

HP Ink Advantage

“Printing that Helps Your Child Shine”

BUSINESS CHALLENGES OGILVY

AWARD WINNER

ADVERTISER: Hewlett-Packard Co.

AGENCY: BBDO Singapore

MEDIA: Omnicom Media Group

RESEARCH: RS Consulting, Millward Brown, Millward Brown Firefly

BACKGROUND

In 2010 and 2011, Hewlett-Packard Co.'s (HP) Ink Advantage home printer sales in India remained sluggish, despite a campaign touting the printer's affordable ink supplies. When a competitive printing system launched at the start of 2012, sales fell. It did not help that the HP printer was priced higher than the competition—despite its lower cost of printing.

Starting in 2012, based on foundational insights and a rigorous communications research process, HP embarked on a multi-year campaign, changing the way it markets the printer in India—targeting *only* parents and showing how affordability and convenience of HP printing can help their children shine.

BUSINESS OBJECTIVES

The challenge was daunting. HP asked, “How are we going to get price-sensitive consumers to buy a printer more expensive than other brands, when they didn't even think they needed a printer?”

Specific business objectives were:

- achieve steady unit sales growth for the HP Ink Advantage printer line, and
- reverse inkjet printer category decline.

CAMPAIGN DESCRIPTION

“Printing that helps your child shine” is the core communications concept for the HP Ink Advantage printer in India, with high print quality and affordability of the ink supplies as key supporting pillars. Based on foundational insights, the marketing strategy was developed as follows:

- Narrow targeting: In a category where brands are afraid to miss out anyone with a printing need, HP targeted only parents with school-going children.
- Emotional hook first: In a category led by talk on features and price, HP

focused on helping parents feel good about giving their children the right tools to shine. HP positioned Ink Advantage printers as high-quality educational tools that help children create school assignments they can be proud of, thus increasing the chance of good grades. Education became HP's marketing umbrella, helping the company drive home-printing relevance and reducing any price-sensitivity toward competitively priced printers.

Different campaigns based on the core concept were delivered in 2012 and 2013, each based on a specific insight around children's education and the convenience of a home printer (See Appendix).

- 2012 “A+” Campaign: “Seeded” parents with the idea of how the HP printer can help their children shine, using the campaign mnemonic “A+.”

Although HP's 2012 campaign seeded parents with the idea of how the Ink Advantage printer can help their children “shine,” it did not create a sense of urgency. What was missing was the reason why print shops and workplace printers were poor alternatives to the HP home printer.

- 2013 “Last Minute” Campaign: Building on the “A+” theme established in 2012, HP fine-tuned its campaign to include a “last-minute” usage occasion, a compelling customer insight of having a printer in the home.

CAMPAIGN DEVELOPMENT

The Ink Advantage campaign was developed on the basis of foundational research and a rigorous communications development process. Campaign in-market tracking and business results were used as measures to evaluate the success of the campaign.

Foundational Insights

HP brand stood for superior quality and reliability. On the basis of its brand tracking,¹ HP knew that the brand stood for superior quality and reliability. Equally, HP was regarded as the most trusted brand in the category. Hence, instead of just evoking HP's quality and reliability (as done in the past and as already acknowledged by consumers), the Ink Advantage program had to find an even more compelling reason for HP printer purchase other than quality and reliability.

Low Household Printer Penetration

HP Research² pointed to very low PC-printer connect rate. Among households that owned a PC, only 18 percent owned a printer. With low printer penetration, HP realized that the opportunity for HP was in growing the home-printer market segment and also targeting first-time buyers.

Despite low perceived need to print, printing still was going on outside the home. Education-related prints, including children's school work, were among the top printed materials. To understand low printer relevance, printing behavior, and purchase motivations in India, HP embarked on a print relevance in-home qualitative study,³ followed by a print relevance quantitative study.⁴

Insights on Low Printer Relevance in India

Although India's fast-growing middle-class population saw their television, mobile phone, and computer as prized

possessions, they felt there was "no need" to buy a printer.

Yet these individuals still were printing outside the home, usually at the office, print shops, and cyber cafés. Education materials, including children's school work, were the top printed items:

A 40-year-old mother, with a 12-year-old daughter in the seventh grade, visits the cyber café three to four times per week to print documents for her daughter from the Internet, as well as some documents for herself. If it were not for her daughter's printing, she would not visit the print café as often.

Ethnographic Print Relevance Research.

When first-time buyers bought a printer, the triggers were increased printing needs and the convenience of having a printer at home (the need to print at any time and the inconvenience of having to go outside to print). Hence, the print-relevance research delivered the critical insights to define the campaign strategy—to focus on parents with school-going children and education as the marketing umbrella.

COMMUNICATIONS DEVELOPMENT

The researchers now were ready to develop and refine their creative territories. From 2011 onward, HP conducted a huge amount of concept and creative exploratory research to guide the communications and creative development process.⁵

- Exploratory research: Focusing on "Understanding Education in India" helped HP unveil need states of parents and children. Although children's needs focused on the aesthetic value of projects and assignments, parents had a need for

role fulfillment ("I am a good parent") and image protection ("My child is on the right path of success"). Additionally, both groups sought recognition through tangible rewards. "Helping your child" with the end-reward of A+ addressed all these needs.

- Moment of truth: When fine-tuning the campaign for 2013, HP recalled the moment of truth when parents told of late-night printing needs by their children and the inconvenience of going to print shops:

"This really happens, this is what I go through."

"This is what you tell your children, do not stay up late to do homework, but...!"

