

ORIGINAL HP SUPPLIES 'ANTI-COUNTERFEIT' CAMPAIGN GUIDE

HP Supplies Co-Marketing Campaign
Comoda download code: IPG-MID-0811-R10-0933



**DON'T FALL VICTIM
TO FAKES**

ORIGINAL HP SUPPLIES. THEY PAY YOU BACK

Keep an eye out for counterfeit print cartridges and help to keep your printers safe.

- Check the holographic security label (on selected cartridges)
- Look for any tampering - there should be none!
- Use the HP Anti-Counterfeit Authentication Software. To download authentication software, visit www.hp.com/go/theypayback

If you suspect you've been sold a counterfeit, return HP and we will take the necessary action.

Don't put your business at risk, always buy Original HP supplies.

www.hp.com/go/anticounterfeit

HP
REVERSE LOGO

HP
REVERSE LOGO
It's not just a logo, it's a promise.



For details regarding the "HP Supplies Co-Marketing Campaign", please contact:

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Introduction

This campaign guide has been developed to support the countries and MSAs who wish to locally use centrally created marketing deliverables.

The information and guidance presented in this document should be followed in order to communicate a consistent, coherent and compliant message from HP to targeted customers, either by HP or through channel-led co-marketing activities.

The **Ad Template**, **eDM** and **Banner** layouts have been created in the “Hit Print” HP IPG look and feel. Please do not modify the main layout during customisation.

Important: Content needs to be finalized by the MSA removing the place holders for partner logos or promotional spaces that show in pink.

Campaign objectives

Business Strategy:

The objective is to regain the share we lose due to the counterfeit issue making the end user aware of the threats and consequences of buying a counterfeit cartridge.

Campaign objective:

The aim of this campaign is to generate awareness to the end users about the counterfeit threat and educate them on the different solutions that enable them to spot counterfeit cartridges.

Target Audience:

Male, IT managers, 30 to 50 years old.

Focus countries:

MEMA and CEE countries.

Available languages:

Arabic, Bulgarian, Czech, English, French, German, Greek, Hungarian, Italian, Polish, Portuguese, Romanian, Russian, Slovak, Slovenian, Spanish, Swedish, Turkish, Ukrainian.





Key message:

- **Headline:** Don't fall victim to fakes
- **Sub-headline:** Original HP supplies. They pay you back.

Call to action:

- Visit hp.com/go/counterfeit
- Check the holographic security label (on selected supplies).
- Look for any tampering – there should be none!
- Use HP Toner Cartridge authentication software. To download authentication software, visit www.hp.com/go/tonercheck

Deliverables:

	<p>A4 advertising template / poster</p> <ul style="list-style-type: none"> - Co-marketing template. - Available for download on Comoda. - Zip file name: HP Original Toner Anti Counterfeit A4 Ad_EEE - Zip file contains InDesign and .PDF files. - Can be used as poster or as an A4 advertising page.
	<p>Direct Mail (DM)</p> <ul style="list-style-type: none"> - Co-marketing template. - Available for download on Comoda. - Zip file name: HP Original Toner Anti Counterfeit-DM_EEE - Zip file contains InDesign and .PDF files.
	<p>eDirect Mail (eDM)</p> <ul style="list-style-type: none"> - Co-marketing template. - Available for download on Comoda. - Zip file name: HP Original Toner Anti Counterfeit-eDM_EEE - Zip file contains HTML and .PDF files.
	<p>Banners</p> <ul style="list-style-type: none"> - Co-marketing template. - Available for download on Comoda. - Zip name: HP Original Toner Anti Counterfeit-staticbanners_EEE - Zip file contains PSD and .PDF files.



Customer presentation

- HP branded presentation.
- Available for download on Comoda.
- Zip name: HP Original Toner Anti Counterfeit presentation.
- Zip file contains .PDF.

Campaign available on Comoda with campaign code: IPG-MID-0811-R10-0933

Recommended campaign execution:

- Send out the DM or the eDM as a teaser
- Place the banners on relevant online portals / websites as a teaser
- Place the Ad in relevant publications such as catalogs
- Use the presentation on any customer event or to train your sales force

Design guidelines

Do's

- Change all areas in magenta. These should be customised with Channel Partner details and we also recommend changing the color.
- Add Reseller specific content when and as appropriate update URLs as appropriate on print and online deliverables
- Update the call-to-action as appropriate
- Insert channel partner logo, partner name and contact details

Don'ts

- Do not alter the headline, imagery or HP logo
- Do not alter or remove the legal copy and footnotes
- Never print directly from HP supplied PDF. The PDFs provided are intended as visual guidance only.