



Demand more from your marketing.
HP digital publishing solutions



“Using the HP digital publishing solution, we now have a high-quality national brand campaign that can be tailored to specific markets, which gives us terrific mileage for our advertising dollars.”

National Manager of Point of Sale and Merchandising
Coors, USA



Are your marketing dollars well spent?

As a marketer, you know that mass communications have become largely ineffective as business tools. Bombarded with thousands of marketing messages each day, the public has come to tune out much of what is directed its way. In fact, an estimated 85 percent of advertising goes unnoticed.¹

The consuming public has grown quite savvy—and resistant—to sales and marketing pitches. Today, consumers have more purchase options and the competition for their attention and spending is more intense than ever. The “one-size-fits-all” marketing strategy no longer resonates with your prospects or customers. It simply can’t deliver the improved marketing ROI you need to remain competitive.

The new marketing mantra: Be relevant, or be gone.

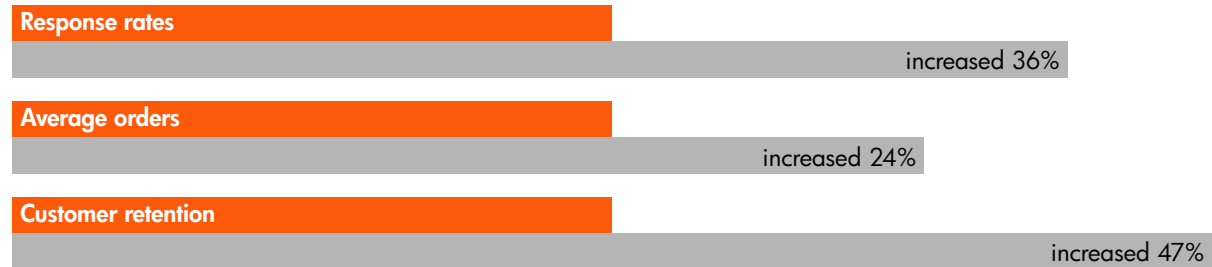
Commerce in the digital age is centered on “me, my, and I.” Today, we click on “my” website. Fill “my” shopping cart. We load “my” preferences. We ask, “What’s in it for me?” One fact is clear: If it isn’t relevant to “me,” it isn’t worth reading. In fact, even the “Dear Mr. and Mrs. Smith” approach to “personalized” direct marketing has lost its novelty and isn’t enough to capture consumer interest.

Some 80% of consumers have expressed a preference for more personalized communications, however only 30% of sellers are adapting to their customers’ wishes.² The good news for you and your company is that you can in fact relate to your customers as individuals, and at the same time show a solid ROI from your spending.

¹ “The Sad Reality,” Poder Magazine, July 2003

² CapVentures, July 2003

CapVentures ROI data—
using 1:1 marketing



DMA research—traditional
vs. personalized mail



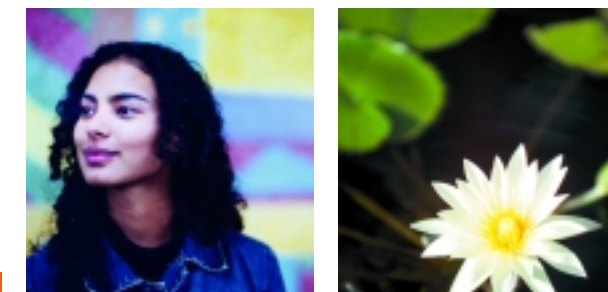
Improve ROI with real-time targeted marketing.

What's "real-time targeted marketing?" In practice, it means using your knowledge about prospects and customers to deliver compelling communications that are highly personalized and perfectly timed, for maximum effectiveness and improved ROI. It means taking fuller advantage of new technology and capitalizing on product changes and market shifts.

Real-time targeted marketing works because customers respond to messages that are relevant to them. Its value, however, extends beyond response rates. Real-time targeted marketing simultaneously helps you reduce costs and drive incremental revenue. Shortening production times and eliminating waste, it's a valuable lever for upgrading your marketing efficiency. Using digital assets and advanced digital print technology, you streamline processes within your organization and generate personalized, printed communications—in brilliant, full color—completely on demand.

