



Company

Sdirect

Sector

Creative Communications

Location

Sydney, NSW



A Personal View of Compassion

In a competitive, brand driven world it's difficult for charities and not-for-profit organisations to be heard above the commercial clamour. They must find their own unique voice to cut through so they can raise the necessary funds to assist those caught in poverty, war, drought and other disasters.

Background

Compassion Australia is a global children's charity, founded in 1977 to assist children in all corners of the world. It has helped over 80,000 children in 26 developing nations, and is constantly seeking new ways to enhance its capabilities. But that takes money, and Compassion is reliant on the generosity of sponsors to assist in their efforts to help children.

Compassion Australia uses Sdirect, a marketing company based in Sydney, specialising in direct marketing and promotional strategies that connect directly with its client's audiences, to develop and spread its important message. Over the past five years Sdirect has developed several marketing programs to help Compassion Australia build its sponsor base, and generate the funds needed to achieve its goals.

Sdirect managing director, James Smeallie, says the company utilises the latest technology and marketing expertise to work with all mediums, especially in cross-media projects including print, the internet, email, SMS and more.

"We design campaigns that are relevant to our target audiences," says James. "We design communication pieces that are specific to each target audience, using channels that are the preferred means of communication for each group."

Solution

Smeallie and his team first saw the possibilities of XMPie – a software technology implemented by Fuji Xerox Australia that enables personalised, highly relevant communications – about five years ago at a conference, and had since been seeking an appropriate avenue to take advantage of its capabilities. The Sdirect team took the concept of a personalised sponsors' calendar to Compassion Australia, who loved the idea.

"We presented the idea of a personalised calendar to Compassion, and it was really well received," says James. "Compassion wanted to increase their engagement with their sponsors, and the sponsors' engagement with the children – it wasn't about increasing sponsorship dollars."

Solution

- XMPie variable data solution used to create personalised calendars for Compassion Australia

Benefits

- Personalisation generates greater interest and higher return on investment from target audience
- Greater campaign flexibility through XMPie's multichannel offerings
- Printing on demand has enabled more sustainable print production
- Sdirect has created a niche market offering

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– James Smeallie
Managing Director
Sdirect

Benefit: Personalisation generates greater interest from target audience

“The benefit they saw was putting the choice of calendar in the hands of the sponsors themselves. The result was higher sales of calendars, along with greater satisfaction for the sponsors,” says James.

Sdirect developed a web portal called IDC (intelligent direct communication platform) with XMPie API integration technology enabling sponsors to easily and directly design their own calendar using images of their sponsored child’s region in which they live, along with information such as their sponsored child’s birthday. The designs were printed by one of Fuji Xerox Australia’s Premier Partners. The result was high quality calendars that provide a meaningful personal message and greater satisfaction to sponsors for a full year.

Benefit: Greater campaign flexibility

“Compassion was impressed by the IDC platform and XMPie multi-channel communications, and what we could achieve with it, and especially that we could build PURLs of the children’s actual birthdays, and pre-populate them into the calendars,” says James.

“And it drove home the flexibility of XMPie to us – it enabled us to design calendars that were quite unique, and opened us to a new range of possibilities as a marketing company.”

Benefit: Sustainable print production

An integral part of this project (and every project that Sdirect is engaged in for Compassion), is greater sustainability in its production. Instead of designing a generic calendar and printing thousands of them in the hope that sponsors would buy them, only the calendars ordered by sponsors were produced, avoiding a lot of wastage in production materials and unwanted calendars. This is environmentally more responsible, but it also assists Compassion by saving money which can be funnelled straight into programs that directly assist children.

Graphic Communication Software Solutions Marketing Manager at Fuji Xerox Australia, Peter Brittliff, points out that XMPie’s 1:1 communication campaigns attract higher interest from target audiences. It also consistently delivers a better return on investment for projects, while stripping out unnecessary waste.



Benefit: Creating a niche market offering

“Sdirect has found a niche by offering a service powered by XMPie’s personalisation capabilities. This is a new way of improving recipient engagement and they are taking this offering to their clients.

Personalisation is truly what a lot of marketing executives have been wanting and been looking for to enhance their print initiatives and deliver better returns on their marketing spend. XMPie offers relevant print, web, email and mobile communications to reach the right people, at the right time, in the right place and now virally with social media” says Brittliff.

“Sdirect is now looking at releasing this calendar overseas through the Compassion network worldwide,” he says.

James Smeallie agrees that XMPie has opened up new opportunities for Sdirect. “This technology gives us the opportunity to come up with something unique and it also makes these kinds of products more sustainable because you don’t print products that won’t be used. It’s instigated by the user, who wants the product. You’re combining two powerful mediums, print and the internet, to work together to create something relevant and meaningful for the end user.

“This is a much more sustainable option for large corporate clients,” he says. “We’re now rolling out a number of different campaigns for clients using this personalisation technology. We’re looking at ways of enhancing our offering and we are developing strategies for clients that involve our IDC platform and XMPie. We’re generating campaigns that still use print but in a smarter and more sustainable way.”

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About Fuji Xerox Australia

Fuji Xerox Australia is a world leading enterprise for business and document management services. Through its broad portfolio of document technology, services, software and supplies, Fuji Xerox Australia provides essential back-office support that clears the way for customers to focus on their core business. With awards from the United Nations and the Banksia Environmental Foundation, Fuji Xerox Australia is well recognised for its commitment to sustainability.

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