

Targeted communication power

Before switching from black-and-white to color printers, Catalina was already offering its clients the benefits of targeted communications at checkout, precision tools for reaching specific shoppers based on their purchase behavior. For years, the communications have increased product purchases, created more return trips, and enhanced store brand images. In fact, thermal back-and-white printing has been the cornerstone of Catalina's behavior-based target marketing for more than 23 years. With Catalina's effective targeting, the average redemption rates were ranging between 6 and 9 percent, ten times that of other traditional promotions.

HIGHLIGHTS

- Catalina Marketing, an Epson Premier Envision Business Partner, is installing Epson's high-speed ink jet color printers in thousands of its retail partner stores nationwide.
- The Epson color printers allow both retailers and manufacturers to deliver dynamic, full-color targeted messages to distinct consumer segments, improving the effectiveness of in-store promotions and brand-building efforts.
- Because the color communication appeals to shoppers and is effective as a targeted sales tool, Epson printers may soon be as familiar to shoppers as the everyday checkout scanner.

Rethinking black and white

Despite Catalina's success with black and white communications, the company knew that targeted and relevant color communica-

tions printed at the point of sale would be an untapped gold mine. It was time to make even more changes and tap into the power of color. While POS color print options used to be costly and slow, the technology has improved over the past decade.

"We are interested in anything that will intrigue customers to read the information printed on our communications," said Eric Williams, executive vice president and chief information officer of Catalina Marketing. "Color is the most natural evolution."

Epson full-color printers and Catalina's target marketing

Unlike early thermal black-and-white printers, Catalina's new ink jet printers produce full-color, full-graphics communications at four inches per second. With the help of color and graphics, retailers can motivate customers to visit the store more frequently, increase basket size and develop loyalty. The communications attract consumers to relevant product information and valuable savings. Manufacturers are pleased with how the communications create an almost immediate demand, attract new consumers, and build brand awareness and loyalty.

"Compared to Catalina's traditional black and white communications, the new full-color graphics have resulted in more than a 25 percent lift in average redemption rates," said Williams. He also sees clients leveraging the use of color beyond targeted traditional promotions, opening the door toward more full-color, full-graphics advertising and promotional pieces.

Color communications to become mainstream

The Catalina and Epson partnership has been a success. The companies worked together to custom design a color printer that is now transforming the way retailers use in-store communications. As more retailers and manufacturers see the effect of color communications on their bottom line, the color printer may become as standard as today's checkout scanner.



Catalina Marketing, with Epson's full-color printing solution, has seen redemption rates increase by more than 25%.

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Hardware and Software:

Epson full-color inkjet printers
Catalina Marketing behavior-based marketing programs and services