



How HP Partnered with Sprinklr to Optimize its “Get Real” Campaign

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CHALLENGE

HP needed to regularly monitor social media reactions to their “Get Real” campaign from one central location so they could adapt and change in real time.

SOLUTIONS

Using Sprinklr, the HP team was able to regularly monitor campaign performance and drill down into details to get both quantitative and qualitative data that helped them stay agile and make changes.

PRIMARY BUSINESS OUTCOME



6% of respondents either said “I just purchased” or “I’m going to purchase now”



Increased access to readily available quantitative and qualitative data, leading to better-informed decisions.



Increased efficiency using Sprinklr’s streamlined processes and automated workflows.

Brand by the numbers



Founded in 1939



#58 on Fortune 500



#83 on Forbes 2000 list of largest companies



55,000 employees on average



\$58.47 billion: 2018 revenue



Technology company Hewlett-Packard was founded in a one-car garage in 1939 by its founders Bill Hewlett and David Packard. The company—which later went on to become known as HP—has since grown into one of the largest technology companies in the world. HP sells personal computers (PCs), printers and related supplies, as well as 3D printing solutions.

HP CAMPAIGN ENCOURAGES PEOPLE TO “GET REAL”

HP (Hewlett-Packard) is a multinational technology company that sells PCs, printers, software and related business services. In 2019, HP launched the innovative “Get Real” marketing campaign that ran on TV during the World Series spots and throughout digital placements.

The campaign was created to promote HP’s printing business and show how many of the brand’s products give users a way to make “amazing things for your real world, not just your digital one.” The ad highlights ways in which people are becoming overly absorbed with digital devices. It concludes by asking if we’ve “lost touch with what’s real” and then provides a call to action: “Let’s get it back. Get real.”

According to Stef Brower, HP Global Social Media Manager, the HP marketing team knew the campaign had the potential to be controversial.

“Our goal was to just get people talking about whether they were uncomfortable with how much they use their phone,” Brower said. “It was a little bit risky, especially coming from a tech brand, so we really wanted visibility into the conversation that was going to be happening.”

Since their content was more provocative, Brower needed to be able to regularly monitor campaign performance so they had the agility to make shifts and changes as the campaign progressed.

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GENE PAEK

*Global Head of
Digital Experience &
Innovation Company
HP*



SOCIAL INSIGHTS IN REAL TIME

To accomplish their goals, Brower and her team decided to use Sprinklr. By using the Sprinklr platform as a central point of reference during the campaign, the HP team was able to monitor performance on a regular basis. “The whole goal was to set this up so that we could change and react on the fly,” Brower said.

With Sprinklr, the HP team was able to look beyond high-level numbers and drill down into details to see the exact types of comments their posts were receiving.

“What I think was unique about Sprinklr was that it gave us not only the quantitative dashboard, where we could pull it up and see performance numbers, but we could quickly pulse-check comments that were coming in,” Brower said. “We were able to see the comments, whether they were on our paid content or the organic content going out through our editorial calendar. It also let us see where commentary was coming from. It was very transparent.”

“Sprinklr helped us identify both positive and negative reactions on different social channels,” said Gene Paek, HP’s Global Head of Digital Experience and Innovation. “This campaign was about getting real, and we knew that we would have some people that would agree with what we’re saying and some people that would disagree with what we’re saying, so it was great to use Sprinklr to decipher that.”

AN AGILE APPROACH WITH DAILY PULSE CHECKS

According to Paek, using Sprinklr allowed the team to take an agile approach. “As a team, we would have daily stand-ups between the social team, the media team, and the brand team to check in about what was happening, what some of the sentiment was that we were seeing, and how the media was performing,” he said.

Brower described the team’s daily schedule. “We had twice-a-day pulse checks, with a 15-minute huddle in the morning with the core team, and then 15 minutes in the afternoon to see if anything had changed or jumped after eight hours,” she said. “The Sprinklr tool was central to the pulse check. We would pull up the dashboard quickly and have the marketing team on the line and talk to them in real time and let them know what we were seeing. We were immediately able to look at the data flowing in and talk about possibilities and changes within 12 hours, and then we would do it again in 12 more hours, and then 12 more hours after that.”

Based on what Brower’s team was seeing in the dashboard, they were able to adapt, respond and make changes more effectively. For example, the team retargeted certain social media users, providing them with additional information about HP products and services they may not have been aware of based on their reaction to the ad. Also, based on the information they were reviewing in Sprinklr, the team was able to adjust demographic information on Twitter and Facebook so they could better connect with audiences that were more receptive to the message of the campaign.

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STEF BROWER
Global Social Media
Manager
HP



PAID, OWNED AND EARNED MEDIA IN ONE PLACE

For the first time in a social media campaign, HP had visibility into comments on dark posts – paid social posts that appear in news feeds of target audience members. In the past, HP’s media agencies launched their paid social media campaigns and had to provide direct URLs to each paid social post in order for HP to see the comments. With Sprinklr, HP could see comments on paid, owned and earned assets on Facebook, Instagram, Twitter, Pinterest, and YouTube as well as across the broader digital ecosystem, which includes forums, blogs, and news articles.

“In the past, our media agencies would launch paid social media campaigns, but keeping up with the conversations around these ads was very tedious and manual,” Brower said. “We needed to be able to highlight comments on our paid activities in an easy and automated way, because the paid editorial calendar was much larger than the organic editorial calendar.”

RESPONDING TO CUSTOMERS MORE EFFECTIVELY

According to Brower, her team was able to run the “Get Real” campaign much more effectively, save a significant amount of time, and work more efficiently.

“To my knowledge, no campaign at HP has ever been run this way,” Brower said. “Sprinklr helped us hear the customer faster and more transparently and enabled us to react and pivot more quickly. We were able to listen and respond to our customers in real time in a way that HP hadn’t before. We’re going through ways to optimize the way we deploy campaigns, and we see Sprinklr as a platform that can help get us there. It’s something we’re looking to implement in other campaigns and other businesses across the board.”

Paek said one of the biggest benefits of using Sprinklr was the ability to see the broad range of reactions people were having to the campaign’s messaging. “What we initially thought was engagement turned out to be negative sentiment. We were able to recognize that through Sprinklr, and then optimize our media plan based on that, as well as optimize some of the content that was placed on certain platforms,” Paek said.

“Some people will see an engagement rate that’s high, and if they don’t have a tool like Sprinklr, they may think ‘oh great, we had some great engagement’. But once you dive deep and you really look at what the sentiment is, you realize it’s not what you initially thought, so you have to make changes based on that,” he said.

Paek said he believed that Sprinklr had helped HP take their social campaigns to a new level. “Sprinklr allowed us to uplevel our approach to social media marketing. We leveraged Sprinklr to go from social listening to a tool for social intelligence,” he said.