



Solutions...
Colour Personalisation

JCM Media

...and the Personalisation Opportunity!

JCM Media is one of the UK's leading direct marketing bureaux, at the very heart of the technological revolution in data handling, high quality prepress, print and direct mail. The company employs over four hundred people, producing millions of print and direct mail products each day.

Until recently Direct Marketing pieces have been "personalised" by black-and-white laser printing on a pre-printed stock. Often this has been limited to just names and addresses for mailing with perhaps a selective paragraph depending on the recipient's profile. Any fully-illustrated promotional marketing content has usually been on a "one-size-fits-all" basis, although the use of modern envelope-enclosing equipment has offered selective inserting of promotional "flyers", but the flexibility of these devices only allows limited personalisation.

Studies by CAP Ventures, Interquest and others have shown that response to Direct Marketing is very much improved when the communication is individually composed using carefully researched profiling of the recipient. Many companies are fully capable of building up detailed profiles of the buying habits of each and every individual in their database. And today's digital colour presses enable really unique one-to-one composition, on a large-scale. As every document is printed on plain paper truly personalised output becomes a reality. JCM Media was ideally positioned to meet these new challenges of production-volume digital printing. They now wanted to explore the next logical step forward – being able to offer clients a customer communication where the entire mailing is integrated into an attractive, cohesive and fully personalised item. They knew that their clients were concerned at the ever-increasing volume of mailings that are now being sent and sought a supplier who would offer a way to stand out from the crowd.

Already users of award winning PReS software, JCM Media had the experience and skills to segment and utilise profiled customer data. After installing a new HP-Indigo Turbostream digital colour press, JCM and Program Products have built a solution that offers clients the leap



Name and address details

Variable letter

Variable imagery

Signature of personal account manager



Select images to suit each customer's needs

Targeted offer

Account details

Customer details

from limited personalisation with coloured inserts – effectively a 'one-pattern-fits-all' approach – to the possibility of literally thousands of alternative messages!

Take the work illustrated here for Littlewoods Extra. The covering letter is now integrated into a full colour, response provoking mail-piece, where carefully selected elements are tailored to the recipient's specific interests – right down to the use of photographs, variable offers and variable text and signatures. In a typical mailing of 15,000, no two documents need be the same. Not surprisingly, quantity-one printing in digital colour can be technically demanding. In this new world it's not just the appeal of the graphics that count. Composition speed, files sizes, RIP capabilities, data record content and composition flexibility are all critical, as is the ability to apply complex logic to the selection and page presentation of the right item for the right recipient.

Thanks to their long-standing relationship with Program Products, JCM Media takes these technical challenges in its stride. And keeping pace as the technology moves ever forward, JCM are one of the UK's first users of PPML, a new language designed for variable data applications, supported by a consortium of all the major colour press manufacturers. Program Products has been developing PPML technology for the past two years and its implementation of this important advance will help JCM maintain its position as the UK's leading supplier of efficient, effective and innovative services to Direct Marketing.

For more information please contact Program Products (UK)

Tel: +44 (0) 1932 345566

email: info@program-products.co.uk