Solutions Digitas launched a highly personalised and innovative campaign to promote HP's digital printing business in India. Called the Butterfly campaign, it showcased the importance of colour and the impact of personalisation. The objective was to generate leads for its print services providers and, in turn, push the sales of HP print hardware.

Campaign Title: Graphic Arts
Client: HP

Campaign Background:

HP’s exciting range of Indigo and Scitex printers were a great opportunity for the company to promote digital printing in India. It was important for HP to generate a steady stream of printing business for its Print Service Providers (PSPs) who offer this service to customers.

HP promised its PSPs an incremental revenue model. The company wanted to promote digital printing and generate leads for the PSPs. In turn, HP would be ensured of a steady demand for print consumables and printers from the PSPs.
The objective was to generate leads for PSPs and hence push the sales of HP print hardware.

Strategy:

We devised a strategy whereby the enterprise audience could experience the amazing new capabilities of HP Digital printing and the wonders it could do to their business. We rolled out the campaign through personalized direct mailers, followed by e-mailers and other media to

generate brand awareness and trials across India.

Campaign Concept

Butterfly, the most colorful creature on earth, was used as a mnemonic in a stunningly beautiful customised communication. A personalised butterfly invite (personalised on every page) was sent to the TA inviting them to an exclusive event that showcased/demonstrated the versatility of Indigo and Scitex.

Campaign Execution:

Enterprise customers, designers and advertising agencies were contacted through personalized direct mailers and e-mails that were relevant to each industry/vertical/function.High potential contacts were invited for exclusive events to experience the service portfolio. It was followed by one-on-one meetings and confirmed orders were passed on to the PSPs.

Results:

Indigo: 37 new accounts, first orders closed worth USD 41,000 (conversion rateScitex: 55 new accounts, potential worth USD 17.85 million