



Company

Freerange Creative

Sector

Web Marketing

Location

Sydney, NSW



Yellowpostie finds success is on the cards

Imagine being able to design your own personal greeting cards to surprise family and friends with truly personal wishes – and do it from your own lounge or desk.

It's now possible to be the designer, writer and photographer of your own personal stationery and cards. This brilliant online design and order system is the brainchild of Matt Sandford, managing director of Freerange Creative, who has pursued his unique business concept and brought it to life with www.yellowpostie.com.au, a website dedicated to providing personalised greeting cards online.

"I've been looking at this concept for about five years. It's big business in Europe and America," said Matt. "We decided to cut our teeth with a social greeting card site and extend that into the business world. We've been operating for about 18 months, and last month we sold 5,000 cards in three days. We also have postcards, and we're extending it into calendars and other templates."

Business Challenge and Scenario

The premise is simple – go online, order a greeting card that is as personalised as you wish, and have it sent to the recipient by post.

But its execution is much more complex than it first appears. Enabling people to order online greeting cards that are attractive, with a wide selection of designs, that can also be highly personalised to suit the particular occasion, required a very sophisticated software solution. That solution also had to make choosing or designing a card very straightforward and easy for online customers.

"The two challenges we had were to get an interface that is easy to use, and it needed to work in the online space instead of as a desktop application. We had to make it simple to use, and it had to be fun for the end user, or they wouldn't bother to use it," said Matt.

Yellowpostie was limited by the applications available to capably handle this level of personalisation and e-commerce demand. The cards then had to be printed digitally using a high-end press capable of producing highly individualised content on quality card stock.

Challenge

- To create a website where customers can go online, order a greeting card that is as personalised as they wish and have it sent to one or multiple recipients by post – and to make it easy to use

Solution

- XMPie PersonalEffect which allows users to create integrated, cross-media campaigns tailored for individual needs

Benefits

- Ease of use satisfies customers
- Personalising multiple contacts is simplified
- Print on demand creates a sustainable model
- Unique business model opens up market opportunities

Solution

Matt Sandford approached Fuji Xerox Australia, the Australian distributor of XMPie software for cross-media, variable data one-to-one marketing, to assist in developing a unique solution to fit his business concept.

XMPie PersonalEffect allows users to create integrated, cross-media campaigns tailored for individual needs. PersonalEffect's core components include uCreate, which allows designers to use Adobe Creative Suite for the cards' design elements, and uImage, for personalising images used in the cards for extra dramatic impact. When users have designed a card, they can see their design online as a true WYSIWYG rendition. By leveraging the extensibility of PersonalEffect and uImage for personalising images on the cards themselves in real-time has enabled Yellowpostie to provide a truly unique and versatile customer experience.

"It was the support and back-up Fuji Xerox Australia offered that persuaded us to use XMPie, along with its innate abilities," said Matt. "We felt very comfortable working with Fuji Xerox Australia, and they were committed to us for the long haul."

Marketing Manager, Graphic Communications Software Solutions at Fuji Xerox Australia, Peter Brittliff, commented, "This greeting card web-to-print offering from Yellowpostie really is a benchmark in the world. This example of personalisation was showcased by the XMPie User Group as one of the world's most innovative e-commerce web-to-print models.

"It's a very neat user interface which provides a very realistic experience with the card, even though it's online. You can look at the front, side and the back of it, turn it around, and see what it looks like going into the envelope. They spent nearly two years perfecting that interface, but the results are fantastic," said Peter.

To handle printing and distribution, Yellowpostie has an agreement with Snap Printing Eastwood to print the cards on the company's Xerox iGen3 digital press.

Benefit: Ease of use satisfies customers

Matt Sandford's determination to develop a comprehensive, yet user friendly, online interface has paid off handsomely. Its ease of use sets Yellowpostie apart from its few competitors.

"Our user interface is easier to use and more versatile," said Matt. "But what really sets us apart is our ability to send products to a list, or database. Nobody else in the world does this. It's complicated to take a database and simplify a merge with personalisation, all online in a WYSIWYG environment and make it work in every browser and platform, as well as keep it easy and fun to use for any customer.

Benefit: Personalisation is simplified

"This lets users send personalised event invitations, thank-you notes, Christmas cards and more to as many contacts as they like. You can upload a list of people, personalise the card as much as you like on the front and inside to suit every contact, and it takes just a few minutes online."

“ You can upload a list of people, personalise the card as much as you like on the front and inside to suit every contact, and it takes just a few minutes online. ”

– Matt Sandford
Managing Director
Freerange Creative

Benefit: Print on demand creates sustainable model

Yellowpostie's application also brings an environmentally sustainable model to the greeting card industry, which traditionally collected cards not sold at retail outlets and pulped them, wasting resources. With Yellowpostie's online process only cards that are ordered are printed and posted.

Benefit: Business model opens up market opportunities

The future business possibilities haven't escaped Matt Sandford. He has already taken his specially developed application to the world.

"We've sold our first licence to Scandinavia, and we're negotiating for another licence in the UK," he said. "Hopefully we'll have a worldwide network soon so that you can get something to different places around the world in just a couple of days. We want to form an international network, so we can collaborate on content and ideas globally."

The company also donates ten percent of its revenue to charities. This complements the company's broader vision of a larger community of local artists, charity groups, schools and other sectors, building an online community.

Yellowpostie's ability to creatively utilise databases also generates significant opportunities for taking the application to the commercial sphere.

"We plan to build an SME business site which can be used as a customer relationship tool," said Matt. "At the moment we're attacking vertical markets, like the car industry and the real estate industry, as a means of keeping in touch and building relationships with their clients. We're also talking with one of the major four banks.

"The key to this, and what we're building into our business application, is the ability to talk to CRM applications. Businesses of any size use a CRM to handle their client data, and that's what you need to make this seamless and easy to use."

Yellowpostie has carved out a unique market space with its innovative business model. Future growth through new applications of its pioneering web-to-print capabilities is definitely on the cards.

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.

For more information, visit www.fujixerox.com.au or www.fxasustainability.com.au

FUJI XEROX 

13 14 12

www.fujixerox.com.au

Xerox and the sphere of connectivity design are trademarks or registered trademarks of Xerox Corporation in the U.S. and/or other countries