

WINNING D-PRINT CHALLENGE ENTRY AN EXERCISE IN INTERNATIONAL FLAG-WAVING INDIVIDUAL GREETINGS AND COUNTRY FLAGS ON POSTERS FOR PARALYMPIC GAMES DELEGATES CONSIDERED A NOVEL USE OF PERSONALISED DIGITAL PRINT

THE DOCUMENT COMPANY FUJI XEROX

Call it flag waving of the finest sort. A little known environmental organisation called the **World Forest 2000 Foundation** wanted to trumpet its aims to a bunch of international delegates attending a key seminar for the upcoming **Sydney Paralympic Games**. How to get the delegates' attention? As it turns out, a digitally printed poster that welcomed participants by name (in their own language) and also featured the flag of their country was the key to success.

It wasn't only the foreign delegates who appreciated the poster's personal touch. This direct mail campaign also caught the eyes of the judges at the inaugural **Fuji Xerox D-Print Challenge** – a new competition that exhorts art directors, copy writers and account directors to submit DM campaigns they feel illustrate the most innovative use of personalised digital print.

Culled from over 50 entries, the WF 2000 Foundation poster, which was created by **Octopus Communications**, easily took the first prize of three trips to New York and also the D-Print Challenge Printers' Choice award at a gala evening organised by Fuji Xerox last spring.

"What we saw was the creation of a new segment in the application of direct marketing," recalled Chairman of the Judges **Andrew Hockley**, also executive director of Clemenger Direct. *"Octopus Communications used both variable data technology and was creative with it. We were left with a sense that an impactful piece of communication was being created."*

According to Octopus Co-Founder and Creative Director **Nick Richardson**, the brief for the Sydney-based communications firm was to raise the profile of the *"least-known sponsor of the Paralympic Games"* among the 142 delegates who were attending a *"Chef de Mission"* seminar, a meeting to inspect the site and discuss logistics for the Paralympics.

"Basically it was a direct mail piece that said hello and this is who we are. We wanted the delegates to understand the aims of World Forest 2000 as a Paralympic Games sponsor, and ideally take their poster home with them," explained Richardson, who was on the four-person creative team that dreamed up the *Chef de Mission* pack.



Conceived jointly in Australia and Germany by two entrepreneurs who were concerned about the 'greenhouse effect,' the WF 2000 Foundation's mission is to encourage people to buy trees as gifts or for themselves which are then planted on their behalf. The aim is to plant forests around the world, providing cleaner air and a haven for threatened species of plants and animals in the process. A portion of the proceeds from the sale of each tree will be donated to the Sydney 2000 Paralympic Organising Committee.

It's in the bag (along with everything else!) As they arrived in Sydney, each delegate was presented with a large bag of information about the Paralympic Games, including a WF poster. Richardson knew that his piece would have to stand out if his client was to get its message out to delegates.

"We were aware these delegates would have a lot to do during their stay in Sydney and therefore might not have time to look through all of the items in the bag. As with all communication, we needed to ensure that World Forest's piece had sufficient 'cut through,'" he said.

The poster featured pictures of a forest and a child's hands holding a seedling and explained in succinct copy the Foundation's goals to establish forests around the world. For added impact, personalisation was seen as the key to get the delegates reading the text. Each delegate's name was individually printed on the poster with

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a welcome in his or her first language. As a special touch, each poster also featured the flag of the delegate's country.

Creating poster 'wood' be a smooth process

The job came together smoothly. The flags came ready digitised from a 'Flags of the World' CD, so the cost was minimal. The welcome message was translated into 37 languages by a bureau and captured as an image to avoid typeface issues. A short-run print job (only 142 copies were needed), Octopus chose to use **Xerox D-Print** technology as it would enable visual and verbal 'individualisation' of each poster at a relatively low cost.

The team used the delegate database to read each delegate's country of origin. The database then pulled in the corresponding native flag (to be used on the poster as well as a tube label) as well as the word 'Welcome' in the delegate's native language. The problem of using foreign language fonts was overcome through saving each greeting as a graphic and pulling it in to the job as a variable image.

In all, 57 different country flags and 37 language variants of the word 'Welcome' were used to personalise the 142 delegate packs. Seven Sydney, using a **Xerox DocuColor 70** digital colour press, then printed the posters in one pass.

In keeping with the environmentally friendly message, the poster was printed on recycled Hemptec stock, an environmentally friendly paper that gives good four colour reproduction and has a nice soft feel. *"Some recycled stocks are wishy-washy on the colour, but this one was great,"* said Richardson.

Campaign provided "value add" for client

After it was printed, the poster was then enclosed in a personalised cardboard tube along with eucalyptus leaves and a spray of eucalyptus oil. The tube was later put in the delegate bag given to each attendee as they arrived at the seminar.

And the delegate's response? *"We were assured by the Sydney Paralympic Organising Committee -- through whom we organised delivery of the communication -- that it was well received and certainly achieved its objective of introducing WF2000 to the delegation,"* said Richardson. *"The delegates thought it was a great idea to see their name and their national flag acknowledged by a sponsor. Mission accomplished."*

The client was also delighted because they ended up getting "value add" from their sponsorship deal as a result of the campaign.

"As it turned out, SPOC was so impressed by the commitment of WF2000 and the quality of the piece that they gave their full endorsement to our idea of WF2000 planting a commemorative tree for each medal-winning athlete at the Paralympic Games - which of course gives WF2000 more promotional leverage from its sponsorship agreement," said Richardson.

Truly individualised work

When the D-Print challenge was advertised, Octopus Communications decided to enter the Chef de Mission pack in the competition because they felt the poster was a good example of truly 'individualised' communication. Richardson is disdainful of direct marketers who simply laser people's names throughout a direct mail piece and are content to call that 'personalised communication.'

"That insults people's intelligence. I believe we took a more subtle and ultimately, more effective approach."

D-Print was also the printing method of choice because with traditional printing, the job wouldn't have been viable at all. *"The challenge with D-Print is using variable information that is meaningful to the individual. In the case of the WF2000 pack this was the national flags,"* said Richardson.

Octopus creates DM campaigns for many national and international clients in financial services, information technology and several other industry categories. The firm is now encouraging some of these clients to consider digital printing for certain jobs -- although Richardson says the technique won't be ideal for everyone. *"Most of our clients have print volumes too large for D-Print to be cost effective in general terms. But we are talking to a number of them about taking small cells of high-value customers and producing highly customised marketing communication exclusively for them,"* he said.

In all, you could say Octopus Communications displayed a good case of *"seeing the forest for the trees"* by using D-Print. The results: an effective piece, a happy client and an impressed audience, not to mention three lucky Octopus creatives who are heading off to New York soon. *"If only it was me,"* joked Richardson who is sending the other members of his creative team off for some fun and business in the Big Apple.

And you can bet that the D-Print Challenge judges will be watching with interest to see what the Octopus team comes up with next!

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