

Target Market: SMB, General public

Deliverable: Campaign Big Idea

Communication: Wireless printing @33pages/minute

“Print your heart out”

A website that lets a person send hugs, kisses, winks and many other expressions in physical gestures, in print. With a webcam, one can record a minute long video in which people can show gestures like hugs, kisses, smiles, sadness or even sending a flower. 33 prints of the video still will be taken and compiled into a flipbook. This flipbook will be sent to the intended person as a gift.

The flipbook will reproduce the video recording as it is flipped.

Rationale

The concept binds all features of the printer i.e. Wireless printing, printing speed and printing quality. It allows people to have firsthand experience of using an officejet. The flipbook will have an offer coupon hidden behind one of the flip book pages.

This activity establishes that HP Officejet is “more than a printer”. HP Officejet is about convenience, smartness, business growth and budget-optimisation. It’s about making a difference.

Moving forward

The website that hosts the flipbook activity, will have content on how HP Officejet has already made a difference to people’s lives. The website will show reviews, comments and testimonials in first person.

http://reviews.shopping.hp.com/8843/CB867A_BVEP_B1H/hp-officejet-4500-all-in-one-printer-g510g-reviews/reviews.htm

The flipping page animation will be the theme of digital banners and billboards. Online banners and the web page design will also be around the flipbook.

An exclusively designed DM that has a text message around Officejet printers will be sent to a selected few people in SMBs.

In first person:

For a lawyer: **“It’s about preserving history”**

For a pathologist: **“It’s about clarity”**

For an architect: **“it’s about personality”**

For a media professional: **“it’s about speed”**

For a consultant: **“it’s about reliability”**

For a finance industry professional: **“it’s about money”**

HP Officejet Series: **It’s more than a printer.**