

**Best Email Opt-in Campaign**  
**Silver B2B (tie)**  
**Hewlett-Packard – HP Technology at Work Product Specific Editions**

Brand/Client Side Team:  
Cathy Howard, Krisha Andrew

Vendors/Agencies:  
Pepper Global, Acxiom Digital

**MarketingSherpa Summary – Why They Won:**

This campaign impressed us because it's a text book case on how to use dynamic copy to benefit your customers and prospects. And if you want further proof that targeted emails work, HP Technology's open and click-through rates enjoyed triple digit percent increases when compared to non-dynamic emails.

**From Their Nomination Form:**

The strategy for the Product Specific Editions was not to differentiate itself from the e-newsletter but to enhance one's experience. We implemented an intricate editorial and delivery system in order to create a Seamless transition from edition to edition. The Product Specific editions include content that is relevant to one specific product (i.e. HP Color LaserJet CP3505 Series) not an entire series.

Editorially, product specific content is based on a staggered life cycle approach. Content (both spotlight and sales force) is delivered on 3-4 month intervals, broken down into a specific messaging model. Content delivered throughout the product's ~2 year life cycle. Customers can receive up-to seven editions for one product starting with "get to know your product info" through to "up- & cross-sell information."

**Contact Us** | **Customize your solution** | **Join in your products**

Take control of your HP LaserJet printers with these automated repair ideas. Learn about all aspects of your HP printer, from configuration to the control panel, so there's only a few steps to repair and restore values.

- ▶ Troubleshoot your HP printer
- ▶ Download the latest drivers and firmware
- ▶ Download online help and training
- ▶ Contact your printer help at HP Care Pack

**Print at 600 dpi, with your business in mind**  
 HP expands their Print of Color product line with the introduction of the small, powerful and reliable HP ePrint. Learn how we designed this system working for small-to-medium sized businesses.

**Your articles**

- ▶ **The future of video conferencing**  
 As the need for better digital communications becomes more evident, advances in video conferencing make it a strong option for business. Find out how new technology will revolutionize the way we communicate.
- ▶ **Customer's looking about the HP ePrint solution**  
 The new ePrint enabled PCs from HP integrate high-performance graphics with cutting-edge technology and the strongest levels of security to give enterprise customers peace of mind about.
- ▶ **Check Your Server's High Performance, It's Not Just HP**  
 HP integrated Core Server offers efficient support of Windows and Linux virtual machines with the HP ProLiant Virtual Connect to avoid and simplify server deployments.
- ▶ **System confidence - get it with HP ProLiant**  
 Improve the efficiency of your infrastructure, get valuable insight and control over your systems and the power to speed the implementation of new technology with ProLiant HP ProLiant Servers.
- ▶ **The most boring IT news explained**  
 Don't know your AIGP from your IETF? Keeping our portfolio there's a guide for cutting through the technical jargon - some of the most confusing IT terms and jargon demystified.
- ▶ **Buy's the best for about computing**  
 Despite a rocky economic climate, businesses have not spent less on what is "cloud computing". But, what kind of clouds to use and what that topic is and what benefits it could offer to you.
- ▶ **Maximize your cost effective IT support**  
 As part five of our Researching Today's most important aspects of your IT support. Be lead to the environment and your budget.

**Your upcoming events**

- ▶ **Las Vegas, NV American Center**  
 Sign up for classes now! Register now for classes that cover topics like Excel, ASP, and Visual Basic and more. Classes are now always on and have no end dates.
- ▶ **Microsoft Midsize COO Summit Fall 2008**  
 Microsoft Conference Center, Oct 13 - Oct 16, 2008, Redmond, WA  
 For the sixth consecutive Microsoft Midsize COO Summit, HP will be the exclusive sponsor. We will have an on-site booth where we will discuss all the solutions using HP products.
- ▶ **Seminole Energy Forum 2008**  
 HP Market Center Lakes, Oct 18 - Oct 19, 2008, Orlando, FL  
 HP Market Center will have four to get more out of your Active and Microsoft investments and gain more insight into the value of combining better delivery, best practices and additional technologies to transform the way you support your business.
- ▶ **The Texas Conference For Women**  
 George R. Brown Convention Center, October 19th, 2008, Houston, TX  
 The one-day, non-partisan Texas Conference for Women will feature inspiring keynote speakers and more than 70 experts in business, health, personal development, media, the environment and female leading executives and entrepreneurs on the topics that matter most to women.

