

OVER THE MOON BAKERY



It's time to get a **FREE** cake, Adam!

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more info!



Problem: Create a Variable Data Print document personalized to each customer to promote freebies and attract more customers with an attractive design.
Method: First, I designed the logo, decided on the color scheme, and theme for the design. I started to lay out all of the elements such as the text and graphics on the postcard. I used XMPie to load the data from the CSV file into the plug-in. I formatted the most simple text first such as the address and name. I used logic to personalize the colors and pictures depending on their gender and their liked product. I also used the built-in XMPie barcode generator to generate a unique barcode for each customer.
Solution: A 10-page document with postcards customized for each customer.



Hey Adam,

Bring this card to Over
The Moon Bakery
for a **FREE** cake!!

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No cash value. Limit one coupon per purchase.
Expiration date: October 25, 2020.





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It's time to get a **FREE** doughnut, John!

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John Huang
1627 Village Green Dr
Hyattsville, MD 20785-4452

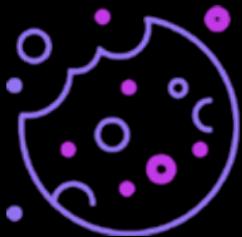
Hey John,

Bring this card to Over
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for a **FREE** doughnut!!

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2020102530



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It's time to get a **FREE** muffin, Melody!

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Melody Hutchison
293 Thelma Ave
Glen Burnie, MD 21061-3957

Hey Melody,

Bring this card to Over
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for a **FREE** muffin!!



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2020102531

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It's time to get a **FREE** cake, Ranyah!

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RECORD: 19, PAGE: 1



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It's time to get a **FREE** doughnut, Tung!

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RECORD: 37, PAGE: 1



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It's time to get a **FREE** muffin, Megan!

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RECORD: 55, PAGE: 1

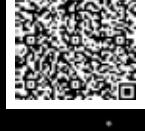


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It's time to get a **FREE** doughnut, Angela!

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It's time to get a **FREE** cookie, April!

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Ranyah Al-Hebshi
791 Long Island Ave
Apt 3D
Medford, NY 11763-2538

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It's time to get a **FREE** cookie, Malaak!

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Tung Dinh
96 Green St
Weymouth, MA 02191-2041

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RECORD: 46, PAGE: 1



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It's time to get a **FREE** cake, Richard!

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Megan Maugs
97275 Bellville Ln
Yulee, FL 32097-4976

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It's time to get a **FREE** cake, Aracely!

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Angela Shim
650 Hillview Ave
Los Angeles, CA 90022-3230

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Hey April,

Bring this card to Over
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for a **FREE** cookie!!



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2020102510

Hey Ranyah,

Bring this card to Over
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2020102501

Hey Malaak,

Bring this card to Over
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for a **FREE** cookie!!



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2020102528

Hey Tung,

Bring this card to Over
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for a **FREE** doughnut!!



2020102519

Hey Richard,

Bring this card to Over
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for a **FREE** cake!!



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2020102546

Hey Megan,

Bring this card to Over
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for a **FREE** muffin!!



2020102537

Hey Aracely,

Bring this card to Over
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Hey Angela,

Bring this card to Over
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for a **FREE** doughnut!!



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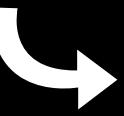


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It's time to get a **FREE** cake, Zain!

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RECORD: 20, PAGE: 1

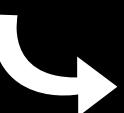


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It's time to get a **FREE** cake, Kelechi!

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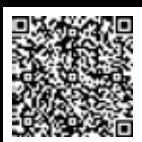
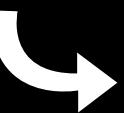


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It's time to get a **FREE** muffin, Jebraun!

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It's time to get a **FREE** cake, Braden!

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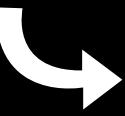


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It's time to get a **FREE** muffin, Danielle!

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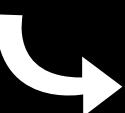


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It's time to get a **FREE** cookie, Kelly!

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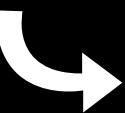


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It's time to get a **FREE** cake, Ashton!

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It's time to get a **FREE** cake, Chris!

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Hey Zain,

Bring this card to Over
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2020102502

Hey Kelly,

Bring this card to Over
The Moon Bakery
for a **FREE** cookie!!



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Hey Kelechi,

Bring this card to Over
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2020102520

Hey Ashton,

Bring this card to Over
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2020102547

Hey Jebraun,

Bring this card to Over
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2020102538

Hey Chris,

Bring this card to Over
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Hey Braden,

Bring this card to Over
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for a **FREE** cake!!



2020102556