

Making a Clear Statement About Company Benefits at Virgin Holidays

Latcham Direct, Ltd.



“Virgin Holidays Benefits Statement”

Best-of-the-Best Award Winner—Transaction
Xerox Premier Partners Global Network

Latcham Direct is a marketing services provider based in Bristol, UK, specializing in large-volume direct mail campaigns. They provide digital printing, print management, Web development, data processing, system integration and end-to-end campaign execution for customers worldwide.

latchamdirect.co.uk

“Our ability to deliver integrated online and offline solutions served our client’s needs and has also enabled us to win more business—increasing our revenues by selling Web solutions alongside digital print and mail.”

– Mike Hughes, Managing Director, Latcham Direct, Ltd.

Latcham Direct, Ltd.—“Virgin Holidays Benefits Statement”

To help its employees better understand their benefits packages, Virgin Holidays worked with Latcham Direct to develop a multichannel campaign that presented their information in a visually appealing way. The campaign was so well received that Virgin plans to roll it out to other Virgin brands, while Latcham Direct has used it as a springboard to more multichannel work.

Challenge

Helping employees understand and take full advantage of their company benefits is a priority at Virgin Holidays, the travel company within the Virgin Group. The reason is not only to benefit employees, but to raise awareness of the investment Virgin Holidays makes in them and to remind them of the company's core values. To reach their employees in the media they were most likely to engage in, Virgin Holidays specified their “Total Rewards” statements to be a personalized, multichannel experience. The campaign also needed to adhere to Virgin Holidays' brand guidelines; to be accessible at all times from any platform, including PC, mobile phone and tablet; and to be highly secure, to protect against unauthorized access to confidential employee information.

Solution

Latcham Direct developed a campaign that delivered a printed benefits statement and email to each employee, pointing them to personalized microsites optimized for both mobile devices and PCs. The microsite and print piece showed benefits such as salary, number of vacation days and health insurance plan in easy-to-understand, graphically rich formats, from simple lists to animated pie charts, with an exotic holiday getaway theme that was anything but dull. Latcham Direct orchestrated the campaign with XMPie® Circle, using XMPie PersonalEffect® for personalization. Printing was on the Xerox® iGen4® Digital Press with a Xerox® FreeFlow® Print Server and Xerox® FreeFlow Output Manager®. The direct mail pieces used 300 gsm silk stock, and were assembled by hand.

Results

The initial campaign was very well received, and Latcham Direct expects to run future campaigns for other Virgin brands, as well as Virgin Holidays. Employees claim the charts and graphs made benefits easier to understand, and the anytime access on PC and mobile devices, and the opportunities for further discussion via email and Web links, added convenience. Virgin boosted engagement by monitoring who visited their sites and sending followup emails to those who hadn't.

For Latcham Direct, the campaign also showcased the firm's capabilities for integrating online and offline solutions, opening the door to new revenues from selling Web solutions alongside digital print and mail.

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