



Case Study **MagiComm, LLC** **PANTONE Spyder2 Launch**



Customer

www.magicomm.biz

www.pantone.com

Challenge

A sales-generating launch campaign, targeted to a discerning design community

Prove Pantone II colors' viability in digital print, particularly for VDP

Solution

Highly creative, attention-grabbing, personalized postcard that conveyed high-quality color matching, and drove traffic to the web landing pages for handling responses

XMPie's use of InDesign as the layout tool provided state of the art color management capabilities, including Pantone-certified matching, from desktop to print engine

Results

113% of forecast

81% incremental sales over previous years' campaign

Acquired valuable customer data

XMPie Inc.

Headquarters

XMPie Ltd.

MagiComm is a Massachusetts-based company providing design, development, implementation, and support services for multi-channel marketing communications solutions (workflows and technologies). Pantone®, Inc. offers a full range of color technology systems for the graphic design, printing, publishing, textile and plastics industries. The PANTONE MATCHING SYSTEM® is a standardized language with which printers and designers can accurately define and communicate color.

Pantone needed a state-of-the-art, cutting-edge communications campaign to generate sales for achieving the 2004 targets for the new ColorVision® Spyder2™ color monitor calibration system. It had to be consistent with Pantone's history as an innovator and leader, and prove the product's claims. Additionally, Doris Brown, Vice President of Marketing at Pantone, had read in a study that "The ability to accurately reproduce spot or blended colors in a VDP environment" was one of three obstacles to widespread adoption of VDP and knew she needed to disprove this outdated mindset. Pantone also wanted to enhance their prospect database by collecting new data, and verify the accuracy of existing data.

MagiComm had to come up with an attention-grabbing, response-generating VDP campaign despite the lack of detailed customer data and resultant inability to create highly-relevant personalized messages. The production process had to ensure the accuracy of Pantone II colors in the postcards. MagiComm also realized that the budget would not cover any costs for learning new tools.

MagiComm delivered a multi-phase campaign that first reached each creative professional via a printed postcard containing a Response URL (the only response mechanism) for a sweepstakes. This drove recipients to a personalized web page for sweepstakes entry (data gathering), product information, and online purchasing of the Spyder2. A few weeks later, response statistics were analyzed, and a follow-up HTML e-mail, including the Response URL, was sent only to the people who did not visit their landing page. In this provocative campaign, personalization by name was effectively used to challenge each prospect ("Sue, are you this confident in your color?"). To draw further attention to the campaign, three versions of the design were created and one was assigned to each recipient. The bold graphics containing skin tones, colorful tattoos, and Pantone II color chips proved Pantone's confidence in color accuracy, especially in the on-demand, digital print, variable-data world. The postcards were easily recognizable on the desks of colleagues (...but I got a guy on blue!). For each individual, the version remained consistent throughout all media. Rick Littrell, CMO of MagiComm chose the XMPie® PersonalEffect™ system for the implementation. "The toolset and distributed workflow allowed me to use the full range of my team's talents, without introducing limits or interfering with their daily working methods." Within XMPie uPlan, programmers defined the logic with SQL commands. With Adobe® InDesign®, the plan file and sample data from the programmer, and the XMPie uCreate® plug-in for easy "double-click" assignment of the variable design elements, and WYSIWYG previews of changing content, the creative team could experiment freely to achieve the no-holds-barred visual style that lived up to Pantone's image and impressed their design-savvy clientele. Because PersonalEffect does not interfere with color information, designers were able to use the Pantone II colors and color management tools provided in InDesign. ColorCentric, another PersonalEffect owner, printed the postcards on their digital press, which is certified with a Pantone II digital chips book.

Pantone's multi-channel, 39-day, VDP campaign was a great success. They achieved 113% of forecast as a result of this December 2004 campaign. This was 81% higher than the December 2003 campaign for the original ColorVision Spyder. The *only* response mechanism was the Response URL, which recorded a 7.87% response rate across the campaign. Even more impressive is that 78.97% of those that visited their landing page completed the questionnaire, providing valuable new data that can be used for future marketing endeavors.

"We wanted to accomplish a great deal with a single campaign, and we knew that VDP was the right solution," says Doris Brown, Vice President of Marketing at Pantone. "It was such a successful model and we're already planning to repeat it."

The official campaign has ended, but XMPie has re-hosted it so you can experience it yourself with these Response URLs:
pantone.xmpie.com/DavidGain25 • pantone.xmpie.com/PatrickKelly270 • pantone.xmpie.com/JohnMarino259

one to one in one™

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