

Digital Marketing - HPE Intelligent Buy Xpress Launch Campaign



CHALLENGE

- Create a digital marketing brand campaign that focused on new platform launched by HPE for the small and medium sized businesses, known as HPE Intelligent Buy Xpress.
- Work cohesively with HPE brand team and it's partners i.e Savex, Dtechdata and Redington.
- A new microsite had to be developed to showcase advantages of the platform for the target customers and product architectures which make part of the platform.

SOLUTION

- The agency designed and developed an exclusive microsite for the client.
- Created a series of banner ads showcasing different products on leading technology and current affairs websites along with leading ad networks.

IMPACT

- The campaign was an overall success and created lot of buzz about the platform in the market.
- The campaign was planned in such a way that the core target audience was reached, using a media plan that was strategic.
- The microsite design was designed to create an impact. Details of products were clearly listed and the site itself was easy to navigate.