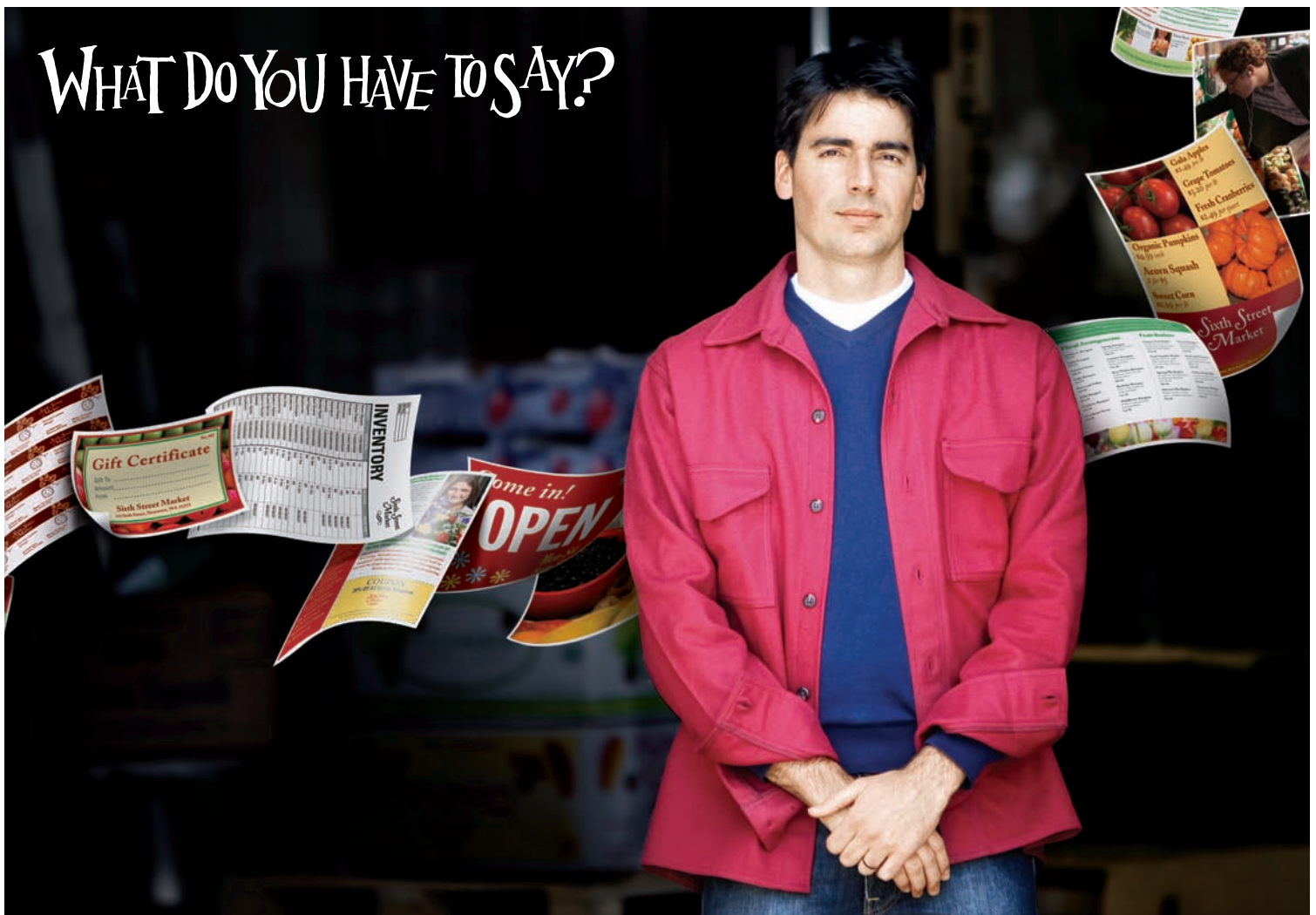


# WHAT DO YOU HAVE TO SAY?



## Case Study: Gyro International and T-Mobile



**GYRO**<sup>®</sup>

**T-Mobile**  
simply closer

The telecommunications market continues to expand rapidly. Companies compete fiercely to win contracts and sign new customers. Direct mail is one of the most popular and effective methods to contact potential customers however, 85 percent of advertising goes unnoticed.<sup>1</sup> Marketers are running increasingly innovative direct marketing campaigns to make their products and services stand out from the crowd.

Personalisation is one such method available to marketers and is instrumental in creating distinctive brand identities and opening a meaningful dialogue with customers. Customised marketing collateral is more likely to receive a positive response than conventional mailers. Personalised marketing campaigns can generate response rates of over 30 percent<sup>2</sup> as opposed to generic mailers where rates remain fixed at one to three percent.

Gyro International, Europe's largest integrated b2b marketing agency, has led the way with personalised direct communications, pioneering the use of variable data, in its campaigns for the last five years. The company continues to use personalisation as an integral part of its innovative promotional literature and has recently produced 8,000 customised mailers on behalf of its client T-Mobile.

### Campaign Objectives and Strategy

T-Mobile wanted to promote its Mobile Broadband services by encouraging business customers to connect to their work applications – such as email, instant messaging and remote access to company's systems – while on the move.

