



Raising communications quality and consistency to a new level

Success Stories—Application Profile

McDonald's UK enables restaurant operators and managers to produce high-quality, customized promotional materials fast and cost efficiently.

Versioned print on demand

To the point

- McDonald's restaurant managers and franchisees often need local marketing materials. They often design and print these through local suppliers.
- Local production leads to inconsistent design and print quality. It also leads to brand dilution and higher systemwide costs.

Solution

- McDonald's UK graphics/internal communication departments launched a template-driven digital print program in 2002 offering a full set of products including A5 & A4 leaflets, A4 – A0 sized posters, tent cards and vouchers.
- Template-based printed materials can be ordered via e-mail, phone, fax or online. These templates contain some variable data cells which managers and franchisees can adapt to their local needs while maintaining a consistent brand identity.

Results & benefits

- To date, approximately 30% of the McDonald's restaurants in the UK are buying printed materials through the graphics department.
- High quality materials are printed and delivered faster and at a lower cost than before.
- Central production allows McDonald's more control over branding, quality of print products and production costs.
- Printing on a range of sizes and on multiple substrates ensures a flexible, rapid response to the managers' orders.
- The graphics team produces other design and print work in addition to standard templates.
- The design and print quality convey a high level of professionalism and reinforce an important message about the McDonald's brand.

More relevant communication. Better results.



Salaries change according to local levels

Headlines vary

Images differ to suit local demographics according to job description

Consistent quality of McDonald's branding

One particular area of the template system is the Employer Brand campaign. The HR department developed a whole menu of recruitment materials to use. The graphics team adapted these materials and added them to the templates. They can be customized by store location and salary.



Sonjeeta Mahapatra, Head of Graphics, McDonald's UK:

"The Kodak NexPress 2100 digital production color press print quality and range of output options are perfectly suited to meet some of our print requirements. It complements our large format work perfectly and helps us to offer a range of materials at different sizes without compromising color consistency and quality."

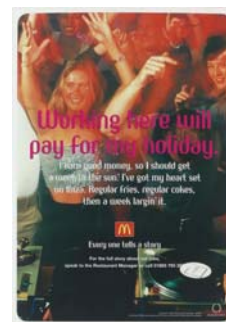
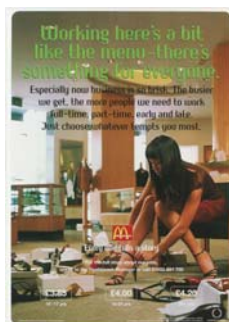
Offering a better solution: template-driven promotional materials

The graphics/internal communication department at McDonald's Restaurants Limited handles production of communication materials produced by internal support departments and the UK's 1200+ restaurants (including some 400 franchised restaurants). Each franchised restaurant has the responsibility to actively market within their local marketplace, which means they constantly have a requirement to produce high quality marketing materials to support local promotions.

Sonjeeta Mahapatra, Head of Graphics, has worked for the McDonald's UK operation for almost ten years. Over this period of time it has become more obvious that many restaurants don't have the time or energy to design and

source their own print materials. "These operators/restaurant managers have enough things to think about on a daily basis," says Mahapatra, "without having to worry about sourcing printed materials for local marketing campaigns. Aside from this, corporate guidelines get broken, we often see inconsistency in the quality of design and printing, and production costs are high, as these stores are producing materials on an ad hoc basis."

With the help of the graphics team, Mahapatra set up a system whereby restaurants could order from a series of templates that cover a whole number of areas. Restaurants choose from different kinds of print media including posters, tent cards, vouchers, and flyers.



The McDonald's design team creates various promotional pieces, leaving room for customization. Once an order has been received via phone, fax, e-mail or online, the design work is completed and a PDF proof is sent to the client for approval. Following the approval, a printable PDF is produced and then e-mailed directly to the print provider for output on the NexPress 2100 digital production color press. Most jobs are printed, finished and shipped within 24 to 48 hours.

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 study.

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.