

perigord vip

virtual individual presentations

For many companies, brands or organisations communicating regularly with audiences in sectors like Banking, Pensions, Credit Unions, Retail Services, Customer Reward, or Charities, direct mail works as an effective and trusted medium. It's a friendly and informative channel that clients enjoy receiving, which personalises messages in a way that delivers product benefits direct to the individual on a one to one basis.

Very simply, personalised, creative, data-driven marketing communications gives significant advantages over social media in building loyalty and long-term ROI benefits.

The key word there is *personalises*, because it's focused on the person, their needs and wants, based on their existing account data. It's a bespoke communication just about them, no one else. Short of being there in real time and speaking directly yourself, it's the next best thing, right?

What if... There was a direct channel that could present a compelling visual story combined, with an emotionally factual message, that greatly enhanced the closeness of the relationship with their audience... and sales?

There are drawbacks to direct mail both in terms of the production costs and postage delivery. However, there is another, ever more significant price that brands can no longer afford to pay; the environmental cost.

Printing and production of letterheads, brochures and envelopes, all have an environmental impact that leaves an increasingly visible footprint, while the transportation of campaign materials by railways, trucks and vans are powered by damaging fossil fuels.

But guess what, we don't have to rely totally on that anymore, there's a better way to talk to your customers...

What if... It did away with Postage, the single biggest cost in any campaign, got rid of the need for printed material such as Letterhead, Envelopes and Brochures... What if, at a stroke, it removed its damaging carbon footprint, lowered costs and increased revenue...

Personalisation...

the Data-Basics of how works

virtual individual presentations

Perigord VIP is the new comms channel that develops individually personalised videos, which merge visuals with imagery and audio. You can use **Video, 2D** or even **3D** animation to create bespoke videos that are focused on your clients' needs, creating increased click through rates and ultimately higher sales.

Your campaign can be tailored by age, gender and location, or indeed any GDPR compliant data you hold on your client that you currently use for direct mail. This is then incorporated into a VIP or Virtual Individual Promotion and viewed online as a **Personalised Video**, just by clicking an email link

Perigord VIP can merge personalised text, images, audio, video-in-video, scene selection and other variables to create the most bespoke, insightful and personal interaction with clients. People retain and process audio-visual information far more effectively than any other media, which is why **Perigord VIP's** personalised video delivers all the benefits and more of direct mail, *but* with appreciably better response, conversion and sales rates.

In some cases, it delivers a **500%** increase in Click Through Rates, **400%** increase in Brand Recall and most importantly **80%** increase in Conversion Rates



PERSONALISATION

6X Conversion
19% Sales Uplift

X



VIDEO

80% Higher Conversion
68% Higher Retention

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PERSONALISED VIDEO

5X CTR
4X Brand Recall

What if... You could get up close and personal with Clients, Customers, Investors, Employees, Donors, Supporters and Shoppers and talk to them an individual basis about your products and services and how you can help them personally...? You're telling AND selling

Perigord VIP brings together video and data to create dynamic personalised visual and audio content. This speaks to an individual based on demographic or contextual data, that ensures your personalised video campaign is always relevant, always engaging, always effective. It's the most effective way of turning data-driven insights into tangible results.

It's no longer ***What if?***, but **When...**