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2009

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Project: Jubels on Tour
Vertical Market: Printing Services
Business Application: Direct Marketing/Lead Generation

Business Objectives

- Build awareness of Jubels' ability to design and produce cross-media campaigns
- Demonstrate the impact of personalized and relevant communication
- Get customers to update their contact details for future communications

Results

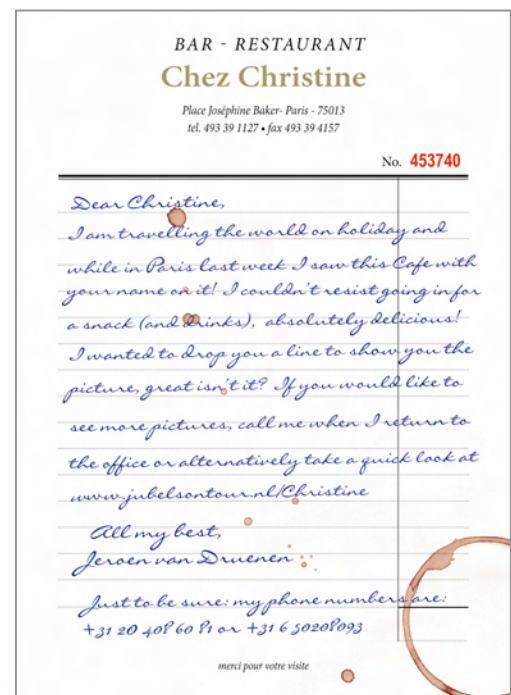
- 20.2 % of recipients visited their personalized landing pages and updated their contact information
- Generated new sales leads and business for Jubels Communication

Campaign Architecture

To build awareness of its capabilities and update its contact database, Jubels Communication designed a cross-media marketing campaign targeting customers and prospects. The first touch point was a direct mail package that consisted of a letter designed to look like a restaurant invoice or check. Included in this package was a photo of a café that had the recipient's name incorporated.

In the mail piece the recipient was directed to a personalized URL (PURL). Once they visited their personalized landing page, they were given the opportunity to update their contact information so that Jubels could provide further information on cross-media marketing and image personalization.

Individuals who updated their contact information received an automated thank you email from Jubels.



Target Audience and Messaging

The target audience for this campaign was customers and prospects of Jubels Communication. These contacts were primarily Directors of Marketing at large companies.

The letter contained a personal message from Jubels' Director of Marketing and Sales, Jeroen van Druenen. He stated that while traveling he came across a café in Paris that had the same name as the recipient and he had to send them a picture of it. Jeroen then encouraged the contact to go to their PURL to see more personalized pictures.

Creative and Outbound Pieces

To grab the recipient's attention, the mail package was designed to look like a handwritten communication. The letter was printed on what appeared to be a restaurant invoice with the recipient's name incorporated into the name of the restaurant. The letter was printed with a blue script font to make it look handwritten. To add to this effect the invoice had several "coffee stains" on it.



The enclosed photo showed a café with name of the restaurant on the awning. Again, the restaurant name included the recipient's name – "Bar Restaurant Chez <First Name>".

The personalized landing page also incorporated this imagery with a copy of the restaurant invoice and more personalized images.

Offer

Visitors could receive more personalized images, suitable for use as computer desktop wallpaper or background, if they updated their contact information.

List

Jubels used its internal house list for this campaign.

The image shows a screenshot of a personalized email on the left and a photograph of a ski bar on the right. The email is from 'BAR - RESTAURANT Chez Jeroen' and is addressed to 'Dear Jeroen'. The text of the email is handwritten and reads: 'I am travelling the world on holiday and while in Paris last week I saw this life with your name on it! I couldn't resist giving in for a snack (not drinks), absolutely delicious! I wanted to bring you a treat to show you the picture, great isn't it? If you would like to see more pictures, call me when I return to the office or alternatively take a quick look at www.jubelcentral.com/jeroenvandieren. All my best, Jeroen van Drunen. Just to be sure, my phone numbers are: 431 20 408 60 B or 431 6 24 60 434'. The email also includes a 'More info?' button and a 'Download wallpaper' link. The photograph on the right shows a busy ski bar named 'SCHNEEBAR CHRISTINE' with a red banner and a sign for 'DISCO FUCHSE'. The bar is outdoors and has a wooden facade. There are many people sitting at tables and drinking. The background shows snow-capped mountains.

