

Fact Sheet



“The Computer is Personal Again” A Global, Integrated Marketing Campaign



Overview

HP is investing several hundred million dollars in its first-ever global marketing campaign its Personal Systems Group (PSG). The goal of the campaign is to grow a more profitable worldwide business through the introduction, support and marketing of innovative products, services and solutions that will deliver the absolute best customer experience in personal technology.

Campaign theme: “The Computer is Personal Again”

This new HP campaign focuses on the highly individual and personal relationship people have with their computers, unique to each user. Whether what they are creating is a spreadsheet or a work of art, HP’s goal is to make the personal computer a more powerful personal tool.

The campaign will also make HP’s own approach to selling PCs more personal – putting more emphasis on empowering users and enterprises, and less emphasis on the “feeds and speeds” and other technical matters. The look of the campaign brings these ideas to life, with iconic images of a hand, its handwritten type, and relaxed, colloquial ad copy.

Campaign elements

The campaign was created by San Francisco advertising agency Goodby, Silverstein & Partners. HP will drive its core concepts and ideas through all PSG communications around the world, including print, broadcast, online and outdoor advertising.

The hand will be a unifying theme across all campaign elements, reinforcing the personal aesthetic, with a hand-lettered graphic used to deliver information about products and their role in the customer’s life. For print and web ads, stunning, back-lit product photography will use a colored glow to highlight the key features of some of HP’s most differentiated offerings.

Television and Web

For television and web, the company will be highlighting celebrities, noteworthy business people and other recognizable figures, and how their PCs are personal to them. At first, the viewer will only see the achievers hands, and each personality will be revealed by showing what types of things they do and have on their PCs. Among first to air are U.S. Olympic gold medalist and professional snowboarder Shaun White; cultural icon, entertainer, and President and CEO of Def Jam Records Shawn “Jay-Z” Carter and reality TV pioneer Mark Burnett. Additional personalities will be made public in the coming weeks.

The company will also be joining with MTV’s college network, mtvU, on the “Meet or Delete” series of short, 4-minute episodes that follow college students as they size each

other up and decide if they'd like to meet, based solely on the contents of their hard drives. This will be the first MTV Networks series to roll out internationally and utilize virtually every MTV asset around the globe – cable, online, wireless and outdoor – including the MTV Store and even the massive MTV 44 ½ foot high-definition TV in New York's Times Square. The first episode will premiere on mtvU Über at mtvU.com on May 10 and subsequently debut across MTV's global network, including local channels in Europe, Asia-Pacific and Latin America. As a complement to the programming, MTV, mtvU and HP are launching 14 regionalized "Meet or Delete" online hubs with episodes from around the globe, unseen footage, interactive games, free music downloads, updates on previous cast members, casting calls and more at www.meetordelete.com.

In addition, HP will also host a new website, www.hp.com/personal, which will feature hot products and a "Viewing Room" with full-length versions of the personality television and web spots and other ads. It will also include the new HP Total Care landing page and an "Extras" page with background and interviews with the personalities, fun activities like creating personal versions of the television spots through the Personiva platform, product customization options and more.

HP Total Care

Also being unveiled as part of the new campaign is HP Total Care. HP Total Care encompasses the complete lifecycle of services, tools and options which provide customers a differentiated and better experience with HP. It will also be a new framework for delivering customized service offerings to channel partners. With HP Total Care services, customers receive a full circle of personalized services for every stage of their computers' life: from choosing it, to configuring it, to protecting it, to tuning it up – all the way to recycling it.

Campaign scope

The total campaign spend worldwide is several hundred million dollars, including traditional, web and viral marketing elements across a wide range of network and cable television, major newspapers, grassroots efforts and a variety of web sites such as Yahoo, MTV, MySpace, MSN, WeatherChannel, CIO, Forbes, Entrepreneur, InfoWorld, and CNet. The campaign will be rolled out across key countries in North America, Europe and Asia over the next six months.