



l'expertise multicanal
syndicat national de la communication directe

Presentation of SNCD

**Direct Marketing professionals' Commitment
Septembre 2008**





- 1. Introduction**
2. *Presentation of the SNCD*
3. *Missions of the SNCD*
4. *Committees and Workshops*
5. *Leader Team of the SNCD*



Created in 1933, the SNCD (Syndicat National de la Communication Directe) French Association of the Direct Communication is the professional organization dedicated to the promotion of the techniques and habits of the Customer Relationship and of the On & Off-line Direct Marketing.

The SNCD, representative of the Customer Relationship and the multi-channel Direct Marketing professionals, is gathering today 130 members companies which have chosen to propose their services respecting the deontology and the profession practices.

Those professionals give their wide skills to the whole multi-channel Direct Marketing jobs.

1. *Introduction*
2. ***Presentation of the SNCD***
3. *Missions of the SNCD*
4. *Committees and Workshops*
5. *Leader Team of the SNCD*

- **2008**

- On the 5th of June 2008, 350 main protagonists of Direct Marketing direct celebrated the 75th anniversary **of the SNCD**. It was the occasion to honour the **new face** of the SNCD which incorporate for now on all the channels of Direct Communication.
- Launching of the first morning workshop “**Tend@nces e-MD**” in September 2008, gathering on the same stage 5 protagonists of the email marketing in the presence of 130 advertisers.
- The SNCD enters the **DMA US**
- Sponsorship of the IEMD Class of Master Marketing Direct 2010 by Roland André, President of the SNCD and et General Manager of Mediapost Multicanal
- Launching of the new indicator of the investments of prospecting emailing in partnership with TNS Media Intelligence
- Publication of the 2008 IBase results from the study EMA Email Marketing Attitude, in partnership with 1000mercis, Come&Stay, Directinet & IBase.
- Prize-giving of the SNCD Direct Communication Trophy on the occasion of the SNCD meetings of the 6th November 2008
- Preparation of the new Edition of the European Direct Marketing Guide, a multi-channel expertise on more of 30 European countries. Creation of the Europe Club Europe within the International Commission

- **2007**
 - Creation of the **Direct Communication Trophy**, opened to the post graduate students.
Information on www.tropheecomunicationdirecte.com
 - **Europe Direct Marketing Guide**, Edition 2007/2008 : « multi channel » appraisal in 31 European countries.
- **2006**
 - **EMA E-Mail Attitude Study** by SNCD/1000Mercis on the Attitude of the Internet surfers registered next to the emailing
 - Works on the Universal Code of the Address Project
- **2004/2005**
 - **The deontology code of the Web Direct Communication** declared to be in accordance with the I&L Law by the CNIL on the 22nd of March 2005, reference document for all the e-Marketing professionals
 - Creation of www.diagnosticCRM.com, a website which allows the announcers to evaluate their Customer Relationship Management by giving personalized advices and diagnostics
 - Intervention in particular on the LCEN file and on the natural persons protection files

Guide Europe du Marketing Direct

Une expertise "multicanal"
dans 31 pays d'Europe



Edition 2007/2008

- The SNCD publish with the partnership of **TNS Media Intelligence** the results of the Study on the valorization of the E-mailing market of recruitment.
- The SNCD takes an active part in working groups on the fight against SPAM settled by the DDM :
 - founder member and member of the Committee of the **Signal-Spam** Association.
- The SNCD is a member of the “**Club Courier**”, an organization gathering the forces of the Mail network.
- The SNCD is a partner of the “**Cube de l’innovation dans les technologies de la relation client**” created by **La Poste** in 2007 for the VAD trade show.
- The SNCD is a member of the **UFMD**, and partner of the **IEMD** as well as of the in-house training program of the “**Cercle du Marketing Direct**”. Partner and jury of the “**Clics d’or**”.

1. *Introduction*
2. *Presentation of the SNCD*
3. ***Missions of the SNCD***
4. *Committees and Workshops*
5. *Leader Team of the SNCD*

- **Develop** the efficiency and the profitability of the professions and techniques of the Customer Relationship and Direct Marketing
 - ✓ Prospective, assessed surveys and analysis of the professions
 - ✓ Information and training
- **Promote** the exchanges between the actors of the Customer Relationship and Direct Marketing
 - ✓ Thematic Professional Meetings
 - ✓ The SNCD Meetings
- **Take part** in the regulation of the market to support its development in the respect of the consumer
 - ✓ Technology and legal watch
 - ✓ Lobbying
 - ✓ Best practices
- **Define and see to** the respect of the uses and the deontology rules in order to promote the development of the market
 - ✓ Deontology codes : evolution and enforcement
 - ✓ Public standpoints
- **Support** the action to increase the standing of the professional image and **promote** the members companies role
 - ✓ Professional Trade Shows
 - ✓ Press Relations
 - ✓ www.sncd.org

