

# PODi Digital Print Case Studies

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<b>Project:</b>	<b>FABORY Announces Opening with Direct Mail Campaign</b>
<b>Vertical Market:</b>	Retail
<b>Business Application:</b>	Direct Marketing / Traffic Generation

### Business Objectives

FABORY is an internationally-based retailer offering a range of more than 50,000 different mechanical and chemical fasteners from stock, which they purchase from approximately 1,000 suppliers. FABORY was planning to open 125 new retail locations in Europe within two years. Jubels Communicatie was hired to craft a creative concept, artwork, and production for a marketing campaign that would encourage people to visit the new stores. The objectives of the campaign were to:

- Increase awareness of the brand in new locations
- Drive customers to the stores

### Results

This marketing campaign was the first for FABORY. FABORY's program was so successful that they will begin working on another campaign in November of 2009.

- 1,100 direct mail pieces were sent
- Conversion rates from personalized mail piece to shop visits are as follows: Belgium "Dendermonde": 19.4%, Belgium "Wommelgem": 21.4%, Netherlands "Roosendaal": 24.7%

### Campaign Architecture

FABORY's cross-media initiative consisted of 4 offline touch points and a personalized URL (PURL).

### Direct Mail

FABORY's targeted audience received multiple direct mail pieces which kept the company name in front of recipients.

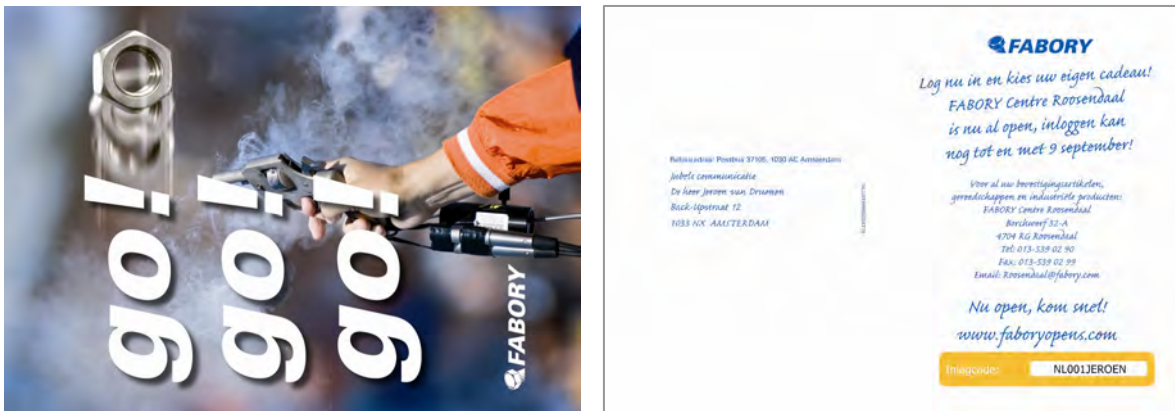
The targeted audience received a postcard by mail, without the FABORY name, as a teaser.



Two days later, the targeted audience received a personalized mail piece with a PURL. The audience was invited to visit the PURL to order a gift and to verify and update their personal information.

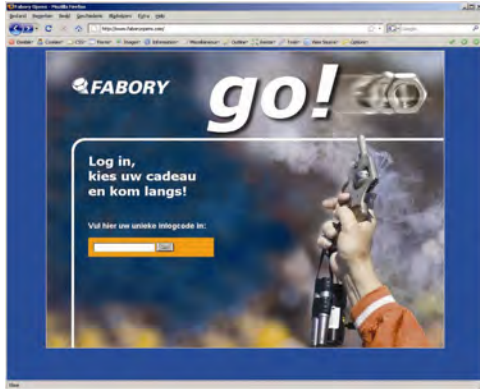


For people who did not visit the PURL, an additional personalized direct mail piece was sent with a reminder to visit the PURL.



One week after the opening of the new retail location, every visitor to the PURL received a direct mail piece to invite them for an additional visit.





### Personalized Site

At their personalized landing page, visitors of the site were asked to choose from five gift offers. After making a choice, a personalized voucher was created with an image of their gift choice. Visitors were instructed to present the voucher at a shop in order to collect the gift.

### Target Audience and Messaging

The target audience for this campaign was people working in the building industry. FABORY's creative agency developed a "go, go, go, run to the shop" theme for the campaign. The direct mail pieces and landing page included images of runners in a race, or the word "go!"

### Offer

The audience was offered a gift from the store in exchange for visiting the PURL. The gifts included a soccer ball, t-shirt, athletic shoes, and a cake.

### List

The list was purchased from the Chamber of Commerce and consisted of all active employees in the building industry.

### Creative and Outbound Piece

The designs for the direct mail piece and personalized landing page were developed by FABORY's creative agency. The multi-channel messages were integrated by the central theme of "go, go, go, run to the shop." FABORY hoped to encourage the audience to visit the new retail locations.

### Reasons for Success

Based on the success of this campaign, FABORY will begin developing a new marketing campaign in November of 2009. This program will include new designs and multiple touch points. With the use of the new XMPie Marketing Console, FABORY now has real time access to campaign analytics. In addition, FABORY is now implementing Google Maps for directions from the customer's home to the retail location, and "Tell a Friend" options.



Best practices learned from this campaign are:

- **Use multiple channels.** The combined effort of print, web, and an offer provided multiple touch points and led this campaign to success.
- **Use effective creative.** The creative was fun and intriguing, leading to a high response rate.
- **Use a great offer.** Not only did the free gifts have perceived value to the audience, they were fun. And people were forced to visit the stores in order to pick up their gifts!



<b>Client</b>	FABORY <a href="http://www.FABORY.com">www.FABORY.com</a> FABORY offers a range of more than 50,000 different mechanical and chemical fasteners from stock, from approximately 1000 carefully selected suppliers. This vast assortment allows them to meet the individual needs of every client. The bulk of this assortment is distributed on the market under the name FABORY, a brand name associated with quality, excellent service and reliable supplies.
<b>Print Provider &amp; Agency</b>	Jubels Communicatie <a href="http://www.jubels.nl/">www.jubels.nl/</a> Based in Amsterdam, the Netherlands. A privately held marketing communication service provider and printing company. With more than 25 years of experience in the Graphic Arts and Communications industry Jubels offers effective, on demand, integrated cross-media communications.
<b>Hardware</b>	Xerox iGen3
<b>Software</b>	XMPie server edition
<b>Target Audience</b>	All active employees in the building industry
<b>Distribution</b>	Approximately 1,100 mail pieces per shop
<b>Date</b>	November 2008