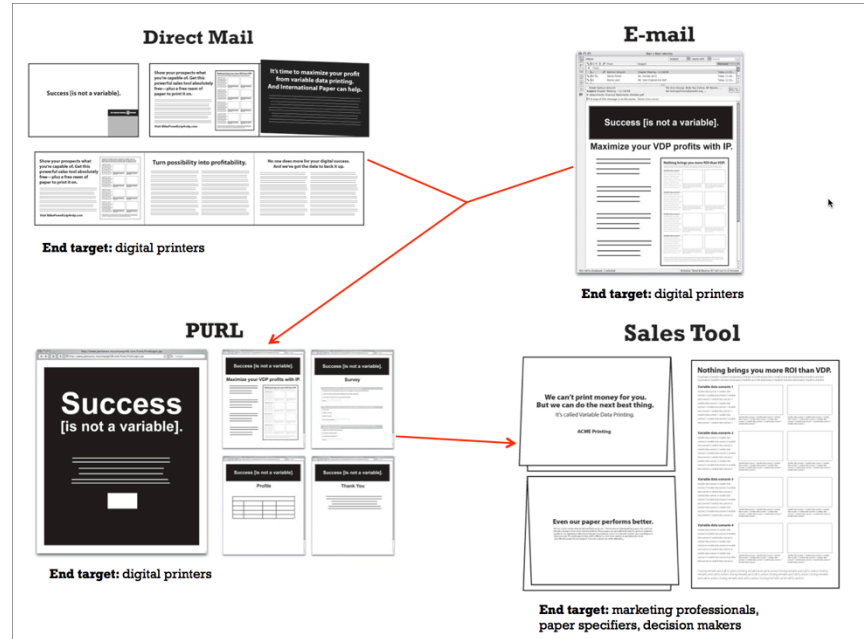


IP Variable Data Education

**THE ONLINE SURVEY
THAT ACHIEVED A 74% COMPLETION RATE**

A promising appeal in a declining print market

- Our assignment:
 - Encourage paper sales by educating printers on the potential of variable data printing.
 - Develop an integrated campaign, including a personalized URL with an incentivized survey.



The survey

- Direct mail and email drove printers online.
- Incentives:
 - Free, customizable sales tools.
 - A free pallet of paper (or a GPS).
 - \$25 gas cards.
- Follow-up emails reminded printers to complete the survey.

INTERNATIONAL PAPER

Hammermill® Papers
Carolina® Coated Cover
Accent® Opaque
Springhill® Papers
Williamsburg Papers

Success [is not a variable].

Get a free sales tool to help you sell variable data printing — plus a chance to win a pallet of digital paper.

Register now to receive your free sales tool.
Just complete the brief survey below, and provide or confirm your contact information on the following page. Then we'll e-mail you a username and password, plus the URL to our selling tool portal, where you can customize and download your free sales tool.

Remember, you could win a free pallet of paper — and a free gas card.
By completing the survey (below) and contact information (next page), you'll be automatically entered for a chance to win a free pallet of digital paper from International Paper (select sizes, up to \$2,100 in value, choose digital text or cover of any one brand — Hammermill® Papers, Carolina® Coated Cover, Accent® Opaque, Springhill® Papers, or Williamsburg Papers). Alternatively, you can choose to receive a Garmin® portable GPS (valued at \$350) instead. For applicable SKUs, details, and official rules, [click here](#). And if you're one of our first 50 respondents, you'll be eligible to receive a \$25 gas card!

Please tell us about you and your business.

