

Keiger Direct scores two new markets with high-response cross-media campaign.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



**WilsonMcGuire Creative—
Pinehurst Golf Academy Campaign,
Direct Marketing Category**

Keiger Direct

Established in 2005 as a division of Keiger Printing Company, Keiger Direct is an integrated marketing solutions provider located in Winston-Salem, North Carolina. Specialising in personalised marketing programs, they utilise the latest in digital technology to achieve true customisation.

Keiger Direct primarily works in the business-to-business sector serving clients in the higher education, healthcare and financial services industries, but is beginning to break into the business-to-consumer market as well.

On the web:
www.keigerdirect.com

The challenge

WilsonMcGuire Creative was awarded the opportunity to produce a cross-media campaign for the famous Pinehurst Resort, America's most historic golf resort. Their goal was to encourage golfers to enroll in the Pinehurst Golf Academy School. This was, however, their first-ever direct marketing and cross-media campaign and WilsonMcGuire turned to Keiger Direct for assistance in making it a reality.

The solution

The campaign's initial mailer invited recipients to go to their own personalised website and take a brief online self-assessment of their golf game. Based on their answers, responders were sent an eight-page roll-fold brochure with personalised and customised information regarding the weaker elements of their golf techniques. Nonresponders were also sent postcards and e-mails over the course of the campaign, all featuring breathtaking views of the Pinehurst greens.

The biggest challenge for Keiger Direct was taking the 672 possible variations generated by the survey and programming them as variable fields, particularly for the brochure. Combining the variable capabilities of XMPie® with the Xerox® iGen4® Digital Press paired with a CX Printer Server powered by Creo®, Keiger Direct was able to achieve extreme levels of personalisation and customisation to create a truly one-of-a-kind targeted brochure. It included such diverse elements as variable photography, hierarchy-driven relevant messaging, and even golf drills customised to the responder's indicated skill level.

The benefits

Although the program is still in progress, the response rates to date have been outstanding. With an 11.3 percent response rate to the invitation and 9.9 percent of responders completing the survey, and a similar response from social media, the campaign has already attracted 50 more attendees to Pinehurst's spring golf school.

The combination of Keiger Direct's personalisation and production capabilities enabled WilsonMcGuire Creative to gain exposure on a national level and work with a world-renowned golf resort. The campaign has also opened up two entirely new markets: hospitality and golf. In addition, Keiger Direct has begun conversations on how they can help WilsonMcGuire Creative on future marketing projects and are delving into new opportunities that leverage their strong knowledge of variable data programming.

