

Fuji Xerox – D-Print Challenge

BACKGROUND

The aim was to raise awareness of digital print technology and drive print volume into Fuji Xerox's clients. The target audience was people within the creative industry (marketing, production, account service, art directors, designers and copywriters). So in order to educate the target market about digital printing, MercerBell developed a competition that challenged people to use personalised digital printing in their next direct mail campaign by using a personalised pack to communicate with them. And so, the D-Print Challenge was born.

MARKETING OBJECTIVES

To raise awareness of digital print technology and drive print volume.

STRATEGY

To educate the target market about all the benefits of digital print technology, MercerBell created a competition. The D-Print Challenge encouraged recipients to produce their next job using Fuji Xerox D-Print.

CREATIVE SOLUTION

Highly personalised direct mail pieces were sent to the target audience educating them about digital printing and encouraging them to enter the competition. This pack really demonstrated the power of personalisation. With copy and image-based elements specific to the particular industry, recipients received a tailor-made message that included personalised stickers, brochure and an entry form. There was a customised pack for art directors, copywriters, production managers, account service, designers and marketers. What's more, the added prize of a trip to New York was a great incentive for people to enter.

RESULTS

With generated revenue of \$300,000, this personalised pack was a real success. It also produced hundreds of sales leads and some really positive industry feedback.

Open Up To Mail gratefully acknowledges MercerBell and Fuji Xerox for allowing us to publish the details of this campaign.

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