GOLD, Tech & Telecommunications
SILVER, Data Innovation Award
Campaign Title: HP All-American Family Portrait

Year the campaign took place: 2018

Brand: HP
Creative Agency: Annie Saunders (Director)
Media Company/Agency: Edelman
Research Company: Edelman Intelligence
Additional Affiliated Companies: Split Second Research

Summary of the marketing challenge, methodology, insight discovered, creative execution and business impact.

- **Marketing Challenge:** Reinforce HP's leadership in diversity and inclusion, while also driving "print relevance" and the power of photos in a digital world.

- **Methodology:** An online survey among 2,000 U.S. adults, including an implicit bias test

- **Creative:** The survey informed execution of a social experiment, where participants constructed their idea of an "All-American Family" from a group of seemingly random people (later revealed to be real families, strategically cast to reflect the biases uncovered in the research, while representative of the most recent census data). This experiment was captured on film as the marquee content of the campaign.

- **Business Impact:** The campaign led to a 48% purchase intent, despite an HP photo printer only appearing on-screen for less than 5 seconds (of a 4-minute film).

CONSUMER INSIGHT

75% picture an all-American family as a white mom, dad and kids. In reality, only 25% of families match that portrait.

MARKETING CHALLENGE

As the world, and especially photography, has gone digital, HP has seen a heavy decline in purchases of photo printers and related supplies. A core marketing challenge for HP Print is to drive "print relevance" and showcase the "power of print" to convince consumers that owning an HP ENVY photo printer is still relevant in today's digital world and to remind them of the powerful emotions that are elicited as part of printing and displaying photos.

At the same time, HP has been focused on reinforcing the company's legacy promoting diversity and inclusion in its brand communications. This began with HP's Reinvent Mindsets campaign, a series of films focused on unconscious bias in hiring, which positioned HP

as an employer of choice and a company who makes hiring decisions based solely on talent.

Based on the success of the Reinvent Mindsets campaign, as well as company-fielded research, HP determined it was time to bring the spirit of this campaign to a broader audience. The company was seeking a purpose-driven campaign that brought attention to unconscious bias, while promoting the relevance of printed photos in today's screen-driven world.

The client objective for this campaign: reinforcing the company's leadership in diversity and inclusion, while also directly impacting the company's bottom line with printer sales.

METHODOLOGY

The research started with an online survey among 2,000 adults in the US to examine attitudes toward and perceptions of the "All-American Family." However, we put an innovative spin on the traditional survey approach by including an implicit bias test to uncover the unconscious biases Americans have toward the image and make-up of the "All-American Family."

To accomplish this, Edelman Intelligence, with the support of Split Second Research, designed an implicit bias test using 25 different images of families, varying in ethnicity, sexual orientation, presence and number of children, and number of parents. Respondents were randomly shown these images one at a time, but were asked to react not to the pictures, but the words "All-American Family" or "Other Family" which were flashed after the images. Respondents were asked to categorize the words using a corresponding key on their keyboard each time the words were flashed.

The purpose of the test was to understand if the images interfered with the categorization of the terms "All-American Family" or "Other Family," depending on the unconscious attitudes of the respondent. For example, if an image of a Black couple with no kids flashed before the words "All-

American Family," but the respondent accidentally pressed the key for "Other Family," we can reason that the respondent has an unconscious bias towards the people in the image not representing what they believe is the image of the "All-American Family."

The implicit bias test revealed that 75% of respondents picture an all-American family as a white mom, dad and kids. However, census data tells us that in reality, only 25% of families match that portrait. This key insight plus other data from the research provided a solid foundation of actionable insights from which to construct the "All-American Family Portrait" film and supporting campaign, and to showcase HP's values – something especially important as 64% of consumers are "belief driven buyers" and more than two-thirds of consumers bought a brand for the first time due to its position on a controversial topic (Edelman's "Earned Brand 2018" research).

