

IDville Case Study - Cameo Studios



Cameo Studios is a family-owned and operated photography studio located in Scottsdale, Arizona. They have been in business for over 15 years and specialize in all types of photography – from senior and school pictures to weddings and special events. In 2004 they decided they needed to find a way to reach all local schools in order to promote their business and what they came up with has completely exploded their clientele!

Nick Williams, a photographer for Cameo Studios, told us about their big idea...They would go into schools over the summer when they were holding student registration and orientation, and create all of their student and staff IDs for them. This service reinforced their community values, which Williams believes is what sets Cameo apart from its competitors. "We want to service our clients instead of just selling them something." This service to the community has also become a great marketing strategy; Cameo prints the school's IDs and in turn they get the rest of their business throughout the year.

Before they could put their idea into action, Cameo Studios needed to find the right photo ID printing system. "We needed an ID system that we could depend on," Williams said. "The major factors in our picking IDville were the low price and the lack of restraints in the ID Maker PRO software. Other companies will allow you only the bare minimum for ID printing unless you pay extra license fees. With ID Maker PRO we can use dynamic graphics, easily import and export our databases and switch between student and staff ID card templates quickly." Cameo wanted to be able to be totally free in their design capabilities, and IDville's PRO software gave them that freedom. Before Cameo ordered their systems they bought the software to test out what it would let them do – within a few months they ordered 5 photo ID systems.

"We print close to 13,000 ID cards in 4-5 weeks' time, so print time was also a huge factor for us in our decision-making." Cameo purchased the Single-Sided Premier photo ID printing systems. "We went with the single-sided printer because of its printing quickness. If we print dual-sided cards we just pre-print all of the back-sides in black only," said Williams.

Over the course of a year Cameo Studios is printing anywhere from 15,000 – 20,000 ID cards, and their systems have been able to withstand the mass production with excellence. "We have been very pleased with IDville's products and every time we call with a question the staff is always friendly."

Whether you are printing 200 cards a year or 20,000, IDville has the products and the technical support to help you every step of the way. We can even help you boost your company sales and Cameo Studios is living proof!



Website: www.IDville.com • Email: service@IDville.com

© 2006 - Baudville, Inc.