



HARPER HOUSE

Since 1919

Variable Data: Marketing to an Audience of One

There's an important trend growing today in the world of business – a shift from Mass Marketing to Mass Customization. Manufacturers are being more responsive to individual customer's needs and differences. The World Wide Web has shown the dramatic effects personalization can have on commerce, and proven that customers agree with Business Week: "Don't think mass, think me". Harper House offers personalization for the print medium with our Variable Data Printing Service. Variable Data literally means that we can change text and images on each and every sheet of paper that runs through our Digital Press, empowering you with an unprecedented level of customization. Below are some examples of how others have utilized Variable Data to enhance their bottom line. If you would like to learn more about Variable Data Printing, contact your Harper House sales representative today.

Buick's Marketing Success

The Buick division of General Motors recently applied variable data technology on a direct-mail campaign that netted a 595% increase in response, compared to previous non-variable data mailings. Buick sent three individualized direct mailings to 516,715 selected car owners over an 18-month period. The digitally-printed mailers featured a full-color image of a new Buick and a questionnaire, the answers to which provided data to be used in future personalized mailings.

Results

6.36% response rate - about five times higher than the average direct-mail campaign.

19,575 Buicks sold.

\$494 Million in sales.

Campaign cost less than 1.2% of sales - 44% less than the direct mail industry average.

Cost-of-sale of \$300.77 per unit - a marketing expense savings of 55.4%.

Novartis Seeds Catalog

Novartis Seeds produces various agricultural seed products under the brand name NK, which are marketed through a network of 3,000 distributors. Their agency, Relationship Marketing, Inc. in Des Moines designed a program that allowed each of 35,000 farmers to receive their own personalized brochure/catalog, digitally produced on 4/c shells, with content specific to their crops, climate and growing conditions. The information was gathered using personalized profile sheets sent to the distributors, who provided past buying habits and personal details.

Results

20% average increase in sales among participating dealers.

.7% average increase in sales among non-participating dealers.

90% market-share gain in insect-resistant corn-hybrid segment.

27% fewer returns/cancellations.

NiQuitin CQ Custom Diary

Smith Kline Beecham, the manufacturer of a transdermal nicotine patch called NiQuitin CQ targeted smokers in Belgium, Sweden and the U.K. with a program to help them quit smoking. Variable Data Printing was used to generate a "custom diary" offered to participants responding to a 1-800 call-to-action. Personal information was gathered and converted to variable data, including name, address, motives, smoking habits, and many more fields. Within 48 hours, the custom diary was delivered to each person.

Results

41,000 requests between Nov '98 and Nov '99.

Increase in UK market of 109% in campaign's first year.