

rrd

AIRLINES



COMMUNICATIONS FOR A MAJOR AIRLINE HEADED TO NEW HEIGHTS WITH RRD

Comprehensive solutions case study



RRD'S SOLUTIONS

Optimizing client's overall print management, leveraging RRD'S facilities for:

- Safety briefing cards, aircraft menus, and marketing collateral
- Customs declarations forms, immigration forms, and log books
- Safety labels, security seals, cargo labels, and food labels
- Training materials (using our CustomPoint POD platform)
- In-flight services (with a digital and POD solution)
- The International Dining and Wine Guide (with creative and pre-press)
- Storing and distributing products (accessible via SAP Ariba)

Streamlining the development of the acquisition campaigns for the client's credit card program:

- Management of all aspects: From data analytics, list management, format design, creative concepts, and designs to production, distribution, postal optimization, and campaign analytics
- Development and distribution of 48 million direct mail pieces in 2017



RESULTS



REDUCED

Their print and related costs by **25%**



CONSOLIDATED

Their catalog of over 1,000 printed items by **21%**



AUTOMATED

The production of the training programs, **eliminating obsolescence** and allowing for efficient version control



ACCELERATED

The speed to market of the credit card program, enabling **more campaigns** every year



THANK YOU