

# **Epson Knoware University Podcast**

## **Featuring Epsongality**

### **December, 2007**

#### **Transcript**

(Jingle music)

Claudine: That's the whole goal of the Epsongality campaign is to really focus on not only humanizing what the products are, what they can do for somebody, but also helping consumers.

(Jingle music)

Margaret: By scoring 100% on the Knoware University podcast quiz, you'll receive one entry into the weekly drawing for a \$500 Epson Store gift card, just for taking this month's podcast quiz on Knoware University.

From Epson Knoware University in Long Beach, California, I'm Margaret with the Knoware University podcast for December, 2007, and on this month's podcast, you'll learn all about Epsongality and learn how you can enter to win a \$500 Epson Store gift card. That's coming up at the end of today's show, so keep listening for all the details.

You may have recently started seeing television commercials about Epsongality. What exactly is Epsongality? To find out, I spoke to Claudine, Epson's Epsongality expert. Welcome to the Knoware University podcast, Claudine!

Claudine: Hi. Great to be here.

Margaret: We're glad to have you. So tell me, what is Epsongality?

Claudine: Epsongality refers to creative potential that lives inside of all of us. When you use an Epson product and bring your ideas to life, that's expressing your Epsongality. Some of us express it freely; others need some help finding and unlocking theirs.

Margaret: Okay, and how do we help them find and unlock their Epsongality?

Claudine: Well, there's a great tool that anybody can use at [Epsongality.com](http://Epsongality.com).

Margaret: Okay.

Claudine: It's a great way to drive product selection, to help consumers understand what product features they're looking for and to find the product that really suits them the best.

Margaret: Okay. How do we do that? Do we ask them questions?

Claudine: At Epsongality.com, consumers go through a series of three or four or five questions. It helps them understand or tell us what specs they're interested in or what features they're looking for. We basically use it as an opportunity to talk about our product and the experiences they deliver to the consumers. Consumers can then find the product that's right for them, print out a sheet that they can bring into the store, and it expresses not only what their Epsongality is but what the product is.

Margaret: Oh, great, so that not only helps the customer figure out what product is right, but they don't even really have to remember which one it was. They just take their little printout in, show it to the guy in the store, who will pull it for them and get it.

Claudine: Right, exactly.

Margaret: Excellent. I love that. So tell me, Claudine, what are the different Epsongalities?

Claudine: Well, there's a big, new campaign on from Epson for Epsongality.com, and so we're launching with five product campaigns, five Epsongalities, that you'll see in print and online and on TV and at bus shelters or outside, and they are five of the new products that come out from Epson this year.

Margaret: Okay.

Claudine: If you go online to Epsongality.com and take the test, you'll actually find additional Epsongalities from more products that are available on the online selector.

Margaret: Oh, great. And I know I've seen some of the TV ads, and I think they're really clever.

Claudine: They're really clever.

- Margaret: I really like them. I saw, let's see, the RX595 is out there.
- Claudine: Right. Makes the guy look better in photos than he does in real life.
- Margaret: Exactly. (Laughs) Exactly. And there's the CX9400.
- Claudine: That's right, for the ultimate multi-tasker.
- Margaret: Exactly, and then the guy cheering on the C120.
- Claudine: For that ultimate speed that people just can't believe how fast it is.
- Margaret: I love that.
- Claudine: So, exactly right, so these are Epsonalities where if people are looking, for example, somebody is looking for speed.
- Margaret: Right.
- Claudine: And the C120 is talking all about speed, both in Epsonality.com and in their Epsonality, then obviously that person, that consumer who is trying to shop and figure out which printer is right for them, can home in on, oh, that C120 is all about speed.
- Margaret: It makes it easier to choose your product, and I think it seems like it's easier to relate to as well. You're not looking at a list of specs.
- Claudine: That's the whole goal of the Epsonality campaign is to really focus on not only humanizing what the products are, what they can do for somebody, but also helping consumers. Because if you walk into a store and you look at the shelves and you're trying to shop and figure it out, it's very confusing.
- Margaret: It is.
- Claudine: And it can be really overwhelming, and there are a lot of products available. So the goal of Epsonality is to help users relate to the products, at the same time finding the features and the capabilities that are what they want. And if you relate the hardware and technology to a person, you actually have an easier opportunity to sell an Epson product.
- Margaret: Exactly, great. We'll hear more of our interview with Claudine telling us about Epsonality and we'll find out what Claudine's Epsonality is.

(Jingle music)

Remember to listen carefully at the end of this podcast for instructions on how to enter the drawing for a \$500 Epson Store gift card. And be sure to take the online course this month on Knoware University. During the first half of December you can learn all about Epson's new MovieMate products. In the second half of the month, you can learn all about the Epson C120 and PictureMate products. Four lucky Knoware University Students will win a \$500 Epson Store gift card, just by taking the Knoware University course and scoring 100% on the quiz.

By taking the five-question podcast quiz and scoring 100%, you'll receive an additional entry into the weekly drawing for a \$500 Epson Store gift card. Stay tuned to the end of this podcast for details on how to enter that drawing.

(Jingle music)

And now back to our interview with Claudine, Epson's Epsongality expert, at Epson headquarters in Long Beach.

So we were discussing the ad campaigns on TV just a minute ago and I, of course, the day that Epsongality became available online, I went online and I found out what my Epsongality is. And I'm a classic RX680, great with advanced facial recognition, not so good with names, and it said I had RX595 leanings. And I know how I got to that, because when it asked me what would you do if you'd just been bitten by a snake, would you want to print out your last will and testament? So I said that I would want to print out pictures of my family, so obviously I'm a photo-type person. What are some of the other online things that you can experience at Epsongality.com?

