



Application Showcase

Personalization

HP Indigo
Adi Retman / 2020



Hooray Heroes Glow in the dark personalized book

Driving high value with the new Invisible Yellow ElectroInk



Innovate in be
the first in your
market



High value
application for
Christmas – sold for
\$99 (including
wooden box, UV
flashlight)



Personalizing your
child's figure on
screen creates a
unique attachment
to the book



Why Indigo?
Exclusive special inks
Quality
Global network of
Indigo users with
color standards



Hooray Heroes Personalization tool

Driving high value
with personalized
caricatures on every
page

Click on the circles below to create the appearance of
your hero.

Hair



Choose hair style and color



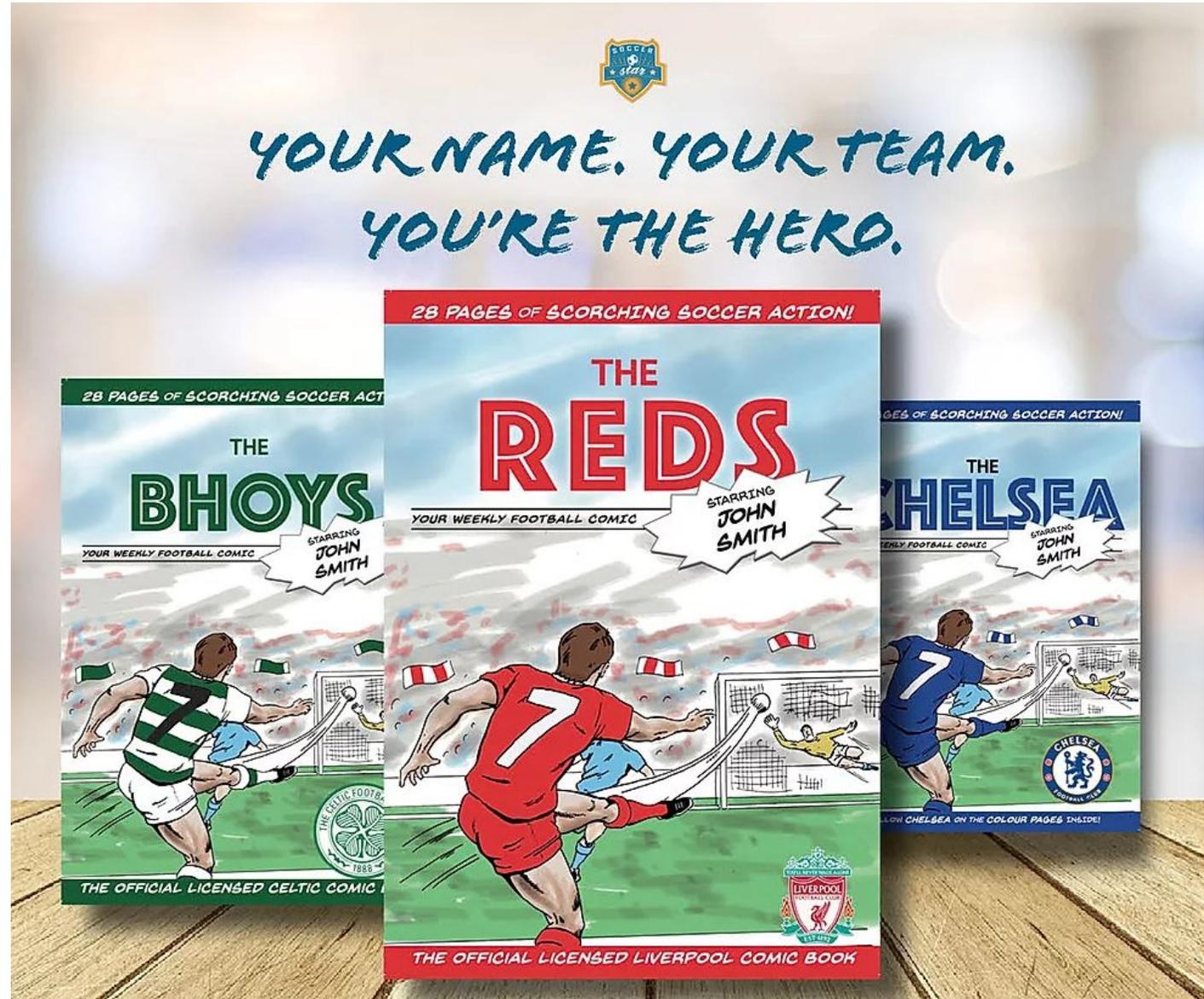
*Lego city
Search & Find books*

Create a personalized
book with your own
Lego figurine hidden
in the images



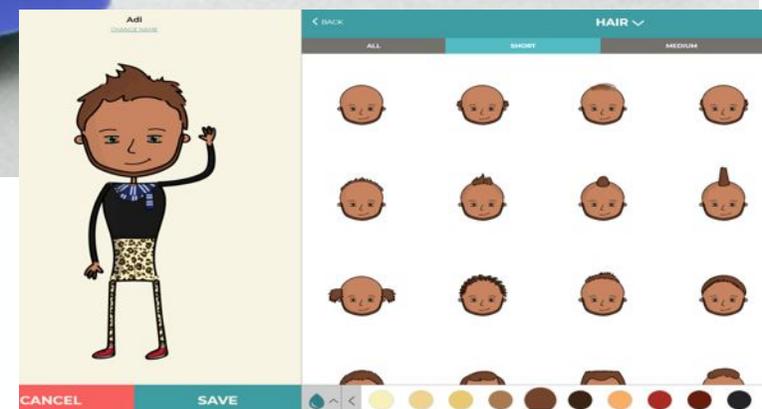
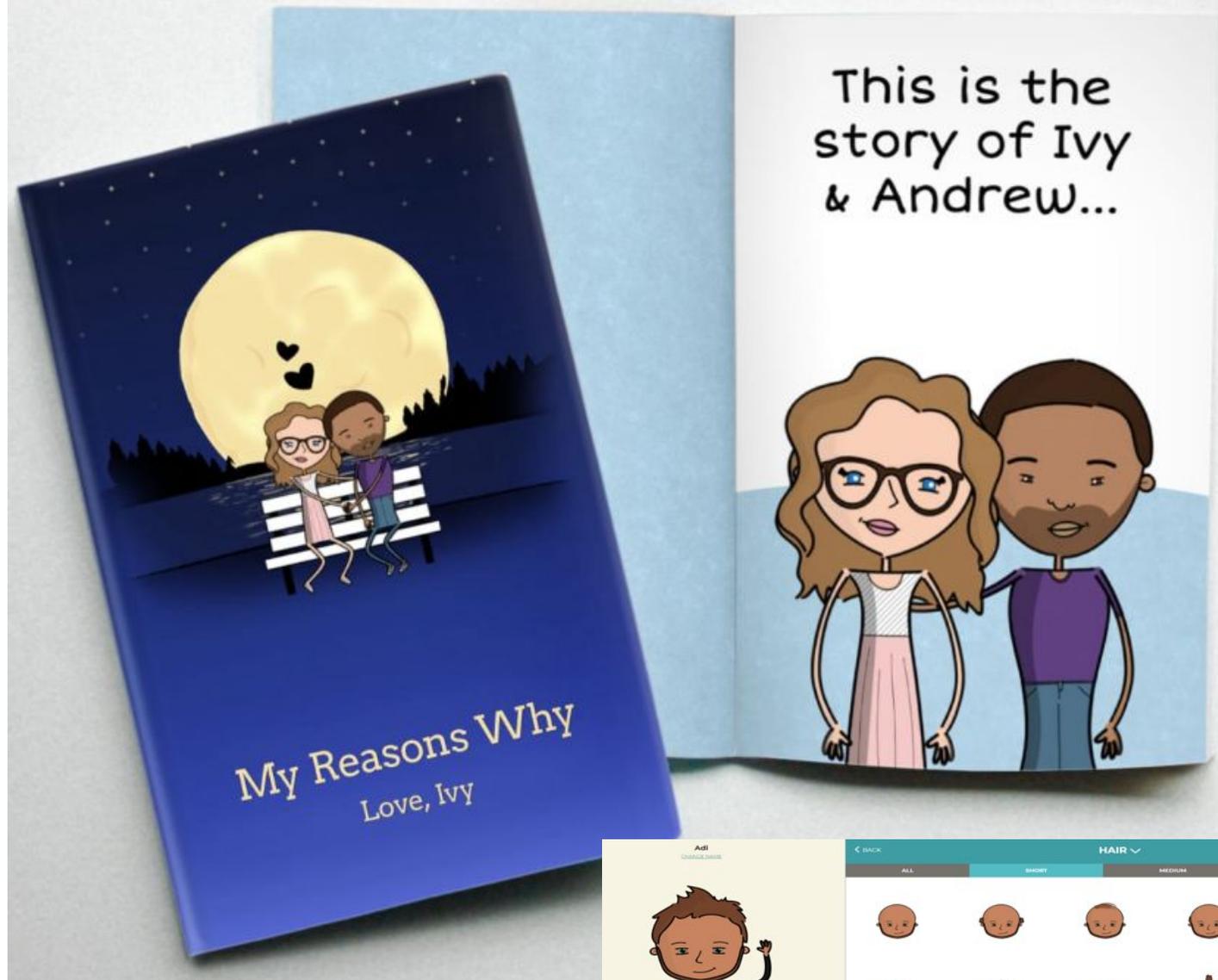
Personalised Football Books

