

BECOME A VOPPSTAR

However exciting or engaging QR Code technology is, marketers and agencies are often unsure of the process and the thinking of how to optimise best outcomes when integrating print with digital. The VoPP team explored with key stakeholders, HP, XMPie, Bambra Press and Spicers the what, who and how to customise and target print marketing through VoPP Mag Issue 4.

OBJECTIVE

The VoPP team wanted VoPP Mag Issue 4 – The Direct Issue to resonate with readers in showing the technologies available and customise each issue to every reader.

METHOD

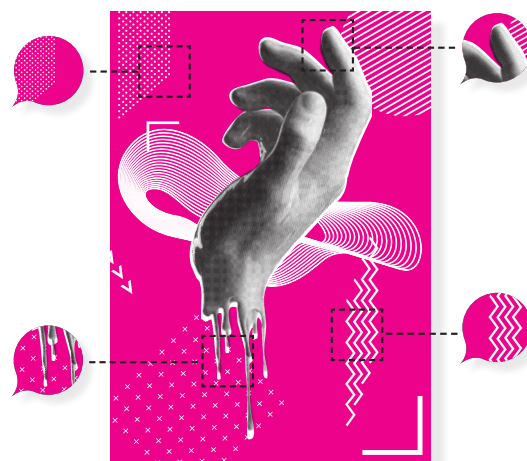
Team Collective began working through the d-word: data. Data health-check was scheduled as a priority. The team quickly recognised the opportunity to use QR coding to really improve existing database quality and talk directly to the readers.

Once the data was in check, the team moved onto the cover – how to make the cover stand out to its readers. The team knew they would produce the cover on the HP Indigo digital press 10000 to achieve the customisation and other features whilst the text pages were produced on offset to balance budget on such a large print run. Yet, how to match the papers if one was laser and one offset? Production were concerned about colour matching and look and feel. This is when Splendorgel stepped in.

Spicers explained Splendorgel is making waves for exactly this purpose. It's a smooth uncoated stock available for all applications vOffset, Digital Dry Toner and the biggest tick for this project - HP Indigo Certified.

When exploring all the options available to us, HP highlighted some more options – B2 size, spot colour options and HP SmartStream Mosaic were the top three winners to create a unique image for every cover, while including fluorescent inks, giant posters and more.

Next, the team began building the Personalised URLs. Incorporating PURLs into the artwork and scanning saw the team connect digital and physical in a way they hadn't explored as a Studio before. This is where the XMPie Team and their Circle Software step in to take the lead.





“The HP Indigo 10000 digital press in conjunction with the collective creative minds and expertise of Bambra Press really allowed us to showcase the widest range of applications possible, unique features, versatility and superior print quality.” commented Michelle Lees, HP Graphics Solutions Business SPAC Marketing Manager.

“We designed and launched this campaign using XMPie Circle software. It’s a digital storyboard for managing, automating and monitoring the performance of omnichannel campaigns like this one, across all stages of production. One of its hallmark features is that it makes it easy to collaborate with everyone else involved in the project. Everyone can check out the designs, touch points and data and see how the project is developing into the final campaign,” commented Enda Kavanagh, Sales Manager, XMPie.

This issue of VoPP Mag had a print run of 10,000 with 1,689 containing a personalised message from the CEO as well as four streams across Members, Trades, Retailers/Customers and Newbies.

RESULTS

The use of innovative print application such as QR Codes and PURLs proved to be successful with VoPP Mag readers scanning their covers left, right and centre. The PURL results revealed 100% of VoPP Mag readers believe print media and marketing has relevance in today’s multi-channel world, while 83% use addressed or unaddressed mail to communicate with their clients.

VoPP Mag readers were also impressed with the technology used with 94% of respondents believing Retailers should be tapping into QR

Codes and PURLs to stay relevant and connected with their customers, the technology demonstrated its strengths and ‘wow’ factor.

The campaign in itself proved a lot about The Real Media Collective members with respondents revealing 54% frequently or sometimes use VoPP to train sales teams to sell value when working with customers, 27% already share their print projects with VoPP for the team to promote, and 40% agree they will start to share their projects with the VoPP team.

CONCLUSION

Today’s empowered consumer expects a higher degree of precision and customisation to what they consume on a daily basis. Think about what customer data you already have. How you can use it to take things to the next level? What production options are available to you?

Print is personal, provoking and permanent. It’s measurable if you connect it with digital touchpoints with QR codes, PURLs or other print friendly technologies such as Near Field Communications (NFC) or Augmented Reality (AR). All work well with print as they build a stronger connection with customers by tracking the effectiveness of campaigns and understanding exactly what customers like, and ultimately, want to see.