



Pantone, Inc.

High-impact Variable Data Printing campaign fuels a successful product launch and showcases leading-edge technologies



Lawrence Herbert acquired Pantone, Inc. in 1962 and the very next year launched a product that had an indelible impact on the printing and publishing industries. The PANTONE MATCHING SYSTEM® introduced a standardized language with which printers and designers could accurately define and communicate color. Today, Pantone offers a full range of color technology systems for the graphic design, printing, publishing, textile and plastics industries.



Record Response Rates:

The Spyder2 VDP direct mail campaign generated a 7.9% response rate, compared to 2% response rates of non-personalized campaigns.

“Pantone is known for its innovation and leadership, so we like all of our communications to reflect those qualities.”

Doris Brown, Vice President of Marketing, Pantone, Inc.

A Tall Order

Pantone’s Vice President of Marketing, Doris Brown, recalls the day she read a study listing three obstacles that prevented the broad adoption of variable data publishing. One in particular had her perplexed, “The inability to accurately reproduce spot or blended colors in a VDP environment.”

An increasing number of communications professionals are recognizing the value of VDP solutions to deliver relevant, one-to-one messaging that targets a recipient’s interests and needs. As such, Pantone knew the importance of assuring designers, printers and marketing professionals – who rely on PANTONE MATCHING SYSTEM Colors for corporate branding and visually rich content – that they could confidently include spot and blended colors in their VDP campaigns.

In 2004, Pantone collaborated with Xerox to produce an industry first – the PANTONE digital chips book for the Xerox DocuColor™ 6060 with a DocuSPTM Printer Controller. To ensure a perfect match, Pantone developed special look-up tables for the presses and controllers. Customers of Xerox could then confidently rely on Xerox digital production presses to produce the best possible Pantone colors.

Shortly thereafter, Pantone was ready to announce the new ColorVision® Spyder2™, a monitor calibration system that assures designers of monitor accuracy and consistent color output to print, Web or video. Teaming up with Xerox to produce printed elements of the Spyder2 launch campaign was the next logical course of action.

Pantone had three marketing goals: to create an exciting launch for a new color management device; to address the misconception that digital production color presses could not consistently reproduce spot colors; and to ensure that graphic professionals understood Pantone is a valuable element of a VDP workflow. Realizing the importance of this campaign, Pantone leveraged solutions from Adobe, Xerox, and XMPie to create a campaign that would meet the lofty goals of both the product launch and related marketing efforts.

Incremental sales:

Compared to the previous year's sales of monitor calibration systems, the VDP campaign generated a sales increase of 81%.



A Winning Campaign

Pantone worked with VDP workflow experts at MagiComm to assemble a team of experienced variable data designers, Web publishers and printers. The variable data publishing solutions from Adobe, Xerox and XMPie formed a solid technology foundation for the team's collaboration.

Designers from Cole & Company created a high-impact direct mail piece, then MagiComm utilized uCreate, an Adobe InDesign plug-in from XMPie, to quickly and easily introduce VDP elements into the campaign. uCreate allows InDesign to control the color management, assuring an accurate Pantone color match. The ease-of-use of Adobe InDesign and seamless integration with XMPie's server-based VDP solution, PersonalEffect, were instrumental in meeting the team's aggressive project schedule.

Web publishing experts from Goodway Graphics coordinated the e-mail and personalized Web page elements of the campaign, and ColorCentric Corporation leveraged an Adobe PostScript-based DocuSP Color Controller RIP to drive its Xerox iGen3® digital color production press with impeccable results. As project manager, MagiComm synchronized all elements of the multi-channel campaign for maximum impact and productivity.

The printed direct mail piece was a crucial part of the campaign, as it had to deliver on the promise that PANTONE MATCHING SYSTEM Colors could be faithfully reproduced in print. The mailer also featured four PANTONE Spot Color chips that were called out from the design, providing a convincing example of accurate spot color representation in a variable data print environment.

With rich colors, eye-catching graphics and personalized messaging, the Spyder2 direct mail campaign broke through the clutter of everyday mailings and made a connection with the recipients. By combining cross-channel communications via print, e-mail and the personalized Web sites, Pantone increased the likelihood of reaching the desired audience, engaging them, and receiving the desired response.

"Pantone's personalized communications campaign was an ideal vehicle for demonstrating the combined power of three leading VDP solutions providers," says Gina Testa, vice president, customer business development at Xerox. "Xerox, Adobe and XMPie solutions worked together seamlessly to yield excellent results."

Company

Pantone, Inc.

- A worldwide leader in color communication and technology
- Headquarters: Carlstadt, New Jersey, USA
- Founded: 1963
- www.pantone.com

Challenge

- Create excitement and generate sales for a new Pantone monitor calibration system while demonstrating the accurate reproduction of PMS colors in a VDP environment

Solution

- Leverage VDP technologies from Adobe, Xerox, and XMPie to create a high impact multi-channel campaign that includes personalized e-mail, print, and web pages

Benefits

- Record response rates of 7.9%
- Incremental sales increase of 81%
- Valuable market research participation by 79% of respondents

Tool Kit

- Adobe Creative Suite
- Adobe PostScript®
- Xerox DocuSP® RIP
- Xerox iGen3®
- XMPie® PersonalEffect™

Personalized e-mail messages and web pages were key elements of Pantone's multi-channel campaign. Leveraging multiple touch points helped Pantone increase response rates, and reinforce their branding and marketing message.



A Lasting Impression

Pantone's multi-channel VDP campaign was a great success. It generated significant interest and sales for the ColorVision Spyder2 and became a breakthrough model of PANTONE MATCHING SYSTEM Color reproduction in a digital printing environment.

Response rates to the direct mail piece were approximately four times greater than those achieved with previous, non-VDP-enabled campaigns, and the marketing team was delighted with an 81% increase in monitor calibration systems sales compared to the previous year. The personalized Web pages were accessed by 6% of recipients and 79% of those visitors completed a questionnaire, which provided Pantone with highly valuable marketing input and feedback. All of these results were generated through a campaign that spanned just 39 days.

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Gina Testa, Vice President, Customer Business Development, Xerox Corp.

Pantone's engaging multi-channel communications campaign was realized through the successful collaboration of experts in design, Web publishing and printing. The team's efforts were easily integrated into a highly efficient workflow by using open, standards-based variable data publishing solutions from Adobe, Xerox and XMPie.

“We wanted to accomplish a great deal with a single campaign, and we knew that VDP was the right solution,” says Doris Brown, vice president of marketing at Pantone. “It was such a successful model, we're already planning to repeat it.”

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