

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



# Best-of-the-Best Program Winner—Direct Marketing

## Xerox Premier Partners Global Network



Open House Invitations,  
Direct Marketing

### CopyCat AS

CopyCat was established in 1997 and specializes 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](http://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® Color 1000 Press, they wanted to show customers and prospects just what this new technology could offer, as well as generate new business.

By opting to have the fifth print station installed with clear dry ink on their Color 1000 Press, CopyCat wanted to showcase the creative possibilities and benefits offered with their new capabilities. However, they wanted to do much more than engage their audience through a static direct mail campaign. They wanted to interact with customers, develop a stronger relationship with each of them and clearly articulate CopyCat's capabilities and services.

For ideas on how to best 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 personalized 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 a number of local photographers to feature attention-grabbing images in the layout of the invitations—which were designed using Adobe® InDesign®, Adobe Illustrator® and Adobe Photoshop®.

Next they leveraged MindFireInc® LookWho's Clicking® software to create personalized 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 additional information about CopyCat.

Each invitation was then printed on the Xerox® Color 1000 Press with a Xerox® FreeFlow® Print Server. XMPie® uDirect® was used to seamlessly integrate the personalization into each piece and clear dry ink was used throughout in creative patterns, subtle backgrounds and intriguing design elements to highlight CopyCat's new capabilities. All elements of this campaign were printed on 210 gsm Gallery Art Silk to capture the excellent quality and color of every featured photo.

### The results

With 1,800 invitations sent out, CopyCat generated a response rate of over 10 percent with a 50 percent 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® Color 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 percent as an integrated marketing service provider.

