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GI Direct Turns to the New KODAK INSITE Campaign Manager to Drive Response Rates in Cross-Media Campaigns

Kodak's new Unified Workflow System is underpinned by sophisticated data analytics

LA HULPE, BELGIUM, August 2009 —UK-based direct marketing production house, GI Direct, part of leading integrated direct marketing and multichannel customer communications provider GI Solutions Group, is beta testing the KODAK INSITE Campaign Manager. Kodak's innovative campaign management software provides the company with a unified system of data analytics, cleansing, email blasts, personalized URLs (PURLs), SMS text and print. GI Solutions Group, comprising three divisions – GI Direct, GI Insight and GI Solutions – offers a complete range of global business communications services, from customer insight, strategy and targeting development, to campaign execution and management, creative print and mail and response capture.

Robin Welch, Group Managing Director, GI Solutions Group, says: "Back in the 1990's we were focused on direct mail, but since the turn of the century we have been developing our marketing support services in line with changing consumer habits and increasing environmental constraints. To deliver successful, cost-effective and 'green' marketing campaigns in today's digital world means our customers' databases must be focused and classified. This allows the different audiences to be carefully targeted with appropriate content, which in turn drives far higher response rates.

Full cross-media campaign support

"INSITE Campaign Manager provides better 'connective tissue' between GI Direct and our database marketing division GI Insight, and allows us to help our customers reach specific customer groups more quickly and in a more environmentally friendly way than ever before. We can now offer our customers full cross-media campaign support – including PURLs to entice prospects to their websites, as well as targeted email blasts, SMS messaging and mail drops – and help them promote their brand and products in a new and exciting way."

GI Direct was established in the early 1990's and each year invests in the latest technology and equipment. The company has a full pre-media workflow from Kodak, including a KODAK MAGNUS 800S Platesetter and the latest version of KODAK PRINERGY Workflow System. The company is situated on a 100,000sq ft site in Leicester, England, and employs more than 170 skilled personnel who service a diverse customer base. GI Direct covers direct mail and campaign management, transactional and critical mail, and election and security print, and places a strong emphasis on environmental awareness. GI Direct has ISO 14001 accreditation as well as FSC and PEFC certification, and a long-standing relationship with the CarbonNeutral® Company.

Empowering customers with knowledge

Welch continues: "By using the sophisticated data analytics of the INSITE Creative Workflow System, we can empower our customers with knowledge. By helping our customers research their databases and classify groups of people and geographies, they have a far better understanding of the demographics they're targeting and can devise their marketing campaigns accordingly. By minimizing the amount of hard-copy material produced and taking advantage of cross-media initiatives, the result is more creative, more effective and environmentally friendly campaigns. The Kodak system has added significant value to our business and is already having a huge positive impact on our customers – some are reporting a four-fold increase in response rates, and at no extra cost."



GI Direct also sees enormous potential in the TransPromo sector. The company has installed digital printing technologies so its customers can capitalise on this fast-growing market. "TransPromo is all about generating added-value. Bills and statements should no longer be considered unavoidable business costs, but instead be seen as tangible assets. By applying personalized data to transactional documents, you can turn them into highly effective communication and marketing tools.

"We have 14 personalised printheads working on a web press, and with KODAK INSITE Campaign Manager we can offer high-value TransPromo documents to companies in the utilities and financial sectors.

"We have been investing in KODAK Solutions for the last six years and have enormous confidence in its technology," concludes Welch. Direct mail combined with effective data management is the way forward, both for us and our customers. KODAK INSITE Campaign Manager is an essential tool for all marketing campaigns. This technology will help us exploit many new commercial opportunities, and enable us to pass on huge cost savings to our customers."

About GI Direct

GI Direct is one of the largest direct mail production houses in the UK, providing customer focused solutions to a wide range of industries including financial services, charity and not-for-profit, mail-order, public sector and retail.

With 170 highly skilled people on a 100,000 sq. ft. site, GI Direct provides some of the most innovative and dynamic mail solutions available today...and tomorrow, supported by leading-edge technology.

Our in-house manufacturing capabilities include digital, continuous and inline scitex personalization. GI Direct can control every part of the production process, from concept to design and pre-press through to printing, enclosing and fulfillment.

For more information, please visit www.gi-solutionsgroup.com or www.creativeformats.com

About Kodak

As the world's foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of pictures and printing to enrich their lives.

To learn more, visit <http://www.kodak.com> and follow our blogs and more at <http://www.kodak.com/go/followus>.

More than 75 million people worldwide manage, share and create photo gifts online at KODAK Gallery - join today at www.kodakgallery.com.

In the graphic communications market, Kodak offers the broadest portfolio of integrated solutions to help customers grow their business. For more information, visit www.graphics.kodak.com. For downloading photos and videos from Kodak's image library, visit www.kodak.com/go/gcimages.

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