

Capturing the right attention

HP Indigo press continues to enable a creative group to introduce new service offerings and business lines to meet customers' changing demands



Group Momentum began as a pre-press house in Australia in the 1970s. From the early 1990s as technology revolutionised the creative industry and consumer behaviour, Group Momentum reinvented itself by diversifying its services and investing in HP Indigo press digital printing technology.

HP customer case study: Group Momentum continues to invest in HP Indigo press digital printing technology which offers the in-house capability to establish the group in multi-channel one-to-one marketing, digital printing and web-to-print services.

Industry: Creative, marketing and print services

Objective:

- Diversify into related services in the creative industry to address changing consumer behaviour and customer expectations
- Invest in the industry's most advanced and capable digital printing press at any one time
- Increase response rates for customers' marketing campaigns

Approach:

- HP Indigo press 3050 (third upgrade over 9 years)
- HP Indigo press 5500 (install 2007)
- HP Indigo alliance solutions
 - Direct Smile image personalisation software
 - Press-sense iWay web-to-print workflow solution
 - XLDoc Global POD
- HP Designjet 5500 Printer

Results:

- Progression into a leading creative group offering personalised one-to-one marketing, short-run digital printing and web-to-print services
- Ability to output high-definition prints in vibrant colours at high speeds
- Improvement of more than 200 percent in campaign response rates
- Positive impact on bottom line by diversifying into new business areas



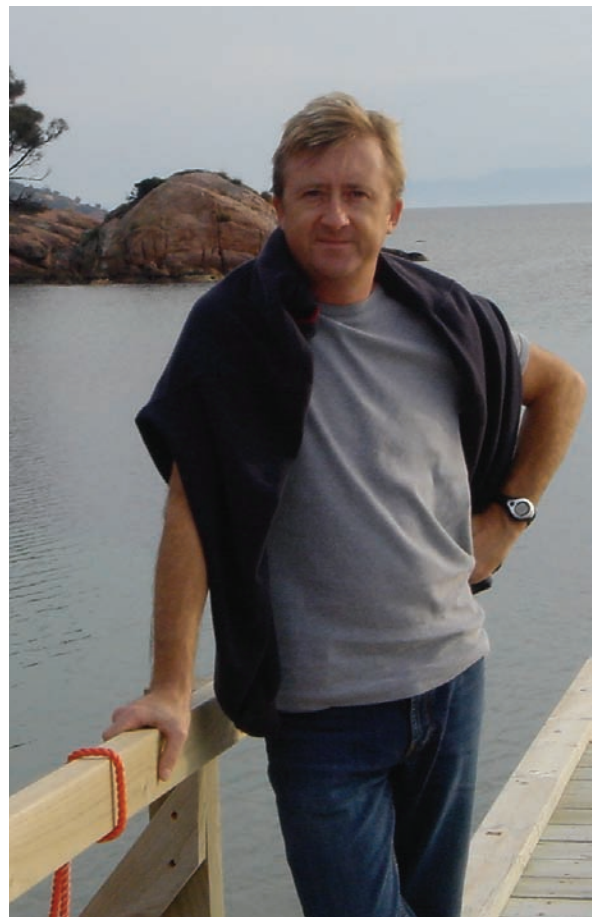
Technological advancements have changed the way people live and communicate in Australia. Today's sophisticated consumers are flooded with information from the internet and through the mail. To reach consumers, the banking, telecommunication and public service industries have begun to realise that it is no longer sufficient to conduct generic large-scale direct mail campaigns. The challenge now is to be able to develop messages that speak directly to consumers and address them by their names.

Against this scenario, one creative agency has successfully reinvented itself to help large corporations reach their potential consumers effectively.

Just 30 years ago, Group Momentum was a pre-press house in North Sydney. Since the 1990s, the group has survived dramatic changes in the creative industry brought about by the introduction of the Macintosh computer, the internet and more recently, the digital revolution.

“When we started out nine years ago, HP Indigo was the stand-out leader. It is still the stand-out leader now. And every time we wanted an upgrade, we evaluated the different vendors vigorously and still found the HP Indigo press the most suitable for the markets that we serviced. It’s a broad device with a flexible software driving it for a variety of work. ”

David Minnett, Managing Director,
Group Momentum



Change = opportunity

Embracing change as an opportunity, Group Momentum embarked on diversifying into a specialised range of services to evolve with its customers’ needs. As this diversification required the boosting of in-house capabilities, the group decided to invest in a digital printing press nine years ago.

