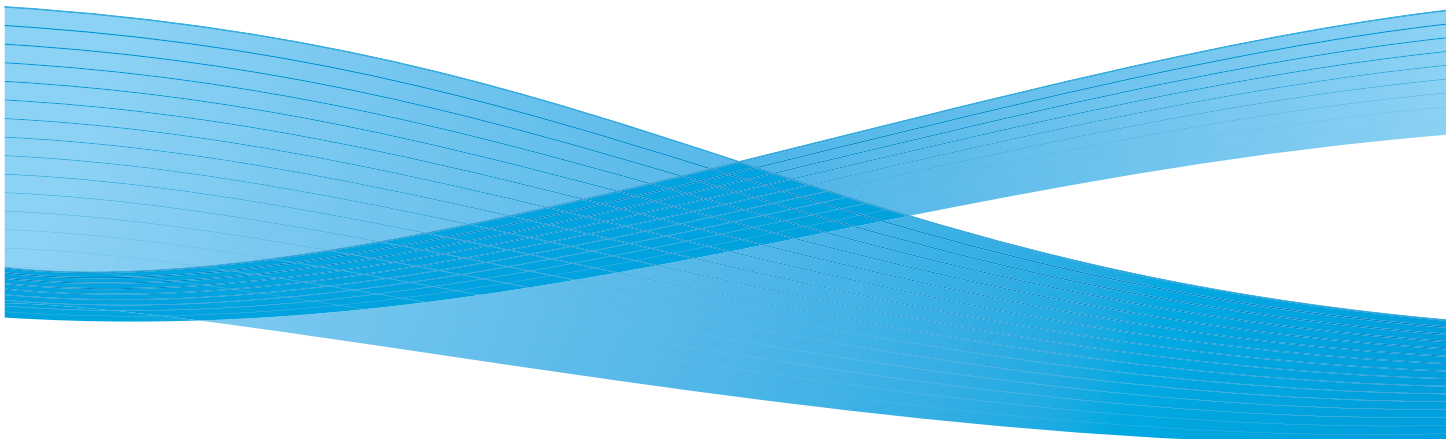


Progressive Communications
Progressive Digital Marketing Campaign
Best-of-the-Best Contest Overall Solution Winner
Best-of-the-Best Contest Winner—Direct Marketing
Xerox Premier Partners Global Network
Case Study



In-depth 1:1 approach nets
17 percent response rate and
68 percent conversion rate.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



Progressive Digital Marketing Campaign, Direct Marketing Category

Progressive Communications

Established in 1983, Progressive Communications is a commercial printing, design, mail and fulfilment company located north of Orlando in Lake Mary, Florida. What began as a newsletter publishing company 27 years ago has grown into a full-service marketing company employing 135 industry professionals. Progressive specialises in combining a unique mix of agency services and a 74,000-square-foot production facility to create customised solutions to a wide range of clients.

They are a division of Taylor Corporation, one of the largest printing and marketing services companies in the U.S. with more than 90 manufacturing plants and over 10,500 worldwide employees.

On the web:
www.progressivecommunications.com

The challenge

After investing in brand-new Xerox® iGen4® Digital Presses, Progressive Communications was excited to get the word out to their customers and prospects that they were now on the cutting edge of digital printing services.

The Florida-based printer understood that simply announcing their new offerings and capabilities wasn't enough. They knew they had to impress and inspire the recipient by demonstrating the full capabilities and print quality of the iGen4®, while showcasing the potential of digital print as a whole.

The solution

Progressive Communications decided that personalisation was the key, and developed a highly customised, 1:1 direct marketing campaign consisting of a mailer, initial e-mail, personalised URL, confirmation e-mail and fulfilment calendar. The front of the mailer included a gender-specific silhouette image and the recipient's first name. The back included the recipient's last name, their sales rep's contact information, a personalised image, personalised URL and an innovative QR code for greater convenience.

But the real attention-grabber was the fulfilment piece—an ultra-personalised, 12-month calendar printed on 100 lb. Velvet Text. In addition to using several variable, gender-driven photos throughout, each month's visual in some way incorporated the recipient's name in the picture. For example, October featured the recipient's name carved in a Halloween pumpkin while February saw it printed on an iconic Valentine's Day candy heart.

How did Progressive Communications bring this ambitious, personalised project to life? With a host of Xerox and partner solutions. They used XMPie® extensively (including uDirect Pro, uPlan, uImage, uProduce, uCreative XM and Marketing Console) to drive their variable text and imagery into layouts composed using Adobe® InDesign, and printed every piece on a Xerox® iGen4® Digital Press with a Xerox FreeFlow® Print Server.

The benefits

The attention and recognition garnered by Progressive Communications' personalised campaign didn't stop with the Best Overall Solution award in the 2010 Best-of-the-Best Contest—it translated to real business results as well. To date, Progressive Communications has enjoyed a nearly 17 percent response rate, 11.5 percent registration rate, yielding a 68.49 percent conversion rate. The popularity of the personalised calendars is growing exponentially and orders continue to pour in as customers share them with their co-workers. Progressive Communications has even considered the idea of creating a storefront to take their calendars to market.

The biggest benefit is the accomplishment of their original goal—to showcase their leading-edge digital capabilities and the amazing potential of their new Xerox® equipment. This personal approach has shown their customers firsthand that Progressive Communications has the knowledge, expertise and equipment to be their printer of choice, no matter how complex their needs.

