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<b>Project:</b>	<b>NewPage Uses Personalization to Drive Event Booth Traffic</b>
<b>Vertical Market:</b>	Manufacturing - Paper
<b>Business Application:</b>	Direct Marketing/Lead Generation/Traffic Generation

### Business Objectives

NewPage, the largest coated paper manufacturer in North America, sought recognition for its digital paper line among creatives and designers. NewPage wanted this audience to know that they understood their challenges in designing and producing digital print projects, and could offer great solutions.

NewPage was looking for a way to reinforce this message and to drive people to its booth at the 2008 HOW Design Conference, which serves the graphic design market. The conference, which is sponsored annually by *HOW* magazine, typically has around 3,000 attendees.

Working with marketing service provider, Prime, and creative agency, Crosby Associates, NewPage developed a personalized cross-media campaign that would:

- Drive attendees of the conference to visit the NewPage booth and pick-up their free t-shirt gift
- Gather important details from HOW attendees to help NewPage better understand this audience and enable personalized post-conference communications
- Demonstrate quality and usability on NewPage paper with a real digital print campaign

### Results

The response to this campaign was so strong that NewPage had to “close” the landing pages for the campaign a week early because they were concerned about the sheer number of t-shirts being ordered. A notice was posted encouraging last minute responders to visit the booth for more information.

- 35% response rate - recipients visited their personalized URL (PURL), completed the survey, and requested a complimentary t-shirt



- 47% of recipients visited their PURL before the site was closed early. An additional 5% of recipients visited the site after it was closed. People even visited the site after the HOW conference due to the buzz on the show floor
- There was a near 100% pick-up of t-shirts from people who visited their PURL and completed the survey prior to the start of the show
- The NewPage booth at the 2008 HOW Conference was quite popular and had continuous traffic throughout the event. Based on the number of t-shirts that were picked up (1,470) almost 50% of the conference attendees stopped by the NewPage booth
- Hundreds of email addresses were captured for future communications
- Solidified the image of NewPage Corporation and their digital paper line as an industry leader

From the landing page survey NewPage Corporation learned valuable information that will be helpful in future communications to this audience:

- The majority of HOW conference attendees are corporate designers (52% of responders)
- A large percentage of this group (67%) is in control of the paper specifics when producing a project

### Campaign Architecture

The NewPage cross-media initiative consisted of a personalized mailer with a PURL response mechanism, personalized landing pages, two email messages, and promotions at the HOW conference. NewPage wanted to showcase the benefits of digital and personalized communications in all its outbound communications.



### Direct Mail

The 10" x 10" self mailer (folding to 10" x 5") addressed the recipient by name and provided a PURL as a response mechanism. The mailer was sent to registered HOW conference attendees four weeks before the event.

### Personalized Site

At their personalized landing page, attendees were asked to provide their email address and then complete a survey on job function, role in paper selection, and printing project data. After completing the survey they could reserve the t-shirt of their choice.

### Email

Immediately upon completing their visit to the personalized site, attendees received an emailed personalized voucher for them to print and take to the NewPage booth in order to claim their t-shirt. This helped NewPage keep track of who redeemed their voucher and actually visited the booth.

Thirty days after completing the survey, participants received a follow-up email that thanked them for visiting their PURL and provided information on NewPage products based on their survey answers.

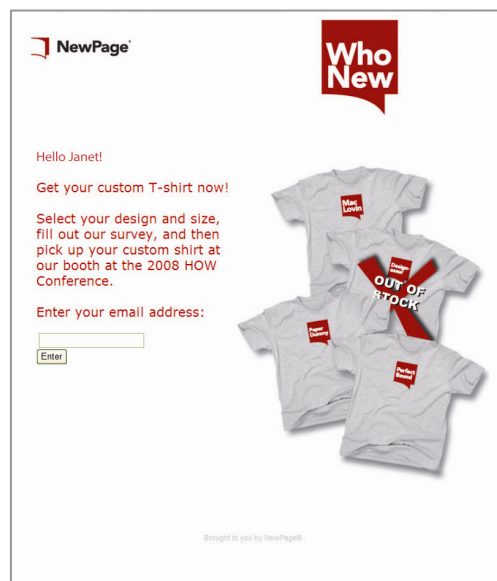
### Show Floor

The personalized mailer and free t-shirts created a favorable buzz at the HOW conference. People who registered for the HOW conference after the direct mail piece was sent could still get a t-shirt. Signage at the show encouraged attendees to register at the NewPage booth for their free shirt.

