

**WOW! at Work**

# Digital Printing Insider

Graphic Arts | April 2012



**Canon**  
CANON GROUP

## Welcome to Océ... Welcome to WOW!

WOW at Work delivers personalized marketing messages across all media channels. Today, the reality of delivering effective marketing communications combines the deployment of personalized, trackable, print-based materials such as direct mail and newsletters as well as strategically selected web-based media. Transitioning into a marketing service provider with cross-media expertise is essential in the print industry as demonstrated by the successes of those who are leading the way.

### From Web-to-Print to Marketing Supply Chain Optimization

Marketers are spending billions of dollars producing, warehousing, and shipping marketing literature, packaging, documentation, point-of-sale displays, premiums, giveaways, signage, and handouts for all channels of market contact and engagement. The level at which this portion of marketing operations is managed and controlled can materially impact go-to-market effectiveness, as well as the optimal use of marketing dollars in creating business value and a competitive advantage.

While investments in traditional marketing channels have been decreasing over the past few years, marketing consumables still account for a significant portion of the marketing mix.

#### View the webinar to learn more about:

- How print service providers are transforming their value proposition from web-to-print into optimizing the marketing supply chain
- The infrastructure service providers have developed to participate in marketing supply chain management
- Return on investment for both their businesses and their customers
- Recommendations for peers in the industry

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View the webinar: *From Web-to-Print to Marketing Supply Chain Optimization*.

**A New Vernacular:**  
From Web-to-Print to Marketing Supply Chain Optimization

Wednesday, April 25, 2012 | 2:00 p.m. ET/11:00 a.m. PT

[REGISTER NOW!](#)

**SPEAKER**  
Chris Pedro  
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**MODERATOR**  
Barbara Pelton  
Group Director  
InfoTrends

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#### FREE Downloads!

- From Web-to-Print to Marketing Supply Chain Optimization Webinar
- InfoTrends White Paper: The Next Wave for Cross-Media Communications
- InfoTrends White Paper: From PSP to MSP: The Transition Takes Hold
- Secure Document Printing Solutions Brochure



#### View the Press Demos!

- Canon imagePRESS® Series
- Océ ColorStream® 10000 Flex

#### View Webinars On-Demand:

- When Security Counts
- Building a Loyal Customer Base
- From PSP to MSP: Making the Transition

#### Questions?

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## Preparing for the Cross-Media World: The Future is NOW!

For operations executives and marketers alike, the number one challenge in today's market is reaching the customer. Customers are clearly in control of the media that they consume. Mobile devices, iPods, DVRs, and the Internet have changed marketing forever. Marketing executives of the future will need to leverage every customer touch point with a mix of interconnected channels. One thing is certain – the effective use of cross-media communications will bring better business results. Delivering multiple impressions and giving prospects a variety of ways to respond can have a dramatic impact.

### Media Dynamics are Changing

Over the past several years, we have heard about the importance of transforming into a “marketing service provider” with a focus on one-to-one communications and variable data. Today’s media dynamics are changing. As we look to the future, there will be three critical components for success in the much larger cross-media opportunity:

- Data-driven personal messaging
- Delivering messages across all channels
- Campaigns that engage the end customer

