



HP serves more than one billion customers across 170 countries. This Fortune 500 company has annual revenues in excess of \$120 billion.

Company: Hewlett Packard

Location: Palo Alto, CA

CollegeWeekLive Results:

- Strengthened brand among key demographic
- Received 7,000 new registrants from a single e-mail campaign
- Signed up 50,000 new registrants to date

The opportunity

HP was looking to raise brand awareness and engagement among high school and college students through its online store HP Academy. To do so meant finding inventive ways to expand reach and create campaigns that resonated with students. “Our goal is to reach students early and often,” said Kim Oberlindacher, Consumer Exchange Sales Manager for HP. “High school and college students are very sophisticated, tech savvy buyers. We need to communicate with them in different ways and through different venues than we do with other consumers.”



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The solution

To strengthen its brand identity among students, HP partnered with CollegeWeekLive to achieve two goals: increase HP Academy membership and drive student engagement. HP can customize PCs to meet students’ specific needs, and was looking for new ways to get the word out about these capabilities.

For example, HP participated in an online chat session during one of CollegeWeekLive’s major college fairs. CollegeWeekLive invited students in their database to attend the event to live chat with HP about their technology needs and get a chance to win HP giveaways, including Beats headphones and a Barnes & Noble Nook. More than 45 students participated in the session, asking well-informed questions about choosing a PC for college. “Students were well prepared, asking all the right questions to help us customize a PC specifically for their needs, whether they’re an engineering student or preparing for medical school,”

said Oberlindacher. Having these conversations created a positive experience with the brand and moved students further along in the buying cycle.

CollegeWeekLive also creates customized emails and online ads to promote HP's cash and technology scholarships to its database of nearly one million users. "CollegeWeekLive's database of students is so large," said Oberlindacher. "This partnership enables us to reach students directly with the right message. They also do an amazing job with creative marketing campaigns that resonate with students, and make it so easy for us to leverage these materials."

HP now runs numerous campaigns with CollegeWeekLive, each producing positive results. For example, a single email campaign promoting Windows 8-enabled HP laptops generated 7,000 new registrants for HP Academy.

The results

Nearly 50,000 new students registered at the HP Academy as a direct result of the CollegeWeekLive campaigns. "The campaign has already paid for itself," said Oberlindacher. "Our partnership with CollegeWeekLive enables us to reach and connect with more students than we could otherwise do. Our team at CollegeWeekLive has a keen sense of how to develop campaigns that appeal to students. They make it so easy for us to implement new campaigns that drive positive traffic and student engagement. We've been extremely pleased. Our relationship with CollegeWeekLive is now the benchmark for all other marketing partnerships."

About CollegeWeekLive

CollegeWeekLive is changing the world of college admissions. This unique site enables students to live text chat and video chat with admissions reps and current college students to help them make informed decisions about choosing a college, paying for college, and more. Throughout the year, we host virtual events, open houses, and special events, providing students with access to 300+ colleges and universities, \$3 million in scholarships, and advice from leading authors and education specialists. One in three college-bound students now uses CollegeWeekLive to navigate their college search.



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