



WTB MEDIA

MC 4307.253
ADVERTISING campaigns
TEXAS STATE UNIVERSITY



HEWLETT PACKARD

WTBMEDIA.WEBBLY.COM



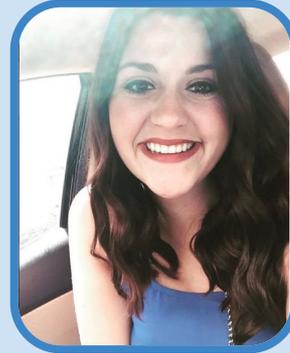
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EXECUTIVE summary



WTB would like to thank Hewlett-Packard Inc. for allowing us to create a fully integrated marketing campaign that targets millennials for the collaboration devices.

Research

In this campaign we did both primary and secondary research, such as face to face interviews, feedback from our creative concepts and strategies through their top social media outlets like Twitter, Facebook and Instagram. This research was conducted to gain insight from millennials, ages 20-30 who are soon to be or already in the workforce. With hashtags and snapchat filters being on the rise right now we used that to our advantage and received positive feedback from our hashtag and filters. We found that millennials do not perceive Hewlett-Packard as a top brand, but with our creative concepts they were able to see the potential that Hewlett-Packard has.

Creative

WTB uses the creative strategy to how easy it is to use HP Collaboration software. We are using the campaign #HPExperience to show the target market an experience instead of just using an everyday computer. Our goal from our creative strategy is to attract a younger generation. Since the millennial generation is constantly on the go, we are showing how easy it is to use the Collaboration products in or out of the office.

Media Plan

The media strategy we are using for this campaign is going to be all social media and user generated content. With the age group we are targeting, social media is going to be the most cost effective and will reach the largest audience.

Evaluation

Our #HPExperience campaign is primarily a social media campaign focusing on the use of HP Collaboration products. In this campaign we will be able to push brand awareness new collaboration technology through social media to hit our target market.

Thank you for the opportunity to create this campaign, we look forward to working with you.

SITUATION ANALYSIS



- **COMPANY:**

HP, Hewlett-Packard

- **CONSUMER:**

Millennials entering the workforce. The consumer includes millennials who will enter the workforce within 1-2 years or those who have been in the workforce for at least 3-4 years. The consumer can also be the party who purchases the monitors for a specific organization, also called the decision-maker.

- **MARKET:**

HP is competing in a market with technology that changes every day. From a millennial standpoint, HP is competing against successful organizations such as Apple and other user-friendly technology companies. These organizations have stayed up to date with the changing technology and have portrayed that to our target market. HP is also competing against well known brands such as Dell and Lenovo who have introduced their own version of business technology.

- **PRODUCT / BRAND:**

HP is currently focusing on their newest release - collaboration technology. This series includes three commercial display monitors with accessories all that can be used in a small to medium sized conference room or even one's home office. HP wants to create an adaptable workspace and growing presence of ambient technology.

- **COMPETITION:**

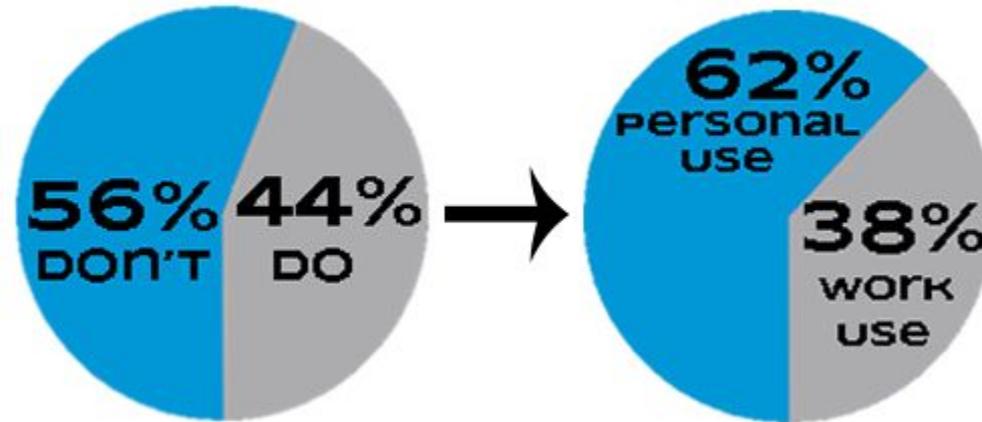
Dell, Lenovo, Asus While one may think that HP's competition is Apple. At the moment, we do not consider Apple to be our competition for they concentrate on the creative consumer, such as individuals with high interest in graphic design. Companies such as Dell, Lenovo and Asus have a series which focus on content management, communication and collaboration.



