



“HP LaserJet Pays You Back” Global Marketing Campaign

The [“HP LaserJet Pays You Back”](#) marketing campaign is a global effort by HP to differentiate an HP LaserJet from any other printer on the planet. The campaign illustrates the surprising returns available from an HP Color LaserJet Multifunction Printer (MFP). Over time, the printer pays for itself through money saved – up to \$2,500 in less than one year – and then continues to pay customers back through energy, paper and toner usage.⁽¹⁾

To engage small and midsize businesses (SMBs) and IT decision makers while broadening awareness of the HP LaserJet as a business investment, the campaign includes a powerful mix of customer touch points across print, online and point-of-purchase.

Through social media, digital influencers and strategic partnerships, HP is engaging customers around the world in pertinent conversations to think about an HP LaserJet as an investment for their businesses that delivers both near- and long-term return-on-investment (ROI).

In May, HP began rolling out campaign elements including a microsite and savings calculator. Ads also began hitting last month in the United States in publications that target SMB and IT decision makers such as *Baseline*, *CIO*, *Computerworld* and *Network World*, with various social media channels to appear in July.

The campaign will be available in 11 countries: Austria, Brazil, Canada, China, France, Germany, India, the Netherlands, Spain, the United Kingdom and the United States.

Campaign components

New creative assets: [Print](#) and [online](#) ads highlight the value of HP LaserJet printers by asking customers, “When was the last time you bought something for your business that actually paid for itself?” Created with an innovative 3-D-like design, this is the first time the look and feel of the [“Hit Print” campaign](#) has been applied to the HP LaserJet ad campaigns.

Strategic social media engagement: Starting next month, HP is teaming with next-generation media and publishing company Federated Media to ignite a viral



conversation about what a good return on investment (ROI) is and how to find one. Through leading blogs such as [Boing Boing](#), [The Business Insider](#), [Hardware Secrets](#), [Mashable](#) and [ReadWriteWeb](#), HP will be driving IT decision makers and SMBs to expand how they think about ROI by offering inspiring stories and inviting them to share their own personal experiences about finding ROI in surprising places. These HP-branded conversations will then be amplified across IDG sites such as [CIO.com](#), [ComputerWorld.com](#), [InfoWorld.com](#), [ITWorld.com](#), [NetworkWorld.com](#) and [PCWorld.com](#) to reach an IT audience as well as followers' Twitter and Facebook posts. These stories will feed into HP's banner ads, driving vibrant, real-time content.

The "HP LaserJet Pays You Back" microsite: The site features the HP LaserJet savings calculator, peer reviews, detailed product information and special offers. With the new, quick-and-easy savings calculator, customers can select an HP LaserJet model and generate a report showing how long it will take for the printer to pay the customer back in money saved and offset the original hardware investment. The microsite is available at www.hp.com/go/paysback.

Retail and Channel Partner Activation: HP also is equipping its channel and retail partners – including MicroCenter, Office Depot, Quill and Staples – with branded marketing collateral such as direct mailers, banners and an in-store destination with access to the savings calculator to help them show customers the benefits of purchasing an HP LaserJet MFP.

More information is available at www.hp.com/go/hplaserjetsavings.

- (1) Savings based on printing 50 copies of a brochure (double-sided and on special glossy media) 12 times per month on the HP Color LaserJet CM3530 MFP compared to average retail copy shop pricing. Additional savings from Instant-on Technology, two-sided printing and HP Smart Web Printing. Actual results may vary. Source of copy shop pricing data: Infotrends Cost of Print Studies, March 2009. Go to www.hp.com/go/printcosts for more details.

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