

# Hewlett Packard

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**Campaign:** PHOTOSMART All-In-One printers

**Agency:** PhD

**Year:** 2010

**Source:** oOh!media

**Objective:** Increase brand awareness of Hewlett Packard All-In-One printers amongst families and drive purchase consideration

**Audience:** NSW, families

**Strategy:** Landscape and Portrait Digital combined with an Experiential Zone in Retail/Departures were used to stimulate interest in the brand and allow a personal interactive brand experience. Brand Ambassadors engaged commuters and invited them into a HP holiday (Christmas and beach) themed Experiential Zone to participate in a free family photo. Here, HP demonstrated the product and inserted a family photograph into a HP branded frame, and log contact details for follow up via SMS and email.

**Results:**

- The campaign drove engagement, with 44% of commuters or 53,884 commuters engaging with the promotion over a 8 week period. A total of 6,135 family photos were taken.

