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roberts communications inc.

Customer  
Think™

## Roberts Communications / Xerox Snackinar

**Challenge:** Drive ad-agency creatives to a personalized URL and to the Xerox booth at the Graph Expo trade show. In the process, demonstrate the personalized fulfillment power of Xerox digital production printers.

**Strategy and Action:** “Snackinar” started with a dimensional mailer featuring digital-print application samples. The mailer invited Graph Expo attendees to pick their snacks on a personalized Web site, confirmed with photos of the selected snacks on a reminder postcard. At the Xerox booth, the three snacks were waiting for each registrant in a personalized bag.

**Results:** More than 15 percent of recipients went to the Web site, and based on sales Explorer results at the show, Xerox estimates an ROI of more than 20x.

Update My Info	Webinar	Invite a Colleague	Xerox.com	GraphExpo®
<b>XEROX 1:1 SNACKINAR</b>				
				
Tanya, all it takes is a minute to register for the Xerox 1:1 Snackinar.				
Order your snacks here to be delivered at a FREE session in the Xerox booth #1016 at GraphExpo® in Chicago, September 28 — 30. Please complete all information below.				
<b>1. Pick the day and time</b>				
Sunday, September 28, 10:45 a.m.				
<b>2. Pick your snacks (choose one from each category)</b>				
Candy				
Chips				
Cookies				
<b>3. Please answer the following:</b>				
Company Size				
Percentage of Digital Work				
<b>4. Digital Equipment (check all that you own)</b>				
<input type="checkbox"/> Xerox <input type="checkbox"/> HP®/Indigo®				
<input type="checkbox"/> Heidelberg®/HexPress®				
<input type="checkbox"/> Other <input type="checkbox"/> No Digital				
E-Mail address:				
<b>Submit</b>				
<b>Not going to GraphExpo?</b>				
<a href="#">Sign up for our online Xerox 1:1 variable digital print Webinar. Click here to register.</a>				
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Welcome Tanya Smith and  
TransUnion to your  
Xerox 1:1 Snackinar registration site.

**Enter**

[If the personal information above is incorrect, please click here to register.](#)

This site is best viewed with Microsoft Internet Explorer 6.0 or Netscape Navigator 7.0

**Pick them up Monday, September 29  
at 10:45 a.m. in Xerox Booth #1016 at  
GraphExpo® in Chicago.**

Kevin, the image of your snacks exactly as you chose them was reproduced on the fly with the Xerox DocuColor® iGen3® Digital Production Press and new XMPie® software. You'll find out just how seamless and efficient the process is at the Xerox 1:1 Snackinar. We look forward to showing you how our simplified variable digital color printing can drive new revenues for Roberts Communications Inc.

P.S. Hundreds of other attendees are receiving their personalized versions of this confirmation.

Xerox DocuColor® iGen3® Digital Production Press

**XEROX**

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