

## Intel and HP: Make IT Happen

Source: WARC Prize for Asian Strategy, Entrant, 2011

Downloaded from WARC

IT managers were reluctant to adopt new IT solutions in post-recession Asia. In response, HP and Intel joined forces for the "Make IT Happen" campaign, which broke the norms of B2B communications in order to drive awareness and adoption of their services. The big idea was to entertain IT managers by presenting "The Adventures of Harper ? Make IT Happen", which included an online video comedy series and comics. The stories of Harper, a fictitious IT professional, attracted more than 1.3 million unique visitors to the campaign website and a high download rate of content of 5.93% on average. The campaign achieved an ROI of 1:6 - the equivalent of 20,000 business PCs.

*The Warc Prize for Asian Strategy is the first Asian competition set up to reward brilliant strategic thinking in marketing. Marketers and agencies across Asia (excluding Pacific Asia) were asked to submit case studies that demonstrated how insight and strategy had solved a business problem. The cases had to show what the problem was, the strategy that was developed, how that strategy was brought to life and the results it delivered. The prize was judged by a panel of senior clients and agency-side strategy experts, using the following weighting: quality of insight (15% of marks); quality of strategic thinking (40%); implementation (15%); performance against objectives (20%); lessons learned (10%).*

*For more information on this annual prize, please visit [www.warc.com/asiaprize](http://www.warc.com/asiaprize).*

## Campaign Details

**Advertiser:** Intel Singapore

**Agency:** OMD Ignition Factory

**Brand:** Intel, HP

**Campaign duration:** May 2010-March 2011

**Countries:** China, India, Indonesia, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand

**Media budget (USD):** \$3m-\$5m

**Channels used:** Branded content, direct mail, email marketing, events, internet display, magazines (trade), mobile, newspapers (national), public relations

# EXECUTIVE SUMMARY

IT managers were reluctant to adopt new IT solutions in post-recession Asia. In response, HP and Intel joined forces for the “Make IT Happen” campaign, which broke the norms of B2B communications in order to drive awareness and adoption of their services. The big idea was to entertain IT managers by presenting “The Adventures of Harper – Make IT Happen”, which included an online video comedy series and comics. The stories of Harper, a fictitious IT professional, attracted more than 1.3 million unique visitors to the campaign website and a high download rate of content of 5.93% on average. The campaign achieved an ROI of 1:6 – the equivalent of 20,000 business PCs.

## MARKET BACKGROUND AND BUSINESS OBJECTIVES

**The context:** As Asia emerged from the global financial crisis, HP and Intel joined forces to solidify their position in the B2B segment. The marketing task was to generate 40% more new business leads in 2010 than in 2009. Without doubt, this was a bold starting point with inherent challenges.

**Battling the inertia:** IT managers were not actively considering to adopt a new IT solutions provider. Research conducted by the agency discovered that HP’s sheer size and cold “corporate image” did not help to overcome this inertia. In fact, it often resulted in IT managers choosing the smaller, more personable providers instead.

**Compounding the challenge:** Adding to the problem was the fact that IT managers are extremely time poor. They rejected regular text-heavy pricepoint communications aimed at them. Already faced with a swathe of technical information every day, they did not have the bandwidth to compare and/or (re)evaluate minute technical specs between suppliers.

**Threefold challenge:** Evidently, the challenges were tough. HP and Intel needed to change their image from being cold and corporate to become more personable and approachable. They needed to get IT managers interested in their offering. Ultimately, they needed to get IT managers to consider HP and Intel as their perfect partners for solving their IT problems.

### Key marketing objectives

- Build brand image and knowledge of HP and Intel as an innovative and “personable” IT solutions provider.
- Drive consideration and trial of HP and Intel’s IT solutions among IT managers.
- Generate ROI of 1:3 (ie every US\$1 spent on marketing is targeted to generate US\$3 in new business leads).

## INSIGHT AND STRATEGIC THINKING

**Attitudinal insight:** There was a common attitudinal thread among IT managers. They felt used and abused by most people in the office, who expected them to perform IT miracles. Many regarded their job as being very important, but did not feel appreciated enough. In summary, many IT managers felt that their job was a highly

stressful but thankless one.

