

The Twins Campaign - Spot the Difference

The 1:1 Experience Service reaches record-breaking highs with a revolutionary multichannel marketing campaign



Fuji Xerox put its expertise to the test by promoting its own 1:1 Experience Service.

The result? A cross-media 1to1 marketing campaign with a powerful message of uniqueness, offering real-world proof of Fuji Xerox's innovative approach to customer-centric marketing.

At A Glance:

The Challenge

- Position Fuji Xerox as a leader in 1to1 marketing to agencies and marketers
- Create a compelling 1to1 cross-media marketing experience using limited data
- Expand-enrich data collection and generate leads for the new service
- Engage hard-to-reach B2B clients

The Fuji Xerox Solution

- Use the identical twins with unique personalities metaphor to prove that a generic approach would not address their needs
- Craft a 16-page customised booklet that is sent to the 6,200 subscribers of Singapore's *Marketing Magazine*
- Let recipients live through a unique cross-media 1:1 Experience using print, email, PURL, SMS, QR code, call center, and live meetings
- Use channels strategically to gain customer intelligence

The Results

- 18.7% response rate
(Market Average: 2-3%)
- 12.2% unique visitor rate
- 50% of respondents are Decision Makers (CXO + MD + VP)
- 15% response rate from agencies
- 66% of respondents provided complete coordinates
- Average time spent on site: 4.48 min
(Market Average: 33 sec)

Fuji Xerox 1:1 Experience Service

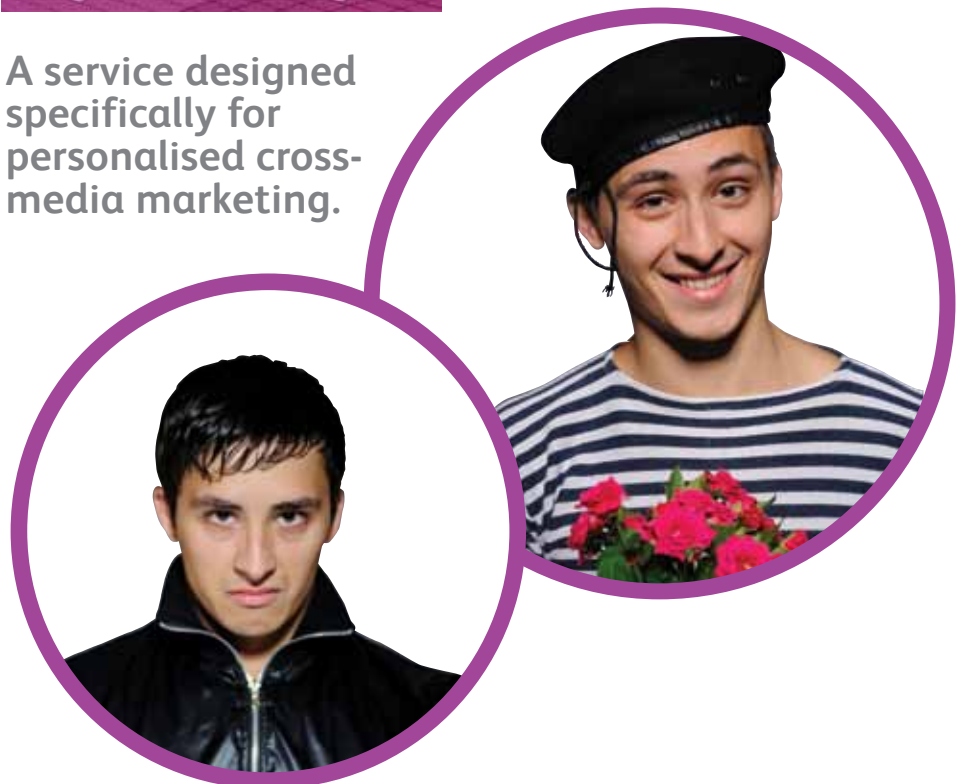
After successfully proposing marketing solutions to many large corporations and mid-size enterprises, Fuji Xerox decided to go to market by creating the 1:1 Experience, a service designed specifically for personalised cross-media marketing.

