Card design and issuance goes mobile with DirectImage Cards Inc.

► **CHALLENGE**	Provide a mobile-enabled process for card personalization, anytime, anywhere
► **MARKETS**	Leisure, Event
► **APPLICATIONS**	Identification, membership, souvenir and more
► **SOLUTION**	FotoKard application from DirectImage hooked up with the WiFi-ready Primacy from Evolis

Plastic cards today, lie at the core of many marketing and promotional actions (loyalty programs, gift cards…). Yet, DirectImage Cards has raised the level one notch higher, done with a smart boost to help brands engage with their customers and fans: treat them with a free souvenir card during sponsored events. This is made possible thanks to the FotoKard design software from DirectImage Cards, available on a mobile device and linked to a Primacy card printer.

Creating memories, instantly and on site. This is the business of Toronto-based DirectImage Cards, which brings a feature that is so integral to supporting major sports events, charity functions or point-of-sale promotions. Few months ago at the Rogers Centre, home of the Toronto Blue Jays baseball team, sport fans could receive a souvenir card featuring themselves along with a star player from the team. 400+ fans had their pictures clicked and inserted into a card layout using the FotoKard application installed on a mobile device. The layout was then wirelessly sent to a Primacy printer for delivering a souvenir card in less than a minute, and it was also instantly emailed to the card recipient. "The FotoKard-Primacy duet proved just right: we were able to print 100 to 200 cards per hour, and this level of performance was key in promoting a high sense of satisfaction among sports fans who received their gifts swiftly", points out Peter Thompson, President, DirectImage Cards.

More recently, DirectImage Cards ran an operation for PC Insurance, a Canadian bank and insurance company that offers insurance schemes for pets. During Woofstock, a large outdoor festival designed for dogs and dog lovers, PC Insurance wanted to give customers a red carpet experience. DirectImage Cards took pictures of customers and their pet using the FotoKard application and personalized more than 650 souvenir cards. Email addresses were also captured on FotoKard and used for a follow-up marketing campaign. This is a unique and powerful way for brands to engage with their customers and promote their products.

Instant Issuance, anytime, anywhere and for anyone

Souvenir cards are just one of the multifarious possibilities offered by the FotoKard/Primacy combined solution. "We soon came to realize the huge business potential of a true follow-me solution for designing and printing ID badges on the spot. A solution that does not require expensive cameras or complex software for picture-taking and card personalization", says Peter Thompson. "ID badges are commonplace today, and this brought us to tie up partnerships with many card-related service and product vendors who would use FotoKard as a white-label product, and promote it under their own brand" adds Peter Thompson.

A souvenir card as a powerful instrument of social media

The souvenir card promotion that took place at the Rogers Centre was part of an end-to-end fully integrated promotional campaign focused on letting Spitz, a division of PepsiCo and the commissioner of this event, engage with their customers and actually turn them into brand ambassadors. Each card hosted a QR code to entice their recipient to "Like" Spitz on a major social network. This was performed by 80% of them, who expressed their appreciation for receipt of the free card. Note that this program also enabled the collection and secure storing of customer data for reuse in follow-up marketing campaigns.

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Primacy, the blockbuster printer from Evolis for dual-sided card personalization, can be made WiFi-ready as a factory-installed option. This feature makes it possible to support any card application in mobile environments, and eliminates the need to place the printer next to a USB port or a wired network connection. This uncluttered mobility does away with the expenses, time and hassle of adding and moving cables. The wireless printer, therefore, proves cost-efficient as it enables on-demand printing with minimal IT infrastructure. This leads to increased productivity, allowing employees to print from anywhere in the facility, attend to large crowds, and even undertake last minute design and data edits on the spot.

Seamless mobility matched with top performances

The key to making customer-facing promotions successful is to build up strong responsiveness and real-time processes, so that large crowds of participants or attendees can be managed. This is precisely what the combined FotoKard/Primacy solution offers: a full-on mobile editing experience to design and print cards.

Reliability is also another key success factor, as no one can afford technical downtimes in the hectic environment of an event. And the good news is that Evolis printers have a failure rate close to zero, even when such equipment is used very heavily during crowded events.

Peter Thompson - President, DirectImage Cards Inc.

Can you tell us more about your company and business?

DirectImage Cards is in business since July 2012 when we launched our mobile application and used it at the Rogers Centre. Our goal is to provide our customers with user-friendly and mobile solutions to collect data, take pictures and design ID cards. We can customize our solution for any company that specializes in printing Photo ID or plastic cards. We also provide services for designing card templates, or landing pages for specific online promotions.

Where have you deployed this solution?

Apart from the Rogers Center and Woofstock festival, DirectImage Cards solutions have been implemented at the House of Harley Davidson in Milwaukee, Wisconsin (USA), and for various websites dealing with ID services. We also support our partners in the ID business, by offering customized solutions that help them sell more printers, ribbons, cleaning solutions, etc.

Why have you selected Evolis printers?

We chose Evolis because our software works with thermal image printers connected to a mobile operating platform. Evolis Primacy offers the printing performances and the level of reliability that met our requirements. Actually, we consider Primacy to be the best high-speed thermal printer on the market. Overall, our customers are thrilled with the quality of the Evolis Primacy and the ease of doing business with DirectImage Cards Inc.

More information: www.directimagecards.com

www.evolis.com

EVOLIS SUCCESS STORY