

HP: Printing that helps your child shine

Source: ARF Ogilvy Awards (US), Business Challenges and Gold, Appliances & Electronics, 2014

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This case study explains a multi-year campaign by Hewlett Packard (HP) which targeted parents in India to tackle sluggish sales of a printer product.

- The printer had been marketed on the basis of low cost ink supplies, but competitors with lower up-front costs had hit sales.
- Narrow targeting - of parents of school age children, who were regularly printing school materials outside of home - was combined with an emotional message centred on giving children the tools to do well at school.
- The campaign ran in two main phases: the first 'A+' phase of the campaign associated the product with children achieving top grades, running across TV, print, online and outdoor ads, in addition to school outreach events.
- The second 'last minute' phase of the campaign highlighted occasions where a child could need to print school work at the 'last minute'.
- The campaign led to an increase in unit sales above target at the same time as increasing brand awareness.

Campaign details

Agency: BBDO Singapore

Media: OMG

Research: RS Consulting, Millward Brown, Millward Brown Firefly

Background

In 2010 and 2011, HP's Ink Advantage home printer sales in India remained sluggish, despite a campaign touting the printer's affordable *ink supplies*. When a competitive printing system launched at the start of 2012, sales fell. It didn't help that the HP *printer* was priced more than the competition – despite its lower cost of printing.

Starting in 2012, based on foundational insights and a rigorous communications research process, HP embarked on a multi-year campaign, changing the way it markets the printer in India – targeting *only* parents and showing how affordable and convenience of HP printing can help their child shine.

Business objectives

The challenge was daunting: *How were we going to get price-sensitive consumers to buy a printer more expensive than other brands, when they didn't even think they needed a printer?* Specific business objectives were:

1. Achieve steady unit sales growth for the HP Ink Advantage printer line
2. Reverse inkjet printer category decline

Campaign description

"Printing that helps your child shine" is the core communications concept for the HP Ink Advantage printer in India, with high print quality and affordability of the ink supplies as key supporting pillars.

Based on foundational insights, the marketing strategy was developed as follows:

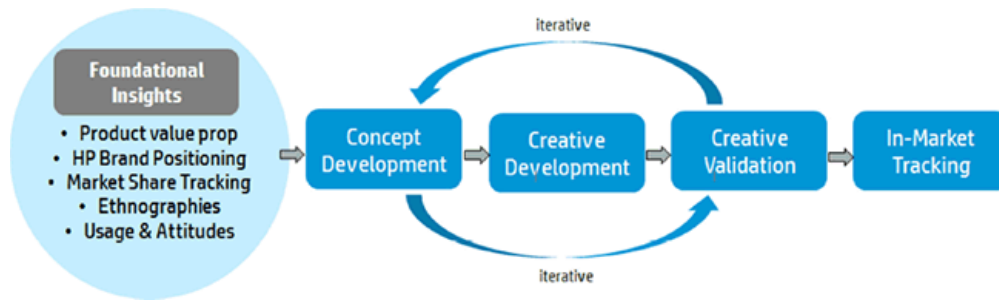
- **Narrow targeting.** In a category where brands are afraid to miss out anyone with a printing need, we targeted only parents with school-going children.
- **Emotional hook first.** In a category led by talk on features and price, we focused on helping parents feel good about giving their children the right tools to shine. We positioned Ink Advantage printers as high-quality educational tools that help children create school assignments they can be proud of, thus increasing the chance of good grades. Education became our marketing umbrella, helping HP drive home-printing relevance and reducing any price-sensitivity towards competitively priced printers.

Different campaigns based on the core concept were delivered in 2012 and 2013, each based on a specific insight around children's education and the convenience of a home printer.

- **2012 "A+" Campaign:** Seeded parents with the idea of how the HP printer can help their children shine, using the campaign mnemonic "A+".
While our 2012 campaign seeded parents with the idea of how the HP printer can help their children shine, it didn't create a sense of urgency. What was missing was the reason why print shops and workplace printers were poor alternatives to the HP home printer.
- **2013 "Last Minute" Campaign:** Building on the "A+" theme established in 2012, we fine-tuned our campaign to include a last-minute usage occasion, a compelling customer insight of having a printer in the home.

Campaign developed with insights – every step of the way

The Ink Advantage campaign was developed based on foundational research and a rigorous communications development process. Campaign in-market tracking and business results were used as measures to evaluate the success of the campaign.



Foundational insights

HP brand stood for superior quality and reliability.

Based on our *brand trackingⁱ*, we knew that the HP brand stood for superior quality and reliability. Equally, HP was regarded as the most trusted brand in the category. Hence, instead of just communicating HP's quality and reliability (as done in the past, and as already acknowledged by consumers), we had to find a compelling reason for HP printer purchase other than quality and reliability.

Low printer penetration.

HP Researchⁱⁱ pointed to very low PC-printer connect rate. Amongst households that owned a PC, only 18% owned a printer! With low printer penetration, we realised that the growth opportunity for HP was in growing the home printer market segment and also targeting 1st time buyers.

Despite low perceived need to print, printing was still going on outside the home. Education- related prints, including children's school work, were among the top printed materials.

To understand low printer relevance, printing behaviour and purchase motivations in India, we embarked on a *print relevance in-home qualitative studyⁱⁱⁱ*, followed by a *print relevance quantitative study^{iv}*.

Research cast fresh insights on low printer relevance in India.

