

## Wrapped In Style



The objective was to come up with an 'outdoor Creative, that speaks not only about the core brand- 'HP-All-In-One Printers, but also to bring alive the brand experience for the consumer in a compelling and inspiring way. Mumbai based Encyclomedia Networks says, "Creative styles' are more often tactical and are about how the advertising should be presented to the audience to differentiate the brand. That is, differentiation by its 'form' and 'execution'. Keeping that in mind, we used the 'Brand Personality Approach' for the 'HP-All-In-One Printer'. Our focus was on highlighting the distinctive personality of HP Printers to the consumer to differentiate it from the competing brands". The strategic use of a Volvo bus as a mobile hoarding helped the brand by reaching larger number of people than expected.

