



TAKE

IT
PERSONALLY

POWER UP YOUR
PERSONALIZATION



BRAND-ME

Danni is 27-years old. She's grown up with the internet, where anything she wants is just a swipe away. Her whole world is curated to her diverse and personal tastes – from the films she watches to the news she reads.

Danni doesn't define herself by what she owns, what she drives or what her job is because now no one cares about 'what' – everyone cares about 'why'.

She chooses brands that enable her to reflect and define her identity. She expects to interact, participate and co-create with brands to get exactly what she wants.

Danni is not alone. More than 50% of Millennials and Gen-Z consumers expect personalized products and services.

And, while this demographic is leading the charge, a third of Gen-X and Baby Boomers expect it too.¹

In the wake of COVID-19, this shift in expectations has accelerated even further, as consumers increasingly turn to brands that can demonstrate how well they understand their needs as an individual.

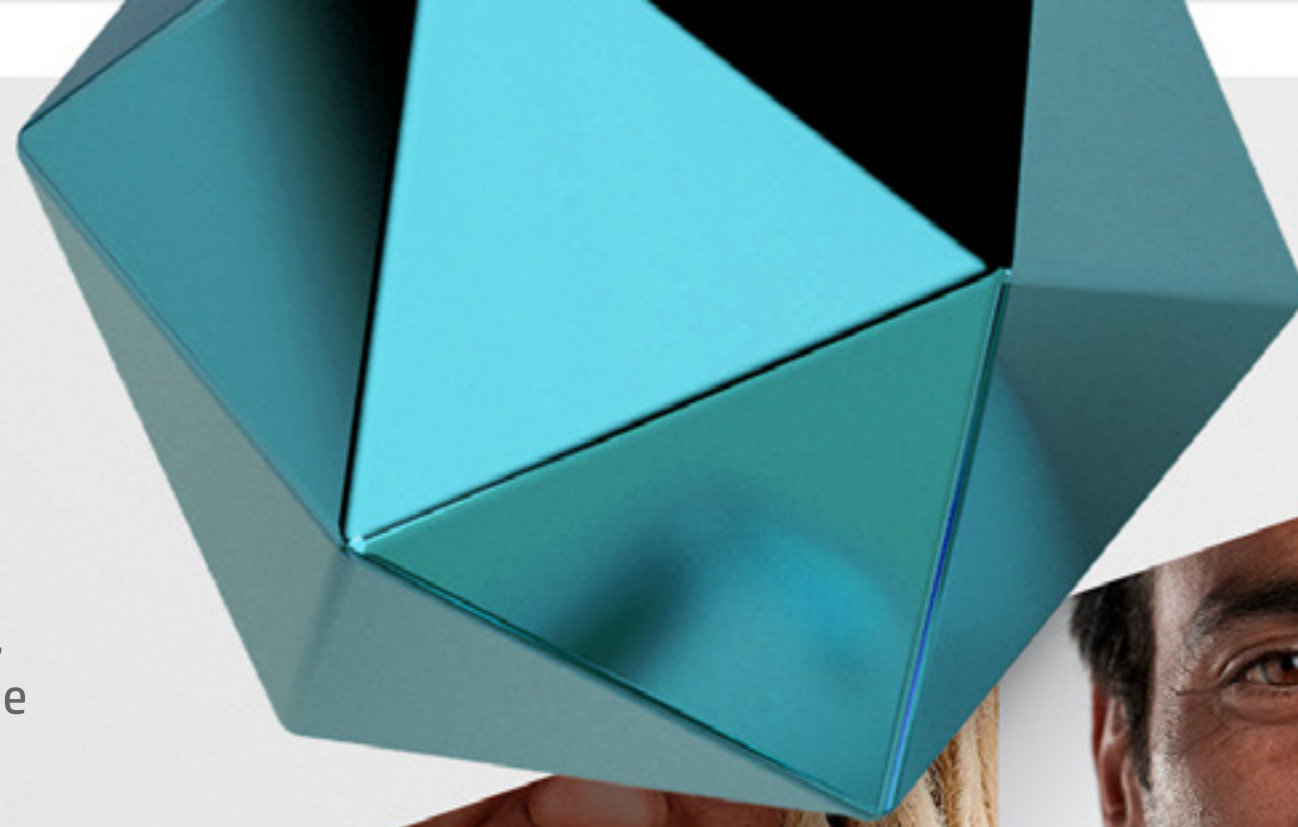
THE AGE OF THE OFF-THE-SHELF,
ONE-SIZE-FITS ALL CONSUMER EXPERIENCE
IS OVER – FOR EVERYONE. YOUR BUSINESS
NEEDS TO BE READY TO RESPOND.

