

Jersey Stamps

Making philately relevant in modern society



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Nanning, China
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www.jerseypost.com

A little background to explain the origins of our culture and traditions....

Jersey is the largest of the Channel Islands, situated 137 miles from the south coast of England and 19 miles from the northwest coast of France.



The Island is 9 miles long and 5 miles wide and has a population of approximately 100,000. It is famed for its natural beauty and historical landmarks,



and its main traditional industries of agriculture, dairy farming and fishing have been joined by tourism and finance in more recent years.



Due to its strategic position, over the last 2000 years, Jersey has been invaded, visited and settled by the Romans, Gauls, Vikings, Celts and Britons.

Many battles have been fought over our Island;
it was ruled by the French before the British...

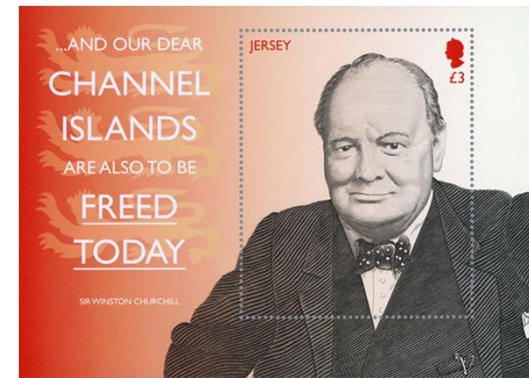


...and, together with the other Channel Islands, it was occupied by German Nazi forces for the duration of the Second World War...



...until 9 May 1945.

We have been self-governing since the year 1259
and although we set our own laws, we are ruled by Her Majesty Queen Elizabeth II.



We have issued our own stamps since 1969 and they are considered to be representative of the Island of Jersey and Her Majesty The Queen.

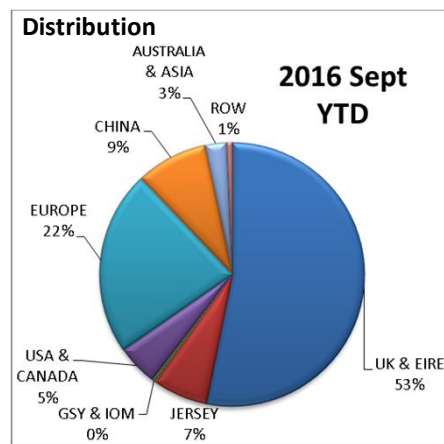


So we ask ourselves...

How do we balance the need to illustrate our culture, history and traditions - of which we are so proud - whilst embracing the social and technological changes that have forced us to examine and develop our business models and strategies?

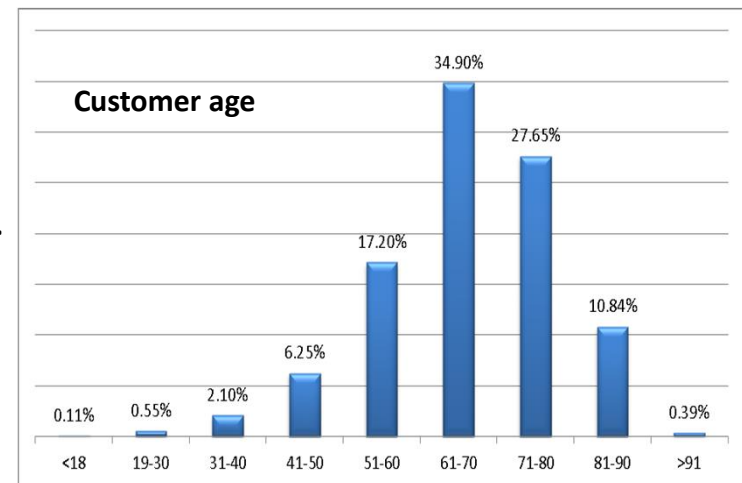
Some points to consider:

“ Most collectors of Jersey stamps are outside of the Island.



