

# DEAR JOHN LEWIS & PARTNERS, BERYL'S GREAT, BUT IT'S A BIGGER JOB.

**It's 4:35pm.**

**On a Thursday.**

**Last November.**

**In other words, it's recently.**

**You're in Waitrose, grabbing a quick sandwich. (Maybe you even were?)**

**Ham & Cheddar in the basket, you turn from the snack aisle...**

**and a very friendly staff member asks,**

**"Excuse me, do you have a moment? I assure you I'm not trying to sell anything."**

**The name tag reads: Beryl\*.**

**The smile is warm and sincere. The charm real. The casting perfect. Beryl is as threatening as an over-cute kitten volunteering a cashmere cuddle.**

**"Of course," you say, returning Beryl's smile. "How can I help?"**

**Beryl begins, "I'm from John Lewis Group, and a lot of our customers used to really enjoy receiving emails from us. About discounts and offers and, y'know, about our free coffees.**

**Then, because of changes in data protection..."**

**"GDPR?," you offer.**

**"Yes, absolutely right!", says Beryl. "Because of GDPR we had to delete all those email addresses. Would you be interested in receiving emails from us in the future?"**

**You look down at Beryl's clip-board.**

**An unlined A4 page with a rather sorry-looking column of about 15 email addresses.**

**All scrawled by different hands and half-legible.**

**"Thank-you... but I'll pass if that's alright?"**

**"Yes, I completely understand", Beryl conspires. "It is a bit cringy, going around like this, asking for people's emails."**

**"Good luck with it anyway", you offer as you watch her head off past the Meal Deals.**

\*Name changed to protect the innocent.

GDPR came into effect on May 25th, 2018. The marketing community, like everyone else, had significant sight-line, years in fact, as May 25th came closer.

Very soon, we're talking 2 years of GDPR. And still, by way of pro-active response, businesses (even those that posted £10.2bn revenue in 2018) are endeavouring to rebuild their CRM database with Beryl and a clipboard. John Lewis are literally going customer-to-customer with a biro, asking if they wouldn't mind writing down their email address.

No more lip service. No more inaction. Fewer clip boards.

THE FUTURE OF MARKETING IS PERMISSION-BASED AND OPT-IN.

Everything else is...well... choose your pejorative.

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BECAUSE IT NEEDED TO HAPPEN

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