

Best Practices in Digital Print

FIFTH EDITION CASE STUDY



the Digital Printing Initiative

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Project: Canon Campaigns for Digital Printing

Vertical Market: Manufacturing

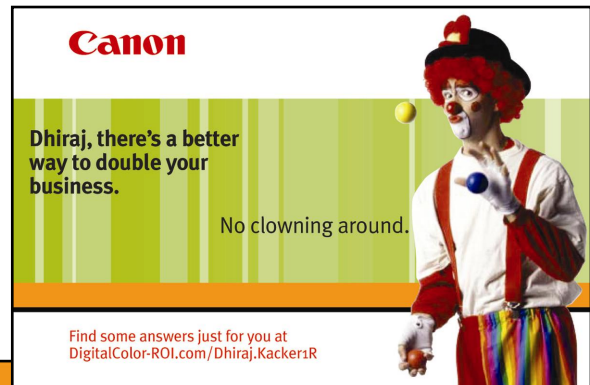
Business Application: Direct Marketing/Lead Generation

Program objectives:

- Enhance brand awareness with direct mail campaign to complement other advertisements
- Direct recipients to Web site
- Track number of leads resulting from campaign
- Vary message for decision makers or production managers
- Reach loyal customers to encourage upgrades

Significant results reported by user:

- Achieved almost ten times better response rate than previous mailers (Static mailers got .5% response, this campaign 4.98%)
- Opportunity pipeline of \$33.2 M which was 35 times more than any previous campaign
- Drove people to Web site
- Led to success in selling both color and black and white printers



Increase your business through better performance.
And get a **FREE** guide to selling more of Caslon & Company services at DigitalColor-ROI.com/Dhiraj.KackersR

We know you're under a lot of pressure to perform, Dhiraj.

Not only are your corporate customers keeping more jobs in house, but it seems like every week competition intensifies. How can you grow your business when you're struggling just to keep your piece of the pie?

THE ANSWER IS SIMPLE: Offer your customers better service than your competition. And get the message across, loud and clear.

Attract more business with a higher level of performance.

The new Canon CLC5100 delivers dramatically superior speed and performance, allowing you to:

- Improve your gross margins. Use your increased capabilities to attract new business!
- Reduce your total cost of ownership. The CLC5100 pays for itself faster by easily handling bigger, more expensive jobs.
- Say "no problem!" to difficult deadlines. Run heavy substrates at much higher speeds, so you can finish on time, every time.

• Produce better results. Greatly improved color consistency means the last pieces to come off your production system will look as good as the first.

• Keep demanding customers happy. Handle challenging jobs with ease, as Air Assist technology keeps paper perfectly conditioned with built-in humidity controls.

The CLC5100 can also help you increase productivity and reduce your overhead, because little or no employee training is required. And the results are impressive — in fact, you're holding a sample in your hands right now!

Download your *Nine Simple Steps to Solution Selling* guide right now.

Pulling ahead of your competition requires truly differentiating yourself in the marketplace. Find out how by visiting DigitalColor-ROI.com/Dhiraj.KackersR and downloading the free solution selling guide that's waiting for you there.

To see a real-life case study of how a copy shop just like yours has increased its business using the Canon CLC5100, visit your personal web page today. It's well worth your time to watch!

WHEN IT COMES TO YOUR BUSINESS, YOU REALLY DON'T WANT TO FOOL AROUND.
Go to DigitalColor-ROI.com/Dhiraj.KackersR and download your free *Nine Simple Steps to Solution Selling* guide today!

