

it's your choice

consumer advice on buying direct



DMA CAMPAIGN BUILDS TRUST

To help fulfil the DMA's mission of developing consumer trust and confidence in direct marketing, the DMA has recreated and rebranded its 'Changing Opinions' generic campaign to 'It's Your Choice'. The campaign will promote the benefits of direct marketing and educate consumers about the rights



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and choices they have when buying direct.

A national public awareness campaign will be launched in February 2002, and a campaign website www.its-your-choice.org.uk has been developed to provide a one-stop information point for consumers who want to learn more about the benefits of direct marketing, data protection issues, their personal rights and consumer safeguards. The consumer and industry bodies that have offered literature and promotional support include the Office of the Information Commissioner, the DTI, The National Consumer Council, and the Trading Standards Institute.

The DMA membership is being asked to help support this campaign through the provision of banner advertising space, or by offering ideas on other ways the industry can help consumers recognise what companies follow strict industry codes of conduct and best practice.

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receiving marketing messages on your mobile?
a consumer's guide to SMS text marketing



www.its-your-choice.org.uk

receiving marketing messages via email?
a consumer's guide to email marketing



www.its-your-choice.org.uk

More than 30 million people in the UK have a mobile phone, with over 1 billion SMS text messages sent each month in the UK alone.

As a result, many people now realise the benefits of using their mobile to receive instant information about special retail offers, competitions, products and services of interest via SMS (short message service) text messaging.

Your mobile phone now offers you a convenient way to access all kinds of information, whilst on the move.



“special offers, competitions products & services whilst on the move”

A convenient information point

SMS marketing provides you with instant access to competitions and special offers that are tailored specifically to your interests or needs. Location based marketing means that you can be one of the first to hear about events and offers at a time when you are in that local area and, if your phone has WAP capabilities, you can access the internet to find out more.

The innovative and beneficial ways that companies are using SMS messaging to communicate to their customers can be seen in examples such as the Transport for London travel alert service. This service enables you to receive immediate alerts about London Underground delays and incidents, whilst the WAP function allows you to query problems and find out further information. The National Blood Service is using SMS to save lives, by reminding people to donate blood and alert them of appointment times. In fact, this has contributed to over a 30% increase in turn up rates.

You have control over who can send you marketing messages

With the ever-increasing ways that businesses are utilising new technologies to broadcast information comes a level of concern regarding unsolicited SMS messages. However, you should only receive a SMS marketing message if you have provided your mobile number to a company for that purpose. Mobile network operators are prohibited, under the terms of their telecommunications licence, from passing their subscribers' telephone numbers, or any other telephone account details, to a third party for marketing purposes without their permission.

Spamming is NOT legitimate direct marketing

Whilst there is significant protection in place for consumers and the vast majority of marketers respect your right to privacy, there is inevitably an unscrupulous few that abuse the system. It is these people who ignore the basic principles of targeted marketing by sending what most people refer to as 'spam'. This is the random and indiscriminate broadcasting of SMS messages to people whose telephone numbers may have been obtained randomly.

The Direct Marketing Association (DMA) is resolutely opposed to 'spam' and is working with the government and industry bodies on many levels to help prevent it.

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