



Choose imagination. Expect results.

## Rules of engagement

Adobe® software helps service provider break new ground in marketing to consumers across multiple media

**W**hen Reynolds DeWalt rebranded its company from Reynolds-DeWalt Printing to simply Reynolds DeWalt, the new moniker reflected a change that's sweeping the print service provider industry. Today, forward-thinking service providers are focusing not only on printed pieces, but also on cross-media communications campaigns that span media such as direct mail, web pages and videos, e-mails, online forums, and blogs—all in an integrated, personalized way that's engaging and exciting for consumers.

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**Scott Dubois, vice president, Cross-Media Services & Marketing,  
Reynolds DeWalt**

Reynolds DeWalt, a family owned business founded in 1946, is at the forefront of the multiple-channel communications trend. The company’s pivotal enabling technologies are Adobe Creative Suite® 3 Design Premium, the industry’s leading creative and publishing platform for spanning various media, and XMPie PersonalEffect, a full suite of Variable Data Publishing (VDP) software based on Adobe InDesign® Server.

“We were among the first to adopt computer-to-plate technologies and eliminate linotype in our commercial offset printing,” explains Vice President, Cross-Media Services & Marketing Scott Dubois. “Now we’re fundamentally shifting our business model into VDP, cross-media publishing, and integrated marketing services. Adobe Creative Suite 3 Design Premium and XMPie PersonalEffect do the heavy lifting—they’re at the core of everything we do.”

#### **Breaking new ground**

Using Adobe and XMPie tools, Reynolds DeWalt is enabling innovative new marketing strategies and multi-touch campaigns that command attention. Campaigns typically kick off when the Reynolds DeWalt team releases print or TV ads or sends one-to-one direct mail pieces or e-mails to consumers, each containing a unique URL. When consumers visit their unique landing pages—created in Adobe Illustrator® CS3, Photoshop® CS3, and Dreamweaver® CS3—they can watch a personalized video created in Adobe Flash® CS3 Professional and listen to text-to-speech responses that speak specifically to their interests and needs. In addition, Reynolds DeWalt often integrates blogs and podcasts into client campaigns to leverage social media and cover a wide communications spectrum for clients. A fully staffed cross-media team with web developers, database administrators, a solutions-focused sales team, and a complete data center and network infrastructure helps handle these broad-reaching efforts.

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**Scott Dubois, vice president, Cross-Media Services & Marketing,  
Reynolds DeWalt**

#### **Driving new trends in the industry**

Reynolds DeWalt takes advantage of virtually every communications channel to make campaigns successful. One signature campaign was created for a major automobile dealership in the Northeastern United States that specializes in luxury cars like BMWs. The first touch points were traditional newspaper and TV ads directing interested parties to a unique landing page on a website created in Dreamweaver, Illustrator, and Photoshop where people could opt in for more information on 10 different car models. Those who requested more information received a personalized direct mail piece containing information on the car of their choice with a URL for a dealer website containing customized video content created in Flash. Once they viewed the video, interested consumers could sign up for a test drive.

According to Dubois, interactive campaigns like this one will be even easier to achieve using Adobe Creative Suite 3 Design Premium. “With Adobe Creative Suite 3, integration

among Adobe tools has gotten even better so it’s easier for us to move files from one program and one delivery format to another,” says Dubois. “It’s making us much more efficient.”

The Reynolds DeWalt creative team designed the print materials for the auto dealer campaign using Illustrator, Photoshop, and InDesign and generated the variable content for the direct mail pieces using XMPie, based on Adobe InDesign Server. Artists used XMPie uCreate, a plug-in for InDesign, to design the variable elements of the campaign. They used uProduce to load file fonts, linked assets, and other components for the job. They employed uImage to vary image and text as part of the campaign, and uPlan for coding the logic to control variable elements.

