

LAK Advertising becomes first ad agency in the U.S. to implement HP Indigo one-to-one marketing technology



Find out how one advertising agency broke the mold

Established in 1979, LAK Advertising is a full-service advertising agency with highly integrated marketing communications capabilities. Today, it provides a complete suite of in-house services leveraging the talents of four sister businesses – a variable data printing (VDP) organization, a promotional products distributorship, a large-format printing facility, and a transit media company – all located in the heart of San Diego’s business district.

The unique and innovative approach of the company has most recently been demonstrated by the launch of its in-house digital printing facility, VDP Direct. Foretelling a trend by agencies to drive and control powerful VDP communications for their clients, this move has enabled:

- Leverage of the firm’s high-level creative development, copywriting, art direction, and design capabilities.
- Solution-selling VDP to traditional marketing and C-level executives, not print buyers.
- Seamless integration of VDP programs into clients’ existing marketing campaigns and strategies.
- Competitive differentiation of the agency’s capabilities from other marketing communications firms.
- Opportunities with previously inaccessible enterprise clients (nearly all of whom can greatly benefit from well-executed VDP programs) by offering a unique combination of services.



- Convergence of marketing, creative development and design, printing and finishing, and data and mailing services to create a true one-stop solution at a strategic level, not just the production level.

Searching for solutions, finding a marketing revolution

“The search for ways to provide world class communication and results for our clients led us to this point,” notes Jim Lakdawala, President of LAK Advertising. “I believe that this may well become a trend for agencies because when dealing in print, one-to-one communication has become critical. Delivering the right message to the right person at the right time creates optimum results. One-to-one communication offers enormous market potential and our aim is to position clients to capitalize on such opportunities.

“Today, a strong VDP implementation helps give businesses a competitive advantage, but soon it will become a necessity. We see the development and delivery of targeted VDP campaigns as a single comprehensive service and not something to be split up and outsourced.”

Building the infrastructure with the right equipment

Lakdawala chose to deploy an HP Indigo press 3050 to launch VDP Direct and support LAK Advertising’s one-to-one campaigns. He describes, “We wanted offset press quality, and the HP Indigo press gives us that match. In addition, we have had exposure to the HP Designjet printers in our large-format printing facility, and HP LaserJet printers in our business offices, and we felt very confident about the durability and supportability of HP’s printing solutions.”

VDP Direct uses HP Yours Truly Designer software to generate initial template designs, and HP Production Flow to automate the merging of static and dynamic elements



from image stores and databases. Each unique page is digitally assembled just prior to being printed.

Lakdawala notes, "The processing power of HP Production Flow enables us to offer web-to-print services too. We can deliver a collateral-on-demand capability where clients can utilize web-based templates, securely upload data, and send it straight to print. With this type of solution, clients feel empowered, it takes less of their time, and the branding of their company is reinforced."

To round out the delivery of an end-to-end solution, Lakdawala also has invested in new top-end finishing equipment. He comments, "Each of the printed pieces is unique, and by not outsourcing any part of the finishing process, we have removed any risk arising from another company handling the pieces, thus ensuring the security and integrity of the documents."

Strategically positioned for success

LAK Advertising's strategy is to first understand the nature of the client's needs and then draw upon the creativity of its designers and in-house marketing expertise to produce

VDP concepts that engage target clients. "When we present one-to-one marketing campaign ideas produced on the HP Indigo press, the look, feel and quality are very compelling," Lakdawala enthuses.

"Currently, we have a program for the YMCA to produce invitations for this year's summer camp programs. We are using data from previous camps and locations to help focus the messages to individuals and increase retention rates. The pieces are currently being mailed, but already other YMCAs across the nation are excited to utilize this program."

He concludes, "Intelligent VDP campaigns deliver measurably higher return-on-investment, as well as valuable intangible benefits such as building better customer relationships and faster time-to-market. I feel confident that the synergy between LAK Advertising and VDP Direct uniquely positions us and our clients for new levels of success. The potential of the HP Indigo press for our agency is absolutely limitless."



Example of LAK Advertising variable print campaign