

# Bringing print and online together to offer powerful cross-media campaigns

## ***The move to digital printing***

For Matthias Bernhard “communication creates identity.” This is the principle that has driven the company to embrace the possibilities that modern technology and software solutions provide. A long-time Canon user, the company purchased an EFI™ Fiery®-driven Canon imagePRESS C6010 – providing the means to offer greater flexibility, efficiency and an “offset-like appearance” for shorter print runs.

“Understanding customer needs and aligning services accordingly is the only way a company can thrive,” says founder and owner, Matthias Bernhard. “As technology has moved on, and the possibilities associated with digital media have grown, customers are inevitably looking over their shoulder at what their competitors are doing and coming to us with new challenges so they don’t get left behind.”

“We hoped that by rising to these challenges, widening our service portfolio and staying true to our roots in offering quality-led solutions, we could retain the loyalty of existing customers and also attract new, and profitable, business to help grow the company,” adds Bernhard.

## ***The move to cross-media marketing***

“Most people in the industry will be aware of the word cross-media but possibly not completely understand what it means and the potential opportunities it presents,” says Bernhard. “Canon took the time to explain how the field of communications is changing with the advent of cross-media and demonstrated how we could help our customers to communicate their messages in a new and exciting way.”

In 2012, Matthias Bernhard began using DirectSmile® Cross Media software to offer a more comprehensive,



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MATTHIAS BERNHARD,  
FOUNDER AND OWNER  
MATTHIAS BERNHARD AG



BERNHARD



B E R N H A R D

Located in Baden, Switzerland, Matthias Bernhard AG is provider of integrated communications including design, digital printing, cross-media and multi-channel campaign development, translations, website development and hosting, and event management. You might say the company represents the modern evolution of the classical direct marketing agency. By working with clients to develop concepts and by creating imagery that can be used across multiple communication platforms spanning print and online, Matthias Bernhard serves as a single source for clients' communications needs.

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*Matthias Bernhard AG headquarters*

multi-platform solution for customers by helping them combine printed mail pieces, websites, e-mail and mobile media for data-driven campaigns – allowing its customers to communicate in a highly personalized and targeted way.

"We considered cross-media in the past but it is only since talking to Canon, following their guidance and by investing in DirectSmile software that windows of opportunity have now opened up for us."

"Personalization is a great way to really grab people's attention and being able to do this across several platforms simultaneously is a powerful offering for our customers. Variable data, in particular is capturing the imagination of our customers who run events such as seminars and workshops, as well as education institutions," says Matthias.

## Solution:

The company purchased an EFI Fiery-driven Canon imagePRESS C6010 – providing the means to offer greater flexibility, efficiency and an "offset-like appearance" for shorter print runs.

## ***The evolutionary process***

"We are no longer at the end of the supply chain," says Matthias.  
"We are involved with client campaigns from conception to implementation and every step in between."

"As well as taking on additional work for existing customers, new customers are coming on-board all the time. Whilst it takes some time to convince them of the merits of cross-media – as it does with any relatively new concept – we are seeing some fantastic results. We have invested time and money in this venture because we believe it is the future of communications."

"We have now been able to break into new market sectors such as automotive, fashion and construction and we see this expansion and diversification continuing as we move forward," says Matthias.



*Founder and owner; Matthias Bernhard*

## **Results:**

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