Reasons for Success

The use of personalized images along with the casual, handwritten tone of the letter made a real impact on recipients and drove them to engage by visiting their personalized landing page. With a response of more than 20% (visits to the PURL) this campaign was very successful and helped drive sales activity for Jubels.

This campaign won XMPie's Best of the Best Cross-Media Campaign Award in February 2008 and was also nominated for the 2008 Benelux (Belgium, Netherlands and Luxemburg) POD Awards.

Client	Jubels Communication
Print Provider & Agency	Jubels Communication www.jubels.nl Jubels Communication is a graphic communication and solution provider based in Amsterdam, Netherlands. Jubels has state of the art print technology (Xerox iGen3 & Heidelberg Speedmaster 4 plus lacquer), large mailing facilities and the latest graphic workflows including Heidelberg Printready + Xerox Freeflow PrintManager. Jubels also uses the full XMPie software suite for smart solutions for customers. Cross-media publishing (SMS, Web, EMail and Print) combined with personalized image solutions makes Jubels a great partner for their many customers.
Design	de Hoogmoed, Spain www.dehoogmoed.nl
Hardware	Xerox iGen3 with EFI Rip
Software	XMPie (ulmage, uCreate, uPlan, uProduce), Adobe Dreamweaver and InDesign XMPie ulmage and DirectSmile were used for personalized image creation
Target Audience	Customers and prospects of Jubels Communication
Distribution	330 pieces
Date	January 2008

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Jubels on Tour Campaign recognised by the PODi

Posted by David Baldaro on Mar 6, 2009 • (0)

Jubels Communication over in Amsterdam have proven; once again that in many cases it's a simple, well thought out campaign that gets the best results. Many companies think that you need a grand and complex concept when producing a multi-channel communications piece; with vast quantities of data.

This is a relative myth. In the vast majority of cases you just need simple, clean, yet attention grabbing creative backed by a simple concept and supported by the correct data.

This is what **Jubels Communication** have done with their Jubels On Tour Campaign; a self-promotional cross-media campaign which was recognised by the XMPie's Users Group back in 2008 and which has now made it into the **PODi Case Study Collection**.

Jubels created a very personal piece that was sent to their existing customers and prospects. The printed piece pulled the recipient into a personalised site, which allowed them to select from various personalised images; but also allowed them to update their own contact details and preferences.



This easy step of using simple, potentially out-of-date or unclean data to provide a customer with the ability provide additional or updated information is a huge value-add. It effectively allows a mechanism for allowing the customer to update their information for you. If companies employ this strategy for their first campaign then they can start to ensure that the data they are using; for subsequent campaigns is correct and valid.

The results for this campaign? Over 20% of Jubels customer base and prospects visited their personalised website *and updated their information!*



Do you have a Cross Media success story to share? If so, please get in touch.

Tagged as XMPie + Categorized as Work, Personalised Communications, Work, XMPie

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Jubels on Tour New! Popular

To build awareness of its capabilities and update its contact database, Jubels designed a cross-media marketing campaign targeting customers and prospects. An innovative approach and the use of personalized imagery were used to gain the attention of recipients. The result was a response rate of over 20%.
Published 2009



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Client	Self-promotion	
Service Provider	Jubels	Jubels Communication is a graphic communication and solution provider based in Amsterdam, Netherlands. Jubels has state of the art print technology (Xerox iGen3 & Heidelberg Speedmaster 4 plus lacquer), large mailing facilities and the latest graphic workflows including Heidelberg Printready + Xerox Freeflow PrintManager. Jubels also uses the full XMPie software suite for smart solutions for customers. Cross-media publishing (SMS, Web, EMail and Print) combined with personalized image solutions makes Jubels a great partner for their many customers.
Communication		http://www.jubels.nl
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Hardware		Xerox iGen3 with EFI Rip
Software		XMPie (uImage, uCreate, uPlan, uProduce), Adobe Dreamweaver and InDesign; XMPie uImage and DirectSmile were used for personalized image creation
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Date		January 2008
No. of Pages		5

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