

Sales literature – ‘Unleashing your imagination’ reseller programme

thinkcreative

Hewlett-Packard
The world leader in printing technology

01962 841757 info@think-creative.co.uk

Developing and introducing a new visual identity for the consumer division of HP required an understanding of the division's position within its competitive environment as well as its relationship with other divisions in the Group.

Our objective was to develop a communication strategy that would be relevant, differentiated and sustainable. So we based the graphical theme on the core HP proposition of “unleashing your imagination with HP products” and used the thought bubble graphical device through the different media.

The consistent use of strong colours distinguished the communication material from other divisions of HP. A series of marketing initiatives was also developed based on the theme to incentivise resellers throughout Europe.

