



D'Youville College creates customized recruiting brochures to reflect a personalized educational experience

Success Stories—Application Profile

D'Youville College learns the value of variable data marketing.

Customized, personalized brochures

To the point

- With only 2,400 full- and part-time students, D'Youville College offers a unique learning experience that features an opportunity to interact personally with faculty and students alike.
- Operating in the Buffalo, N.Y.-area's competitive educational market, as well as against other U.S. and Canadian colleges to attract prospective students, D'Youville was challenged with promoting itself successfully on a fixed recruitment budget.

The challenges

- How to promote D'Youville College to convey the school's distinctive offerings and stand out from competitive college mailings.
- How to achieve better results (more filed applications and more registered students) than were achieved with previous mass mailings to high school juniors and seniors.

Results & benefits

- Working with NexPress, D'Youville College sent a personalized brochure to each prospective student, printed on a Kodak NexPress 2100 digital production color press.
- The brochure contained variable text and images with customized content addressing a student's gender, desired major and extracurricular activities of interest.
- The customized D'Youville brochure yielded 55 new student applications, and eight student enrollments.

More relevant communication. Better results.

Each interested student received a personalized brochure.



A personalized note signed by the name of a counselor personally assigned to assist the student in the future.

Each brochure contained variable text and images with customized content according to student's interests.



Ron Dannecker, Director of Admissions at D'Youville College

"With the full personalization capabilities of the NexPress 2100 press, we addressed each student's declared interests—using the same budget. We were able to communicate with prospective students in a way that captured the unique advantages of D'Youville College."

Recruiting gets personal

Ron Dannecker, Director of Admissions at D'Youville College, was determined to position the college in a way that would stand out. In the past, Admissions staff sent an introductory direct mail piece to 100,000 high-school juniors and seniors, providing a general overview of D'Youville's full range of academic, sports and extracurricular activities. Applications and enrollments remained low, and Dannecker saw the inconsistency in promoting a personalized college experience using a generic mass mailing.

Working with Cohber Press, a full service printing and communications provider, the team devised a program that included customized messaging. A short letter was mailed to a large audience of PSAT/SAT registrants. The introductory letter and a postage-paid reply card allowed students to request information according to five key factors: intended major, gender, commuting or residential student, campus activities and a varsity sport, if applicable. This provided D'Youville College with a specific set of criteria for a customized follow-up response.

The reply cards were sent to a print provider, where a personalized D'Youville College brochure was printed on the NexPress 2100 press and mailed to the prospect, along with an application and course book. The brochure contained variable text and images customized to reflect the student's questionnaire responses. It also identified the name of a D'Youville counselor personally assigned to assist the student in the future.

Compared to previous programs, the campaign achieved greater results and more effectively conveyed the college's advantages. Ron Dannecker's office enjoyed a stream of positive feedback on the quality and impact of the piece from students and administrators and the Board of Trustees. This year represents the third year in a row that D'Youville has utilized the digital printing campaign, and it plans to continue and expand the program.



D'Youville College offers a unique experience in Buffalo's competitive educational market.

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, e-mail us at info@nexpress1.com, or in North America, call +1-800-336-8868.