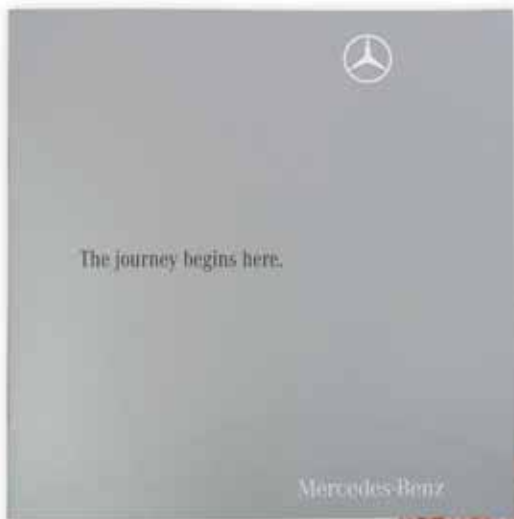


Direct marketing campaign helps automobile manufacturer achieve an astounding 53:1 ROI.



Best-of-the-Best Program Winner—Digital and Offset

Xerox Premier Partners Global Network



Mercedes-Benz UK Customer Acquisition Pack, Digital and Offset

IOS

IOS is one of the world's largest color digital print service providers with over 1,300 employees and an annual turnover in excess of £130 million. They provide a wide range of services from a number of sites throughout the U.K. and have developed some of the market's most technical, business-critical print applications using their unique and flexible development platform. Specializing in compliance, transactional print and direct marketing, they serve a broad range of sectors, including banking and insurance, utilities, retail, travel and leisure, education and government.

On the web:
www.i-os.com

The challenge

Mercedes-Benz UK wanted to increase purchases of their new vehicles by enticing customers to test drive them at local dealerships. To get these prospective new owners to act, they wanted to launch a direct marketing campaign. For assistance and new ideas, Mercedes-Benz UK contacted their marketing communications agency, Weapon7, to develop a compelling solution.

Leveraging the customer data Mercedes-Benz UK had, Weapon7 proposed creating an integrated acquisition pack that was personalized and tailored to each individual recipient. They were confident they could meet their client's goals, but they needed a production partner who could deliver the high quality, variable data capabilities and marketing savvy to successfully pull it off.

They found all of this and more in IOS, who helped execute the campaign from start to finish.

The solution

The content of the acquisition packs was driven by the individual profiles for each customer. This included a high-quality brochure, a personalized letter and a contact card—all of which enabled Mercedes-Benz UK to feature information and vehicle imagery that appealed to individual demographics. IOS determined the most cost-effective solution would be to produce the highly variable interior pages of the brochure with digital production equipment and the static covers with an offset press.

Using the information provided to them by Mercedes-Benz UK and Weapon7, IOS streamed the files through their in-house variable data composition platform, nexdox. By working with Xerox, they ensured the workflow integrated seamlessly with their Xerox® digital production equipment. Early tests produced exceptional results with quality and color that were indistinguishable from offset printing.

Final files were sent to the Xerox® iGen4® Digital Press with a CX Print Server powered by Creo® and printed on Revive 50:50 white silk 170 gsm stock. The cover was produced on a Heidelberg® press using Revive 50:50 white silk 350 gsm stock.

The results

Since the launch of the campaign, conversion rates have improved dramatically and Mercedes has closed on a significant number of sales for their current line of vehicles. To date, the campaign has achieved an incredible ROI of 53:1 for Mercedes-Benz UK, and they couldn't be more delighted. With these excellent results, they have now made targeted, personalized campaigns a fundamental part of their ongoing marketing activities.

This was the first campaign that IOS produced for Mercedes and Weapon7 and its success has generated substantial revenue for all involved. IOS is now on Mercedes' supplier roster for marketing materials and they are already developing an ongoing communications campaign taking advantage of the many benefits 1:1 digital printing has to offer.

