



KONICA MINOLTA

SUCCESS STORY

CROSSMEDIA

PÅ MEDIA, SWEDEN

✦ Adding Cross-Media services yields new revenues and significant profit growth.

PÅ Media is a provider of printing and digital communication services in the Stockholm area. Starting out as a creative agency in 2000, they initially outsourced all print jobs. But, the fact that they were spending more and more money on outside print providers soon prompted them to start offering print services as well. Despite the turbulent situation of the print industry today, they are poised for healthy growth. However, it did not look that way a few years ago.



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■ The challenge

While the company had seen steady growth in the first decade of its existence, by 2010 the company was struggling with declining profit margins. After a soul searching process of analysing their opportunities and threats, the two owners of PÅ Media identified the area of cross-media services as the most promising growth opportunity that could turn around their company's deteriorating profitability. As using more media channels (such as e-mail, websites and text messages) creates more touch points with end users, thus making the communication process more effective, they figured they could charge more for these services. Also, using multiple media allowed tangible measurement of results, which is attractive for their customers. They decided to test to what extent cross media services would deliver a solution to their problems.

■ The solution

Without any experience in the area of cross-media services, they were looking for an entry level solution that could be scaled up if customer demand required more complex campaigns. After consultation they decided to go with the Direct Smile solution from Konica Minolta. Following the adage to "eat your own meat", the first thing PÅ Media did after installation of the solution was to organize a breakfast seminar for their own customers, explaining their new services, using a true cross media invitation and registration process. The campaign consisted of a creative Direct Mail piece invitation with a link to a Personal URL on it. All known contact details were already prepopulated on this PURL, to make it easy to register. One day before the event a SMS text message was send as a reminder.

■ The result

The response to this seminar was overwhelming. "Judging by the large percentage of customers that actually showed up it was clear that this cross-media approach triggered a lot of interest" says Thomas Pall, director at PÅ Media. "They found it to be a much more personal, more customer friendly



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Owners of PÅ Media: Daniel Åhlberg (left), Thomas Pall (middle) and Konica Minolta sales person Per Rutstrom

and a more effective way of communicating with customers". Since this event, a growing number of customers have asked for cross-media communication services. Today, PÅ Media employs a dedicated person working full time to meet the demand for cross-media. "It was clear to us that our decision to start offering these services was the right one" continues Thomas Pall. "Since starting with this two years ago, our revenue has increased more than 60 per cent, and our profit margins have improved by a significant percentage as well. It makes sense! Consumers use a wide range of media in their daily lives, so if you want to reach them more effectively, you need to be present on all of these media channels".

■ Future outlook

Now that the cross-media services have proved to be so successful for PÅ Media, they are anticipating further growth in this area. Thomas Pall explains "The combined use of media channels has taught us that recipients respond the fastest to electronic messages, and see print more as a confirmation of the value. This means we are now looking into developing special apps for iOS and Android to enlarge our services for web and mobile communication." Thomas Pall concludes: "This will help us to further improve the effectiveness of our cross-media campaigns, thus improving our profitability!"

■ Case details

Customer	PÅ Media, www.pamedia.se
Customer type	Marketing service provider
Location	Stockholm, Sweden
NOC contact	Per Rutstrom, Roy Spennare
Author	Konica Minolta Business Solutions Europe GmbH
Date	March 2013