



CASE STUDY: TCF

How do you accomplish sending a mass mailing with a personal touch?

SITUATION:

Create a mass mailing containing variable data with a personal letter and individually tailored coupons that pertain to the recipient. Take the next step! Print the variable letter and coupon in 4-color process to portray a design that will catch the eye, but still keep your budget inline.

Use information at hand! A customer's account information can be used as a database to derive all functions of a variable data direct mail piece.



SOLUTION:

Create a database that communicates the recipient, bank state code, branch number, and account plan number. This database then drives the name and address of the recipient, the letter that will be printed for that individual, and the specific three coupons that they will receive.

This particular project includes several variable options: 9 letters, 10 coupons, 9 account plans, 4 state codes, and of course 6 rule exceptions. This can be messy if you try to sort by hand, but is made easy if you let an Excel file do the work. The information from the database is sent directly to our HP Indigo 5000 in correlation with the art file to ensure that all the correct data is printed and mailed to the right individual.

The digital press handles all the variable data and printing. Just fold, insert into a window envelope, and mail.

RESULT:

Each individual who has enrolled in a new banking account receives a personal letter and three coupons reflecting offers that correlate with their new account.

