

# Print: This Time, It's Personal

HELLO 😊



## Marketing Beyond the Logo

Over the last 15 years, the possibilities of print have drastically changed. From mass offset printing to digital deliverables, consumer-centric marketing continues to prove its worth. Through bold innovation and strategic marketing, companies can create the right combination of print and digital content to provide utility to consumers.

## Creating Fizz with Print Marketing

A brand's visual identity is the "front door" of corporate reputation and has an enormous impact on brand perception. The Coca-Cola Company combined their most valuable assets to create newfound customer engagement, excitement and, ultimately, loyalty to the brand.

### Physical Collateral

After a steady 10-year sales decline, Coca-Cola was seeking a solution to ignite consumer interest. The "Share a Coke" campaign proved to be the answer. Coke defined consumer personalization by labeling bottles and cans with popular names and phrases.

### Variable Data Printing (VDP)

Backed by a database, VDP creates customized printing targeted to individuals and/or groups. Coca-Cola teamed up with HP Inc. to produce hundreds of millions of labels featuring unique and uncommon names. In addition, Coke released a survey letting consumers vote for the second batch of names. The efforts allowed "Robyns" and "Wolfgangs" to find their own personalized Coke.



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## Social Media

The campaign encouraged Coke drinkers to “Share a Coke” with friends, family and their social sphere. In fact, they shared their personalized experiences more than 250,000 times with the hashtag #ShareACoke. Coke recorded a significant correlation between social sharing and sales uplift.

Loyal customers, first-time buyers and non-Coke drinkers reached for their wallets. The result? One week after launching the campaign, Coca-Cola posted sales growth above 30% with an impressive 28% overall customer increase. By offering a simple and personal experience for customers, the campaign became viral when thousands of consumers became Coca-Cola ambassadors.

## The Proof Is in the Personalization

In a world of fast-moving consumer goods, content becomes even more valuable as you optimize it in ways that drive engagement, conversions and revenue. The potential for customized products includes not only producing unique items, but also eliminating obsolescence and maximizing brand equity.

A strong brand presence differentiates products from its competitors and creates brand affinity. Once perfected, it has to be maintained through strategic personalization and creativity. Does your company make branding personal?



## References

1. American Marketing Association, #ShareACoke and the Personalized Brand Experience
2. Marketing Profs, Print's Not Dead

## ABOUT GMS

Looking for a personalized printing solution? GMS is an integrated marketing services partner. We create, execute and manage data and communication across all channels, for all types of enterprises. We'll help you leverage your marketing strategy and work with you to convert your marketing investments into revenue generating, results-driven programs. We create the strategy – you reap the benefits. Visit us at [www.2gms.com](http://www.2gms.com)

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