



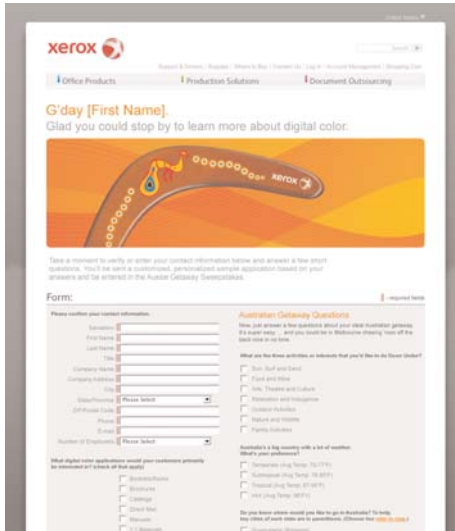


WARREN MAPES
art director / web designer

Campaign email



Campaign web landing page



CATEGORY:
personalized direct mail

Involvement:

Concept, art direction and design of all components of multi-touch point direct mail campaign.



AWARD WINNER
click to learn more

Dimensional direct mail





WARREN MAPES

art director / web designer

Direct mail cover



CATEGORY:

personalized direct mail

Involvement:

Art direction and design of direct mail.

Flat open panels





Xerox Corporation: Quickprinter Champion

WARREN MAPES
art director / web designer

Campaign email

xerox

"I'm here to ensure you're profitable from the start when you invest in Xerox digital."

Special offer: **Free Xerox Digital Color Press** (value \$10,000) to help you get started. **Free Xerox Digital Color Press** (value \$10,000) to help you get started.

1. How can I ensure that Xerox digital is profitable for me? We've become experts at helping companies like [Company Name] earn a fast ROI with digital—particularly for producing [Application bucket #1] and [Application bucket #2].

2. If I partner with Xerox, will I have to totally rethink progress and workflow? Not at all. We have the tools to help streamline and automate your entire operation.

3. When investing in Xerox digital, how do I decide which press is right for me? We make it easy. Just ask your Xerox representative and together we'll find a solution that's right.

Learn how to be profitable with Xerox digital.

Hurry—Offer ends 10/15/2008. No visit your web page today.

To receive additional information on these products and services, go to www.xerox.com/digital. To subscribe to our newsletter, go to www.xerox.com/digital.

Campaign web landing page

xerox

Welcome [First name]

Video introduction featuring Gavin Jordan-Smith

Special offer: **Free Xerox Digital Color Press** (value \$10,000) to help you get started. **Free Xerox Digital Color Press** (value \$10,000) to help you get started.

1. How can I ensure that Xerox digital is profitable for me? We've become experts at helping companies like [Company Name] earn a fast ROI with digital—particularly for producing [Application bucket #1] and [Application bucket #2].

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To receive additional information on these products and services, go to www.xerox.com/digital. To subscribe to our newsletter, go to www.xerox.com/digital.

CATEGORY:
personalized direct mail

Involvement:

Concept, art direction and design of all components of multi-touch point direct mail campaign.

Single-fold direct mail

xerox

"I'm here to help ensure you're profitable from the start when you invest in Xerox digital."

Gavin Jordan-Smith, Vice President and General Manager of Commercial Print, Xerox Corporation

Direct mail interior

"Whenever I'm in the [Northeast], these are the three digital printing questions I hear most. (And I think you'll like the answers, [First Name].)"

1) How can I ensure that Xerox digital is profitable for me? We've become experts at helping companies like [Company Name] earn a fast ROI with digital—particularly for producing [Application bucket #1] and [Application bucket #2].

2) If I partner with Xerox, will I have to totally rethink progress and workflow? Not at all. In fact, we understand that with under 10 employees, you need everyone to be productive. So we help streamline your operation and automate as much as possible within your existing workflow.

3) When investing in Xerox digital, how do I decide which press is right for me? We make it easy.

A Our new Xerox 700 Digital Color Press offers exceptionally robust digital color printing ... at a price that any print shop can afford.

B Better yet, check out the [iGenix] Press with offset and photo image quality. It's the most productive cut-sheet press on the market.

Visit your personalized web page to learn about our limited-time offers—and more: www.xerox.com/myprofit/BKielar1234

New applications for bigger profits. To profitably produce [Application bucket #1] and [Application bucket #2], you need a digital printing partner who really gets it. That's us. We'll also help you take on new jobs, such as:

[Customer satisfied by repeat—insert the largest components for full color brochures, catalogs, folders and more.]

[Response generating direct mail—insert your customers with the results they want.]

[Short run specialty items—variable format, tickets and more printed on demand.]