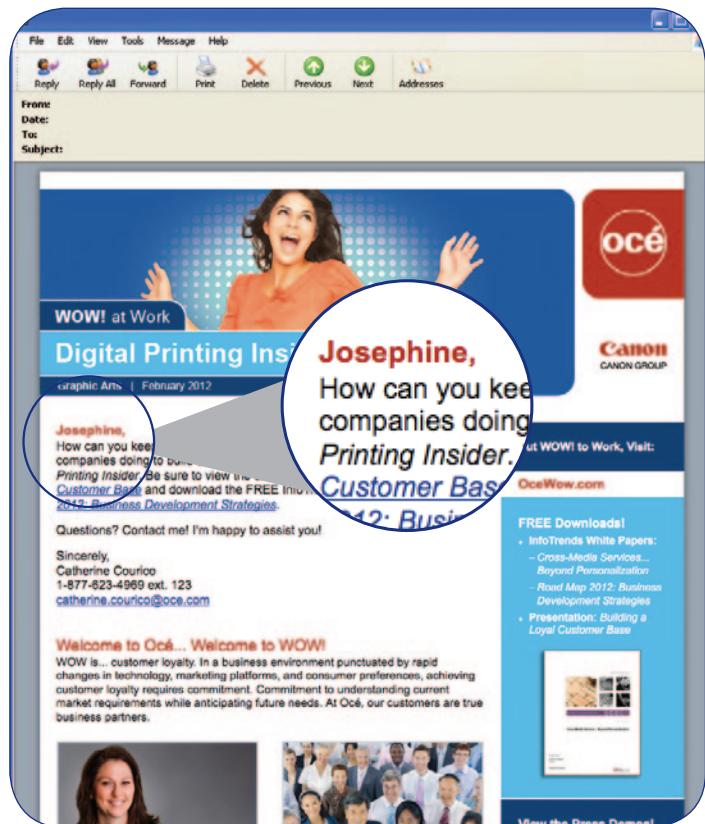
### Data-Driven Personal Messaging

Marketers continue to see the value in developing intimate and direct communication with consumers. Not so long ago, families gathered around the television set. Now, individuals surf the Web and watch videos on personal, handheld devices. Consumers have grown comfortable with – and have even come to expect – a one-on-one dialogue with marketers. Personalized marketing messages are essential to attracting customers’ attention and delivering communications that increase sales. Today’s consumers don’t have the time or the patience to deal with irrelevant information. Data-driven personalized messaging has never been more important.

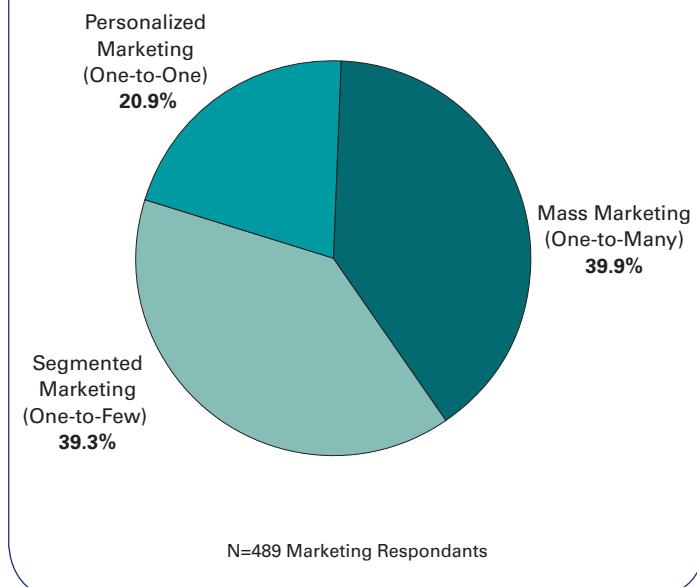
Organizations that sell products or services (business-to-business or business-to-consumer) must gather and use information about their customers’ purchases, including how much they spend per sale and when or how often they buy. Knowledge about past behaviors is a valuable tool for predicting future purchases. In addition to guiding business decisions, this information is critical for creating personalized marketing messages that increase sales.

Marketers must work with customers to personalize offers based on past purchases and preferences. The marketing must follow the customer (not the other way around), and the offer must be truly customized to the recipient’s specific needs.

In late 2010, InfoTrends published an extensive survey entitled *Capturing the Cross-Media Direct Marketing Opportunity*. The marketing respondents that participated in this study reported that over 60% of their campaigns leveraged personalized (one-to-one) or segmented (one-to-few) marketing.



**Figure 1: What percentage of your marketing campaigns fit into the following categories?**



## Preparing for the Cross-Media World: The Future is NOW! (continued)

From the perspective of the print service provider, personalization is the future of marketing communications. Service providers must clearly understand how to work with clients on data-driven campaigns. The problem is that personalization is not enough to remain competitive in today's complex cross-media world.

