

HP teams up with singer Plan B to promote Beats Audio technology

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Background

HP set up a partnership with singing sensation Plan B to promote the Beats Audio technology incorporated into HP laptops (in particular, the HP Premium model). In a video, the singer explains how he wrote one of his hits with help from his band. Co-funded by Intel, the initial campaign ran extensively across YouTube. A similar collaboration with Microsoft demanded a different approach to set it apart from the original version.

Strategy

M2M, HP's media planning agency, chose to work with SAY Media to carry out a targeted campaign across relevant sites within SAY's premium network. HP was particularly attracted to the quality of SAY's creative execution, the scale of its network and the fact that it could select a top tier custom site list for the campaign.

With the focus on Beats Audio, the campaign was designed to engage a music and entertainment audience. The aim was to generate views of the Plan B video and other featured artists and encourage 'Likes' on the HP Facebook Artist Lounge page, thereby generating awareness of the HP Premium laptop incorporating Beats Audio technology.

Implementation

HP decided to run the campaign across SAY's music and entertainment network of premium sites, using SAY's next generation AdFrames 3 (AF3) display unit incorporating a full browser takeover. Rolling over the AF3 unit that contained an image of the laptop

and a teaser of the Plan B video, a full-page window opened that literally ‘took over’ the screen immersing the viewer in the HP environment. To ensure the best user experience, it was also clear that the viewer could return to the original page, quickly and easily. HP was the first brand to use the increased functionality of AF3 in the UK.

The full-page window presented the viewer with a 360-degree image of the HP Premium laptop alongside the Plan B video. There were also a number of other music and entertainment videos to choose from, which had been created for an earlier campaign in conjunction with The Guardian. This provided more choice for the viewer, while taking advantage of great assets that HP had already created. There was also a clearly signposted link to HP’s Artists’ Lounge page on Facebook.

Results

The campaign achieved a strong click through rate to HP’s Artists’ Lounge of over 2%, but the really impressive outcome was the level of engagement with the audience. Against an overall category average of 19.5 seconds, viewers of SAY’s HP creative spent an average of 35 seconds engaging with the content. Furthermore, the longer-form (four minute plus) Guardian-branded videos achieved an outstanding completion rate of almost 50%.

In total, more than 160,000 direct viewer interactions took place with the advert, with the videos being viewed in excess of 200,000 times. Meanwhile, over 3,000 click throughs to HP’s Artists’ Lounge page on Facebook were achieved.

“The custom site list helps deliver an audience that is more likely to engage with the advert, meaning that you’re automatically getting the right people to opt in,” explained SAY Media’s Lawrence Horne, Account Director.

HP demonstrated its roots in innovation by being the first brand in the UK to exploit the greatly enhanced performance of SAY’s AF3 platform. Online audiences may have encountered AdFrames before, but to seamlessly be taken to a fullscreen ad was something new and impressive, and certainly helped boost engagement levels for HP.