

QUARKXPRESS SERVER'S AUTOMATED PROCESSES BOOST MARKETING OPERATIONS

Communications agency Pepper uses QuarkXPress Server technology to manage its clients' brand and channel marketing campaigns—generating significant savings in time and money.

It is difficult to adapt marketing campaigns and tools to various markets without diluting the brand. But this is the challenge taken on by international communications agency Pepper®, which has developed a web-driven solution called 2publish™ with Quark and the Swedish firm Optiteam®. Based on QuarkXPress® Server technology, this template-based online tool can be used to customize local marketing materials while preserving the company's brand identity and reinforcing relationships with clients.



Before adopting the QuarkXPress solution, Pepper – an international marketing and communications agency – used to produce several different versions of advertising materials for clients—a labor-intensive task. Although the agency had developed an in-house system, rapid market growth and inefficient production workflows called for a standardized process. Pepper decided to further improve its customers' ability to enhance brand visibility and consistency throughout their marketing collateral while significantly reducing development time and effort.

“Co-branded materials for 1800 resellers can now be produced in a single day when the template is made available online.”

**Roland Olbrich, HP Commercial Final Tier Manager,
IPS Supplies EMEA**

For clients such as Hewlett-Packard®, a leading global IT hardware manufacturer and service provider, it was becoming increasingly labor-intensive to adapt key advertising messages to the demands and distinct requirements of local markets without losing the brand's overall coherence. The creative flexibility required to achieve this aim called for a template-based solution. Pepper worked with Quark and system integrator Optiteam to develop a new web-driven marketing management tool. The result is 2publish, a tool based on proven QuarkXPress Server technology.





Fig. 1: with 2publish, local subsidiaries can hand-pick the visuals they will use in their marketing material to best match the specifics of their market.

“Thanks to QuarkXPress Server and 2publish, our clients worldwide are able to access a whole palette of creative content. At the same time, we can guarantee consistent branding and processes — in other words, a global creation perfectly adapted to each region.”

Thomas Wimmer, Solutions Marketing Director, Pepper

Ambitious objectives

Pepper develops global, integrated marketing and corporate communications solutions—from strategy to production to results analysis, as well as graphic design. These solutions assist Pepper’s clients in creating, extending, following up on and maintaining their client relationships. The main challenge for Hewlett-Packard was to develop a tool that would enable this international company to produce totally customized communication materials. The problem was two-fold: on the one hand, they needed to maintain the company’s brand identity; on the other, they needed to incorporate the requirements of their distribution partners — their name, their own brand identity, local language, and cultural specifics (all the elements of a successful campaign) — in every region of the world.

The decision to choose Quark

Pepper had been successfully using QuarkXPress for a number of years. So naturally the agency looked for a solution that could easily incorporate existing documents and that would not require additional user training. “Most of our clients prefer QuarkXPress,” explained Pepper Marketing Solutions Director Thomas Wimmer. “Our immediate reaction was to contact Quark to find out more about the capabilities and possibilities provided by QuarkXPress Server technology. But we also reviewed other products, such as InDesign® Server from Adobe®.

“At the end of the day, Quark remains unrivalled in terms of design and page layout technology, and they were the most impressive company. In particular, the help we received from Quark was both constructive and efficient: QuarkXPress Server experts set about identifying the best solution with great enthusiasm. Another deciding factor was Quark’s strategic alliance with our client, Hewlett-Packard and their previous technological partnerships over QuarkXPress® XTensions®.”

One campaign, numerous versions

QuarkXPress Server is a dynamic publishing technology that combines the most powerful QuarkXPress graphic and typographical features with server technology. The 2publish platform is a web-based tool specifically designed to cater to the requirements of Hewlett-Packard’s partner program for resellers and distributors. When Hewlett-Packard develops a campaign with 2publish, it first defines the main message and then uses QuarkXPress to design a page layout that will become a template. Next, users can use the features and functionalities of QuarkXPress to refine graphics and page layouts. The campaign template is then made available online to all the distributors and resellers worldwide.

The template locks down some elements of the page layout, ensuring that the company’s brand identity and key message are maintained. Other elements, such as the copy, contact details, colors and images, can be quickly and easily adapted to the local markets and requirements of business partners. These changes can be made in a Web browser by someone with no previous experience in using QuarkXPress. This makes it possible to take into account the cultural and structural differences of international markets and allows resellers to best position the information that is most pertinent to their clients while retaining the original message and overall

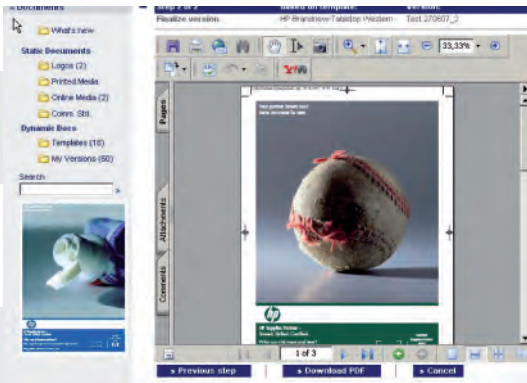


Fig. 2: once the messaging and visuals are chosen, the final document is automatically created by the system using QuarkXPress Server engine and a high resolution file is generated.

brand of Hewlett-Packard. Thomas Wimmer says, "Thanks to QuarkXPress Server and 2publish, our clients worldwide are able to access a whole palette of creative content. At the same time, we can guarantee consistent branding and processes—in other words, a global creation perfectly adapted to each region."

