

Maxim

Direct Mail

the client:

Maxim is a small, independent printer. Having invested heavily in an advanced digital press, Maxim can produce the very highest quality digital print – as good as, and in many cases, better quality than traditional litho printing.

the project:

There are many misconceptions about digital print which make it difficult to market. Chief among these are concerns about quality – that digital is a poor relation to litho, and that it is not very good for certain colours, and can suffer from ‘banding’ which makes it hard to reproduce flat areas of colour. Consequently, clients tend to think of digital print as being suitable only for short print runs that are not viable for litho, and, given their assumptions about quality, that it should be very cheap.

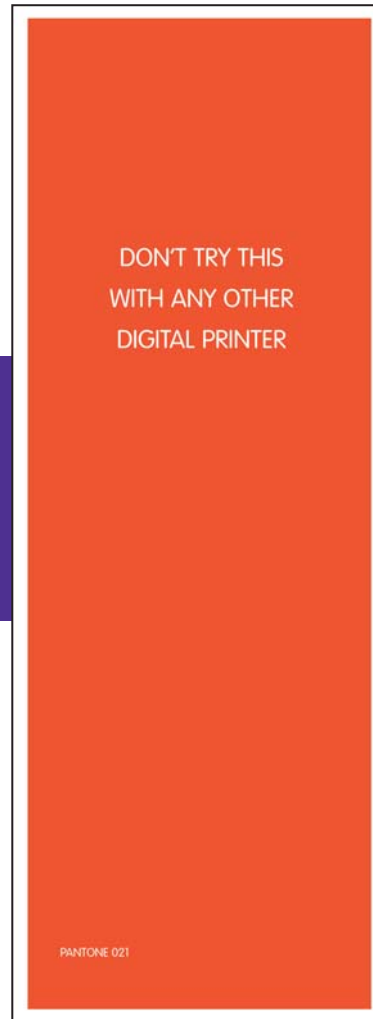
Maxim’s new press and their experience in getting great results from digital print means that clients should have no concerns about quality, and also that Maxim shouldn’t have to be stuck with the normal low pricing structure for digital print – but only if prospective clients could be made to think differently about digital print...

Zeus Advertising were asked to produce a direct mail piece that would challenge misconceptions about digital print quality.

the work:

Because the misconceptions were so strongly rooted in the market, Zeus decided to tackle them head-on. It was felt that the best way to sell Maxim’s quality was with a real example of their digital print. So the communication challenged recipients to try to match the quality of the mailer, outlining the problems any other digital printer would face in doing so.

In addition, the mailer had large, flat areas of ‘difficult’ colours, each labelled with the pantone reference. This allowed recipients to check the colours against their own pantone reference swatches – something even a litho printer would be nervous about.



zeus advertising case study



the result:

The mailer was very successful in prompting recipients to think differently about digital print. After examining the print for 'banding' and checking the colours against their pantone references, the most common reaction was to ask, "How did you do that?"

It has proved to be an effective sales tool, with a very high conversion rate. Although six-colour printing is Maxim's 'flagship' product, the mailer has also brought in large amounts of four-colour work.

client quote:

"We're absolutely thrilled with a campaign that worked. Print being a traditionally boring subject, Zeus addressed what clients feel lets digital print down, offering solutions rather than just telling them how good we are. It is hard to quantify conversions exactly, but I would say that the striking mailer was remembered by 95% of recipients and it wasn't thrown in the bin. Result."

Nigel Jackson, Managing Director, Maxim.

other projects for Maxim include:

Other direct mail projects and design.

other zeus clients include:

AOL, BBC Worldwide, CNBC Europe, Monster, and The Wall Street Journal Europe.

about zeus:

Zeus Advertising is a creative advertising agency that specialises in 'small' projects for big clients, and 'big' projects for small clients. There are no account handlers to get in the way – at Zeus you deal directly with the creatives who come up with your ideas – which leads to fewer misunderstandings, faster turnaround, better quality work, and great value.

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