
XEROX TO PROMOTE NEW SERVICES IN AD CAMPAIGN



The most mentioned name in photocopying, Xerox, has announced plans to double spending on ads for its business services department. The new advertisements will help Xerox demonstrate the array of services it offers its customers. It show some of its biggest clients, like Target Co., hiring the company for services beyond photocopying. Xerox will highlight its automated invoices and customized direct mail programs. Earlier in 2010, Xerox purchased Affiliated Computer Services Inc. for a whopping \$6.2 billion. Xerox has more than doubled the revenues from services since the buyout. Chief Marketing Officer of Xerox, Christa Carone, told Bloomberg News: "The perception of the Xerox brand is well-entrenched in a legacy business – that being the copier business or the printer business. We're trying to broaden it." The new ad campaign will start on September 7.

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