From static message to targeted communications

"Before, Hewlett-Packard could only use static marketing campaigns distributed online to various regions worldwide," added Thomas Wimmer. "We created advertising materials that our commercial partners could download to print. However, working this way made co-branding ventures impossible. The only way Hewlett-Packard could conduct a co-branding operation was to commission a production agency to produce promotional materials, and then send them to each local distribution partner, who in turn would pass them on to their local design studio to make the appropriate location-specific modifications." Tim Powala, project manager for Pepper summarizes the benefits of this solution. "With QuarkXPress Server and 2publish, the quality of the marketing campaigns improved while the process became simpler."

A margin of creativity

The use of 2publish has inspired Hewlett-Packard's distributor and reseller partners to develop their own ideas for using this server technology. For example, an Italian distributor aware of the potential of this web-driven tool developed a special template for his monthly direct mailings to top clients and created a library of colors and images. As soon as he loads the template into the system, his employees can start preparing the next month's mailing simply by modifying the copy in the accessible design elements and changing the colors and images with material from his library. And since there is no need to use an agency, this generates great savings in time and money.

A significant cost reduction

Today, over 3000 people use 2publish, creating and using hundreds of documents every month, and this number continues to rise. Hewlett-Packard partner companies worldwide use this QuarkXPress Server based application to produce marketing materials in 42 different languages.

To highlight the significant cost savings by using QuarkXPress Server and 2publish, Thomas Wimmer gave us the following example, "One of our partner agencies recently created an international campaign for Hewlett-Packard. The agency was supposed to adapt a campaign for use throughout various countries within its region. Since the translations were not very good, we were asked to distribute the ad to all Hewlett-Packard partners via 2publish. Using traditional channels, the cost of customizing copy for each ad would have been enormous. On the other hand, if a partner replaces the copy directly in the 2publish template, it only adds 23% to the original cost. We managed to save 75% of customizing costs per country. And when you consider that the campaign was published in 21 different languages in addition to the original, the savings generated by optimizing translation workflows are huge for this campaign alone."



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OBJECTIVES

- Localizing marketing materials without reducing brand identity
- Supplying partners worldwide with marketing materials in a variety of languages at the same time.

QUARK SOLUTIONS

- QuarkXPress Server a core technology used by 2publish a web-based tool
- The creative power of QuarkXPress combined with server performance.

RESULTS

- Global campaigns combining creative graphics, customization for local markets and brand consistency.
- Huge savings in both time and money.

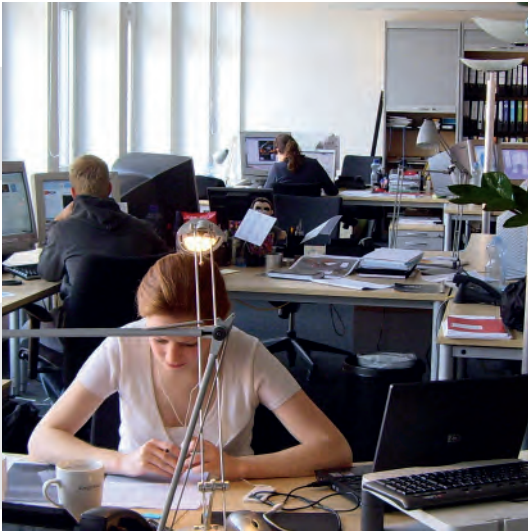


Fig. 3: 2publish makes it possible to respect key advertising messages while taking into account the demand and distinct requirements of local markets.

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One campaign, one day

Thanks to QuarkXPress Server and 2publish, the time required by Pepper's clients to develop a global marketing campaign has been greatly reduced. "Co-branded materials for 1,800 resellers can now be produced in a single day when the template is made available online" said a delighted Roland Olbrich, HP Commercial Final Tier Manager, IPS Supplies EMEA. And Thomas Wimmer added, "The only thing that resellers need to do is log on to the system, enter their details in the box and upload their logos. A high resolution print-ready PDF file is then downloaded and sent to the printer."

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Tim Powala, Project Manager, Pepper

Gone are the days of sending out 1,800 page layouts worldwide for an operation of this type. Gone too is the need for a QuarkXPress expert to work on the layout. There's no need to supply image or copy, no need to hire a production professional to ensure that the color profiles are accurate, and there are no surprises when you go to print—all the requirements are incorporated in to the system along with all the images and copy to be used.

Technology of the future

When asked about future projects involving Pepper, Thomas Wimmer added, "Our agency's objective is to improve 2publish so it can manage multi-channel campaigns. We would like to enhance the application's HTML capabilities to go beyond classic printed materials and to adapt online content using a customized contact module based on specific user profiles. We hope to make real progress on these developments during the course of this year."

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