Real-time targeted marketing boosts your revenue and profitability by delivering more effective, relevant marketing to your audience. Through personalized messages you can elicit response rates far beyond the industry-standard 1-2%—as much as ten times more, according to the Direct Marketing Association (DMA).

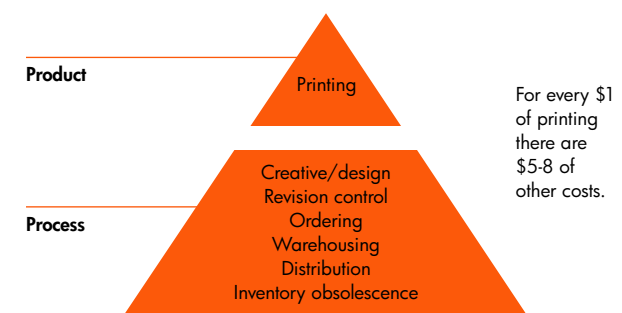
¹ CapVentures, April 2003



Reduce costs.

Marketers are often amazed at the waste attributed to collateral production. Industry estimates indicate that, for every dollar spent on printing, an incremental \$5-8 is spent on related activities, such as general internal administrative costs, internal document preparation and review, internal and external creative costs, warehousing, archiving, fulfillment, and distribution. A large part of the extra expense is in the high cost of obsolescence. An extraordinary 31 percent of printed material goes to waste.¹ It quickly becomes outdated and ultimately gets thrown out.

The true cost of print communication



These eye-opening figures stem from outdated marketing approaches and printing processes. All seasoned marketers know the process: communications for one campaign have traditionally been created independently of others, typically from scratch, without leveraging existing materials or assets. A new, 4-color product brochure, for example, is written for the broadest audience, uses new images, copy and design, and is produced in large quantities.

The reality is that products are evolving faster than the old processes can accommodate. Specifications change constantly, as do market conditions and competition. So the tactic of pre-printing large volumes of generic literature, with content that quickly becomes outdated, has become an inefficient use of limited marketing budgets.

Digital print communications are a prime example of real-time targeted marketing. They help you deliver the most accurate, up to date information. At the same time, the process enables full customization with customer-specific data, local market requirements, and product information—further providing the most targeted messaging in the timeliest fashion. Digital assets—approved templates, messages, images and logos—ensure corporate message consistency and brand compliance. And, the printed pieces are created on demand—when you need them and in the most efficient quantities.

Increase customer acquisition and loyalty.

It is well documented that consumers respond better to graphically rich, personalized communications. Numerous case studies have shown tenfold increases—and often higher—in response rates, making personalization a valuable tool in capturing the attention and eliciting a response from your prospects. It also stands to reason that your current customer—who already holds valuable equity in your brand—represents a relationship that can lead to expanded business activity.

The essence of personalization is leveraging what is known about the prospect or customer in order to craft offers that are relevant and compelling. Through varying messages, images, and offers, you can tailor your marketing to individuals and groups based on their specific characteristics and preferences.

Personalized, relevant marketing communications apply to any enterprise that needs to connect with its stakeholders—customers, prospects, investors, employees, distributors and partners. Why? Because relevancy in marketing gets results. Beyond improved response rates, it's a proven strategy for converting prospects, retaining current customers, and building long-term loyalty.

Use the power of HP digital publishing solutions.

HP, the company that helped transform enterprises with innovative networking, printing and computing solutions, is today committed to introducing another major transformation for industries worldwide. Committing the full breadth of its enterprise systems expertise, partner networks, and advanced printing technologies, HP is helping enterprises achieve new levels of excellence in their marketing performance.

A brand long admired for quality and innovation, HP helps usher in the new age of real-time targeted marketing by offering collateral-on-demand and personalized direct marketing solutions to enterprises. Designed to streamline the creation and production of personalized communications, these HP digital publishing solutions enhance your ability to acquire and retain customers at a lower cost—meaning more business and more profit.



