

Xerox 1:1 Lab marketing solution leads **The Conference Board of Canada** to double its direct mail response rates



The Conference Board of Canada, Ottawa



The Conference Board of Canada is a national, not-for-profit organization whose expertise lies in not only running conferences, but also in conducting, publishing and disseminating research, helping people network and developing individual leadership skills. It has a membership base of 8,200 organizations and 100,000 individuals.

Funded exclusively through fees it charges for services to the private and public sectors, The Conference Board's vision is to be recognized as Canada's most influential, independent source of insight for leaders. Its mission is to build leadership capacity for a better Canada by creating and sharing insights on economic trends, public policy and organizational performance.

The Challenge

The Conference Board has a strong tradition of direct marketing in its organization. With a diversified portfolio of businesses, including conferences, research and leadership development, it works with its print and marketing communications partner, St. Joseph Communications, on a multitude of campaigns throughout the year.

"When you include the programs offered by our affiliated organizations, The Niagara Institute and the Directors College, we hold over 350 events per year. Plus we introduce over 200 research reports and periodicals over the same time period," said Perry Eisenschmid, vice president, The Conference Board of Canada. "To support those we use direct mail, business-to-business communications, and e-marketing."

With that number of offerings, the Conference Board is aware that too much direct marketing risked turning off its members.

"We don't want to irritate our members by bombarding them with marketing messages," he said. "The more efficiently we can begin target marketing our initiatives, and the fewer mass campaigns we have to do, the better."

The Conference Board had recently launched a new initiative, Conference e-Proceedings, essentially a conference captured digitally and made available to its members and customers on CD or via the Internet. Conference e-Proceedings

were designed with two objectives in mind. First, they provide a permanent record of the conference for people who had attended it and wanted to share it directly with their colleagues and thereby extend the conference's teachings throughout the organization. Second, they also allow members who were unable to attend the conference to benefit from the insights shared at the event.

The Conference Board wanted to highlight its new initiative and set about offering a free Conference e-Proceeding to its members. Each member would be offered to select one of three conferences, specifically chosen to reflect their interests.

When St. Joseph Communications heard about the opportunity to invite one of its customers to participate in Xerox Canada's unique 1:1 Lab, and witness the results that can be achieved with a customized, digital colour direct marketing campaign, it approached The Conference Board of Canada.

"We have an ongoing relationship with all of our customers, including the Conference Board, and we're constantly looking to bring added value to the table," said Jacques Cyr, Vice President, Business Development, St. Joseph Communications, a print and communication company that provides comprehensive direct marketing solutions for many of its clients. "Our goal is to become a partner working with our customers, helping them to achieve their business goals, as opposed to strictly being a supplier."



Perry Eisenschmid, vice president,
The Conference Board of Canada



1:1 Lab designed marketing pieces for The Conference Board of Canada

The XEROX 1:1 Lab: Demonstrating the Power of Data-Driven Marketing

Xerox's 1:1 Lab, a veritable testing ground for Xerox customers, demonstrates the power and accessibility of data-driven one-to-one marketing and has accelerated its adoption by the marketing community.

The 1:1 Lab provides a learning environment to test and compare the results of data-driven one-to-one direct mail marketing campaigns with traditional direct mail methods. The 1:1 Lab is equipped with state-of-the-art equipment and software including the Xerox iGen3®

“I was thrilled to see the 1:1 Lab piece doubled the results we had achieved with the campaign’s control piece.”

*– Perry Eisenschmid, vice president,
The Conference Board of Canada*

Digital Production Press, a 110 impression-per-minute digital colour press with image quality comparable to offset, and Exstream Dialogue™, one of the most robust and sophisticated one-to-one software solutions on the market today. Terminal Van Gogh Ltd. (TVG) provides strategic consulting on data-driven marketing campaigns, builds the 1:1 Lab participants’ programs, re-purposes existing creative to function within the data-driven environment and develops the metrics in the data to gauge results.

