Four-color, digital printing solutions

IBM

The InfoColor 70 is the Premium Choice in One-to-One Marketing.

Imagine an ordinary day when you look in your mailbox, and awaiting your discovery is no ordinary piece of mail. You find a personalized brochure from your employer who is offering you a new insurance plan. Your first reaction is fear, dreading the cryptic fine print that you'll have to read. Your second reaction, after scanning the document, is relief. The brochure you received describes your exact needs and clearly explains why this plan meets your budget and personal requirements. The piece isn't intrusive, but says just enough to gain your interest. Better yet, all you have to do is read it, sign it, return it and you're enrolled. Now imagine you're the insurance supplier; you just nearly tripled the annual revenue from a single customer.

"The InfoColor 70 isn't just a printer, it's a marketing wonder."

David Earls, President, Not All There

Customer-Friendly Solutions

It all began when BMA, an insurance and financial services company located in Kansas City, Missouri, decided to aggressively pursue the sale of payroll-deducted insurance protection products. Through the information gathered from employers, BMA has an abundance of valuable information about its customers and they decided to put it to good use. "We wanted to make it as easy as possible for our customers to select an

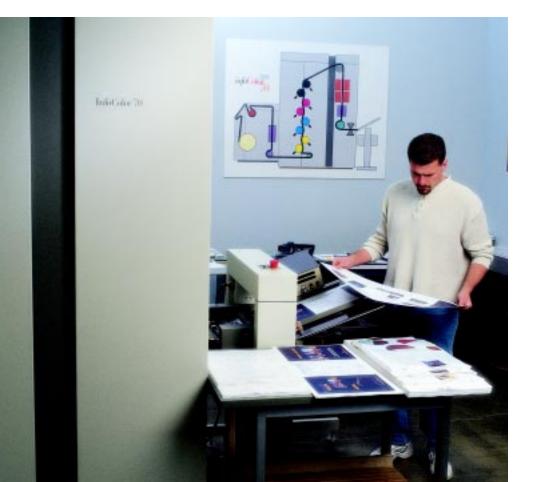|	
Application	One-to-one, variable data document printing
Hardware	IBM® InfoColor™ 70
Services	Maintenance and Support

insurance plan. Past experiences showed that documentation sent to insurance customers contained irrelevant information, was lengthy and convoluted, and sometimes overlooked their needs," said Ann Clifford, group marketing manager at BMA. "We can now work on a need-to-know basis. If a product feature doesn't apply to our customer, they don't need to know about it, which helps make the decision to buy much easier for them."

Collaborative, Customized Efforts

David Earls, president of the marketing consultant group 'Not All There', worked closely with Cicero Graphic Resources Inc., BMA and IBM Printing Systems Company to create a highly targeted direct mail campaign for distribution to the employees of BMA's customers. In the past, a targeted mailing simply meant importing a name and address into a standard letter. Today, a targeted mailing is about mass customization.

"Our objective is to make each document as personalized as possible so it really appeals to the reader," said Earls. "For BMA's campaign, we determined each person's needs by analyzing the information in the database and completing their details on the enrollment form. All that was left to do was sign it and mail it."

The InfoColor 70's one-to-one marketing capabilities are the catalyst for exciting new business opportunities.

Earls specializes in developing print files specifically for the IBM InfoColor 70 — a full-color, digital press that outputs at offset quality — to create customized marketing material. These files are then forwarded to Cicero Graphic Resources for output on an InfoColor 70. "The InfoColor 70 isn't just a printer, it's a marketing wonder," he comments.

Digital Technology is Key

Jerry Cicero, president of Cicero Graphic Resources, is a veteran in the pre-press industry with more than two decades of experience. The company focuses on producing customized collateral from digital files. What helped the company succeed in this growing market is its ability to realize the importance of digital technology.

"I recognize that the industry is changing rapidly and acknowledge the changing role of digital products and tools," said Cicero. "We intend to stay ahead of the game, and the InfoColor 70 gives us the ability to do that."

Installed in September 1996, the printer's initial purpose was to output short runs of quality color documents. However, in less than 18 months, it evolved with Cicero Graphic Resources into a whole new business.

Unbelievable Results

After the collaboration between IBM, Cicero Graphic Resources and BMA, the campaign results came in and they were almost too good to believe. In one case, BMA distributed personalized term life insurance enrollment forms to 12,292 employees in nearly 300 locations throughout the country, making it easy for employees to see the need for insurance and choose a coverage amount. At the onset of the campaign, BMA's goal was to double the premium being generated by this large account. This campaign increased the account's monthly premium revenue by 180 percent. And, if the first scenario wasn't convincing enough, here's a second success. Personalized material was prepared for 4,200 employees of a separate company. As a result of this campaign, more than 1,800 employees enrolled, with more than half of those also buying insurance for their spouse and children. This equaled a 43 percent enrollment rate. Earls says "The results are enough to convince anyone that one-to-one marketing is truly effective."

Leading up to these results, Cicero, Earls and BMA had worked together on more than 50 successful campaigns over the past year, giving them a wealth of experience to execute these two jobs.

"In all cases, we've been able to better explain the value of the insurance

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Jerry Cicero, President, Cicero Graphic Resources

coverage and increase the accuracy of the completed enrollment forms, taking these burdens off the employer," said Clifford. "The technology being used to create these customized enrollment pieces has also allowed us to operate more effectively and efficiently than we ever imagined."

The combination of three basic elements — organization of information, printing and distribution — drove these three diverse businesses in the same direction…to new business opportunities that were unheard of five years ago. Cicero added, "The catalyst in this situation was IBM's InfoColor 70 — its output made a unique marketing concept a reality."

Customized information in full color is targeted directly to customer needs

Personalized material produced on-demand has increased monthly premium revenue by 180 percent

The dramatic increase in response rates validates the value of one-to-one marketing