

Mom bloggers get pumped on HP

As part of its DreamWorks Kung Fu Panda campaign, HP wanted to drive awareness of and engagement with movie-related content available on the HP web site. Working with BSM Media, HP hosted Mom blogger events in four bicoastal cities, which were designed to bring HP King Fu Panda content and activities to life and incite moms to share their experiences with other moms. Over 200 moms and 400-plus children attended to try out HP Kung Fu Panda printable crafts, learn “The Panda” dance, play the Activision Kung Fu Panda video game on HP TVs and PCs, access movie content on Nick.com/hp and Yahoo!Kids and have their photo taken with Po.

The Mom Mixers yielded over 32 blog posts with an estimated readership of 800,000, and more than 200,000 comments. One mom said, “Thanks to HP, the Silicon Valley Moms and families were treated to another fun party to celebrate the opening of Kung Fu Panda, the DreamWorks film. Where does HP fit in? Well, their servers power the DreamWorks development software and they participate in other ways promoting one film a year with things like make-your-own toy kits out of paper, cool puffy stickers, and printed images of the kids at play with the pandas.”

Read more blog postings:

<http://bonggamom.blogspot.com/2008/06/getting-kick-out-of-this-party.html>

<http://bananablueberry.com/?p=155>

The project team also leveraged the printable materials to create a “Po Party Kit” direct mail package, which was mailed to 2,000 influential Moms. In total, more than 300,000 HP Activity CDs were distributed via Mom bloggers and Mom influencers. And HP and Nielsen research revealed that 92% of respondents gave the Activity CD a “high rating,” and approximately 70% printed at least one project.

Client: HP

Agency: BSM Media

Budget: \$75,000

Date of Campaign: June 2008