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# PODi Digital Print Case Studies

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**Project:** DIG Engages Clients with Give Back Holiday Program

**Vertical Market:** Business Services

**Business Application:** Direct Marketing/Data Gathering

### Business Objectives

Marketing service provider Digital Innovations Group (DIG) puts a charitable twist on their annual holiday greetings by asking recipients to vote on a charity which DIG will then donate to. With the campaign DIG hoped to:

- Engage customers in a positive way to build strong relationships
- Create awareness of the potential of cross-media marketing

### Results

DIG used a cross-media campaign to drive recipients to a Personalized URL.

- 22.4% of recipients visited their Personalized URL
- 90.8% conversion rate – voted for a charity



## Campaign Architecture

DIG asked its friends and clients to help select which nonprofit charitable organizations DIG would give a donation to. By focusing on three separate geographical categories – local, national and international, DIG offered its friends and clients the choice of casting their vote for an organization that was meaningful to them.

### Local:

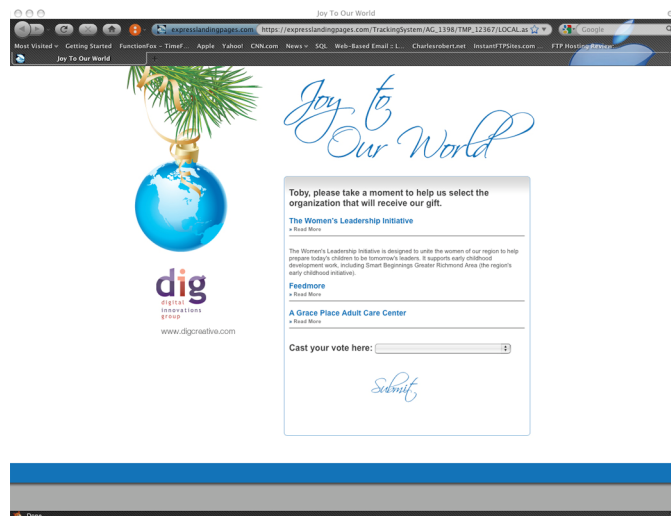
- FeedMore (won with 58% of the vote)
- A Grace Place Adult Care Center
- The Women’s Leadership Initiative

### National

- Alzheimer’s Association
- St. Jude Children’s Research Hospital (won with 47% of the vote)
- Susan G. Komen for the Cure

### International

- Doctors Without Borders
- Heifer Project
- UNICEF (won with 40% of the vote)



Contacts were sent two rounds of emails approximately a week apart encouraging them to visit their Personalized URL and vote. A printed holiday card was sent to contacts in North America who had not responded to email.

DIG used social media to announce the winner in each category via Twitter.

### Target Audience and Messaging

The holiday messages were sent to an audience of over 1,000 clients and followers of DIG and focused on giving back to the local, national and international community.

### Creative and Outbound Piece

DIG developed their own creative for this campaign including the emails, printed cards and personalized landing pages. DIG has clients and friends located in North America, Europe and around the Pacific Rim. Recognizing this large reach the creative featured an ornament with a globe image. The part of the globe featured on the ornament reflected the recipient's area of the world.

### Reasons for Success

Best practices learned from this campaign are:

- **Communicate in your audience's preferred method.** Interestingly the response to this campaign was stronger than a similar campaign that was run in December 2009 but with communications done solely via email and social media. It may be that DIG's audience was not as comfortable with social media channels like Facebook, LinkedIn and Twitter.
- **Use Personalized URLs for immediate tracking.** One of the main benefits of Personalized URLs is that they allow responses to be immediately registered.

<b>Client</b>	Digital Innovations Group (DIG) <a href="http://www.digcreative.com">www.digcreative.com</a> DIG specializes in developing and executing individually relevant marketing and sales communication strategies. Trackable results, interactive communication and integration with the sales process are key components of all DIG solutions. DIG works to solve its clients' business challenges with innovative strategy, inspired and resourceful execution, and purposeful creativity.
<b>Print Service Provider</b>	Uptown Color <a href="http://www.uptowncolor.com">www.uptowncolor.com</a> Uptown Color is a provider of high-quality digital color printing and finishing to the entire Greater Richmond, Virginia area.
<b>Hardware</b>	Xerox iGen4
<b>Software</b>	Printable FusionPro Desktop
<b>PPML</b>	Produced using PPML print language
<b>Target Audience</b>	Friends and clients of Digital Innovations Group
<b>Distribution</b>	82 contacts received printed card only 502 contacts received email only 439 contacts received both print and email
<b>Date</b>	December 2010