

# Medical Mailing

## INTERNATIONAL

MEDICAL MAILING INTERNATIONAL LTD  
LA CHASSE COURT, ST. HELIER  
JERSEY, Channel Islands  
Telephone: Central 25371 (STD 0534 25371)

*Specialising exclusively in mailing  
the medical and allied professions  
throughout most of the world*

Mr. Bruce Ellison,  
San Francisco,  
Binicalaf,  
Menorca (Balearic Islands)  
Spain.

29th October, 1969.

Dear Mr. Ellison,

Many thanks indeed for your letter of 24 October. Please forgive me that I leave my secretary to sign this reply on my behalf. Enclosed, as you requested, is a sample of one of the 360,000 First Day Covers we despatched from Jersey on 1st October. Please accept this with my compliments. The small address label is easily peelable, so that you can re-address the envelope as you wish.

The result of this particular mailing on behalf of about a dozen European pharmaceutical companies exceeded all expectations. Inside a few days the response rate from Germany was about 8%. In the case of Holland it was even greater. About 8,700 covers were posted to doctors in Holland and within 48 hours, 1,600 replies had been received. These are the only statistics we have so far, but doubtless others will follow.

I probably don't have to tell you that there was a particular technique in dealing with covers and special postings of this kind. It is nothing like as simple as it looks and we have learned quite a few bitter lessons over the years. We even had trouble with Germany on this particular occasion, and I am still arguing with the Australian Customs people about a posting despatched from there well over a year ago. The fact that our postal activity brought them about 5,000 Australian Dollars as a bonus to their postal revenue does not seem to have much effect on the Customs people.

Anyway, I am enclosing a small pamphlet which we produced some time ago and which may interest you, on this question of postings generally which use special covers and commemorative stamps. If you have any clients interested in this particular ploy, we should be delighted to assist you if we can. I think I can claim to have more experience of this kind of thing than almost anyone in the world.

With best wishes.

Yours sincerely,  
MEDICAL MAILING INTERNATIONAL LTD.,

*Alan G. Nicholls*  
Alan G. Nicholls  
MANAGING DIRECTOR. *4/84*

*Medical Mailing International Ltd. specialises exclusively in detailed and accurate lists of the medical and allied professions practising in most parts of the world other than the United Kingdom or the American continent. Our special strengths are in Africa, Australasia and New Zealand, the Arabic-speaking countries of the Near and Middle East, and the English-speaking territories of the British Commonwealth such as Hong Kong, Malaysia, Malta and the West Indies.*

*The Use of  
Special Stamps in  
Pharmaceutical Promotions  
Overseas*

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La Chasse Court, St. Helier, Jersey,

[Channel Islands, Great Britain.]

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Gurnsey Press Co.

## The Use of Special Stamps in Pharmaceutical Promotions Overseas

Research in the United Kingdom revealed that about 30% of doctors collected stamps, either directly for themselves or for their families or close friends. Mailings with special stamps posted on the first day of issue were thus very popular. They also engendered much goodwill to the companies using them. It was evident from the congratulatory letters received that the contents were read, especially if the printed insert tied in with the subject of the stamp.

Further enquiries also clearly showed that even routine mailings bearing commemorative or other special stamps were better received than those with the normal commercial franking. The small extra expense involved was more than repaid by the attention-getting value.

I was the pioneer of consistent mass mailings of this kind. Since 1964 hardly one British stamp issue has gone unused and doctors both in the U.K. and overseas who put them aside must now have quite a formidable collection of First Day Covers. To non-collectors however, some of their initial freshness must inevitably have worn off and some of their initial impact lost. The original freshness will have been further impaired by firms who, whilst copying the original idea, had insufficient expertise in the techniques to take full advantage of the opportunities.

During the past year Medical Mailing International has developed the original theme which I pioneered, and, by using more advanced techniques, restored its original freshness. Thus doctors in Africa, Australia and other export markets have been sent promotional material in British covers. Conversely British and European doctors have been mailed from Australia, Gibraltar, Malta and various other countries.

The most successful of all these mailings in terms of impact have been those which used a combination of both basic approaches. A particular example was the 25th World Medical Assembly commemorative stamp issued from Australia in August 1968. By arrangement with the Assembly's headquarters, an exclusive, specially designed, "Official" cover was prepared bearing their insignia. Nearly 100,000 of them were mailed from Australia to doctors in more than 100 different countries throughout the world.

The most outstanding example however was probably the series posted in the late summer and early autumn of 1968. Unlike other First Day Cover mailings, this used the special World Health Organisation commemorative issues of no less than six different countries to promote pharmaceuticals in another 30 different countries. The company for whom this scheme was prepared even used specially designed envelopes incorporating its own name. During the same period yet another company used a series of very attractive view cards bearing colourful stamps and printed messages. Undoubtedly quite a proportion of these have found their way either into postcard or stamp albums.

The growth of the European pharmaceutical industry is coming to depend to an increasing degree on a rise of export sales. This in turn calls for an increase in promotion to export markets. Promotions, to be effective, should, wherever possible, be lifted from the usual routine approach and the use of special envelopes and stamps is a sure way of attracting interest to the contents of envelopes. Anyone, no matter how heavily mailed, will, from sheer curiosity if nothing else, inevitably open letters with foreign stamps first. Such postings invariably command greater interest than those posted locally or under frank marks. The more outstanding are invariably well—and long—remembered.

When a theme can be introduced to provide a thought provoking series, the pattern is complete!

The growth of philately has been one of the phenomena of the past five years. It is prompted by many factors and shows no sign of decreasing. It is encouraged by the type of mailings here described and there are many fields as yet unexploited for which Medical Mailing International has the techniques, the expertise and, perhaps most important of all, the postal connections. There are golden opportunities for successful promotion.

In October 1969 a new country will be added to the list from which mailings can be conducted. This is Jersey, whose popularity among collectors is assured. Already the stamp trade is forecasting enormous sales and predicting another Gibraltar, Malta or Cyprus—countries whose stamps are increasingly popular among European as well as British collectors. As a Jersey-based company we shall, of course, be in a unique position and plans to take advantage of it are already well advanced.

JANUARY 1969.

ALAN G. NICHOLLS.