

Jersey Stamps

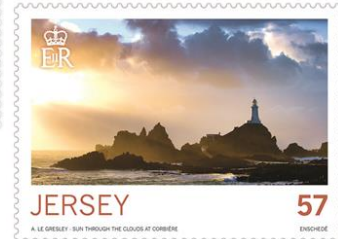
Beautiful stamps from a beautiful island



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**Jersey
Post** 

www.jerseypost.com



No matter how beautiful Jersey is, many people – and stamp collectors around the world – have no idea where, or what, it is and many people confuse it with New Jersey in the USA.

A few facts:

- The Island measures 9 miles x 5 miles
- Population: 100,000
- British Crown Dependency
- Situated 14 miles from the coast of France
- New Jersey was named after our Island 350 years ago!



What are our greatest challenges?

- Small postal administration → We need to get ourselves noticed
- We operate in a large philatelic arena → in a declining market
- Technology replaces traditional hobbies → and traditional methods of postage
- International collectors are unaware of Jersey → Create a reason to collect Jersey stamps



What is our mission?

- To produce beautiful stamps
- To attract new collectors and grow our customer database
- To continue to increase our marketing activity, using traditional platforms and social media
- To develop awareness of Jersey stamps at home and in international markets
- To keep philately alive

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



Jersey Post 

Why do people collect Jersey stamps?



- Complete country collection, since 1969
 - But we also move with the times to attract a new, and younger audience
- Association with the island through holidays, family and work
 - Showcase our island's diverse history and natural beauty
- Jersey stamps represent a wide range of subjects
 - Including subjects that have meaning both at home and on a global scale
- We place a lot of emphasis on quality of design
 - And try to produce really special stamps for our collectors
- We have strong thematic subjects
 - Which enable us to attract new collectors.... as long as we can reach them...

How do we engage with stamp collectors?

Understand their needs

- Customer surveys
- Changing demographic
- Direct customer contact at exhibitions
- Analysis of issue popularity and buying trend

Increase our marketing activity at home and around the world

- Media activity, art exhibitions, retail opportunities
- Abroad: international exhibitions, philatelic distributors, direct media activity in English, Chinese, German

Develop our business network and support the philatelic community

- Support our philatelic distributors
- Attend conferences to learn from others in the philatelic world
- Run cross-promotions with other postal administrations

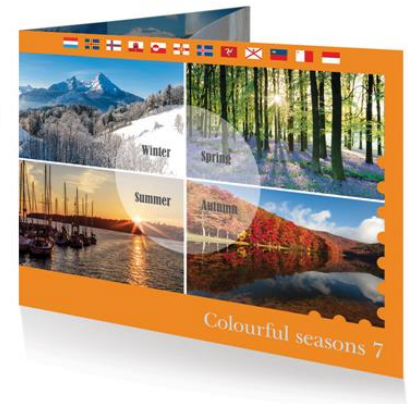


How do we engage with stamp collectors?

The **Small European Postal Administration Cooperation (SEPAC)** is an association of 13 European postal authorities

Each year, we produce a Folder including a stamp from each participating member, on a specific theme. In 2016, the theme was 'Seasons'.

We work together to promote each other's stamps through our marketing literature, introducing new countries to new audiences.



The 2016 SEPAC cross-promotion

- SEPAC members joined together to send a flier to all of our respective customers
- Each member offered a different gift or incentive to each customer
- Jersey offered a free gift and £5 discount voucher
- Jersey received 2950 responses, most of which were new customers who are now on our database, regularly receiving our marketing literature

Many of our stamp designers are well known - Collectors are eager to meet them, listen to them on the radio and read about them in social media and magazines

Martin Mörck and Wang Huming (Nanning 2016)



Victor Ambrus
(Channel 4's *Time Team*)



Mark Wilkinson, rock album artist



Lizzie Harper
(National Geographic, BBC Books)



Investing in special techniques has provided access to new markets

The Queen's Diamond Jubilee - 600 Souvenir Miniature Sheets were affixed with a genuine hand-cut diamond

- The item sold out within three days with pre-orders



- Her Majesty The Queen viewed an installation including a giant version of the stamp at the Chelsea Flower Show in London. The show is attended by 157,000 people each year.