A comic book that is personalized for you – pick your favorite team, add in your name and become the star of the team.



LoveBook

Build your book of reasons why you love someone!



Personalized star map

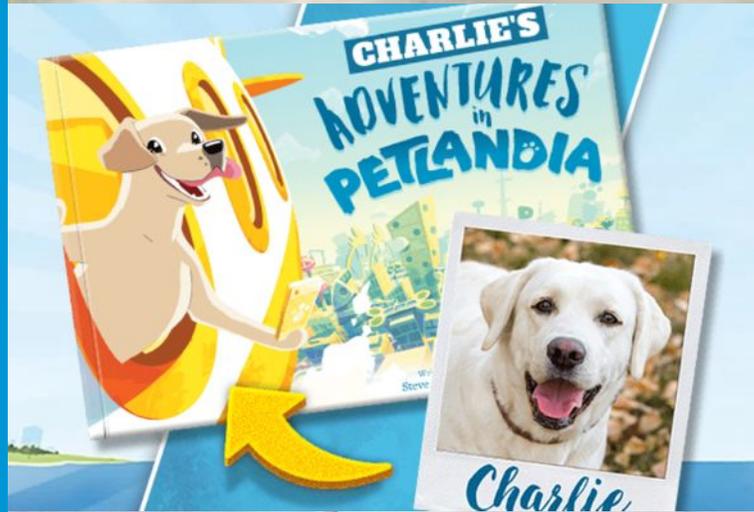
*Star Map of the Sky
When a Loved One
was Born*

*Magically personalized
for a specific time and
place*



Petlandia

A story book starring
your pet!



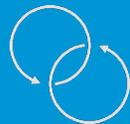
Design Claud Web2Print personalized wedding poster



Engage
with personal &
creative gift



Premium pricing - €
24.95-42.95 per unit



One of a kind poster
allows
hyper
personalization



Why Indigo?
Personalization
Print on demand
Media versatility
Fast turnaround



Rinske & Renaldo

— 14 september 2018 —

Hengelo



The map of everyone

Behind every old airline ticket, empty wine bottle and Instagram location tag there's a place filled with memories. The Map of Everyone celebrates the places that mean the most to you with a beautiful personalized print of where it happened.



