

HOORAY. IT'S ALL ABOUT ME.



/// 1.5 Million Twitter views for #XUG15EU.

SOCIAL IMPACT

"HOW TO GAIN MORE THAN 1.5 MILLION VIEWS VIA TWITTER IN A VERY SHORT TIME? WITHOUT ANY ADVERTISING SPENDINGS, JUST BY ORGANIC REACH? — VERY SIMPLE: BY MULTI-CHANNEL INNOVATION AT ITS BEST!" - Andreas Weber (Communications Analyst and Innovation Expert)

MULTICHANNEL AT IT'S BEST

The campaign & event was prepared, edited and reworked on all flanks through social media. prindoZ developed and realized a scenario which bet especially on Twitter, in combination with Facebook, LinkedIn und XING. The result is breathtaking:



/// 17 COUNTRIES



/// 135+ ATTENDEES



/// 45% SURVEY

/// THE STATS.



prindoZ. it all starts with a name.

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CONFERENCE INVITATION
EUROPEAN XMPIE USERS GROUP

XUG15EU

LOOKBOOK MULTICHANNEL CAMPAIGN



INSPIRE AND MOTIVATE
ABOUT MULTICHANNEL

XUG15EU

THE GOAL IS NOT TO DISTRIBUTE
A SINGLE MESSAGE THROUGH
ALL CHANNELS, BUT TO APPRO-
PRIATELY TAILOR CONTENT FOR
ALL RELEVANT COMMUNICA-
TIONS PLATFORMS.

/// CHRISTIAN KOPOCZ (XUG BOARD/MULTICHANNEL ENTHUSIAST)

CONCEPT: PRINDOZ /// PRODUCTION: PRINDOZ /// EVENT: PRINDOZ

Nothing remains static: Since the time that traditional print shops transformed themselves into providers of marketing services, the changes brought on by technology and customers, demanded the exchange of information ever more through additional channels besides print, Web and email, video content, social media and mobile services became relevant. Individualized solutions are in demand. In spite of all apparently standardizing effects of globalization, the markets and XUG members on the different continents are wired quite differently. From the USA, the country of XUG origin, we aim to meet the specific demands of the European members with the first XUG15EU.



- PERSONALIZED MAPS
- PERSONALIZED GEODATA
- PAYPAL GATEWAY
- DATA QUALIFICATION
- REALTIME RATING
- WORD OF MOUTH

