

# A Creative Strategy for Campaigns that Fly!

**REPUBL**TK

How Fuji Xerox New Zealand used XMPie software to deliver a creatively compelling cross media campaign themed on a vintage aircraft motif that achieved a 57% success rate!

Fuji Xerox and Republik received the Gold DMA ECHO & Diamond International Award for this captivating direct mail campaign that was used to invite print managers to attend a special launch event. A remarkable 57% of those invited actually attended!

# AT A GLANCE

## **XMPie Customer**

Fuji Xerox New Zealand

## **Creative Agency**

Republik

## The Challenge

Fuji Xerox wanted to create a compelling and personalized cross media campaign that would intrigue decision makers to agree to attend a launch event.

## The Solution

XMPie PersonalEffect Cross Media software was used to create an integrated multichannel campaign which included direct mailers, email, SMS and PURL landing pages for an event invitation. At the event, attendees received personalized balsa wood model planes.

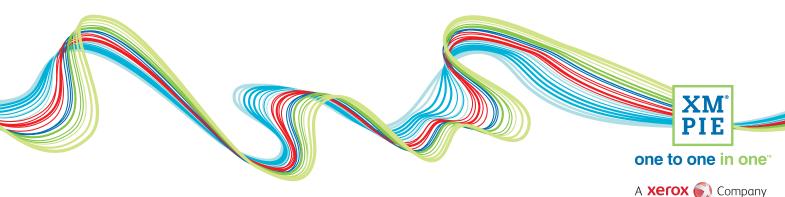
## The Results

Of the 201 mailers that were delivered to prospects: 71% responded affirmatively and 57% physically attended the event. The campaign was especially alluring to its audience and achieved significant sales results and brand awareness.

## Background

Fuji Xerox New Zealand (FXNZ) had an objective to build up its brand awareness in the promising wide format printer market. A comprehensive business plan was developed which involved all aspects of a go-to-market strategy. The strategy included a "Wide War I" campaign that would bring over 150 potential customers and print manager decision-makers to a special launch event. The objective of the event was to initiate sales and educate the audience and help FXNZ be perceived as an innovative supplier of wide format printing technology and products.





Challenge A major challenge was that the target audience that would purchase a wide format printer did not perceive FXNZ as anything beyond a copier company. FXNZ knew it would be a hard task to convince this community to give up their valuable time and attend a launch event and so the campaign had to be very convincing and appealing.

> Traditionally, it has been difficult to get print shop personnel to attend functions such as product launches. This was due to the fact that most such businesses are owner-operated and typically difficult to get them to attend events.

## Solution

FXNZ knew they needed to grab this audience's attention with an extremely creative invitation that was both clever and intriguing. XMPie PersonalEffect software was used as their cross media marketing tool for creating this campaign that integrated print, SMS, email and PURLs. Republik was the agency that provided the creative concepts and materials and FXNZ managed the database and production on their own.



The overall strategy of the campaign was to send out a creatively disruptive direct marketing piece to a database of wide format printer prospects and have these recipients attend a launch event. The main theme of the event was the idea of "Wide War I - The



Battle of Bigger Borders." Using vintage aircraft imagery from various 1930s and 40s aircraft and pilots, this theme was carried throughout the campaign including the direct mail piece, website and event materials.

The DM piece was sent in an old-style howitzer tube and included various items such as personalized posters printed on different wide format devices. These pieces showed the print capabilities of the devices that Fuji Xerox was promoting. The invitation included a map showing the event location and the customer's unique PURL. The web site also used the same theme and was accessed via the PURL where customers could register for the event and select their personalized balsa wood airplane that was to be distributed to the attendees at the event. After registering the customer was sent a personalized HTML email confirming their attendance.

All items were personalized using XMPie software and production was performed by FXNZ personnel including DM piece contents, web page and event items. The event was held at New Zealand's MOTAT aviation museum and was hosted by a costumed actor who played the part of a Second World War pilot. During the event, customers had great fun hurling their personalized planes and getting a chance to win some prizes.

## Results

The campaign was extremely successful for FXNZ. They have sold over 450 units following the event. Some statistics about the campaign:

## **Direct Mail Response**

- 193 Pieces delivered
- 149 Positive responses
- 77% Response rate

### **Event Attendance**

- 115 attended as a result of the DM campaign
- 18 additional attended
- 133 total attended
- Attended response from DM -- 57%
- Attended response rate for indicating that they would attend 81%

## **Financial Benefit**

- 1 large unit sold at the event
- 9 units sold in following week
- ROI to date \$33:\$1
- \$1,500,000 worth of leads still in negotiation
- \$500,000 of related technology sold



## **Numerous Awards**

The campaign has won a Gold award at Pride in Print, 3 Gold awards at the Direct Marketing Awards (including one for Direct Mail B2B), a Silver at the AMES Asia Awards and a Gold DMA ECHO, Diamond and Caples Awards.

To learn more about the full line of XMPie products, or to download a free trial of uDirect, visit www.xmpie.com. To speak to a sales representative call (212) 479-5166 or send email to: marketing@xmpie.com

