



data card

Go Cruelty Free – 57,852 Postal Records

BRAND NEW FILE ADM are pleased to announce the exclusive list management of the Go Cruelty Free - Ethical Shoppers File.

About Go Cruelty Free

Launched in 1996 the 'Leaping Bunny' certification has quickly become the world's only internationally recognised scheme that enables consumers to easily identify and purchase cruelty free products.

Data Collection Methodology:

Consumers on this list have actively sought out ethical products by requesting a 'Little Book of Cruelty Free'. Requests for the LBCF have come via a number of media channels - Direct Mail, Web, Facebook, Email and Telephone.

Leading high street companies signed up to the Leaping Bunny certification in the UK include; M&S, Sainsbury's, Superdrug, the Co-Operative, the Body Shop and Argos. These companies sit alongside ethical brand names, such as; Neals Yard Remedies, Faith in Nature, Bulldog Natural Grooming, Burts Bee's, Dermalogica, Honesty Cosmetics, L'Occitane, Urban Decay and Liz Earle Cosmetics.

Recommendations

This file is likely to work well for charity cash asks including, Animal, Environmental, Wildlife, Medical, Overseas Aid, Religious and Children's causes which were shown to have high index scores in the profiling undertaken.

This file is likely to work well for charities (lottery, raffle and committed giving) as well as mail order, financial planning, ethical investing, green / ethical / sustainable products, competitions, publications and health related offers.

Approval Process:

Organisations looking to rent this database must provide a mailing piece and date for approval.

Data Cleanliness:

Data is cleaned on a 90 day cycle in addition any returns from third party rentals or in-house mailings are removed.

Please visit our website for further information: alchemydirectmedia.com



Profile

- 46% male, 54% female
- Aged 20-79 (selectable by age)
- 84% homeowners
- 32% semi detached 27% detached 32% terrace and 9% flat
- Lived in current property for over 6 years
- Directors - 4.5%
- General Interests – Farming, Art, Environment, Cinema, Online Gambling, Pets, Concerts, Health Products, Nature / Wildlife, Collectables, Holidays, Wine, Religion, Music, Reading, Theatre, Fashion, Lotteries, Cooking
- Read – Guardian, Independent on Sunday, Subscribe to magazines, TV Listings, Sunday FT
- Sporting Interests – Horse Riding, Hiking / Walking, Racket Sports, Swimming
- High proportion of pet owners
- 13.5% Shareholders
- Financial – Low number of credit searches, don't use credit

Age Breakdown



Postal - £150/000
 Selections - £10/000
 Commission - 15%
 Delivery - £50 Flat

**Call your account manager today:
 01634 226490**

