



## Bermuda Department of Tourism shines with the help of customized communications

Success Stories—Application Profile

Bermuda adds a fresh look to its marketing campaigns.

# Customized communications

## To the point

- Bermuda is one of many popular vacation destinations, yet the island's Department of Tourism has recorded a decline in bookings since 1982.
- The Bermuda Department of Tourism was responding to vacation inquiries by sending an assortment of brochures in a single envelope, using a "pick and pack" method of fulfillment.

## The challenges

- How to successfully position the Bermuda vacation experience against the Caribbean Islands, cruises and European destinations.
- How to convert more telephone or Web inquirers into visitors.
- How to reduce the time and costs associated with the current form of fulfillment.

## Solutions & benefits

- The Bermuda Department of Tourism launched a response campaign that included a promotional brochure printed on a Kodak NexPress 2100 digital production color press, featuring customized text and images. The customized brochure addressed the individual's taste in accommodations, activities and cuisine, offering a vacation experience uniquely suited for him or her.
- The automated brochure production process reduced the fulfillment period from seven days to 72 hours (a 57 percent improvement in turnaround time).
- Compared to its former, traditionally printed campaigns, the Bermuda Department of Tourism has reduced the quantity of printed brochures by more than 30 percent, and lowered its creative services budget by \$500,000.
- Bermuda tourism has gained momentum. In October 2003, Bermuda received a *Condé Nast Traveler* reader's award as the number one island in the Caribbean and Atlantic.

More relevant communication. Better results.

Customized text and images aligned with more than 11,000 individual preferences add a personal touch to each brochure.



Lush, high-quality imagery communicates a first-rate luxury experience.



**Michael Decouto, Assistant Director of Tourism, Bermuda:**

“We needed a campaign that would be fast, flexible, high-quality and cost-efficient. Digital color printing, combined with Web-based communications, met all of our criteria plus offered the power of customized communications.”

## Pick your paradise

Two years ago, if you called 1-800-BERMUDA, you would be asked for your name and mailing address, and in about a week an envelope filled with Bermuda travel information would arrive at your door. However, the printed materials were generic, often outdated and the costs associated with storage and obsolescence were high.

Faced with increased competition, the Bermuda Department of Tourism took a fresh look at its communications. Teaming with Euro RSCG Brann, a leading direct marketing firm, and Applied Printing Technologies (APT), a full service print solutions provider, Bermuda Tourism leveraged the customization capabilities of the NexPress 2100 press to launch a fully coordinated communications program, generating more effective, cost-efficient and timely messages.

Today, telephone and Web inquiries are processed by an efficient call-center team that collects contact information and

preferences for lodging, activities and dining. The Department then sends out personalized e-mail and print communications, conveying a vacation experience tailored to each caller's interests.

Bermuda Tourism mailed a customized brochure containing variable text and lush imagery aligned with more than 11,000 individual preferences. Recipients respond well to the timely and relevant messaging, and the department benefits from the efficiencies of not printing outdated materials. In fact, the Department has reduced the quantity of printed brochures by more than 30 percent and lowered its creative services budget by \$500,000.

Using the new personalized communications campaign, the Bermuda Department of Tourism connects more effectively with prospective vacationers. One year after the campaign, Bermuda was named the top island in the Caribbean and Atlantic by readers of *Condé Nast Traveler* magazine.



Following its marketing campaign, Bermuda was named the top island in the Caribbean and Atlantic by *Condé Nast Traveler* magazine in 2003.

## Digital color printing

No matter if it's invitations, customer information such as brochures and catalogs, or customized leaflets and posters, digital color printing gives a new meaning to applications like quick turnaround, short runs, print-on-demand or 100% variable data printing. Digital printing offers the freedom to realize advertising messages in sophisticated, high-quality style in print media. Instead of having to print thousands of copies, the Kodak NexPress 2100 digital production color press can produce thousands of documents—each with a run length of one—economically and technically efficient.

# The seven levels of digital printing

The simple fact that there are seven levels to digital printing tells you what makes it so revolutionary. It enables a degree of flexibility never before possible. Instead of mass production of individual documents, printers can now produce uniquely individual documents in mass quantities. Or in small quantities. Run lengths as short as one can be done cost-efficiently. Basic designs can stay the same while text and images change from piece to piece. Or each piece can change entirely with each impression.

Substrates can vary, electronic databases can be accessed, and marketers can produce more personalized—and more effective—communications. It starts with the seven levels of digital printing, and spans out into a world of limitless possibilities.

### Level 1: Static, short run printing

High-quality color printing for short run and quick turnaround.

### Level 2: Version printing

Printing a few different versions of one job. Some pictures or text are changed to meet local needs.

### Level 3: Personalized printing

One-to-one personalized communication. Text can be individualized for every piece, i.e. name or address.

### ▶ Level 4: Customized printing

One-to-one customized communication using pictures and text of personal interest to target the needs of the customer.

### Level 5: Transactional printing

One-to-one business communication. Customize everything, from telephone bills to annual reports. Financial data can be used to produce full color graphs and charts.

### Level 6: Fully customized printing

One-to-one communication par excellence. Completely unique layout, text, pictures, and graphs.

### Level 7: Automated fulfillment

Fully automatic, one-to-one interactive communication. Using event-triggered responses to print full color unique materials for immediate fulfillment. This is the perfect dialog between sender and receiver.

▶ This represents levels demonstrated in this success story.

To find out how your business can benefit from digital color printing: visit our website at [www.nexpress.com](http://www.nexpress.com), e-mail us at [info@nexpress1.com](mailto:info@nexpress1.com), or in North America, call +1-800-336-8868.