The book of everyone

Unique personalized
book sales growing
average 300% YOY



Innovate
Entering new
segments and
applications



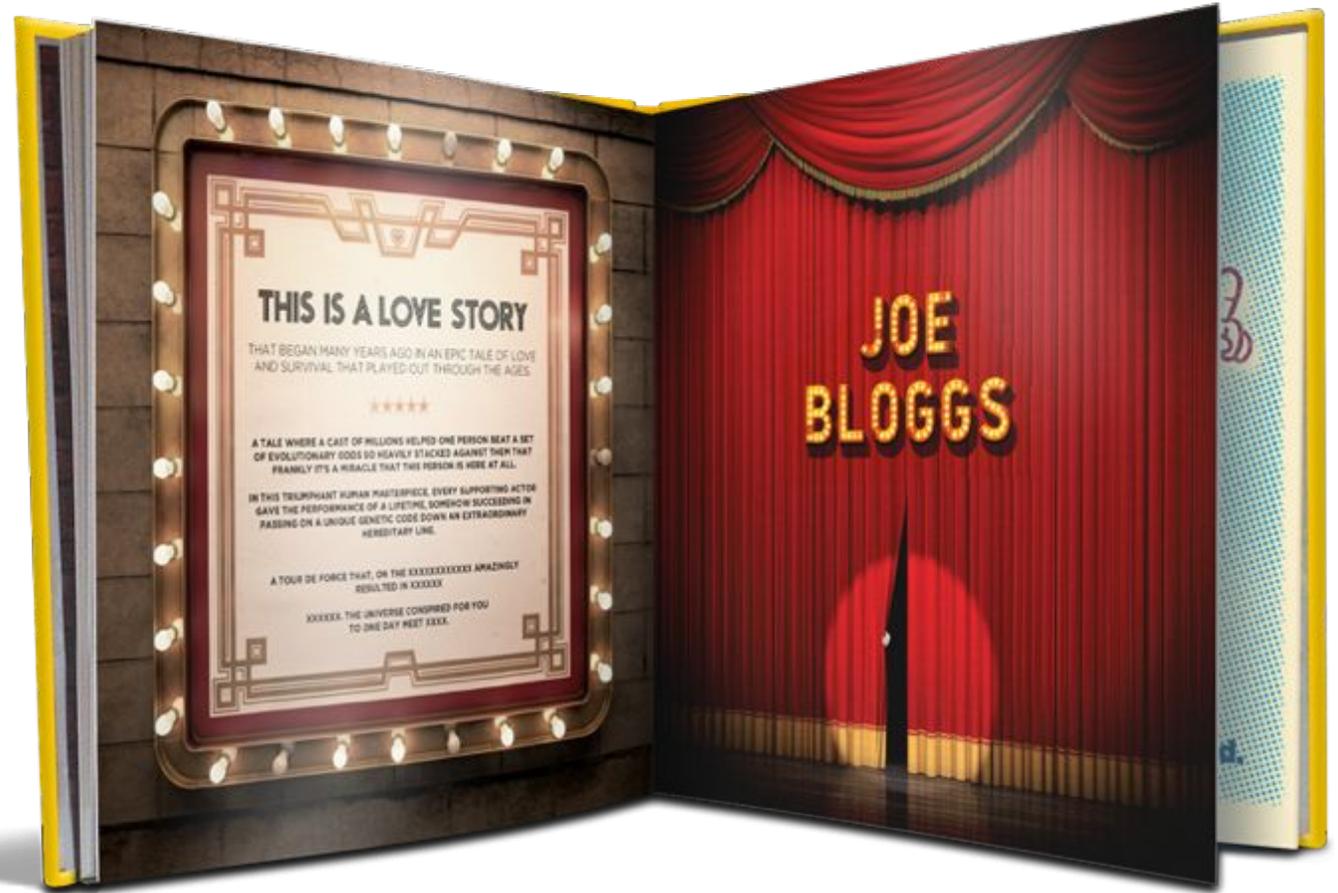
From 8,000 books to
350,000 books in 4
years.



3 pregnant dads
SoMe campaign
generated +2,765%
in book sales



Why Indigo?
Quality
Global network of
Indigo users with
color standards



THREE PREGNANT DADS

3 COMPANY FOUNDERS
WEAR 15KG EMPATHY
SUITS FOR 1 MONTH

THE CHALLENGE

How could a tiny personalised gift company compete against the giants of the gift world in the lead up to Mother's Day?

THE IDEA

On a budget of just 11,000€, the 3 founders decided to become the story by wearing 15kg pregnancy bellies day and night for a month to honour motherhood. They used Press and PR to spread the story

THE RESULTS

The world followed as they blogged at 3pregnantdads.com. Spreading the story through 27 UK nationals, 154 international news sites in 38 countries including Time Magazine and an appearance on 5 live, BBC World Service and the prime-time talk show Lorraine.



Locking in a TV exclusive on LK Today (1 million viewers) with the dads sat having a chat on the sofa

“What you’re doing is even a bit heroic..”
TIME Magazine



+1,850%
facebook
COMMENTS INCREASE
COMPARED TO LAST PERIOD (JAN-FEB)
+648%
LIKES
facebook
COMPARED TO LAST PERIOD (JAN-FEB)

+11,245%
VIEWS
COMPARED TO LAST PERIOD (JAN-FEB)
+5,200%
SUSCRIBERS
COMPARED TO LAST PERIOD (JAN-FEB)

+2,765%
SALES
ON SAME PERIOD IN 2014 (FEB-MAR)

Momentcam

Mobile based app with 320 million users worldwide.

