

## PrintSense

### Campaign objectives

- Develop a brand and campaign for a new Managed Print Service
- Create hard-hitting top-line messaging that resonates with resellers
- Educate, excite and create sign-ups for PrintSense

### Challenge

Ingram Micro, the world's largest IT distribution company, were seeking ways to offer value to resellers and be more than a 'box-shifter'.

The concept was to provide a vendor-agnostic Managed Print Service that was easy and profitable for resellers to implement, and full managed in the background by Ingram Micro. Resellers would 'pass on' a subscription-based service to customers who benefited from just-in-time toner and print supplies and a break-fix service.

True were briefed from the outset to help brand, position and create leads for the first fully automated Managed Print Solution offered by a distributor in the UK.

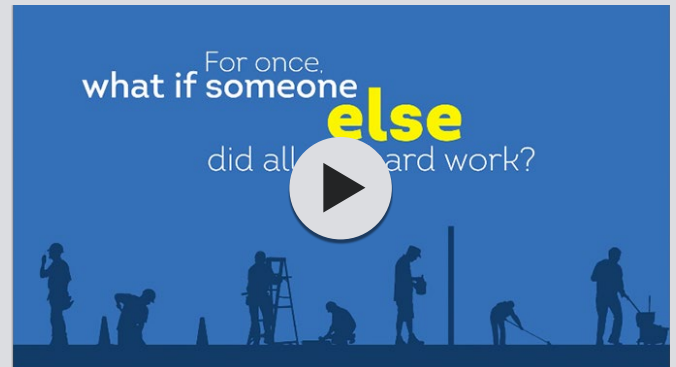
### Solution

The challenge was to stand out in a crowded marketplace of offers, promotions and sales message – and convert (a sometimes sceptical) channel audience to a genuinely different, simple new revenue stream.

True created the PrintSense brand to give Ingram Micro an entirely new look and feel, together with clear and hard-hitting messaging. The PrintSense proposition – “We do all the hard work. You take all the profits” – struck a chord with commercially-driven resellers across the UK.

To pre-empt concerns, we also made it clear that the reseller would continue to 'own' the relationship, while Ingram Micro worked in the background.

With a limited budget, Ingram Micro achieved a high conversion rate of its targeted resellers within six months of the campaign's launch.



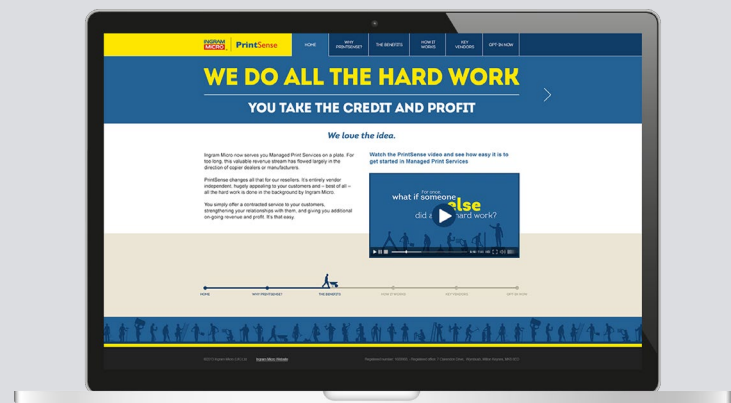
PrintSense video [click to view](#)



PrintSense logo design



Channel Trade Press advertising



PrintSense microsite

# Audiences

## Primary

- 200 key print resellers identified by Ingram Micro as high value targets in the SME space

## Secondary

- Print vendors such as HP, Canon, Kyocera etc –the campaign would influence the level of buy-in and sponsorship opportunities from them

# Media

A full branding exercise was required, followed by an outbound launch to generate awareness, interest and registrations. The campaign included press and online advertising across all key Channel publisher websites, a high-impact direct mail piece plus nurture emails.

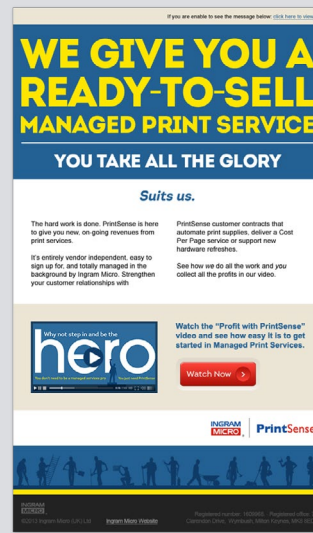
To drive engagement we created a campaign microsite which hosted educational assets including videos and eGuides. We also implemented retargeting ads, served across the Google advertising network to any visitors to the site that had not yet converted. PR and event support also played a part of the mix.

# Results

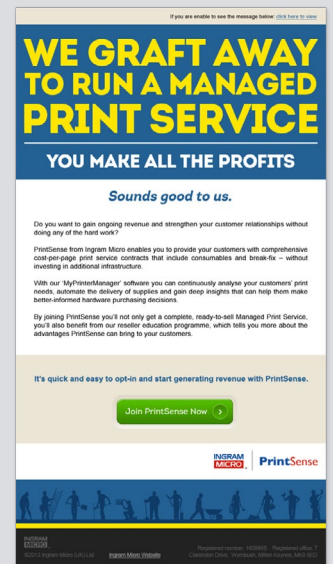
After the direct mail and first email were sent, all targeted outbound communications had to be put on hold for one month due to the **overwhelming interest** and number of registrations.

110 resellers registered for the PrintSense training programme in order to become an accredited reseller of the service – **55% of the target database**.

**Key vendors have signed up** as sponsors of the service including: Kyocera (Platinum Sponsor), HP (Gold Sponsor), Canon, Epson, Brother, Xerox and Lexmark.



Direct emails



Direct mail with actual £5 note



Event support



Event handout



Integrated PR

Start a great B2B brand story:

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- Email [info@trueagency.com](mailto:info@trueagency.com)
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