

Illustrating Personalization: How to Catch Attention and Bring in Jobs

Jeff Moores is a renowned illustrator; his award-winning work has appeared in publications such as *Time*, *The New York Times* and *The Wall Street Journal*, and in advertising and promotional pieces for companies such as Cinemax, Burger King and American Express. Each year, he typically applies 10 to 15 percent of his income to marketing, buying space in print and Web directories and running direct mail campaigns.



"The illustrating market was far different back in the early days. It was much easier to send out a few postcards and expect that it would land a few new jobs," says Moores. "Now, it seems art directors are so busy and buried in the clutter of 30 to 40 postcards a day that it's hard to get their attention. I knew I really needed something different and personal to catch their attention."

That's why he turned to an old college friend, Mike Riebesehl, Xerox iGen3 project manager, for help. Riebesehl explained what direct marketers have been doing with variable data printing on the Xerox iGen3 Digital Production Press, and worked with Moores to develop two marketing campaigns that would promote his illustration business and bring in more assignments.

Riebesehl and Moores created a promotional mail campaign that featured multiple personalized touch points that were sent out over the course of a month. Nick Beat – a character created by Moores – "sent" post cards to art directors updating them on his inspirational journey around the world and providing them with Moores' contact information, a "live person" they could go to for real inspiration. Moores highlighted his artistic capabilities by creating a variety of designs using Adobe InDesign Creative Suite 2 and added personalized details through XMPie uDirect VI software. A personalized font Moores created through Fontifier.com – a service that turns a scanned sample of

Hi Jeff!

You win this year's award for the nicest promotional mailer I've seen in a long time; broke right through the clutter of my desk and I was compelled, most likely by a force greater than the curiosity that killed the cat, to examine the entire cute little THING.

So, I will put it on my little wall in my tiny 45 sq ft work area and give you a call the very next time I have a project that might benefit from your talents ...

Your stuff is wicked good! :-)
- Julie

Senior Art Buyer, Team Detroit

one's handwriting into a font that can be used in graphic design and word processing programs – was used for all of the text, including the personalized information, providing a fun and cohesive appearance throughout the design.

Within a month, Moores received several inquiries asking how he created the mailers, as well as a lot of positive feedback. The promotion also landed him new assignments from *Forbes*, *The New York Times*, American Greetings, an ad campaign for Yokohama Tires and a potential children's book offer based on his character, Nick Beat.

Moores and Riebesehl decided to embark on this campaign after experiencing great success with the first campaign – a personalized, full-color, self-mailing direct mail promotional calendar, which included a promotional offer for those who contacted Moores.

The art, recently created characters from Moores "hip-drip critters" collection for novelty coffee mugs and t-shirts, was created using Adobe InDesign Creative Suite 2 and complemented the offer that came with the calendar - a free coffee mug. He used XMPie uDirect VI software to add simple name-only personalization and cover images that varied based on whether the recipient was male or female. The promotional calendars were printed on the iGen3 digital press.



The results were his best ever — 70 responses from 1,200 pieces mailed, seven times what his previous direct mail had accomplished. Plus he received more than 30 personal e-mails or phone calls in response to the promotional offer. The two-dozen or so resulting customers include *Time Magazine*, *The Wall Street Journal* and *Forbes Magazine*, where he rekindled a relationship that had gone cold for a decade. Many months after the mailing, people still referenced the calendar when contacting him.

