

NEWS FROM CNW GROUP**Canadian Marketing Association gives top honours to Xerox 1:1 Lab for innovative marketing**

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TORONTO, Dec. 5 /CNW/ - An innovative demonstration of personalized communications at Xerox Canada's 1:1 Lab has earned the partnership of Xerox Canada's Trilogy Alliance, Vancouver-based Blitz Direct and its client, Tourism British Columbia, top honours from the Canadian Marketing Association for Tourism BC's 2005 BC Escapes campaign. Xerox, through its work with Trilogy Alliance partners Terminal van Gogh (TvG) and Exstream Software, was awarded the association's Resource Partners - Best Practices trophy, which recognizes excellence and innovation in best practices and technological advancement. Tourism British Columbia and Blitz Direct, through their work at Xerox's 1:1 Lab, also won Gold in the Customer Management: Customer Service Programs category.

The awards were announced at the CMA's annual awards gala on Friday, November 25 in Toronto.

Seeking to provide information to customers that more directly matches their BC travel interests, Tourism British Columbia became one of the first participants in Xerox Canada's unique 1:1 Lab. The Lab is a 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.

"As a direct marketer, we've talked about putting a blank piece of paper at one end of the machine and producing something that is customized for a long time," says Rob Davidson, managing director, Blitz Direct. "The Xerox 1:1 Lab provided the opportunity to see the results of the customized approach."

The Xerox 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 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.

"The goal of the Xerox 1:1 Lab is to demonstrate the superior results that customized communications can deliver," said Helene Blanchette, national graphic arts industry manager, Xerox Canada. "The Tourism BC brochure project is the Lab's most ambitious project to date and this award is evidence that interest in personalized, data-driven marketing initiatives is on the rise among Canadian marketers."

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.

Each brochure is personalized on the cover with the consumer's name and home location, and reflects their preferences in a British Columbia-based vacation. The cover photo reflects the locale of greatest interest to the consumer, as well as the time of year when the vacation would occur.

Based on consumer responses to questions posed on the Hello BC website, photos of preferred attractions, the season and the type of travelers - adults only or family - appear throughout each guide.

Information on accommodations is up-to-date, with seasonal rates noted as applicable.

For Tourism BC, one of the immediate returns was savings in mailing costs. For each brochure 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 US\$5.80 per piece for the traditional package.

The Tourism BC project ran from April to August of 2005 with customized brochures delivered to consumers across North America.

Trilogy Alliance

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 Contacts:

For more information about the Xerox iGen3 press, visit www.xerox.ca or call 800-ASK-XEROX.

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