

# CUSTOMISED DIRECT MARKETING AWARDS A FIRST FOR AUSTRALIA

THE  
DOCUMENT  
COMPANY  
FUJI XEROX



## Digital Technology gets personal on awards night

The Australian Direct Marketing Association has taken direct marketing a significant step further, customising 620 books for its annual ADMA Awards night ceremony.

The 96-page books contained examples of the past year's most effective direct mail campaigns.

The award books were not only personalised with each recipient's name on the frontpiece, but also included a customised advertisement from the book's producers Fuji Xerox and Seven Sydney for each person.

"This booklet demonstrated the power of direct marketing, in particular customised marketing, to all those at the awards," said Mr Rob Edwards, CEO of the Australian Direct Marketing Association and chairman of the Awards.

*"And they were very impressed with what can now be done with modern technology. Many went away with new ideas for direct marketing campaigns, in particular how to move on from personalisation to customised direct marketing."*

## Flagging your interest

Customisation is not just the use of a person's name within marketing communications, but also the use of customised content that provides them with information tailored for them. Ultimately, this will mean customised brochures and catalogues with only information that the recipient is interested in.

*"We call this smart mail - and it will open a whole new world of possibilities for marketers."*

Mr Edwards noted: "Figures released by the Commercial Economic Advisory Service (CEASA) put the direct marketing media spend at a massive \$7.2 billion for 1997, of which direct mail is just under the \$1 billion mark."

ADMA AWARDS

CASE STUDY

THIS BOOKLET DEMONSTRATED THE POWER OF DIRECT MARKETING,  
IN PARTICULAR CUSTOMISED MARKETING



He added: "You need a good printer to do justice to most of the direct marketing designs and graphics that were winners. The Fuji Xerox technology did just that.

*"It was virtually impossible to tell that it was done digitally, rather than offset printed. The only thing that gave it away was the fact that it was customised for each recipient. You can't do that with offset printing, only with digital technology."*

### **A successful team effort**

A Fuji Xerox DocuColor 70 full colour digital printer was used to produce the collated, trimmed and perfect bound book. Editorial and co-ordination was through the event manager Two de Force and design was by Bold New Media.

Mr Mark Lloyd, production colour business manager of the printing systems group at Fuji Xerox Australia, said: "The book was very well received at the awards, with high acclaim from the organisers and the industry.

*"This is just one of the many applications for one-to-one communication."*

He said the objective of Fuji Xerox's support of the event and production of the ADMA book sponsorship was to demonstrate the power of customised direct marketing.

*"So, imagine the power of producing documents for 100,000 customers where every page is unique. Or collateral for your top 200 clients that uses all the information in your database about their purchase patterns for*

*the past two years. DocUnique customisation allows just that!.*

With digital print, marketing managers are able to make their advertising dollar more accountable. Mr Lloyd said that customisation is the key to effective communication.

*"In today's business world, between 6-15 per cent of revenue is spent on document production and management. Marketing professionals must look for ways to increase the effectiveness of any document and ensure that where possible waste is eliminated.*

*"Communicating in a personal way with an existing or prospective client can make you stand out from the thousands of pages everyone receives.*

*"Fuji Xerox's DocUnique is about applying the same one to one marketing principles to documents. Communicating with each person individually provides an opportunity for marketing managers to greatly improve the value of their direct mail and collaterals."*

Mr Jon Clark, chairman of the judges, said: "Exceptional performance. Creativity that makes you tingle. The best of the best. That is what the 1998 Australian Direct Marketing Awards are about.

*"The ADMA Awards are now in their 18th year. The work continues to improve as the number of entries increase and the complexity and sophistication of direct marketing continues to grow exponentially."*

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