダイレクト・メール協会刊：DM年鑑'93より)。

これはどうした現象なのか？ DMといえば今まではテレビCMやポスターなどの華やかさの影で比較的地味な広告メディアだという印象があったため、この数字は特に我々の興味を引くものであった。

ダイレクト・メールの性質を考えるとひとつ興味深い特徴があることに気づく。それはその名のとおりダイレクトなメディアだということである。DMを発送する時、送り主はあらかじめ四苦八苦して集めたデータをもとにターゲットを絞り込む。高額商品のプロモーションであれば高所得者のみをねらい、また若い人向けの化粧品であれば女子大生やOLをねらう... など、そのマーケティング作業はとても緻密なものだがおかげでかなり個人々の要望にせまった情報を送れるのである。そしてDMにとってもうひとつ大切な作業がレスポンス率の調査である。商品案内ならば申込書、アンケートならば返信用メール類、レストランであれば同封した割引チケットなどを持った来客数..というふうにDMがどんな結果を生んだかをきちっと調査し、そのデータをもとに更なるマーケティング展開を考え実行していくという。個別の情報を送りその返答に対応していくというまさに "ダイレクト" といえる手法は均一の情報を不特定多数に対して流しこむだけのマス・メディアとは一線を画しているといえる。

そのDMが強い支持を受けだしているバックグラウンドには、人の意識の変化が強く結びついているようである。例えば最近 "地方の時代" が到来したといわれる。本書でも作品応募を呼びかけた際に地方からの反応が強く多数の作品を収録することができたがこれは他メディアを扱った企画ではあまり見られない傾向であった。郵政省および(社)日本ダイレクト・メール協会共催の全日本DM大賞でもここ数年地方作品の受賞数がうなぎ登りに増えているとのことで、どうやらDM界の全般的な動きのようである。地域にあった情報を少人数に





対しても送りだせるDMはもとより地方において有効な広告物であったといえるが、地価高騰にあえぐ都市部に比べリッチになってきているといわれる地方の人々の購買意欲の高まりを反映し急成長を見せたといえる。

他にDM人気の秘密としてそのコンパクトな形態も見逃せない。DMにはカタログやリーフレット、ポストカードなど持ち歩きやすい形のものが多くいつでもどこでも好きな時に見ることができる。それが日中、テレビなどをなかなか見ることのできない多忙な人達の支持を得ているという。例えば今、女性の社会進出化にともない働く女性が増加しているが忙しくなって買い物の時間もままならなくなってきている女性たちの間でちょっと空いた時間に気軽にカタログでショッピングができる「通信販売」ブームがおきているそうである。内容の親切さに加えて場所や時間にとらわれずに情報を得られるという点が彼女たちのニーズに見事に一致したのだといえよう。

現在、マス・メディアの時代は終わりつつあるという。アメリカで計画されているインフォメーション・ハイウェイ構想の例のようにコンピューターによるインタラクティブ(双方向)・メディアの普及により、個人が時間や場所に左右されずに大量の情報の中から好きなものをチョイスできる時代の実現が着々と近づいているというのだ。少々飛躍した考え方かもしれないが最近のDMの隆盛はこの新しい世の中の動きと無関係ではないよう思える。DMは郵便が始まって間もなく生まれた歴史の古いメディアである。そしてその多くは食品、衣料品、家庭用品、旅館、銀行..など生活に根づいたものの案内であり庶民的な性格が強い。だからこそ世の中の変化を敏感に反映するのかもしれない。

世界が激しく動いている今こそDMはおもしろいにちがいない！と考え、最も新しい生の姿をまとめてみた。その躍動感を楽しんでいただければ幸いである。

ピエ・ブックス








## Foreword

Whilst the Japanese economy is suffering the most serious recession it has experienced since the war, the advertising industry has recorded its first negative growth in 27 years. However, there are some bright spots in the media despite the severe climate. One of them is direct mailers, which chalked up a growth rate of 7.4% (from "DM Yearbook '93" published by the Japan Direct Mail Association).