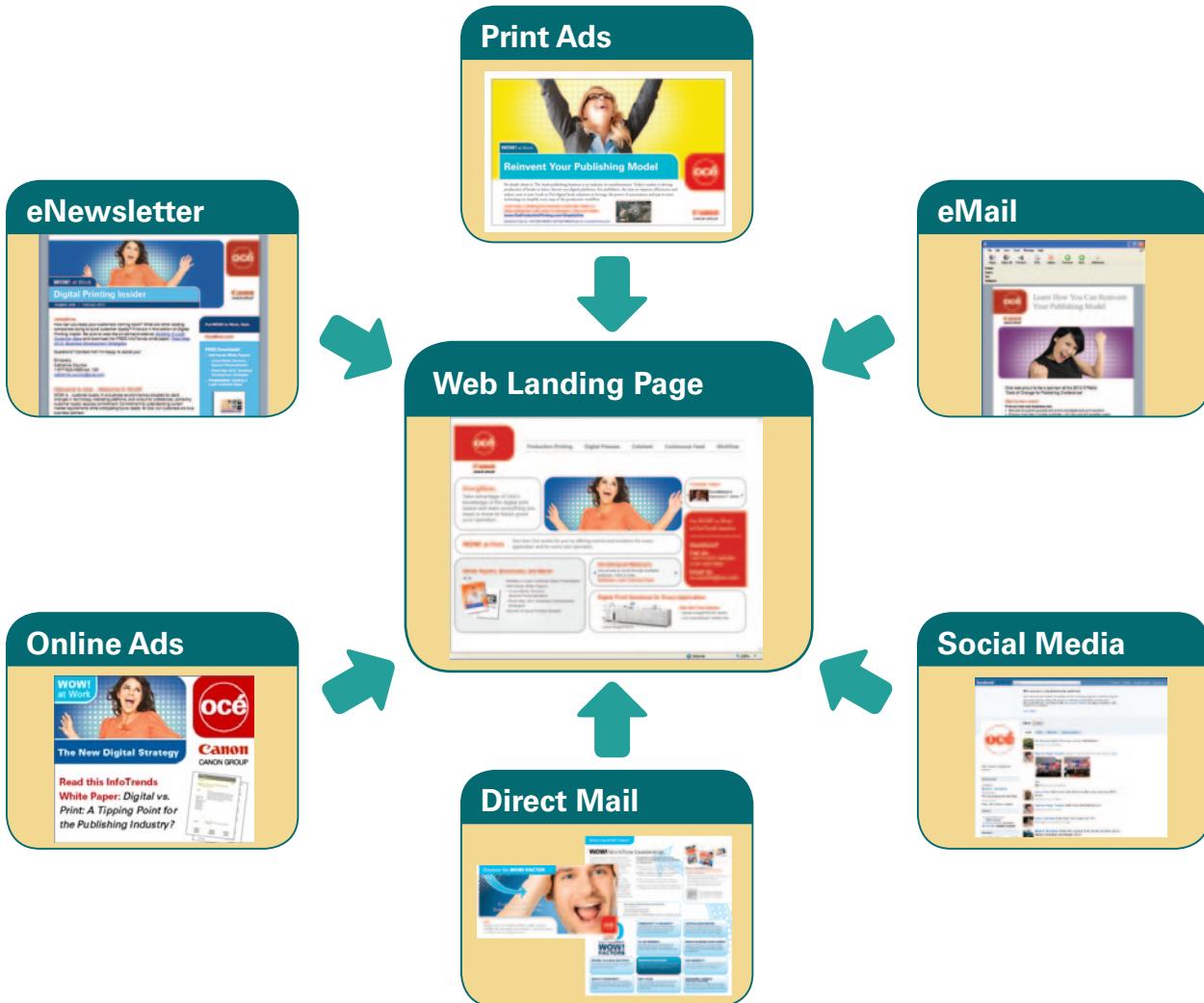
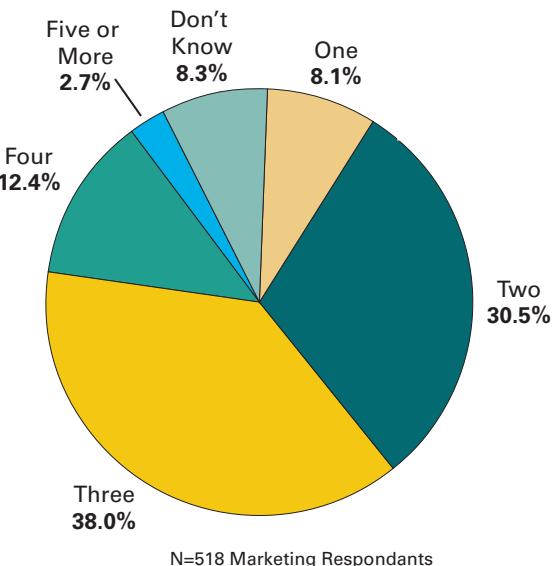
### Delivering Messages Across All Channels

