

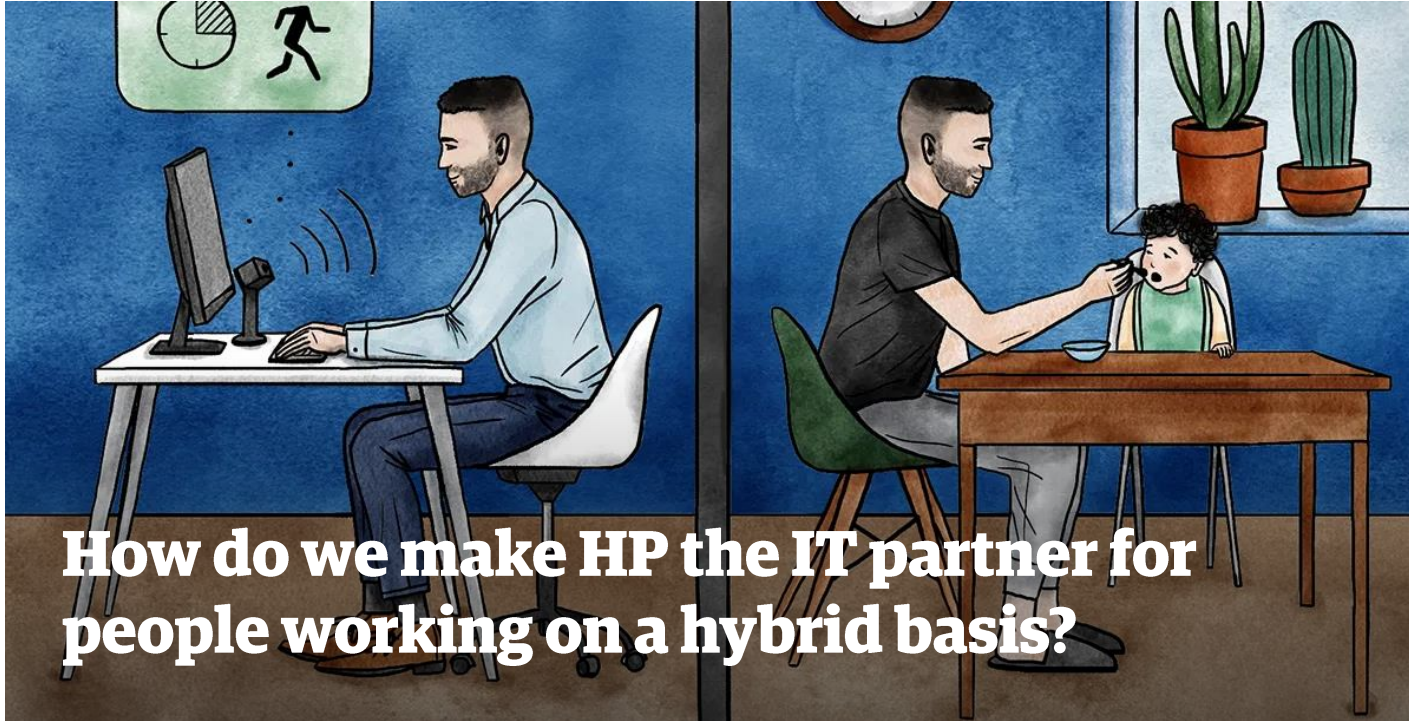


Question

Approach

Resources

Results



How do we make HP the IT partner for people working on a hybrid basis?

Message

Hybrid working - partially physical in the office, partially from home - has become the new normal, but what do you need to do it successfully? HP helps with tailored advice and products that truly support hybrid working, from the HP Presence portfolio.

Assignment

HP

Goals

Boost HP's brand equity and brand awareness.

- Increase HP's consideration and preference among HP's commercial target audience.

How

By using a content campaign to make HP the IT partner of choice among high-income professionals, in the age of hybrid working.

Target groups

- IT decision-makers.
- C-suite leaders, HR, finance and facilities professionals.
- End-users and high-income professionals.



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How do personal skills and technological innovations help you work hybrid successfully?



Star players

Management trainer and business psychologist Remco Claassen was given a visible role in the content expressions. He is a credible and inspiring medium for this campaign.

Quotes from the campaign

'The office is a gym for the mind'

'Turn the office into a meeting space'

'Find the balance between autonomy and connection'

Concept

Successful hybrid working

Journalistic approach

- An editorial approach.
- Equipped with quality XTR branded content.
- In line with current events.
- Knowledge expert as carrier of the campaign.
- Independent experts talking.
- Subtle attention for HP products.
- Recognisable and consistent imagery.

Content promise

Hybrid working brings challenges, but also many opportunities. In this campaign, Remco Claassen examines how we can use this new situation to work even more productively, successfully and healthily. What role do technological innovations play in this? What can you do yourself, according to the experts? In short, what do you need to successfully work hybrid?

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Resources

Digital and print



5 x article page on nrc.nl



5 x 1/2 page article in NRC Weekend



10 x 1/10 page boost in NRC Doordeweeks



10 x 1/10 page boost in NRC Doordeweeks



Online partnerpage



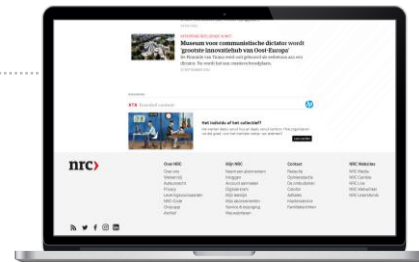
Organic boosting



Online stories



Print with QR code



Banner boosting

XTR branded content

Booster campaign

Print

Boost in print

Small ads in the newspaper (size 1/10) were used to bring the campaign to the attention of the target audience.