CONSCIOUS CONSUMPTION

For years, we were what we owned, what we drove, what we wore, and what we ate. But this, along with other symbols we once used to define our place in the world is now being challenged. What we buy and why we work is becoming more fluid.

As individuals become more conscious about how and why they consume, driven by concerns such as wellbeing and environmental impact, brands need to embrace new ways to understand them and to help them define who they are. They need to inform, inspire, champion and take the lead.

DIGITAL PRINTING HELPS TO BREAK DOWN SOME OF THE BARRIERS TO ENTRY WHEN IT COMES TO PERSONALIZATION AND CUSTOMIZATION, SO BRANDS CAN MORE READILY BEGIN TO INCORPORATE THIS TREND INTO THEIR OFFERINGS.



THE END OF KEEPING UP WITH THE JONESES

“ANY CUSTOMER CAN HAVE A CAR
PAINTED ANY COLOUR THAT HE WANTS,
SO LONG AS IT IS BLACK”.
HENRY FORD.



We’ve come a long way since Henry Ford’s infamous line set the tone for the mass-production of near-identical products. Back in the early 20th century, compromising on personalization was an innovative means to scale up production and roll out an improved quality of vehicles.

Consumers were satisfied with a black car that looked like everybody else’s precisely because they desired what everybody had – to ‘keep up with the Joneses’.

Now, more than a century later, consumers desire products that are unique – products that are “tailored to me” and “help me express who I am”.

**TODAY, OUR ‘MASS-PRODUCTION MODEL’ IS BASED ON
PERSONALIZATION AND CUSTOMIZATION.**

There are cultural and practical differences between personalized products – mass produced products with a personal finish – and customized products, which are built to the criteria of individual consumers, generally from a limited set of selected options.

VS



CUSTOMIZATION

Customization gives the consumer the ability to tailor features of a product to suit their personal taste and needs.



PERSONALIZATION

Personalization allows consumers to add unique meaning to an existing product, creating a sense of ownership, and a more intimate and distinctive experience.

CASE STUDY

For International Women's Day 2020, Hershey launched the 'Her' 'She' packaging campaign, honoring and celebrating female talent. Playing off of its brand name, Hershey turned 30,000 chocolate bars into pieces of art, showcasing work by female Brazilian artists, musicians and illustrators.

In a few days the limited edition wrappers were sold out in supermarkets. The brand also invited women to share their own creativity in the social network #HerSheGallery.

The response from consumers was huge. In less than 10 days Hershey achieved 1 billion impressions; \$300,000 in earned media, sold out of all limited edition chocolate bars, and best of all: received 100% positive feedback from consumers.



PERSONALIZE IT!

Understanding individual preferences and behaviours can help brands predict what consumers want - creating a product, experience or service that is exciting, distinctive and relevant.

CASE STUDY

The Governors Ball Music Festival, a three-day, multi-stage music festival in NYC needed to drive ticket sales. While the website received a sizable number of visitors, these weren't converting to sales. So, they worked with **PebblePost** to create a **Programmatic Direct Mail** campaign targeted at consumers living in the tri-state area. The personalized, high-quality direct mail helped the Music Festival organizers transform the real-time online consumers intent data from their website into dynamically rendered, personalized direct mail. The campaign drove 10 x ROAS, crushing the campaign objective.

While exclusivity has traditionally been expensive, rapid developments in technology have now made it more affordable and accessible than ever. When you know you're getting something that's tailored to your interests, you feel some level of control over the products and services you consume. This empowering feeling is what drives the engagement with the brand.

91%

OF CONSUMERS ARE MORE LIKELY TO SHOP WITH BRANDS WHO RECOGNIZE, REMEMBER, AND PROVIDE RELEVANT OFFERS AND RECOMMENDATIONS FOR THEM.²



PUBLISHING GETS PERSONAL WITH ELLE

In publishing, there is a famous saying: content for everyone, is content for no-one. Elle Magazine combatted this by making its Kim Kardashian-West edition ultra-personal.

Using Variable Data Printing (VDP), Elle sent 50,000 subscribers who profiled as Kim Kardashian-West fans a magazine with a front-page message tailored exclusively to them.