Data Driven 1:1 Communications in Action

Order of conference offerings determined by The Conference Board of Canada's knowledge of members' interests

Additional e-Proceedings offers based on area of interest specific to each member.

Jane, as a busy Director, Human Resources involved in Risk Management you will discover many e-Proceedings that you can capitalize on, including:

- Deloitte Leaders Forum on Rebuilding Trust
- 2005 International Risk Management Conference: Benchmarking Enterprise Risk Management
- 2006 Corporate Governance Conference: Striking the Right Balance

For a complete list of all of the Conference e-Proceedings available and to choose your FREE download from the three featured here, go to www.valuableinsight.ca/JohnSample

#1 Business Growth
Successful Business and HR Strategies from High Performance Companies

- Find out how to build sustainable growth in any industry and in any market condition
- Hear case studies and best practices from high growth companies such as Dell Canada Inc., Hewitt Associates, Maple Leaf Foods Inc., Petro-Canada, Pfizer Canada Inc., Rona Inc., and TELUS Mobility
- **Presentations include:** The Key Components for Sustaining High Growth and Performance, Translating Engagement into Performance, Developing an Effective Talent Management Strategy, and more

#2 Change Management
Leading Change for Organizational Success

- Hear valuable lessons on creating systems and processes that will help you build a culture of learning, change, innovation and implementation
- Companies presenting include: Alliant Inc., CIBC, Deloitte, Grand & Toy, Government of Ontario, Motorola Inc., and Sun Life Financial
- **Presentations include:** Meeting the Challenge and Complexity of Managing Change Horizontally in Your Organization, Leadership and the Role of a Performance-Based Culture, Embracing Change and more

For a complete list of all of the Conference e-Proceedings available and to choose your FREE download from the three featured here, go to www.valuableinsight.ca/JohnSample

Proven Benefits of Conference e-Proceedings

- > **Learn** any time you want, anywhere you want – in the office, at home, or on the road, 24/7
- > **Hear** from practitioners and experts addressing key business issues
- > **Profit** from innovative ideas that will help your company succeed
- > **Gain** insights from Conference Board research and learn how to apply best practices in your organization
- > **Increase** your leadership capacity
- > **Test** new approaches and hear about best practices
- > **Learn** from the experts and explore winning tactics and strategies
- > **Focus** on actual business experiences
- > **Minimize** scheduling problems and decrease time away from work
- > **Reduce** overall learning time because content is limited to the essential

Review one of our Conference e-Proceedings today, Jane. It's a \$725 value, and Gain timely insights and winning strategies on a variety of topics that only The Conference Board of Canada can provide.

The Conference Board of Canada Insights you can count on

The Conference Board of Canada has speakers, topics, insights, strategies, public and private sector organizations and industry experts – giving you the insights you need to succeed.

Risk Management

For people like you Jane, who are large, leading edge organizations, you may have a division, but must be examined.

Gender specific image

Member identified by position

The Conference Board of Canada
Insights You Can Count On

We bring the conference to you.
Mrs. Sample
As a busy Director, Human Resources,
you can now learn right at your desk

Go to www.valuableinsight.ca/JohnSample
to receive your FREE gift today. A \$725 value!

Workplace Health and Well-being
Health Leadership for High Performance

- Explore today's workplace health challenges while gaining the insights you need to improve employee health and good business results.
- Learn the best practices and innovations of leading employee health organizations including Pfizer Canada Inc, Ceridian Canada, and IBM Canada.
- Presentations include: Good Health is Good Business. Designing a Total Wellness Strategy in a Changing Environment, Measuring Success Through Prevention, Health and Performance.

Featured here, go to www.valuableinsight.ca/JohnSample

Conference Board of Canada.
Want on

has distinguished itself as a leader in producing high quality events that deliver content, ideas and solutions. For over 50 years, we have been bringing together decision-makers from various industries to address the top issues of the day and to learn from best practice organizations and their timely insights you can put to work right away.

