



## ● The University of Texas at Austin

### Wins Top Promotional Honors for Two Consecutive Years

For the second consecutive year, Document Solutions – the copy, mail and print department within The University of Texas at Austin – has captured IPMA's Promotional

Excellence Award for its extraordinary in-house marketing efforts. This award, established in 1989, recognizes excellence in promotional campaigns developed by and used to promote an in-house corporate publishing facility.

"Despite some tough competition from entries that blew away the judges with some very impressive and creative promotional examples, The University of Texas at Austin could not be denied this award for the second consecutive year," explains IPMA Awards Chairperson Chris Anderson. "These guys are masters at marketing and promoting themselves. So much so that the judges jokingly called them the 'Aflac of IPMA'. One of the judges commented, 'I bet there isn't a single person on campus at the University of Texas at Austin that doesn't know where to find Document Solutions. Their entry included a huge, well organized and well prepared assortment of promotional material and examples that kept the judges occupied for hours.'"

"Our mission is to constantly evolve. We strive to gain feedback from our audiences on areas that are not only lacking, but thriving," explains Richard Beto, director of Document Solutions.

What motivates this two-time award winning team? "We continue to achieve so much each year not only for the sake of our company, but also for the sake of our university. The core values at The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. And the mission of UT is to achieve excellence in every way from education to public services," explains Nicolette Mallow, Marketing and Communications Coordinator. "Document Solutions does its best to reflect those core values and to obtain excellence within our department. We are not only in competition with other universities, but we are competing with ourselves; always striving to improve. That is what drives us to keep achieving: the will to maintain excellence and to portray UT in a positive light. Everyone working together towards a common goal."

The 55-person Document Solutions team submitted a portfolio of items that are guaranteed to gain the attention of every potential customer on campus. "Our static printed pieces help deliver messages regarding our department – our hosted events are designed to develop relations with customers – and our participation in UT events is done with the intention of creating brand awareness," explains Director of Document Solutions Richard Beto.

Here's a sample of the award-winning submissions:



**Calendar** At the beginning of each UT academic calendar year, they print thousands of calendars which include academic holidays and federal holidays. Printed on each page is their logo, as well as contact information for all 4 copy centers. These calendars are so popular; they sell out every year!

**Website for Around-the-Clock Access** They use the website as a great marketing resource to keep clients connected. Their business card site has been conveniently integrated onto the site. Visitors to the site can download forms, view Green Facts, as well as see testimonials, employee profiles and videos. Facebook and YouTube sites have been launched and Twitter will be available soon.

**Free of Charge Coupons** All three departments within Document Solutions (Printing, Copy and Mail) randomly distribute free coupons to show their appreciation and thank customers for using their services. It's a great way to build loyalty and keep customers coming back.

**Plastic Bags with a Goal in Mind** Plastic shopping bags displaying their logo not only serve the traditional purpose of holding printed pieces from the copy center, but they serve as a promotional tool too. When customers walk through campus with the bags, it helps build awareness about Document Services.

**Notepads** A wide variety of notepads are designed annually for different customers, many of which are athletic departments, strategically printed around the time of the big games each season. Plus, each month boxes of these notepads are sent to Human Resources for employee orientations. It's a superb way to build awareness among new hires.

**Attention Grabbing Pocket Folders** Bright, bold orange and black pocket folders containing a creative collection of Document Solutions marketing and informational materials are distributed throughout the year to various targeted groups.

**Custom-made Delivery Boxes** Large work orders are often delivered in custom-made boxes displaying the Document Solutions brand, to reinforce awareness about the in-plant and its capabilities.

**We Know UT. Do You? Contest** Each month they print a different photograph of a landmark on the sprawling 40-acre campus and distribute it among faculty and staff. Those who can correctly identify the site are entered into a drawing for a \$100 Document Solutions gift certificate.



**Holiday Party and Invitation** Every year in December Document Solutions hosts a holiday party to show their appreciation to customers. The event features appetizers, entrees, desserts and drinks, as well as a raffle.

Guests are even offered the option of posing for a photo with a holiday background. It's a great way to build loyalty and proudly display their wide range of services.

**Thank You Cards** These cards add a thoughtful touch to work orders and allow customers to provide feedback regarding customer service.

**Brochure Insert with Every Invoice** Their Accounting Department inserts Document Services brochures with all monthly invoices to customers to reinforce awareness.

**Copy Submission Guide** This guide was created to give customers helpful instructions on how to most efficiently submit work requests. A little guidance can really help customers receive the finished product that they envision.

**UT Game Stickers** These stickers have three functions: to act as labels for boxes or notepads, to give a drab brown delivery box a little flare, and to distribute to build awareness and excitement around the university's sport seasons – stickers exist for football, basketball, baseball, and golf. "People really like using these stickers and look forward to receiving them," explains Beto.

**Stickers** Additional stickers are produced with a brief overview of Document Services which are affixed to almost every notepad sent out.

**Business Cards** Demo business cards are created for potential customers, as well as current customers when their work order is processed. They really help to broadcast the digital opportunities available through Document Services.

**Always Building Awareness on Campus** The team members take every opportunity to build awareness throughout campus. They offer Document Solutions 101 Seminars, produce wide format banners for university events and activities. They have even created signs to hang in each production unit which matches the Document Solutions brand.