The 1:1 Experience team aims to create powerful, targeted marketing solutions across multiple media platforms—delivering relevant messages that rise above the cacophony of mass advertising.

Using the best of traditional CRM techniques combined with new marketing intelligence, the 1:1 Experience team offers a full suite of solutions: from data analysis, creative and design services, and production, to campaign management and cutting-edge data management technology. To date, the core members of the 1:1 Experience team have six years' of proven track records of increasing ROI with prestigious companies such as AIA Singapore, Tourism British Columbia, Heritage Fund, Staples Canada, Readers Digest and many more companies.

The 1:1 Experience™
Strategic multichannel marketing service

A service designed specifically for personalised cross-media marketing.



The Challenge: Raising the Bar on Multichannel Marketing

Putting themselves to the test.

In April 2011, Fuji Xerox utilised its own 1:1 Experience to launch and promote their newest solution, The 1:1 Experience Service. Playing the part of its own service provider, the 1:1 Experience team engaged in a daring campaign, enlisting the help of certified partners F5 Digital Engagement and Wired Pente.

Demonstrating market leadership.

Entitled *TWINS Campaign: Spot the Difference*, the campaign drew upon the metaphor of twins, showing that if even twins sharing the same genetic makeup possess differences between them, then every customer must be approached and understood as a distinct individual. The 1to1 marketing campaign was built using a set of only four data variables. Ambitious in scope, it aimed for several goals: the first was to position Fuji Xerox as an advanced provider of

sophisticated and integrated one-to-one cross-channel campaigns. The second aim was to demonstrate that even with limited data, high levels of data collection and accuracy are achievable with strategic actions.

A groundbreaking solution for a tough audience. Finally, the campaign sought to successfully engage Singapore's hard-to-reach and busy C-level people, such as decision makers and influencers of both creative agencies and corporate marketing departments. The prestige of the target market posed a considerable challenge: these B2B clients had the highest standards in advertising, used gatekeepers to sort through material, and allotted only a few seconds to glance through advertisements. The campaign would have to be fresh yet relevant to significantly raise the bar in multichannel marketing.

Maximising limited data. The campaign worked with only four data sets—less information than is found in the average business card. From four simple data, 16 segments were created to uniquely reach out to each of the 6,200 subscribers of *Marketing Magazine*.

If even twins sharing the same genetic makeup possess differences between them, then every customer must be approached as a distinct individual.



The Fuji Xerox Solution: Strategic Collection, Flawless Execution

A compelling metaphor. The TWINS Campaign was designed by the 1:1 Experience team as a cross-media experience that, true to the service name, would allow the target audience to get a real look and feel of Fuji Xerox's unique 1to1 marketing through various channels.

The team transformed the standard *Marketing 101* supplement of widely circulated *Marketing Magazine* into a dynamic, customised 16-page booklet. The material was composed of pictures of identical twins, inviting readers to "Spot the Difference".

The metaphor not only represented Singapore's cultural diversity, it also challenged readers to imagine the distinctive interests and personalities of clients within their own customer database.

Personalised and versatile. The booklets were printed using the Fuji Xerox Color 1000 Digital Press and featured variable clear dry ink effects. Each unique booklet was crafted with different covers, images, and twins' photos. Most importantly, the content varied to pique the interest of its designated reader, from the personalised name to the invitation to check out a personalised URL (PURL), where the recipients continued the experience. Booklets destined for creative agencies emphasised the business models supporting their portfolio of services, while those for corporate clients described the benefits of 1to1 marketing.

A variable QR code invited readers to extend the print experience to an online smartphone encounter, enabling customers to access their unique websites instantly.

