PODi CASE STUDY

JOSERA PET FOOD

GEO-DATA AND PERSONALIZED MAPS FOR RETAIL MARKETING

PODi
the Digital Printing Initiative

JOSERA PET FOOD

VERTICAL MARKET: Retail

BUSINESS APPLICATION: Collateral Management and Fulfillment / Personalized Sales Collateral

BUSINESS OBJECTIVES

JOSERA is an animal nutrition and pet food manufacture in northern Bavaria, Germany. The company has worked in the agricultural sector for over 70 years and diversified into pet food production 25 years ago. It is now a well-known brand and its consumer pet food products are distributed via specialist pet shops in Germany.

In 2014 JOSERA wanted to strengthen its marketing for its retail channel through a location-based direct marketing campaign to introduce new customers to its products and to direct them to local retail outlets.

JOSERA engaged a leading direct mail and digital printer, Grunewald GmbH, and a specialist provider of geo-location data and maps, locr GmbH, to design and implement an innovative direct marketing program to acquire new customers and drive traffic to JOSERA's retail network.

RESULTS

The conversion rate from website enquiries to pet food purchases at retail outlets have increased by 3% since the program began. It has now been running continuously since 2014.

CAMPAIGN ARCHITECTURE

The marketing strategy involves sending personalized pet food sample packs in response to customer enquiries made on the JOSERA website including vouchers that can be redeemed at nearby retail outlets for JOSERA products. The marketing collateral includes local maps, personalized to the recipient, which show the locations of the retail outlets where the vouchers can be redeemed and includes other useful travel information.

On a weekly basis, online enquiries received by JOSERA, are supplied to locr and Grunewald to fulfill the distribution of the sample packs. JOSERA captures the customer's name and address details together with information about their pets. The mailing pack consists of two pet food samples, a personalized covering letter and the voucher. The purpose of the voucher is to incentivize the customer after trying the samples to purchase more JOSERA products at a specialist local retailer by offering a 5 Euro introductory discount on their first purchase.

Personalized 5 Euro voucher with map, bar code, name of pet ("Fussel") and relevant image.

The customer address data received by locr is matched to a data set provided by JOSERA of all of their retail outlets. locr calculates the driving distance from the customer's home address to the retail outlets and selects the two retail outlets that are nearest. The routes from the customer's home to the location of these retailers are shown on maps which are automatically generated by locr as jpg images for inclusion in the direct mail production. Each voucher includes the address details of the shops and the locations are marked with JOSERA branded icons on the maps.
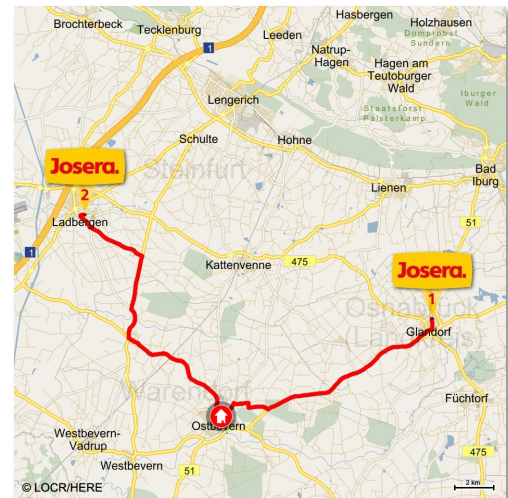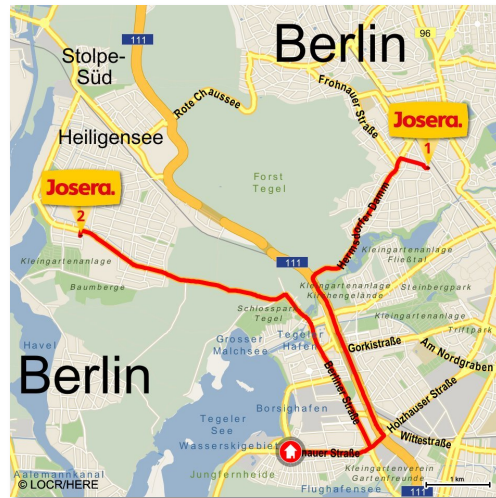
Grunewald downloads the map images and enhanced customer data with the recipient details and retail outlet addresses from locr and digital prints the covering letter and vouchers. As well as the recipient's name address data and the individual map images, the letter and voucher are personalized with the pet's name and a relevant image e.g. a cat or dog. The personalized voucher and letter are assembled with the appropriate sample packs in a generic carton and dispatched to the customer.

The vouchers are bar-coded so that when the retailers make their returns JOSERA is able to calculate the sales conversions by retailer and match them to the original enquiries.

REASONS FOR SUCCESS

The free pet-food samples, introductory purchase offer, personalized marketing collateral and attractive design of the pack all contribute towards the effectiveness of this program. But Stefan Seitz, Head of Marketing at JOSERA, believes that the personalized maps showing the nearest retail

outlets are responsible for the increased conversion rate. He notes that, "the ability to guide our customers through individual geographical coordinates to the nearest dealers is our campaign brings significant added value".

Calculating the distance and journey time from consumers that have made enquiries to retail outlets also gives JOSERA additional insight. The data helps JOSERA to analyze the number of clients visiting each retail location and also determine regions where new specialized dealers can be established to shorten the customer's travel time.

CLIENT	JOSERA http://www.josera.com/ A family company for three generations, JOSERA is a leading specialist in animal nutrition. JOSERA stands for sustainable action in line with the requirements of customers, co-workers and nature.
PRINT PROVIDER & AGENCY	Grunewald http://www.grunewaldkassel.de/ Grunewald GmbH is an innovative, qualified and reliable partner in the fields of media design, digital printing and mailing production based in Kassel, Germany. locr http://maps.locr.com/ locr GmbH is a leading provider of geo-based services and personalized maps that let marketers use location to their advantage. Headquartered in Braunschweig, Germany, locr maintains offices in the US and the UK.
HARDWARE	HP Indigo 3550 HP Indigo 7600
SOFTWARE	Direct Smile
TARGET AUDIENCE	Consumers with pets
DISTRIBUTION	Variable quantity
DATE	Weekly since April 2014