KIM HAND-WROTE EVERY SINGLE LETTER OF THE ALPHABET TO CREATE THE BESPOKE MESSAGES THAT WERE PRINTED USING AN HP INDIGO DIGITAL PRESS.



Using personalization, Elle managed to connect with readers on a deeper level using highly relevant material. Readers took to social media to share their unique personalized magazines, earning more than 40,000 impressions.

CUSTOMIZE IT!

Customization allows the consumer to go beyond suggesting what they want to see by allowing them to become co-creators. Consumers can modify their experience or product by selecting features or customising from pre-defined data choices that allows them to create a product or service tailored to their individual tastes or needs.

It gives the consumer exactly what they want, driving emotional attachment by granting a feeling of ownership.

50%

OF CONSUMERS ADMITTED THEY WERE WILLING TO PAY A PREMIUM FOR A CUSTOMIZED PRODUCT OR SERVICE.³



CASE STUDY

CUSTOMIZING COFFEE WITH NESCAFE

In a noisy and competitive market, Nescafé Mexico wanted to re-connect and drive relevance with a new generation of coffee drinkers.

Nescafé teamed up with Google to produce 15 million jars, each labelled with one of the 300 most popular New Year's Resolutions amongst millennials in Mexico - from saving money to getting fit - using the HP Indigo Digital Press technology.

Customers could then use the customized jar to connect with their own Google Assistant, who helped them stick to their resolutions by sending personalized and inspiring content on a regular basis. And, for influencers, Nescafé released a limited-edition run of 200 "Talking Jars", with a Google Assistant built into its lid.

Consumers were so engaged that they created their own content based around their resolutions, which Nescafé Mexico was able to re-purpose across its own social networks.

Suddenly, that cup of coffee became relevant to a whole new market.

Year-over-year sales went up by 10% and the campaign generated more than 30 million unique impressions on social media.



DRIVE INCREMENTAL REVENUE

Creating a unique and bespoke relationship between consumers and brands is no longer just desirable – it is essential.

If consumers feel like your business is going out of its way to get to know them, they are more likely to return the favour.

83%

OF CONSUMERS ARE WILLING TO SHARE THEIR DATA TO ENABLE A PERSONALIZED EXPERIENCE, AS LONG AS BUSINESSES ARE TRANSPARENT ABOUT HOW THEY ARE GOING TO USE IT.⁴

40%

OF MARKETING LEADERS SAY PERSONALIZATION HAS HAD A DIRECT IMPACT ON MAXIMIZING SALES, BASKET SIZE AND PROFITS IN DIRECT-TO-CONSUMER CHANNELS.⁵

41%

OF MARKETING LEADERS SEE PERSONALIZATION AS AN IMMEDIATE PRIORITY

57%

OF MARKETING LEADERS SAY PERSONALIZATION IS A CAPABILITY THEY HOPE TO DEVELOP IN THE NEXT YEAR.

44%

OF CONSUMERS HAVE ADMITTED THEY WILL SWITCH TO A BRAND THAT OFFERS A PERSONALIZED EXPERIENCE.⁶

BOOST BRAND ENGAGEMENT

When consumers feel recognized, appreciated and satisfied they are more likely to make repeat purchases, endorse your business on social media, and sign up for promotions.

PERSONAL CONNECTIONS THROUGH PRINTING

A DIGITAL PRINT SOLUTION CAN HELP YOUR BUSINESS DRIVE LOYALTY, ENGAGEMENT AND SALES, BY GIVING YOU THE TOOLS YOU NEED TO START PERSONALIZING AND CUSTOMIZING.



EVERY. PRINT. UNIQUE.

Unlike conventional printing methods, a digital printing press does not require any plates or setup, which creates a virtually limitless number of content variations that can be produced in one seamless run. This means that you can create a job basket that is infinitely variable, offering the non-stop printing of an item of one.

BRAND PROTECTION & AUTHENTICITY

Digital solutions offer tools for connection, interaction, track-and-trace and anti-counterfeiting. With hundreds of billions of dollars lost to counterfeiting every year, it is essential for your business to protect the quality and authenticity of your product.

HYPER CUSTOMIZATION

Digital printing allows you to create an individual printed item that is completely unique. Occasion-based, retail-specific and geo-localized variations can also help you to drive relevance with your audience, ensuring they receive the right message, at the right time.