Strategic data collection. The campaign illustrated how meaningful customer connection can be achieved without being intrusive. **The team had only four sets of subscriber data—name, title, company name, and designation—without the coordinates.** From these variables, a completely customised 1:1 Experience was crafted using XMPie, the powerful 1to1 multichannel software of Fuji Xerox, which also integrated activities and data collection into one database. Strategic channels of voluntary data collection were placed throughout the PURL: an email address was required to get the campaign results, while mobile number and postal address were requested in exchange for the incentive gift—a personalised notebook. **Never was the client asked to provide information without getting something valuable in exchange.**

The image, content, and cover of each booklet varied according to the business profile of the recipient.



A Print-to-Digital Encounter Enhanced by Personalised Details

From the print experience to the online interaction, readers received information relevant to their profile in a vibrant, attractively designed interface.

Customised Booklet

Timmy Iskak
Spot the difference
Make your creative concepts even more relevant with the 1:1 Experience

Find out how inside
Visit your personal website to learn more at 1to1.com.sg/timmy.iskak

Inside the booklet, the images, call to actions, and discussions all varied according to the name, title, and role of recipient.

Content customised to recipient's name, gender and industry.

PURL contains recipient's name.

Personalised URL (PURL): www.1to1.com.sg/timmy.iskak

Respondent's name integrated in URL and in website content, extending the personalisation established by the booklet.

PURL links to the company's profile and partners creating a greater engagement with respondents.

Variable links rapidly engaged visitors in a relevant way.

Respondents voluntarily supply valuable data in order to receive their free notebook.

Respondents voluntarily supply valuable data in order to receive the campaign results.

Curious about the responses of this campaign?

Visit www.1to1.com.sg/timmy.iskak to see the preliminary results of this campaign in your own words.

Email:

Consent to use my data for marketing purposes? Yes No

Preliminary results emailed after two weeks of the campaign, while full report was sent via email, postal mail, or hand delivery.

Respondents are offered a free personalised notebook, and are invited to customise their gift by choosing their own cover, quote, and design.

Precisely Configured Personalisation

A unique, targeted cross-media interaction for each of the 6,200 recipients.

1 Dynamic Print with QR codes and PURL



Booklet contains a unique QR code that Smartphone users can scan to visit their Personalised Website.



Similarly, recipients can also type their personal URL in a browser to engage in their unique experience.

2 Customised Website (www.1to1.com.sg/ helene.blanchette)



Personalised content and links vary according to business profile of recipients.

3 Strategic Data Collection

Strategic data collection channel 1: respondent enters mobile number and postal address to get the incentive gift: a customised notebook.

Strategic data collection channel 2: customer enters email address to get the campaign results.



If respondent clicks through "Refer a friend", additional people are invited and data collection is enriched.

4 Customer's Choice of Follow-up Interaction

Meet the Client:



- Call Center
- Face to face
- Private workshop session
- Email information
- Postal mail

The Results: Unprecedented Responsiveness

Numbers speak for themselves. The TWINS Campaign received an overwhelmingly positive response. Since the campaign was launched, a record **66%** of respondents provided coordinates, mobile numbers, and emails. An **18.7%** response rate was recorded, well above the market average of 2 to 3%. Unique visitor rate was at **12.2%** coming directly from the unique web addresses provided in the booklet. The **26%** remaining traffic came from referrals.

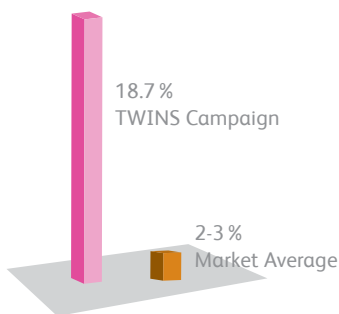
Target market achieved. The campaign also succeeded in attracting the interest of top-level executives from companies. A **15%** response rate was recorded from agencies. Overall, more than **50%** of the PURL visitors were important C-level persons, such as managing directors, vice presidents, and chief executive officers.

Real interest, real connection. The superior quality of communications in the campaign was reflected in an increase in quantity. The average time spent on the PURL was recorded at **4.48 minutes**, in an industry where the market average is 33 seconds. A weekly average of **four requests for meetings** was also recorded. Top managers were in attendance in these meetings to discuss how the 1:1 Experience could be applicable for their company.