Research

Survey Monkey Findings

COLLABORATION OF OUR MILLENNIAL RESPONDENTS



Research

57.14%
OWN A LAPTOP

71.43%
**UNLIKELY TO USE
WIRED
HEADSET/SPEAKERS
IN LINE OF WORK**



Quality



Ease of use



Affordability

SWOT ANALYSIS

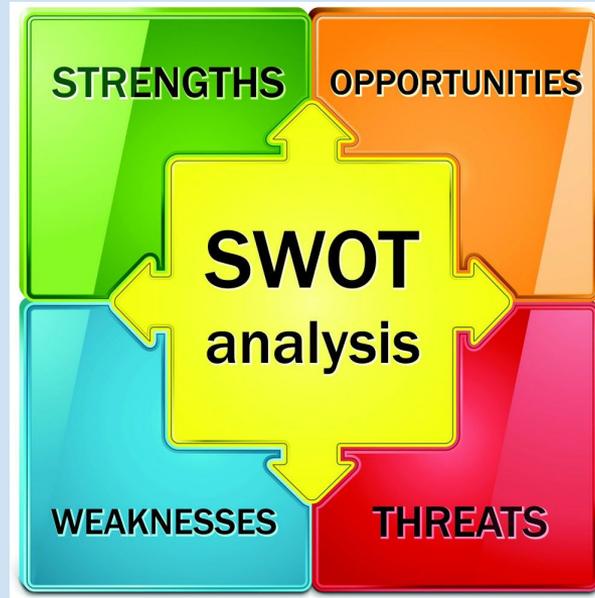


- **Strengths:**

Interactive on Social Media
(Facebook, Instagram, Twitter)
Affordability
long term back comfort/posture
capabilities

- **Weaknesses:**

Not very prevalent on Snapchat
Compatibility
Brand awareness
Lack of wireless peripherals



- **Opportunity:**

Place more products on college
campuses
Young adults are willing to try
different products

- **Threats:**

Lack of brand awareness
Other companies are very compatible
with smartphones. ie. Apple
Not being wireless

PROBLEMS & OPPORTUNITIES



PROBLEM

OPPORTUNITY

In college, we find that students seem to favor using Apple computers over HP computers, especially as students who study mass communication and design. We are not too savvy with PC computers.

Bringing in HP collaborative technology to be used on college campuses to get us familiar with technology we are most likely to be using in the work field.

HP doesn't interact heavily with consumers via current social media applications such as Snapchat.

Create a Snapchat filter and allow for consumers to post stories on HP's own story thread.



TARGET MARKET DESCRIPTION

Our target market is millennials who are about to graduate college, or recently graduated in the last couple of years. They are a tech-savvy, successful, city living single adult. The target market has a job where collaboration in the workplace is needed on a daily basis, whether it is at home, in the office or on the go.

TARGET MARKET PROFILE



Overall Target Market: *Millennials transitioning into the workforce*

Erin is a millennial who will be entering the workforce full-time in 1-2 years and just graduated from college. She is single and looking to live in the city in her own apartment. Erin's main goal is to get a job in the business world and succeed in the work force. Our target market is very familiar with technology and is able to learn new technologies quickly and efficiently for their career.



College graduate



1-2 years working



Single female



City living



Success



Tech - savvy

MARKETING & ADVERTISING / CREATIVE OBJECTIVES



Marketing Objectives:

Influence Millennials transitioning into the workforce as well as individuals currently established in the workforce to choose HP monitors for collaboration technology.

Advertising/Creative Objectives:

Awareness

Increase awareness through social media videos and snapchat filters. Our goal is to get a 10% increase in facebook followers, and an additional 5% in other social media outlets.

Comprehension

Create an “experience” that can be attributed to the user’s everyday life.

Attitude

Fun, Exciting, Easy to use

Image

Cooperation with friends and coworkers from at home, office, anywhere



MARKETING COMMUNICATION STRATEGY

Media vehicles will compliment one another by carrying the same message across all platforms. Users will create content using the #HPExperience hashtag - unifying all posts. The social media vehicles chosen will compliment one another because our target market is active across multiple platforms - not just one single medium.

