


- Client:** 
- Campaign:** HP: Summer Is In The Air
- Agency:** Zenith Newcast
- Campaign Objectives:**
  - To communicate that printing is more than just a functional output and can provide a key means of creative self expression.
- Target Audience:**
  - Adults 26-50 with kids
  - "Planners & Achievers" 26-50 destination-focused, time poor
- Campaign Dates:** May – September 2008

- TMOs Campaign:**
  - We created an all-encompassing virtual **Summer Guide for the best Family Events** to run across the summer in both print and online formats.
  - A bespoke microsite was created which hosted a competition inviting readers to upload their best summer photos. We encouraged readers to use HP software to edit their photos and print out the summer guide details for their children.

- Execution:**
  - The HP Family Adventures Summer Guide poster was inserted into the brand polybag. Designed to have dual appeal to parents and children, this provided a summary of the best places to go to in the UK over the summer holidays.
  - The bespoke microsite hosted a downloadable version of the guide. This also included a flash animated UK map, regional info and calendars, a rainy day activity guide, a treasure hunt gallery and photo competition. Each element of the microsite was fully downloadable, practical and printable.
  - Readers were invited to follow the national HP Treasure Hunt and to take photos at the various events. A user-generated gallery housed these photos. A series of prizes was awarded to the best family photos, including a holiday and HP equipment.
  - MailOnline also hosted: 4m leaderboard/skyscraper traffic drivers; editorial content box 4.3m impressions; editorial text link 2.7m impressions; 5m AND performance campaign, email database HTML x2, HO branded TravelMail HTML email newsletter x6, Travel email database.



- TMOs Works:** The campaign was **incredibly successful in terms of impact**, achieving high levels of recall:
- 50% of regular readers potentially exposed to the campaign recalled the microsite/ online inventory.
  - 40% recalled the poster

Perceptions of the campaign and the products advertised were extremely positive...

- % agreement amongst those recalling the poster:
  - “Clear which **product** is being advertised”: **84%**; “Clear which **manufacturer** advertising”: **81%**;
  - “Directed at people like me”: **81%**; “Useful item”: **79%**; “Will/ would use products”: **70%**.

The campaign significantly bolstered **purchase intent**:

- |   | Recallers | Non-exposed | Uplift      |
|---|-----------|-------------|-------------|
| ▪ Will definitely purchase an HP printer next year:       | 18%       | 2%          | +16% points |
| ▪ Will definitely purchase an HP wi-fi printer next year: | 19%       | 4%          | +15% points |
| ▪ Will definitely purchase HP cartridges next year:       | 26%       | 12%         | +14% points |
- 39% of microsite users claimed they already have/ definitely will **find out more about HP wi-fi printers** because of the microsite, with **49%** saying this about **HP cartridges**

Research conducted by So What Do You Think: 1,999 Respondents: 594 Recallers, 1,138 Potentially Exposed, 267 Not Exposed

- Microsite Performance:**
- 39,000 Unique Users - above average for MailOnline microsities (c25,000 av)
  - 52,000 impressions - above average for MailOnline microsities (c40,000 av)
  - Time spent on site was strong, 20% of visitors spending between 2-5mins.
  - 42% of traffic was produced by repeat visitors, high score and great result for editorial content
  - 46% of those who used microsite said they either had or definitely would recommend the site to others

