



CAPTURING THE RIGHT ATTENTION



Technological advancements have changed the way people live and communicate in Australia. To reach consumers, the banking, telecommunication and public service industries have begun to realise that it is no longer sufficient to conduct generic large-scale direct mail campaigns.

Against this scenario, one creative agency has successfully reinvented itself to help large corporations reach their potential consumers effectively. Since the 1990s, the group has survived dramatic changes in the creative industry brought about by the introduction of the Macintosh computer, the internet and more recently, the digital revolution.

“ Above all, these investments have allowed us to have a much broader service offering and move into multi-channel campaigns with the ability to do everything in-house. The HP Indigo press 3050, in particular, has diversified our business into one-to-one marketing and web-to-print. We look forward to continue running our success with HP presses and printers. ”

David Minnett, Managing Director, Group Momentum

CHANGE = OPPORTUNITY

Embracing change as an opportunity, Group Momentum embarked on diversifying into a specialised range of services to evolve with its customers' needs. As this diversification required the boosting of in-house capabilities, the group decided to invest in a digital printing press nine years ago.

According to Managing Director David Minnett, the HP Indigo digital press was seen as the leader in digital printing then, "The primary feature I liked was the unique liquid HP ElectroInk® that could create rich, vibrant colours required for top-quality colour and productive printing. Furthermore, every time we wanted an upgrade, we evaluated different vendors vigorously and still found the HP Indigo press the most suitable for the markets that we serviced".

From being one of the earliest adopters of the technology in Australia, Group Momentum has undergone three trade-ins to upgrade to newer HP Indigo press models. Today, the Group's HP Indigo press 3050 performs reliably to fulfill a variety of projects.

THE PERSONAL APPROACH

With its new in-house capability, Group Momentum found its niche in personalised one-to-one marketing campaigns, delivering significant improvement in

return on investments for its customers.

Here, the HP Indigo press 3050 has enabled the group to turnaround even the most complex campaigns. As timelines become tighter, Minnett finds that being able to create and produce all the materials in-house has been a significant competitive advantage. Prints are instantly dry and can be fed immediately to offline finishing, making the press ideal for fast, targeted campaigns.

While achieving high speeds and high-quality output, the HP Indigo press 3050 is particularly capable in handling variable data printing required to customise direct mail pieces. To add further interest to its campaigns, Group Momentum has also invested in an alliance solution, Direct Smile image personalisation software, which works seamlessly with the press.

As the HP Indigo press 3050 can handle short-run printing cost-effectively, a campaign can be carried out in small batches over a period of time, so that the customer's call centre can respond to enquiries and engage with consumers more effectively. The result has seen a significant improvement in campaign response rates by 200 to 300 percent compared to traditional

generic direct marketing campaigns.

A recent investment in another HP Indigo alliance solution has allowed the Group to introduce web-to-print services to tap consumers' need for greater convenience. The Press-sense iWay solution manages the complete workflow from the time a consumer selects a desired collateral from a webpage to the production of the final printed copy, ready to be mailed out. As information changes, customers can update their collaterals online and ensure that they will always receive the most up-to-date prints.

By the end of 2007, Group Momentum will also offer a greeting card application over the internet through www.moonpig.com.au. This application will again put convenience right in the hands of consumers who want to customise their own greeting cards before printing.

UNDER ONE ROOF

As campaigns often require the printing of large-format material, Group Momentum also uses the HP Designjet 5500 Printer to produce point-of-sale, backlit and display materials. Minnett finds having in-house HP printers beneficial when working on campaigns that require confidentiality before launch.

AUSTRALIA



OBJECTIVE

- Diversify into related services in the creative industry to address changing consumer behaviour and customer expectations
- Invest in the industry's most advanced and capable digital printing press at any one time
- Increase response rates for customers' marketing campaigns

APPROACH

- HP Indigo press 3050 (third upgrade over nine years)
- HP Indigo press 5500 (installed in 2007)
- HP Indigo Photo Enhancement Server
- HP Production Manager external DFE
- HP Indigo alliance solutions
- Direct Smile image personalisation software
- Press-sense iWay web-to-print workflow solution
- XLDoc Global POD
- HP Designjet 5500 Printer

BUSINESS BENEFITS

- Progression into leading creative group offering personalised one-to-one marketing, short-run digital printing and web-to-print services
- Ability to output high-definition prints in vibrant colours at high speeds
- Improvement of more than 200 percent in campaign response rates
- Positive impact on bottom line by diversifying into new business areas

APPLICATIONS

- Personalised one to one marketing
- Web to print greeting cards



Products installed



HP Indigo press 3050
Number of Units: 1



HP Indigo press 5500
Number of Units: 1



HP Designjet Printer 5500
Number of Units: 1