

## Just like magic

Marketing agency creates innovative, multi-channel VDP campaigns with Adobe® web and design software

Selling to today's sophisticated consumers requires more than just a traditional one-size-fits-all marketing approach. But a highly personalized direct-mail strategy that flawlessly integrates with other marketing communication mediums such as personalized URLs and websites, e-mails, and multimedia applications like CD-ROM and video, is a different matter altogether. That's where Magicomm comes in.

The VDP campaign Magicomm designed for Agfa Graphics using Adobe Creative Suite® software included five components and drew a response rate of 5.67%, exceeding the projected goals by 360%.



*“From design through execution of our clients’ marketing strategies, we rely heavily on Adobe design and web software and XMPie’s variable data publishing solutions based on Adobe InDesign Server.”*

**Rick Littrell,**  
president/CMO,  
Magicomm, LLC

The company specializes in creating multi-touch campaigns, personalized websites, and e-commerce solutions to help clients like Xerox, Pantone, Agfa Graphic Systems, and Global Document Solutions achieve their sales goals. Magicomm accomplishes this with many years of marketing expertise, and help from Adobe software. “From design through execution of our clients’ marketing strategies, we rely heavily on Adobe design, page layout, and web software as well as XMPie’s variable data publishing solutions based on Adobe InDesign® Server,” says Rick Littrell, Magicomm’s president/CMO.

#### **Relevant, tailored materials**

Magicomm provides integrated direct-to-customer marketing communications solutions designed to increase revenue opportunities,

improve client data, reduce costs, and enhance brand awareness for clients. The company’s specialty is variable data publishing (VDP) combined with multi-channel delivery, which provides measureable results. This combination enables Magicomm’s clients to offer personalized, one-to-one direct marketing content and materials to their customers.

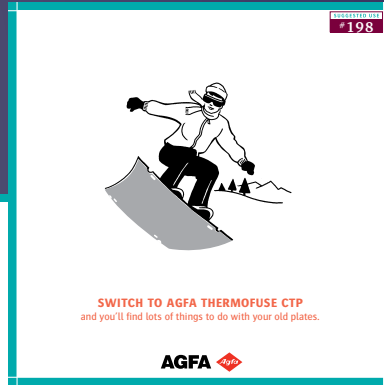
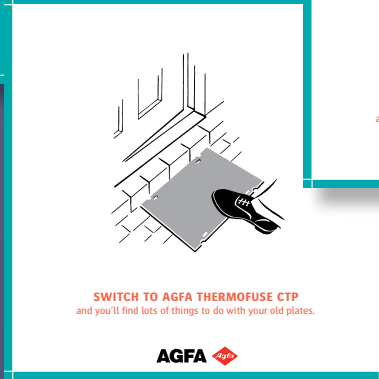
Agfa Graphics is one company benefiting from Magicomm’s VDP capabilities and marketing expertise. The company set out to develop a campaign to increase market awareness and generate qualified leads for Agfa’s ThermoFuse offset printing plate product line. The 120-day campaign included five components and drew an impressive response rate of 5.67%, exceeding the projected goals by 360%.

#### **Industry-standard design tools**

After the marketing strategy and tactics were defined for the campaign, Magicomm began the design of direct-mail materials. For this and many other campaigns, design is outsourced, with Magicomm overseeing the process. Core tools for designers include Adobe Illustrator® and Photoshop® for artwork and graphics and Adobe InDesign for layouts.

## YOUR PLATES ARE **OBSOLETE**

Adobe InDesign Server software acts as the composition engine for VDP jobs, ensuring that all jobs set up for VDP output come together smoothly.



“Adobe software enables our designers to work smoothly among their main programs without a lot of file translation, and this leads to fewer potential problems and errors,” says Littrell. “And, because Adobe software is the industry standard, it’s easy for us to find skilled people to work with us.”

When there is a web component to a project, designers use Adobe Dreamweaver® software to create response websites. Typically, a personalized URL provided in a direct-mail piece allows interested visitors to register on the site and opt-in for a follow-up contact.

The five-touch campaign involved a letter from the platesetter, made to look like a plate, with two versions based on equipment variables relevant to the customer’s needs. The next touch customers received was a dimensional piece with a complex fold requiring hand assembly. Touch three was an oversized postcard in four versions that sought to generate water cooler discussions by rotating graphics and competitive comparisons for different recipients within the same company. The fourth touch was a set of square flashcards that Agfa and dealer sales representatives used to pitch customers. The final touch was outbound tele-prospecting.

Throughout the campaign, Magicomm used Adobe Creative Suite for the design and layout of the communications. The creativity and attention to detail of the Agfa Graphics campaign was recognized with a 2007 PODi Best Practices Award in the Relevant Marketing category.

### **The magic in Magicomm**

Once Magicomm has finalized designs for print and web, the team begins setting up print materials for VDP output using XMPie’s suite of tools, which the company installed after the Agfa campaign was deployed. They now use XMPie uCreate to identify and tag the variable elements in each layout and XMPie uPlan to create the code that will swap elements in and out. At the same time, either the client or Magicomm provides a database of relevant customer prospects. They then go into XMPie uProduce Enterprise Server to load everything—databases, fonts, images, and layouts—needed to run the job. XMPie’s suite of tools is based on InDesign Server, which acts as the composition engine for VDP jobs.

“Using InDesign is especially beneficial for us because the XMPie system is based on InDesign Server,” says Littrell. “Our VDP campaigns come together smoothly because all the tools we use are all based on a common composition engine.”

