

CASE STUDY

DOCS CEGE

A COLLABORATIVELY CREATED, PERSONALISED MAGAZINE



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VERTICAL MARKET: Publishing

BUSINESS APPLICATION: Publishing/Periodicals

BUSINESS OBJECTIVES

Spanish company Taller Editorial CEGE, with offices in Madrid and Barcelona designs, creates and manages publications. Their clients include several leading brands and corporations such as Nestlé, Bayer, Seat and Novartis.

Most marketing, communication and HR directors have corporate publications for their customers, employees or stakeholders. However, many of them are not familiar with the opportunities that digital printing offers for personalised publications tailored to their needs, interests and wants of the audience. They tend to believe that the process to create a publication is slow and inefficient and that personalisation makes it even worse.

Taller Editorial wanted to demonstrate to its clients that it was not difficult to create a fully personalised magazine and to show them the potential opportunities for the own publications.

The key campaign objectives were to:

- Engage their clients in the process of creating a personalised publication
- Show the ease of the process by producing the publication quickly
- Encourage clients to use personalisation in their own publications

RESULTS

- 28% of their target audience participated
- Within two months of the campaign Taller Editorial had gained 3 new customer projects and were negotiating 3 new personalised projects.

STRATEGY

The campaign strategy was to invite a target audience of their clients to participate in the collaborative publication of a one-off personalised magazine using interactive PURLs to create content and variable data digital printing to produce unique copies for each participant. To prove the speed and ease of the

personalised publishing process it was planned to take just ten days from the initial invitation to receipt of the printed publication.

The publication concept was based on seeking positive approaches and inspirational visions in response to the current Spanish economic crisis. As well receiving a highly personalised magazine featuring the recipient's own contribution they would be incentivised with an attractive prize draw.

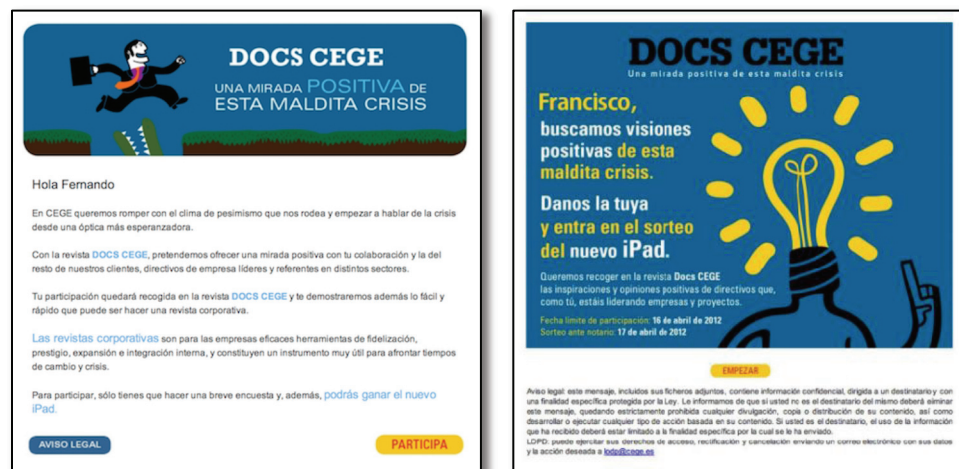
CAMPAIGN ARCHITECTURE

There were three phases to the campaign:

1. an initial email to invite recipients to participate via a PURL
2. the landing page, accessed via the PURL, in which the participant could contribute their own content
3. the resulting publication which was printed and published online and a personalised bookmark sent as an acknowledgement

1 Email

The email explained the campaign, outlined the offer and included a simple click through to the personalised landing page.



2 Landing Page

A visitor to the landing page was asked to contribute three items to personalise their version of the magazine.

Responses to the mail and visits to the PURL were tracked and analysed. It showed that 91 of the recipients' emails were opened, of which 74% visited the PURL and 67% of those completed the survey to make their own contribution.

TE PRESENTAMOS TRES MANERAS DE HACERNOS LLEGAR TU APORTACIÓN PARA DOCS CEE

- Puedes participar en una de las opciones, en dos o en todas ellas si te apetece.
- Eliges lo que quieras, sólo te llevará unos minutos.
- ¡Anímate a compartir tu visión positiva de la crisis y podrás ganar el nuevo iPad mediante sorteo.

1. Tu reflexión

¿Pienas que la crisis puede representar una oportunidad para mejorar el presente y el futuro? Escríbelo aquí en tus ideas y opiniones sobre su lado positivo. Puede ser un pensamiento o frase, o bien un artículo breve.

Nombre y apellidos:

Cargo/Departamento:

Empresa:

2. Tu personaje

¿Cuál de estos personajes crees que ha tenido un espíritu especialmente innovador y positivo y te gustaría conocer mejor?

☐ Leonardo da Vinci
☐ Marco Polo
☐ Coco Chanel
☐ Hermanos Lumière
☐ Albert Einstein
☐ Rosa Parks

3. Tu inspiración

Elige la frase que te inspire una visión más positiva para afrontar la crisis.

☐ «El futuro no es lo que meas. Confúcio»
☐ «¿Qué hora es? Hora de volar» Amelia Earhart
☐ «El hombre se descubre cuando se mide contra un obstáculo» Anthony de Saint-Exupéry
☐ «En los momentos de crisis, sólo la imaginación es más importante que el conocimiento» Albert Einstein
☐ «No hay buena, naturaleza ni certeza que pueda imponer a la libertad de mi mente» Virginia Woolf
☐ «Cada vez que me da la gana me hago» Charles Darwin

Landing page with three personalisation options:

- a space in which they could write their own positive vision about the economic crisis
- a choice of one of seven historical figures that most represented an innovative and positive spirit e.g. Gutenberg or Leonardo da Vinci
- a choice of one of several inspirational quotes from figures such as Einstein or Confucius

3 Personalised Collateral and Publication

The publication was created using 50% static content from the edited contributions of all of the participants and 50% dynamic content using the participants' own choices and words. The text and graphics for the cover, editorial, participant pages, historical figure and quotations were personalised.



A bookmark was sent immediately after each participant entered to thank for their contribution and was personalised with their chosen quotation and their name.



At the end, participants were also sent a QR code giving access to digital edition and a PDF of their unique publication.

INCENTIVE OFFER

All participants were entered into a prize draw to win an iPad.

REASONS FOR SUCCESS

As a self-promotional campaign for Taller Editorial this programme demonstrated several best practices.

- Engage the audience with a marketing campaign that is relevant to them. CEGE caught the attention of publishing professionals by making the campaign a collaborative publishing project in itself.
- Be innovative. The participatory nature of the programme and the choice of topic made the campaign interesting and showed the full potential of personalised publishing.
- Keep it simple. The personalised email and landing pages were uncomplicated so that a quick response could be achieved. This helped the overall campaign to be executed swiftly and to demonstrate the ease of personalised publishing.

