

Personalized on demand via the web Calendar > Collateral

Variable

1. personalised images
2. image selction per month
3. starting month of choice
4. size of calendar
5. logo of vender

Xerox iGen® 100
Wire-O binding equipment
FreeFlow® Web Services / XMPie / Adobe
InDesign
XMPie, Macromedia Flash XMPie
Xerox Colotech 560mm x 320mm Gloss

The objective was to create an exclusive personal or business gift around high quality photography, creating realistic, every day settings in which the recipients name was used, creating the impression the person was actually involved in the scene. The Personal Calendar has been used in various DM campaigns and often used as the business gift following a salespersons' visit the prospect.

The innovation is in the personalised images and Web-to-Print application in which an image can be selected for every single calendar month from an online imagebank. The calendar can start from any month of choice and run for 12 months across two calendar years.



The calendar is a unique gift which is not put aside shortly after receipt. Every month, for 12 months, the calendar shows a new and exciting image with the 'owners' name integrated. It creates pride with the owner, who uses any opportunity to show the calendar to others, and it 'sticks' for at least a period of 12 months. Brand recognition and brand preference are substantially increased with high quality prospects

De Budelse / PersonalGifts.nl
Meemortel 30, Budel, Brabant, 6021 AE, Netherlands

Contact : Nico Veenendaal
New Business Development Manager
T +31 6 53 42 84 97 - nico@debudelse.nl