WARREN MAPES
art director / web designer

Single-fold direct mail

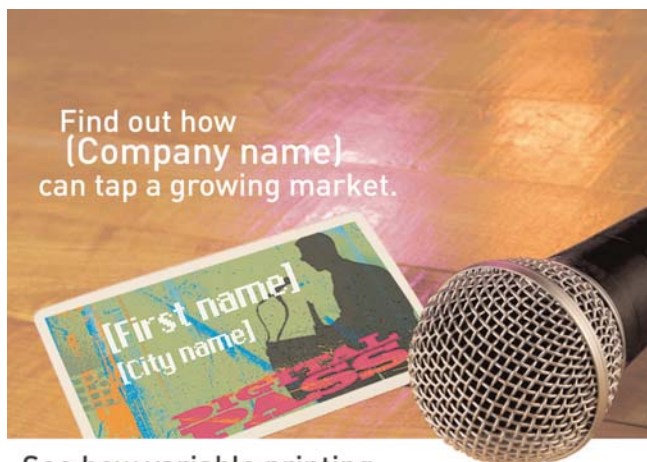


CATEGORY:
personalized direct mail

Involvement:

Concept, art direction and design.

Direct mail interior



See how variable printing,
shorter runs and streamlined workflows
mean bigger profits.

[Day],
[Month] [#]
[Venue Name]

Innovate 06 is your opportunity to talk to the pros about making money with digital printing. It's focused on helping you establish the right business model, build the optimal workflow and choose the best technology to grow your overall business—while complementing your offset printing operation. You'll discover why, by 2010, 21% of commercial printing revenues will likely come from digital printing.¹

Customers are discovering that personalization and color can boost direct mail response rates up to 500 percent²—and that's a big business opportunity for you

This FREE, fast-paced day of highly interactive sessions gives you the chance to learn:

- How digital printing opens up new revenue sources by allowing you to do shorter runs and quicker turnarounds.
- How to streamline your digital workflow for maximum efficiency and profitability.
- Why the phrase "Partner or Perish" is becoming a reality ... and an opportunity.
- Where book printers and publishers are finding a sweet spot for overall cost reduction and revenue growth.
- What proven business development tools are available to printers in every segment (and they pay for themselves).

1 Frank Romano and David Brody

2 National Association for Printing Leadership
from NPLC article

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Reserve your FREE pass right now.

www.innovate06.com/IDxxxx

Invite a colleague or client. It's easy when you register online.



WARREN MAPES
art director / web designer

Single-fold direct mail (agency and design version)

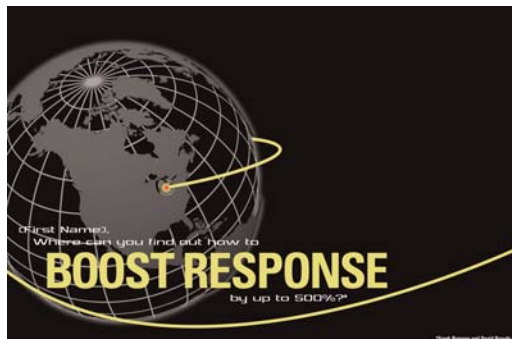


CATEGORY:
personalized direct mail

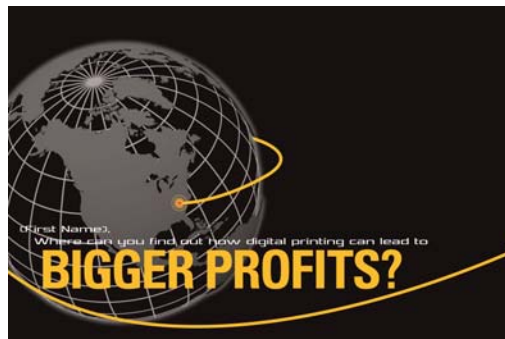
Involvement:

Concept, art direction and design.

(direct marketer version)



(commercial print version)



Direct mail interior

Wednesday
June 14, 2006
Bell Harbor International
Conference Center
World Trade Center - Seattle
Floor 600
2000 Alaskan Way
Seattle, WA 98101

In the last 20 years, print production has undergone a nearly total digital transformation, giving designers and other print production professionals the power to eliminate steps in the workflow. We'll show you how.

Frank Kossuth, President, Digital Print Info

Right here at **INNOVATE 06**

Shoreline
Seattle

Expand Your Creativity—and Reach for New Business.

Innovate 06 is your chance to talk to the pros about the exciting creative and business opportunities that digital printing makes possible. It's focused on helping you find the right digital printing partners ... design and prepare files for optimum efficiency and image quality ... and meet your clients' expectations for budget and turnaround times.