Claudine: Epsongality.com is great fun.

Margaret: It is.

Claudine: For anybody who hasn't gone there, they should definitely go check it out.

Margaret: It's hilarious.

Claudine: Because it's just this really amazing way to get at what they need by answering really funny, funky questions.

Margaret: Exactly.

Claudine: If you were bitten by a rattlesnake, what would you actually do? What Epsonality.com does, it gives you your primary printer recommendation but then, based upon some of the questions you answered, it also gives you a second choice. Maybe you have a tendency towards a different kind of printer, and that tendency not only works as an excellent step-up for a consumer to consider, oh, well, this feature has something different maybe I didn't know I was in the market for, but it also gives a consumer choice.

Margaret: Right.

Claudine: And so it lets them understand, oh, what the differences are. So for you, you had tendencies for the 595.

Margaret: Exactly.

Claudine: I was, because I'm fast, I was a C120, but it's a possibility that I have tendencies to be a multi-function like a CX8400.

Margaret: Right.

Claudine: And so it was really great for me to stop and say, wait a second, maybe I do want a little bit more than just what I've said.

Margaret: Exactly. I can see people I know using this because they do always have a hard time making a decision between different products and they don't know if they really need the fax of the CX9400 or if they really want the CX8400, and this would help them with that.

Claudine: Definitely.

Margaret: I could see that that would help.

Claudine: It definitely would help them. So we're trying to create interest, have everybody try Epsonality.com, you know, let consumers know it's out there so that they'd know to go do some work. We know consumers are online shopping.

Margaret: Right.

Claudine: We know that support people are out there reading reviews and talking with people, and so this is just an amazing, easy, fun, simple tool. It takes just, you know, it takes, I don't know, 30 seconds, 45 seconds. It's fast, it's fun and it's

easy, and you come out with actual answers that you can now walk into a store and buy a printer.

Margaret: Right. That's very true. And when folks are in the store and when our listeners are in the store, what else might they see that relates to Epsonality?

Claudine: Well, you may see that there are stickers, POP stickers that are to be placed on the top printers that are shown on shelf.

Margaret: Great.

Claudine: We may also have insert cards that are in the paper trays. Some accounts may have their backslashes have the Epsonality personalities that we have out there.

Margaret: Oh, great.

Claudine: So a personality for the 9400 fax or C120 or an RX595. You may see that in store, obviously based upon stores and their participation in the program.

Margaret: Right, so it's not just TV ads and it's not just print ads and it's not just Web stuff. It's in the stores as well.

Claudine: To the best of our ability, yes.

Margaret: Wow. This is a huge campaign for us.

Claudine: And all the Weekend Warriors and RMRs will be informed and they'll have all the Epsonality information. They can share that information and guide all the sales associates, so that when they're looking for a quick tool to figure out what Epson has and what our product lineup is, they can go there and quickly understand and print out whatever they need about the products that are placed in their stores.

Margaret: Great. So, Claudine, I know I've seen in the past we've launched some ad campaigns, say, just for the holiday season. Is this going to end after the holiday season?

Claudine: No, we expect it to continue. Epsonality is an ongoing campaign for Epson.

Margaret: Good.

Claudine: I wouldn't be surprised with the fact that we're enabling people to express their Epsonalities that maybe we'll see people on their own making their own little YouTube videos expressing their own Epsontology.

Margaret: That would be great. I know I've seen a few YouTube videos for the Duet screen, so why not?

Claudine: Technology is incredible.

Margaret: Exactly. So, Claudine, we know that you are a C120, at least partly. Do you have any other Epsonalities?

Claudine: Oh, yeah. I'm definitely a multiple Epsontology. I'm a C120 at work, I'm a PictureMate Dash definitely on the weekends for all my party pics. And when I'm creating all my photo albums and documenting my kids, yup, I'm an RX680 personality, too.

Margaret: Wow! So we've got a multiple Epsonalities in the room.

Claudine: Indeed. (Laughs) Multiple Epsontology Disorder.

Margaret: Excellent. Well, Claudine, this information is all really useful, and I know the in-store reps will find this helpful to know what's going on in the ad campaign. Thanks so much for being here today.

Claudine: Oh, it's my pleasure. Have a good time with your Epsontology.

Margaret: We will.

Remember, you still need to take this month's podcast quiz in order to be entered into the weekly drawing for a \$500 Epson Store gift card. Each week, every unique Knoware University quiz you take and score 100% on gets you an entry into the weekly drawing.

To find the podcast quiz visit the final exams section located in the Student Center of Knoware University. On the final exams page you'll see a special quiz listed for the December 2007 podcast, right below the link for the regular Knoware University quiz for December. Score 100% on the podcast quiz and you've got one entry into the weekly drawing. Be sure to take the regular Knoware University quiz to get an additional entry.

And as announced earlier this year, December is the last month that we will be offering the podcast in both MP3 and AAC format. Starting in January there will be only one podcast format, and that's the feature-rich AAC. For information about applications that support AAC format, go to the Knoware University podcast page.

(Jingle music)

Well, that's it for this month's Knoware University podcast. Join us next month for another new Knoware University podcast with another Epson product expert and more chances to win great Epson prizes. Until then, this is Margaret from Epson. Thanks for listening in and thanks for selling Epson.

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