



The Xerox 1:1 Lab

Fuji Xerox, delivering results you can measure.
As a global leader in digital and variable colour printing technology, we are helping our customers leverage the benefits of customized marketing through the Xerox 1:1 Lab.
For more information, call your Fuji Xerox sales representative, or visit our website, www.xerox.com/1to1lab today.

The Conference Board of Canada has gained significant benefits since testing the 1:1 Lab marketing solution from Xerox:

- Overall response rate **increased by 100 per cent**
- Achieved **12 per cent response rate** for 1:1 Lab piece from hard to reach executive clients, versus six per cent response rate from control piece
- **Brought relevant information** and targeted offers to time-strapped executives
- Protected the integrity of The Conference Board of Canada brand by **minimizing marketing fatigue** among Conference Board members

Xerox 1:1 marketing solution leads The Conference Board of Canada to double its direct mail response rates



The Challenge



Perry Eisenschmid,
Vice President,
The Conference Board
of Canada

With that number of offerings, the Conference Board is aware that too much direct marketing risked turning off its members.

“We don’t want to irritate our members by bombarding them with marketing messages,” he said. “The more efficiently we can begin target marketing our initiatives, and the fewer mass campaigns we have to do, the better.”

The Conference Board had recently launched a new initiative, Conference e-Proceedings, essentially a conference captured digitally and made available to its members and customers on CD or via the Internet. Conference e-Proceedings were designed with two objectives in mind. First, they provide a permanent record of the conference for people who had attended it and wanted to share it directly with their colleagues and thereby extend the conference’s teachings throughout the organization. Second, they also allow members who were unable to attend the conference to benefit from the insights shared at the event.

The Conference Board wanted to highlight its new initiative and set about offering a free Conference e-Proceeding to its members. Each member would be offered to select one of three conferences, specifically chosen to reflect their interests.

When St. Joseph Communications heard about the opportunity to invite one of its customers to participate in Xerox unique 1:1 Lab, and witness the results that can be achieved with a customized, digital colour direct marketing campaign, it approached The Conference Board of Canada.

**The Conference Board of Canada
Insights You Can Count On**



“We have an ongoing relationship with all of our customers, including the Conference Board, and we’re constantly looking to bring added value to the table,” said Jacques Cyr, Vice President, Business Development, St. Joseph Communications, a print and communication company that provides comprehensive direct marketing solutions for many of its clients. “Our goal is to become a partner working with our customers, helping them to achieve their business goals, as opposed to strictly being a supplier.”

The Conference Board has a strong tradition of direct marketing in its organization. With a diversified portfolio of businesses, including conferences, research and leadership development, it works with its print and marketing communications partner, St. Joseph Communications, on a multitude of campaigns throughout the year.

“When you include the programs offered by our affiliated organizations, The Niagara Institute and the Directors College, we hold over 350 events per year. Plus we introduce over 200 research reports and periodicals over the same time period,” said Perry Eisenschmid, vice president, The Conference Board of Canada. “To support those we use direct mail, business-to-business communications, and e-marketing.”

The Trilogy Alliance

The Trilogy Alliance is an enabler for Xerox Graphic Communications Group customers and their marketing and advertising customers to implement data-driven, one-to-one print campaigns on an ongoing basis.

Relatively few corporate marketers have the infrastructure, experience or expertise to execute customized marketing programs, even though they are aware of its advantages. The combination of Xerox, Terminal

Van Gogh Ltd. and the appropriate software partner brings together the software and skills commercial printers and their customers need without requiring them to invest immediately 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.

The Conference Board of Canada Project Production Price Comparison (US Dollars)

CBOC Control piece (static)	Cost per Package*	CBOC 1:1 Lab piece (variable)	Cost per Package*
		Data preparation, processing and set up***	\$0.06
		Variable Print Ready File Processing (VPS)***	\$0.29
*Printing (offset) - 1 piece (17" x 10.125") - 2 sided, bleed on both short edges. Paper stock included	\$0.24	*Digital Printing - 1 piece (17" x 10.125") - variable - 2 sides, bleed on both short edges. Paper stock included	\$0.53
**Finishing and Bindery - laser printing, trimming, folding, tabbing and mail preparation.	\$0.22	**Finishing and Bindery – trimming, folding, tabbing and mail preparation	\$0.10
Postage	\$0.37	Postage	\$0.37
TOTAL production	\$0.83	TOTAL production	\$ 1.35

* Price per package evaluated on the base of 7 400 piece.
** Finished piece (8.5" x 5.5") from a trimmed format of 17" x 10.125" piece folded twice.

*** This costing does not include or take into account creative changes, copy changes or any significant changes to the program as it was created in the 1:1 Lab. Changes to the project would result in an additional cost.

The Conference Board of Canada 1:1 Lab one-time cost (TVG)

1:1 Lab design and programming (1 time cost) Set-up - Xerox Partner - Terminal Van Gogh Ltd.	
Strategic planning, art direction, design and repurposing of existing creative and landing page	
Account service and project coordination	
Database design and variable application development including detailed response tracking and reporting of responses from the variable database group	
Variable programming and document engineering	
TOTAL design and set-up	\$32,000.00

The Data Driven 1:1 Marketing Plan in Action



“We were very vocal in our desire to ensure this was a legitimate test, we wanted to make sure the control piece and the 1:1 Lab piece were virtually identical, with the only varied elements being those that reflected the one-to-one capability.”

– Perry Eisenschmid, Vice President,
The Conference Board of Canada

“We were very vocal in our desire to ensure this was a legitimate test,” says Eisenschmid. “We wanted to make sure the control piece and the 1:1 Lab piece were virtually identical, with the only varied elements being those that reflected the one-to-one capability.”