“We were looking for a way to speak to [prospects] as individuals on a one-to-one basis. We are now able to target each prospect with mailings geared to their particular likes and dislikes.”
Direct Marketing Manager
BMW of North America

Collateral-on-demand

This “anytime, anywhere” digital publishing solution gives you the power to create, manage, print and distribute all forms of communications. It expands the reach and immediacy of your marketing programs through an easy, online interface that allows approved templates to be accessed, customized, and printed on demand.

Produced on a “just-in-time” basis, collateral-on-demand pieces meet smaller quantity needs, custom messaging requirements and tight schedule demands. And, all information is managed and updated centrally, protecting the company brand. Collateral-on-demand drives new marketing materials that deliver the most effective messages in the most efficient quantities.



Subway’s new recipe for communication

The challenge: provide point-of-sale materials for nearly 20,000 franchisee locations in 74 countries.

Multiple languages, currency, artwork for franchisees

Subway’s menu boards must reflect local pricing, currency, languages, artwork, and fonts—and provide space for local sandwich creations. Many new franchisees had resorted to “make your own” menu signage which fell far short of Subway’s high standards for branding and messaging.

The right recipe for Subway came in the form of an online collateral-on-demand solution. Using approved templates and digital assets, the franchisees create localized menu boards and signage.

Brand integrity and cost-savings assured

The Subway brand is protected and franchisees receive their menu boards within just 1-2 weeks. Subway anticipates a substantial savings—nearly \$2.8 million over the next three years—in labor and materials costs.



Coors brews up a potent point-of-sale program.

The challenge: enable 600 nationwide distributors to produce customized point-of-sale campaigns.

Variations in quality

In the past, local Coors distributors provided handwritten signs and posters for in-store promotion. The materials varied greatly in quality and were difficult to measure for effectiveness. To capitalize on an NFL sponsor, Coors decided to implement a higher quality, more efficient approach to point-of-sale marketing.

Brand compliance and fast turnaround

Using a wide choice of templates and graphics, including local NFL team images and logos, distributors today go online to provide local pricing and messages. Signs are printed on HP Indigo digital presses and HP Designjet large-format printers and shipped within 48 hours.



Finance America brokers a new solution for brochures.

The challenge: provide 230 sales reps with the most up-to-date product information and collateral.

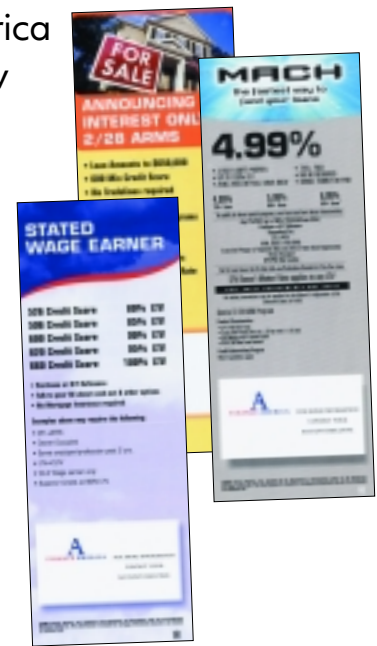
Streamlined process

With a demand for 30,000 pieces of marketing collateral per month and a time-consuming process for selecting from a limited set of messages to be added to pre-printed literature, sales reps would wait up to two weeks to receive their materials.

Turning to HP, Finance America adopted a new collateral-on-demand solution. Today, the sales force requests customized literature in less than two minutes, and orders are now fulfilled within 24 hours.

Profitable results

Print orders are now up to 70,000 per month. As a result, Finance America gains a big jump on the competition by getting its key messages in front of the right people, at the right time, with very profitable results.



Personalized direct marketing

The evidence continues to mount: personalized direct marketing makes a strong statement. It's simply a more effective way to communicate than mass marketing. And not by a small margin. Case studies and independent research show that marketers are enjoying response to personalized direct mail at rates up to 20, 30 and even 40%.