Even with the right messaging and content, marketers still need to find the right channel. Marketing spend is shifting away from mass media and toward social, online, database/direct marketing, and mobile. According to InfoTrends' Cross-Media Direct Marketing study, marketers are using an average of three channels for every campaign.

Marketers must integrate their messages and ensure consistency across all channels. Since marketers are strapped for time and resources, many will seek a single partner to help deliver the total campaign.

In response to these new market dynamics, printers of all sizes are entering the world of cross-media services by creating new service offerings or acquiring organizations to fill the gap. In 2010, RR Donnelley purchased Nimblefish to deliver automated marketing programs. Meanwhile, Transcontinental has acquired a number of

**Figure 2: How many different types of media does your company use for a typical direct marketing campaign?**



## Preparing for the Cross-Media World: The Future is NOW! (continued)



cross-media-oriented firms, including Thindata 1:1, Rastar, Totem, and Vortex Mobile. The company also created a new division called Transcontinental Interactive. In May of 2011, Consolidated Graphics launched its WorkSmart Suite, an end-to-end solution for creating, distributing, and managing breakthrough cross-media marketing campaigns.

Service providers are re-assessing the role that they hope to play in the cross-media world of the future. Companies that are leveraging print only are NOT participating in the entire value stream. It's time to develop skills or partner to become the external partner of choice across all channels.

### Campaigns that Engage the End Customer

Marketers realize that exceptional content delivered via the right channel is the key to acquiring customers, but even that isn't enough. It is also imperative to keep customers engaged with a brand via every touchpoint, including print, social, online, and mobile. Successful service providers must understand the role of a diverse set of media channels (ranging from YouTube to Facebook to direct marketing techniques) that help their clients collaborate, partner, and build communities with customers. Campaigns that engage prospects and existing customers will create rich long-term opt-in database relationships for future sales.

Many companies are now using quick response (QR) codes (two-dimensional barcode images that will open a link to a Website, send an SMS, or dial a phone number when scanned by a camera on a smartphone) to interact with their consumers. Smartphone use is soaring, and QR codes enable marketers to connect with on-the-go customers. Marketers are placing these codes in ads, direct mail, transaction documents, in-store displays, and product packaging and using them to link to a host of features including discounts, Websites, and videos.



Download a QR code reader app and scan with your smart phone to visit Océ's website.

SMS-based marketing campaigns are also being used to capture consumers' attention. A number of companies are providing coupons and special offers that consumers can access via their mobile handsets by responding to advertisements displayed in direct mail pieces, store notice boards, billboards, and on the radio. By sending a short message to the published numbers, users receive an immediate reply featuring a free gift coupon or special offer that is exchangeable at local outlets.

### The Future is NOW!

Marketers and service providers must accept that the balance of power between buyers and sellers has changed forever. The economy, technological advancements, and cultural changes will continue to drive cross-media direct marketing opportunities. Campaigns must communicate with customers and prospects across multiple channels, including print, mobile, social, and online. Customer engagement and interactivity will be essential to marketers of all types. Engaging customers can create uniquely powerful opt-in preference-driven databases that enhance future communications.

