

Personalized Campaign Helps Essilor See Double-Digit Revenue Increase

Pazazz



“Essilor Varilux Exclusive Campaign”

Best-of-the-Best Award Winner—
Direct Mail/Marketing
Xerox Premier Partners Global Network

Pazazz Printing, located in Montreal, Canada, is a one-stop shop for integrated, cross-media marketing solutions, as well as UV offset, digital and wide format printing, labels and packaging. Founded in 1992, Pazazz has nearly 100 employees and annual revenues of more than C\$15 million.

www.pazazz.com

“This campaign helped Pazazz further validate to Essilor management that we are a true business partner, collaborating for the benefit of both companies.”

– Warren Werbitt, Founder and Fisherman, Pazazz Printing

Pazazz—“Essilor Varilux Exclusive Campaign”

Essilor Canada wanted its annual campaign to vary its messaging according to the loyalty and sales volume of its customers—eye care professionals. Pazazz designed and executed the campaign’s complex variable printing and kitting, contributing to a double-digit revenue increase and successfully driving traffic to Essilor’s new website.

Challenge

The Essilor Group is one of the world’s leading manufacturers of eyeglass lenses, and its Canadian arm, Essilor Canada, operates multiple optical laboratories across Canada, serving eye care professionals. Essilor Canada was launching its 2016 campaign print piece, which is the firm’s primary communication to eye care professionals for the calendar year. The Essilor team wanted to tailor messages to spur business with its top clients, known as Varilux Exclusive Members and classified as Platinum, Gold, Silver and Guest, according to sales amounts and points earned towards financial incentives. In addition, Essilor was launching a new website, and needed to explain the site’s value and entice eye care professionals to visit.

Solution

Pazazz collaborated with the Essilor Group’s agency of record to design the 2016 campaign launch piece, a 38-page, full-color booklet that is part capabilities brochure and part catalog. Eight separate lots were produced, four each in English and French for the Platinum, Gold, Silver and Guest groups. The pieces were printed mainly on the Xerox® iGen® 5 Press with an EFI™ Fiery® Digital Print Server, combining variable and static pieces, and supplemented with elements printed on a digital label press. The pages were then collated, perfect bound and shrink-wrapped to create the final kits, which were shipped to Essilor sales representatives across Canada so they could meet with eye care professionals to review the campaign.

Results

The campaign achieved its goals, driving a double-digit increase in sales and increasing traffic at the Varilux Exclusive website. Pazazz executed flawlessly on the print and relatively complex kitting of multiple targeted pieces with variable components.

In the process of developing and producing the piece, Pazazz was able to further validate to Essilor management that Pazazz is a bona fide business partner, collaborating for the benefit of both companies. In particular, Essilor management has stated that Pazazz solutions and technology have made the lens manufacturer much more efficient.

Essilor also came to recognize that the Pazazz “Challenger Sales Model” drives tangible benefits for key clients.

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