

FujiXerox Document Supplies Division – Swear jar

BACKGROUND

The print industry is largely based around personal relationships, something Fuji didn't have with their target audience. The challenge was to sell their premium paper for colour printing to small to medium sized print businesses at a higher price than most competitor papers. Whilst Fuji's paper was more expensive, they had developed paper to be more reliable for customers (i.e. less paper jams). Fuji had to persuade these people to not only switch, but to switch to a more expensive product.

MARKETING OBJECTIVES

- To achieve a 5% conversion rate (15 accounts) amongst non-customers from the DM mailing
- Non-customer segment to generate \$17,000 of income over a 6 month period
- To achieve a campaign return on investment of \$8,000 of income over a 6 month period.

STRATEGY

The target audience was print production managers or owners of 833 organisations, of which 315 were non-customers and 518 were lapsed customers (over 6 months). These members were likely to have an existing relationship with another supplier which increased the challenge of influencing customers to contemplate switching.

The strategy focused on shifting the printer's decision making process from the focus of short terms cost gains towards a focus on the long term benefits of production efficiency and subsequent cost savings.



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CREATIVE SOLUTION

The creative tapped into the insight that it's bl#dy frustrating when a paper jam happens, regardless of the size of the run. They used this to highlight Fuji's Colotech paper which is scientifically formulated for optimal performance to reduce printer jams. The swear jar worked well with the target audience who, being in the print industry, weren't afraid of a few expletives.

RESULTS:

Fuji experienced outstanding results directly attributable to the mail pack.

- The mailing to non-customers achieved a 29% conversion rate (92 accounts), exceeding the target by over 6 times
- The mailing generated \$78,923 of income within a 6 month period, exceeding targets by 80%
- The mailing achieved a return on investment of \$69,000, over 4 times the ROI target set for the first 6 months.



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