Although there aren't any foolproof methods for getting into the cross-media game, it's time to embrace the cross-media change. While some might consider cross-media to be a futuristic marketing technique, the future is NOW!



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Learn more about cross-media marketing opportunities, download the InfoTrends White Paper: *The Next Wave for Cross-Media Communications*.



## Transitioning From Print Service Provider to Marketing Services Provider

The transition from print services provider to cross-media marketing services provider is in full swing. Firms of all sizes are expanding the media types that they offer and backing them with marketing services, including creative, campaign strategy and management, and data analytics. The idea is to have a variety of marketing communication tools on hand that can be custom-blended into the perfect media mix based on the individual client's needs to generate results. A core component of that mix is print.

### A Market in Transition

Fierce competition in the traditional printing market is fueling the cross-media transition. Offering cross-media marketing services enables print service providers to enhance the value of services and create longer-term relationships with clients who are less likely to move their business based on a cost difference of a few pennies per printed page. These services also open new and recurring revenue streams as contented customers come back for more.

Marketing executives are actively searching for solutions that improve their return on investment, deliver quantifiable results, and capture useful information on customers and prospects. InfoTrends' research indicates that to accomplish these goals, marketers are reaching out across multiple channels to engage customers. Marketers surveyed for InfoTrends' October 2010 multi-client entitled *The Cross-Media Direct Marketing Opportunity* reported using an average of three media types per marketing campaign.

The use of multiple media types in a single campaign reflects marketers' increased understanding that direct marketing is more effective when a campaign combines the use of print, mobile, Web, social media, and other mediums in an integrated and targeted fashion.

### Industry Giants Signal a Shift

Marketers' demand for cross-media marketing services is certainly propelling a transition. Recent actions taken by four industry giants – R.R. Donnelley, Transcontinental, Quad/Graphics, and Consolidated Graphics – send a clear signal that the move to cross-media marketing services is firmly taking hold. While a number of smaller firms have already made the cross-media transition, activities by large, publicly-held companies are amplifying the message... print combined with other media options increases engagement and improves results!

### R.R. Donnelley

Chicago-based R.R. Donnelley (RRD) used quick response (QR) codes – mobile two-dimensional (2D) barcodes – in its 2010 annual report to demonstrate to its investors and the financial community that printed materials can interact with other media forms. The report also served as a testament to how the company is creating integrated communications that use print as a gateway to interact with other media types. The report foreshadows things to come from the company, as the project's cross-media component was executed by Nimblefish, a recent R.R. Donnelley acquisition.



RRD purchased Nimblefish to expand its range of cross-media marketing services. Nimblefish's services include direct mail, e-mail, Web, personalized URLs, and variable video. In a statement announcing the deal, R.R. Donnelley President and CEO Thomas J. Quinlan III commented, "Nimblefish will increase the range of multi-channel solutions that we provide to our customers. This (acquisition) will leverage our extensive digital platform, which offers the ability to personalize communications in quantities from one to millions."

### Transcontinental

Montreal-based Transcontinental has been steadily acquiring cross-media companies and has grouped those entities under the Transcontinental Interactive moniker. The unit currently has nearly 1,000 employees in Canada and the U.S. and generated revenues of Can\$123.3 million in 2010. Interactive services accounted for close to 10% of the company's overall sales in 2010 and helped drive an increase of nearly 35% in digital revenues for its media sector.

Transcontinental Interactive offers marketing strategy and planning services, data analytics, premedia services, online direct marketing, one-to-one marketing, mobile marketing, and custom communications, including custom publishing and digital printing of marketing products.



# Transforming Business: Blending Marketing and Secure Information

The AllenGroup was founded in 1969 as Allen Envelope. In 1999, Steven Hegna acquired the company his grandfather founded, renamed the firm Allen Envelope and Printing and began to diversify products, services, and solutions. Hegna says, "In 2003, as the firm moved into new digital print technology and transitioned to a provider of both print and electronic media for regional, national, and international business-to-business companies, we renamed the firm AllenGroup."