**Global of the month: India, China, and others**  
 HP and design partners have been working to add more content to your digital experience with a host of emerging markets, or digital cloud network. [Download more content](#)

**Your Products**

This newsletter provides custom usage tips & software updates, and support links for your specific products and operating systems.

**HP LaserJet P2015 Printer series**

**Table 3: The art of four**  
 Use these four color HP LaserJet P2015 printer series to create vibrant, high-quality prints. [View more details](#)

**HP Destinations**

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Get the latest news and information on HP products and services.



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**Make high-impact marketing materials in hours**

Don't spend a fortune getting your marketing messages printed at an expensive shop. Doing professional-quality materials in-house with HP's new printers, specialty supplies and finishing equipment.

- **Do Sheetlets**
  - HP Ink, color and paper
  - Do it Yourself Color partnership
  - HP Color LaserJet C2500N, C2500, C2500F, C2500FN
  - HP Color LaserJet C2500N, C2500FN, C2500F

**Print at home, with your business in mind**

HP expands their Print of Sales product line with the introduction of the smart, powerful and reliable HP i3000. Learn how we designed this system specifically for small-to-midsize retail businesses.



- Your articles**
- Articles in this conference make it a strong option for business. Find out how new technology will revolutionize the way we communicate.
- **Customer's talking about the HP e1780 desktop**  
The new e1780 desktop PC from HP integrates high-performance graphics with cutting-edge technology and the strongest levels of security to give enterprise customers plenty to talk about.
  - **China's new high performance workstations**  
HP integrated China's best silicon silicon support of Windows and Linux virtual machines with the HP Design Jet 9000 to speed and simplify virtual deployment.
  - **Secure confidence... get it with HP ProLiant**  
Increase the efficiency of your infrastructure, gain valuable insight and control over your systems and the power to speed the implementation of new technology with trusted HP ProLiant servers.
  - **Threats hitting IT teams explained**  
Don't leave your ASP, your VDI, floppy drive (perhaps)? Here's a guide to getting through the latest threats - some of the most confusing IT terms and jargon defined.
  - **Set the lead for cloud computing**  
Despite a rocky economic climate, businesses have not ceased their activities to "cloud computing". The year head in the clouds is not what the hot topic is and what benefits it could see on you.
  - **Recovering - easy and efficient IT solution**  
In part three of our Recoverable Thinking series, discover how HP's cloud and recycling programs help you responsibly dispose of your old equipment, do good for the environment and your budget!

- Your upcoming events**
- **Free online classes HP Learning Center**  
Sign up for classes that cover topics like Email, ASP, etc., for education and more. Classes are free always on and free to view again.
  - **Microsoft Mobile C22 Business Fall 2008**  
Microsoft Conference Center, Oct 12 - Oct 15, 2008, Redwood, CA  
For the sixth consecutive Microsoft Mobile C22 event, HP will be the exclusive sponsor. We will have a mobile booth where we will discuss our solutions using HP products.
  - **Supplier Manager Fall 2008**  
JPMorgan Chase Bank, Oct 14, Oct 15, 2008, Orlando, FL  
As Manager your HR, learn how to get more out of your HR and to make the most of it and gain more insight into the value of continuing service delivery best practices and automation technologies to transform the way you support your business.
  - **The Travel Conference for Women**  
Georgia H. Brown Convention Center, October 16th, 2008, Houston, TX  
The one-day, non-partisan Travel Conference for Women, will feature keynote speakers and more than 75 experts in business, health, personal development, media, the environment and beyond, leading seminars and workshops on the issues that matter most to women.

**Content of the month: Tech skills to improve HP and desktop printer**

HP and desktop printer have been updated up to add new color pages to your digital experience with a full-bleed resolution, a digital checkbook, technical, user, book.



**Your Products**

The website provides custom usage tips & feature updates, and support where for your specific products and spending systems.

**HP Learn to Print** [View now](#)

**Table 5: The art of war**

How does the most famous HP printer work? See the secondary and finally the specific details.



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**HP Color LaserJet C2500N**



**HP Color LaserJet C2500FN**



**HP Color LaserJet C2500F**



**HP Color LaserJet C2500**



**HP Color LaserJet C2500N**



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