



on-demand creation of customised
direct mail via the web

Eurocell

Project:

Eurocell, a leading UK manufacturer and distributor of building plastics promotes its network of branches through on-demand customised direct mail managed via the web

Vertical Market:

Manufacture and distribution of building plastics

Business Application:

On-demand creation of customised direct mail via the web.

Eurocell manufactures and distributes more than 3,800 PVC-U products to window and door fabricators, installers, builders and roofing contractors via their network of UK branches. With an extensive network of 100+ branches nationwide, Eurocell was looking for a more cost effective and speedy way of communicating new branch openings, branch relocations as well as special offers to their customers.

Program Objectives:

- Increase sales through their branches by producing tailored direct mail campaigns
- Reduce the time spent by the central marketing department producing marketing materials
- Increase the speed and flexibility to market of direct mail customer communications
- Deliver a consistent brand message throughout their network of branches
- Drive down costs associated with producing localised direct mail

Description

Irongate Digital approached Eurocell with a view to implementing a web-based solution for the cost effective creation, print and fulfilment of direct mail campaigns to their database of customers.

Eurocell had been producing promotional postcards to advertise the opening or relocation of their branches, together with special offers. But the current system involved the central marketing department creating a different set of promotional postcards for each branch which featured that particular branch's details. The artwork was then overprinted onto pre-printed base sheets. This took at least 5-10 days to produce and overprinting limited the flexibility of the design of the postcards.

Irongate's online Marketing Resource Centre, iCu was a perfect fit for Eurocell. It combines web technology with on-demand digital printing to make life much easier for marketing professionals and provides a cost-effective approach to managing the production and fulfilment of marketing materials from one central location.

Double-sided postcard templates were created and uploaded to Eurocell's iCu website, built and branded specifically for Eurocell. Certain elements of these design templates were made editable for example individual branch addresses, telephone numbers and opening/relocation dates.

Now, central marketing simply login via a secure password, choose a postcard template (either new branch opening, branch relocation or special offers) and fill in the editable details. They upload the 'local' database of typically 500-8000 contacts that they wish to target for that local area and press 'order'. The postcards are then printed on Irongate's iGen3 digital press with the recipient's address on the reverse and automatically mailed out within 24-48 hours of the order being placed.

Significant Results

- Significantly reduced the time that the Marketing dept spend on administrative duties
- Driven substantial cost out of the marketing collateral process
- The conversion to print on demand has reduced the waste associated with overprinting
- Access to a 24/7 order system
- Has speeded up the creation of the customised DM campaigns, improving responsiveness to changing market conditions
- Able to customise and personalise marketing material online whilst maintaining brand guidelines



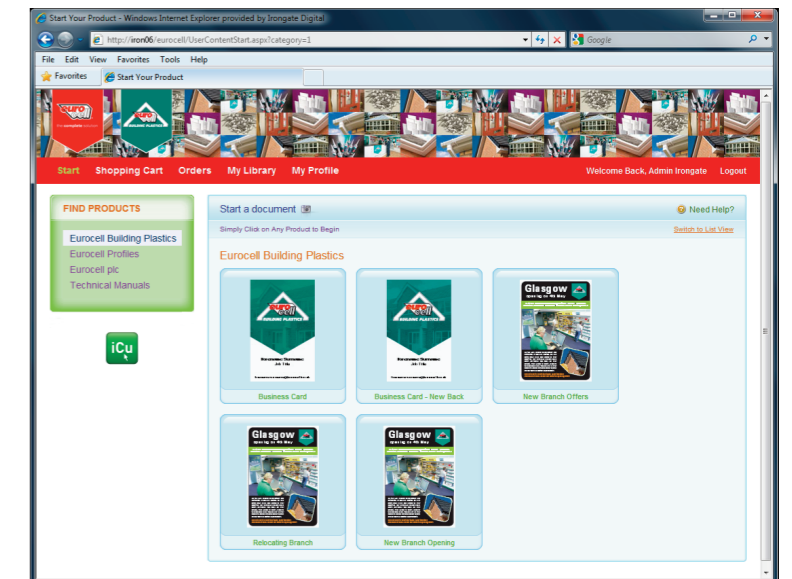
Direct Mail Postcard

The Future

iCu has now been operating successfully within Eurocell for over a year. There is vast potential for exposing the rest of the business to these benefits. This could be by providing their distributors direct access to web-based marketing support, whilst still maintaining head office control, for example. The system is also being used to control internal printed items such as business cards. The opportunities for using this system are endless.

"for Eurocell this is only the beginning of a strategy to work smarter and to provide more dynamic marketing support for our distributors and retail outlets. The system not only saves time and money but offers us a platform for producing more effective, personalised collateral that will hopefully help us achieve better responses and return on our marketing activity"

Building Plastics Marketing Manager - Eurocell



Eurocell iCu Resource Centre