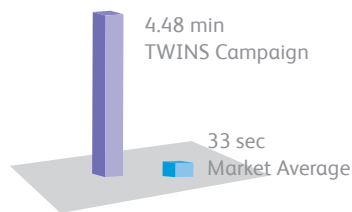
With the TWINS Campaign, the 1:1 Experience team members not only demonstrated Fuji Xerox's credibility as a premium cross-media marketing provider to the highly competitive agency and marketing world—they also redefined the possibilities of memorable and truly unique multichannel marketing.

- 18.7% response rate (Market Average: 2-3%)
- 12.2% unique response rate (directly coming from the unique web addresses provided)
- 50% of respondents are Decision Makers (CXO + MD + VP)
- 15% response rate from agencies
- 66% of respondents provided coordinates, mobile numbers and emails
- Average time spent on site: 4.48 min (Market Average: 33 sec)
- Average number of requests for meetings per week: 4 (calculated on the first 9 weeks)

Response Rate



Average Time Spent on Personal Website



The TWINS Campaign received an overwhelmingly positive response.



Curious to try the TWINS Campaign yourself?

Even though the campaign is over, you can still relive the 1:1 Experience. Visit the twins site dedicated to multiple sample segments:

Agency (Decision Maker)	www.1to1.com.sg/helene.blanchette www.1to1.com.sg/natalia.tan www.1to1.com.sg/gregory.birge www.1to1.com.sg/stephen.ball	(Female, Version 1) (Female, Version 2) (Male, Version 3) (Male, Version 4)
Agency (Creative)	www.1to1.com.sg/wong.seok.miin www.1to1.com.sg/petra.lee www.1to1.com.sg/timmy.iskak www.1to1.com.sg/joshua.uriel.teo	(Female, Version 5) (Female, Version 6) (Male, Version 7) (Male, Version 8)
Corporate (Decision Maker)	www.1to1.com.sg/jennie.leech www.1to1.com.sg/sharon.kong www.1to1.com.sg/andy.lee www.1to1.com.sg/vincent.low	(Female, Version 9) (Female, Version 10) (Male, Version 11) (Male, Version 12)
Corporate (Influencer)	www.1to1.com.sg/andy.shi www.1to1.com.sg/toh.chiew.yen www.1to1.com.sg/derek.tan www.1to1.com.sg/supachai.saengratanadej	(Female, Version 13) (Female, Version 14) (Male, Version 15) (Male, Version 16)

Visit the twins at:
www.1to1.com.sg



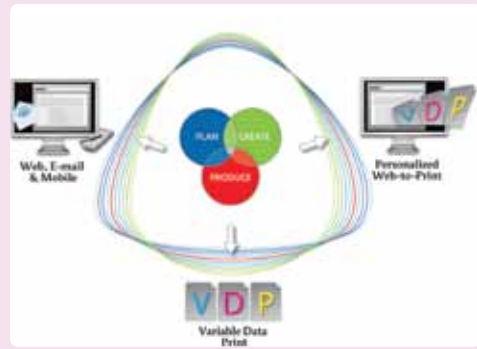
See and feel the difference!
To order printed samples of the booklet, email us at
1to1@sgp.fujixerox.com

Fuji Xerox 1:1 Experience Partners and Certified 1:1 Ignite Agencies:

Technology Supporting the Campaign

XMPie

XMPie develops solutions that enable enterprises and their marketing service providers to efficiently develop and execute highly customised, information driven, cross-media campaigns. The XMPie platform architecture fosters a fully collaborative, cross-organisational, workflow environment. With XMPie solutions, effective personalised communication becomes not only a high response rate proposition, but also a cost-effective business strategy with attractive ROI.



Fuji Xerox Color 1000 Press



The Fuji Xerox Color 1000 and its optional clear dry ink capabilities delivers offset quality full colour outputs at a speed of 100 pages per minute. The clear ink enables you to highlight images for visual variety to make them stand out from the page. With flexible workflow, feeding and finishing, the Color 1000 Press is designed to grow along with your business.

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