

# MEILLERGHP

## Personalized club communication with Novadex Marketing Shop



### Customer profile

On January 11th, 2011 MEILLERGHP was established through the joint venture of meiller direct and the operating area Direct Mail of Swiss Post Solutions. 65 percent of MEILLERGHP's shares are held by the Austrian Post while the Swiss Post holds 35 percent of the shares. MEILLERGHP has more than 1.700 employees in six different locations.

MEILLERGHP's strategic focus is to advise on, design and produce addressed, personalized mail shot advertising and to develop customized CRM solutions designed to attract and retain customers. Specific services include producing direct mail and envelopes, mail shot activities using state-of-the-art technologies as well as directing and implementing targeted loyalty solutions through to interactive Smartphone apps which connect the physical world to the digital world.

### Challenge

Communication is not only very important to companies. It is an essential part of sports, too. Therefore, 13 years ago, the German newspaper Süddeutsche Zeitung developed the golf magazine "golf spielen". Today it is one of the golf magazines with the widest circulation in Europe. Four times a year "golf spielen" reports about everything regarding this sport in order to increase the popularity of golf in Germany.

This time MEILLERGHP wanted to give the golf clubs the opportunity to communicate with their members directly – in fact not with a letter but with an individualized and customized magazine for each golf club. This way news and information regarding the respective clubs can be communicated.

Especially for this case MEILLERGHP was searching for a solution that enables the collaborative access to a central campaign in order to match the content with local information. The goal is a multi-sided cover for the magazine "golf spielen" that can be created and individualized by every golf club with a solution so easy that trainings and instructions are not needed.



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Holger Abeln / Managing Director / MEILLERGH P

## Solution

“According to our claim ‘We individualize your customer communication’ we wanted to offer golf clubs a solution to personalize the cover pages for the magazine with regional information in a fast and easy way”, explains Holger Abeln, Managing Director of MEILLERGH P. “With Novadex we found a solution that meets all requirements.”

The campaign is set up centrally with a previously prepared layout that can be personalized with texts and pictures for every new issue. At the same time there are some elements that can and some elements that cannot be modified or only with restrictions. Additionally single steps in the workflow are also adaptable to the needs of the campaign.

With Novadex Marketing Shop and as a Novadex customer MEILLERGH P can assign user permissions to its clients, the golf clubs. After the golf clubs have filled the layout with defined or individually created text or picture building blocks they will release the magazine covers which are then ready to be printed.

Customer	MEILLERGH P
Establishment	2011
Branch	Dialogue Marketing
Website	<a href="http://www.meillerghp.com">www.meillerghp.com</a>

## Benefit

As a cloud-service Novadex is available online independently from location – this way Novadex can be accessed by any golf club without installing software on site. Also, because of the intuitive user interface neither training nor instructions are required.

“The benefits for the golf clubs are obvious: They can create an personalized golf magazine very fast. But also for us the benefits are obvious: We are pleased to offer our customers a new way of communication which also allows us to enter a new business segment as well as distinguish ourselves from competition. With Novadex the entire process becomes more transparent. It can be used with internal and external partners. Consequently it is not only our customers who benefit from this but also ourselves.” adds Holger Abeln.

“We are very pleased that we could convince MEILLERGH P with our cloud solution. Furthermore with the Novadex Marketing Shop we present organizations, clubs and companies new ways to create their communications consistently and individually across enterprise and department boundaries. Of course there is also an option to personalize the customer communication for each recipient.” adds Hans-Peter Eitel, Managing Director for Novadex GmbH.