SUSTAINABLE PRODUCTION

Customization can help your brand build a more sustainable path to growth. With just-in-time printing (JIT), it is easy to postpone manufacture until the last possible minute, increasing efficiency while reducing inventory and waste.

A MORE PERSONAL APPROACH

At the start of this eBook we explored what today's consumers look like. The age of passive-consumerism is long gone, replaced with an expectation for services and products that are contextual, convenient and hyper-relevant.

TODAY'S CONSUMERS EXPECT TO BE UNDERSTOOD BY THE BRANDS THEY LOVE AND RECOGNIZED AS AN INDIVIDUAL.

Personalization and customization promise a bright future for brands, offering a powerful tool to increase loyalty, drive incremental revenue, boost brand engagement and increase efficiency.

Many PSPs and converters have not yet taken the leap into this new world, assuming it is too complicated, too much effort, or that they do not have the right press. But HP Indigo experts are here to help every step of the way.

HP Indigo provides PSPs and converters with cutting-edge technology, unmatched print quality and user-friendly applications to harness these personal connections with consumers.

With HP Smart Stream Designer, you can personalize any job with images, text and designs for maximum impact. Featuring rich database logic and an easy-to-use interface, our systems can integrate with over a dozen third-party dynamic applications.

We've also developed a user-friendly variable data printing tool (VDP) that enables marketers and press owners to create high-value jobs and personalized marketing campaigns.