TVG, under the umbrella of the Xerox 1:1 Lab, undertook the design of the 1:1 Lab control and variable packages, taking care to keep the overall look as similar as possible to the Conference Board’s traditional marketing piece to avoid skewing customers’ responses and ensuring an objective comparison of results.

Using existing customer data from the Conference Board, TVG created a series of one-page 17” x 10.125” double-sided and folded direct mail pieces that included a number of data-driven elements.

The front page of the 1:1 Lab direct mail piece included a photo representing the member’s gender and position. The text included the member’s name, their title and included a personalized web site address they could visit to receive their free Conference e-Proceeding.

The 1:1 Lab direct mail piece opened to include mention of the member’s role in

their organization, for example human resources, and text that identified the member’s company.

Fully opened, the piece presented the member with a choice of three Conference e-Proceedings, selected by the Conference Board and prioritized according to information it had gathered on the members’ areas of interest including business growth, change management and workplace health and well-being. In addition, other available Conference e-Proceeding that matched the interests of each member were highlighted in the brochure.

Photos used on the inside page of the piece again reflected the member’s profession, industry and gender.

The campaign’s control piece was offset printed and then a laser printer addressed each brochure. It was printed on Plainfield Opaque Brite White smooth 100 lb text.

The 1:1 Lab direct mail piece was printed on an iGen3® on 100 lb Xerox Xpressions text stock.

For the campaign, approximately 14,600 direct mail pieces were sent to Conference Board members; half were sent the control piece and half the 1:1 Lab piece.

Overall, the response rate for the 1:1 Lab piece was 100 per cent greater, double the control piece, without any additional follow up from the Conference Board. At the end of the 5-week campaign, the 1:1 Lab marketing piece achieved a 12 per cent response rate, compared with six per cent for the control piece, evidenced by the number of visits to the Conference Board’s website.

“Considering the call to action was for high level executives to visit a personal URL (PURL) and download their choice of a free Conference e-Proceeding, the 1:1 Lab team and the Conference Board were pleased with the results,” said Helene Blanchette, founder of the Xerox 1:1 Lab. “Media integration is a strong way of creating value and relevancy in direct mail campaigns. This is the first time we have integrated the print and web within our 1:1 Lab environment and the PURL allowed us to follow the actions taken by Conference Board members.”

“Because the control piece and the 1:1 Lab piece were almost identical, it was clear that it was the variable elements that delivered the great increase in results.”

Impressed with the solid business results delivered by the Xerox 1:1 Lab, the Conference Board anticipates using one-to-one marketing in future direct mail campaigns.

The Xerox 1:1 Lab: Demonstrating the Power of Data-Driven Marketing



1:1 Lab designed marketing pieces for The Conference Board of Canada

Xerox’s 1:1 Lab, a veritable testing ground for Xerox customers, demonstrates the power and accessibility of data-driven one-to-one marketing and has accelerated its adoption by the marketing community.

The 1:1 Lab provides a learning environment to test and compare the results of data-driven one-to-one direct mail marketing campaigns with traditional direct mail methods. The 1:1 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 some of the most robust and sophisticated one-to-one software solutions on the market. Terminal Van Gogh Ltd. (TVG) provides strategic consulting on data-driven marketing campaigns, builds the 1:1 Lab participants’ programs, re-purposes existing creative to function within the data-driven environment and develops the metrics in the data to gauge results.

“I was thrilled to see the 1:1 Lab piece doubled the results we had achieved with the campaign’s control piece.”

– Perry Eisenschmid, Vice President,
The Conference Board of Canada

Data Driven 1:1 Communications in Action

Additional e-Proceedings offers based on area of interest specific to each member.

Order of conference offerings determined by The Conference Board of Canada's knowledge of members' interests

Gender specific image

Member identified by position

Additional e-Proceedings offers based on area of interest specific to each member.

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- Hear valuable lessons on creating systems and processes that will help you build a culture of learning, change, innovation and implementation
- Companies presenting include: Allant Inc., OBC, Deloitte, Grand & Toy, Government of Ontario, Motorola Inc., and Sun Life Financial
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- Learn the best practices and innovations of leading employee health organizations: Pfizer Canada Inc., Canadian Cancer Society, and IBM Canada
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- > **Hear** from practitioners and experts addressing key business issues
- > **Profit** from innovative ideas that will help your company succeed
- > **Gain** insights from Conference Board research and learn how to apply best practices in your organization
- > **Increase** your leadership capacity
- > **Test** new approaches and hear about best practices
- > **Learn** from the experts and explore winning tactics and strategies
- > **Focus** on actual business experiences
- > **Minimize** scheduling problems and decrease time away from work
- > **Reduce** overall learning time because content is limited to the essential

The Conference Board of Canada. Insights you can count on

The Conference Board of Canada has distinguished itself as a leader in producing high quality events that deliver content, speakers, topics, insights, strategies and solutions. For over 50 years, we have been bringing together decision-makers from public and private sector organizations to address the top issues of the day and to learn from best practice organizations and industry experts – giving you timely insights you can put to work right away.

Risk Management

For people like you Jane, wanting to develop a more strategic and integrated approach to risk management. The diverse risks faced by large, leading edge organizations today cannot be effectively dealt with in a sequential or unique manner by each department or division, but must be examined in a comprehensive fashion.

Review one of our Conference e-Proceedings today, Jane. It's a \$725 value, and it's yours FREE, but only until May 31, 2006. Gain timely insights and winning strategies on a variety of topics that only The Conference Board of Canada can provide.

We bring the conference to you, Mrs. Sample, you can now learn right at your desk

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