

MARKETING SERVICES CASE STUDY

naked marketing

BACKGROUND >>>

Naked Marketing is a small but fast-growing Norfolk-based graphic design studio with a simple philosophy: always add more value than you charge. The quality of its printed documents is a key differentiator in its battle to build market share. As such, the company's choice of printer is critical to its success.

Naked Marketing Reaps the Rewards of Quality Printing from OKI

THE CHALLENGE >>>

Historically, Naked Marketing relied on an expensive and painfully slow inkjet printer which it used primarily to produce mock-ups for clients. Most printing was outsourced. Even short-run leaflet production jobs were charged out to digital print houses.

As David Lloyd, Naked Marketing's managing director, explained, "We were suffering because of the poor colour quality of our visuals. When we showcased designs, the graphics were garishly intense. The draft visuals looked completely different from the final litho printed version. Clients were disappointed with the results.

"We decided to look for a new printer that was cost-effective but could deliver the quality we needed to bring print jobs in-house," said Lloyd. "The OKI C9800 fitted the bill perfectly. We looked at competitive products but none matched the OKI for speed, print quality or accuracy.

THE OKI TOOLKIT

Printer:
OKI C9800

Software:
OKI's Template Manager

Media:
A3+,
A3 + A4 Banner
Business cards,
A4 Duplex Newsletters,
A3 Posters
Certificates
CD packaging



"Some laser printers give a waxy finish, which looks false and unattractive," he continued. "In contrast, the OKI C9800's output is amazingly accurate. In fact, I was astonished how close it was to litho print."

THE SOLUTION >>>

One of the most compelling benefits of the C9800 is its flexibility. The printer is Mac-compatible which is crucial to Naked Marketing which makes extensive use of the devices in its graphic design work. The C9800 is also proficient in handling software packages like Quark Express, Adobe Illustrator and Photoshop, all of which are regularly used at Naked Marketing.

Using the C9800 enables the company to produce double-sided printed documents up to A3 size at rapid speeds. Naked Marketing had never carried out any double-sided printing before, so this capability has been a revelation. As Lloyd says, "With the OKI, we can precisely align the printed words on the two sides of the paper. It's visually very impressive."

In addition, the C9800 has the ability to print up to and including oversize A3, which is also critical to Naked Marketing. The printer enables it to do so while simultaneously putting bleed across any document. OKI provided invaluable further support by recommending complementary paper types, all of which were high-quality but relatively inexpensive.

Using the OKI C9800 has also helped Naked Marketing become more effective in pitching for new business. It recently beat off competition from 25 other agencies in the region to win a lucrative contract with the local county council. The C9800 was instrumental in this success by enabling Naked Marketing to create a high-impact presentation and then rapidly print multiple copies and package them effectively for distribution at the pitch.

THE RESULTS >>>

"Our staff are delighted with the C9800", says Lloyd. "They find it easy-to-use and are amazed at what it can do. They can't believe the difference between this printer and those we have used previously. The C9800 is in a different league altogether.

"Our customers are bowled over too. On seeing the quality of the visual output, several wanted to go out immediately and buy one for themselves."

Of course, few technical implementations are entirely trouble-free and Naked Marketing has needed to draw on the expertise of the OKI technical support team on occasions. "We have always found OKI helpful and responsive," says Lloyd.

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David Lloyd

Managing Director, Naked Marketing

"Its support has proved invaluable. If the problem can't be resolved over the phone (and most issues can be), an OKI engineer is always out to help within eight working hours, which has been invaluable. The excellence of OKI's service has persuaded us to extend the initial warranty for a further two years."

Installing the OKI C9800 has had a powerful impact on the business. It has enabled the company to provide a faster, more efficient service for clients. It has also allowed it to keep short-run print jobs in-house and by so doing, increase profit margins. It has already enabled the company to recoup 75 per cent of the purchase cost in just one year. Arguably, its most important benefit, however, has been in building competitive edge. Colour is generally recognised as the most effective way to add impact to printed documents. Research shows that brand identification increases 70 per cent when colour is added, for example.

But to stand out from the competition, colour output must be vibrant and accurate. The C9800 has not only produced beautiful, colour-accurate documents for Naked Marketing, but has done so quickly, reliably and affordably. In so doing, it has given the business the upper hand on its rivals!

FOR FURTHER INFORMATION CONTACT:

NADIA NIZAR
OKI PRINTING SOLUTIONS
TEL: 01753 819819
EMAIL: nadia.nizar@okieurope.co.uk