Direct Marketing professionals' Commitment

- The **SNCD Charter** : professionalism commitment signed by all the members of the SNCD.
- **The General Code of Deontology of the Direct Communication** : 1st edition in January 2000 ; update in 2007/2008 in order to take into account the new release of the “Informatique & Libertés” act. It defines all the chain of actors, their role, function, obligations and commitments; it proposes some definitions, some examples of model mentions, some recommendations...
- **The Code of deontology of the Web Direct Communication**, edition 2005, replace the 1st E-mailing code of December 2001. It has been declared in accordance with the CNIL in March 2005

1. *Introduction*
2. *Presentation of the SNCD*
3. *Missions of the SNCD*
4. ***Committees and Workshops***
5. *Leader Team of the SNCD*

Area of exchanges, meetings and enhancement

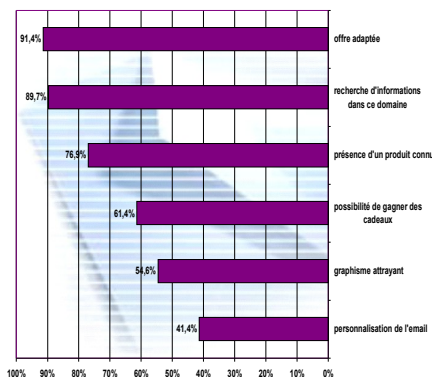
- **E-Marketing Committees** : Well-known providers in the personalized e-business professions : advice, creation of messages, creation of databases, profiling, list brokers, emailing. Running of the EMA study « E-Mail Attitude » on the Net surfers' attitude registered next to the emailing.
- **Studies & Technologies Committees** : Data processing providers, de duplication, de addresses correction, personalized printing, advice, Outsourcing Database Management, Research Department, statistical analysis.
- **Lists Committees**: List brokers which provide advice, database setting up, (life style mega bases, mutualized mega bases,...) and BtoB and BtoC, off-line, on-line and multi-channel list brokerage.
- **International Committees** : Extension of the Europe Commission which already gathered European Direct Marketing specialists. This commission is now developing close relationship with the United-States. Edition of the Europe Direct Marketing Guide : « multi-channel » appraisal in 31 countries of Europe.
- **Mailing and Distribution Committees** : Printers, mailing and fulfillment providers, envelopes makers, carrier companies. Currently developing the Universal Address Code.

Production mode under project management

SNCD
SYNDICAT NATIONAL DE LA COMMUNICATION DIRECTE

Les internautes ne cliquent pas par hasard

Principaux facteurs de clic sur un e-mail



- La pertinence de l'e-mail par rapport aux besoins de l'internaute apparaît comme le principal facteur de clic sur un e-mail. Le CRM confirme ainsi son utilité pour les annonceurs.
- Comme pour l'ouverture la notoriété des produits contenus dans l'e-mail semble très importante.
- 2 autres facteurs ressortent moins en déclaratif que ce que l'on constate dans les études comportementales : l'attrait de la création graphique de l'e-mail et sa personnalisation. Ceci confirme que la meilleure personnalisation est celle qui ne se voit pas mais qui suscite le clic de l'internaute.

1000mercis
Interactive Advertising & Marketing

Etude EMA E-mail Attitude décembre 2006 ⁷

- Multi-channel targeting Workshop,
- BtoB CRM Workshop,
- Diagnostic CRM Workshop,
- “E-Routeurs” Workshop,
- “LCEN 4 years later” Workshop,
- Mutual list broking Workshop,
- Automation Marketing Workshop,
- Marketing of the Performance Workshop,
- Audience Measurement Workshop,
- Consumer Protection Workshop,
- Inter-Providers Relationship Workshop,
- Etc...

- 1. Introduction*
- 2. Presentation of the SNCD*
- 3. Missions of the SNCD*
- 4. Committees and Workshops*
- 5. Leader Team of the SNCD**

▪ The Bureau

- **President** : Roland ANDRE, Director of Mediapost Data, La Poste Group
- **Vice-President** in charge of deontology: Fabienne GRANOVSKY, Director of MédiaVente
- **Vice-President** in charge of the Members services: Didier FARGE, President of Conexance MD
- **Treasurer** : Jacky BERTRAND, General Director of Mail'Inside
- **Administrator in charge of the external relationship** : Arnaud CONTIVAL, Director of New Markets of Capgemini Technology Services
- **Permanent Secretary** : Nathalie PHAN PLACE

▪ Board of Directors

Commission Presidents

- **President of the E-Marketing Committee** : Bruno FLORENCE, Florence Consultant
- **President of the International Committee** : Gérard CLERQUIN, Marketing Factory Director of Soft Computing
- **President of the Study and Technology Committee** : Olivier COPPET, General Director of AID
- **President of the Lists Committee** : Franck DREYER, Director Direct marketing department of Reed data - Reed Expositions France

▪ Administrators

- Arnaud CAPLIER, General Director of Acxiom - Jean-Michel MOULIE, President of WDM France
- Jérôme STIOUI, - Philippe THOMAS, Marketing Director of Adrexo