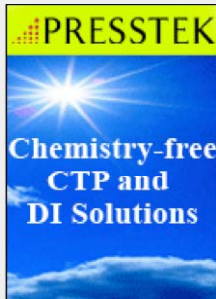




FEATURE



Xerox's 1:1 Lab brings B.C. tourism to life with a variable marketing campaign



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1:1 MARKETING: CASESTUDY

Tourism British Columbia Says Hello to the Xerox 1:1 Colour Marketing Lab by Xerox 1:1 Lab

Variable data is increasingly becoming a desired marketing vehicle. The following is a practical example of how 1:1 marketing can be employed to great effectiveness in garnering audience response. Having marketing materials which contain more than custom text element is clearly the next wave in this marketing revolution. Xerox outlines how this can be done, and why 1:1 should be in your future.

Tourism BC works closely with British Columbia's tourism industry to promote and develop visitation throughout the province and to ensure the continued long-term growth and prosperity of BC's \$9.5 billion industry. A crown corporation, Tourism British Columbia markets BC to consumers and the travel industry through a variety of joint marketing and promotional campaigns in countries around the world. Its mandate is to promote development and growth in the tourism industry, to increase revenues and employment throughout British Columbia, and to increase the economic benefits for all British Columbians.



Joel Tkach is the Manager of Consumer Programs at Tourism British Columbia. He worked with Xerox 1:1 Lab to create the Hello B.C. variable data campaign

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The Challenge

Fundamental to Tourism BC's business success is enticing tourists to choose British Columbia as their vacation destination. The agency has two call-to-action outlets for consumers considering British Columbia in their travel plans; a 1-800 Hello BC telephone number and a web site, www.HelloBC.com

In response to any consumer inquiry by telephone or online, Tourism British Columbia would typically ask three questions: where are you coming from; how long will you be staying in BC; and is your primary vacation interest general sightseeing or outdoor activity? The consumer's responses to those questions would help determine which vacation brochures would be most suitable.

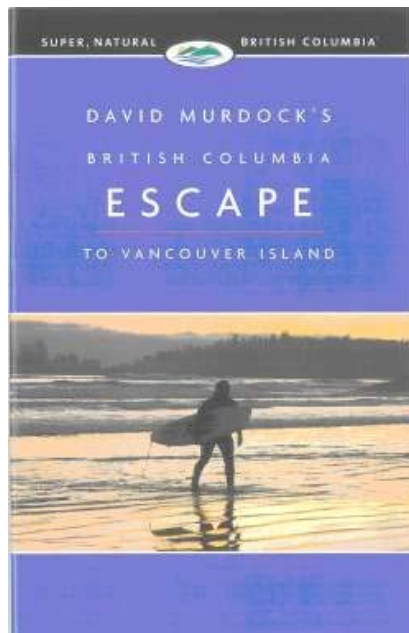
"We're all aware, as marketers, that we need to make sure the information we put in front of consumers is relevant," says Rob Davidson, managing director, Blitz Direct. "Tourism BC has a huge selection of guides that are lengthy and detailed. We wanted to test drive the customized marketing approach."

The brochure packages – on average 44 pages long - include information on provincial attractions, accommodation, outdoor activities and travel partners such as transportation providers.

A key challenge for Tourism BC is for its publications to provide depth and breadth, yet remain specific to the consumer's needs, ideally balanced to sway them to choose British Columbia for their holiday. The travel guides issued by Tourism British Columbia has typically been pre-printed on an offset press – there are five versions of the guide, corresponding to the possible combinations of responses to the three questions.

However, when approached by its print supplier, Total Graphics, to deploy a far more customized direct marketing approach, Davidson says Tourism BC was intrigued. "Tourism BC is really into testing new things – including strategies that can raise the bar when it comes to consumer response."

"We thought we were doing OK," says Joel Tkach, Marketing Manger, Consumer Programs, North America, Tourism BC. "But we knew there was an opportunity to be more precise with the information we were delivering if we could learn more about our consumers."