Utilizing owned media allows HP to connect directly with their target audience. Communicating via social media such as Twitter and Facebook opens a dialogue between HP and their followers.

creative BRIEF



The Target Audience

Primary Audience: Millennials transitioning into the workforce.

Secondary Audience: Individuals who are established in their work field.

Communication objectives

Primary Objectives:

- Create an “experience” that can be attributed to the user’s everyday life
- Create a social media campaign that is interactive and innovative to millennials
- Discovering the price range that end users are willing to spend on HP Products

Secondary Objectives:

- Utilize SnapChat through digital advertising to tell the story of HP
- Analyze competitors’ strategies and tactics to gain insight of their consumers
- Engage with consumers more often

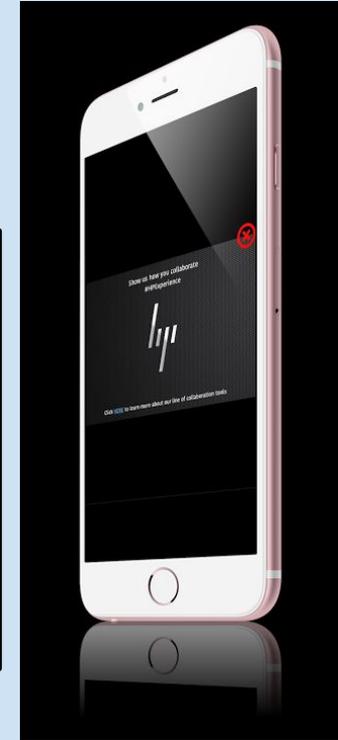
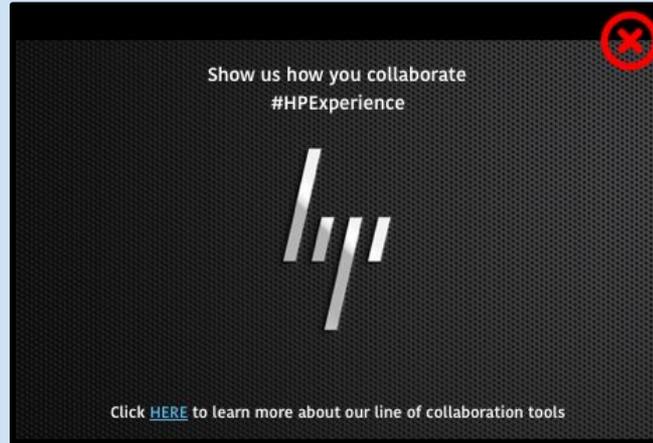
creative STRATEGY

With our video commercial, we want to show how easy and convenient it is to use HP Collaboration software. We want our target market to be aware that business technology can also be used for personal down time. As indicated in the video, HP Collaboration hardware allows you to take a Microsoft Skype for Business call with your co-workers to share your latest work. The message communicated to our target market is that the HP experience allows users to communicate and collaborate like no other technology. It brings users together wherever they may be working. Our method is effective because our target market uses these social media platforms, and HP does not have a large presence on SnapChat.

