



For Immediate Release

## **Xerox Canada gets top honours at the CMA Awards for the 1:1 Lab and the Reader's Digest case study.**

Toronto, Ontario (PRWeb) November 19, 2006 – Terminal Van Gogh is proud to announce Xerox Canada being honoured with the award for CMA Resource Partners' Innovation for the Reader's Digest Canada Case Study created within the 1:1 Lab. The Award was presented at the 2006 CMA Awards Gala on Friday November 17, 2006 in Toronto.

The CMA Resource Partners' Innovation Category recognizes excellence and innovation in best practices and/or technological advancement. Terminal Van Gogh ([www.terminalvangogh.com](http://www.terminalvangogh.com)) is a founding member and co-manager of the 1:1 Lab and built the Reader's Digest program for the case study.

Reader's Digest wanted to improve overall response rates using variable printing and customization based on customer profiling and transactional data and then compare traditional Direct Mail packages to variable data packages. Xerox, for its part, aimed to deliver proof of concept to Reader's Digest and Transcontinental Printing that cross-selling and up-selling can be better achieved through 1 to 1 marketing.

The test, using Terminal Van Gogh strategic thinking and 1 to 1 variable programming services and Xerox Canada's 1:1 Lab - Data Driven Variable Print, promoted a cross-selling product catalogue selection featuring a variety of products. Due to the complexity of the campaign, Terminal Van Gogh created a comprehensive relational database and designed a series of sophisticated algorithms, which fueled the logic behind determining which products were presented to individual customers, based on past purchases and product affinity.

The control package items were printed in a Web offset environment whereas the dynamic variable test package items were printed using four-colour process digital printing technology. A challenge was the complexity of inserting eight items, which required a match of six items and the nesting of one item, into the catalogue. The 26,000 plus marketing envelopes were produced simultaneously in three cities and shipped to Transcontinental Printing for finishing and assembling.

"Miraculously," the high-risk program was developed and produced in nine weeks from first meeting to mail date. It was one of the most complex campaigns undertaken, and according to Reader's Digest, produced some of the highest results in the history of the company.

### **The Xerox 1:1 Lab**

The 1:1 Lab is an enabler for Xerox Canada's graphic arts customers and their marketing and advertising customers to implement data-driven 1 to 1 marketing campaigns on an ongoing basis.

Relatively few corporate marketers have the infrastructure, experience or people to execute personalized communication programs, even though they are aware of its advantages. The 1:1 Lab brings together the hardware, software and skills commercial printers and their customers need without requiring them to invest in these areas.

The 1:1 Lab is working with a select group of partner and client companies to demonstrate the benefits and returns from 1 to 1 communication. The other case studies released are Heritage Education Funds, BC Tourism and Solidarity Fund QFL.

### **Terminal Van Gogh**

Terminal Van Gogh is North America's leading 1 to 1 communication solution provider offered through a Partner Program of printers, agencies and consulting firms. Utilizing ProofPositive™ and the TVG-Engine™ technology, TVG enables enterprises to manage the most sophisticated 1 to 1 marketing with their customers or prospects. ProofPositive™ is a data verification technology to ensure 100% output integrity within the variable document and the TVG-Engine™ is the variable information delivery system comprised of sophisticated algorithms that manage the complex relationships between the client data-file and the customized variable document. The TVG solution is the tactical extension of any enterprise's CRM strategy, achieving measurable improvements across any business metric, such as customer acquisition, customer retention or cross-selling/up-selling initiatives. TVG is a founding member of the Xerox 1:1 Lab.

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