This FREE, fast-paced day of highly interactive sessions gives you the chance to learn:

- How designers, Web developers and advertising professionals can improve their work with the powerful tools available from Adobe and Xerox. Emphasis in this session will be on how Adobe's technology suite continues to revolutionize how the world engages with ideas and information and how Adobe is working with its business partners in delivering productive solutions for today's evolving professional publishing markets.
- Which design and file prep software tools give you the ability to eliminate steps in workflow and take full advantage of the expanding latitude in digital production.
- How PDF and JDF workflows can enable designers to create files on their desktops ... and get finished pieces ... with virtually no touches in between.

Learn more and reserve your FREE pass.

www.innovate06.com/[IDxxxx]

Invite a colleague or client. It's easy when you register online.

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Adobe, Creo, efi, XMPie, avanti, Elum, CMC, NOW Technology, PACEFLUX, PRINTABLE, ATLAS, ASI, BPS, xprint, etc.



WARREN MAPES
art director / web designer

Campaign email



Campaign web landing page

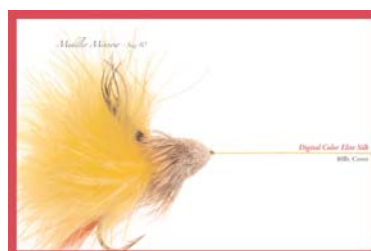
The landing page is titled 'Welcome, Sandra' and thanks her for her interest in receiving the Perfect Presentation sample pack. It includes a form with fields for Name, Title, Company Name, Address 1, Address 2, City, Phone Number, and E-mail. A 'SUBMIT' button is at the bottom. To the right, there is a poll titled 'What's your favorite fish?' with options: Salmon, Trout, Steelhead, Bass, and Sunfish. The Xerox logo is in the top right corner.

CATEGORY:
personalized email
& fulfillment

Involvement:

Concept, art direction and design of all components of multi-touch point email and fulfillment campaign.