<sup>1</sup>Direct Marketing Association - 2006

<sup>2</sup>Direct Marketing Association - 2006

**“The HP Indigo press 3050 is ideal for producing marketing collateral, such as direct mail, flyers and promotional material.”**

Jay Foster, director, ccONE Creative Services



“T-Mobile’s market research concluded that businesses were reluctant to use Mobile Broadband services, believing that coverage was not consistent or strong enough to fulfil their requirements,” explained Steve Osaer, senior account manager, Gyro International. “It became clear that we needed to educate T-Mobile’s commercial customers about improvements to the service and its suitability for people who work out of the office.”

In order to do this T-Mobile needed to demonstrate to its customers that ‘Mobile Broadband has finally got its skates on’ with connectivity reaching the speeds that its customers needed, ensuring that it was possible to use this service for business purposes in a wide range of regions.

“T-Mobile’s brand values include listening to their customers and providing them with information relevant to their telecommunication needs,” said Osaer. “We wanted to find a method of communicating with T-Mobile’s customers that incorporated these values but could still effectively portray the improvements to mobile broadband connectivity. We decided that the most effective way of achieving this was to produce a personalised mail piece, customised with the recipient’s name and details of the mobile broadband coverage in their region.”

The personalised direct mailer was distributed to T-Mobile’s target customers along with a personalised 12-page brochure, attached to a set of wheels to form the shape of a skateboard.

The printed piece was followed up by two e-Direct mails, which featured the details of Mobile Broadband packages. The e-Direct mails were designed to encourage the recipient to access a personalised microsite via a unique URL.

Each microsite contained information on connectivity, the benefits of using Mobile Broadband, and exclusive offers. Users could access case studies of different types of businesses successfully using T-Mobile’s Mobile Broadband services to connect to company systems, while out of the office. Accessing the microsite provided recipients with the opportunity to download information relevant to their business plan and to register their details for a call back from a T-Mobile representative.

#### **Production**

Gyro outsourced the production and distribution of the mailers and brochure to HP Indigo print service provider (PSP), ccONE Creative Services.

T-Mobile sent variable data to ccONE in the form of an excel spreadsheet. The company used personalisation software, HP Yours Truly Designer®, to manage the information and customise the documents, which were then printed on an HP Indigo press 3050.

"The campaign has generated over 400 percent return on investment (ROI). We would not have achieved this level of success using conventional direct mail."

Steve Osaer, senior account manager,  
Gyro International

"The HP Indigo press 3050 is ideal for producing marketing collateral, such as direct mail, flyers and promotional material," said Jay Foster, director, ccONE Creative Services. "Businesses are becoming more aware of the importance of high-quality print in marketing campaigns. Matching corporate colours can sometimes be tricky however, as our HP Indigo press uses liquid ink we had no problem matching the distinctive colours of the T-Mobile logo, ensuring that the brand was accurately represented in the campaign."

ccONE produced and distributed all 8,000 mailers within three days.

#### Results

"The Mobile Broadband campaign was incredibly successful and demonstrated that personalised direct mail is an excellent and effective method of communicating messages to a target audience," explained Osaer. "T-Mobile experienced an almost instantaneous increase in interest in Mobile Broadband. The results of the campaign so far has confirmed that sales of mobile broadband have been in excess of £300,000 and that the campaign has generated over 400 percent return on investment (ROI). In addition, the sales pipeline indicates that there is a further £500,000 of potential revenue, which if successfully converted will generate an ROI of over 1000 percent. We would not have achieved this level of success using conventional direct mail."



### Personalised T-Mobile Campaign, Produced by Gyro

#### Key Accounts Acquisition Campaign

**Campaign Objectives and Strategy:** T-Mobile wanted to open up a channel of dialogue with its customers IT decision makers.

Gyro produced a high-value direct mail piece, which was delivered to the decision makers' desk, rather than being thrown away. A USB microphone was sent in a personalised box to key decision makers.

Plugging in the microphone took users to a personalised microsite where they viewed a video of their account manager and used the USB microphone to record a voicemail message requesting further contact with their account managers.

The campaign was followed up with two e-Direct mailers – one to remind customers to visit the microsite and one to thank the user for visiting the site – and phone calls from the sales team.

**Production:** 250 mailers were produced on an HP Indigo press.

**Results:** The sales pipeline showed £2,000,000 of qualified leads during the initial stages of the campaign. 57 percent of customers targeted have agreed to a meeting with their T-Mobile sales representative.

“The Mobile Broadband campaign was incredibly successful and demonstrated that personalised direct mail is an excellent and effective method of communicating messages to a target audience.”

Steve Osaer, senior account manager,  
Gyro International.

#### Feedback

A representative from T-Mobile stated, “The use of different targeted media – printed mailers, e-direct mail and a personalised microsite – in this campaign meant that it got to a wider range of decision makers and was therefore really successful at increasing awareness of our new market leading proposition, driving up leads and making sure as many people as possible took notice of the message, which is exactly what we wanted.”



#### Challenge:

- T-Mobile asked its marketing agency, Gyro to promote its Mobile Broadband services by making its business customers aware of improvements to the service.

#### Solution:

- Gyro decided to produce a personalised marketing campaign to educate T-Mobile's business customers. The campaign included customised printed direct mail, e-direct mail and a campaign microsite.
- Gyro outsourced the production of the mailers to HP Indigo PSP, ccONE.
- 8,000 mailers were produced on an HP Indigo press 3050.

#### Results:

- T-Mobile experienced a significant interest in its Mobile Broadband services.
- Confirmed sales have reached over £300,000.
- The campaign has so far resulted in a ROI of 400 percent.

To learn more, visit [www.hp.com](http://www.hp.com)

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