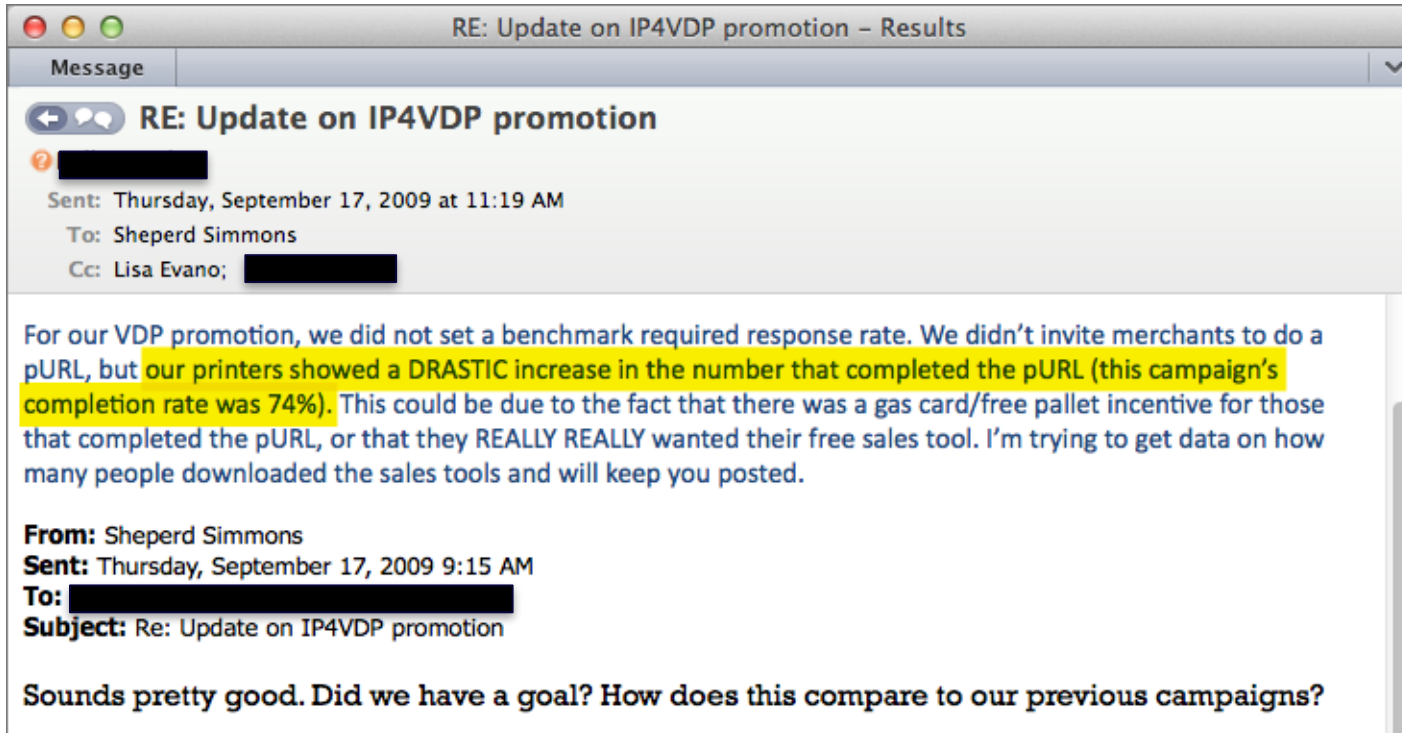
1. Who is your preferred merchant?

2. What brand of digital press do you have? (Choose all that apply.)

Canon®

iP®

Results



RE: Update on IP4VDP promotion - Results

Message

← RE: Update on IP4VDP promotion

?

Sent: Thursday, September 17, 2009 at 11:19 AM
To: Sheperd Simmons
Cc: Lisa Evano; [REDACTED]

For our VDP promotion, we did not set a benchmark required response rate. We didn't invite merchants to do a pURL, but our printers showed a DRASTIC increase in the number that completed the pURL (this campaign's completion rate was 74%). This could be due to the fact that there was a gas card/free pallet incentive for those that completed the pURL, or that they REALLY REALLY wanted their free sales tool. I'm trying to get data on how many people downloaded the sales tools and will keep you posted.

From: Sheperd Simmons
Sent: Thursday, September 17, 2009 9:15 AM
To: [REDACTED]
Subject: Re: Update on IP4VDP promotion

Sounds pretty good. Did we have a goal? How does this compare to our previous campaigns?