

Brilliant photo print quality thrills client and helps attract new business.



Best-of-the-Best Program Winner—Photo Publishing

Xerox Premier Partners Global Network



Venice Carnival Book, Photo Publishing

Printshop

Printshop, based in Mexico City, Mexico, provides a powerful combination of digital and offset printing, finishing, graphic design, direct marketing and variable data capabilities to a wide range of regional customers and industries. They pride themselves on having the latest printing technology and years of experience to deliver exactly what their customers want with fast turnaround times that exceed expectations.

On the web:

www.digitalprintshop.com.mx

The challenge

Printshop was approached by a client who was hosting a customer event and wanted to develop a direct mail campaign to attract strong attendance. Not only did the campaign have to be highly engaging, but Printshop was also tasked with producing a keepsake that would be handed out at the event to thank those who attended.

This was an extraordinary opportunity to promote their marketing communication services as well as their expansive print production capabilities. With the help of their long partnership with Xerox, Printshop delivered a breathtaking solution that thrilled everyone.

The solution

Since the client's event was taking place at the same time as Carnival in Venice, Italy, Printshop decided to use this colorful, imaginative festival as the concept for their campaign. The campaign included a mailed invitation which incorporated personalized imagery based on the recipient's gender and a personalized URL that linked to a registration website. This was supported by several follow-up e-mails and confirmations.

The campaign culminated in all attendees receiving a 152-page book featuring stunning images of Carnival and a personalized hardcover. The print quality of the book was of the utmost importance as it would serve as the lasting impression for those who attended the event and was a true reflection of Printshop's production capabilities. The keepsake did not disappoint, as Printshop had been perfecting their digital operation by working with Xerox for 15 years. Business development resources such as the Xerox® ProfitAccelerator® *Profiting Through Personalization Kit* and *The Art and Science of Digital Printing* continue to help them make the most of every job.

Files were created in Adobe® InDesign® and personalization was added to the cover and select interior pages using XMPie® uDirect® Studio. These were then sent to their Xerox® iGen3® 110 Digital Production Press paired with a CX Print Server powered by Creo® and printed on 135 gsm coated paper. The dust jacket, which was also personalized, was produced on a large-format press, while finishing was completed offline using a cold laminator and Polar® cutter.

The results

The campaign, which generated a 40 percent conversion rate, thoroughly impressed their client while the quality of the personalized book thrilled attendees. Delighted with the success of the event, the client is now considering new campaigns and projects with Printshop in the near future.

By exceeding customer expectations with Xerox digital technology, Printshop continues to strengthen customer relationships, fueling a year-over-year growth of 12 percent. By printing updated versions of the Venice Carnival book that include an image of their newly claimed Best-of-the-Best award, Printshop is now able to promote their business and award-winning quality to customers and prospects.