...enting to develop a more strategic and integrated approach to risk management. The diverse risks faced by organizations today cannot be effectively dealt with in a sequential or unique manner by each department or function. A comprehensive approach is needed in a comprehensive fashion.

...it's yours FREE, but only until May 31, 2006.
...ference Board of Canada can provide.

Unique, personal URL

“We were very vocal in our desire to ensure this was a legitimate test, we wanted to make sure the control piece and the 1:1 Lab piece were virtually identical, with the only varied elements being those that reflected the one-to-one capability.”

– Perry Eisenschmid, vice president, The Conference Board of Canada



The Data Driven 1:1 Marketing Plan in Action

“We were very vocal in our desire to ensure this was a legitimate test,” says Eisenschmid. “We wanted to make sure the control piece and the 1:1 Lab piece were virtually identical, with the only varied elements being those that reflected the one-to-one capability.”

TVG, under the umbrella of the Xerox 1:1 Lab, undertook the design of the 1:1 Lab control and variable packages, taking care to keep the overall look as similar as possible to the Conference Board’s traditional marketing piece to avoid skewing customers’ responses and ensuring an objective comparison of results.

Using existing customer data from the Conference Board, TVG created a series of one-page 17” x 10.125” double-sided and folded direct mail pieces that included a number of data-driven elements.

The front page of the 1:1 Lab direct mail piece included a photo representing the member’s gender and position. The text included the member’s name, their title and included a personalized web site address they could visit to receive their free Conference e-Proceeding.

The 1:1 Lab direct mail piece opened to include mention of the member’s role in their organization, for example human

resources, and text that identified the member’s company.

Fully opened, the piece presented the member with a choice of three Conference e-Proceedings, selected by the Conference Board and prioritized according to information it had gathered on the members’ areas of interest including business growth, change management and workplace health and well-being. In addition, other available Conference e-Proceeding that matched the interests of each member were highlighted in the brochure.

Photos used on the inside page of the piece again reflected the member’s profession, industry and gender.

The campaign’s control piece was offset printed and then a laser printer addressed each brochure. It was printed on Plainfield Opaque Brite White smooth 100 lb text.

The 1:1 Lab direct mail piece was printed on an iGen3® on 100 lb Xerox Xpressions text stock.

For the campaign, approximately 14,600 direct mail pieces were sent to Conference Board members; half were sent the control piece and half the 1:1 Lab piece.

Overall, the response rate for the 1:1 Lab piece was 100 per cent greater, double the

control piece, without any additional follow up from the Conference Board. At the end of the 5-week campaign, the 1:1 Lab marketing piece achieved a 12 per cent response rate, compared with six per cent for the control piece, evidenced by the number of visits to the Conference Board’s website.

“Considering the call to action was for high level executives to visit a personal URL (PURL) and download their choice of a free Conference e-Proceeding, the 1:1 Lab team and the Conference Board were pleased with the results,” said Helene Blanchette, National Marketing Manager, Graphic Communications Group, Xerox Canada, and founder of the Xerox 1:1 Lab. “Media integration is a strong way of creating value and relevancy in direct mail campaigns. This is the first time we have integrated the print and web within our 1:1 Lab environment and the PURL allowed us to follow the actions taken by Conference Board members.”

“Because the control piece and the 1:1 Lab piece were almost identical, it was clear that it was the variable elements that delivered the great increase in results.”

Impressed with the solid business results delivered by the Xerox 1:1 Lab, the Conference Board anticipates using one-to-one marketing in future direct mail campaigns.



The Trilogy Alliance

The Trilogy Alliance is an enabler for Xerox Graphic Communications Group customers and their marketing and advertising customers to implement data-driven, one-to-one print campaigns on an ongoing basis.

Relatively few corporate marketers have the infrastructure, experience or expertise to execute customized marketing

programs, even though they are aware of its advantages. The combination of Xerox, Terminal Van Gogh Ltd. and Exstream Software's Dialogue™ enterprise personalization solution brings together the software and skills commercial printers and their customers need without requiring them to invest immediately in these areas.