The advertisement for the MomentCam app is set against a background of pink cherry blossoms. On the left, a white smartphone displays the app's interface, which includes three main sections: 'Create Cartoons' showing a yellow tram, 'Create your own Emoticons' with a speech bubble saying 'Hey! That's you!', and 'My Momies' featuring a notebook and a family photo. The phone also shows a 'Like' button and a user profile icon. To the right of the phone, the MomentCam logo is displayed with the tagline 'Your art, your world, your fun'. Below the logo are two buttons: 'AVAILABLE IN THE App Store' and 'GET IT ON Google play'. The bottom half of the advertisement features a colorful illustration of a family of four (a man, a woman, a child, and another man) sitting on a blue and white checkered picnic blanket. They are surrounded by picnic items like a basket, a thermos, and a juice box. The background of this scene is a soft-focus landscape with pink blossoms.

Chat books

Innovating photo books production



Innovate
Breaking
seasonality of
photo production



The
subscription-based
automated photo
books raised a total
of \$20 million



Chatbooks connect
online SoMe and
phone photos with
printed media



Why Indigo?
The brand chose HP
Indigo quality

All the cool kids are doing it.



A wondrous world of personalized adventures

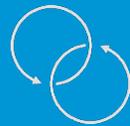
One-of-a-kind books that has inspired Millions of children around the world



Innovate
Full-stack storytelling start-up



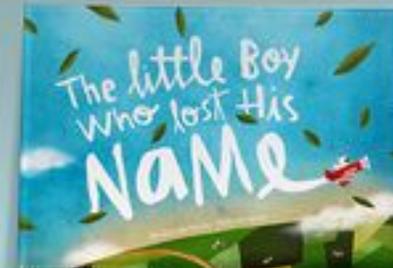
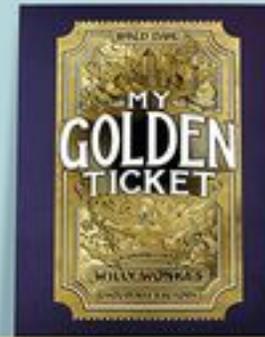
3M books were sold in 35 different countries



