

Docustore Creates a Uniquely Memorable Brand Experience for their Young Consumers



Spanish communications provider, Docustore, helps Imaginarium loyalty members celebrate their birthdays in style.

Background

Docustore is a Spanish communications provider offering customised communication solutions via different channels to its clients. One of Docustore's major clients is Imaginarium, a Spanish company operating a chain of high quality toy stores across the globe and has 348 stores in 28 countries.

Challenge

Imaginarium approached Docustore to design and produce a personalised multichannel birthday marketing campaign for its Imaginarium Club loyalty card customers across all its markets. The aim of the campaign is to boost loyal customers' repeat purchases and will be replicated in multiple languages including Bulgarian, Dutch, French, German, Greek, Hebrew, Italian, Polish, Portuguese, Romanian, Russian and Spanish.

Solution

Docustore used XMPie PersonalEffect TransMedia and uDirect Video to produce the personalised multichannel campaign across print, web and video targeting over 360,000 loyalty card members per year. PersonalEffect TransMedia is an all-in-one solution providing an integrated and consistent brand experience, across all channels, with no tradeoff in presentation or design. The print pieces were printed on 212 x 331 cm letter (automailer without envelope) matt 115 g on a Xerox iGen.

Each young loyalty card member receives a beautifully designed personalised print piece customised according to their age and gender with unique discounts, coupons, toys and games and artwork.

In the next stage, 3000 boys and girls around the world will be invited to visit their personalised webpage to view a personalised video further encouraging them to visit the store to use their coupon and purchase a product.

Campaign results are measured with PersonalEffect Analytics so that Docustore can monitor how each recipient is interacting with the campaign over time. With these results, Imaginarium will prepare next year's birthday campaign with even more personalized pieces for other countries and video recipients.



one to one in one™

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