

HP Change Artists

Project Brief

The Client: HP

HP provides an array of enterprise-wide products and services to support the objectives of the world's leading CIOs and CTOs. Few companies have been as successful—and for as long—as HP and much of its success can be attributed to a never-ending desire to innovate.

The Challenge

HP resides in a competitive arena with a continuous need to differentiate its products and services from their competitors. To help meet that need, HP challenged e-tractions to help keep their brand front and center and in the hearts and minds of their target audience.

The Solution

To meet the challenge, HP initiated *Change Artists* and put together a team of partners to drive this online program, with e-tractions playing the role of technical lead. This campaign provides a thought-leadership platform and allows HP to maintain an ongoing dialogue with senior IT executives. *Change Artists* features a series of webcasts, with each episode showcasing the CEO and CIO from an industry leader such as FedEx, McKesson and Reuters.

Offline and online media promotions drive traffic to the *Change Artists* experience. Once engaged, visitors have access to archived webcasts and can receive a variety of material from HP that includes: custom developed white papers, case studies and ROI calculators. Using EnterAct™—e-tractions' proprietary technology platform—e-tractions was able to easily integrate website elements from IDG, CNN, on24 and Goodby, Silverstein & Partners.



This particular *Change Artists* episode features McKesson executives in a live webcast.

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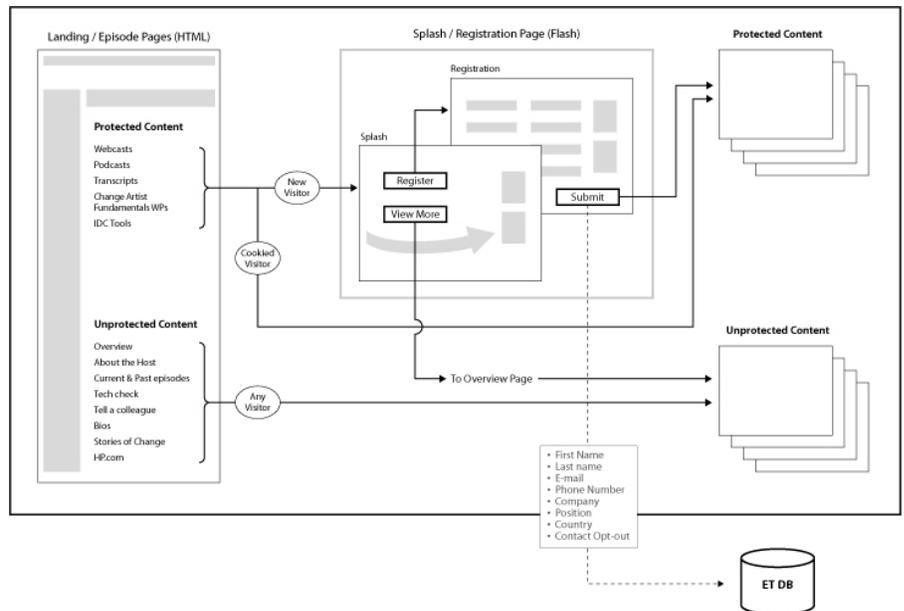
e-tractions was founded in 1999 by a group of executives with extensive management experience in software development, Internet marketing, creative services and entertainment production. For seven years, e-tractions has been at the forefront of online marketing and is a leader in the Marketing Performance Management (MPM) category with a focus on the pharmaceutical and technology industries.

Our vision was, and still is, to help clients use the Internet to achieve astounding audience generation, audience conversion and loyalty, and increased revenue.

Key Program Elements From e-tractions

Technical expertise provided to *Change Artists* by e-tractions includes:

- Implemented the HP *Change Artists* microsite in English. Subsequent episodes to be produced in: Japanese, German, Korean, Spanish and Portuguese.
- Managed the development of *Change Artists* to comply with rigorous HP privacy and security standards.
- Provided dynamic site maintenance and updates including the development of fresh content for each episode.
- Developed a site-based communication strategy featuring RSS syndication and tell-a-friend support for viral marketing impact.
- Designed and delivered relationship management emails—segmented by behavior and language/country of origin—for each episode.
- Captured all pertinent data, tracked it by media source and exported it to HP Sales and Marketing departments for further action. Also provided robust reporting and data analysis.
- Measured the effectiveness of all campaign elements with EnterAct™, e-tractions' proprietary technology platform.



The Change Artists project map featured here illustrates the complexity and the many components that are a part of any successful Internet marketing or communication strategy. e-tractions has been mapping similar success stories for a variety of firms since 1999.



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