



The Human Advantage: HP Campaign Shows Humanity in Technology

By [Nancy Pekala](#)

Amidst today's competitive, dog-eat-dog B2B technology environment where it's all about bits and bytes, systems and platforms and market share, the human element of the business too often gets lost.

Hewlett-Packard aimed to remind businesses that behind all the technology are humans who make all the difference. HP's Technology Services division launched a brand campaign called ["Where's the Humanity in your Technology."](#) which earned the ITSMA Diamond Award for marketing excellence in the "Marketing and Social Media" category.

The campaign was designed to improve the perceived value of the "human" element that differentiates HP's technology services division from its competitors. [Young America](#), an incentive marketing firm, helped HP to create a sweepstakes that would drive traffic to a website that invited customers to view videos of technology service experts and vote for those who could best address their most challenging IT issues.



The program was developed, in part, as a result of business challenges HP was facing as a result of the world economic slowdown. Despite having a good reputation, the HP Technology Services faced increased pressure not only from its traditional competitors in the support services business, but increasingly from Third Party Maintainers (TPMs) and "No Support" approaches. The IT cost agenda was causing a full service approach to be challenged. Perceived value was being questioned versus lower cost alternatives. The market was moving away from vendor provided support and towards lower cost alternatives or no support at all.

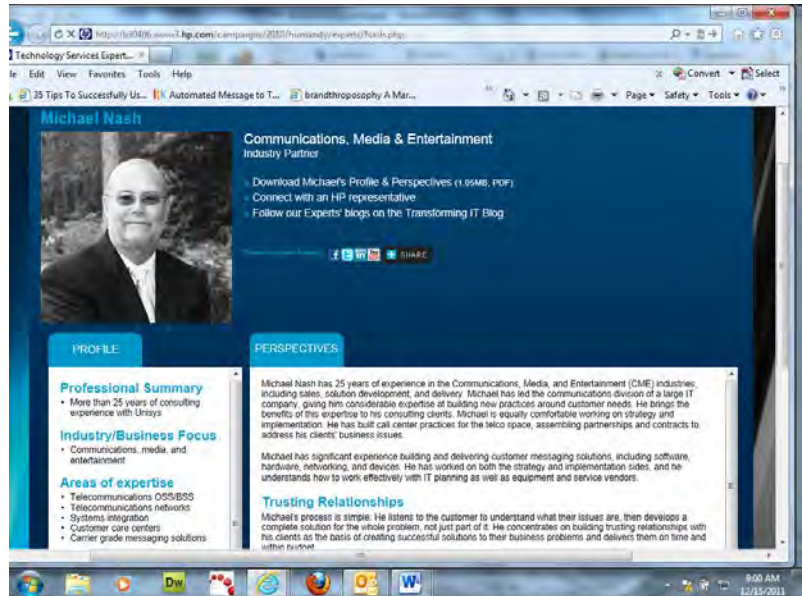
As a result, the services business aimed to grow its support services business faster than the projected rate of 3% CAGR over the next five years. It sought to drive stronger workforce engagement and increase the awareness of its end-to-end services portfolio.

The winning marketing campaign was designed so HP's clients "could get up close and personal with Technology Services experts to share ideas in a real dialogue." It included a sweepstakes to build broad awareness around the people behind HP's technology and an IT – related quiz on its Enterprise Business Facebook page to build a strong follower base.

To help create buzz for the campaign, HP used blogs, tweets, a press advisory, social media advisory, LinkedIn banner ads, search engine marketing, and online advertising. The company also sponsored a blogger recruitment campaign, supported by training, content development, editorial calendars and tweet sheets---all enhanced by key promotions in all channels.

Moreover, in the spirit of humanity, HP's Technology Services division matched each vote with a \$10 contribution to CARE, a nonprofit organization focused on fighting global poverty. A *USA Today* article drove traffic to the sweepstakes, helping HP to reach its goal of \$100,000 in contributions to CARE in just nine days.

In its marketing campaign, HP encourages its target audience to "Connect with HP for Technology with a human touch." Messaging for the campaign included: "Technology is wonderful, but it doesn't know a thing about your business. For that you need a person. Someone who's there to listen and translate your needs into better outcomes. We're the experts of HP, and that's why we're here."



On its Meet the Experts website, HP encourages visitors to learn more about their representatives. Each technology expert has his/her own profile page on the site that includes their professional summary, industry or business focus, areas of expertise, career highlights, and overall approach and perspective about technology and serving B2B customers. Visitors can download experts' profiles, connect with them via a variety of channels and follow their blogs. Experts were selected based on an internal Wall of Humanity engagement program where employees were nominated by their managers to recognize and showcase top talent.

The business results of the campaign included a Share of Voice (SOV) increase of 146% quarter over quarter; 4.5+ million impressions from LinkedIn ads, 10,000 tab views of HP's Facebook quiz and an increase in Facebook fans by 149%. In addition, YouTube videos doubled quarter over quarter, and 60,000+ visited HP's Meet the Experts site.

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