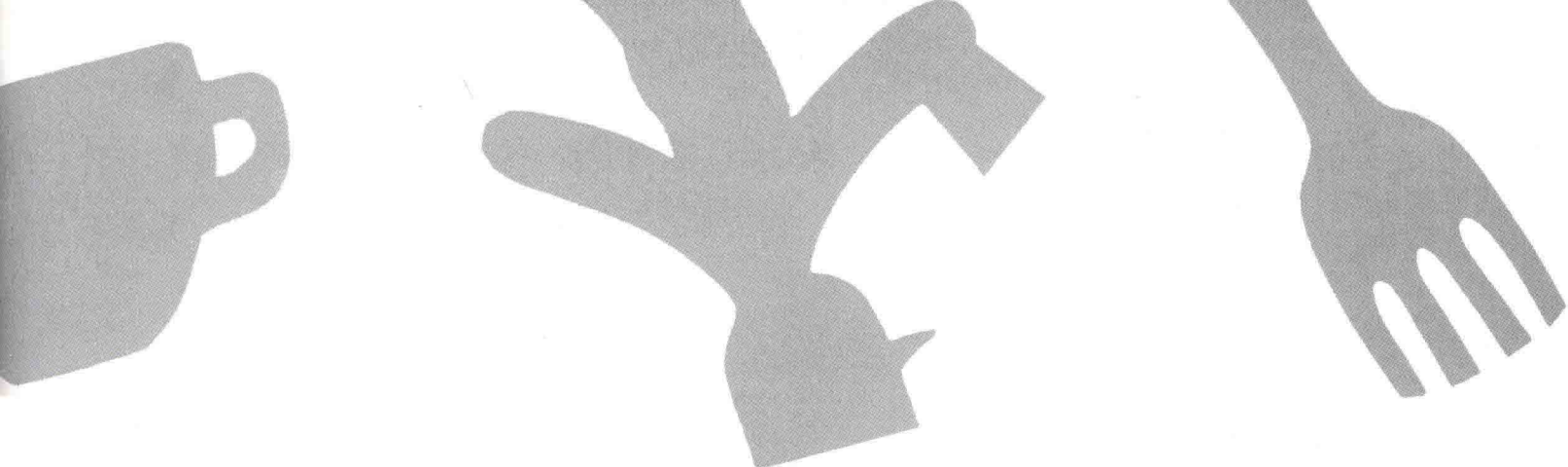
How did this phenomenon come about? The question particularly interested us because DMs have always had a relatively low-key image as an advertising medium, in stark contrast to the high-profile splash that TV commercials and posters are so proud of.

If we take time to contemplate the nature of DMs for a moment, we will immediately recognize a very interesting characteristic of this medium, which is that DMs are, as the name suggests, a "direct" medium. When posting DMs, the sender focuses on a target market based upon data which he collects in advance through research. For example, if he is promoting an expensive product, he will be sending his DMs to high-income groups only. Or, if it is a cosmetics product intended for young women, he will focus on coeds and young working women. This means that the kind of advance marketing research required is quite thorough and detailed. This research results in a highly specific information package that will appeal to the individual needs of the recipient. Another important task the sender must perform is careful study of the response rate. The results of sending DMs are often very thoroughly investigated. For instance, if the DM is a product-information type mailer, then the orders that are forthcoming from it may be tabulated. If the DM is a questionnaire, the reply rate may be examined and if it is a promotional mailer for a restaurant, then the number of customers who bring in a special offer coupon will be noted. In each case, the results suggest to the sender what plans or further marketing strategies he might implement. This method, in which individualized information is delivered to a tightly targeted market so that the sender can take actions in accordance with the response, is a truly direct method, entirely different from a typical mass media appeal which broadcasts identical information to an indefinite number of recipients.

Having such characteristics, DMs are being supported enthusiastically now, and this seems to be closely connected with the change that public awareness has lately undergone. For example, in recent years, we have been hearing that the "age of decentralization" is upon us. It should come as no surprise then, that we had a huge response from the regional areas when the submissions of DM-related artwork began coming in. Thus, a great number of the artwork in this publication are from the outlying areas. This tendency has not been observed in publishing projects handling graphics in other media. According to the Japan Direct Mail Association, in the DM competitions "Signal Award" sponsored by them and the Ministry of Posts and Telecommunications, the number of







