



**INFINITY**  
MARKETING TEAM

## HP-STAR WARS: THE FORCE AWAKENS GLOBAL LAUNCH

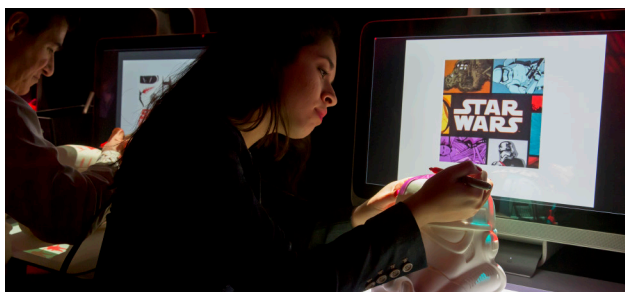
'The Force is Strong In Our Family' was the key message from Hewlett Packard to Millennials as they partnered with Disney and Lucas Film's Star Wars: The Force Awakens. With a fully integrated campaign encompassing TV/Cinema/Digital, Digital Video, Social Media, consumer experiences at cinemas, consumer challenges, retail merchandising and global launch events, HP's goal was to bring awareness and intent to purchase to its featured lineup of Star Wars Special Edition and Premium products to Millennials throughout North America.

The integrated campaign roll-out began with :30 DIYs shown across TV, Cinema, Digital Video, and Digital Display.



The campaign continued through a U.S. social media program where the #AwakenYourForce challenge allowed fans and followers to show their creative side of the force and enter to win numerous HP products. Within this social media program, HP challenged musicians and social stars to collaborate on music videos inspired by Star Wars.

HP Cinemagraph experiences played host to over 43,000 customers on Star Wars' opening weekend at cinemas throughout the country. Within these 10'x10' experiential environments, attendees explored their creative side as they interacted with HP's Star Wars Special Edition PC to design their own HP-Star Wars animations, then share their newly created cinemagraphs (featuring Star Wars: The Force Awakens' characters and backgrounds) to their social sites.



## CASE STUDIES OF DISTINCTION

### CONTACT INFO

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Global launch events in New York City and Las Vegas (during CES) permitted over 4,000 influencers, media, channel partners and key customers to immerse themselves in HP's line of premium products within stunning Star Wars' environments. Guests embarked on a path from the Mos Eisley Cantina to either the Light Side or the Dark Side. Along the way, they experienced an actual 40 foot X-wing fighter-Dagobah crash scene; Art Awakens display walls featuring fan created artwork and #AwakenYourForce Challenge music videos on Spectre x360s set within custom Millennium Falcon displays and artistic Art Wars exhibitions of Stormtrooper helmets designed by renowned worldly artists. On the Dark Side, guests were inspired from the Art Wars exhibit to create their own original Stormtrooper helmet artwork by using Sprout products. With events of this magnitude, they of course featured the world's top DJs – ranging from DJ Snake to Kaskade.

The results of HP's Star Wars: The Force Awakens campaign were mindblowing as they tripled HP's goals! HP achieved over 484 million impressions via their media roll-out across TV/Cinema/Digital. HP's #AwakenYourForce Social Platform resulted in 96,964,438 impressions, 12,390,705 million interactions, 47,158 shares, 659,311 likes, and 4,660 sweepstakes entries. The immersive cinemagraph experience in theaters across the nation during opening week led to 43,752 customer interactions with HP's Star Wars Special Edition PC, 19,489 cinemagraphs created, 31,548 emails and SMS sent and shared, and 1,212,095 impressions.

