A photo souvenir card in the pocket in less than a minute!

In the e-commerce market place, knowing where your customers are both physically and virtually and understanding what inspires them are important elements of marketing strategy. When **DirectImage Cards Inc** noticed how delighted people were to receive a souvenir photo card at a Major League Baseball park in Toronto, the company realized the business potential in creating memories. DirectImage Cards has combined the photo card concept with an application that feeds **Evolis Primacy printers**. The card invites customers to interact with the commissioning client via a QR code, thus generating social media buzz.

The Challenge

DirectImage Cards was asked by Spitz, a division of Pepsico, to respond to the company's desire to promote its visibility and acquire new customer data in a creative way during an event at Toronto's giant Rogers Centre. DirectImage Cards used its own mobile application and Evolis printers to produce a souvenir card with the Spitz logo, a photo of the fan and of the cardboard baseball star on one side and a QR code on the other which directed card recipients to the Spitz Facebook page. Spitz was able to accumulate over 300 likes in one day via this method as fans expressed appreciation for receipt of the free card. The demands of printing cards at high speed and under pressure meant that DirectImage Cards required a dependable solution in order to satisfy both client and customer expectations. Moreover the company needed a solid printing partner in order to further develop its software applications.

The Solution

*"We chose **Evolis Primacy** for the speed of the printing and the reliability of the product,"* says DirectImage Cards' President Peter Thompson, *"We are printing 100 to 200 cards an hour and we need the best high speed thermal printer on the market."* Once the DirectImage Cards application has been downloaded to a mobile device, customer pictures can be taken and an email copy of the souvenir sent to the card recipient immediately. Overlays such as a company logo can be green-screened in, while the permanency of the card means customers may be further engaged by using the QR code on a regular basis to access ongoing promotions.

"We have also developed an application for laptop computers in conjunction with the Evolis Printer software that shows when the card is ready to print," notes Mr. Thompson. *"Our technology allows clients the ability to collect information from their customers instantaneously and to store that information on our secure servers,"* he adds.

The Benefits

When staff at DirectImage Cards saw 600 people queuing to have their photo taken with a cardboard cutout baseball star at Toronto's giant Rogers Centre, they knew they were onto something. Fans registered their pleasure and excitement at receiving a souvenir photo card by scanning the QR code to show their approval on Facebook. The concept has been successful at The House of Harley, Milwaukee, Wisconsin in the USA and at several Hands Across the Nation Charity events in Toronto Canada.

DirectImage Cards continues to sell the system across Canada and the United States with the aim of engaging sports teams, tourist attractions, casinos and other companies wanting to grow brand awareness or to recruit people on the spot to loyalty programs during promotional events. The company enables clients setting-up a loyalty card system to gather customer information with a tailor-made, flexible solution according *to whether the client requires a complete package or adaptation to existing in-house Evolis printers*.

Evolis Solution: Primacy

Key facts: 100 to 200 color cards/hour

www.evolis.com - info@evolis.com

evolis
card printers