

Personalized tickets and booklets increase sponsorships and lead to nearly 1.6 million lottery ticket sales.

Pondres



Grote Clubactie  
Lottery Tickets  
Best-of-the-Best Program  
Winner—Digital and Offset  
Xerox Premier Partners  
Global Network



# Customized digital printing increases ticket sales by 20 percent.

In an effort to increase fundraising for the associations Grote Clubactie supports, a lottery ticket program was developed for association members to sell. Printing the tickets using inkjet technology and making them personalized led to a 20 percent increase in ticket sales and increased sponsorship.

## Challenge

Pondres's client Grote Clubactie supports fundraising efforts of associations, such as music and sports clubs, in the Netherlands by running a lottery ticket sales program. With a goal of generating more funds for these associations, Grote Clubactie needed to provide an innovative way to fundraise and get all members of the associations motivated.

Prior to this production the lottery materials were printed offset. Pondres was in the process of encouraging Grote Clubactie to migrate from offset to digital printing for the cover and tickets so they could be personalized and produced in full color.

## Solution

Although the lottery ticket program was already in existence to generate funds for associations that Grote Clubactie supports, Pondres increased lottery sales with the way they printed the tickets. Junior and senior members of 8,200 associations in the Netherlands were given these tickets to sell along with a booklet that contained stickers, a space for customer information and perforated half-page flyer showing the prizes that could be won.

Association members sold tickets door-to-door to businesses, houses or family members. For every dollar they sold, 80 percent went to the association—the highest cash-out percentage in the Netherlands.

Once a customer bought a ticket, he or she would write down their contact information and then receive a proof-of-purchase sticker and a half-page tear-out showing the potential prizes.

To motivate associations to take part in selling, members were able to upload their logos, along with their head sponsor's logo, through a content management system. The logos were then printed on the cover of the booklet and the ticket. This allowed the member to say the ticket was being sold on behalf of their association.

In order for production to be quick, customized and more cost-efficient, both the booklet covers and lottery tickets were printed using inkjet technology on an Impika™ iPrint Reference, while the inside of the booklets were printed offset.

“A lot of our success is because of the partnership we have with the people at Xerox, and I believe we are part of the success Xerox has as well.”

—Ludo Verhiel,  
Client Services Manager

## Pondres

Pondres is an independent data-driven marketing organization located in the Netherlands. All of their services are done under one roof, where they guarantee excellent quality in cross-media dialogue marketing, print, direct mail and e-fulfillment.

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## Results

In 2012, 6,000 association members sold between 1.4 and 1.6 million lottery tickets. Having the personalized association logos and sponsor logos printed on the tickets and booklets increased ticket sales by 20 percent.

Due to the improved printing process, the production efficiency increased and printing was done on demand for the first time. This led to less inventory of unused booklets. Through this project, Pondres and Grote Clubactie developed a deeper relationship, which resulted in further production of personalized printed pieces together.