- We featured in Hello Magazine and on the BBC 10 o'clock News

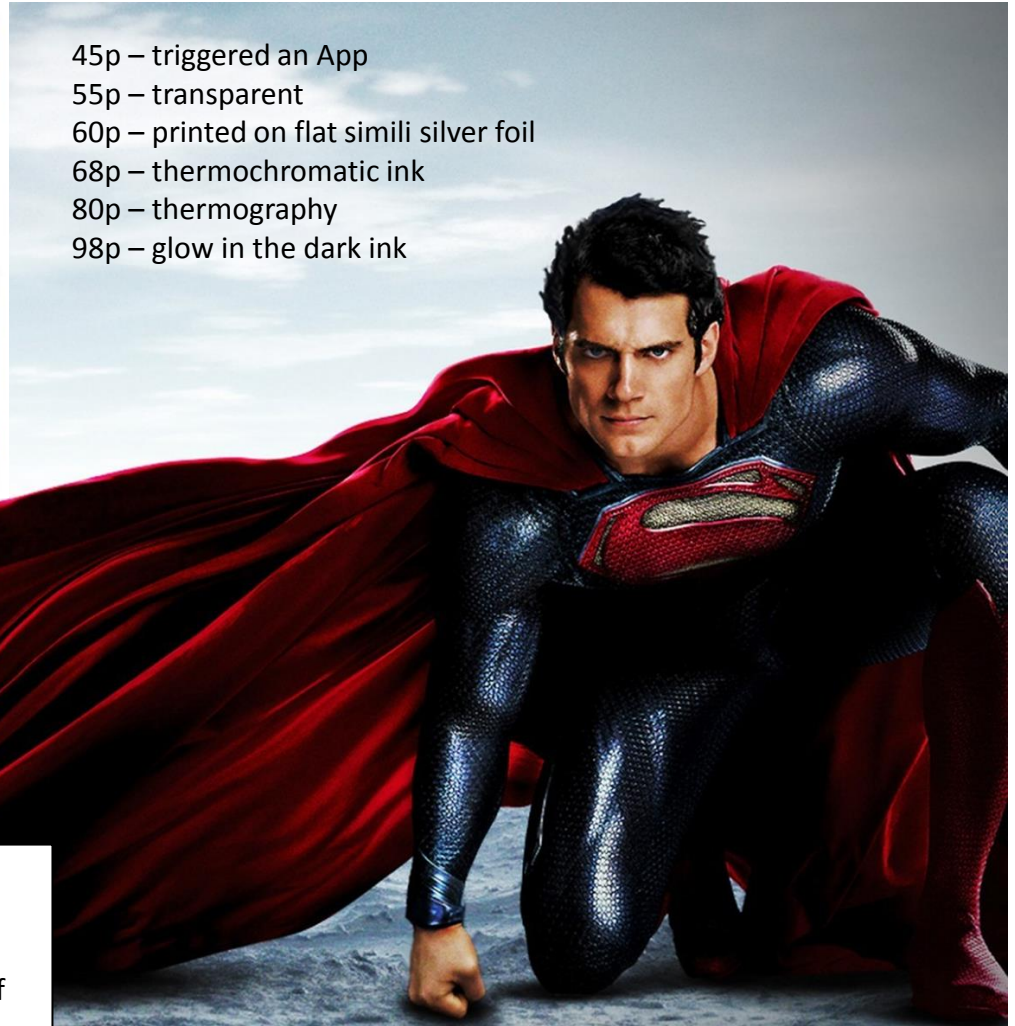


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Man of Steel - Six different print techniques were incorporated in one stamp issue alongside a lenticular Miniature Sheet



- 45p – triggered an App
- 55p – transparent
- 60p – printed on flat simili silver foil
- 68p – thermochromatic ink
- 80p – thermography
- 98p – glow in the dark ink



- Enabled us to tap into Henry Cavill's fan club
- Featured on GMTV (breakfast TV)
- Attracted Comic-Con memorabilia collectors
- Generated significant interest, especially at the time of the Jersey premiere attended by the stars of the film

Investing in special techniques has provided access to new markets

The Queen's Diamond Jubilee – the first achromatic holographic portrait of HM The Queen to feature on a stamp

- The portrait 'Equanimity' hangs in our famous historic castle, Mont Orgueil.
- It was commissioned by Jersey Heritage.
- The hologram was created from a series of 1000s of photographs.
- The same portrait featured on a £100 bank note issued by the States of Jersey at the same time as the stamp.

This enabled us :

- To tap into the numismatic market and work together with the Jersey Treasury.
- Produce and launch a special product including the stamp and the £100 bank note.
- Invite the artist and holographer to attend a signing event at the Jersey Museum.
- Engage further with collectors of royal memorabilia.



Engaging with our local community

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*



This enabled us:

- to generate interest from a younger audience
- to generate interest from non-stamp collectors
- We continue to engage with the public by participating in local art exhibitions and events

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)



Using stamp designs to engage with school children and encourage youth philately

Every year, we reach out to young collectors with an Island-wide school project, delivering stamps and a fun stamp collecting album 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.

We are passionate about our business.

We embrace the challenges ahead of us.

We look forward to being able to produce beautiful stamps from our beautiful little Island... for years to come...



And continue to make a big splash....



Thank you

Melanie Gouzinis

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