

Case study 8: Background (building awareness)



Power in your fingertips

Quad Core HP Servers - Work faster

Introducing the latest HP ProLiant servers with Intel® Quad-Core technology

- Your existing server applications will see an average 20-70% performance gain on Quad-Core Intel® Xeon® processors
- Most software applications license by physical processor socket - do more with less and burn less license too - more savings
- Same server chassis only 20W per core - substitute for further savings
- Performance gains are 2-3X faster than Dual-Core
- Low and Quad-Core not perform 1gb and Dual-Core 0.160, and DL380 G5 & DL380 G5 ProLiant Quad-Core platform are available in a variety of configurations

HP ProLiant DL380 G5 Server

- 2 x Quad-Core Intel® Xeon® Processors (2.80 GHz 8MB, 100W, 130nm)
- 8GB DDR2-667MHz Registered ECC DIMM, max 32GB
- 4 x 3.5" Hot Swap SATA Hard Drives
- 2 x 10Gb Ethernet 10GbE (2 ports)
- 2 x 10Gb Fibre Channel (2 ports)
- 1 Year Next Business Day Support

£949⁹⁰

HP ProLiant DL380 G5 Server

- 2 x Quad-Core Intel® Xeon® Processors (2.80 GHz 8MB, 100W, 130nm)
- 8GB DDR2-667MHz Registered ECC DIMM, max 32GB
- 4 x 3.5" Hot Swap SATA Hard Drives
- 2 x 10Gb Ethernet 10GbE (2 ports)
- 2 x 10Gb Fibre Channel (2 ports)
- 1 Year Next Business Day Support

£1099⁹⁰

HP 3 FOR 2 SERVERS PROMOTION - END USER ONLY*

Get 3 servers for the price of 2. Buy 2 HP ProLiant servers with 2 additional cores for the price of 1. Offer valid for the purchase of 2 servers. See www.hp.com/go/3for2 for details.

HP BLACKWATER HP INFRASTRUCTURE PROMOTION - END USER ONLY*

Get the maximum server quantity per province, together with additional hardware and software discounts, and special offers. See www.hp.com/go/blackwater for details.

*Offer valid between 19th November 2007 and 26th May 2008

Contact your Authorised HP Distributor today.

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Advertiser: Computer 2000

Service Advertised: HP Quad Core Servers

Media Used: MicroScope magazine

Campaign details: Various – full page to quarter (25 insertions)

Advertising dates: 19th November 2007 – 26th May 2008

Campaign objectives:

Raise awareness of HP Quad Core Servers

Reinforce HP servers' positioning as a server which gives increased performance, is powerful and easy to control.

Research Methodology:

Over 200 interviews with IT professionals:

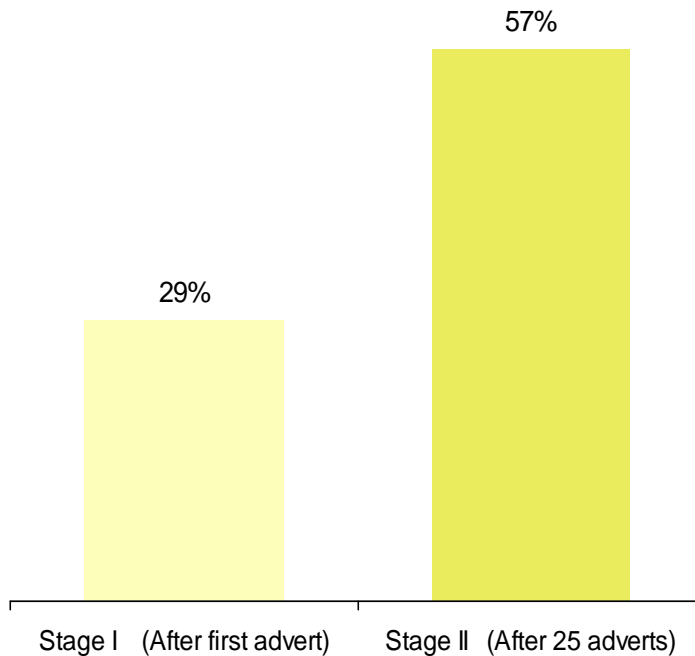
- stage I took place after first advert (November 2007)
- stage II took place after 25 adverts (June 2008)

MicroScope

**COMPUTER
2000**
Part of the Tech Data Group

Case study 8: Key findings (building awareness)

Seen any of the ads (over the campaign period)



(Base: IT professionals)

- **83% recall seeing advertising for HP servers in the last 4 months**
- **The proportion who 'definitely' recall seeing the ad during the campaign rose by +17% points from 13% at Stage 1 to 30% by the end of the campaign.**
- **The ads with the highest recall had strong visual imagery**
- **The ad campaign was successful in communicating the powerful/high performance of HP servers**