

**Target Market:** IT managers

**Deliverable:** Campaign Big Idea

**Communication:** with Original HP Toners, it's all about savings.

### **“Savings Race”**

*Savings Race* is a mass on-ground event that invites professionals to participate in a race.

The race begins with each participant being given a certain amount, say 500 rupees. The participants are required to go from point A to point B in a city and at the final destination, whoever has the maximum money left will be declared the winner. The challenges will be provided on the way. For example, at some point to move forward, the person will have to drink juice and for that, he/she needs to buy it. Similarly, there would be a thief planted to rob the person of some money. There will be many such surprising/interesting hurdles which will make the person spend money.

An online version of the same game will also be developed. The event will be promoted via radio, TV, print and internet. The event can also be conducted without real money. The hurdle-points will have electronic buttons which will update the balance.

### **“Original Savings Story”**

*Share your Original Savings Story and win exciting prizes;* A campaign that invites people to share their unique savings story online. These stories will appear on a micro-site where other people can vote/rate each story. There will be two best stories, “people’s choice” and “jury award”.

The campaign will be promoted via radio, TV, print and internet.

### **Wish-list 2013**

Savings plan – day to day update