### **Company**

**Magicomm, LLC**  
Amesbury, Massachusetts  
[www.magicomm.biz](http://www.magicomm.biz)

### **Challenges**

- Devise multi-channel marketing campaigns
- Work efficiently with freelance and internal designers
- Create personalized marketing materials
- Save review cycles and time
- Produce innovative VDP campaigns
- Deliver measurable results

### **Solution**

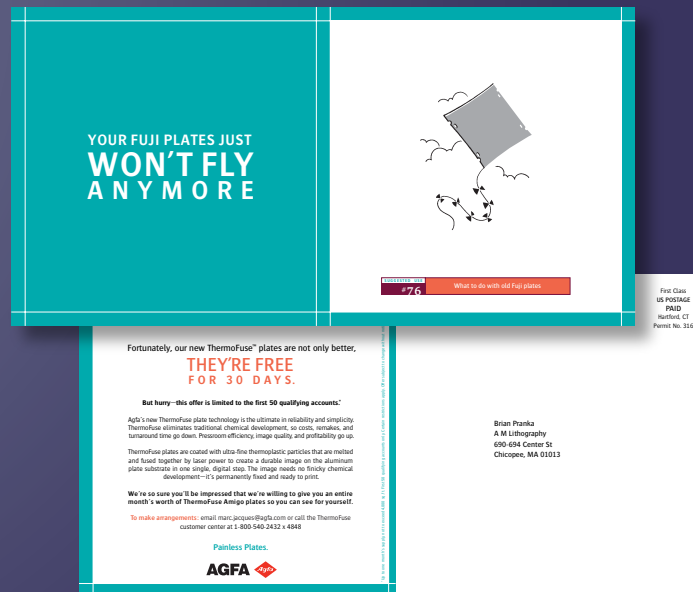
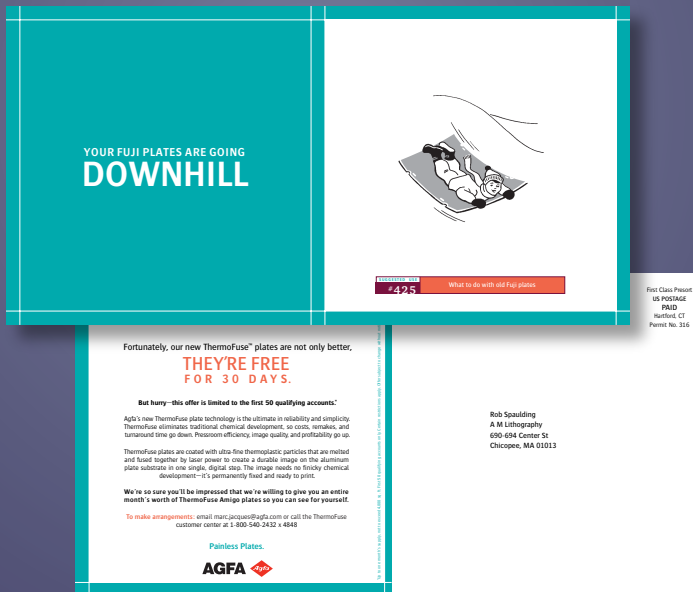
- Design VDP materials using Adobe Creative Suite, including Illustrator, Photoshop, and InDesign
- Create direct response websites using Adobe Dreamweaver
- Use XMPie’s suite of VDP tools based on Adobe InDesign Server

### **Benefits**

- Efficiently create innovative multi-channel VDP campaigns
- Work smoothly with internal and external designers
- Streamline review of materials
- Use tools with common composition engine for efficiency

### **Toolkit**

- Adobe Creative Suite 2.  
Components used include:
  - Adobe Illustrator CS2
  - Adobe Photoshop CS2
  - Adobe InDesign CS2
  - Adobe Acrobat® Professional
- Adobe Dreamweaver
- Adobe InDesign Server
- XMPie PersonalEffect – Platinum Edition
- Apple iMac running Mac OS X
- Dell and Tiger Direct PCs running Microsoft® Windows® XP Pro



AGICOMM SAVES TIME AND MONEY BY CREATING TEST RUNS OF VDP CAMPAIGN ELEMENTS IN ADOBE PDF AND SENDING THEM TO CLIENTS, WHO USE ADOBE ACROBAT PROFESSIONAL TO SOFT-PROOF, REVIEW, AND COMMENT ON THE FILES ELECTRONICALLY.

*“There’s almost no limit to what we can do with the integrated tools Adobe and its partners offer for VDP design and production services.”*

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Magicomm then creates test runs in Adobe Portable Document Format (PDF) and shares the files with clients, who use Adobe Acrobat Professional to soft-proof, review, and comment on the files electronically. “By using Adobe Acrobat to annotate files, we save time, cycles, and money that would otherwise be spent on overnight delivery services,” notes Littrell. After proofing the job, Magicomm creates a production run. Final content is output to Adobe PDF and delivered to a selected print service provider via FTP.

**Personalized materials with flair**

Magicomm has used Adobe and XMPie technologies to create several sophisticated, fun VDP campaigns. The creative team was tasked with generating direct response

materials to draw attendees to the 2007 American Printer Variables Conference, with one event in Las Vegas, Nevada, and a second in Charlotte, North Carolina. Magicomm created two different Adobe InDesign layout files and ultimately delivered 27,000 tailored postcards to its target audience. The postcard for the Las Vegas seminar featured the prospective attendee’s name on a poker chip. The postcard for Charlotte featured the person’s name on the side of a NASCAR racecar.

Littrell waxes enthusiastic about what can be accomplished with multi-touch, multi-channel VDP campaigns created using Adobe and XMPie software. “There’s almost no limit to what we can do with the integrated tools Adobe and its partners offer for VDP design and production services,” says Littrell.



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