

## A print on-demand solution that freed a marketing department.

A health insurance and investment company, servicing a primarily faith-based audience, needed to launch a new identity to its employees and remote offices—in an efficient, effective way. Our creation of a web-based print on-demand system allowed marketers to market, and remote offices to serve customers.

### The challenge.

Picture this: a health insurance/investment company with 38 remote offices and 200 remote employees. The marketing department found itself constantly customizing materials for each office. And there was a new corporate identity about to launch. The company needed a way for remote offices to obtain approved, branded materials without funneling through marketing. And, a way to help speed approvals through the compliance department.

### The solution.

Mossberg developed a web-based storefront and print-on demand system of branded customizable marketing materials. Logins, passwords and read/write attributes were assigned to all employees, so that they could easily access and personalize a variety of marketing materials for their specific office. Select corporate employees were designated as “final approvers” on all materials ordered.

We programmed in key phrases and statements that had been pre-approved

and supplied by the compliance department, so users can simply access the appropriate, pre-approved language. Today, print orders come in directly to Mossberg, where they are printed, packed and shipped within a matter of days. And each month, a simplified billing solution details all print on-demand orders on one invoice—and provides appropriate department or cost center allocation information.

### The result.

Remote offices are now empowered to customize materials, better controlling content and turnaround while providing enhanced service to their customers. Those personalized materials allow essential connections and help build relationships with their faith-based customers.

And, the corporate marketing department has been freed up to focus on brand planning, strategy and integrity again. Approval times have been reduced, and even the company’s accounting department spends less time in cost allocation.



Healthcare organizations

Insurance & investment companies

Web storefront creation

Digital printing

Lithography

Fulfillment

Mossberg & Company offers you a surprising range of capabilities to help maintain brand integrity at every touchpoint. Our marketing services are focused on your brand, your goals, and making your life simpler. Contact us today to learn more.

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