

Cross-media marketing campaign
generates 10% response, draws crowds
and nets new business.



Best-of-the-Best Programme Winner – Direct Marketing

Xerox Premier Partners Global Network



Open House Invitations, Direct Marketing

CopyCat AS

CopyCat was established in 1997 and specialises in print-on-demand, Web-to-Print services, cross-media campaigns and digital printing. With 12 production sites across Norway, they offer a wide range of production capabilities as well as creative/design services through their in-house team Assistanse. To date, they serve a wide number of industries that include banking, book publishing, government, insurance and manufacturing and continue to expand their operations into new areas.

On the web:
www.copycat.no

The challenge

CopyCat AS has always strived to differentiate themselves from the competition by staying on the cutting edge of technology and applications. With their purchase of a Xerox® Colour 1000 Press, and opting to have the fifth print station installed with clear dry ink, they wanted to demonstrate the creative possibilities achievable with this new technology.

However, they wanted to do much more than engage their audience through a static direct mail campaign. They wanted to interact with customers and clearly articulate CopyCat's capabilities and services.

For ideas on the best way to accomplish all of this, they consulted with Xerox. CopyCat decided to host an open house event and drive attendance through a striking cross-media invitation that would feature powerful imagery, creative use of clear dry ink and a personalised response website. While the attendance at their previous open house events had fallen short of expectations, they were excited to put these new campaign strategies into action.

The solution

CopyCat first teamed up with local photographers to feature attention-grabbing images; then they leveraged MindFireInc LookWho's Clicking software to create personalised URLs that would take responders to a microsite where they could RSVP. A QR code was also included on each piece that linked directly to the site and provided additional information about CopyCat.

Each invitation was then printed on the Xerox® Colour 1000 Press with a Xerox FreeFlow® Print Server. XMPie® uDirect® was used to integrate the personalisation seamlessly into each piece and clear dry ink was used throughout in creative design patterns to highlight CopyCat's new capabilities.

The results

With 1,800 invitations sent, CopyCat generated a response rate of over 10% with a 50% conversion rate that filled their facility on the day of the event. Furthermore, 130 customers who couldn't attend requested more information about the company and their new capabilities.

Most important of all was that the event helped bring in 20 orders from brand-new customers. CopyCat is already planning more open house events in the months to come, this time targeting photographers to show how the Xerox® Colour 1000 Press and clear dry ink can enhance their printed pieces. This strategy will go far in helping CopyCat with the next phase of their growth: expanding business by at least 25% as an integrated marketing service provider.