“ Most collectors of Jersey stamps are male (83%) and aged 60+ (our traditional collectors).

“ Our traditional collectors are aging and, sadly, numbers are in decline.



“ Most new collectors of Jersey stamps prefer to buy as and when they like.

“ Many new collectors are attracted by thematic issues, exciting designs and special techniques.

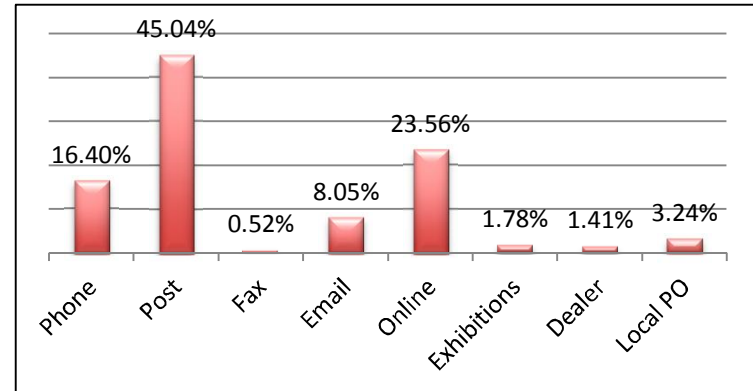
“ Engaging young people in philately is, as we all know, difficult.

➤ Our traditional collectors don't easily understand our challenges.

COMMUNICATION

Consistent and effective communication is key to reaching our customers and developing our network.

Research has shown us that our traditional collectors (who are mostly in the UK) still prefer to place orders by post (45%) although we are seeing more of our customers moving to on-line purchasing.



We constantly review and improve our marketing literature and take up opportunities for reciprocal advertising with other postal administrations in order to reach new audiences.

And our monthly E-newsletter, packed with news and special offers, has an above-average open rate of 55%, driving traffic directly to our website.

We seek to convert stamp collectors into **Jersey** stamp collectors with targeted advertising on Facebook whilst daily updates on Twitter have the capacity to engage with a wider audience.



OVERSEAS

We have worked hard at developing relationships with our distributors in the USA (Herrick / Interpost), Europe (Nordfrim / Philagentur), Australia (Max Stern) and China (Nordfrim).

We have found that a proactive approach in getting to know each other and developing ideas together has been mutually beneficial.