The brochure sent to people not only contains their name, but a custom image on the cover that will appeal to them, based on gathered data.

The Xerox 1:1 Lab
Seeking to learn more about its customers' BC travel interests, Tourism British Columbia became one of the first participants in Xerox Canada's unique 1:1 Lab. The Lab is a new testing ground for Xerox customers and Canadian Marketing Association members to demonstrate the power and accessibility of data-driven 1:1 marketing and accelerate its adoption by the marketing community.

The 1:1 Lab provides a learning environment for 10 selected corporations per year to test and compare the results of data-driven 1:1 direct mail marketing campaigns with traditional direct mail. The lab is equipped with state-of-the-art equipment and software including the



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Environmental Printing Awards



KOMORI KNOWLEDGE

Xerox iGen3 Digital Production Press, a 110 impression-per-minute digital colour 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. Terminal van Gogh, a strategic consulting firm specializing in data-driven marketing campaigns, will mine customers' data, design the program backbone and re-purpose existing creative to function within the data-driven environment.

For Tourism BC, the objectives of the 1:1 Lab marketing campaign were twofold: 1.) To increase the amount of data Tourism BC could capture about its consumers; and, 2.) To act on that data. Meeting these objectives puts the consumer into contact with the right products, which moves them through the purchase cycle faster.

In addition to data capture, Tourism BC wanted to learn whether a travel brochure specific to the consumer would affect the consumer's decision to book their vacation through Hello BC.

During the 1:1 Lab project, Tourism British Columbia added four new consumer variables to the existing three, creating a more personal and further customized information guide. The additional questions included: the nature of the family travelling, adults only or with children; the time of year; three price ranges for accommodation; and which particular area of BC was of interest, Vancouver, Victoria, Whistler or one of six regions.

Together Xerox, Terminal van Gogh and Blitz Direct undertook the design of the 1:1 Lab template, reducing the number of pages from 44 to 24 in the typical brochure.

"The project was a challenge from a planning perspective because of all the variables in the content," says Tkach. "You can imagine we had a complex matrix due to all the variables. But once the planning was done, the whole thing ran like clockwork. Once a week Terminal Van Gogh would collect the data from Hello BC and the customized 1:1 brochures were out the door a few days later."

Each brochure would clearly reflect the consumer's name, where they were coming from, and what they were looking for in a British Columbia-based vacation.

For example, each brochure was personalized on the cover with the consumer's name. The cover photo would also reflect the locale of greatest interest to the consumer, as well as the time of year when the vacation would occur.

Directly following, on page two of the brochure, a map of North America indicating the flight from the consumer's hometown to BC was accompanied by a personalized note from Tourism British Columbia outlining the customized contents of the brochure.

Throughout the guide, photos of the attractions, the season and the type of travellers, adults only, or a family, reflect the consumer's responses to the Hello BC questions.

Accommodation is up-to-date with the seasonal rates applied when applicable to the time of year a vacation is planned.

The Tourism BC project ran from April to August of 2005 with customized brochures delivered to consumers across North America. When analyzed, Blitz Direct concluded that the new-style customized brochure did not dissuade consumers from booking with Hello BC, though numbers did not

For Tkach, one of the immediate returns is the savings in mailing costs. For each brochure being sent within Canada – the cost of mailing the traditional brochure package was more than twice as expensive as the 1:1 Lab customized brochure. The cost differential to the U.S. was even more dramatic – with the 1:1 lab costing US\$1 per piece versus \$5.80 per piece for the traditional package.

"As a direct marketer, for a long time we've talked about putting a blank piece of paper at one end of the machine and out comes something that is customized to a particular individual's needs based on the information we have about them," says Davidson. "The Xerox 1:1 Lab was exciting opportunity – from a direct marketing point of view – to see the results of the customized approach."



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