**Behavioural insight:** To cope with their stressful work, many escaped into the more entertaining worlds of viral videos, online comics and games when they had some time to “breathe” (30 of the 42 IT managers we interviewed were avid gamers and comic lovers). Given that IT managers were highly connected within IT communities, many also shared entertaining content within IT circles, using social networks such as Facebook, YouTube, Twitter and online forums.

**Breaking the mould:** These insights presented an opportunity for HP and Intel to break the traditional approach of B2B communications aimed at IT managers. To stand out from those text-heavy ads, HP and Intel adopted a creative approach and presented their product messages as entertainment, rather than mere technical factoids.

**Elevating the promise:** As it was difficult to establish any meaningful long-term brand differentiation based on transient product specifications, HP and Intel elevated their brand promise beyond marginal tangible benefits. They promised to transform IT managers from victims of their daily grind, into indispensable heroes that always made miracles happen.

## IMPLEMENTATION

**The big idea:** HP and Intel empowered IT managers by introducing “The Adventures of Harper – Make IT Happen”, comprising eight episodes of entertaining comedy and 16 episodes of comics. These featured new product benefits that turned Harper, a regular IT professional, into a superhero at work.

## IDEA

A HIGHLY ENTERTAINING SERIES OF VIRAL VIDEOS AND COMICS TITLED "ADVENTURES OF HARPER - MAKE IT HAPPEN!" WERE RELEASED. EACH EPISODE SHOWCASED PRODUCT BENEFITS OF HP & INTEL AS SUPERPOWERS THAT HELP THE IT MANAGER SAVE THE DAY.



**Localised entertainment content:** Given that humour is even more piquant when it reflects the quirks of its local culture, the viral videos and comics were localised to encapsulate the unique cultural nuances of each of the six markets in the Pacific Asia region: China, India, Korea, South-East Asia, Taiwan and Australia.

**Targeted touchpoints:** The entertaining content was seeded in channels that were highly relevant to IT managers. They included technology-focused digital ad networks such as CNET and ZDNet, and specific blogger sites frequented by IT managers. There were also ample opportunities for them to share the content by "liking" and "commenting" on it via social media networks such as Facebook, Twitter and YouTube.

**Converting interest into action:** The entertaining content drove IT managers to learn more about HP and Intel via the campaign website, where they could participate in online games, read IT comics and download relevant information. To play, they needed to submit their contact details and their HP and Intel-related enquires. A call to action also helped generate new business leads via a call centre number.

## PERFORMANCE AGAINST OBJECTIVES

### High traffic to site

- Average of 221,535 new visitors per month.

- More than 1.6 million unique visitors to site in nine months (compared with 30,000 for previous B2B campaigns).

### **High click-through rates**

- The click-through rate for each country was maintained at a high of 0.37%.
- This is 200% higher than the industry benchmark of 0.16%.

### **High download rates of on-site content**

- Average download rate per country was maintained at a high average of 5.99%.
- This is 4.49 points higher than the industry benchmark of 1.5%.

### **Surpassed targeted ROI of 1:3**

- Achieved an ROI of 1:6 (every US\$1 spent of marketing brought in US\$6 worth of direct-sales opportunities - campaign attributed via a dedicated call centre and e-commerce tracking).

(source: Omniture, site catalyst 2010).

## **LESSONS LEARNED**

The campaign demonstrates the effectiveness of the right use of entertainment to target a specific audience in B2B communications. It proves that by targeting key decision-makers individually, we can better relate to them, and break the conventional cold and corporate B2B communications.

---

© Copyright WARC 2011

WARC Ltd.

Americas: 2233 Wisconsin Ave NW, Suite 535, Washington, DC 20007, United States - Tel: +1 202 778 0680

APAC: 20A Teck Lim Road, 088391, Singapore - Tel: +65 3157 6200

EMEA: 85 Newman Street, London, United Kingdom, W1T 3EU - Tel: +44 (0)20 7467 8100

[www.warc.com](http://www.warc.com)

All rights reserved including database rights. This electronic file is for the personal use of authorised users based at the subscribing company's office location. It may not be reproduced, posted on intranets, extranets or the internet, e-mailed, archived or shared electronically either within the purchaser's organisation or externally without express written permission from Warc.

# **WARC**

