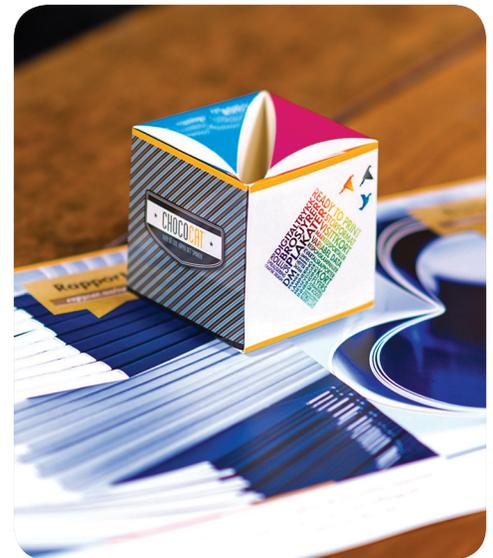


Personalized brochure and chocolate box attract 15 new customers in two months.

CopyCat



CopyCat Cross-Media
Campaign

Best-of-the-Best Program
Winner—Direct Marketing

Xerox Premier Partners
Global Network



Cross-media campaign increases revenue and 1:1 meetings across CopyCat's 11 locations.

CopyCat is more than a print production house. The company has talent not only in print, but in web and design, too. To demonstrate these capabilities to new and existing customers, they produced a personalized brochure and unique box of chocolates. This did the trick and grew revenue in all departments.

Challenge

CopyCat was looking for a new, exciting way to showcase the specialties of their 11 different locations to existing and potential clients. Typically, clients just saw CopyCat as a printing service. So, they reached out using a personalized campaign (print and response URL) for existing customers and a non-personalized campaign (print and general URL) for new customers.

Because they wanted to promote themselves on all platforms, they faced the challenge of making a functional landing page with a responsive design that would work smoothly across all media, including tablet, mobile phone and PC.

In addition, each of the 11 locations needed to be able to customize this brochure to promote their unique, local specialties.

Solution

To increase response and show off their cross-media and design capabilities, CopyCat created an awareness-raising direct marketing campaign. First, existing and potential clients would receive a printed six-sided A4 folded brochure. Each brochure featured a URL and QR code that took the recipient to a landing page developed using responsive web design so it would look good on any platform. On this page, the customer was asked for some basic information as well as their favorite type of chocolate.

When that customer came in for a meeting, CopyCat used the information from the website and filled a personalized box with the customer's favorite chocolate. This delicate touch demonstrated that they were able to design, print, fold and cut packaging in a creative, personal way.

CopyCat created every aspect of this campaign from the printed pieces to the website. All variable components were developed using XMPie®. The brochure and chocolate box were printed on a Xerox® iGen4® Press.

To make the campaign unique to each location, they set up an entire web platform where each location could choose from 12 different services to feature in the brochure, depending on their specific capabilities. This is also where they could order more brochures if they were running low.

“We have been partnering with Xerox since we started the company in 1997. Our relationship is a true partnership.”

—Bjørn Andreas Maurseth,
Graphic Designer

CopyCat

CopyCat has been serving the printing industry in Norway since 1997. While they have a focus on print on demand, they are growing in the specialties of graphic and marketing-based services. Though they are capable of doing almost any print job, their popular services include brochures, folders, packaging, labels, rollups, posters and business cards.

copycat.no

Results

Within two months, the campaign increased revenue in all departments and averaged three new 1:1 meetings per week. The company also fulfilled their goal of increasing traffic at each of their production sites. The campaign not only brought in new customers, but also led 15 existing customers to expand their business into other services with CopyCat. They plan to continue this campaign through the end of the year.