Case Study

The Conference Board of Canada, Ottawa

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The contents described herein are correct as from June 2009.

Client benefits close-up

Fujixerox, delivering results you can measure.
As a global leader in digital and variable colour printing technology, we are helping our customers leverage the benefits of customized marketing through the Xerox 1:1 Lab.
For more information, call your Fuji Xerox sales representative, or visit our website, www.xerox.com/1to1lab today.

The Conference Board of Canada has gained significant benefits since testing the 1:1 Lab marketing solution from Xerox:

- Overall response rate increased by 100 per cent
- Achieved 12 per cent response rate for 1:1 Lab piece from hard to reach executive clients, versus six per cent response rate from control piece
- Brought relevant information and targeted offers to time-strapped executives
- Protected the integrity of The Conference Board of Canada brand by minimizing marketing fatigue among Conference Board members

Xerox 1:1 marketing solution
leads The Conference Board of Canada
to double its direct mail response rates
The Conference Board is a national, not-for-profit organization whose expertise lies in not only running conferences, but also in conducting, publishing and disseminating research, helping people network and developing individual leadership skills. It has a membership base of 8,200 organizations and 100,000 individuals. Funded exclusively through fees it charges for services to the private and public sectors, The Conference Board’s vision is to be recognized as Canada’s most influential, independent source of insight for leaders. Its mission is to build leadership capacity for a better Canada by creating and sharing insights on economic trends, public policy and organizational performance.

The Conference Board has a strong tradition of direct marketing in its organization. With a diversified portfolio of businesses, including conferences, research and leadership development, it works with its print and marketing communications partner, St. Joseph Communications, on a multitude of campaigns throughout the year. “When you include the programs offered by our affiliated organizations, The Niagara Institute and the Directors College, we hold over 350 events per year. Plus we introduce over 200 research reports and sharing insights on economic trends, public policy and organizational performance.

The Conference Board of Canada

Perry Eisenreich
Vice President, The Conference Board of Canada

With that number of offerings, the Conference Board is aware that too much direct marketing risks turning off its members. “We don’t want to irritate our members by bombarding them with marketing messages,” he said. “The more efficiently we can begin target marketing our initiatives, and the fewer mass campaigns we have to do, the better.”

The Conference Board had recently launched a new initiative, Conference e-Proceedings, essentially a conference captured digitally and made available to its members and customers on CD or via the Internet. Conference e-Proceedings were designed with two objectives in mind. First, they provide a permanent record of the conference for people who had attended it and wanted to share it directly with their colleagues and thereby extend the conference’s teachings throughout the organization. Second, they also allow members who were unable to attend the conference to benefit from the insights shared at the event.

The Conference Board wanted to highlight its new initiative and set about offering a free Conference e-Proceeding to its members. Each member would be offered to select one of three conferences, specifically chosen to reflect their interests.

When St. Joseph Communications heard about the opportunity to invite one of its customers to participate in Xerox unique 1:1 Lab, and witness the results that can be achieved with a customized, digital colour direct marketing campaign, it approached The Conference Board of Canada. Each member would be offered to select one of three conferences, specifically chosen to reflect their interests.

The Trilogy Alliance is an enabler for Xerox Graphic Communications Group customers and their marketing and advertising customers to implement data-driven, one-to-one print campaigns on an ongoing basis.

Relatively few corporate marketers have the infrastructure, experience or expertise to execute customized marketing programs, even though they are aware of its advantages. The combination of Xerox, Terminal Van Gogh Ltd. and the appropriate software partner brings together the software and skills commercial printers and their customers need without requiring them to invest immediately in these areas. As they gain one-to-one campaign knowledge and build their business, printers can continue to work with the Alliance or make the investments that will allow them to continue independently. The Trilogy Alliance offers flexible services, based on the skills and infrastructure of each customer.

The Conference Board of Canada

Insights You Can Count On

“We have an ongoing relationship with all of our customers, including the Conference Board, and we’re constantly looking to bring added value to the table,” said Jacques Cyr, Vice President, Business Development, St. Joseph Communications, a print and communication company that provides comprehensive direct marketing solutions for many of its clients. “Our goal is to become a partner working with our customers, helping them to achieve their business goals, as opposed to strictly being a supplier.”

