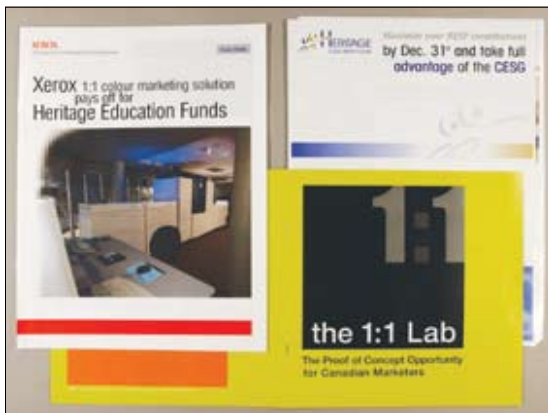


SPECIAL AWARD XEROX 1:1 LAB



Company: Xerox Canada, Toronto

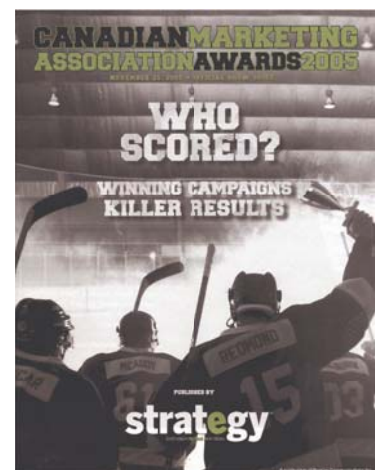
At the 2004 Canadian Marketing Association convention, Xerox threw down the gauntlet: It wanted to test data-driven, one-to-one marketing techniques in the real world and it needed companies to help. Who was willing to participate in the 1:1 Lab? As it turned out, dozens. Ten made the final cut.

The 1:1 Lab was built in the Xerox Research Centre in Toronto. The goal was to educate marketers on the benefit of data-driven communication and accelerate the adoption of the concept.

Within the study, strategy was the key differentiator over creative and all pilots repurposed a current DM campaign into a one-to-one marketing communications piece. RESP provider Heritage Education Funds was the first case study to be completed.

The goal was to not influence the reader with new creative (which could influence the results of the test) but rather to use all relevant data available to modify the use of graphics. In the Heritage Funds case study, for example, each graphic, image and piece of content changed to adapt to the profile of each targeted customer. This approach raised the lifetime value of the Heritage customer by 400% and made 91% of the respondents change their buying behaviour.

Marketers checked out the Heritage case study at conferences and events and response was enthusiastic. The best indication of success? Now the U.S. is looking to the initiative to test it in their market.





GOLD

Company: Tourism British Columbia, Vancouver
Campaign: 2005 BC Escapes
Agency: Blitz Direct Vancouver, A Division of Cossette West
Copywriter: Amy Joseph
Art director: Garnet McElree
Managing director/planner: Rob Davidson
Account supervisor: Chris Goward Burns
Director, project management office: Adrian Dar Santos
Account co-ordinator: Shannon Berrow

**TOURISM BRITISH COLUMBIA
BC ESCAPES 1:1 GUIDE**

Want to escape from your everyday life? The BC Escapes program was designed to tap into the growing trend toward people augmenting their major vacations with short getaways. The message: B.C. is a wonderful place to visit. Book your trip today.

But the standard guide Tourism BC usually sent out to potential visitors was expensive to produce and mail. So it wanted to determine a more cost-effective approach for getting BC travel information into the hands of campaign responders.

A 24-page “1:1 Guide” was produced and tested against a control group that received two standard guides. Production costs have proven to be substantially less and booking rates are actually slightly higher. Postage is 145% less than the control group and paper costs are much lower given that the “1:1 Guide” has 88 fewer pages than the two standard guides. Overall, the lower costing has increased ROI by 25%.

Creatively, since the “1:1 Guide” was printed on a digital press, every page could be customized based on the information the respondent had given when ordering BC Escapes. For instance, if they had expressed interest in the Thompson-Okanagan region, the guide included a wine tour of the area. Consumers reacted very well to the customization.

SILVER

General Motors of Canada, Oshawa, Ont., for its “JumpStart,” created by MacLaren McCann Direct and Interactive, a division of MacLaren McCann Canada

MERIT

Diners Club Canada, Montreal, for its “Acceptance Network Alliance,” created by Wunderman, Toronto

