



NEWS & VIEWS

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XEROX

The Power of Personalized Marketing: Xerox 1:1 Lab

Xerox continuously finds ways to provide excellence and quality to their customers. The *1:1 Lab Program* is one of the company's finest achievements that demonstrate the exceptional value that Xerox brings to its clients. Through the power of personalized colour marketing, the 1:1 Lab has dramatically redesigned print communication for participating companies and their direct mail marketing campaigns.

The 1:1 Lab facility, based in the *Xerox Research Centre of Canada (XRCC)*, allows Xerox Graphic Communications customers and their clients to test the difference between customized direct mail pieces to that of traditionally standardized mail-outs. From increased return on investment to heightened customer response rate, companies have seen a tremendous growth by using Xerox's customized, 1:1 marketing approach. *Heritage Education Funds Inc., Tourism BC, Solidarity Fund QFL, STAPLES Business Depot* and *Reader's Digest* are just a few of 10 selected companies that have enjoyed the impact of the program and have learned to apply 1:1 marketing to their direct mail marketing campaigns.

Though the success of the program lies on its ability to customize print communication, the 1:1 Lab's ultimate achievement rests on its ability to deliver promising results to help companies grow their business. In honour of the program, the 1:1 Lab was awarded the *Canadian Marketing Association Special Award: Resource Partners for Innovation and Best Practice* in 2005.

To learn more about the 1:1 Lab and have access to downloadable case studies, please visit our website: www.xerox.com/1to1lab