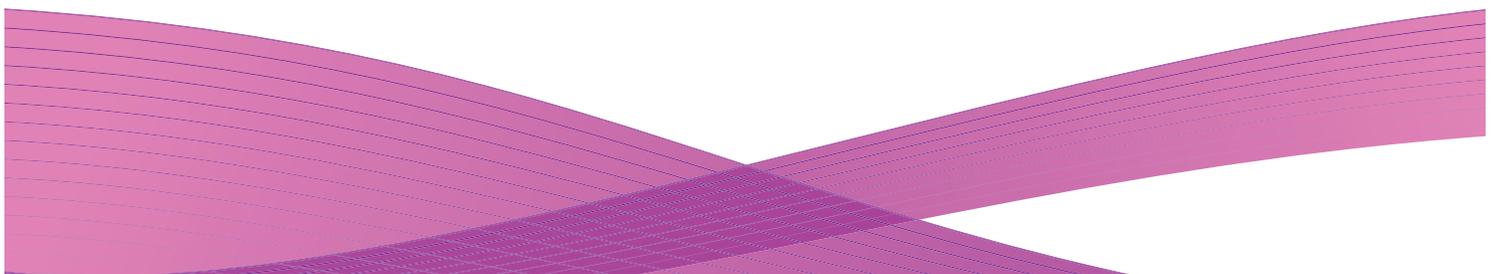


Green is Good
Best-of-the-Best Contest Honorable Mention
Xerox Premier Partners Global Network
Case Study



Gabriel Group postcards net \$1,000,000 in new revenue.



Best-of-the-Best Contest

Xerox Premier Partners Global Network



**Green is Good,
Direct Marketing**

Gabriel Group

Based in Earth City, Missouri, Gabriel Group has over a century of experience in producing effective print and mail communications. They provide their customers with a one-stop shop through experienced and resourceful production experts dedicated to developing projects from an idea all the way to the mail.

Specializing in data-driven applications, they leverage the latest technology to provide a wide range of services to their corporate, agency and nonprofit clients, including direct mail production and consulting, fundraising programs, variable data digital color printing, web-to-print programs and more.

On the web:
www.gabrielgr.com

The challenge

Like most companies, the Gabriel Group was hunting for new business. They needed a way to introduce themselves to a wide range of organizations with comprehensive marketing or fund-raising needs, both through the mail and in person at one of the many local, regional and national trade shows they attended.

Whatever they created had to be memorable and informational, tying into the core values of their company while showcasing the print quality potential customers could expect. High-impact color and color fidelity were especially important in generating awareness and interest in the Gabriel Group.

The solution

Using the Xerox® iGen4™ Press, CX Print Server, powered by Creo®, and FreeFlow Makeready® workflow solution, the Gabriel Group produced a series of postcards printed on Sterling 100 lb. Gloss Cover. The front of the postcards featured colorful, high-impact photography coupled with provocative headlines to engage the audience and entice them to read the marketing message printed on the reverse side.

The short-run and variable data printing capabilities enabled through digital production were also vital components to the success of the campaign. With a small mailing list—4,000 unique records among eight salespeople—they were able to personalize the mailing address and appropriate salesperson, combining all the records into one mail package. This not only simplified the process, but represented a substantial cost savings when compared to mailing a separate mail package for each individual salesperson.

The benefits

With a final mailing of approximately 10,000 pieces, the entire campaign was produced for less than \$5,000, which included everything from research to creative development and photography to printing and mailing. Final cost per thousand—just \$473.

In addition to being affordable, the campaign increased Gabriel Group's brand awareness and was well received by prospects. They received numerous unsolicited e-mails, handwritten cards and other comments complimenting the postcards.

More important than cost and compliments, the campaign accomplished the goal of generating leads and new business. From its initial rollout, it netted three new clients representing over \$1,000,000 in new revenue.

