



## Newsroom

### **Xerox Launches New Testing Ground to Bring the Power of One-to-One Marketing into the Mainstream**

*1:1 Lab offers risk-free testing of data-driven, personalized marketing programs; Trilogy Alliance provides the infrastructure to enable 1:1 opportunities*

**TORONTO, Nov. 12, 2004** — Xerox Canada today launched a new testing ground for its customers to demonstrate the power and accessibility of personalized marketing and accelerate its adoption by commercial printers and marketers. The initiatives provide Xerox customers a chance to learn about 1:1 marketing and test-drive revenue-generating applications, before making the necessary investments in equipment, services and people.

The 1:1 Lab, unveiled at the Xerox Research Centre of Canada (XRCC) in Mississauga, Ont., is Canada's first initiative to test data-driven, one-to-one marketing techniques in the real world.

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

"Our goal is to provide Xerox customers and marketers with a first-hand view of the impressive response rates, increased revenue generation and cost-effectiveness of 1:1 print campaigns, and then offer the means to continue along this highly profitable path," says Helene Blanchette, national graphic arts industry manager, Xerox Canada. "These initiatives will allow more commercial printers and marketers to say 'yes' to a new generation of print campaigns,"

Studies reveal that personalizing a colour mailer and customizing it by adding specific information about the customer, increases the response rate by 500 per cent.<sup>1</sup> Yet today, less than 20 per cent of the Canadian marketing community is using customized communications to its fullest capabilities, even though traditional direct response rates in Canada have declined in recent years and frequently produce low returns.

Printing technology such as the Xerox iGen3 Digital Production Press has evolved to the point that it is now possible to deliver cost-effective, one-to-one communication with customers.

### **First Participants Announced for 1:1 Lab**

Xerox has selected the first three participants to test marketing campaigns at the 1:1 Lab: Tourism British Columbia (with advertising agency Cossette/Blitz Promotions);

NEBS, a printer and provider of business and computer forms, cheques and promotional products; and Heritage Education Funds, one of Canada's leading Registered Education Savings Plan distributors.

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.

Working directly with the selected corporations or a designated advertising/marketing agency, Terminal van Gogh will mine the data, design the program backbone and re-purpose existing creative to function within the data-driven environment.

A full-time Xerox production consultant will assist participants on-site to take full advantage of the lab's capabilities.

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

## **The Trilogy Alliance**

The Trilogy Alliance is an enabler for Xerox Canada's graphic arts customers and their marketing and advertising customers to implement data-driven, one-to-one print campaigns on an ongoing basis.

Relatively few corporate marketers have the infrastructure, experience or people to execute personalized marketing programs, even though they are aware of its advantages. The combination of Xerox, TvG and Exstream Software brings together the hardware, software and skills commercial printers and their customers need without requiring them to invest in these areas.

As they gain one-to-one campaign knowledge and build their business, printers can continue to work with the alliance or make the investments that will allow them to continue independently.

The Trilogy Alliance offers flexible services, based on the skills and infrastructure of each customer.

### **Customer Contact:**

For more information, call 800-ASK-XEROX or visit [www.xerox.com](http://www.xerox.com)

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<sup>1</sup>Study performed by industry expert, Frank Romano, of the Rochester Institute of Technology.