

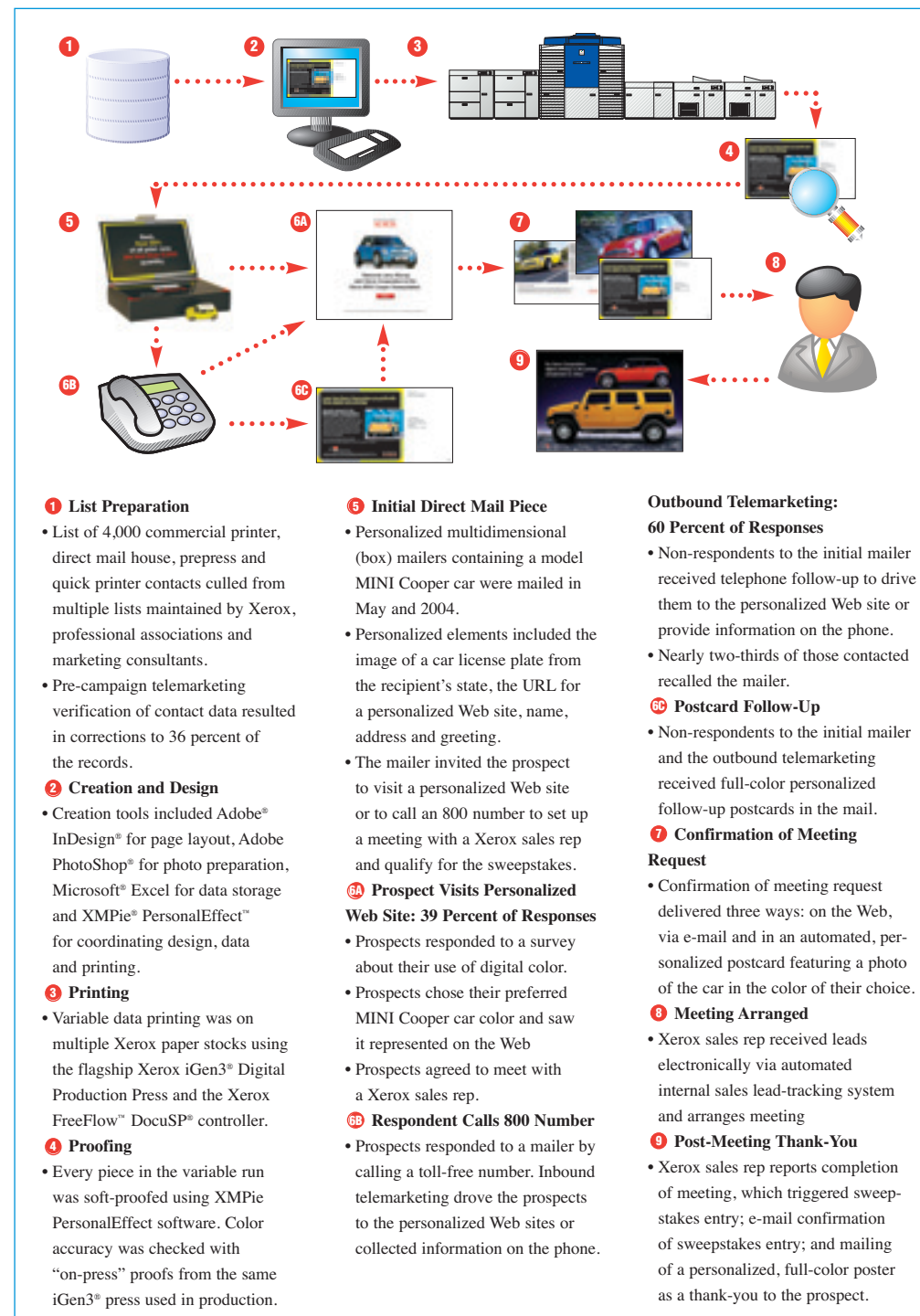
Xerox Corporation offers our customers an innovative array of services, solutions and software, as well as a broad range of color and black-and-white digital printers, digital presses, multifunction devices and digital copiers. Our vision is to help people find better ways to do great work. We do this by consistently leading in document technologies, products and services that improve work processes and business results. For more information about world-class Xerox solutions or to schedule an appointment with a Xerox sales representative, call 1-800-ASK-XEROX ext. 964, or visit www.xerox.com/service.