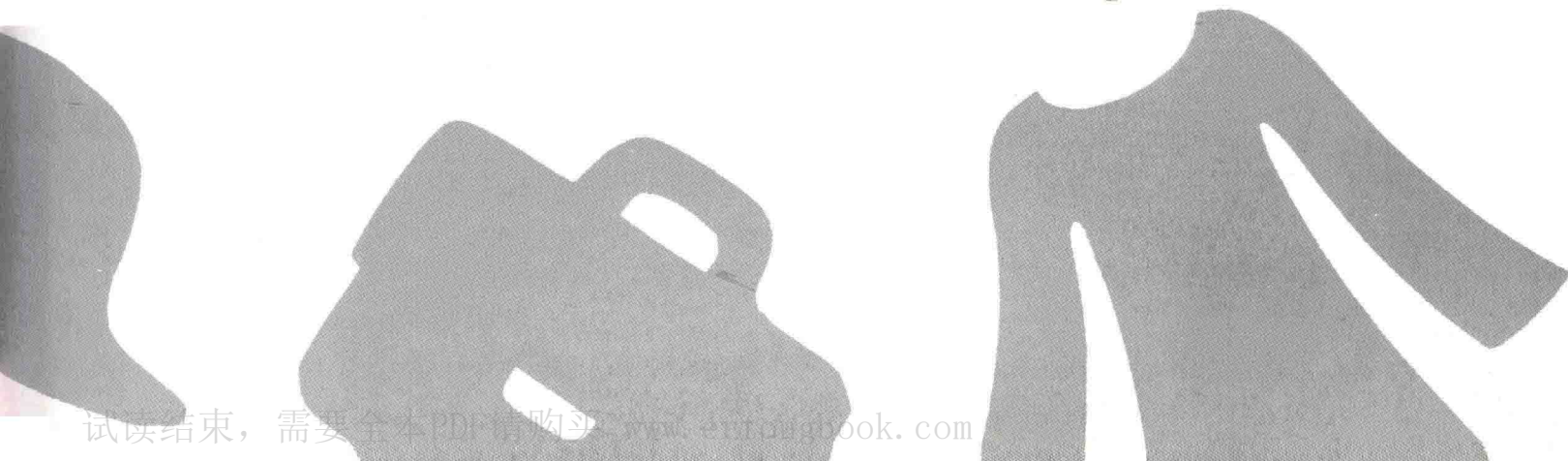
awards won by participants from the regional areas has been increasing rapidly over the past few years. Obviously, this is not just a local tendency. DMs, which carry the kind of information that meets the particular requirements of the people living in a given area, and which are also targeted toward a specific group have always been an effective means of advertising in regional areas. Added to that, people in the regional areas have not been hit, as the big-city dwellers have, by inflated land prices. On the contrary, their purchasing power has increased and the recent surge of DM business reflects that fact.

Another factor in the popularity of DMs which we shouldn't overlook is their compact form. Most DMs, such as catalogues, leaflets and post cards, are small and easily carried. This means you can take them with you and look at them at your convenience. People with busy schedules who cannot watch TV during the day can certainly take advantage of this. For example, working women, whose number has been increasing steadily, very often cannot find time for shopping because of their busy schedules. The "mail order" catalogues, which they can use to do their shopping whenever they find a few spare moments, have been enthusiastically welcomed. In addition to the kind of detailed and thorough sales information offered, the convenience of being able to obtain the precise information they need, where and when they need it, suits the busy, modern woman perfectly.

Today, some people say the age of mass media is nearing its end. The information highway concept, which is underway in the US is an example of the advent of interactive media based upon the computer. This is surely the harbinger of an age when individuals can select exactly what they need from a huge information database regardless of where they are or what time it is. This may be an immoderate hypothesis, but the recent success of DMs seems to be related to this new movement in society. Direct mail is, in fact, one of the oldest media, having come into widespread use soon after postal service itself came into existence. Many DMs carry information on food, clothing, household goods, hotels and banking services, that is, things which are indispensable in our lives. In a way, they deal with that which is essential to our everyday lives and that is probably the very reason that DMs reflect so conspicuously the changes that society goes through.

We at PIE thought that DMs must be at their most intriguing right now, with our world going through such turbulent times. That is why we decided to compile this book at this time, filled with the best of the DMs that have been produced recently. We feel sure that the reader will gain an immediate sense of the pressing currency that is evoked in these pages.

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## Editorial Notes

### Credit Format

Title of work 作品タイトル

Year of completion 制作年度

A: Agency

AD: Art Director

CD: Creative Director

CL: Client

CW: Copywriter

D: Designer

DF: Design Firm

I: Illustrator

P: Photographer

PD: Producer

PR: Production

TY: Typographer

クレジットのタイトルには作品の使用目的名を表記しました。

The credit headings refer to the intended use.

社団法人ダイレクト・メール協会の御協力により、今回掲載した作品中には全日本DM大賞の受賞作品を多数紹介しています。

The artwork included in this publication includes a number of Signal Award-winning pieces, provided through the courtesy of the Japan Direct Mail Association.





