

Loerie CRM froth

Scanning the categories for the new, improved and sunblocked Loeries, we notice that CRM has been dropped from the entry list. What remains are those cobweb encrusted Direct Mail ads and junk mailings over which the judges will no doubt mainfully remain awake while assessing which Outsurance offer out-pulled another. Shame on them.

What is bewildering is that CRM should be dropped at all.

Junk ads and mailers are undoubtedly the DM of yesteryear. When one considers that award-winning CRM requires the complexity of a database, gorgeously abundant creative, fabulous events, consumer inteaction and a measurable return on investment, perhaps it is all too much for a judge.

Or have we returned to an era when results don't matter? Just give us a sexy headline and we can all bugger off to the beach!

Sadly the Loeries will be somewhat sobering this year without the massed outpourings of Johnnie Walker, Bell's and Captain Morgan. Can't wait to see what wins Dimensional mail (including multi-dimensional mailing with samples or pop ups).Make of it what you will.

For more:

- Official site: www.loeries.com, [Facebook](#), [Twitter](#), [Instagram](#)
- More info: [Loeries Creative Week](#), [Bizcommunity search](#), [Google](#), [Twitter](#)

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