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## Keiger Graphic Communications' Season Ticket Booklets Hit a Home Run for Winston-Salem's Pro Baseball Team

### Case Study Snapshot

#### Customer

The Winston-Salem Dash, a minor league baseball team in Winston-Salem, N.C., USA

#### Providers

Keiger Graphic Communications, an integrated marketing solutions provider specializing in personalized marketing programs. Established in 1943, Keiger has about 20 employees serving clients in higher education, healthcare and financial services.

#### Challenge

Re-energize the Dash's marketing and game experience to be more fun and personal

#### Solution

Creatively appealing, highly refined and individualized season ticket booklets with barcodes for tracking usage, providing much better value for corporate sponsors and enabling staff to recognize and reward the Dash's most loyal fans

#### Results

The new season tickets look better, are easier to read, and include new features that have boosted customer satisfaction. Dash can now track usage and bring in more revenue through special offers and advertisements on the tickets.

The Winston-Salem Dash minor league baseball team was gearing up in 2010 to move into a newly built, state-of-the-art stadium in North Carolina. Along with the move, the team's owners sought to re-energize the Dash's marketing and game experience to be more fun and personal. One step was hiring Keiger Graphic Communications of Winston-Salem, N.C. in 2009 as its official printer for most print work. By 2011, Keiger recognized an opportunity to improve the Dash's season ticket booklets, which were printed by another vendor using a relatively standard personalization template. After test runs demonstrated the potential of a fully-variable ticket, Keiger, an integrated marketing solutions provider specializing in personalized marketing programs, was awarded season-ticket production for the 2012 season.

The Dash offer seven season tickets plans ranging from 17 to 70-game packages, layered over four product plans: tickets only, tickets plus food and drink, suite-level tickets, and tickets plus access to the exclusive Founder's Club. Reflecting these options in a single, data-driven print run for a ticket that is fully-variable except for the team name and logos was a significant challenge. Some 322 variables were defined for personalization, covering seat location, game date and time, opponent, a barcode identifying the ticket owner, one of 20 "feature" photos - selected for occasions, such as fireworks night, or randomly - and an advertisement on the back.



Keiger uses PersonalEffect® Cross Media – a high-end server solution from XMPie® – to design for and program the variability of the job, as well as produce it efficiently based on the relevant database provided by the Dash. The job is printed on the Xerox® iGen4® press using 10-up imposition on a heavy 100-pound cover stock, and it includes automatic selection of perforations – two for tickets and one for vouchers. The printed sheets are then cut and stitch-bound into 8.5”X2” booklets for delivery.

*“Use of high-end software from XMPie allowed us to offer the Dash extremely complex, but powerfully relevant targeting, cost-effectively delivering excellent results,” said Louis Crockett, president of Keiger.*

The new season tickets look better, are easier to read, and include seat naming conventions not accommodated previously, such as suite and door number. They also give Dash management new opportunities to boost customer satisfaction, track ticket usage, and generate new revenue. Now season ticket holder account numbers are printed on the ticket’s back, enabling ball park staff to quickly identify season ticket holders for more personal service.

Vouchers for free gifts, such as baseball caps, reward the Dash’s most loyal fans – the season ticket holders. Unique barcodes track usage, letting season ticket holders know, for example, if friends and customers use tickets they are given. The ticket’s back now incorporates an advertisement, providing a new revenue stream. “The bottom line is that with XMPie software, if the Dash wants it, we can make it happen,” said Louis Crockett, president of Keiger. He expects the Dash tickets to continue to evolve and plans to promote the solution to other ticket-based operations.