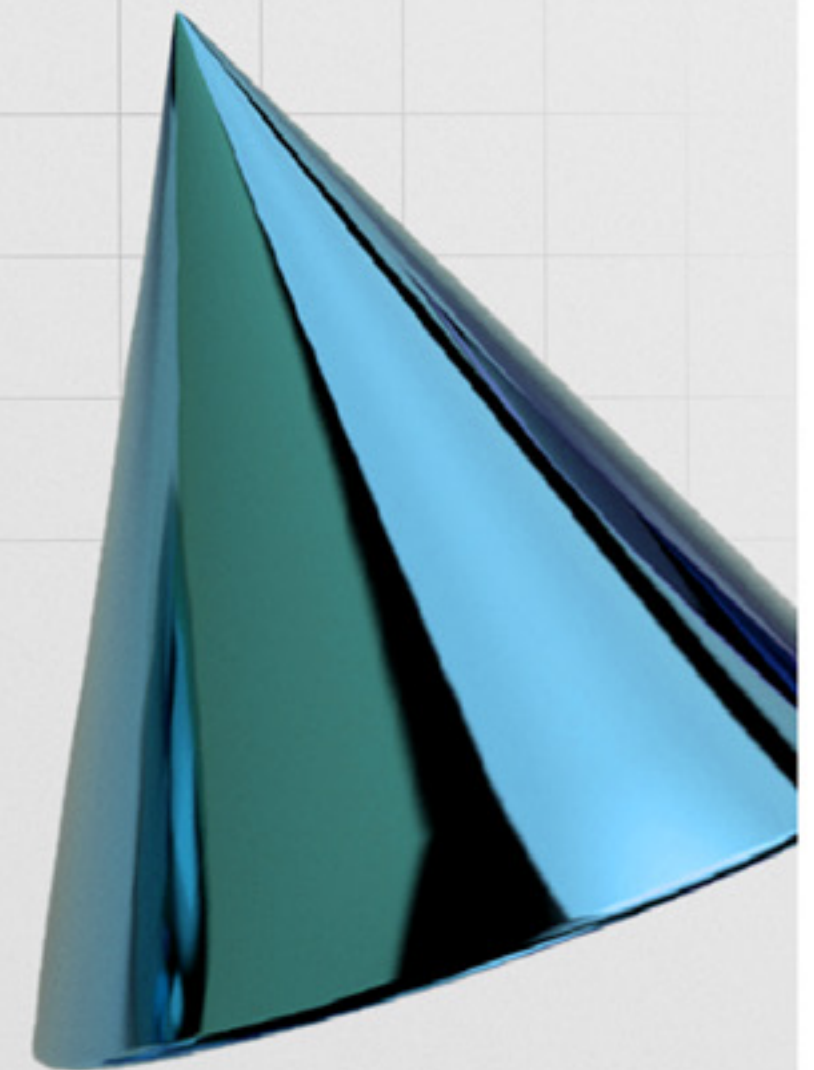
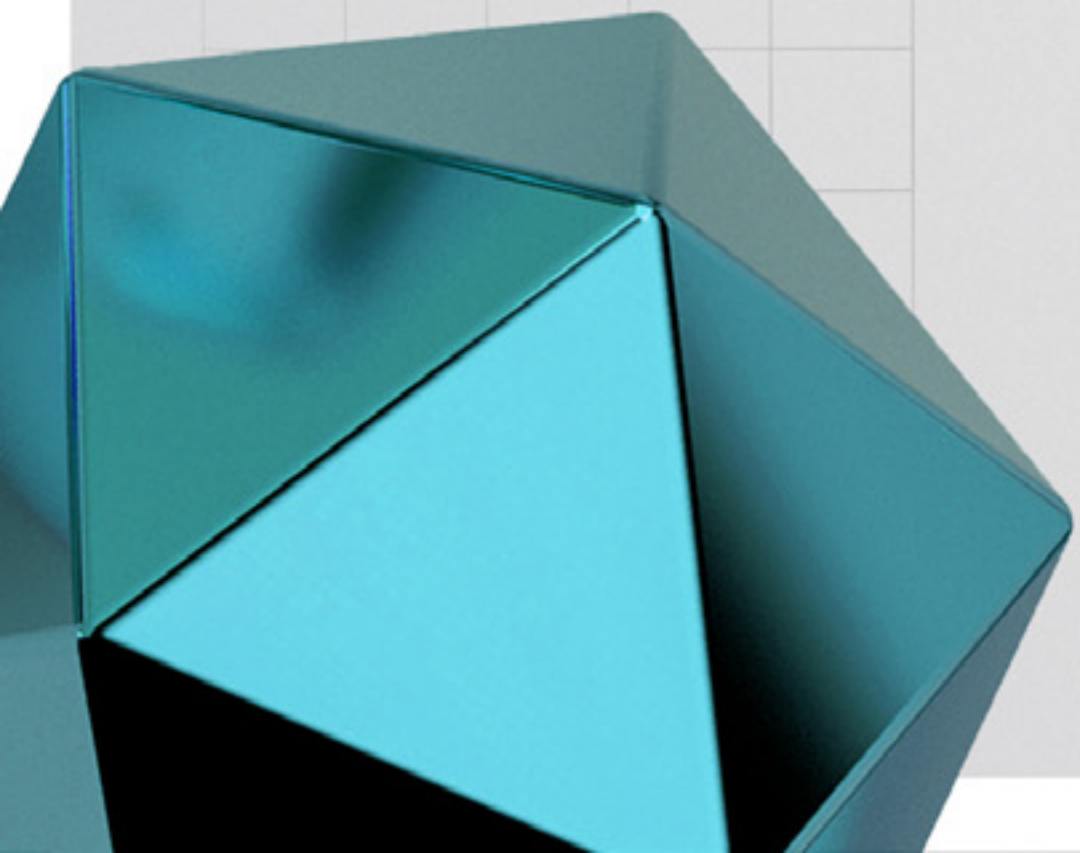
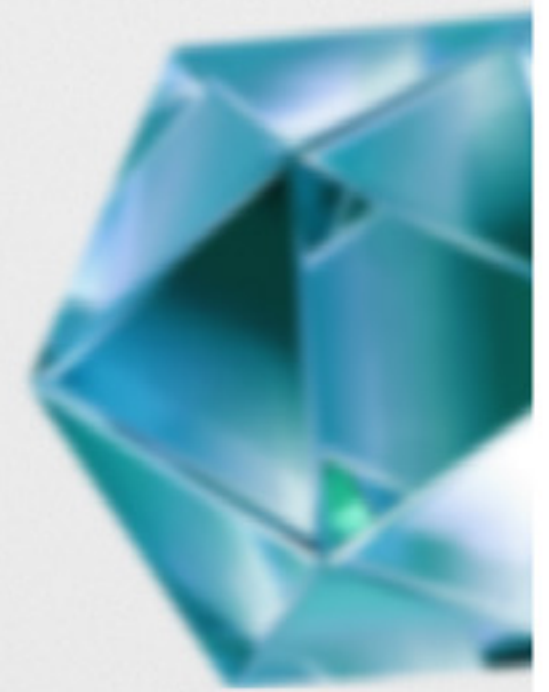
At HP Indigo, we are committed to helping you find ways to understand and speak to your audience in a way that ensures you stay relevant – and front of mind.

TO FIND OUT MORE , PLEASE VISIT
HP.COM/HPFORBRANDS



REFERENCE SOURCES

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