



touché

INTEGRATED MARKETING SOLUTIONS



RP GRAPHICS GROUP



one to one in one™



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What is Touché Integrated Marketing Solutions?

RP's Touché Integrated Marketing Software melds the work done by the IT/Programming and Data service people with that of the creative and e-media teams. In one seamless process, Touché creates and builds mass-personalized cross-media campaigns that include print, web and email, from one central platform. Personalized campaigns are produced from client databases and changes can be made, from sheet to sheet, in everything from names through logos, colours and images. And you can forget about multiple vendors, with Touché RP is able to:



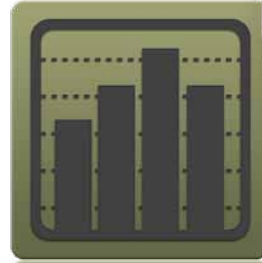
Track data at every customer touch point
Print, Web, Email



Conduct interactive surveys



Handle your fulfillment and mailing



Provide customized reports of your campaign results

RP's Touché Integrated Marketing Software spans design data and business logic, resulting in marketing that not only produces a high rate of return but also an appealing ROI.





Direct Marketing with Touché.

Personalized messages that speak directly to your customers. These can take several forms: letters, emails, texting, postcards, even personalized gifts. Well-targeted direct marketing can play a significant role in your promotional mix, resulting in equally significant returns. RP Graphics' state-of-the-art facility offers complete mailing and fulfillment solutions that ensure every stage of your program, regardless of size, is accurate, on-time and on-budget.



Digital Printing Capabilities:

We provide you the greatest number of options for personalization and pricing including:

Colour digital prints – up to 100 copies per minute

Black and white laser prints – up to 290 copies per minute

Inkjet imaging – up to 500 copies per minute

Our in-house finishing & lettershop services:

- Fully automated polywrap that mails multiple pieces in a single package
- Die-cutting, folding and stitching
- Insertion in video match equipment for unparalleled accuracy
- Tabbing/clip sealing, glue tipping
- Manual packaging, kit assembly and fulfillment
- Mail preparation for Canada and US



Variable-Data: Printing Refined.

Variable-data printing is a form of on-demand, customized printing that enables you to personalize your project by changing elements such as text, graphics and images from one printed piece to the next, using information from a database or external file.

Variable data printing is mainly used for:

- direct marketing
- customer relationship management
- advertising
- invoicing on selfmailers
- brochures
- postcard campaigns

At RP Graphics our variable data printing equipment and software enable us to mass customize documents via digital print technology, as opposed to the 'mass-production' of a single document using offset lithography.

Instead of producing 10,000 copies of a single document, each delivering a single message to 10,000 customers, variable data printing could print 10,000 unique documents with a customized message for each customer, greatly enhancing your ROI.

The basic level of variable printing usually involves a simple salutation or name change. At RP Graphics, we take this method to the next level, involving different amounts of customization for different markets. This means text and images can be changed for changing addresses relevant to each market segment. We can also drive different segments to a different URL or PURL (Personalized URL), making tracking more effective.

The returns for variable printing naturally depend on the content and its relevance to the market, but this technique provides you with an effective tool for increasing ROI on your marketing campaigns.





PURL: Personalized Web Pages Defined.

Dynamic web pages work the same way that variable printing works, except the XMPie component works in Dreamweaver and ASP.NET programming. Design your web page (or entire microsite) as you would normally in Dreamweaver and we will add the programming objects that link the data to your website.

Every web feature that you would normally use in website development is available to use on our .NET hosted server. The functionality can be posted to your website if you are familiar with Web Services (SOAP) functionality, otherwise you may require additional programming.

You can program anything in HTML, Flash, Javascript or C# that you wish. We then post your designs to our servers and hook up the database to drive the website.

A PURL then looks like this <http://www.yoursite.com/FirstName> - note you can use sub-domains or just www as you normally do. If you need any additional information regarding how to configure a PURL site, please contact our technical services department.