Campaign fulfillment

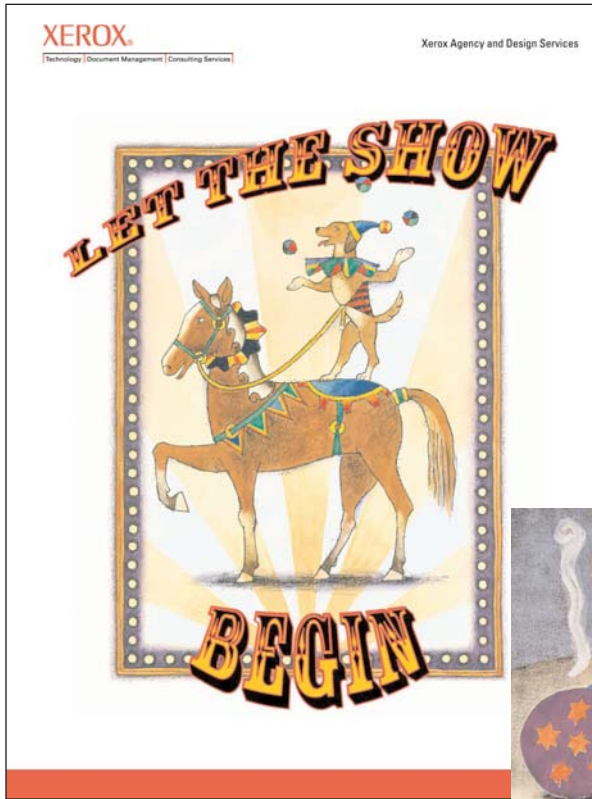




WARREN MAPES

art director / web designer

Campaign fulfillment pocket folder cover

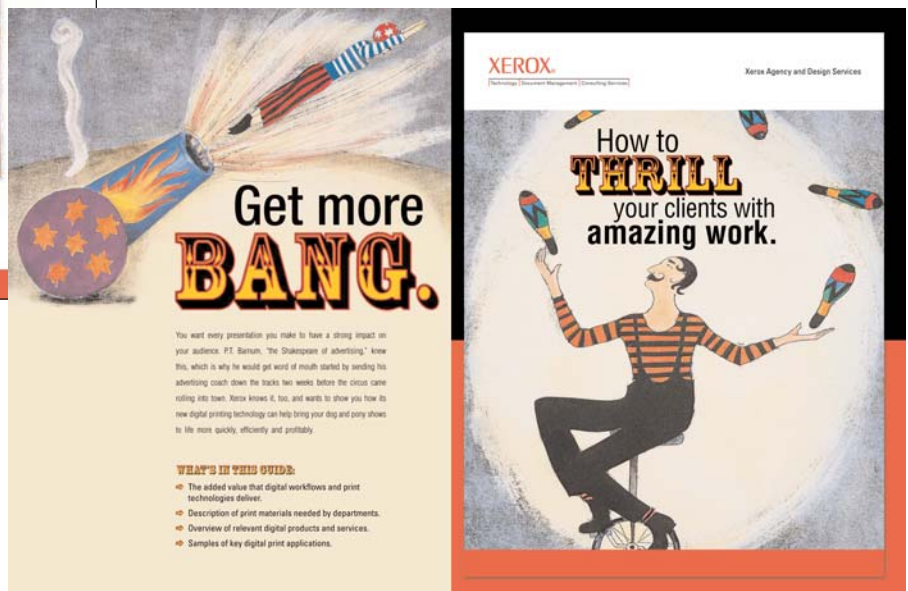


CATEGORY: outbound call lead generation fulfillment

Involvement:

Concept, art direction and design of fulfillment piece.

Pocket folder interior with saddle stitched 8 page brochure



Brochure spreads





WARREN MAPES
art director / web designer

Campaign email

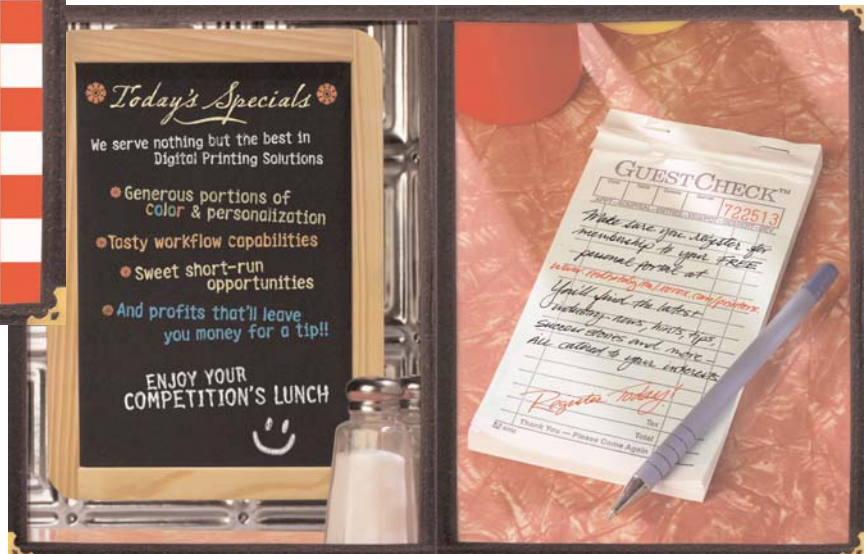


CATEGORY:
personalized custom
order lead generation
direct mail

Involvement:

Concept, art direction and design of fulfillment piece.

Interior front and back covers



Capabilities insert sheets



Reverse side



WARREN MAPES
art director / web designer



AWARD WINNER

[< go back](#)



Interactive, Channel, Direct, Branding



hawkeye
vision_velocity

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EVENT MARKETING	VERTICAL MARKETING	ADVERTISING	MEDIA BUSINESS	

[ADVANCED SEARCH](#)

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BtoB POLL

High fuel prices are changing the car-buying and driving habits of consumers. But are you flying less often for business due to higher ticket prices?

[VOTE](#)

BtoB's Best

Direct Mail: Multi - Xerox Corp.

Story posted: October 27, 2008 - 10:15 am EDT

Xerox Corp. Agency: Roberts Communications
Campaign name: Digital Return Integrated Direct Marketing Program
Launch date: March 2008
Creative credits: Chief creative officer: Bruce Kielar; associate creative director: Brian Rapp; art director: Warren Mapes; copywriter: Ted Wenskus; mechanical assistant: John Ragone; production director: Patty Osborn; database manager: Don Walker

Why we liked it: Showing is much more effective than telling. In this fine example of direct marketing "showing," which Roberts Communications created for Xerox Corp., customers were shown how Xerox digital color is capable of customizing and personalizing marketing materials. Using a series of mailers, Xerox encouraged printing prospects (offering the potential prize of an Australian vacation) to request a customized Australian brochure at a personalized url online. With the url and the customized brochure, Xerox does a fantastic job of personalizing the communication every step of the way. Additionally, Xerox offered prospects a customized boomerang, which is an inspired choice. First of all, the boomerang is personalized with the prospect's name, driving home the message of the campaign. Second, it's a symbol of Australia—the prize in the giveaway. And third, it allows for this kind of copy that drives home the ultimate point for prospects: "With Xerox digital color, you'll keep your customers coming back." Just like a boomerang.



Runner-up

[E-mail Story](#) [Print Story](#)

Thursday, Oct. 30
2 pm ET / 11 am PT

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DIRECT

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