



***For immediate release***

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## **Cincinnati's b+p+t communication solutions Presents Case Study at Digital Print Conference**

*Firm earns industry recognition for Direct Marketing Excellence*

CINCINNATI – February 7, 2011 -- Hundreds of print service providers, marketers and communication professionals converged in Las Vegas last week to learn the latest trends in digital print technologies, business growth strategies, leading-edge applications and direct marketing tactics at the 2011 PODi AppForum.

One of the sessions was dedicated to university marketing and focused on a case study from Miami University's Honors Program. Heather Gims, Director of Marketing & Business Development at b+p+t communication solutions in Cincinnati, was the featured speaker. In an hour-long session entitled *1:1 for Universities – Marketing with Honors*, attendees were given an inside look at a highly personalized direct marketing campaign conducted for Miami University's Honors Program.

The Miami Honors Program faced the challenge of attracting the top performing prospective students in a very competitive university market. Understanding the importance of increasing the relevance of their Honors recruitment efforts, Miami was pleased to partner with bpt and participate in the Xerox 1:1 Lab program. The campaign was structured with a multi-channel approach integrating relevant direct mail, Personalized URLs and email communications. Each stage of the campaign incorporated several data-driven variable elements of both text and imagery, making the messaging fully customized and unique to each individual recipient. Variables included: using the student's name; male or female photos based on gender; text and images dependent on academic area of interest; and different messaging if the student had visited campus or not.

The campaign's impressive results speak for themselves.

- Unique visitors to Honors web site increased by 40% over same time period in previous year
- Student visits increased 32% with attendance for Scholar Saturday program at capacity

- The increased number of applicants led to over-achieving the enrollment goal by 31.3%
- Of the students enrolled for 2010, 90.5% received the 1:1/relevant mailer

In addition, from the data collection Miami learned that 67% of respondents indicated a preference to be contacted by mail, making a strong case for continued 1:1 direct marketing campaigns by demonstrating the value print communications can deliver.

For more details on the Marketing with Honors Case Study, visit bpt's web site:

[www.bpt4u.com](http://www.bpt4u.com).

**About b+p+t communication solutions:**

Integrating the power of multi-channel communications, b+p+t communication solutions specializes in print, data-driven and web-based strategies. Located in the greater Cincinnati area, bpt successfully serves the marketing and communication needs of businesses and organizations across a wide spectrum of industries. Providing services such as: digital and offset printing; 1:1 campaign management; PURLs; QR codes and Web2Order solutions, bpt is committed to helping each client build the *right* solutions that will deliver the *best* results for their specific goals.

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