Rapid growth with the 6 edition being launched



Why Indigo?
Quality, global network of indigo users



A TASTY Cookbook

From online media outlet to a best seller personalized book



Engage
Online media outlet creates a best seller book



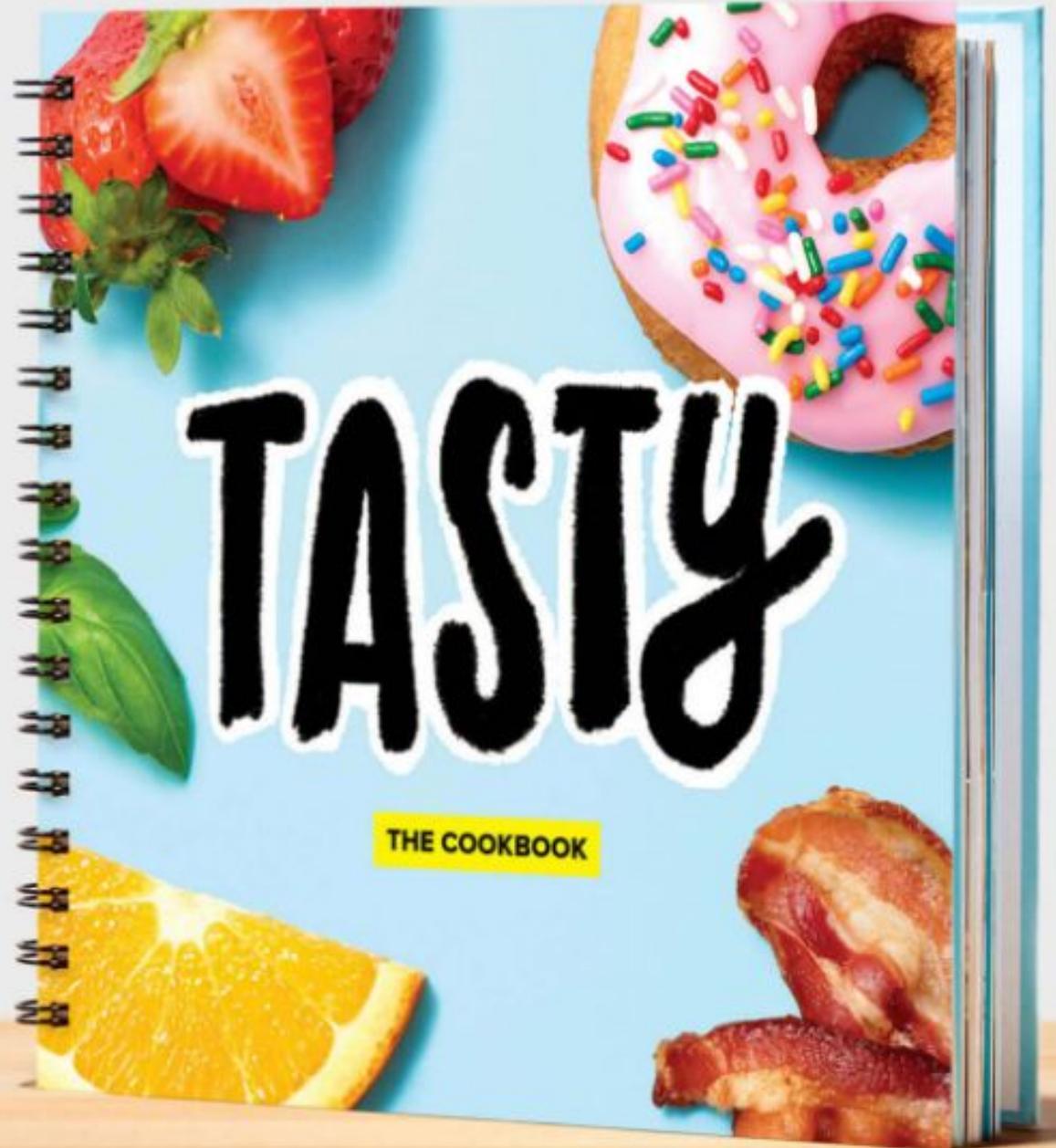
120,000 books
And counting.
Each book costs
25\$ to 35\$
High volume market



From online media outlet to a top selling cookbook



Why Indigo?
PrintOS Site Flow
Indigo users community



A TASTY JUNIOR Cookbook

Junior edition, second
version of the
successful book



Engage
Online media
outlet creates a
best seller book



120,000 books
And counting.
Each book costs
25\$ to 35\$
High volume market



From online media
outlet to a top
selling cookbook



Why Indigo?
PrintOS Site Flow
Indigo users
community



A TASTY food Your personalized coffee can



Engage
Online media
outlet creates a
best seller book



120,000 books
And counting.
Each book costs
25\$ to 35\$
High volume market



From online media
outlet to a top
selling cookbook



Why Indigo?
PrintOS Site Flow
Indigo users
community



PabblePost

Transform real-time online activity into dynamically rendered, personalized direct mail.



Engage
Bridging digital
and physical
world



8%
Made purchase after
receiving mail
15X
Return on ad spend



Connect
The worlds.
From web event to
digital direct mail.



Why Indigo?
Immediate time to
market, best-in-class
quality
Seamless workflow

PEBBLEPOST

Programmatic Direct Mail® works for **HUNDREDS** of brands & agencies.

8%
MADE PURCHASE
AFTER RECEIVING MAIL

15x
RETURN ON AD SPEND

PEBBLEPOST

Our platform bridges digital with the physical world into home.

Analytics + Optimization

Event Capture

Campaign Management

PROGRAMMATIC DIRECT MAIL®
12-24 HRS

Dynamic Production

Address Validation



PRECISION MARKETING IS SUCCESSFUL FOR TCSC.

In the words of our client:

Since implementing data-driven direct mail, variable content and more personalized messaging the response rates have increased. And our overall donations have also increased, year-over-year.

Another very exciting outcome has been our re-engagement with past donors that had not donated to Teen Challenge of Southern California in years.

*Dona Watson
Communications Manger
Teen Challenge of
Southern California*

HOPE AND RECOVERY GOING STRONG FOR TCSC

"Using the digital variable printing technology has improved the quality of our direct mail pieces. Instead of requesting to be removed from our mailing list, now our donors tell us they love receiving our letters!"

