FINALIST 2014 B2B AWARDS

fox parrack singapour

Category number: 2

Category name: Best Use of Direct Mail

Programme/initiative name: Xerox Managed Print Services ‘Moonboot’ DM

Agency: Fox Parrack Singapour

Brand or client: Xerox Managed Print Services (MPS)

URL or microsite: N/A

DM outer:


What happens when you can just get on with the thing you do best?
xerox

DM reveal – a life-size cast of Neil Armstrong's famous footprint:



DM letter – with content varying for each vertical:

Mr A. Sample
Sample Job Title
Sample Company
Sample Building Name
Sample Town
Sample Postcode

Dear [Sample name],

What's holding you back?

How would your business change if it took 80% less time to retrieve your customers' information or process their transactions?

More and more, organisations are discovering the hidden potential of their existing office printing infrastructure to transform non-core business processes.

Indeed, 40% of enterprises are now looking to next generation Managed Print Services to optimise document-intensive workflows – and drive innovation, productivity and shareholder value*.

Optimism starts here

Consider one regional health provider. With our help, they've digitised their patient records – rediscovering over 7,000 'lost' records in the process – repurposed archive rooms into productive real estate, revolutionised efficiency and saved well over €200,000 a year.

In the financial world, we are helping customers integrate MPS with existing business processes to streamline the opening of new accounts, and slash claims processing time by as much as 86%. All in addition to reducing print costs by a typical 30%.

No wonder Xerox is ranked number one in MPS by Gartner, IDC, Forrester and Quocirca. We manage over 1,000,000 devices and service over 4,000 client sites. And only Xerox can provide a single seamless source for combining MPS, IT Services and Business Process Services.

To see why MPS is inspiring a fresh sense of business optimism, visit **xerox.com/optimistic**

(It's just one small step for you that could lead to a giant leap for your organisation.)

Yours sincerely,

Darren Cassidy
Managing Director,
UK & Ireland

* 'The next frontier for managed print services', Quocirca.

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[Summary page]

Managed Print Services (MPS) includes everything from making office copying and printing more efficient and secure, to digitising and automating paper-based business processes.

The benefits can be enormous, but it's a complex set of processes that involves various decision makers over a long period of time – as well as considerable investment.

In early 2013, the EMEA business climate was at its lowest ebb, and extremely risk averse. Our job was to show why Xerox MPS was a better bet than the usual business transformation tricks – and why, in fact, it was a reason for real business optimism.

Our campaign posed the question: 'What's holding you back?' and explained why 'Optimism starts here.'

As part of the campaign, we sent the 800 most important decision makers a cast of Neil Armstrong's famous lunar footprint – the answer to the question "What happens when you can just get on with the thing you do best"?

Follow-up telesales calls revealed an extremely positive reception, and the 'moonboot' is now on desks all over EMEA's C-suites.

While we can't separate ROI from that of the overall campaign, the overall ROI in terms of closed sales is now 20:1 – and expected to grow to around 50:1.

[Main submission]

About the client company

For more than half a century, Xerox has been a leader in document technology and services, and continues to build on this heritage of innovation. From a rich history of copiers and printers, it is now the world's leading enterprise for business process and document management, including claims reimbursement, automated toll transaction, customer care centres and HR benefits management. Xerox is dedicated to innovation, service and giving its customers the freedom to focus on what matters most: their real business.

Strategy – broader business issues the company is facing

Over the last 10-15 years, the printer and copier markets have converged, with two different pricing models needing reconciliation. Xerox ruled the copier world. HP the printers.

The Managed Print Services (MPS) landscape has evolved significantly over the past decade. As core services have become increasingly commoditised, leading providers are looking to differentiate through enhanced services such as business process and IT.

The original benefits of MPS have not lost their appeal: cost-savings and improved efficiency still matter, but these are now standard expectations. The enhanced expectations that clients have of their MPS providers are increasingly ambitious – for example, improving financial flexibility, driving free cash flow, increasing market penetration, expanding in emerging markets and strengthening customer satisfaction.

Xerox MPS helps customers gain visibility and control of their spending, which frees up budget for innovative projects that improve efficiency and drive competitive advantage.

Buying into a full-on MPS programme is no quick decision. Typically, it will take 18 months for a prospect company to fully engage with a programme, during which time they will have to assess their existing processes and get buy-in from a range of decision makers.

Objectives of the campaign

The broad marketing objectives for the campaign centred around reinforcing Xerox's market-leading position. The ability to support innovation and provide industry-specific business insight means they are best positioned to help their customers drive greater business value and sustained long term performance.

The specific, measurable targets for the campaign were to grow European business in 2013, creating an anticipated sales pipeline (qualified leads) of at least $20m. Any immediate attributable sales would be a bonus.

The target audience

We sent the moonboot to 800 CEOs, CFOs, CIOs and other senior IT decision makers.at public and private organisations with more than 1,000 desktop users.

Issues included the requirement to include all Western European countries (UK, France, Germany, Benelux, Spain, Italy, Austria, Switzerland and the Nordics), requiring us to keep a close eye on cultural fit when adapting and translating for these different markets.

Media, channels or techniques used

The DM piece was part of a campaign that included:

- Emails and landing pages, delivering:
    - 'The Chief Optimist' – a magazine co-authored with Forbes
    - White papers, case studies and videos
    - Webinar

The url on the DM led to our campaign microsite, which delivered the above content as well as further case studies and video content.

Timescales of the campaign

Research and planning for the campaign took place within the first quarter of 2013, with the first activities to Xerox's internal audiences being launched in May, by which time the 'Get Optimistic' magazine was released and the microsites were available in all

languages.

The first phase of email marketing, founded on the Marketo marketing automation platform, took place in four waves between May and July 2013 and was immediately followed up with telemarketing to all engaged respondents.

Phase two emailing (again in four waves) kicked off in September, culminating in the high impact 'Moonboot' mailing to around 800 key targets (again carefully coordinated with telemarketing activity).

Results

Follow-up telesales calls revealed an extremely positive reception, and the 'moonboot' is now on desks all over EMEA's C-suites.

While we can't separate ROI from that of the overall campaign, the overall ROI in terms of closed sales is now 20:1 – and expected to grow to around 50:1.

The 'Optimism starts here' campaign has also been instrumental in cementing Xerox's perceived position at the vanguard of the MPS movement, where the company's leadership position has this year been advanced in the eyes of all the leading analysts, including Gartner, Forrester and IDC.



The moonboot – now a must-have executive desk accessory

Client testimonial

"Everyone in business wants to make their mark. That's what Fox Parrack Singapour have tapped into with this simple and highly powerful execution. And while telesales normally have a very hard time starting a conversation with potential customers, the moonboot totally opened the door for them, and led to many very positive contacts."

- Conrad Mills, Large Enterprise Marketing Manager, Xerox Europe

Supporting material supplied

Presentation board supplied

Appendix

Campaign microsite – viewable at www.foxps.com/work/mps/



Submission ends