



## This Time It's Personal BOB WAGNER

A common approach public speakers use to connect with their audience is to directly recognize individual attendees. They thank organizing committee members. They note the distance someone traveled. They congratulate a colleague on a recent success.

Generally, the reward is a more attentive audience.

The organizers of the 28th John Caples International Awards — known as “the Oscars of the direct marketing industry” — recently applied this technique to print. For this year’s gala awards ceremony on March 2 in New York, pre-registered attendees received a personalized copy of the commemorative program and winners’ portfolio. Printer Toppan America, of Somerset, N.J., produced the book in a variable print run on a digital color press, the Xerox iGen3® 110 Digital Production Press.

“The Caples awards recognize creative brainpower that commands attention and solves real business problems,” said Howard Draft, chairman and chief executive officer of Draft, Inc., and the general chair of the XXVIII annual Caples event. “This year’s awards book not only provides a high-caliber showcase of the winning work, it’s an inspired — and inspiring — personalized memento that demonstrates the power of digital printing.”

The Caples awards book is the latest example of how marketers and creatives increasingly embrace full color digital printing and personalization to showcase even their award-winning work. Regular readers of *Graphic Design USA* are aware of this groundswell. The magazine’s 2005 readership survey found that 53% of creatives used short-run digital printing more often last year than in 2004.

The benefits are myriad. Short print runs and fast turnarounds are affordable. Personalization boosts readers’ attention and response rates. Image quality is comparable to offset — and better on some applications. Creative and production work processes are streamlined for optimal efficiency.

Such was the case in production of the Caples book. Designer Kris Tenner, a partner in Design Elements,



**EACH PRE-REGISTERED ATTENDEE OF THE 28TH JOHN CAPLES INTERNATIONAL AWARDS RECEIVED A PERSONALIZED COPY OF THE COMMEMORATIVE PROGRAM AND WINNERS' PORTFOLIO, BOTH PRINTED ON A XEROX DIGITAL COLOR PRESS.**

Queens, N.Y., used her usual design tools from Adobe Creative Suite 2. Toppan executed the name personalization using XMPie PersonalEffect, which includes an Adobe InDesign plug-in, enabling a seamless handoff from Tenner to Toppan.

“I approached the job with fun in mind, and try to make the book enjoyable to look at,” Tenner explained. Among the differences in designing for digital printing, she noted this: “I think the colors can have more depth. And with the help and suggestions of the printer, one can do better color work. But basically the approach is the same” whether designing for digital or offset.

“The Caples book is another example of what we’re witnessing in the industry,” said Gavin Jordan-Smith, director, Digital Communication, Toppan America, which has built a powerful digital printing capability in recent years. “Marketers and creatives increasingly are embracing digital color printing and personalization to boost the impact and relevance of their work.”

As the applications for digital color printing and personalization continue to expand, the time couldn’t be better for leading your clients into the future with a bold proclamation: “This time, it’s personal.”

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