

# Table of contents

Expert statements on international direct marketing. .... XI

The editors and authors ..... XXI

## Chapter 1: Principles

1. **Borderless direct marketing?**  
Status quo, trends and outlook ..... 3  
*Jürgen Hesse, Manfred Krafft and Kay Peters*
2. **Checklist for your international direct marketing.** ..... 41  
*Kay Peters*

## Chapter 2: Best practice

Introduction to Chapter 2 ..... 49

1. **Global planning to pinpoint local targets**  
How DHL Global Mail introduced an integrated  
direct marketing campaign in 14 countries ..... 53  
*Rosegret Nave*
2. **A successful departure from the beaten track**  
Inteligo identifies new prospects for its services in Poland ..... 67  
*Auke van den Hout, Kay Peters*
3. **International dialog for successful acquisition of new customers** ..... 77  
*Thomas Nagel*
4. **Segment-specific ethnomarketing**  
International direct marketing in domestic markets ..... 99  
*Diane Rinas*
5. **The HP HypeGallery**  
A carefully staged, event-oriented multimedia campaign ..... 115  
*Jon Williams, Thomas Curwen*

|                                                                |     |
|----------------------------------------------------------------|-----|
| <b>6. Robinson lists for efficient direct marketing.</b> ..... | 129 |
| <i>Alastair Tempest</i>                                        |     |

### **Chapter 3: Marketing facts**

|                                 |     |
|---------------------------------|-----|
| Introduction to Chapter 3 ..... | 155 |
|---------------------------------|-----|

|                                                          |     |
|----------------------------------------------------------|-----|
| 1. International dialog marketing: Consumer trends ..... | 157 |
| <i>Anita Petersen</i>                                    |     |

|                                                                  |     |
|------------------------------------------------------------------|-----|
| <b>Direct marketing – Data and facts from 24 countries</b> ..... | 181 |
|------------------------------------------------------------------|-----|

#### **Asia**

|                   |     |
|-------------------|-----|
| 1 China .....     | 183 |
| 2 Hong Kong ..... | 189 |
| 3 Japan .....     | 195 |
| 4 Singapore ..... | 201 |

#### **Pacific / USA**

|                     |     |
|---------------------|-----|
| 5 Australia .....   | 207 |
| 6 New Zealand ..... | 213 |
| 7 USA .....         | 219 |

#### **Western Europe**

|                          |     |
|--------------------------|-----|
| 8 Austria .....          | 225 |
| 9 Belgium .....          | 231 |
| 10 France .....          | 237 |
| 11 Germany .....         | 243 |
| 12 Great Britain .....   | 249 |
| 13 Italy .....           | 255 |
| 14 The Netherlands ..... | 261 |
| 15 Spain .....           | 267 |
| 16 Switzerland .....     | 273 |

#### **Scandinavia**

|                  |     |
|------------------|-----|
| 17 Denmark ..... | 279 |
| 18 Finland ..... | 285 |
| 19 Norway .....  | 291 |
| 20 Sweden .....  | 297 |

#### **Eastern Europe**

|                         |     |
|-------------------------|-----|
| 21 Czech Republic ..... | 303 |
| 22 Hungary .....        | 309 |
| 23 Poland .....         | 315 |
| 24 Slovakia .....       | 321 |