



Money talks. But flowers say more. Financial Services lead generation.

Customer Profile

Customer Hewlett-Packard

Challenge Raise awareness of HP Financial Services solutions within the finance sector and generate qualified leads at CeBIT.

Target Audience IT decision makers within financial institutions, such as banks, insurance companies, etc.

Solution *Blüten für Banker* campaign at CeBIT 2000. Potential prospects were given a teaser postcard upon entering the Financial Services hall at the tradeshow. After attending the booth, qualified prospects were invited to send a free bouquet of flowers via the Internet to a person of their choice. The registration information provided a basis for HP follow-up actions.

Results

- More than 350 highly-qualified leads were generated at CeBIT.
- Because of its distinctive design, the HP exhibition booth attracted an unprecedented level of interest.
- *Blüten für Banker* has become a model for other HP lead generation campaigns in Europe.

HP Financial Services, as part of the HP services portfolio, offers customers global leasing and financing solutions. The HP Financial Services division wanted to grow its share of the German market. To do it, HP hired MaCS to intensify its communications activities and build a strong presence at CeBIT.

Held in March every year in Hanover, Germany, CeBIT is the world's largest Information and Communications Technology (ICT) tradeshow. All of the world's latest ICT trends are on display at CeBIT and a high profile at the tradeshow can make a strong impression on both the German and European markets.

The objective of the HP Financial Services division at CeBIT — and the task for MaCS — was to increase general awareness about HP solutions specifically among German bankers and financial sector IT decision makers. Equally important, MaCS needed to build traffic at the booth and generate qualified leads for HP.





Distinctive invitation cards distributed to members of the target audience at the CeBIT tradeshow.

Blüten für Banker

Ihr Blumengruß.
An einen lieben Menschen.

Blüten für Banker
>> Passwort <<

**Ihr Blumengruß direkt
übers Internet.
HP macht's möglich!**

So funktioniert's:
Wenden Sie sich direkt an die Profis von HP auf diesem Event, zücken Sie Ihre Visitenkarte und - tauschen Sie diese gegen Ihr persönliches „Blüten-Passwort“.

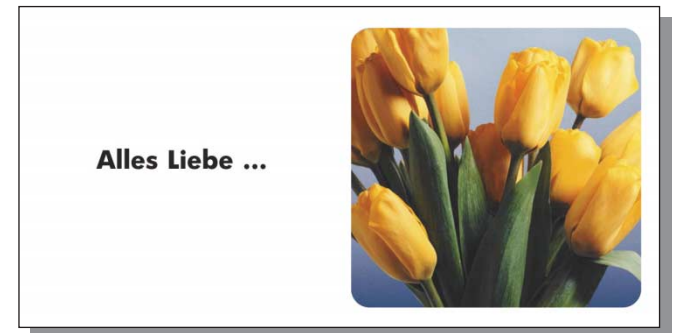
Dann loggen Sie sich auf die HP „BlütenHomepage“ (www.hpvip.com/blueten) ein und senden Ihren Blumengruß. Wir kümmern uns um die Zustellung.

Den Umbruch meistern – Werte bilden
In HP Financial services bilden Sie die Basis für Kapitalmärkte, Versicherungsgesellschaften und für Finanzdienstleistungen aller Art. Informations- und Kommunikationstechnologien, die höchsten Sicherheitsstandards und Hochverfügbarkeitsanforderungen entspricht. Und die Ihre Kreativität und Spielraum lässt. So öffnen Service-Portale zur Kundenbindung und Gewinnung nicht nur den Zugang zu elektronischen und personalisierten Dienstleistungen. Sie gewinnen auch Erkenntnisse für kundenspezifisches Cross- und Up-Selling. Sie bilden Werte. Für Ihren Kunden und für Ihr Haus.

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www.hpvip.com/blueten
Blumen für Menschen, die Ihnen etwas bedeuten.
www.hp.com/de/finanzwirtschaft
Die Homepage für die Finanzwirtschaft.
www.myhp.hp.com
Die internationale Webadresse für die Finanzwirtschaft.

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Post-CeBIT follow-up campaign. This four-page flyer describes the *Blüten für Banker* marketing campaign and the benefits of HP global leasing and financing solutions for bankers and other decision makers in the financial sector.



Greeting card for a personal message to be sent along with the bouquet of flowers.

“Flowers for bankers” — generates leads for HP

MaCS used a smart play on words — *Blüten für Banker* (Flowers for Bankers) — to lure bankers and financial services IT decision makers to the HP exhibition booth. *Blüten* is the German word for flowers — but it’s also slang for counterfeit money. The promotion promised attendees that they could send a free bouquet of flowers to anyone in Germany.

Hostesses were positioned at the entrance to the Financial Services hall within the CeBIT tradeshow. Armed with enticing teaser cards, the hostesses urged prospects to attend the HP booth. Once at the HP booth, the teaser card identified the visitor as a member of the target group. HP’s booth staff filtered visitors to determine hot prospects. Qualified prospects were given a website address and a personal password so they could immediately order a bouquet and a greeting card for their chosen recipient using the PCs in the booth — or later, in the comfort of their own office.

Efficient lead generation through pre-selection process

The teaser cards were cut in the shape of a bouquet of flowers and immediately communicated the concept behind the promotion. The campaign theme also proved to be a visual highlight in the exhibition hall. Neighboring manufacturer booths were largely devoted to technical and trade subjects and this made the HP booth — surrounded by a sea of tulips — even more distinctive.

350 immediate, qualified leads

This highly successful promotion generated more than 350 qualified contacts for the HP Financial Services division — contacts that could be followed up in the weeks immediately following CeBIT. By assigning individual passwords to each qualified prospect, HP Financial Services could be notified immediately when a bouquet was ordered. The appropriate HP sales team could then be notified immediately to follow up on the lead — creating the basis for fast, effective follow-up action.

After the success of *Blüten für Banker*, HP has used the campaign as a model for many subsequent lead generation campaigns within the European market.

“What pleased me particularly, apart from the overall success of the campaign, was the fact that we could recycle the campaign idea for use at other events. MaCS created a concept that was specifically suited to lead generation for this event, but also universally adaptable.”

Renate Iby
Advertising and Brand Manager
Enterprise Systems Group
Hewlett-Packard GmbH



Gewinnen Sie mit HP!

Wir verlosen heute um 17.30 Uhr

1. Preis:
HP Jornada 545 Pocket PC

2. Preis:
HP PhotoSmart 315 Digitalkamera

3. Preis:
HP Deskjet 990Cxi

hp
INVENT

Poster highlighting the *Blüten für Banker* marketing campaign.

About MaCS

Founded in 1994, MaCS is a full-service B2B marketing communications and PR agency with extensive experience in the European market. MaCS specializes in lead-generation programs, sales tools, and public relations activities for the high-tech industry. Our clients include global and European IT companies, as well as American companies commencing or developing business in Europe.

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