

# Best Practices in Digital Print

## FIFTH EDITION CASE STUDY



*the Digital Printing Initiative*

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**Project:** Sainsbury's Personalized Birthday Greeting Boosts Redemption Rate

**Vertical Market:** Retail  
**Business Application:** Marketing/Traffic Generation/Loyalty

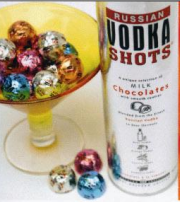

**Program objectives:**

- Engender loyalty among a key segment of customers
- Improve shoppers relationship with store
- Provide a free gift in keeping with buying habits
- Personalize images as well as copy

**Significant results reported by user:**

- Increased redemption rate to more than 50%, which is 50% higher than previous methods had generated



<p>Dear Chris</p> <p>Autumn's in full swing and winter is just around the corner. The days are getting shorter and the nights longer. But it's your birthday this month and we wanted to give you something to brighten your day. So to help you celebrate, there's a present waiting for you at your local Sainsbury's.</p> <p>What better way to keep warm on a misty autumn night than with comfort food - Russian style! You can enjoy a 195g tube of Elizabeth Shaw Vodka Shots chocolates with our compliments. So who cares if it's cold and dark outside? Simply follow the instructions opposite to claim your free birthday gift and you've got everything you need for the perfect night in.</p> <p>Best wishes</p> <p><i>Clare Taylor</i></p> <p>Clare Taylor, Sainsbury's www.sainsburys.co.uk</p>	 <h3>A shot of chocolate</h3> <p>Elizabeth Shaw has found a way to make their chocolate even more delicious. They've added a dash of Russian Vodka to create a new range of chocolate liqueurs including orange, vanilla and raspberry flavours. You can claim a free 195g tube of the new Russian Vodka variety worth £5.49 simply by taking this voucher into your local Sainsbury's before 7th November 2004. Pick up your Vodka Shots chocolates and take them (together with this voucher) to the checkout. If you prefer to shop online, select the chocolates and enter the e-voucher number at the checkout.</p> <p>DCP Code: 0863/0656 Coupon Code: 00144</p> <p><b>Sainsbury's drinksclub</b></p> <p><b>e-voucher</b> Your voucher number is: TMFY-ADCC-NZGA</p>  <p>9 910883 585499</p>
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*Sainsbury's Personalized Birthday Greeting Boosts Redemption Rate*

<b>VERTICAL</b>	Retail
<b>BUSINESS APPLICATION</b>	Direct Marketing/Traffic Generation/Loyalty
<b>CLIENT</b>	Sainsbury's <a href="http://www.sainsburys.co.uk">http://www.sainsburys.co.uk</a> Sainsbury's is the United Kingdom's third largest grocery store chain.
<b>PRINT PROVIDER</b>	London Digital Printing Group <a href="http://www.ldpg.com">http://www.ldpg.com</a> London Digital, based in Soho, a neighborhood in London, provides one-to-one marketing solutions using digital printing technologies.
<b>AGENCY</b>	Tequila <a href="http://www.tequila-uk.com">http://www.tequila-uk.com</a> Tequila is a sales promotional and direct marketing agency with 44 offices in 38 countries around the world.
<b>HARDWARE</b>	HP Indigo 3050
<b>SOFTWARE</b>	HP Production WorkFlow, DirectSmile Generator
<b>TARGET AUDIENCE</b>	All Sainsbury's loyalty shopping card holders
<b>DISTRIBUTION</b>	Around 300,000 a month
<b>DATE</b>	April 2004, ongoing
<b>DESCRIPTION</b>	<p>Sainsbury's wanted to find a way to make its long-established practice of wishing its loyalty card shoppers a happy birthday more effective. The chain has been using a generic birthday card printed on offset presses. Only the envelopes that accompanied the card were personalized with laser-printed copy that included the recipient's name and mailing address.</p> <p>Now the chain sends a self-mailing personalized full-color card that includes an attractive image of a birthday cake that includes the first name of the recipient on the cake. The first name of the recipient is not part of the cake image, but is placed in the image through the Direct Smile software capabilities. Located in the address section of the card is teaser copy that highlights the free gift offer.</p> <p>On the reverse side of the card is a bar-coded voucher for the free gift. The gift offer varies depending on the recipient's buying habits. The choice is quite specific—red or white wine, for example, for someone who buys wine on a regular basis. Since the gift offer varies, so does the images that accompanies the offer</p> <p>The copy that accompanies the offer reflects the choice of gifts and ends by expressing best wishes to the recipient.</p> <p>The address on the outside of the card is printed and then the card is folded down into a self-mailer that's European A6 size.</p>