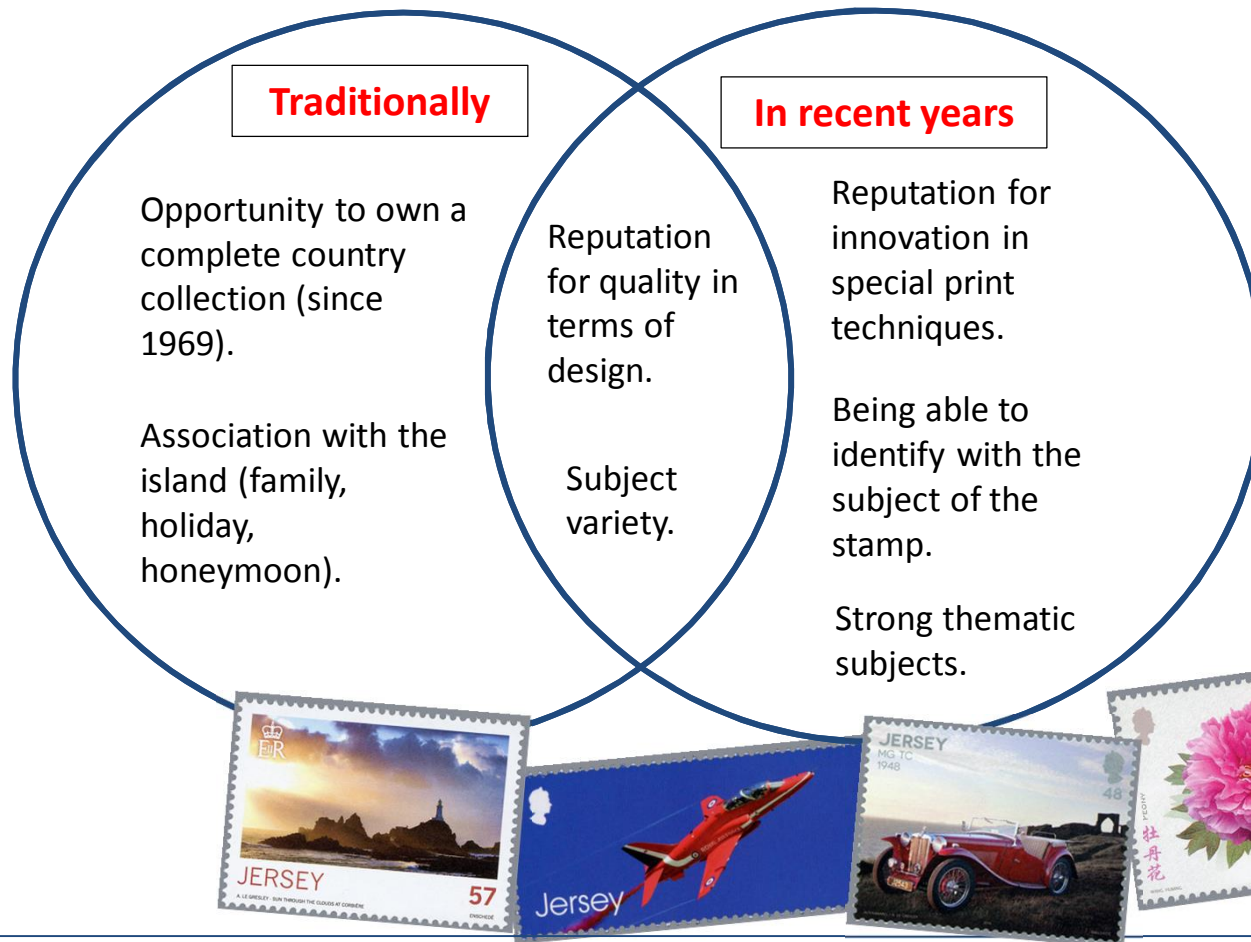
Alongside Nordfrim in China, our representative in Beijing maintains our WeChat and Weibo presence.



We work directly with philatelic journalists and magazines all over the world in order to encourage awareness of Jersey stamps and we enjoy the friendship and support of a growing number of people within the business.

Above all, developing business relationships and a network within our industry, sharing ideas, support and opportunities, has proven to be crucial to growth and sustainability.

DESIGN - Why do people collect Jersey stamps?



Thematic subjects have the **advantage** of attracting new collectors with every issue but have the **disadvantage** of attracting a collector only once.



By aiming for excellence in the areas within our control, we are reaching out to collectors all over the world and trying to establish a reason for them to collect Jersey stamps.

Reputation for quality in terms of design

- For many years, Jersey Post used the same artists for its stamp designs.
- This helped establish our reputation for quality fine art and consistency.
- However, in order to broaden our appeal, in recent years, we have reached out to – and welcomed enquiries from – internationally recognised artists and design agencies.

*true*North



hat-trick



Lizzie Harper (National Geographic, BBC Books, Cambridge University Press)



Rock album artist, Mark Wilkinson

Acclaimed stamp artists,
Martin Mörck and Wang Huming

As the number of traditional collectors declines, we are continuing to invest in our artists and designers as well as working closely with security printers to develop ideas to appeal to collectors all over the world.

