

Always Networks

Brief:

Turn a white paper into a book. Which the client is planning on mailing to prospective clients to grab their attention. Verging on lumpy mail, a book is an item of trust, because it has been published.

How we approached it:

A preliminary conversation with Nick Shaw at Always Networks, relieved much of what we knew about books, that they are trusted, they are seen as a point of fact. Unfortunately,

online sources can be too often disputed, Nick as a data security professional, with a background in military grade security needed to ensure that he and his business were seen as defacto standard for high level data and online security.

Building on the fact that books are trusted, allowed us to suggest integration of clever technology behind the reference short links to ensure track-ability of readers consumption of the material in the book. Nick utilised his marketing support to move the links to smart i-frames on his own website / sub-site. By delivering content in his environment, he could legitimately track progress of readers by the content they use with cookies and other online tracking. Uniquely this then provides Nick with the opportunity to demonstrate how much data the readers have "given" away in the process.

The benefit of using his own URL's is as the content updates, the URL stays consistent, thus keeping the book live.

Implications:

Text was moved from existing white paper, graphics were turned into monochrome and made suitable for reproduction in a mono black only paper back print. For sustainability a recycled book wove was used for the text pages.



In production; during perfect binding.

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Client feedback:

“I contacted Stuart at HAD Print for help pulling together my book from existing content. From first contacting him to delivering my order, he was nothing but helpful. We discussed how we could integrate the references from the whitepaper into the book, to keep the credibility and well-researched nature of the text, and Stuart contributed some great ideas. He then went away, and produced a stunning publication for me, in a few different formats so we could publish it on different platforms. The printed copy was then promptly delivered, and I have to say I’m very happy with the final product. Stuart and his team are genuine helpful people, and it’s clear in both the conversation and the finish product the pride they take in their work.”

Nick Shaw



Our viewpoint:

This piece demonstrates how solid integration between physical print and online content can be dovetailed together, to enable and leverage credible kudos for a SME in achieving a high level of presence with their prospective client base.