The Conference Board of Canada Project

The Trilogy Alliance

Production Price Comparison (US Dollars)

<table>
<thead>
<tr>
<th>Description</th>
<th>CBOC Control piece (statics)</th>
<th>CBOC 1:1 Lab piece (variable)</th>
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<tbody>
<tr>
<td>Cost per Package*</td>
<td>$0.24</td>
<td>$0.06</td>
</tr>
<tr>
<td><strong>Variable Print Ready File Processing (VPS)</strong></td>
<td>$0.22</td>
<td>$0.29</td>
</tr>
<tr>
<td><strong>Digital Printing - 1 piece (17” x 10.125”)</strong></td>
<td>$0.57</td>
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</tr>
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</tr>
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<td>Postage</td>
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*Per package evaluated on the basis of 7,400 piece. **Variable programming and document engineering***

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The Data Driven
1:1 Marketing Plan in Action

“We were very vocal in our desire to ensure this was a legitimate test, we wanted to make sure the control piece and the 1:1 Lab piece were virtually identical, with the only varied elements being those that reflected the one-to-one capability.”

– Perry Eisenschmid, Vice President, The Conference Board of Canada

TVG, under the umbrella of the Xerox 1:1 Lab, undertook the design of the 1:1 Lab front page with traditional direct mail methods. The 1:1 Lab is equipped with state-of-the-art equipment and software including the Xerox iGen® Digital Production Press, a 110 impression-per-minute digital colour press with image quality comparable to offset, and some of the most robust and sophisticated one-to-one software solutions on the market. Terminal Van Gogh Ltd. (TVG) provides strategic consulting on data-driven marketing campaigns, builds the 1:1 Lab participants’ programs, re-purposes existing creative to function within the data-driven environment and develops the metrics in the data to gauge results.

“Because the control piece and the 1:1 Lab piece were almost identical, it was clear that it was the variable elements that delivered the great increase in results.”

– Perry Eisenschmid, Vice President, The Conference Board of Canada

Xerox’s 1:1 Lab, a veritable testing ground for Xerox customers, demonstrates the power and accessibility of data-driven one-to-one marketing and has accelerated its adoption by the marketing community.

The 1:1 Lab provides a learning environment to test and compare the results of data-driven one-to-one direct mail marketing campaigns with traditional direct mail methods. The 1:1 Lab is equipped with state-of-the-art equipment and software including the Xerox iGen® Digital Production Press, a 110 impression-per-minute digital colour press with image quality comparable to offset, and some of the most robust and sophisticated one-to-one software solutions on the market. Terminal Van Gogh Ltd. (TVG) provides strategic consulting on data-driven marketing campaigns, builds the 1:1 Lab participants’ programs, re-purposes existing creative to function within the data-driven environment and develops the metrics in the data to gauge results.

The Conference Board of Canada anticipates using one-to-one marketing in future direct mail campaigns.

Overall, the response rate for the 1:1 Lab piece was 100 per cent greater, double the control piece, without any additional follow up from the Conference Board. At the end of the 5-week campaign, the 1:1 Lab marketing piece achieved a 12 per cent response rate, compared with six per cent for the control piece, evidenced by the number of visits to the Conference Board’s website.

“Considering the call to action was for high-level executives to visit a personal URL (PURL) and download their choice of a free Conference e-Proceeding, the 1:1 Lab team and the Conference Board were pleased with the results,” said Helene Blanchette, founder of the Xerox 1:1 Lab. “Media integration is a strong way of creating value and relevancy in direct mail campaigns. This is the first time we have integrated the print and web within our 1:1 Lab environment and the PURL allowed us to follow the actions taken by Conference Board members.”

“We were very vocal in our desire to ensure this was a legitimate test,” says Eisenschmid. “We wanted to make sure the control piece and the 1:1 Lab piece were virtually identical, with the only varied elements being those that reflected the one-to-one capability.”
Order of conference offerings determined by The Conference Board of Canada’s knowledge of members’ interests.

Additional e-Proceedings offers based on area of interest specific to each member.

Gender specific image

Unique, personal URL

Member identified by position

We bring the conference to you. Mrs. Sample, as a busy Director of Human Resources, you can now learn right at your desk.

Go to www.ebusinessinsight.ca/signup to receive your FREE gift today. A $725 value.

Proven Benefits of Conference e-Proceedings:

- Learn and share best practices, no matter where you are.
- Never attend a conference again because you missed a key speaker.
- Profit from all the knowledge and fun you get when you are your own presenter.
- Gain a new perspective and not just last minute details.
- Listen to the speakers, not about anything other than what you deserve.
- Find out what you need to know and do it before anyone else.
- Redefined the way you learn, minus the time-consuming, expensive and stressful travel of a conference.