

Advertising Plans

Effective advertising plan and advertising strategy are crucial to success of the company, its production or services. Advertising technologies are not necessarily the case for huge expenditures. There are plenty of companies who implement successful advertising projects spending moderate amounts. Let's examine advertising plans, projects and technologies used by two computer giants: Dell and Hewlett Packard.

It is generally known that advertising plan can be implemented at several levels: the annual advertising plan, plan of the company, text strategies for definite advertising, and advertising technologies. Both companies, Dell and Hewlett Packard sell computer equipment and technology solutions for home, home and office, small, medium and large business, government, education and healthcare organizations. These companies are competitors. In order to succeed in business, Dell and HP have to develop strong and effective advertising solutions.

During the last year, Dell and HP made their best to invent new advertising campaigns and to attract more customers. Dell positions itself as a company selling more than just PCs. HP was always synonymous to innovations. HP's strategy was to listen to customers, to understand their needs, to deliver solutions, to translate them into customer success and to earn customer loyalty. HP's log is 'HP invent'.

Effective advertising plan usually consists of three basic elements:

- Knowledge of your target group (Who are their potential customers?);
- Strategy of communication (What is the message of your advertising?)
- Strategy of media selection (What media do you need to use to reach your target audience?)

In 2006 HP implemented new global advertising strategy under the message: "The

Computer is Personal Again". This advertising campaign embraces TV, internet, print and outdoor (billboards). Neal Leavitt claims that this is the first ever global marketing campaign for HP's "Personal Systems Group (PSG) and the company is hoping that expending several hundred million dollars (HP declined to divulge total ad campaign costs) will not only help bolster PC sales (the company's worldwide market share is 15.7 percent according to research firm IDC; market leader Dell, Inc. has 18.2 percent), but will also help reinforce its approach to empowering users and enterprises" (iMedia Connection 2007). Target audience embraced PC users aged 18-34 as home PC users, and on the business front, small and middle sized companies.

Dell was not so successful in its advertising strategy. Hewlett Packard used all traditional, viral and web marketing elements across a wide range of cable television, network, grassroots efforts, newspapers, websites and internet search engines like MySpace, MSN, Yahoo!, Google AdSense, Google AdWord, MTV, WeatherChannel, Entrepreneur, CIO, CNet, Forbes, InfoWorld, to mention a few. Such change in media was very unusual because more than 20% of the total advertising campaign expenses were devoted to online endeavors (iMedia Connection 2007). Dell, on contrary, used more traditional media elements, like newspaper ads, thematic journals advertising, radio, cable TV, boards, to mention a few.

Hewlett Packard undertook all measures to ensure that the message of advertising campaign remains clear and unchangeable. To ensure it, San Francisco-based Goodby, Silverstein & Partners (GSP) hired more than 300 employees to work on project. The agency was in touch with Saatchi & Saatchi in the Asia-Pacific region and with McCann Erickson in Latin America and Europe.

Dell's message was not as clear as HP's "The Computer is Personal Again", and due to change in their strategy, and, probably, due to staff transfer, in 2006-2007 Dell was

dethroned by HP. Nowadays Dell continues to follow a deliberate strategy shift. According to various market reports, Dell lost market share and experiences a lot of difficulties in business. HP, on contrary, has more diverse channel strategy because of direct sales and sales through system integrators (retailers). In its turn, both HP and HP system integrators spend a substantial share of their budgets on advertising in various media sources.

Hewlett Packard found another creative way of looking at advertising issues. HP came to conclusion that advertising can sell a product in general or can sell a trademark. They developed new emotional approach to its production and made computer looking more personal. The campaign started by an introductory advertisement that spoke about the computer being personal and how one company is striving to make it personal” (iMedia Connection 2007). Further it was followed by a series of advertisings with participation of businessmen and celebrities such as professional snowboarder and Olympic gold medalist Shaun White. The series of ads with Shaun White was launched during the NBA playoffs. No wonder the target audience was reached.

Hewlett Packard decided to intensify the emotions and made the iconic image of hand as a central theme of the company’s objectives to make computer more personal. GSP Account Director Nancy Reyas claimed that HP wanted to “reinforce the personal relationship to the PC and show consumers all the different tasks they can accomplish with an HP personal computer”. Nancy Reyas explained that it was based on idea that personal computer is autobiographical because HP had the celebrities who told what they do, which games they play, the music they listen to, using the computer and explaining why it is personal to them.

Despite of anxiety that such innovative and unusual advertising campaign will fail, because nobody was buying the PSs because they were blue or red, HP triumphed and won a victory over its competitor Dell. This comparison of two advertising plans can be useful for

practical application in advertising plan of the Woodland Foundation. WF can examine non-traditional and unusual approaches to advertising in order to make their ad plan more emotional and to attract more people.

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