creative EXECUTION



DIGITAL ADS





SNAPCHAT FILTERS

PHONE



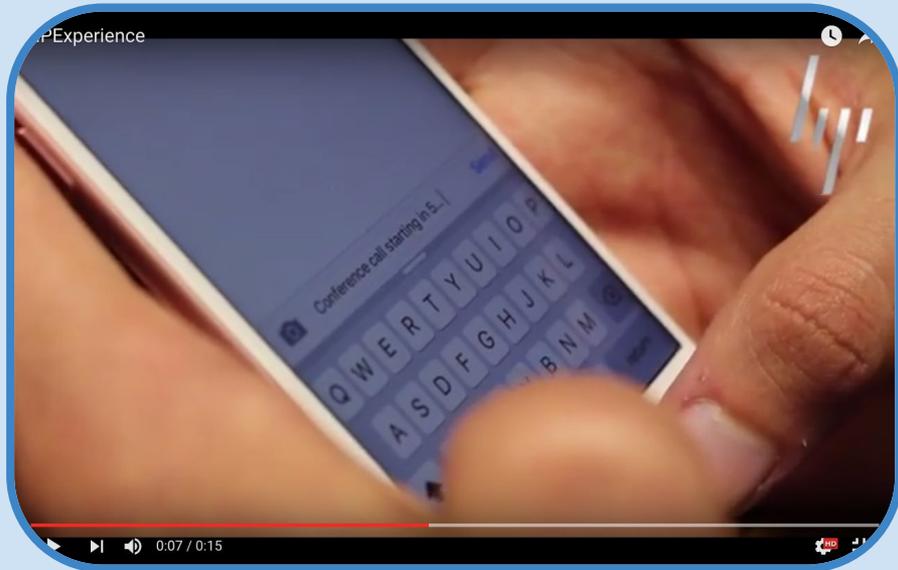
TABLET



SNAPCHAT GEOFILTER



SOCIAL MEDIA VIDEO



<https://youtu.be/g6JFhCdExWU>

creative RESEARCH



METHODOLOGY

In order to make sure that our creative concept and strategy are currently on the right track, we showed the video we made, along with the hashtag and snapchat filter and asked people what their initial thoughts were.

We predominately asked millennials, simply because this is what our target market entails. To obtain the best results, we consulted individuals through Twitter, Facebook, Instagram, as well as face-to-face interviews.

Each individual was shown the video followed by our hashtag, #HPExperience, and lastly the Snapchat filter. Respondents were then given the chance to tell us their thoughts on the possible campaign. We told the participants to be honest in their answers so that we could obtain the best results.

RESEARCH FEEDBACK



Video

“I can definitely see this hashtag being used on social media sites such as Twitter and Facebook. This could be a fun way for users to show how they are using their collaboration technology.” -- Yolanda Ulloa, age 21

“I love the background music and how short and sweet the video is. It gets right to the point quickly. Even though I don’t currently use HP collaboration technology, this video would get me interested into searching what exactly HP provides.” -- Jesus Rangel, age 20



Snapshot Filter & Hashtag

“Snapchat filters are really popular now and would be a great way for people to show how they are using their HP products. Only thing is the computer screen should fill the whole screen.” -- Samantha Filler, age 22

“This Snapchat filter would be awesome to use during events involving technology such as McCoy’s Business Week or if HP recruiters come on campus.” -- Lesley Jackson, age 20

CAMPAIGN CONCEPT



HP Experience

Positioning Statement - The HP Experience allows millennials to collaborate and experience working together like no one else.

Tone, Look & Feel - hip, trendy, user-generated, modern, involved experience, organic

MEDIA PLAN



Media Budget GRP Breakdown

Months	Reach	Frequency	GRP	% of Entire GRP	Budget Breakdown
January	0	0	0	0	\$0.00
February	0	0	0	0	\$0.00
March	65	7	455	12.6%	\$1,260.00
April	85	10	850	23.58%	\$2,358.00
May	85	10	850	23.58%	\$2,358.00
June	85	10	850	23.58%	\$2,358.00
July	0	0	0	0	\$0.00
August	50	4	200	5.55%	\$555.00
September	0	0	0	0	\$0.00
October	0	0	0	0	\$0.00
November	50	4	200	5.55%	\$555.00
December	50	4	200	5.55%	\$555.00
Total:			3605	99.99%	\$9999.00

Our campaign will utilize a flighting strategy during the course of its execution. The \$10,000 budget will be split between the active months with varying degrees of intensity. The campaign will begin in March and grow in reach and frequency throughout April, May and June. After breaking in July we will have a small burst in August to reach Summer graduates. Similar bursts will occur in November and December to attract Winter graduates.

QUANTITATIVE & QUALITATIVE DECISION CRITERIA



Cost-efficiency - Social media posts are owned media for HP. They can be used to reach an audience that already connects with the HP brand. Promoted posts on Facebook are inexpensive and easy to implement.

Ability - Implementation will be simple and immediate for HP's corporate owned social media accounts. The posts can be scheduled for maximum efficiency.

Alternatives - Social media posts can be reposted and shared by users to create a 'user-generated' trend for the campaign.