Creative Exploratory Research

HP further validated this insight in creative exploratory research. Indeed, "last-minute" printing needs struck the right chord with parents. The strong payoff of child's A+ performance also resonated, making HP printers very relevant in everyday life.

As the last step in communications development, the television and print creative assets were copy-tested to ensure the advertisements met HP's standards on breakthrough and persuasion.⁶

CAMPAIGN EFFECTIVENESS

The campaign exceeded business goals:

- It achieved unit sales growth during campaign period from Q2FY12 to Q4FY12 compared to the same period the year before (15 percent above target).⁷

¹ Brand Tracking, research agency Millward Brown (ongoing research).

² HP Research Market Share Tracking, research agency RS Consulting (ongoing research).

³ Print Relevance In-Home Qualitative Study (India, China, Brazil), research agency RS Consulting, October 2010.

⁴ Print Relevance Quantitative Research (India, China, Brazil), research agency RS Consulting, December 2010.

⁵ Concept and Creative Exploratory Research—multiple (India), all by research agency Firefly Millward Brown India, 2012–2013.

⁶ Copy Test (Quantitative) Research, research agency Millward Brown.

⁷ HP fiscal year starts 01 November.

- It reversed inkjet printer category decline and grew the inkjet printer category between 2H12 and 2H13 (2 percent above target).

Measured via *brand tracking*, since the onset of the campaign, HP inkjet printers also revealed significant gains in awareness and brand consideration (See Figure 1).

Launch results from the 2013 Last Minute, 360 touch-point campaign exceeded expectations (June 2013 launch metrics):

- Calls/SMS (text messages) at a call center recorded 20,471 calls in 45 days (the best response compared to the last four quarters);
- 104,000 new fans joined India HP Facebook;

- 7.7 million campaign digital video “completes” occurred on YouTube during first week of campaign;
- 69,542 Pogo activation SMS (branded content, children’s channel) were registered in 25 days; and
- 8,000-plus store demos took place in 13 stores in 20 days.

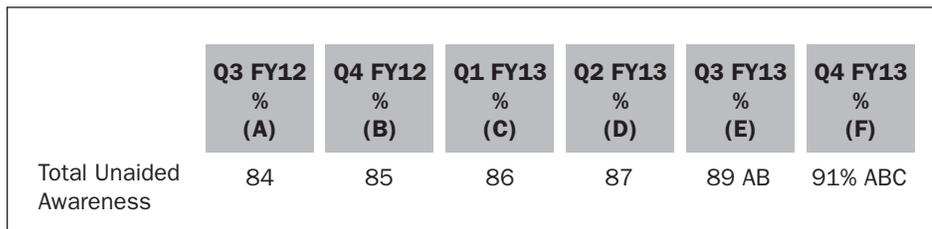


Figure 1 Brand Tracking Shows Statistically Significant Improvement in Total Unaided Awareness

CONCLUSION

The India Ink Advantage “Printing that Helps Your Child Shine” campaign was founded on customer insights about a printer that can “help a child shine” and the convenience of having a printer at home. Through a rigorous communications research process, HP developed and refined a multi-year advertising campaign and reached its business goals.

APPENDIX

Campaign Details 2012

Campaign period:	February to December 2012	
Media Mix (approx.):	TV (advertising): 67% Newspapers: 16% TV (content partnership): 6%	Online including social and search: 6% Radio: 4% Out-of-home: 1%
Creative Idea:	A+: Designed to associate the product with the top grade that parents aspire for their kids, and to represent the product’s “advantage” in quality, reliability, and long-term affordability.	
Campaign Executions:	<p>Advertising <i>Creating product awareness among parents</i> To counter the higher price of the printer versus other brands, HP highlighted “HP-quality printing,” the low cartridge price, and high page yield—all wrapped under the emotional idea of “helping your child shine.” This was delivered via TV, print, online, and outdoor.</p> <p>Branded entertainment/content and school activation <i>Driving brand/product engagement among children</i> The marketers worked with the children’s TV channel, Pogo, to develop “HP PrintArt”—a series of branded TV content and a school outreach program fronted by “Rob” (Harun Robert), anchor of India’s immensely popular do-it-yourself show for kids called <i>M.A.D. (Music. Art. Dance.)</i>. Children from 200 schools in eight cities were activated to transform ordinary white boxes into works of art using their imagination and the HP Ink Advantage printer, plus some tips from Rob on TV. They were inspired to print, cut, glue, and paint their way to a chance to attend Rob’s workshop, where they could learn more fun-learning projects using the HP Ink Advantage printer.</p>	

(continued)

Campaign Details 2013

Campaign Period:	June 2013 to April 2014	
Media Mix (approx.):	TV (advertising): 54% Newspapers: 31% TV (content partnership): 6%	Online including social and search: 7% Radio: 3%
Creative Idea:	Last Minute: led consumers to the same takeaway via a story of “convenience” set amid a printing-related moment of truth.	
Campaign Executions:	<p>Advertising <i>Creating product awareness among parents</i> On TV, HP dramatized the advantage of having a printer at home when a child has last-minute, late-night printing needs for school. In such instances, when the print shops and parents’ offices are closed, the HP printer with high-quality and affordable printing becomes his/her advantage to shine.</p> <p>Branded entertainment/content and school activation <i>Driving brand/product engagement among children</i> The researchers continued the “HP PrintArt” collaboration with Pogo Channel by engaging Rob, to guide children in creating two different projects. These were cut into additional TV creative/ad spots which then encouraged children to take part in a contest to win spots at an exclusive workshop conducted by Rob himself. The contest garnered 69,542 SMS in 25 days.</p>	