

PODi CASE STUDY

PRINT SOLUTIONS MAGAZINE

PERSONALIZED COVERS PROMOTE LOCAL PAPER MERCHANTS



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PRINT SOLUTIONS MAGAZINE

VERTICAL MARKET: Publishing

BUSINESS APPLICATION: Specialty Printing / Custom Manufacturing

BUSINESS OBJECTIVES

Earth Island is a media, marketing and publishing company based in the UK. Besides a diverse range of publications across several markets, Earth Island publishes the leading monthly 'Print Solutions'.

Earth Island likes to bring their readers something different with each published magazine issue. For their June 2018 edition of Print Solutions, Earth Island teamed up with three partners to create a magazine that would allow the reader to understand the power of digital print and variable data for rich personalization.

Premier Paper is the UK's leading independent paper merchant. Participating in this special Print Solution magazine issue Premier Paper wanted to highlight their people-based business approach. locr's personalized maps were the ideal tool to highlight the proximity of a Premier Paper branch with a team dedicated to its local customer base.

RESULTS

- The project generated great awareness through its high quality personalization.
- The ten regional covers generated a lot of interest with readers especially liking the various versions and the inclusion of their personalized navigation maps.
- This has continued from the printed copies on to the internet with plenty of social media posts where readers shared the cover they received and created other ongoing interaction, too.
- Premier Paper was so impressed by the simple accuracy with which locr's personalized maps highlighted the presence of their local branches all across UK, that they immediately ordered more locr maps for their own marketing purposes.

CAMPAIGN STRATEGY

This issue was all about locality – your local cover, your local paper stock provider. And all of that made possible with digital printing and variable data.

In this special issue of Print Solutions subscribers of the magazine would not only receive one of ten regional personalized covers, but also two customized maps that showed them the route to the branches of Premier Paper and Woodland Trust locations in their vicinity.

Earth Island UK engaged geomarketing specialist locr GmbH to calculate the fastest routes, supply driving times and generate two personalized map images for each recipient.

Besides the high quality personalization and professional production of the magazine edition, all three partners were introduced in a separate cover story explaining their part in the project and how they each help their local customers to create engaging printed communications.

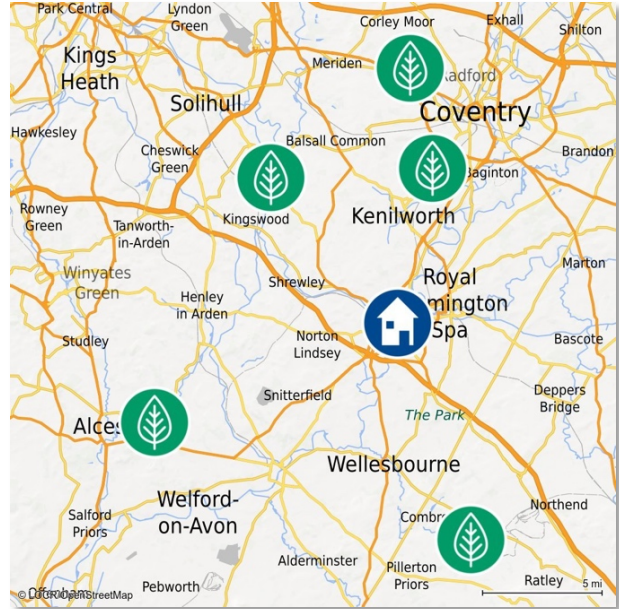
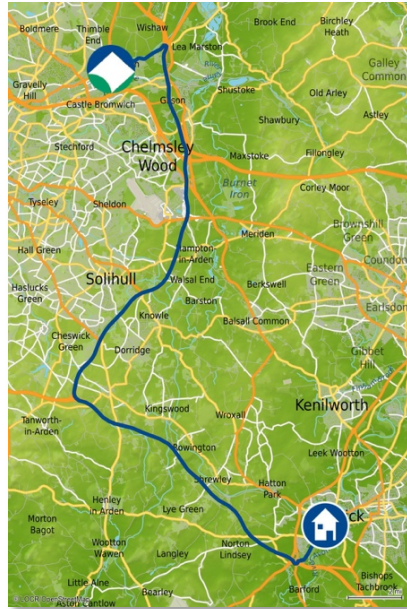


CAMPAIGN ARCHITECTURE

Print Solutions has a print run of 10,000 copies which are sent to readers, in both the UK and abroad, on a monthly basis.

To take the June issue of Print Solutions beyond the normal form of personalization Earth Island provided anonymized address data to geomarketing expert locr. Each address was then geocoded and assigned to one out of ten cover image locations and also to the nearest branch of Premier Paper and the five nearest Woodland Trust locations.

Finally locr generated two personalized maps for each recipient to show them where the nearest Premier Paper and Woodland Trust locations are together with distances and driving times.



The enriched address data and personalized maps together with the cover images were then forwarded to Harrier Print to be printed on an HP Indigo press. For the regional covers, Earth Island selected ten different cover images representing different regions of the UK. The high quality paper for the covers was provided by Premier Paper.

The printed flat covers were then sent to Warners, the magazine's usual litho printer, to be bound onto the rest of the magazine which was printed on Stora Enso paper.

With not only the personalized maps on the back cover but also regional personalized cover images the magazine issue generated high awareness: "In fact, with all the possible variations from the paper merchant branches, the carbon capture sites, the regional covers and the different readers' locations, there are over 13.6 million different possibilities," David Gamage, Managing Director of Print Solutions Magazine, notes.

REASONS FOR SUCCESS

This outstanding magazine issue is proof that with the help of locr's location-based services together with a creative idea and experienced production partners you can easily generate personalized, highly compelling and relevant printed communications that become a topic of conversation, even in a high-volume.

Together with the local cover images and locr's personalized maps, Earth Island mastered the power of proximity to get closer to their readership.

Susan Wright, Print Solutions Editor, notes:

"Print Solutions is all about creativity and innovation, and we aim to show readers all the wonderful things that you can do with print to add value. The locr cover was a great example of this. We find that readers really respond well to receiving something personalized. But rather than just put on a name, which has been done so many times, locr allows us to take personalization to the next level. We love working with locr as the company really takes away all the hard work from us – and allows us to produce innovative covers with a real 'wow' factor. We would highly recommend the company to anyone looking to make their print stand out."



CLIENT	Earth Island Publishing Ltd www.earthisland.co.uk Media, marketing and publishing house
PRINT PROVIDER & AGENCY	Harrier Print LLC www.theharriergroup.com the UK's leading innovative digital print, photo print and gift products provider. locr GmbH www.locr.com A leading provider of geo-based services that let marketers use location to their advantage.
HARDWARE	HP Indigo
SOFTWARE	HP SmartStream Designer
TARGET AUDIENCE	Magazine subscribers
DISTRIBUTION	10,000
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