



## Case Study Germany: Hewlett Packard

### Initial situation

- A concept that combined short-term product and long-term brand communication to be developed for the launch of the HP Officejet Pro 8500 Wireless
- Ciao advertising developed an innovative approach which combined the strengths of Ciao with the goals of HP

### Objectives

- Create trust and a positive image of the HP brand
- Increase awareness of the new HP printer
- Achieve a positioning as a quality leader in the core segment

### Concept/implementation

#### Creation of a three-step pre-testing campaign:

- **Phase 1:** Call Ciao users to apply to an exclusive product testing for the new HP printer, which was provided by Hewlett Packard, through the use of highly creative advertising material
- **Phase 2:** During the user test phase and in the form of brand placement HP was integrated into the appropriate Ciao "Printers" category as a pillar of competence and trusted brand
- **Phase 3:** The user's test results, "HP as quality winner", are communicated exclusively in the form of a media campaign and presented on the branded microsite

### Why ciao.de?

- With more than 6 million UV1 and 5 million reviews, Ciao provided the right strategic foundation for sustained and long-term communication
- Development of an individualised concept based on strength and compatible strategy
- High advertising effectiveness: Nearly 90% of Ciao users have already changed their product decision based on a personal experience



### Summary:

- Establishment of Hewlett Packard's positioning as a quality brand and market leader in the core segment of printers
- Campaign mechanics based on interaction between product and brand
- Long-term traffic based on user generated content that carries over to the brand with a positive effect
- Establishment of a multiplier dialogue
- Positive image transfer, strong association between the target and the brand