“We prefer to work in Adobe InDesign CS3,” says Dubois. “Our creative department always uses InDesign because it offers superior creative tools, but also because Adobe InDesign, InDesign Server, and XMPie PersonalEffect all share the same composition engine so everything comes together smoothly in our VDP campaigns.”

#### **Company**

##### **Reynolds DeWalt**

New Bedford, Massachusetts

[www.reynoldsdewalt.com](http://www.reynoldsdewalt.com)

#### **Challenges**

- Find new ways to engage consumers
- Move to a business model focused on VDP and integrated, cross-media marketing
- Work efficiently
- Deliver across multiple media
- Maintain high standards for print work

#### **Solution**

- Use Adobe Creative Suite 3 Design Premium to develop integrated, cross-media campaigns spanning multiple media
- Take advantage of Adobe Acrobat and Adobe PDF to stay efficient
- Create personalized videos using Flash CS3 Professional
- Generate websites using Dreamweaver CS3

#### **Benefits**

- Engaged consumers in meaningful ways
- Enabled integrated, cross-media campaigns
- Streamlined print and multiple media workflows
- Built new business model

#### **Toolkit**

- The Adobe Creative Suite 3 Design Premium. Components used include:
  - Adobe InDesign CS3
  - Adobe Dreamweaver CS3
  - Adobe Flash CS3 Professional
  - Adobe Photoshop CS3
  - Adobe Illustrator CS3
  - Adobe Acrobat 8.0 Professional
- Adobe InDesign Server
- XMPie PersonalEffect running on Microsoft® Windows Server® 2003. Components used include:
  - uCreate plug-in for InDesign
  - uProduce ulmage
  - uPlan
- Macintosh computers running Mac OS X
- PCs running Microsoft Windows® XP
- Xerox iGen3Printer
- HP Indigo 5000 Printer
- Heidelberg Speedmaster printers for offset printing

*“Using Adobe Creative Suite 3 Design Premium, we can integrate print-on-demand, rich web portals, custom videos in Flash—whatever we need to make campaigns a success.”*

**Scott Dubois, vice president, Cross-Media Services & Marketing,  
Reynolds DeWalt**

#### **A smooth workflow for print**

Regardless of the project, Reynolds DeWalt relies on Adobe software to maximize creativity and efficiency. Although the company is focusing less on print and more on cross-media, Reynolds DeWalt is still renowned for high-end print work such as brochures and magazines.

The company's workflow for traditional print jobs is based on Adobe Portable Document Format (PDF). Client files arrive in a mix of about 5% print-ready Adobe PDF, 60-65% InDesign, and the balance QuarkXPress. Incoming files go to the preflight department, where they are checked for missing fonts and images, proper color settings, and other variables using Adobe Acrobat® 8.0 Professional software's expanded support for preflighting Adobe PDF files. The resulting high-resolution PDF files are annotated and reviewed using the mark-up tools in Acrobat. Once the files are approved, the team generates hard-copy proofs for final approval. Final jobs are sent for platemaking and then to the offset press.

#### **New ways to reach consumers**

Cross-media projects involving VDP entail more complex processes, and the workflow varies depending on the elements of the campaign. “Using Adobe Creative Suite 3 Design Premium, we can integrate print-on-demand, rich web portals, custom videos in Flash—whatever we need to make campaigns a success,” says Dubois.

As it looks to the future to find ways of making client campaigns even more successful, Reynolds DeWalt is investigating new tools like Flash Media Server and Acrobat Connect™ Professional to allow multiple consumers to start their own interactive, real-time web conferences. The top service provider has also signed up for the Adobe Partner Connection Print Service Provider Program to enjoy the benefits of a closer relationship with Adobe, including unlimited technical support, free software, training programs, and the opportunity to offer activities like co-branded seminars. “We'll keep pushing the limits of what can be done with Adobe technology to engage consumers,” says Dubois. “And we know Adobe will be there too, keeping us on the cutting edge and enabling us to engage consumers in entirely new ways.”



**Adobe**

**Adobe Systems Incorporated**  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

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