*Dona Watson
Communications Manger
Teen Challenge of
Southern California*



Strauss Elite Origamoo

Rejuvenating an iconic chocolate brand



Innovate
Origami Art from
one-of-a-kind
Mosaic wrap



1M chocolate wraps
were printed.
PSP moving to
packaging



The campaign
combined social
media buzz



Why Indigo?
SmartStreamMosaic



Keds Kids HP Indigo Invisible Red Ink Activating in-store sales with a unique “must see” call-to-action



Lead. New inks allow infinite possibilities to engage, innovate and grow.



Hudson Printing helps families make unique memories on Mother's Day, using HP PrintOS Site Flow

“The use of Site Flow allows us to connect millions of customers through their smartphones directly to our press”
 Bob Aris President Hudson printing



Innovate Personalized campaign to improve ROI



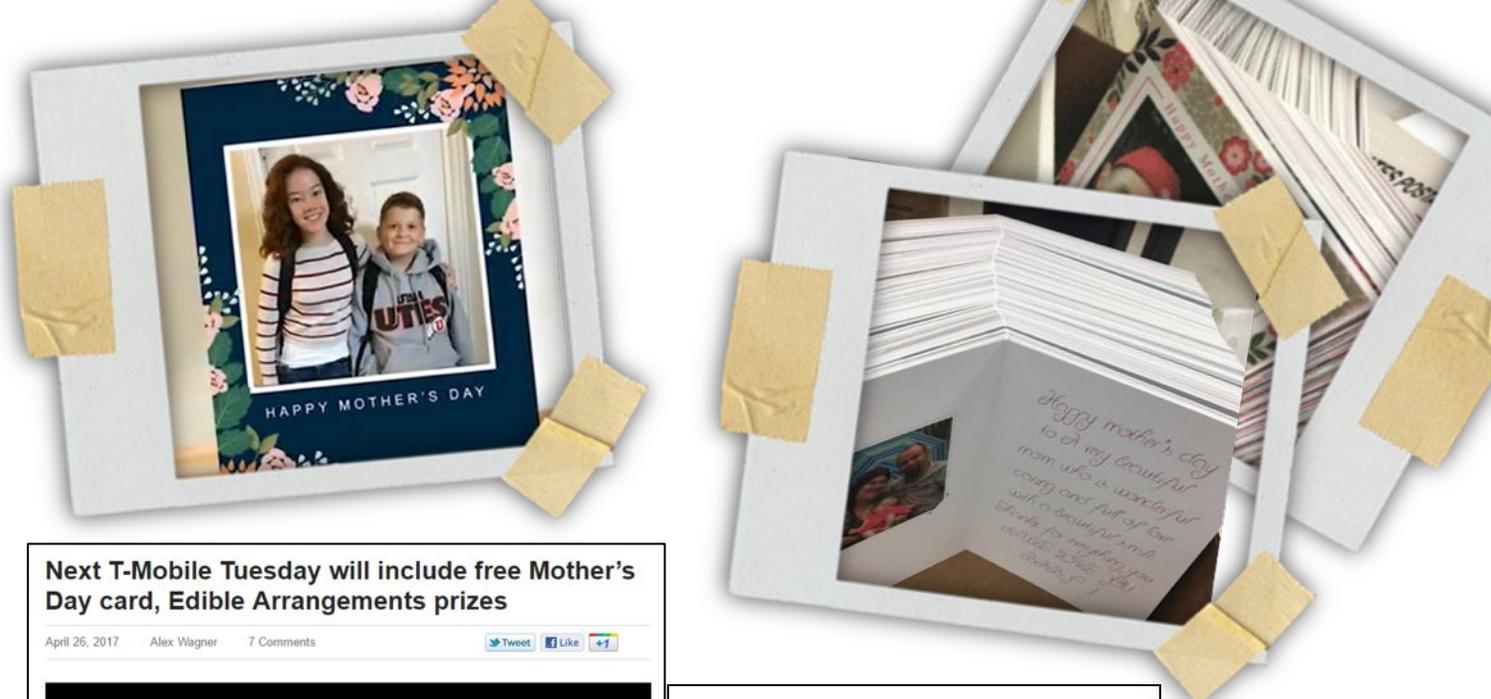
Mobile interface via Inkly app. enable consumers to send personalized gifts within 48hrs



hour promotion, 24 Over 100,000 Cards mailed in 48 hours Participates were 3X above predictions



