

Redesign of voucher booklet increases advertising revenue at national newspaper.



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

Xerox Premier Partners Global Network



Telegraph Subscriber 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

The Daily Telegraph is a U.K. newspaper with a circulation of over 650,000. To make it easy for subscribers to obtain copies of the newspaper every day, The Telegraph created 13-week voucher booklets that enabled readers to redeem a prepaid copy at convenient locations.

The voucher books, however, were printed on a cumbersome, perforated A2 sheet, which was enclosed with a range of promotional offers when mailed to the recipient. While subscribers used the vouchers, they often discarded the promotional materials, leading to a relatively poor response to third-party offers.

They knew there had to be a better way to serve subscribers and boost advertising revenue. For a solution, they reached out to IOS.

The solution

After talking through the challenge with The Telegraph, IOS reengineered the voucher book into a new, subscriber-friendly, A5 stitched booklet that was easier to manage as newspaper vouchers could be detached easily. Advertising and offers were also integrated throughout, making them much more effective as they would be viewed repeatedly. The new booklet included a personalized note, the subscriber's mailing address to eliminate costly envelope matching, personalization on every voucher, as well as intelligent bar codes on the stitching line to simplify book assembly.

IOS found that the most cost-effective solution would be to produce the entire booklet offset and then overprint variable information digitally. Because of their longstanding relationship with Xerox, IOS knew their Xerox Nuvera® 288 MX Perfecting Production System with a CX Print Server powered by Creo® would perform flawlessly.

The design for the booklets was done by The Telegraph and sent to IOS, where they were produced on a Heidelberg® press. Once completed, subscriber data and personalization were handled with their variable data composition software, nexdoo. With the preprinted offset sheets loaded into their Xerox Nuvera 288, IOS was able to precisely overprint the variable information onto the pre-perforated Lumisilk 115 gsm and 300 gsm stocks. An MBO Hohner Intelligent Stitching Line completed the finishing, utilizing the bar codes to ensure complete data integrity and perfect matching.

The results

With a redesigned booklet, The Telegraph has already seen an exceptional level of repeat subscriptions. Response rates and demand for advertising have grown exponentially as well, which has led to the booklet growing from 24 pages to 36 pages, while still producing enough revenue to make the booklet cost-neutral.

IOS has since secured The Telegraph as a regular customer and they now produce 50,000 voucher books per week. The volumes have enabled IOS to expand their operation and they now use this application to showcase the outstanding quality of their monochrome production as well as their ability to seamlessly integrate with offset solutions.

