

FASHION FORWARD PRINTING

Direct mail set the stage for a fashionable event that attracted attention and sales.

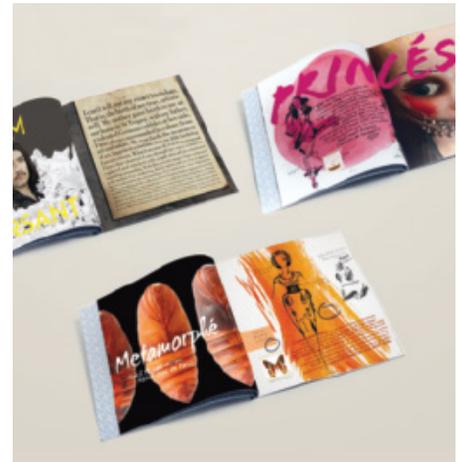
When Fuji Xerox launched its Versant 2100 Digital Printer, prospects were already drowning in print samples. Unless they could see proof of performance, they wouldn't buy. It took an immersive, integrated direct mail experience to demonstrate the printer's capabilities and stand out from everyone else in market.

The 3D direct mailing came from fictitious French fashion designer, Alfonso Versant. His fashion collection used only paper stocks passed through the Versant 2100. Inside was a beautiful look book filled with Alfonso's musings. Also included, a VIP pass to the New Zealand premiere of Fashion Collection de Papier.

For the event, award-winning fashion and garment technology college NZ Fashion Tech helped create 12 unique Haus of Versant looks. Over 300 attendees watched models take to the runway wearing garments created on the Versant 2100 printer.

The goal was to sell 20 units within the first three months. Instead, they sold five machines on the night of the event and 49 more units within the first three months. During launch month, Fuji Xerox New Zealand accounted for 61 per cent of Versant 2100 sales in the region. At five months, ROI had risen to 328 per cent of target.

The creativity of dimensional direct mail combined with carefully targeted content drove potential buyers to the fashion show to witness an outstanding demonstration of the printer's capabilities. It was an integrated campaign based on fantasy that in reality resulted in a competitive advantage.



CLIENT: Fuji Xerox | PRODUCT: Versant 2100 Digital Printer | COUNTRY: New Zealand | AGENCY: Republik
AGENCY TEAM: Creative Director Andrew Sims | Copywriter Duncan Blair | Art Directors Craig Ross,
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