?Why Indigo PrintOS Site Flow



Next T-Mobile Tuesday will include free Mother's Day card, Edible Arrangements prizes
 April 26, 2017 Alex Wagner 7 Comments



HUDSON
 reinvent print





Click to view Video
(or check link below)



PSP: GLS Companies, USA
Application: Direct Mail
Segment: General Commercial Printing
Press: HP Indigo 10000

This direct mail piece combines variable data capabilities, cost-effective short-run printing capabilities and the large sheet size of the HP Indigo 10000 Digital Press. The piece uses multiple-channel variable data in the form of a 5.75" x 9.75" folded comic-type booklet that opens to a 28.875" x 19.75" poster. There were two "digital diva" superhero scenarios: 500 male clients and 778 female clients. There were also 2 "digital dude" superhero scenarios: 2,588 male clients and 2,662 female clients. In addition to the image variations, Also, an Augmented Reality Video shows a time-lapse of the HP Indigo 10000 installation.

Did you know? the mailer uses over 20 variable text fields with 7 unique fonts!

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Application: Tri-fold Newsletter
Media: 80# GPA Dull Text
Links:

<https://www.glsmn.com>
<https://www.youtube.com/watch?v=AMtXxRRjq6s>
<http://h20195.www2.hp.com/v2/GetPDF.aspx%2F4AA5-1202ENW.pdf>

PSP: GLS Companies, USA

Customer: GLS

Press: HP Indigo 10000

Inks: CMYK

Click here to
read the
Success Story

MOSAIC
unlocking mass
customization



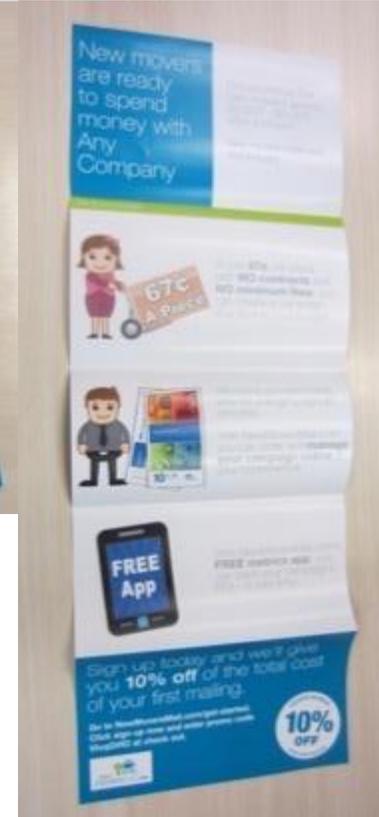


Front



Back

1st fold



Entire spread



PSP: Tobe Direct, USA
Application: Direct Mail
Segment: General Commercial Printing
Press: HP Indigo 10000

Newmovers.com was looking to increase awareness to its services across the country. This Direct Mail piece, personalized with variable data of the recipient, was printed on a B2 sheet size to create an interactive step-by-step guide. The fold opens gradually, each time explaining a new step in the New Movers service offering, ensuring the full piece is read and understood, while standing out from traditional direct mail formats.

Did you know? Interactivity and playfulness are new attributes that can be added to direct mail with a B2 sheet size.

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Application: Direct Mail **PSP:** Tobe Direct, USA **Customer:** NewMovers.com **Press:** HP Indigo 10000 **Media:** Coated **Inks:** CMYK

Links:
<http://www.tobedirect.com>
<http://h20195.www2.hp.com/v2/GetPDF.aspx%2F4AA5-2620ENW.pdf>

[Click here to read the Success Story](#)

HSS Personalized Self Mailer



Personalized Self Mailer

PSP: Precision Printing, UK
Application: Personalized Self Mailer
Segment: General Commercial Printing
Press: HP Indigo 10000

HSS, a chain of store for equipment hire decided to send attention grabbing targeted mailers to bring its customers back to the store. The DM was personalized with a map showing the customer's personal UK location, while also showing the nearest HSS branch. This home map changes for each DM given the person's address. Variable data was used to communicate the distance from the store, the address of the nearest branch and the different discount offered. **Did you know? With a run of 1000 units, and the unique elongated format of the DM, this campaign could have only been produced on the Indigo 10000, while benefiting from a x6 imposition.**