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VERTICAL	Manufacturing
BUSINESS APPLICATION	Direct Marketing/Lead Generation
CLIENT	Canon U.S.A., Inc. http://www.usa.canon.com Canon U.S.A., Inc. delivers consumer, business-to-business, and industrial imaging solutions.
PRINT PROVIDER	Alonzo Printing http://www.alonzoprinting.com Alonzo Printing is one of the premier printing companies in the San Francisco Bay Area. Alonzo serves customers in many sectors and industries, including government, education, health care, hi-tech, and publishing. The company offers a variety of services from prepress, offset and digital to bindery.
AGENCY	Caslon and Company http://www.caslon.net Caslon and Company is a digital printing and marketing consulting group and the management company of PODi.
HARDWARE	Two Canon CLC4000 printers driven by EFI Fiery® Server technology (aka Canon ColorPASS-Z6000).
SOFTWARE	First Logic mail processing software, QuarkXpress and proprietary business logic for variable data templates.
PPML	Produced using PPML
FINISHING	Documents were laminated, then trimmed using a Polar Cutter and folded with an MBO folder.
TARGET AUDIENCE	Print equipment buyers: owners or managers of commercial print, quick print or in-plant print shops.
DISTRIBUTION	The shortest run length was 2300. The largest run length was 20,000. The project was repeated four to eight times in three months.
DATE	October 2004, ongoing
DESCRIPTION	Rich Reamer, a Product Manager for Canon, wanted to reach potential customers to promote the Canon CLC4000 imaging devices. He also wanted to work with Alonzo Printing, one of Canon's customers, to showcase the equipment's capability. Caslon supplied the list of customers and decision makers at the key sites. They handled the data and managed the creative design of the mailer. The direct mail piece targeted print equipment buyers in key market segments including commercial print, retail/quick print and in-plant. The piece was directed at owners, decision makers and production managers. The message for owners and decision makers differed from the one used for Production Managers. Almost all copy on the piece varied per target segment, even the cover headline. Images and text varied as well. The variable data elements included the name and address of the prospect,



	<p>the company name and first name of recipient in text/content. All of the inside copy, including headline, subhead, URL, and value propositions - as well as one key image -changed to emphasize the specific technological value to the recipient. For example, a production person at a commercial print business received different content than the President or owner.</p> <p>Each design was created in Quark and customized using the DesignMerge plug-in for Quark, then saved as a PPML file to send to a custom Canon's color server which they developed with EFI. A critical requirement of the server was the ability to accept the PPML data. Tests showed that this is the quickest way for the data to be processed and printed. PPML print files were delivered to Alonzo where they were printed on the Canon equipment.</p> <p>The piece was printed on 17" by 5 1/2" card stock and folded down to a 5 1/2" by 8 1/2" size post card. The front of the postcard was personalized and directed the recipient to a Web site for further information and promotional offers.</p> <p>In November 2004, 8,000 pieces were mailed as a test. Using information gained from this mailing, Caslon changed the copy to better address recipients' concerns. They also opted to change the mailing class for faster delivery. The mailing list was made up of the people who didn't respond to the original mailer for the second mailing.</p> <p>Three trials were done after the initial one: one with no finishing, one with a laminate coat sprayed on to protect the piece through mailing machines and one in a clear envelope. Using the envelope was the most expensive option, but it protected the card the most.</p> <p>Response was fairly equal, but the trial with the clear envelope performed slightly better.</p> <p>Before the piece went out, Caslon developed a Website for the recipients. One of the items on the site was a white paper with nine steps to sell variable data printing to their customers. There were also short testimonial video clips that talked about using Canon products with direct mail campaigns. If visitors to the site were interested in downloading information, they had to answer a few questions including what type of equipment they currently have and how soon they wanted to purchase additional equipment.</p> <p>In all the trials, the post card invites the recipient to visit a Website that features images and information targeted to that recipient. Results are measured in number of hits, as well as leads that come into the sales channel. Canon monitors the site to see who is visiting or asking for more information. This information is passed along to the appropriate dealers for follow-up. Hot leads have instant response, but everyone will be contacted over time.</p> <p>Canon was surprised to discover that people were interested in buying black and white printers from Canon as well as color printers.</p> <p>Canon was pleased with the results of the program. Static mailers the company had used previously yielded about a half percent response, but this campaign resulted in an almost 5% response. "This piece really spoke to the customer, by name, addressing their pain points and what they are going through and how we feel our technology and solutions can help their business, whether in higher profits or increased efficiency." says Rich Reamer, Product Marketing Manager for Canon. He plans to repeat this type of campaign in 2005 across other Canon product lines.</p>
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