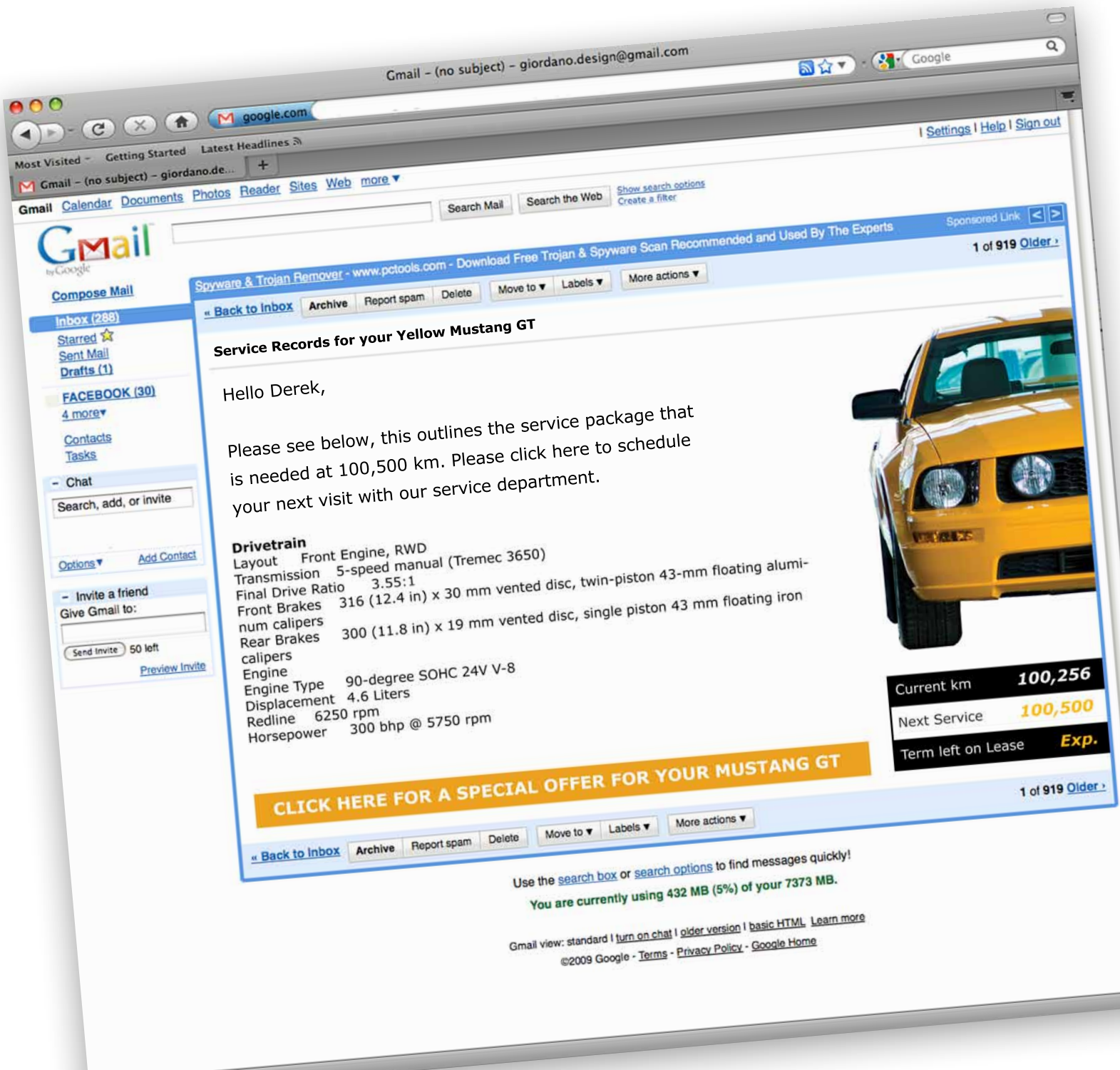




Personalized Email Campaigns.

Personalized emails work in a similar fashion to PURLs.

Produce the design as you normally would in Dreamweaver and we'll do the rest.





Results Marketers Can Actually Use.

Our data/programming capabilities include:

- Meeting standardization and hygiene requirements for processing by the post office
- Case conversion and proper case usage
- Nth. select, seeding for proper testing and control
- Merge purge/duplicate elimination and parsing help you save on postage
- Bar-coding for tracking and POS solution
- Custom programming for print and web programs
- Canadian and NCOA (National change of address)
- Identifying and sorting Canadian and US mail, to reduce postal costs

At RP, list purchasing, data capture, scanning, cleaning and storage are all conveniently located under one roof. This saves our clients considerable time, which is money, and ensures that every stage of their project is under the same intense, consistent RP scrutiny.



Track Intelligently & Accurately.

RP Graphics Touché powered by XMPie delivers the only platform that can intelligently and accurately track how many unique people responded to your entire campaign.

The key to integration is reporting. 80% of direct mail is opened over a garbage pail or recycling bin – 80% of your email blast goes directly to trash – the question is which 80% and are they the same 80%.

With RP Graphics Touché powered by XMPie you can track each touch point with your customers, ensuring that your message is being read and respond appropriately if it isn't.

XMPie will tell you who read their print piece and who opened their email and if it's the same person or not. No other marketing platform offers such easy to use tools.



Designers Using Familiar Programs.

Using industry standard production software, Adobe InDesign and Dreamweaver, you do not need to learn expensive proprietary software products. Your agency or designer can design as they normally do for print, web and email. When you're done, we'll plug your work into our Touché Integrated Marketing Software, and you can relax knowing you're on your way to producing cross-media campaigns.

Artists can concentrate on the design work that makes you happy and we'll handle all the other elements of your single ad or multi-medium campaign. These include printing, fulfillment, mailing and reporting.



Easy to Setup.

To print variable documents using RP's Touché Integrated Marketing Software, a basic design must be created in Adobe InDesign CS3 first. XMPie is a plug-in architecture for Adobe InDesign that allows us to create variable data-driven objects wherever you place text or graphics. When your template is connected to the data, the programmed fields can now be filled with data from the database.

Similar functionality applies to graphics. To create a document that allows you to change the graphics for the recipient, the graphic control object (ADOR) is created by our programmers based on specific logic that can be found in the data. For example, if your customer purchased a Honda Civic and the data field contains "CIVIC" then logic can be applied to that field, which will display the Honda Civic specific graphic. When setting up your InDesign file, each version of variable graphics needs to be set on a different layer. You should have one layer for all text and then each graphical layer would represent the different versions.