



**Penfold Buscombe**

PRINT COMMUNICATIONS

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## Case Studies



### Financial

#### Westpac

>> When Westpac wanted to promote their new Altitude American Express card to customers, Penfold Buscombe was able to help.

**Our direct marketing, database management and digital printing skills came together in a flexible, high quality solution.**

#### Brief

The marketing strategy was to promote the new Altitude American Express card as a complimentary rewards-earning credit card for current Westpac cardholders. Westpac would be able to provide comprehensive data on these customers.

With these attributes in mind, the direct marketing campaign needed to recognise the

<< Client Login

<< Staff Login

<< PrintEzy Help Desk

existing customer relationship and then emphasise the potential rewards of taking up the new card.

### **Strategy**

The work that was developed around these parameters focused on rewards. Each mail pack would include variable, data-driven imagery to show the customer their points potential. A second image would then reveal the kind of reward they could enjoy with twice as many points.

The data would also be used to further customise the packs, by driving variable text that supported the inserted image, and tailored the message around each customer's personal details.

### **Solution**

With extensive in-house database and direct marketing skills, Penfold Buscombe was able to optimise the potential of Westpac's comprehensive data. And because we also operate what are probably Australia's best digital presses, we were able to truly bring this data to life.

The finished mailing drew on the customer data fields provided by Westpac, and on a library of ten image options to show potential rewards. As each pack was printed, the data driving the digital press would recognise the customer's current points value and, using a set of business rules, select the images to be used in that pack.

Each headline was also customised to match the image. So, depending on their points total and the reward being offered, a customer might be told "You've got enough points for this" or "you have enough points to go here".

### **Key Achievements**

Needless to say, the cost of trying to achieve this degree of personalisation on a lithographic press would be impossible! Penfold Buscombe's digital technology made it possible for Westpac to make each recipient feel truly unique and highly valued.

Our presses also gave Westpac the ability to use their corporate paper stock, rather

than having the stock dictated by the presses. A factor which can compromise the quality and brand integrity of a company's communications.

Our scale and experience meant that Westpac could enjoy the entire production process as a one-stop service.

And as a final measure of quality, Westpac were very concerned that their corporate red be represented accurately. Penfold Buscombe ran colour matching tests on our digital presses and delivered the closest colour match that Westpac had ever seen in digital print – better even than their corporate standards manual.

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