



digital-logic

Extreme personalisation product
breaks into new markets

When leading Australian one-to-one marketing company digital-logic saw a gap in the market for “extreme personalisation” products, they began the assessment of the easiest and fastest way to go to market, according to digital-logic Director, Paul McGarity.



Paul McGarity and Chris Proc, digital-logic

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“digital-logic has recently established a company called Hero Books, which produces ‘audience-of-one’ books digitally using XMPie dynamic publishing software, a world leader in variable data utilisation,” McGarity said.

Hero Books, the only application of its kind in Australia, is a Football Federation Australia (FFA) licensed book, which uses personalised imagery and text, allowing children to “star” in an Australian football narrative.

Background

digital-logic started up as a direct marketing company in the early 2000’s, and in that time has managed to stake a claim as one of Australia’s most innovative variable data direct marketing organisations.

It currently has 18 staff working across IT and pre-press, and uses a range of Fuji Xerox technology and software solutions including 2 x Xerox iGen3 Digital Production Presses, a site licence for XMPie PersonalEffect and Press-sense Manager workflow management software.

Over a period of five years, digital-logic has turned its business model around from generating approximately 95 % static direct marketing materials to producing almost exclusively sophisticated cross-media variable data applications, including the recently launched side company Hero Books.

The highly personalised, digitally printed, audience-of-one books comprise personalised details including first name; family name; hair colour; birthday and gender; the first names; last names and genders of two

friends; favourite Australian football team and jersey number incorporated into a storyline and accompanied by personalised illustrations, providing a unique treasure for any prospective football luminary.

Challenge

To move from a direct marketing company producing largely static short run materials to a direct marketing enterprise with a reputation for an innovative approach to variable data and personalised materials, digital-logic needed to invest in a technical solution that offered cross-platform media capabilities and the ability to cater for additional growth.

Solution

Early on, digital-logic made a business decision to use Fuji Xerox equipment as a result of its reliability and consistency of output. “We started the company with a Xerox DocuColor 1250 and as demand for our services grew we upgraded to the Xerox DocuColor 2045. We quickly progressed to a Xerox DocuColor 6060, which enabled us to offer more variable data printing for our clients.

“As our needs for additional capacity grew, we found Fuji Xerox had a solution available for us which produced consistently high quality results,” said McGarity.

“Previous variable data requests like the odd sales graph, or certificate – provided us with enough momentum to move more and more into complex variable data work,” he said.

“One of the inhibitors with expanding our variable data work was turnaround time. As the volume grew with our direct marketing applications we realised we needed to increase our capacity and move to a document solution specifically designed for variable data printing,” he said.

“As a result, we installed a Xerox iGen3. We were so impressed with the results, including its rapid turnaround times and consistent output that we installed a second iGen3,” McGarity said.

Utilising the Xerox iGen3, printing can be customised and personalised with ease, on a range of substrates and stocks, at print speeds previously unachievable.

digital-logic has also embraced Fuji Xerox workflow software solutions including Press-sense Manager and a site license of XMPie PersonalEffect personalisation software.

Press-sense Manager provides print providers with the ability to optimally manage their print facilities, and move closer to their customers by supplying tools such as full PDF workflow, scalable print management, online ordering, price quoting and variable data. Press-sense Manager also offers e-procurement tools that simplify the creation and management of personalised jobs and provides print buyers with the ability to request quotes based on actual job characteristics as well as job tracking and delivery schedules.

Using XMPie PersonalEffect cross-media software has allowed digital-logic to create and produce one-to-one cross-media marketing campaigns that include combinations of print and targeted digital media.

“We are passionate about XMPie,” McGarity said.

“The ease of the software solution and the efficiency of the iGen3’s have enabled us to run campaigns with image personalisation, personalised URLs and communications using variable data for a large franchising group.

“The sophistication of the campaign was a huge hit with the audience, and the customer response increased from five percent in a previous campaign to 22 per cent in the highly personalised campaign,” he said.

“To be able to increase our customer’s return on investment by 400 per cent with ease is clear evidence how well Fuji Xerox understands the benefits of high end document and workflow solutions to print and communication providers looking to break into new markets,” he said.

According to McGarity, the success of the cross-media direct marketing campaigns for clients and the simplicity with which a host of personalised details could be incorporated into printed applications using XMPie PersonalEffect and the Xerox iGen3 gave rise to the concept of Hero Books.

“Combining XMPie PersonalEffect, two Xerox iGen3s and Press-sense Manager, we are able to deliver data relevant, dynamic communications, which have enabled us to go to market very quickly with the unique application of Hero Books.”

Hero Books, according to McGarity is the ultimate in “extreme personalisation”, made possible through XMPie PersonalEffect.

“To purchase a Hero Book, customers input the relevant variable data, which is then processed and printed using XMPie PersonalEffect software.

“Ordering is conducted entirely online, via the Press-sense Manager Web-based ordering system, allowing customers to place orders, approve product, track printing and monitor delivery schedules.

“Once the initial set up has occurred between Press-sense Manager, XMPie PersonalEffect and the iGen3, the ordering and printing of a Hero Book is then entirely automated,” said McGarity.

“We have plans to create books using different sporting codes in the near future, which will further broaden our reach into this niche market,” he said.

Benefits

By introducing highly customised, cross-media and direct marketing campaigns, digital-logic has been able to improve the return on investment for its client campaigns by more than 400 per cent, proving that complex personalisation is a powerful and effective marketing tool.

Using XMPie PersonalEffect software, digital-logic has been able to move from largely unsophisticated variable data campaigns to integrated multi channel campaigns, using print, sms, Web sites, and email.

“The beauty of XMPie is the ease of cross-platform output. Regardless of the multi-channel choice, only one set of programming is required.” said McGarity.

digital-logic has grown its business, through the introduction of state of the art infrastructure, constant innovation in delivering direct mail that works to become one of Australia’s most successful one-to-one marketing companies.



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