### Target Audience and Messaging

The target audience for this campaign was graphic design professionals attending the 2008 HOW Design Conference.

NewPage and their creative agency, Crosby Associates, developed the "Who New" theme for the NewPage booth design. This theme was incorporated into the direct mail piece, landing pages, and emails for a consistent message. The "Who New" tagline was also used in some trade magazine print ads and static direct mail campaigns after the conference.



Personalized landing page

Survey page

## Offer

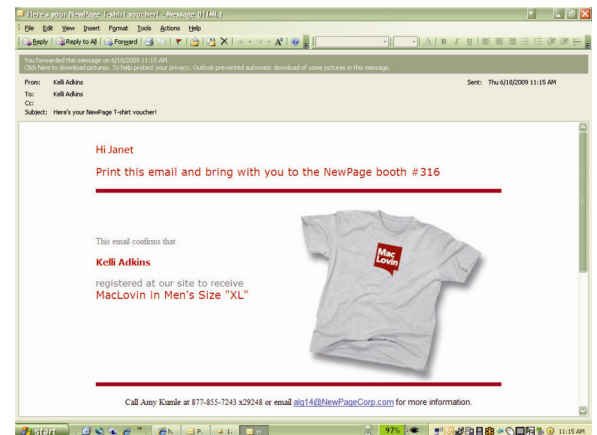
To encourage recipients to visit their PURL and the NewPage booth a free t-shirt was offered. Responders could customize their t-shirt with one of four phrases: “Mac Lovin,” “Design-osaur,” “Paper Dummy,” or “Perfect Bound.” Respondents could also choose male or female tailored styles and sizes, which appealed greatly to attendees since a large percentage are women. The ability to customize the t-shirt gift tied in well with the digital personalization that NewPage wanted to demonstrate.

## List

The list of 2008 How Design Conference attendees was given to NewPage as a part of their sponsorship package.

## Creative and Outbound Pieces

The design for the mail piece and personalized site was developed by the creative agency for NewPage. The creative was kept very simple. Since the audience for this campaign was designers the goal was to intrigue them, but not try to out-do them creatively. NewPage hoped to convey the message that personalized digital print communications have wonderful potential, but designers are needed to bring them to life.



Thank you email

## Reasons for Success

NewPage originally expected only a 10% response to this campaign and found that they had to order more shirts to keep up with the demand. At the show other exhibitors were coming up to the NewPage booth asking what they had done to drive so much traffic.

Based on the success of this campaign Prime developed and produced four other campaigns for NewPage in 2009.

Best practices learned from this campaign are:

- Know your customer.** Researching your audience and understanding what will move them to action is key to the success of a campaign. In this case Prime, who developed the campaign strategy, polled the designers at Crosby Associates to see what would appeal to them. The VP of Integrated Services at Prime had also attended the HOW conference in the past and understood the show and its attendees.



- **Don't exclude late responders.** Since the mail piece was sent out four weeks before the HOW conference, NewPage missed communicating with late registrants. Instead of making these people feel left-out or disappointed they allowed show floor visitors to register for a t-shirt. This generated a lot of talk on the show floor and drove more traffic.
- **Build a strong relationship with your partners.** The key players in this campaign were willing to collaborate and learn from each other. NewPage is a long standing customer of Prime and had done PURL campaigns before. When NewPage was looking for ideas on how to drive booth traffic they went to Prime for suggestions. Crosby Associates was the design agency for NewPage and was already involved with the booth design. Crosby Associates was willing to learn about the integrated marketing process including PURLs. While this type of cross-media campaign was a new experience for Crosby Associates their contributions made the overall program stronger.