As they gain one-to-one campaign knowledge and build their business, printers can continue to work with the Alliance or make the investments that will allow them to continue independently. The Trilogy Alliance offers flexible services, based on the skills and infrastructure of each customer.

The Conference Board of Canada Project Production Price Comparison

CBOC Control piece (static)	Cost per Package*	CBOC 1:1 Lab piece (variable)	Cost per Package*
*Printing (offset) - 1 piece (17" x 10.125") - 2 sided, bleed on both short edges. Paper stock included	\$0.24	Data preparation, processing and set up***	\$0.06
Finishing and Bindery - laser printing, trimming, folding, tabbing and mail preparation.	\$0.22	Variable Print Ready File Processing (VPS)*	\$0.29
Postage	\$0.37	*Digital Printing - 1 piece (17" x 10.125") - variable - 2 sides, bleed on both short edges. Paper stock included	\$0.53
TOTAL production	\$0.83	**Finishing and Bindery - trimming, folding, tabbing and mail preparation	\$0.10
		Postage	\$0.37
		TOTAL production	\$ 1.35

* Price per package evaluated on the base of 7 400 piece.
** Finished piece (8.5" x 5.5") from a trimmed format of 17" x 10.125" piece folded twice.

*** This costing does not include or take into account creative changes, copy changes or any significant changes to the program as it was created in the 1:1 Lab. Changes to the project would result in an additional cost.

The Conference Board of Canada 1:1 Lab one-time cost (TVG)

1:1 Lab design and programming (1 time cost) Set-up - Xerox Partner - Terminal Van Gogh Ltd.

Strategic planning, art direction, design and repurposing of existing creative and landing page

Account service and project coordination

Database design and variable application development including detailed response tracking and reporting of responses from the variable database group

Variable programming and document engineering

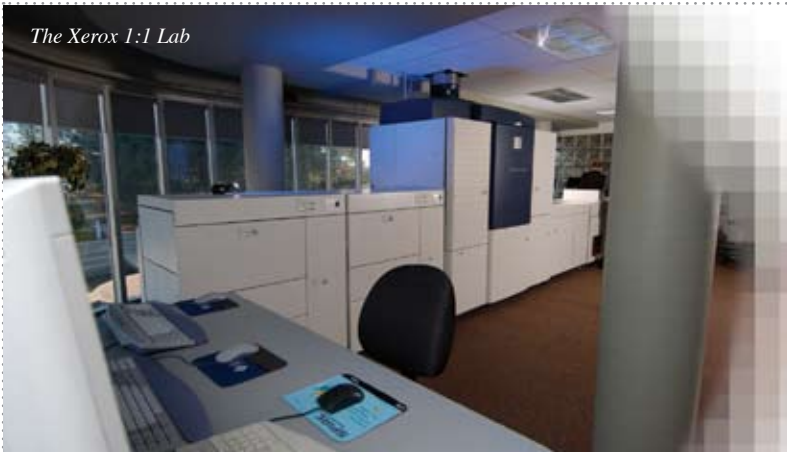
TOTAL design and set-up

\$32,000.00

Xerox, delivering results you can measure.

As a global leader in digital and variable colour printing technology, we are helping our customers leverage the benefits of customized marketing through the Xerox 1:1 Lab.

For more information, or to schedule an appointment with a Xerox Sales Representative, call **1-800-ASK-XEROX**, or visit our website, **www.xerox.com/1to1lab** today.



Client benefits close-up

The Conference Board of Canada has gained significant benefits since testing the 1:1 Lab marketing solution from Xerox:

- Overall response rate **increased by 100 per cent**
- Achieved **12 per cent response rate** for 1:1 Lab piece from hard to reach executive clients, versus six per cent response rate from control piece
- **Brought relevant information** and targeted offers to time-strapped executives
- Protected the integrity of The Conference Board of Canada brand by **minimizing marketing fatigue** among Conference Board members