

# EFFIE AWARDS BRIEF OF EFFECTIVENESS



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AWARDS



## HP: Picture Frames

**Brand Name:** HP  
**Product Type or Description:** Photo Printers  
**Category for this Entry:** Computer Hardware  
**Campaign Title:** "Picture Frames"  
**Agency:** Goodby, Silverstein & Partners  
**Media Agency:** Zenith Optimedia  
**Client:** Hewlett-Packard

### Marketing Challenge

By 2003, people across the US were buying digital cameras and the home printing market was suddenly holding "photo printing" up as the gold standard... The "early adopter" digital era had become mass market and the world of printing had changed as well. Analysts are already predicting that every household will have at least one digital camera by the end of 2006. (Source: Mintel 2005)

HP, unfortunately, was not in the best position for this new era. HP is a "printing" company, but has no credible heritage in photography — in fact, HP was best known for B&W document printing. In 2003, despite having a number of products that could print color photos, HP was still not seen to be in the "digital photography" club. Meanwhile, the competition was stealing a march... The key competitor, Epson, had been pursuing a market positioning of "Color" for over five years, so was better positioned for "photo printing." Canon was in prime position as the photography! camera company. And, finally, Kodak was entering the fray with photo printers that traded off a lifetime heritage of "photo developing."

As a result, HP'S market share was eroding quickly. Sales were not even growing at the same pace as the overall Photo-Printer market and consumer printer sales were all shifting into this new sector, out of standard printers. HP products were ready, but perceptions were lukewarm when you put them up against the competition. The "printing" giant, HP, was suddenly in danger of being sidelined as the market shifted to a new gold standard...

### Campaign Objectives

- a. Safeguard HP market share in a rapidly expanding market
  - Key target 1: Equal average market growth (Source: IDC)
  - Key target 2: Maintain HP market share growth of 20% (Source: IDC)
- b. Make HP a more credible & well-known "digital photography" brand against Millward Brown tracking measures and HP benchmarks.
  - Key target 3: Grow awareness by at least 10% and all Photo measures by at least 20%  
(Source: Millward Brown)

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## Target Audience

The added challenge was the diversity of our target audience...

We needed to appeal to the trendsetters who'd led the digital photography revolution AND the mass market who were now following rapidly in their footsteps. Anyone who made the shift from film to digital was in our sights and that included recent retirees who were embarking on grand travel plans through to their own grandchildren who were making photo collages that looked more like art installations. We wanted the home printing revolution to be led by HP but these people didn't yet see HP as a part of it.

## Creative Strategy

We loaned printers to consumers and interviewed them in groups afterwards. The one consistent truism for this diverse audience was that digital photography makes you a more adventurous photographer, particularly when you're printing out the results yourself.

(Source: Agency & Client Qualitative Research, 2003/2004)

With digital, you can shoot reams of photos, play with the results, and share like never before. We wanted to show this new age of HP creativity to people in a very approachable, fun manner. And, make it feel simple enough that anyone could join in. We needed to demonstrate that HP understood the world of digital photography and had the printing savvy to bring everyone's creativity to life...

The message was: "Simply Fun With Pictures."

The idea focused on photo quality picture output rather than the photography process everyone had in mind. We wanted to celebrate the end result. And, rather than join the melee of brands who advertised in print media, HP would use TV advertising to give people a genuine sense of "fun with pictures." The creative device was an iconic picture frame - "freeze-framing" the pictures inside it. Most famously with a man sitting at a desk dropping pictures in and out of the frame around his head...

## Media Strategy

The real shift for HP was in up-weighting the media spend to include TV.

The accepted belief in technology is that you drive sales through "direct response" advertising, using print as the main vehicle to prompt calls/clicks/visits to a purchase point. Needless to say, this print is also weighted towards very rational factors, often highlighting features/specifications against the low price of a machine. By using TV, HP was able to have a far more dramatic and emotive presence in a cluttered market. Thus bringing to life the notion of "Fun with pictures."

Few other factors changed dramatically: Competitors continued to spend aggressively, including TV; and HP still ran print advertising that focused on individual printing products/price.

## Media

- Television
- Newspaper
- Consumer Magazine
- Out-of-Home
- Interactive/Online
- Other

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**Other Supporting Communication Programs:**

In common with all players in the IT market, HP ran product advertising for photo printers in addition to the TV campaign.

This form of advertising runs predominantly in newsprint and spend levels were entirely consistent with previous years.

**Total Media Expenditure**

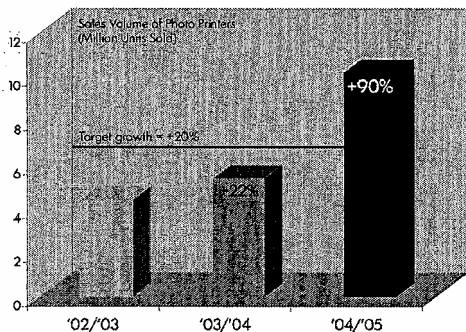
- \$20 million and over

Compared to the competition, this budget is *about the same*.

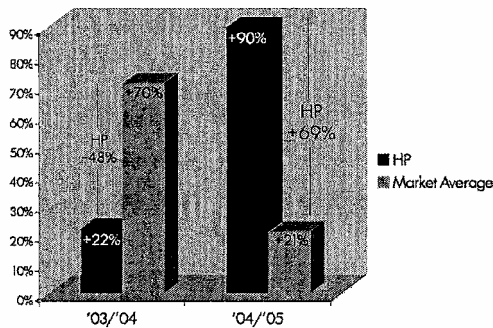
Compared to the prior year budget, this budget is *more*.

**Evidence of Results**

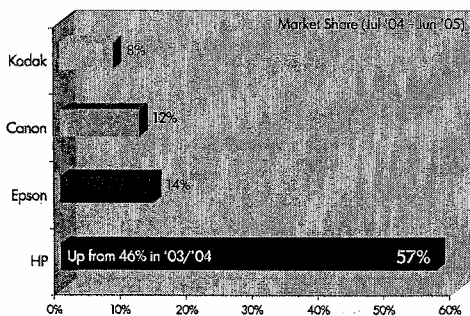
- Objective: "Safeguard HP market share in a rapidly expanding market"
  - Market share grew 70% over target
  - HP beat market growth by 69%
  - HP market share in the past year has grown from 46% in 03/04 to 57% in the year 04/05



Source: IDC Tracker



Source: IDC Tracker



IDC US Quarterly Photo Hardcopy Peripherals Tracker

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b. HP brand measures on “digital photography” have beaten targets by up to 4.5 times...

- 2.5× Target: +50% Helps you express yourself & your creativity
- 3× Target: +27% Total unaided awareness of HP for photo printing
- 4× Target: +81% Offers innovative technology in Digital Photography products
- 4.5× Target: +90% Enables you to do more with photos

Source:  
Millward Brown  
HP Tracking Study:  
May-July '05  
vs. May-July '03

c. Finally, some tracking figures that link to the TV spots directly to these results...

- i. 8 out of 10 people recalled seeing the “Picture Frames” campaign on TV  
(Note: This is in the top 5% of any ad ever tested by Millward Brown)
- ii. Stand out was 32% higher than the norm for non-packaged goods
- iii. Half the audience claimed it “Made me want to look into the brand”

Source:  
Millward Brown HP  
Tracking Study:  
May-July '05

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