"A 40 year old mother, with a 12 year old daughter in 7th grade. Visits the cyber café 3-4 times per week to print documents for her daughter from the internet, as well as some documents for herself. If it were not for her daughter's printing, she would not visit the print cafes as often."

Ethnographic print relevance research

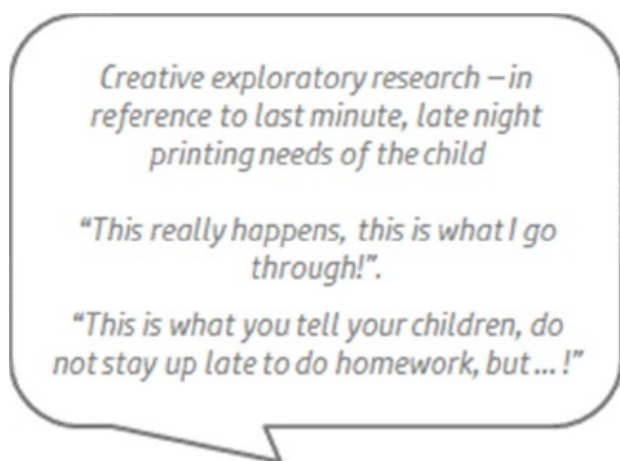
- Whilst India's fast-growing middle class saw their television, mobile phone and computer as prized possessions, there was "no need" to buy a printer.
- Yet, they were still printing outside of the home, usually at the office, print shops and cyber cafes.
- Education materials, including children's school work, were the top printed items.
- And when first-time buyers bought a printer, the triggers were increased printing needs and the convenience of having a printer at home (the need to print at any time and too much time to go outside to print).

The print relevance research delivered the critical insights to define the campaign strategy – to focus on parents with school-going children and education as the marketing umbrella.

Communications development

We were now ready to develop and refine our creative territories. From 2011, we conducted a multitude of *concept and creative exploratory research*^v to guide the communications and creative development process.

An exploratory research focusing on 'Understanding Education in India' helped us unveil need states of parents and children. Whilst children's needs focused on the aesthetic value of projects and assignments, parents had a need for role fulfillment ("I am a good parent") and image protection ("My child is on the right path of success"). Additionally, both groups sought recognition through tangible rewards. "Helping your child" with the end-reward of A+ addressed all these needs!



When fine-tuning the campaign for 2013, we recalled the moment of truth when parents told of late-night printing needs by their children and the inconvenience of going to print shops (*print relevance ethnographic study*). We further validated this insight in creative exploratory research. Indeed, "last minute" printing needs struck the right chord with parents. The strong pay-off of child's A+ performance also resonated, making HP printers very relevant in everyday life.

As the last step in communications development, the TV and Print creative assets were *copy tested*^{vi} to ensure the ads met HP's standards on breakthrough and persuasion.

How effective was the campaign?

The campaign exceeded the business goals:

1. Achieved unit sales growth during campaign period from Q2FY12 to Q4FY12^{vii} compared to the same period the year before (15% above target).

2. Reversed inkjet printer category decline, and grew category between 2H12 and 2H13 (2% above target).

Measured via *brand-tracking*, since the onset of the campaign, HP inkjet printers also measured significant gains in awareness and brand consideration (shown below "Total Unaided Awareness").



	Q3 FY12 % (A)	Q4 FY12 % (B)	Q1 FY13 % (C)	Q2 FY13 % (D)	Q3 FY13 % (E)	Q4 FY13 % (F)
Total Unaided Awareness	84	85	86	87	89 AB	91%ABC

Launch results from the 2013 Last Minute, a 360 touch-point campaign exceeded expectations.

	Last Minute Campaign June 2013 launch metrics
Calls/SMS at call center	20,471 calls in 45 days (best response compared to the last 4 quarters)
New fans added India HP Facebook	104,000
Campaign digital video completes YouTube	7.7M (during the 1 st week of the campaign)
Pogo Activation SMS (branded content, children’s channel)	69, 542 (in 25 days)
Store demos	8K+ in 13 stores in 20 days

Campaign details

2012 Campaign

Campaign period:	February to December 2012
Media mix:	TV (advertising) – approx. 67% Newspapers – approx. 16% TV (content partnership) – approx. 6% Online (inclusive of social and search) – approx. 6% Radio – approx. 4% Out-of-home – approx. 1%
Creative idea:	A+ The campaign mnemonic “A+” was designed to associate the product with the top grade that parents aspire for their kids, and to represent the product’s “advantage” in quality, reliability and long-term affordability.
Campaign executions:	<p>Advertising <i>Creating product awareness amongst parents</i></p>  <ul style="list-style-type: none"> To counter the higher price of the printer versus other brands, we highlighted “HP-quality printing”, the low cartridge price and high page yield – all wrapped under the emotional idea of “helping your child shine”. This was delivered via TV, print, online and outdoor. <p>Branded entertainment/content and school activation <i>Driving brand/product engagement amongst children</i></p> <ul style="list-style-type: none"> We worked with Pogo to develop “HP PrintArt” – a series of branded TV content and a school outreach programme fronted by “Rob” (Harun Robert), anchor of India’s immensely popular do-it-yourself show for kids called M.A.D. (Music. Art. Dance.) Children from 200 schools in 8 cities were activated to transform ordinary white boxes into works of art using their imagination and the HP Ink Advantage printer, plus some tips from Rob on TV. They were inspired to print, cut, glue and paint their way to a chance to attend Rob’s workshop, where they could learn more fun-learning projects using the HP Ink Advantage printer. 

2013 Campaign

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