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Case Study

Results
you can
measure.



The response rate triples with a one-to-one, cross-media ‘MINI Cooper’ direct marketing campaign produced by **Global Document Solutions** and **Roberts Communications** with the Xerox iGen3® Digital Production Press.



Global Document Solutions Corporation

Global Document Solutions (GDS), with headquarters in New York, is a comprehensive document company offering complete document management services. GDS specializes in bringing innovative document solutions to its clients, improving document workflow, streamlining document distribution through multi-media channels and providing cost-saving efficiencies.

Web site:
GlobalDocSolutions.com



Roberts Communications, Inc.

Roberts Communications Inc. is a privately held, full-service marketing communications company based in Rochester, N.Y. Founded in 1971, the firm has 65 employees and \$55 million in capitalized billings with clients that include Excellus Blue Cross/Blue Shield, MasterCard and Xerox Corporation.

Web site: www.robertscomm.com



The Challenge

1

“Our challenge was twofold: to generate qualified, high-potential leads among commercial printers for our digital color presses, and to increase awareness of the benefits of one-to-one marketing.”

Beth Ann Kilberg-Walsh, Manager, Marketing Communications,
Xerox Corporation



Xerox Corporation is a pioneer of high-quality digital color presses for fast turnarounds, economical short runs, integration with automated workflow systems and variable information printing of personalized communications that boost response rates. In building its digital printing leadership, Xerox faced two challenges. One is developing the market. Xerox seeks to help print providers understand the color-variable information-printing business opportunity, and to provide the technical and marketing assistance that print providers need to capture it. The other challenge is identifying and selling to a new cross section of print providers, including non-traditional Xerox customers such as commercial printers. These are the high-potential prospects for the flagship Xerox iGen3® Digital Production Press and other Xerox digital color presses.

The Solution

2

“This campaign was intended to not only increase Xerox business but to help Xerox show their customers how to increase their business with one-to-one marketing solutions.”

William Martin, Vice President—Sales, Digital Color Solutions,
Global Document Solutions



Xerox turned to Roberts Communications to design a highly targeted direct marketing campaign that incorporated multiple demonstrations of personalized printing on the Xerox iGen3® press—and that enabled prospects to experience cross-media, one-to-one communication. Roberts, in turn, partnered with Global Document Solutions to produce the campaign. A multi-dimensional, personalized direct mail piece (a small box) drove prospects to personalized Web sites, where they could enter a drawing for a MINI Cooper car by setting up a meeting with a Xerox rep to discuss digital color printing. The meeting also included a demo of the Xerox ProfitQuick™ financial modeling tool for optimizing digital printing profitability. Follow-ups included e-mail, out-bound telemarketing, postcards personalized according to preferences prospects submitted on the Web and a personalized “thank-you” poster.

The Benefit

3

“We made prospects think, ‘If this works on me, why wouldn’t it work on my customers?’ We tripled the typical response rate for this type of program.”

Bruce Kielar, Executive Creative Director, Roberts Communications



The program had a 9.4 percent response rate (376 responses from 4,000 targets), more than three times the industry average. Initial results included several sales that delivered a 9-to-1 return on investment, beating the 8-to-1 target. The print pieces were high-quality samples, and the program provided a one-to-one marketing experience prospects could also apply to their customers. The most widely cited reason for meeting with sales reps was the ProfitQuick demo on running digital presses profitably—so the program’s educational component was effective. Many respondents were new Xerox customers, and valuable new prospect information was captured for future one-to-one programs. Roberts and Global Document Solutions boosted productivity with XMPie® software and “on-press” proofs. Both cite the program as a success story in their marketing.