2000: 22 carat gold



2002: 24 carat gold, 22 carat gold, 99.9% silver



2012: A genuine hand-cut diamond



2013: Seven different print techniques in one issue



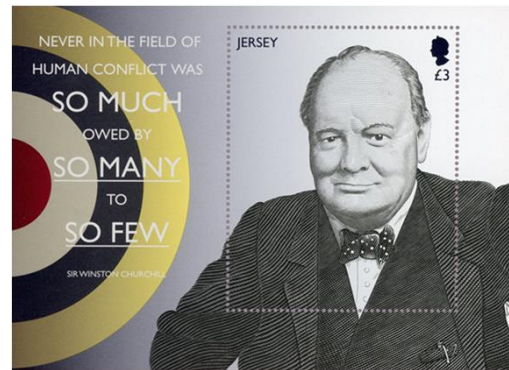
2013: Achromatic holographic portrait of HM The Queen



2015: Hologram having the effect of being embossed



2015: One of the largest intaglio hand-engravings produced for a stamp



2015: Portrait at Westminster Abbey, London, reproduced on silk



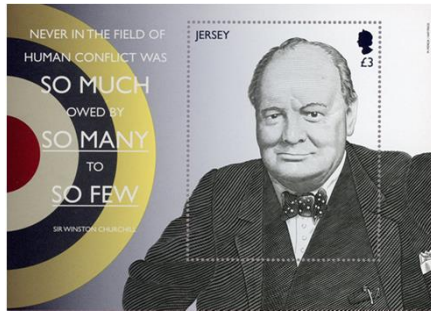
But sometimes, the best ideas are the most simple ones

And in embracing our future, we continue to value our past. For example...

- We combine traditional techniques such as intaglio, with modern designs.

The Battle of Britain: 10 July 2015

Engraving by Martin Mörck



Stamp and Miniature Sheet design by Hat-Trick Design (London)



Winner of a prestigious international design award, D&AD 2016



- We try to put ourselves into the mind-sets of our customers and to ask ourselves what will appeal to them and why.

Links with China

2015 Garden Flowers
2016 Waterfowl
by Wang Huming and Martin Mörck



Second Runner Up in the 12th China Annual Best Foreign Stamp Poll



In 2015, we engaged with the public by inviting them to take part in a competition and to submit designs for a stamp issue with the title: *My Jersey*



And whilst our traditional collectors may not have immediately understood our reasons, within the Island, we were able to generate interest from a younger audience as well as non-stamp collectors, breathing life back into the notion of stamp collecting as a hobby.



I was so excited when I found out I was one of the lucky winners and couldn't wait to see my own design on a stamp." Leah O'Brien (age 11 and under)



We also reach out to young collectors, with an Island-wide school project, delivering stamps and a fun stamp collecting album, every year, to all school children aged 8-9 years old.



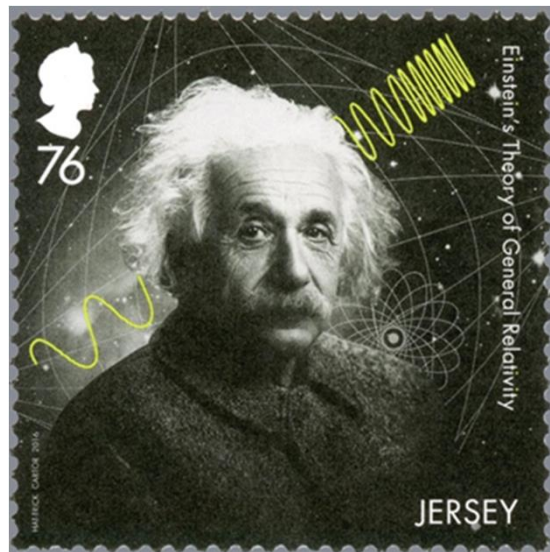
The children enjoy learning about the subjects of each issue, swapping stamps and sticking them in their albums.

To summarise

The success of philately is based on tradition; the tradition of our countries and the tradition of hobbies that have evolved with the passing of time.

Our customer demographic continues to change, and the business of philately will continue to challenge us.

We will continue to explore, enquire and to push the boundaries so that collectors all over the world may continue to enjoy Jersey Stamps for years to come.



“Wisdom is not a product of schooling but of the lifelong attempt to acquire it.”

—Albert Einstein March 24, 1954

Thank you

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