

Xerox launches new marketing system

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TORONTO, Nov. 12 — Xerox Canada has launched a new testing ground to demonstrate its personalized marketing and accelerate its adoption by commercial printers and marketers. The initiatives provide Xerox customers a chance to learn about the program, called "1:1 marketing," before making investments.

The 1:1 Lab is at the Xerox Research Centre of Canada in Mississauga, Ont.

A second initiative, called the Trilogy Alliance, is a partnership between Xerox Canada, Terminal van Gogh, a consulting group specializing in the implementation of data-driven, personalized marketing programs, and Exstream Software, the creator of Dialogue one-to-one software.

Xerox has selected the first three participants to test marketing campaigns at the 1:1 Lab: Tourism British Columbia; NEBS, a printer and provider of business and computer forms, cheques and promotional products; and insurer Heritage (formerly Allianz Canada).

The 1:1 Lab provides a learning environment for 10 selected corporations per year to test and compare the results of personalized direct mail marketing campaigns with traditional direct mail. The lab is equipped with state-of-the-art equipment and software including the Xerox iGen3, a 100 impression-per-minute press with image quality comparable to offset, and Exstream Dialogue, one of the most robust and sophisticated one-to-one software solutions on the market today.

Participation in the lab is available exclusively to Canadian Marketing Association members and Xerox graphic arts customers with production equipment.