**Lawton Design Scholarship 2023 Tri Fold Variable Data Brochure**

**Copy Guidelines**

Lawton is the leader in our area on using variable data personalization for marketing. We want to show our clients how valuable and easy it is to customize their marketing materials.

The copy below is a starting point, if you have a creative idea that has different or additional text, you should run with it! Do not use everything suggested, pick and choose parts that fit your design.

**Suggested Copy Points**

* Variable Data Printing (VDP) is the process of using customer data to personalize what prints on the sheet. This can be as simple as customizing a letter with a name and address or as complex as custom images, graphics, and text that are personalized for an individual.
* VDP is the key to personalized marketing. A little information about your customer base goes a long way in retention, getting noticed, increased engagement, increased response rates and communicating with customers about what they care about.
* Personalized direct mail performs 300-600% better than generic direct mail.
* Personalization works effectively because it evokes an emotional response. Humans inherently love seeing their name in print and not just on the address label. Don’t forget you can also use the information you have at hand to go beyond just the recipient’s name. Variable data printing allows you to tap into your CRM and get creative — location, birthday, shoe size, car make/model, you name it, can be committed to the page to grab attention and wow customers!
* There are many ways to personalize your direct mail campaigns. Not sure where to start? The team at Lawton can help you work with your existing customer list or start from scratch. Call us today to learn more!

**Required Copy**

[www.lawtonprinting.com](http://www.lawtonprinting.com)509.534.1044  
4111 East Mission Avenue, Spokane, WA 99202  
Social Media Icons: Facebook; Instagram; LinkedIn

Lawton logo  
Minimum size for the logo is .5” on the shorter side.