



John Deere coordinates promotions and consolidates costs with digital direct mail

Success Stories—Application Profile

John Deere revs up marketing messaging with digital color printing.

Personalized direct mail

To the point

- John Deere, a world leader in agricultural, construction, commercial and consumer equipment, is organized into business units that look for synergistic opportunities to promote their combined offerings to a single target audience.
- Professional landscapers—a key target audience—were receiving promotional mailings from three separate John Deere units; mailing costs were high, and the company was missing key opportunities for cross-selling and conveying a strong integrated message.

The challenges

- How to coordinate the promotional efforts and strategic goals of the three units, which had previously implemented individual marketing communications programs.
- How to reach professional landscapers with a combined message that would have greater impact than three separate promotions.
- How to use known customer data to create a personalized piece that would deliver cost-effective and measurable results.

Results & benefits

- The three units agreed upon seven categories of customer data used to drive format, design and variable data content of a personalized direct mail piece.
- Using the Kodak NexPress 2100 digital production color press, John Deere created a personalized mailing using information about the customer's buying history.
- 30,000 targeted direct mail pieces were printed on the NexPress 2100 press and mailed to landscapers. Compared to previous programs, the personalized campaign was 86 percent more effective.
- Landscapers received the company's strong message of integrated products and services, eliminating the cost of triplicate mailings.

More relevant communication. Better results.

Each piece personalized and mailed to 30,000 landscapers.



Upon completing the credit application registration, each person's name was entered into a prize drawing.

Consistent John Deere corporate branding.

Targeted messaging focused on the benefits of financing options for professional landscapers, inviting the recipient to register for an online credit application.

Lauren Murzinski, Manager of Direct Response Marketing for John Deere's Worldwide Commercial and Consumer Equipment Division

"We cut the cost of our annual mailing campaigns by two-thirds, and were able to satisfy the strategic goals of three divisions with one cohesive message. This could not be achieved without the variable data capabilities of digital color printing."

John Deere goes one-on-one with professional landscapers

A world leader in agricultural, construction equipment, and commercial and landscaping products, John Deere is uniquely positioned to offer professional landscapers products from three units: Commercial & Consumer Equipment, John Deere Credit and John Deere Landscapes.

Each John Deere division was sending separate promotions to its target audience—an approach with drawbacks: the company's strong message of integrated products and services was lost, as was an opportunity for cross selling. Plus, the cost of triplicate mailings was a needless expense.

Lauren Murzinski, Manager of Direct Response Marketing for John Deere's Worldwide Commercial and Consumer Equipment Division, said the solution came in the form of a tri-divisional, personalized direct mail campaign printed digitally on the NexPress 2100 press at Cohber Press, a full service printing and communications provider. Utilizing existing customer profile data, John Deere developed seven

unique subgroups within the targeted audience. From here, a personalized direct mail piece was developed, printed and mailed to 30,000 professional landscapers.

A key goal of the campaign was to increase the number of professional landscapers using John Deere financing options. Mailings contained a message focused on financing options benefits, and invited the recipient to register at a Web site for an online credit application. Upon completion, the person's name was entered into a prize drawing.

Web site visitors were tracked against the mailing list, making it easy to measure the response rate. The personalized program, printed on a NexPress 2100 press, was 86 percent more effective than previous traditionally printed direct mail campaigns, and the cost of administering three separate mailings was cut by 60 percent. John Deere plans to repeat the program three to four times each year.



A world leader in landscaping products, John Deere is uniquely positioned to offer professional landscapers products from its three divisions.

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.