

RR DONNELLEY



Catalog Solutions

Endless options for today's shoppers.
One imperative for today's catalogers.

Shoppers have more opportunities than ever to connect with their favorite brands.

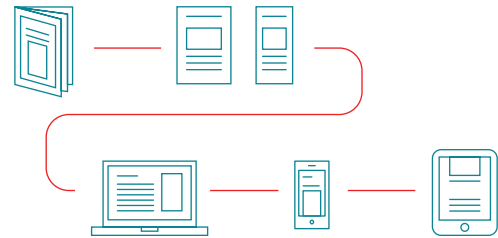
On paper, On screen, On the go.



And every drop of ink or pixel on screen is a key factor in achieving business goals



As a result, brands must synchronize their communications - print, digital, mobile - into a seamless **connected experience**, that delivers the right offer, to the right audience, at the right time, every time.



RR Donnelley Catalog specializes in creating holistic catalog experiences - for anyone from retails to e-tailers - uniting print and pixels through quality, consistency and efficiency. Our teams of experts, coupled with our commitment to the latest in technology, helps enrich customer experiences, enhance engagement, optimize postal distribution and increase market penetration.

We'll help you create any type of catalog, from the *essential* communication to *exceptional* pieces that drive action, accelerate growth and turn everyday consumers into lifelong customers.

Showcase your products through captivating words and images

Our teams of strategic thinkers and creative leaders help catalogers captivate their audience through dynamic product descriptions and vivid imagery to drive action and accelerate growth.



Our full service photography studios are staffed with experienced professionals who employ the latest in digital photography and will help bring your products to life through vibrant images - from food to fashion, lifestyle to room scenes, and anything else in-between.



Access thousands of writers and editors who develop content that not only describes your products in vivid and compelling ways but aligns with your brand messaging and voice.

Our process is all designed to provide you with the extra bandwidth to focus more on what matters most: your customers.

Produce high quality catalogs with consistency

A vast network of print facilities and technologies allow us to produce catalogs of various sizes, volumes and complexity; quickly scaling to meet variable page counts, trim sizes and frequencies.

- Receive color control across any substrate to preserve brand integrity on paper and on screen.
- Proven workflows that are engineered for consistency to elevate your catalog's overall quality, look & feel.
- Integrated tools for planning, scheduling, capturing, proofing, organizing and producing published content for both print and digital media.



Extending experiences from the mailbox to the inbox

Innovative digital publishing solutions transform printed words and images into online opportunities accessible via website, smartphone or tablet.

Create fully interactive experiences for your customers by:

- Integrating videos into pictures for a more enriching experience.
- Linking product photos to e-commerce sites for additional information.
- Posting special offers and promotions to banner ads for increased response rates.

Then, learn how readers are interacting with your content and your products by:

- Capturing engagement levels by tracking URL or video clicks.
- Comparing page or issue views to measure exposure rates.
- Identifying the trends that can help you make more informed business decisions.

All of this can be accomplished by our dynamic technology that features unique page turning functionality in Flash executions, marrying the look of traditional print with the convenience and enhanced functionality of digital.



Enhance every engagement to drive results

Unlock new dimensions in personalization to not only customize catalogs based on high-level differences in geography, age or other mass demographics, but also the ability to micro-target or test different offers.

- **Integrate variable clean-release cards** into your catalog pages and unlock data-driven insights to drive action.
- **Personalize and tier offers** based on demographics, customer history, annual spend and more; rewarding your best customers while incentivizing your prospects.
- **Test different offers and messages** to gauge response rates and set benchmarks.



Leverage the immediacy of mobile marketing to create a measurable connection between print and digital as your products come to life with the touch of a button.



Add entirely new layers of digital information to printed materials with Augmented Reality. We make print vividly come to life through video, while content jumps off the page with our 3D technology.



Leverage the immediacy of real-time marketing to create a measurable connection between print and mobile. With a simple scan of a QR code, consumers can unlock detailed product information, special targeted offers and much more in seconds.



Optimize distribution and increase delivery reliability

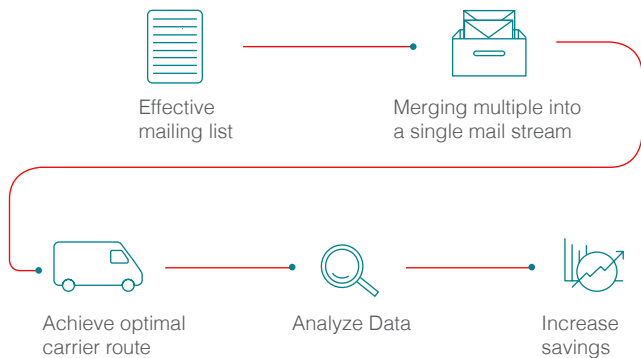
Approximately 50% of direct mail budgets are consumed by postage distribution costs. Any opportunity to reduce those costs means a greater portion of your budget can be focused on targeting more customers. Our proactive, strategic approach allows you reduce costs while increasing delivery reliability.

Efficient mailing starts with an effective list

We'll help you optimize customer and other sources of data to increase delivery reliability by standardizing address elements and processing against NCOA.

Leverage shared volumes to improve mailing efficiency

Co-Services merge multiple versions and titles into a single mail stream to maximize postal discounts and achieve optimal carrier route levels. Our proprietary technology can also analyze your data to uncover new opportunities for greater cost savings and expanded market penetration.



RRD Catalog: Success, made to order for your business

Whatever your product, message or medium, turn to the full suite of integrated solutions from RR Donnelley Catalog. Our processes, our facilities and our expertise in all facets of catalog creation, production, delivery and analysis have been engineered specifically to enrich your customers' lives and achieve your business objectives.





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