"While we are a full service printer with complete pre-press and full-color capabilities," Hegna says, "our customers had needs for complete integrated marketing and communications campaigns that require strategy, creative execution, data analytics, and production." The requirements for agency-oriented services resulted in the formation of a subsidiary, Arna Marketing, in 2005; the marketing unit is headed by Mette Brusdal. Together, the two organizations provide bold creative strategies, innovative marketing, sales promotion, advertising programs, and production services for a number of Fortune 500 companies.

Arna Marketing and AllenGroup serve a variety of different industries, but each have strong expertise in healthcare and insurance marketing. Healthcare and insurance industries require secure, accurate data and deliverables management. Every function in healthcare and insurance offices turns on individuals' confidential information and personal decisions. Hegna says, "Because much of our work is in the healthcare and insurance arena, we are especially cognizant of the Health Insurance Portability and Accountability Act of 1996 (HIPAA)."

To meet HIPAA and other federal requirements, Arna Marketing and AllenGroup maintain strict standards to:

- Manage massive amounts of data and variable-data print processes
- Protect the confidentiality of personal information
- Provide quick turnaround for high-volume static and variable print and mail work



**“Our customers can rest assured that we are handling their sensitive data and information using stringent and careful controls throughout our processes. We have created internal redundant controls and security measures at every process step that touches sensitive information.”**

— *Steve Hegna  
AllenGroup*

## Transforming Business: Blending Marketing and Secure Information (continued)

Hegna says, "Our customers can rest assured that we are handling their sensitive data and information using stringent and careful controls throughout our processes. We have created internal redundant controls and security measures at every process step that touches sensitive information."

While secure data is essential, so is the delivery of bottom-line business results for clients. Arna Marketing and AllenGroup have leveraged digital print technologies to deliver high-quality customized communications. In the past 18 months they have made extensive investments in digital production technology including three Océ Ultra VarioPrint® 6250s with BLM500 booklet makers and a Canon imagePRESS C7010VPS.

Hegna highlighted how these technologies are successfully being deployed in healthcare marketing initiatives. Recently, a major healthcare insurance provider entered into a strategic agreement with a pharmaceutical retailer to improve care management and reduce costs for its membership. Arna Marketing and AllenGroup collaborated to design a campaign that built awareness of the new agreement, as well as to drive traffic to the pharmacies.

A direct mail piece was created for members that included a gift card and listed the locations of the three pharmacies closest the recipient's mailing address. Hegna says, "Each gift card had a unique bar code so that our client knew who used the gift card and at which store. This provided highly valuable data for future campaigns. Our agency-oriented creative and data processing skills, along with the ability to manage clients' needs for secure data and fully customized pieces are key differentiators for Arna Marketing and AllenGroup."

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To learn how the security needs of different vertical markets can be supported through Océ's unique technology solutions download the brochure: *Secure Document Printing Solutions*.



Océ Ultra VarioPrint



Canon imagePRESS C7010VPS



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# Where Green is Golden

Being “green” is great for the environment, but for today’s PSPs it’s truly a business-critical mission for retaining customers. Océ has been an industry-leading environmental steward for over 130 years. Learn how partnering with Océ can improve your bottom line and make a difference.

Visit [www.OceProductionPrinting.com/Sustainability](http://www.OceProductionPrinting.com/Sustainability) to download the **FREE** Sustainability Summary Report and learn how green leads to future growth.

Questions? Call Us: 1-877-OCE-4WOW (1-877-623-4969) Email Us: [us.oceinfo@oce.com](mailto:us.oceinfo@oce.com)



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Océ knows production printing. With a company history of 130+ years, Océ has a reputation for high speed and rock-solid reliable solutions that produce outstanding quality prints. Customers recognize the application versatility, workflow expertise, and award-winning service that Océ consistently delivers across a broad range of end-to-end solutions – from cutsheet to continuous feed, monochrome to full-color, and toner to inkjet. These proven, scalable solutions are customized for your business, backed by unparalleled award-winning service, and built to last. Grow your business, improve profitability, and wow your clients with Océ production printing solutions.

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**Questions?**

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