# Fashion

Clothes 10

Accessories 52

Cosmetics 62

Beauty 70





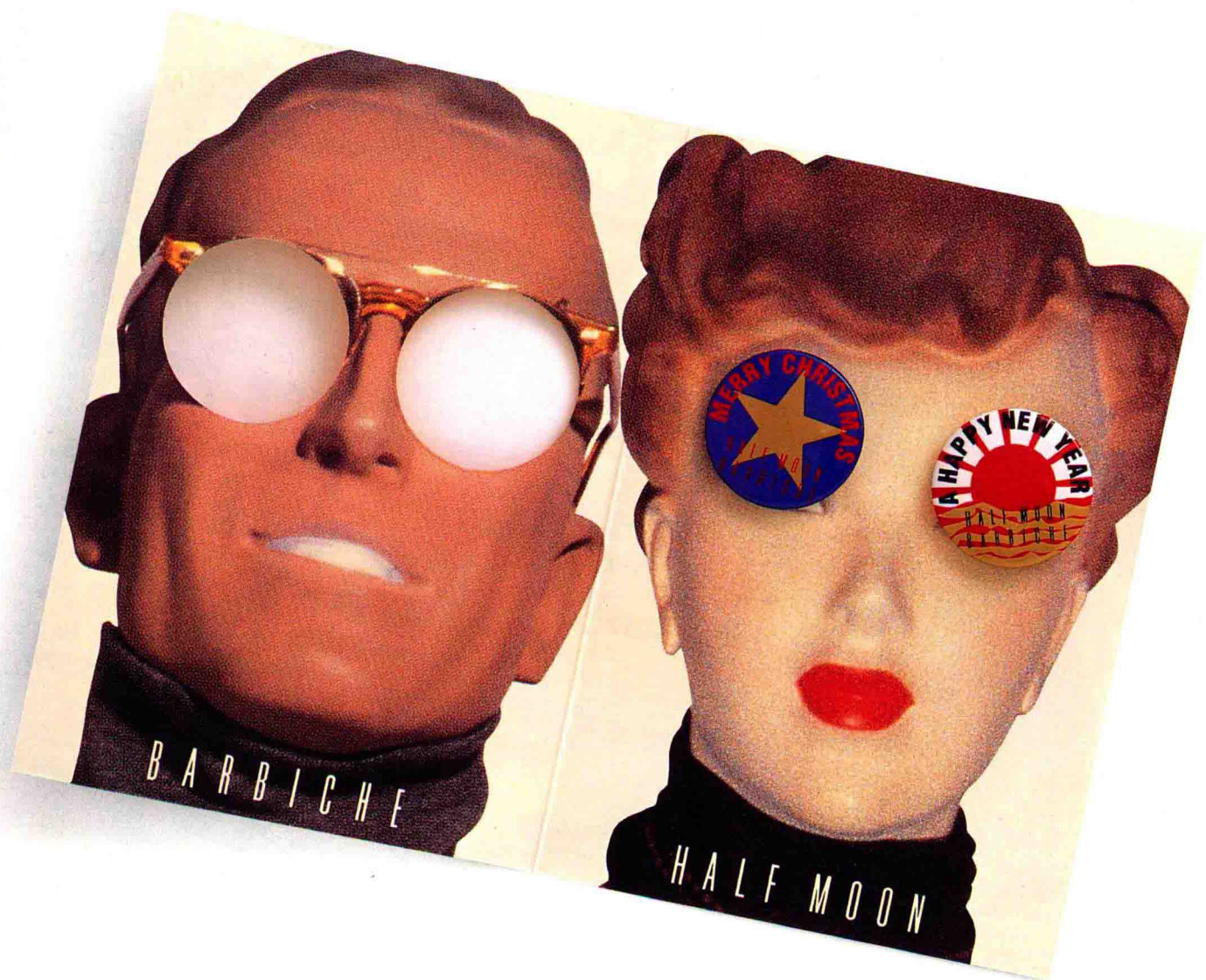
Merry Christmas  
and  
a Happy

不図休業させていただきます



Christmas

New Year!



Apparel maker

Christmas/New Year's card

アパレルメーカー

クリスマス/ニューイヤーズカード 1993

CD: 横森美奈子 Minako Yokomori

AD: 中山 泰 Yasushi Nakayama

D: 茶谷公人 Kimihito Chatani

CL: (株)メンズ・ビギ Men's Bigi Co., Ltd.





CL: (株)スコープ Scoop Inc.



MAY 19 SAT

MAY 18 FRI

MAY 17 THU

THE 1990 SCOOP INC.

MAY 16 WED  
AUTUMN EXHIBITION

THE 1990 SCOOP INC.

MAY 15 TUE  
AUTUMN EXHIBITION

MAY 14 MON

MAY 20 SUN

MAY 13 SUN

THE 1990 SCOOP INC.  
AUTUMN EXHIBITION

LADY'S  
WHEN: MAY 15 (TUE) 10 A.M. - 6 P.M.  
MAY 16 (WED) 10 A.M. - 5 P.M.  
WHERE: FACE BLDG. 1, 3, 5F

MEN'S  
WHEN: MAY 22 (TUE) 10 A.M. - 6 P.M.  
MAY 23 (WED) 10 A.M. - 5 P.M.  
WHERE: FACE BLDG. 2, 3F

THE 1990 AUTUMN EXHIBITION

Apparel maker

Collection announcement

アパレルメーカー展示会案内状 1990

D: 鈴木大介 Daisuke Suzuki

CL: 株式会社 Scoop Inc.