

A New Level of Communication

The new business of direct communications

Today's leading one-to-one marketing programs are so powerful, relevant, targeted, and effective that they have given birth to a new term: intimacy marketing.

What makes a marketing program intimate? Rich business intelligence on consumer demographics, geographics, and psychographics drives specific full-color images, graphics, and text for customers on every print, Web, and email page they see. Creatives alter designs and messages to optimize impact with different media such as print and associated Web pages. The result: a



By Larry Zusman



powerful, integrated cross-media marketing program that delivers intimately personal messages and significant return on investment.

In a sense, this is The Holy Grail of direct marketing, as described by David Sable vice chairman and president of Worldwide Operations for direct-marketing leader, Wunderman. If you aren't there yet, don't worry. But you should at least be taking the steps that can get you there.

There truly is no better time than the present. Digital color press output quality is ready for prime time. New workflow systems are providing more efficient production, tracking, and business processes that are making personalized printing more and more routine.

Building Intimacy

Lester Wunderman first used the phrase "direct marketing" in a public forum at a 1967 presentation to the American Marketing Association. He envisioned a time when computer power would permit direct mail to be targeted to every individual, individually, "which I believe will soon create personalized advertising opportunities we never dreamed of."

At the time, direct marketing was little more than clever advertising ideas sent in mass mailings. "Direct" referred to the delivery method. Record and book clubs were a bit more sophisticated, generating the first consumer databases, which in turn led to more personalized mailings to club members, opening up a one-to-one dialogue. The lesson: Good databases and good direct marketing programs are inextricably linked.

Soon, direct marketers found pieces could be enhanced with highlight colors that make selected text stand out. They were produced in one of two ways: Either an offset shell was imprinted with highlight color or the job was printed entirely on a digital highlight color printer.

The emergence of easier, faster, and more economical full-color digital printers and presses in the last few years has enabled more ambitious personalization work. One step up is versioning, or what might be called "micro-niche marketing"—tailoring several versions for distinct market segments. This technique is used for customizing company sales sheets or preparing dealer and product-specific brochures. Typically, the variable content applies to names, addresses, and selected images that change for each market segment. But these programs are generating tremendous gains in loyalty, retention, and response rates. Creatives essentially prepare a template that can accommodate these basic variations.

It is helpful to think of templates as nothing more than consistent creative executions, as is the case with most brand-specific communications. Versioning can be done using a hybrid offset/digital workflow; however, there is a better way. Through the use of full-color digital presses like the Xerox DocuColor 6060 Digital Color Press or

the Xerox DocuColor iGen3 Digital Production Press, versioned communications can be produced much more efficiently and, in many cases, more affordably with one pass. These versioning programs are an excellent way to start learning how and where to effectively use full-color variable image printing to increase response.

Integrating with the Web

The Web is fast becoming a powerful enabler for delivering personalized communications programs. Personalized Web fulfillment programs, for example, permit Web site visitors to order sales materials that are completely customized for them—with text, graphics, and images generated in response to specific requests. These programs are providing creatives with much more than just Web integration. They are serving as a powerful delivery vehicle for event-driven, one-to-one marketing where personalized communications are honed to the highest response rates.

These Web-driven programs can be technologically complex, but new packaged solutions are easing the implementation challenge. For example, the Xerox easy-vi Customized Fulfillment Solution—part of the Xerox FreeFlow Digital Workflow Collection—enables a simple implementation of brand-building digital collateral marketing programs.

The most intimate programs incorporate customer-specific full-color images, graphics, and text with development processes that integrate databases with creative and production workflows. These processes support print, Web, and email page generation from common databases and rules to provide response-based, “transparently personalized” content and consistent brand identity.

Integrated workflow systems that link database, design, proofing, pre-press, and printing are the key enablers of the most intimate one-to-one marketing programs. Digital processes vastly simplify such workflow, cutting the required process

steps by more than half compared with those of offset, while reducing costs as well as improving turnaround.

To take advantage of workflow options on the market, Xerox is developing its FreeFlow workflow platform as an open, scalable architecture that integrates seamlessly with other systems. Among the leaders in emerging technologies integrating creative design tools with variable information production is XMPie, which offers a software suite that simplifies the process of designing and implementing personalized marketing with existing design tools.

Together, the new software tools for cross-media personalization and digital color print engines can produce marketing campaigns for every industry and every client.

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The Three Steps of XMPie-Based One-to-One Campaign Creation



By Jacob Aizikowitz

Implementing one-to-one business communication is an inherently complex, multidisciplinary process—but one which XMPie is dedicated to making as simple and intuitive as desktop publishing. The XMPie PersonalEffect suite does this by giving control to the designers, providing full WYSIWYG, document-centric environments for preparation and authoring, and automatically generating the required output formats. It's a simple three-step process:

Developing a Strategy

The client expresses a communications need, and an agency campaign team responds by developing a one-to-one strategy to meet the need.

Planning and Designing the Campaign

Using the uPlan module in XMPie PersonalEffect, the agency team establishes business rules for each campaign variable and creates data and design “interfaces” for incorporating variable information.

Producing the Campaign

To link the campaign's creative design with data from its database, the agency team uses XMPie PersonalEffect's uProduce “Campaign Dashboard.” This browser-based interface links the plan, layouts, database, and media assets to generate any required proof sets and drive production.

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