

One to One delivers bold, personalised postcards with an HP Inkjet Web Press



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2101 East Saint Elmo Rd.
Building 1, Suite 110
Austin, Texas 78744

Tim Chapman
One to One Digital Solutions
2800 Story Rd West, Ste 100
Irving, TX 75038-5267

AT A GLANCE

Industry: Direct Mail & Transactional Printing

Business name: One to One Digital Solutions

Headquarters: Irving, Texas, USA

Website: www.onetooneds.com



CHALLENGE

- One to One Digital Solutions needed to process the variable data for a complex direct mail campaign for fine art manufacturer New Era.
- To create an attention-grabbing postcard campaign for New Era, One to One also had to deliver top-tier image quality and colour.

SOLUTION

- One to One turned to its HP T300 Color Inkjet Web Press, featuring exceptional variable data capabilities and best-in-class print quality.
- To achieve outstanding colour quality at fast print speeds, One to One chose Appleton Coated Utopia Inkjet paper.

RESULTS

- One to One produced a promotional postcard campaign that sparked more than a 4% overall response rate from New Era's customers—with relevant, personalised pieces generating almost double the call-to-action response compared with static pieces.

“I don’t think we could have gone with anything less than beautiful, and these postcards certainly hit the mark.”

— Joseph Garcia, President and CEO, New Era, Inc.

When One to One Digital Solutions began devising a direct mail campaign for fine art manufacturer, New Era Inc., the Texas-based digital solutions provider knew the mailers had to be eye-catching enough to impress the company’s art-savvy clientele. Because this was New Era’s first mailing to its interior design customers, One to One also knew a multipronged approach would help explore the most relevant and effective content strategy.

The companies collaborated to create a postcard campaign to promote a free sample of New Era’s latest offering: artwork printed on HP PVC-free Wall Paper. Recipients were divided into three groups. The first group received a static postcard with a common wall art image. The second group received a more dynamic postcard with a living room scene featuring wall art depicting their nearest metro area. The final group received the most personalised postcard showing a living room featuring wall art of the last piece of art the recipient bought from New Era.

Facing a complex, image-heavy mail campaign, One to One turned to the variable data capabilities, premium print quality, and efficient production offered by its HP T300 Color Inkjet Web Press for top-quality results.

Impressive variable data capabilities

One to One needed to personalise half of the campaign’s 12,500 postcards using the extensive customer data New Era provided. Thanks to the HP T300 Color Inkjet Web Press, the digital solutions provider was confident it had the right technology to tackle the job efficiently.

For New Era’s personalised campaign, the variable data included thousands of individualised art images in both vertical and horizontal orientations. The data also contained a personal greeting and a personalised URL (PURL) that took customers to a website where they could submit a form to get a free sample of New Era art printed on HP PVC-free Wall Paper and explore the HP Wall Art Software-as-a-Service solution.

When it came time to process each page, the HP T300 Color Inkjet Web Press’s robust variable data capabilities helped One to One handle the customer data quickly. “The front end on the T300 is probably the fastest page-processing engine I’ve ever worked with,” says Tim Chapman, chief technology officer at One to One.

Colour quality to turn heads

To really connect with interior design customers, One to One had to ensure the colours on the finished postcards showcased New Era’s fine art offerings in vibrant style. Using the best-in-class colour quality of the HP T300 Color Inkjet Web Press, One to One met the fine art manufacturer’s image-quality standards.

“New Era’s customers are business-to-business interior design people, so it had to be a good-looking piece,” says Brett Benton, vice president of sales at One to One.

The HP T300 Color Inkjet Web Press uses CMYK HP pigment inks and HP printheads to produce vivid colour images, sharp text, and uniform area fills. “The colour is far superior to what is out there [compared with similar web-fed inkjet presses],” says Benton.

Joseph Garcia, president and CEO of New Era, adds, “We’re in the fine art business, and we’re known for our quality. I



don’t think we could have gone with anything less than beautiful, and these postcards certainly hit the mark.”

Due to the striking image quality and, for the most dynamic group, the personal connection to the artwork they bought, Chapman predicts that many recipients may keep the postcards longer than most direct mail: “The staying power of these pieces—the ability to get them up on the wall in someone’s office—I think will yield results through a longer sales cycle.”

Efficient production

“By the time we got to print the file, that was the shortest part of the whole project,” says Chapman. Using full-colour, 100% variable data printing at full press speeds up to 122 metres (400 feet) per minute, the HP T300 Color Inkjet Web Press printed the image-heavy, variable data campaign efficiently.

In less than an hour, the HP T300 Color Inkjet Web Press printed the 12,500 postcards on Appleton Coated Utopia Inkjet paper, which features a high-speed coating and was developed jointly with HP.

“Compared with conventional presses, the HP T300 is so much easier at the operator level. It’s much more automated,” says Chapman.

Direct mail that gets results

The customer response to both the personalised and static postcards proved even greater than anticipated. After the results were tallied, New Era received an overall response rate of more than 4%, about twice the predicted rate for that type of direct mail campaign.

The campaign also revealed that relevancy matters. Personalisation drove 76% of dynamic group respondents to complete the online form, compared with just 44% of static group respondents. That helped generate a cost per lead that Garcia explains is in line with comparable marketing campaigns the company has done before. “We were very satisfied with the return on investment,” he adds.

With a successful return on investment and new insights on how to best connect with the company’s customers, Garcia concludes: “We would absolutely do this again.”

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