



London. 4 and 5 November 2009.



GI Solutions Group highlights latest in print and multi-channel at mediaPro 2009

September 2009

Visitors to stand 48 at mediaPro 2009, on 4 and 5 November 2009, will be able to find out how, under one roof, GI Solutions Group can offer every aspect of the communications cycle, starting with who to target, through imaginative print and multi-channel communications options, to the most efficient methods of sending those campaigns.

Data

Visitors to mediaPro will be able to take advantage of strong ties between GI Insight, the database marketing division, and GI Direct, the print production division. This enables our clients to benefit from specialist support for cross-media campaigns and enable them to reach specific customer groups in a more efficient and effective way than ever before.

GI Solutions Group will demonstrate how data can be used in conjunction with various communication mediums to fully target offers and communications and maximise their impact and related response rates.

Multi-channel

GI Solutions Group will highlight how clients can execute multi-channel campaigns while benefiting from cost savings and improved efficiencies. The media is increasing fragmented and businesses are faced with an ever-increasing range of channels through which they can communicate. Marketers are under pressure to deliver return on marketing investment; a more integrated approach to marketing campaigns is a long-term, sustainable solution to this growing concern.

GI Solutions Group is the first site in Europe to be beta testing Kodak's Insite Campaign Manager software, which allows them to manage personalised, integrated campaigns efficiently and cost-effectively. Campaigns involving personalised mail, email, SMS messaging and web pages can be planned, carried out, and increased response rates accurately measured.

Transpromo

GI Solutions Group will be demonstrating how they can help clients use their existing communications, such as bills and statements, to carry targeted marketing offers. Transpromotional technology provides businesses with the means to cross- or up-sell their own products or services. GI Solutions Group will also highlight the opportunity to sell available white space to appropriate third parties, thus turning it into a source of revenue. Furthermore, they will draw attention to the real and immediate transpromo opportunity in the loyalty sector.

To better experience the power of digital technology, visitors will also have the chance to receive a fully personalised daybook, printed on full colour digital kit, should they wish to leave a few personal details.

Hybrid Mail

The stand will allow visitors to learn more about hybrid mail and how it can help them to change the way they send mail. In the current recessionary environment, many companies are re-considering their office spend and would benefit from major savings and efficiency gains if they switched their traditional mail sending activities to hybrid mail.

Unity, a joint venture between GI Solutions Group and IT consultancy firm Haigh Consultancy Services, offers a simple, cost-effective solution to consolidate traditional mail from any desktop application and enables companies to send their post via the Internet directly to a production facility where the mail is digitally printed, folded, enclosed and sorted, before being transported 'downstream' to Royal Mail. A demonstration of Unity will be given at the show.

Visit GI Solutions Group on stand number 48 at mediaPro 2009 on 4 and 5 November 2009.

- ENDS -

About GI Solutions Group

At GI Solutions Group, we help you talk, interact and communicate with your customers through whichever channel – or combination of channels - is most effective.

In a nutshell, we are a complete direct marketing production house and database marketing services provider. We have the expertise and capability, under a single roof, to help you:

- Understand your customers and their behaviour better
- Pinpoint their value and their future importance for you
- Focus marketing effort where it will keep and grow the customers you want
- Produce strategies to measurably improve revenue and profitability
- Create, produce and distribute single or multi-channel campaigns based on these strategies
- Capture people's responses and use them to refine campaign productivity

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