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vision GRAPHICS INC
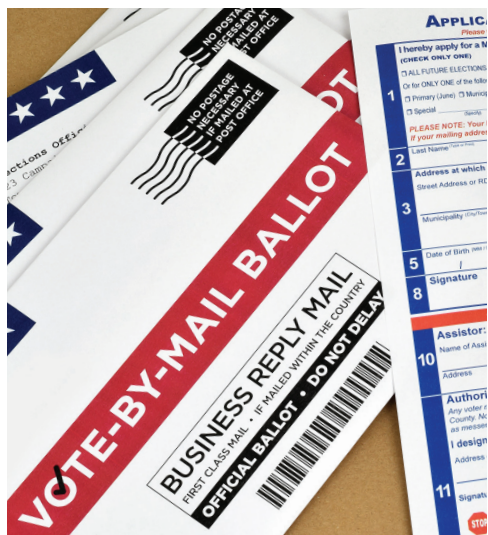
A Veteran Print Company Gears Up for Election Season

In this case study we take a look at how Vision Graphics, Inc. prepared for the 2020 election season cycle and continuously ensures the safe and reliable delivery of election season mailings.

CHALLENGE

Vision Graphics, an experienced ballot production and fulfillment firm, was looking to enhance their service speed and data processing in preparation for a tumultuous election season.

SERVICES USED

BCC Ignite

RESULTS

BCC Ignite technology provides Vision Graphics with increased flexibility to manage various projects and implement complex decision trees to parse, split, and cleanse files immediately upon data receipt.

To learn more about BCC Ignite, contact us at **marketing@ bccsoftware.com** or **800-337-0442**

SAFE. SECURE. ACCURATE.

The American election season of 2020, highlighted by the presidential election, is set to be one of the most challenging and contentious election cycles in modern history. When it comes to election season mailings, direct mail continues to be a leading form of communication for a variety of mail types including election mail and political mail. Election mail is specific to the election process and includes things such as absentee ballots, while political mail is sent from specific candidates, political parties, or committees and includes endorsements or information on a specific platform. Both are critical mail types during an election year, especially one as dynamic as the 2020 election season.

Additionally, many restrictions and limitations have been put on in-person voting due to the COVID-19 pandemic, with states turning toward vote by mail as a potential solution. However, vote by mail is plagued by a host of negative myths, especially regarding the possibility of "voter fraud." In reality, vote by mail is a safe, secure, and accurate way for votes to be cast. As discussed in BCC Software's eBook Guide to Election Mail [https://bccsoftware.com/electionmail-ebook], there is a certain amount of earned trust that is inherent to USPS® mailings, such as the USPS' Postal Inspection Service. Through this service the USPS is required to ensure everything being sent through the mail is truthful. Mail fraud is a serious crime, and when it is identified swift and immediate action is taking by the USPS to arrest and prosecute those responsible.

Furthermore, political mail is another key part of election season mailings that should be taken seriously. Direct mail is seen as the most credible source of political outreach and it has a proven, direct impact on helping individuals decide how to cast their vote.

Three insights to remember during this election cycle

1 Mail is considered the most credible source of political outreach.

2 Mail is considered a highly persuasive form of political outreach.

3 Nearly half of surveyed voters find mail had an impact on their voting decision.

Credit: USPS/The Credibility Factor

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POWERFUL INTEGRATION, AUTOMATED PROCESSING

Vision Graphics, a Denver, CO based leader in the print communication industry, has been able to rapidly automate the processing of mail data through the integration of BCC Software's BCC Ignite technology. It provides them with increased flexibility to manage various projects and implement complex decision trees to parse, split, and cleanse files immediately upon data receipt — allowing for route mail-ready data sets of any size into their production facilities at greater speeds than ever before. Speed is critical when it comes to responding to any issues that might present themselves throughout a campaign mailing cycle. The BCC Ignite platform has eliminated the need for days of data processing and job preparation to get critical messages out the door.

Vision Graphics also leverages BCC Ignite's automation features for recurring data sets, which enables their scripts to access multiple decision branches that determine the most efficient method of preparing mail files. The provided API connectivity to and from all external data sources automates multi-touch marketing and customer communications, allowing them to process hundreds of direct mail files and jobs simultaneously — which is especially crucial for political and election mail. Timing especially is a huge key to the success of vote by mail, especially when it comes to recipients who live abroad. Getting these ballots in the mailstream early enough, and in some cases strategically inducted into the mailstream to ensure timely delivery for participation, is key. The streamlined automation makes it simple to deploy files of all sizes. While other mailing platforms run offline and external to critical corporate data infrastructure, BCC Ignite can access and enrich the customer journey from all sources.

Additionally, BCC Ignite's ability to integrate with other software within the BCC Ignite package, such as BCC Architect, BCC Presort, and BCC Post-Presort saves their clients lead time in generation data and expedites time to market for their mailings.

> **"From smaller First-Class® Mail drops to large scale, palletized SCF mailings, BCC Ignite has enhanced our data service capabilities all around."**
>
> **– Vision Graphics**

PARTNERING WITH A TRUSTED INDUSTRY LEADER

Election boards need to secure vote by mail resources that can be quickly and safely deployed and implemented. They need to ensure they have an experienced and trusted partner invested in current data software to ensure ballot production fulfillment accuracy. "At BCC Software, we understand the criticality of election season mailings and ensuring every mailpiece is complete, correct, and current. We are proud to partner with industry veterans like Vision Graphics who offer secure and reliable mailing services. The unique circumstances of the 2020 election season highlighted the need for accurate mailings, especially when it comes to election and political mailpieces. Together, our BCC Ignite software and Vision Graphics' expertise provide leading edge technology and security to ensure accurate vote by mail results," shared Chris Lien, President of BCC Software.

ABOUT VISION GRAPHICS, INC.

Vision Graphics, Inc. is an experienced ballot production and fulfillment firm with over 25 years of experience in petition management, ballot creation and distribution, and political advertising. They provide leading edge technology and security to provide accurate vote by mail results. At Vision Graphics they understand the importance of safe and secure data processing and automation in driving superior marketing results.

The BCC Ignite Advantage at Vision Graphics

REDUCED COST
» Reduced postage costs through co-mingled mail
» Optimized mail entry planning identifies when it is cost effective to drop ship instead of inducting at the local office

OPTIMIZED PROCESS
» Production facility based geocoding breaks lists into multiple sections based on which plant should print a job
» Reusable job templates enable fast turnaround times and comprehensive services including Informed Delivery and tracking

IMPROVED MAIL PROCESSING
» No manual data processor touch points for almost all mail processing
» Fully automated processing of all political mailers under 5000 pieces