Respondents are also spending more, with average order sizes in some studies increased by up to 24%. The good news for marketers gets even better: respondents to personalized direct marketing also make loyal, long-term customers—improving on traditional retention programs by 47%. Personalized direct marketing communications deliver relevant messages that increase customer acquisition and loyalty.



Driving new business for the BMW Z4

The challenge: attract interest and sales for the BMW Z4.

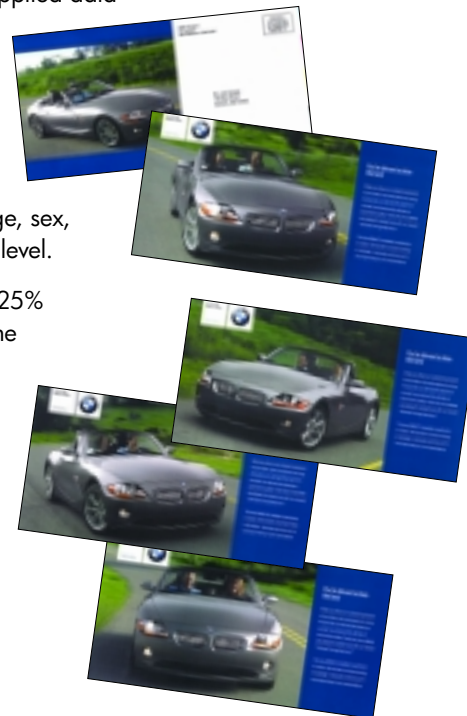
A 2-wave mail drop

The campaign employed a two-wave drop—a traditional direct mail piece followed up by a database-driven personalized direct marketing campaign.

Lifestyle personalization

Deriving customer-supplied data from the first wave of direct mail, the second mailing included personalization that reflected the prospects' favorite car color, age, sex, lifestyle and income level.

Targeting a 20% to 25% response rate from the personalized direct mail campaign, BMW expects to at least double the response from previous, traditional mail drops.



HP end-to-end solutions

HP has the proven experience and track record for successfully transforming the way enterprise companies communicate. In partnership with leading software application companies, creative agencies and print service providers, HP provides end-to-end digital publishing solutions to help you optimize your publishing processes for vital business communications.

HP consulting—HP helps your enterprise adapt to new technologies and embrace new processes. HP consultants will assess your publishing environment and show you how to transition your multiple, complex collateral management systems into a streamlined, scalable workflow system.

HP implementation services—HP will assist you in introducing the most appropriate digital publishing solution to your environment. A range of services are provided by a team of skilled and seasoned professionals. HP can assess your environment, make solution recommendations, integrate the solution technology with your IT department, databases, and agencies, connect you to print providers, and manage solution implementation.

HP partners—HP has forged solid partnerships within the digital publishing industry worldwide. Its partnerships encompass global providers of innovative software applications, creative agencies, and a network of reliable print service providers.

HP printing—HP provides an unparalleled portfolio of reliable and innovative color printers and presses that deliver offset quality—featuring rich color, vibrant images, and sharp text—and enable high-quality print-on-demand and personalization.

HP support services—HP has created a service and support program based on your preferences and measured on the resolution of your needs and issues.

Talk with an HP consultant.

With its end-to-end solutions, HP assumes the leadership position in establishing real-time targeted marketing across industries. Partnering with HP means gaining access to the most comprehensive digital publishing solutions available. Now you have the tools you need to leverage the full potential of digital printing, allowing you to deliver more effective marketing at a lower cost for improved return on your marketing communications investment.

Working with HP also means you've joined the movement for "real-time targeted marketing"—a simple principle representing an extraordinary opportunity to connect closely with your customers and help solidify your business' future. Let's discuss how HP digital publishing solutions can address your challenge. We'll put our business expertise, product innovation, and partnerships to work for you and your company.

Find out why more enterprise marketers are turning to HP for bold new solutions that streamline business processes and deliver more effective communications, including:

- Collateral-on-demand solutions that enhance your brand and reduce costs.
- Personalized direct marketing communications that deliver relevant messages and increase customer acquisition and loyalty.

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