

Target Market: Elite/upper income group people

Deliverable: Campaign Idea

Communication : Live life your way.

“Envy Fashion Range”

HP will collaborate with a fashion brand such as ***Espirit*** and introduces a brand new apparel line with an ***ultra-pouch***. These apparels will be tuxedos and long shrugs. A pouch slim enough to fit in an ultra-book will be cut into the side of the attire. With every HP-Envy this apparel will be complimentary. People can also purchase these in the brand showrooms but they will have to pay the manufacturing price quoted by the apparel store.

HP will have a special photo-shoot with models wearing the tux and/or shrugs. The ultra-pouch will have an Envy-laptop sitting in it.

Web-wing: A website called www.spiritofenvy.com will be launched. This is a forum where people can discuss and share various items that they own/admire or want. However, the items need to be justified against the spirit of envy. There will be various categories such as cars, books, artifacts, fashion-wear etc. People will talk about how various brands and items that impact their lives, inspire them or set the benchmark for how they live. It's a forum for the elite, exclusive and enviable ones.

The items can be shared on social media like **Pinterest**.