

HP & HEARST UNITE



With Christmas right around the corner, HP and Hearst Magazines announced a publishing endeavor in tailored marketing content in magazines. What a great Christmas present to add to our marketing population. With Strategic leading the campaign, Content Imaging Inc. developed, exclusively for Hearst as part of the November issue of *Popular Mechanics*, a high-volume advertising drive using HP digital production technology. When promoting a new campaign, you need to label all you have to offer. The 2011 Campaign included several components, according to Portada: Personalized Commencements-These were published using HP digital presses and they advertised HP inkjet printers for consumers. The features of the product include name and address data imaging with full color and pictures of landmarks from regions across the country. Those landmarks include the Golden Gate Bridge in San Francisco and a brownstone from New York City. Sixteen-page customized inserts for regions across the country. The sixteen-page insert provided paramount information about HP technology, the product origination, and gave customers facts about how to buy products from HP close to their homes. Another feature is that of the text link and QR codes provided by HP. The text link and QR codes were published in the advertising pieces in an effort to send readers to a sweepstakes that took place online. This gave way to build the population of consumers by promoting someone else as they promote us. Personalization and localization-The custom-made content was produced on HP Inkjet Web Presses, which combines a one on one personal modification with meticulous content and online information. "HP's technology allows us to offer another level of personal engagement, and we're thrilled with the results we've seen from this first phase of the partnership," stated Michael Clinton, president, Marketing, and director, Publishing, Hearst Magazines. "It places a new premium on the value of print advertising." The promotion depicted strong reader interest by delivering appropriate content to specific users producing more than fifteen thousand sweepstakes site visits and more than ten thousand unique sweepstakes entries within the first twenty eight days of the promotion. That level of response to magazine advertising far surpassed the typical one or two percent rate, for snail mail, by three percent of the total receiver base. Eighty six percent of visitors alone entered additional information and completed an entry making this campaign the leading in one of the most exceptional conversion rates for any sweepstake entry in the past. "Unlike more generic campaigns, this type of personalized advertising delivers specific metrics, so companies know what return they're receiving on their campaign spend," stated Vyomesh Joshi, executive vice president, Imaging and Printing Group, HP. This new campaign gives companies the advantage on their advertising needs by providing personal advertising to get your company out there.

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