Creative Message Requirements - #HPExperience hashtag, HP Logo

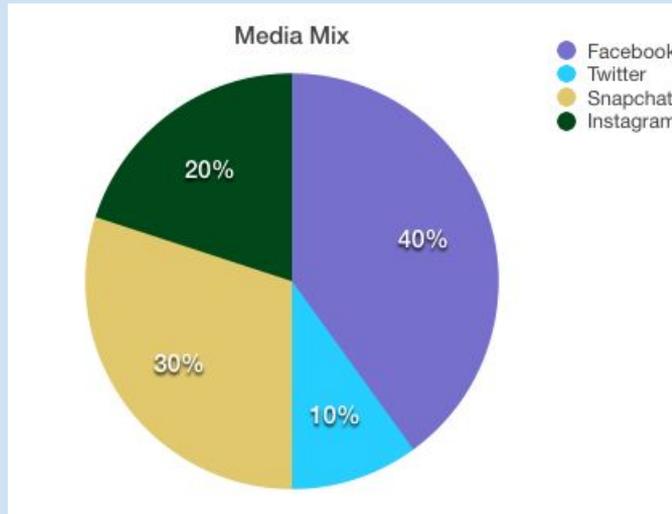
Media Effectiveness - HP's social media accounts are followed by hundreds of thousands of users that fit into our target demographic. This ensures the message will be put where our target audience is spending their time.



MEDIA MIX & TACTICS

SOCIAL MEDIA & USER GENERATED CONTENT

Facebook - 40%
Twitter - 10%
Instagram - 20%
Snapchat - 30%



Promoted Facebook Posts - Cost effective & reach large audience

Snapchat Geofilters - Free to implement and reaches target market

Twitter and Instagram - Owned media, scheduled posts, target audience following

MEDIA STRATEGY



Target Audience: Recent college graduates and college seniors that are looking to enter the workforce.
Secondary Audience: IT tech buyers and decision makers at companies hiring college grads.

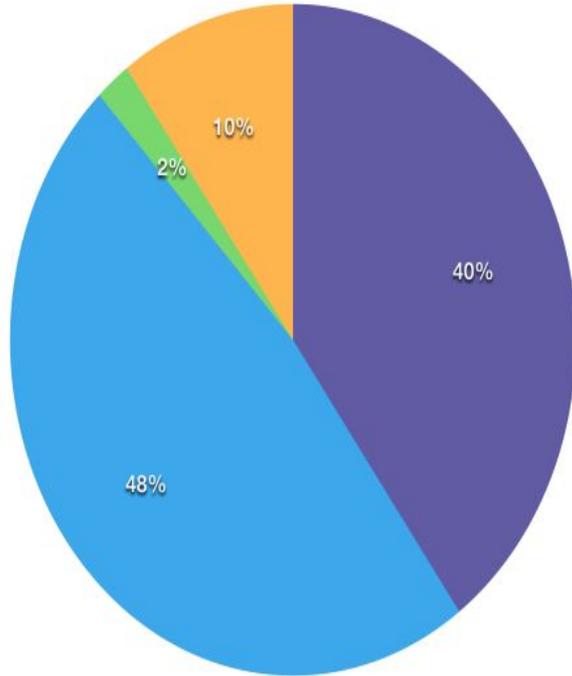
Media Mix: We have allocated \$10,000 to purchase promoted posts for our campaign on Facebook. In order to be as efficient as possible we will be mirroring all posts from Facebook to Instagram and Snapchat at no cost. Although we will be posting on other social media sites, in order to stay within our budget of \$25,000, Facebook will be the only social media platform where we will purchase promoted posts. We plan to utilize the already large following that HP has on Instagram and Facebook to reach our target audience.

Media Timing (Schedule): For our campaign we have decided on a flighting schedule in order to maximize efficiency with our budget. In order to hit our target market we will be posting heavily during the months of March, April, May and June. We are also scheduling posts with lighter intensity for the months of August, November and December to reach Summer and Fall graduates. As college students graduate, our message will encourage them to choose employers that use HP equipment. Our campaign will go dark during the months of January, February, July, September and October.



BUDGET

Budget Breakdown



- Media Buy
- Video & Production
- Snapchat Filter Production
- Emergency Funds

Media Budget

Media Buy	\$10,000.00
Video & Production	\$12,000.00
Snapchat Filter Production	\$500.00
Emergency Funds	\$2,500.00

HP Media Budget GRP Breakdown

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January	0	0	0	0	\$0.00
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June	85	10	850	23.58%	\$2,358.00
July	0	0	0	0	\$0.00
August	50	4	200	5.55%	\$555.00
September	0	0	0	0	\$0.00
October	0	0	0	0	\$0.00
November	50	4	200	5.55%	\$555.00
December	50	4	200	5.55%	\$555.00

CAMPAIGN EVALUATION



Our campaign is a **social media** campaign focusing on implementing the use of **HP Collaboration** technology in the office to **millennials** who are entering the workforce.

Our **goal** is to connect users to the **HP experience** and be comfortable using the technology in their everyday lives. We believe this campaign will succeed in pushing brand awareness and new technology usage.