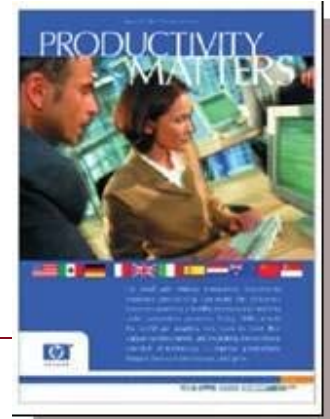


Objectives

- Increase consideration and preference for HP Personal Systems Group products
- Communicate case studies and product proof points geared to the four main concerns of SMBs: Reliability, Mobility, Service, Support
- Execute a globally integrated campaign (through Ziff Davis Media partnership with VNU)
- Leverage Intel Inside funding
- Market to 11 countries



Components

- 8-page Custom Supplements with Advertising in *eWEEK* and *PC Mag* (US) plus 14 international publications (through VNU)
- HP Resource Center and Microsites
- Database Marketing

Results

- Reach: Over 4 million IT decision-makers worldwide
- Number of languages: 11
- Frequency: Four waves (1 per month)
- Advertising impressions: 15 million
- Microsite Visitors: 324,000
- Sweepstakes Registrations: 14,000
- Opt-in Registrations: 2,000
- Program Effectiveness Study
 - HP learned how their audience felt about the quality of the content and its impact on their future purchasing decisions
 - 4000+ total respondents across 11 countries
 - 53% of respondents were more likely to consider HP solutions as a result of the campaign
- Custom Supplement Study
 - *PC Magazine* and *eWEEK* supplement studies demonstrated high recall, readership, and credibility scores

