Door Drop Marketing Case Study: Cohens Chemist

> Door drop marketing delivers powerful results when planned and executed effectively.
>
> Cohens Chemist approached us to support a targeted marketing campaign aimed at raising awareness of their services, increasing footfall, and attracting new customers to their branches.

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Creative Development and Production

Utilising their existing copy, imagery, and brand guidelines, we developed a visually engaging leaflet design that clearly communicated their key services and benefits. After several rounds of feedback to ensure perfection, we proceeded to print the leaflets on high quality FSC certified 130gsm silk paper, ensuring sustainability and a premium feel.

Strategic Distribution

The leaflets were distributed over an agreed week via Royal Mail Door to Door service, chosen for its extensive reach and reliability. Royal Mail allows targeting of millions of UK households without the need for personal data, making campaigns both effective and GDPR compliant.

Tangible Results and Client Feedback

The campaign was completed on schedule, and Cohens Chemist reported a noticeable increase in footfall and service enquiries in the targeted areas. They said:

“The entire experience with DoorDrop4u was seamless, with excellent communication handled professionally and amicably. The leaflet design perfectly matched our vision, and we intend to use it as our template for future drops. We have already observed increased footfall and more enquiries about the services highlighted in the leaflets.”

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Industry Insight: The Power of Door Drop Marketing

Research shows that door drop marketing is highly effective and engaging. Key insights include:

• High Engagement: 84% of door drops are engaged with, read, kept, or shared, indicating strong consumer interaction. (Source: https://mando.co.uk/door-drop-campaigns)

• Extended Presence: On average, a door drop remains in the home for 5.5 days, giving prolonged exposure. (Source: https://www.jicmail.org.uk/news/news-q1-2025-results-mail-the-super-touchp oint-channel-demonstrates-its-growing-impact-on-consumer-digital-behaviours-in-q1-2025/)

• Strong ROI: Door drops deliver an average return on investment of £2.90 for every £1 spent. (Source: https://www.jicmail.org.uk/media/3311/dma-jicmail-door-drop-report-2025-final.pdf)

• Broad Reach: Door drops now constitute 25.3% of total mail volumes in the UK, reflecting their growing importance. (Source: https://www.jicmail.org.uk/news/dmajicmail-door-drop-report-2025/)

• Youth Engagement: Younger audiences, particularly under 35, are increasingly engaging with door drops, recording the highest interaction rates. (Source: https://www.jicmail.org.uk/media/3311/dma-jicmail-door-drop-report-2025-final.pdf)

Sustainable and Effective Marketing

> By partnering with Royal Mail, we ensured that distribution was not only effective but also environmentally conscious, leveraging existing delivery routes to minimise carbon footprint.

Conclusion

> This case study demonstrates how door drop marketing remains a sustainable, cost effective, and impactful way to reach local customers and deliver measurable results.