- The effectiveness of different layouts was compared: a portrait photo by Remco Claassen versus an illustration (by Marianne Lock).
- There appeared to be no significant difference in conversion.

XTR branded content



Succesvol hybride werken – hoe doe je dat?

Tegenwoordig werken we deels vanuit huis, deels vanuit kantoor. Maar hoe doe je dat succesvol? In de campagne *Succesvol hybride* gaat leider-schapstrainer en auteur Remco Claassen op onderzoek uit.



Lees de artikelen door de qr-code te scannen, of via nrc.nl/brandedcontent/hp

XTR branded content



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A/B test campaign booster

During the campaign period, an A/B test was carried out on the booster. On the one hand, a booster banner was created with the illustration, and on the other with a portrait of Remco Claassen. Both proved to be about equally effective.



Question	Approach	Resources	Results
<div>XTR branded content</div> <div></div> <div>Leidinggevende, vind jezelf opnieuw uit! Hoe ga je als manager succesvol om het hybride werken? Een duik in de managementboeken levert waardevolle tips op. Lees verder</div>	<div>hp</div>	<div>Version A</div> <div>0,45</div> <div>Clickthrough rate</div>	
<div>XTR branded content</div> <div></div> <div>Hoe geef je leiding in hybride tijden? Een succesvolle leider blijft werken aan zichzelf, zegt Remco Claassen, expert en trainer. Vooral nu: hybride werken stelt nieuwe eisen. Lees verder</div>	<div>hp</div>	<div>Version B</div> <div>0,33</div> <div>Clickthrough rate</div>	<div>Lowest score</div>
<div>XTR branded content</div> <div></div> <div>Hybride leidinggeven: hoe doe je dat? Leidinggeven aan een team dat deels thuis werkt en deels op kantoor is een uitdaging. Wat zeggen de managementboeken erover? Lees verder</div>	<div>hp</div>	<div>Version C</div> <div>0,50</div> <div>Clickthrough rate</div>	<div>Best score</div>

Campaign booster **Online banners**

- To bring the content to the attention of the target audience, a banner package was deployed on nrc.nl.
- We compared the effectiveness of different banners.
- For the story *Hybride leidinggeven: hoe doe je dat* (*Hybrid leadership: How to do that*), we tested using different headlines and intros.
- We discovered a significant difference and deployed the best scoring variant.



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**Increase helped
brand awareness**



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**Increase in brand
preference**



Index 147

**Increase Net
Promoter Score***



Index 170

'The campaign provides a significant increase on HP's goals, growth in brand awareness and brand preference.'**

Branded content

Impact measurement

- To measure the effect of the campaign, measurements were taken before and after the campaign. The results of the exposed group were compared with those of the unexposed group.
- Both assisted and spontaneous brand awareness showed a significant increase.
- HP scored best on brand preference compared to its competitors.
- Within this measurement, the content was assessed on several factors, such as the relevance and credibility of the articles and whether they fit HP.
- The articles score at or above benchmark on many of these factors.

* The Net Promoter Score is a key KPI for customer satisfaction and customer loyalty. ** DVJ Insights, December 2021



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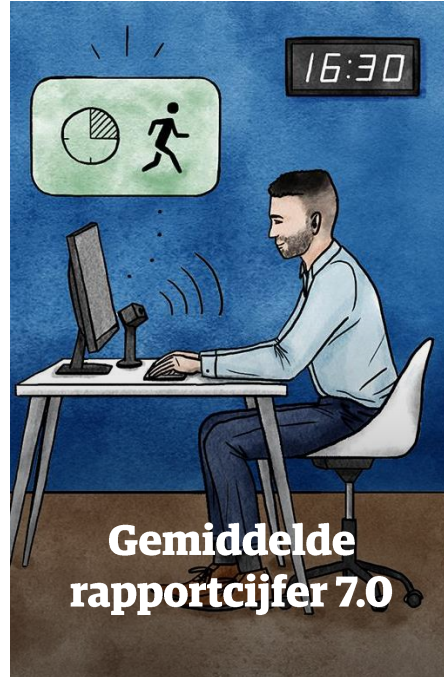
Resources

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Expressions fit to HP



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Messages prompt action



Index 129

Conclusion: the articles **resonate with readers. Ratings and recognition score above benchmark.**

Source: DVJ Insights, december 2021

Collaboration

Customer feedback

Bert de Groot, Marketing Manager Benelux, HP



'We chose to work with XTR branded content because we wanted to highlight the theme of hybrid working properly.'

Besides, we wanted to further explain the matching solutions HP offers. With a simple banner ad, we could not have created the depth we did in this branded content campaign.'

'We look back on a great campaign. The elaboration of the content was very professional, the illustrations were of good quality and the cooperation was well coordinated by the team at XTR branded content. The fact that the effectiveness survey showed above-expected high results makes us very satisfied!'

XTR branded content

Tailor-made advice and inspiration

We look forward to inspiring and informing you so that you can discover the possibilities of NRC. Call or email us for a personal consultation.

We will be happy to give you tailored advice.



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