

Hansaprint's marketing campaign awarded internationally

Hansaprint's Magazine 2.0 campaign was selected as a winner in the annual PODi Best Practices Award. The first time in competition history a prize winner is from the Nordic countries. In this hard-level competition, the other winners are General Motors of Canada, ING Australia and the Maine Tourism from the United States.

Hansaprint's Magazine 2.0 campaign which verified the effectiveness of a multi-channel magazine has been selected as PODi Best Practices competition's Self-Promotion-category winner. The highly valued PODi awards recognize outstanding examples of digital print and variable data strategies. Prizes will be awarded in PODi's annual AppForum event on 20th January, 2009 in Las Vegas, USA.

In September 2007 Hansaprint launched a campaign containing picture personalization, reader specific advertising and personalized landing pages. The foundation of the campaign was Hansaprint's Hansapress customer magazine, which was tailored using a digital cover. A back-cover advertisement directed readers to a personalized landing page to participate in surveys, contests, and to register to seminars. The campaign results were measured both by media and direct marketing methods.

"We appreciate this award especially because it was given not just for the campaign, but as well to Hansaprint's HansaMagazine product, and our customer magazine Hansapress," said Hansaprint's president and CEO Timo Ketonen. "Multi-channel Hansapress is a continuous development target of our interactive and integrated marketing. So this is not a one-off campaign, but the goal is to create customer dialogue for long-term relationship development. "

Personalization sought to bring the campaign to be an integral part of magazine content. Combining personal matters with community experience was a positive challenge also to Hansapress' editorial team from the publisher Sanoma Magazines. The team joined Hansaprint's experts to create a unified reading experience.

The campaign was an initial launch for Hansaprint's HansaMagazine product, presenting its various dimensions in practice. HansaMagazine is a personalized multi-channel magazine, which uses focused advertising and articles to guide readers to personalized landing pages. The site's content, advertising, services and queries adapt to the reader's profile.

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About Hansaprint

Hansaprint is the biggest printing house in the Nordic countries, and the leading service company in the Baltic region specialising in comprehensive marketing communications solutions. A total of more than 1,000 graphical industry professionals at the various business units of the company concentrate on the development of printing and logistics services and e-media solutions supporting these services.

About PODi

PODi (www.podi.org) is an industry initiative with hundreds of member companies, including Executive Board members EFI, HP, Pitney Bowes and Xerox. PODi leads the evolution of the digital printing infrastructure by promoting interoperability through standards, and advances digital printing business opportunities. Membership in PODi is open to companies and organizations involved in digital printing.

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