



Direct Data Communication

# Complex Fulfillment

## Atlanta Hawks Season Ticket Renewal

Variable Data Printing - Graphic Design - Data & Database Services - Mailing Services

### Key Features

#### Run Length

512 kits/packages

#### Turn Time

7 Bus. Days (Printing & Fulfillment)

#### Color Requirements

Color Correction  
Color Matching  
Color Consistency

#### Flexible Format

Different versions generated for corporate, individual seatholders, and the owners.

#### Technical Aspects:

##### Overlay Printing

(on Team Letterhead)  
Cover Letter  
Invoice

##### Full Color Variable Printing

Autopayment Plan  
Seat Reloc/Upgrade  
Arena Seating Chart  
Locker Picture  
Locker Jersey  
Jersey Offer Card

##### Other Variable Elements

Matched Engraved Locker Nameplates

The Atlanta Hawks is a professional basketball team operating within the National Basketball Association. During the off-season the sale of the team to a new ownership group was finalized. The new owners charged the Hawks Marketing Department to rethink their efforts with the goal of re-energizing season ticket sales, and specifically to retain current season ticket holders. The resulting project shows the new owners' appreciation and dedication to their core customers, the season ticket holders, by thanking them for their continued support with a memento and offer for a personalized jersey, and providing documents outlining the dedication to building a championship team as well as renewal options and payment plans.



The intensely 1:1 complex personalization of the project required a broad scope of services from VDP imaging to fulfillment and execution of 512 completed packages. The personalized elements included a cover letter, invoice (incorporating the previous year's season ticket choice and renewal cost), offer to relocate or upgrade seat choice, an Atlanta Hawks miniaturized locker with personal nameplate, and a personalized miniature jersey. In addition, several static pieces needed to be printed to complete fulfillment. Note: Folder and Return Envelope were printed with traditional offset methods. Completion of the project required blind match fulfillment and shipping via UPS.

The success of the project depended on the quality of the digitally printed and personalized pieces matching the traditionally printed pieces to present the recipient with an offer of high quality which deserves their attention.