According to managing director David Minnett, the HP Indigo digital press was seen as the leader in digital printing then. The primary feature he liked was the unique liquid HP ElectroInk that could create rich, vibrant colours and control even the smallest particle sizes at high speeds required for top-quality colour and productive printing. It was an ink that behaved like real ink on paper.

From being one of the earliest adopters the technology in Australia then, Group Momentum has undergone three trade-ins to upgrade to newer HP Indigo press models. Today, the group’s HP Indigo press 3050 performs reliably to fulfill a variety of projects.

The personal approach

With its new in-house capability, Group Momentum found its niche in personalised one-to-one marketing campaigns, delivering significant improvement in return on investments for its customers.

Here, the HP Indigo press 3050 has enabled the group to turnaround even the most complex campaigns. As timelines become tighter, Minnett finds that being able to create and produce all the materials in-house has been a significant competitive advantage. The press works at impressive speeds – producing up to 4,000 4-colour letter/A4-sized images each hour. Prints are instantly dry and can be fed immediately to offline finishing, making the press ideal for fast, targeted campaigns.

In addition, the HP Indigo press 3050 can ensure high-definition imaging at 812 x 812 dpi resolution printing with HP ElectroInk on both smooth and textured surfaces. Optional five-, six- and seven-colour inking stations let operators add HP IndiChrome special colours to the four process colours to deliver materials with a wider colour range and better colour matching.

While achieving high speeds and high-quality output, the HP Indigo press 3050 is particularly capable in handling variable data printing required to customise the direct mail pieces. To add further interest to its campaigns, Group Momentum has also invested in an alliance solution, Direct Smile image personalisation software, which works seamlessly with the press.



"Customers understand now the importance of going out to consumers with the right message at the right time. Timing is critical as the more current the message, the more relevant. Working these campaigns on the HP Indigo press 3050 has meant that we can execute one-to-one campaigns cost-effectively in a measurable way under very tight timelines."

David Minnett, Managing Director, Group Momentum

Now, a typical direct mail campaign from Group Momentum carries transactional data such as the recipient's name and other personalised information to persuade the recipient to act. As the HP Indigo press 3050 can handle short-run printing cost-effectively, a campaign can be carried out in small batches over a period of time, ensuring that the customer's call centre can respond to enquiries and engage with consumers more effectively.

It's quality over quantity, with a high emphasis on a customer's return on investment. And the result has seen a significant improvement in campaign response rates by 200 to 300 percent compared to traditional generic direct marketing campaigns.

The web convenience

While personalised direct marketing offers tremendous business potential, Group Momentum

has been exploiting the full capability of the HP Indigo press 3050 to introduce other services. At the moment, short-run collateral printing still accounts for about half of the volume printed on the press. But there's a new spin to it.

A recent investment in another HP Indigo alliance solution has allowed the group to introduce web-to-print services to tap consumers' need for greater convenience. The Press-sense iWay solution manages the complete workflow from the time a consumer selects a desired collateral from a webpage to the production of the final printed copy, ready to be mailed out.

Such on-line collateral systems have been gaining in popularity among Group Momentum's customers in the technology, chemical and automotive sectors. The business advantages are compelling as customers can save redundancy, space and costs associated with printing large volumes of collaterals. As information changes, customers can update their collaterals online and ensure that consumers will always receive the most up-to-date printed collaterals.

By the end of 2007, Group Momentum will also offer a greeting card application over the internet through <www.moonpig.com.au>. This application will again put convenience right in the hands of consumers who want to customise their own greeting cards before printing.



Under one roof

As campaigns often require the printing of large-format material, Group Momentum also uses the HP Designjet 5500 Printer to produce point-of-sale, backlit and display materials.

Minnett finds having in-house HP printers beneficial when working on campaigns that require confidentiality before launch. Most agencies send their designs and projects to third-party presses for test prints and final productions. This exposes additional people to the campaigns that need to be kept under wraps until final release.

"Above all, these investments have allowed us to have a much broader service offering and move into multi-channel campaigns with the ability to do everything in-house. The HP Indigo press 3050, in particular, has diversified our business into one-to-one marketing and web-to-print. We look forward to continue running our success with HP presses and printers."

David Minnett, Managing Director, Group Momentum

At a glance

- Company: Group Momentum
- Location: Sydney, Australia
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