The social experiment that followed the research consisted of inviting a group of people to construct their idea of an all-American family portrait from what appeared to be a random group of Americans, who were strategically cast to reflect the biases uncovered in the preceding research and aligned to be representative of the latest US census family data. Then, the 13 real families hidden within the group were revealed -- debunking outdated stereotypes and celebrating today's diverse American families. In the end, a gallery with all the family's portraits, printed on an HP photo printer, was revealed, showcasing the true spectrum of today's American families.

CREATIVE EXECUTION

The work began as a social experiment, and quickly evolved into a multi-faceted campaign. This "experiment" was captured on film as the marquee of content to ground the campaign. We worked with Free the Bid, a nonprofit organization working to increase the number of female directors working on ads, to find the perfect director: Annie Saunders, an up-and-coming director with an experiential and theater background. We

also worked with several influencers and organizations in the D&I space for guidance on how to navigate this challenging issue.

The "All-American Family Portrait" film was launched in August 2018 via earned, social, influencers and employee communications. While the film was the centerpiece of the campaign, it was surrounded by other assets (short-form video, stills, infographic) and findings from the study to drive further relevance through earned and social. All content was housed at a campaign hub for media and consumers to engage deeper into the conversation.

A combined HP and Edelman team developed a 4-month earned media plan to drive awareness of the film, targeting audiences explored in the study as well as leveraging news moments related to the changing look and make-up of today's American family.

Paid media began in October 2018, aligned to the mid-term elections and designed to remind voters that we are all part of the same nation regardless of their political affiliation.

The "All-American Family Portrait" film was extensively promoted internally at HP, including:

• Presented by Chief Diversity Officer at an All-Employee meeting to 50,000+ people
• Highlighted in new CMO's first "what's new" newsletter to all global marketing employees
• Shared with nearly 14,000 U.S. employees in a special email from Chief Communications Officer and HP Diversity & Inclusion lead
• Shared in an article on company's brand newsroom – The Garage – that looked at the social experiment from a participant's perspective, adding another dimension to the story

In addition, multiple HP executives participating in various speaking opportunities have shown the "All-American Family Portrait" to audiences

across the country, including the Out & Equal Workplace Summit, Elle Women in Hollywood and Grace Holler Celebration, as well as to thousands of attendees at HP-attended job fairs.

BUSINESS RESULTS/LESSONS LEARNED

In 2018, fueled by films from HP's Reinvent Mindsets campaign, including "All-American Family Portrait," purchase intent for HP has increased by six points according to ComScore's Brand Monitor. **And specifically, for the "All-American Family Portrait" film, despite an HP photo printer only on-screen for less than 5 seconds (of a 4-minute film), independent research firm System 1 testing showed the film delivering a massive 48% purchase intent.** The film is HP's highest scoring film ever on Brainjuicer, the company's ad testing methodology, which rated it "5 stars" on emotional measures and "5 stripes" on brand fluency and purchase intent measures, the highest rating possible.

Media took notice. HP's "All-American Family Portrait" film was highlighted in CNBC's Power Lunch segment on consumers' preference for brands that "take a stand," and as a "smart risk" on CNN's Quest Means Business. It was Adweek's "Ad of the Day" and in Fast Company's "Top 5 Ads of the Week."

The All-American Family Portrait campaign generated 11MM impressions, 238k video views (**including 71% watching at least 75% of the 4-minute video**) and 66k clicks. And on the campaign page, 1,370 people downloaded the full study.

In response to the "All-American Family Portrait" film, several CEOs of leading brands, reached out to HP's CEO, sharing congratulations for the film, and referencing their renewed dedication to supporting issues important to them for the betterment of society.

The film also paid dividends internally, with nearly 20% of employees who received the film via email sharing it across Facebook, LinkedIn or Twitter.

HP's focus on celebrating diversity and inclusion is working – as most evident by **HP's valuation growing more than 50% since 2015, and its brand awareness, consideration, preference and net promoter scores are at an all-time high.**

And finally, **HP's print product sales achieved double digit growth from Q3'18 to Q4'18** during the timeframe when the All-American Family Portrait film was launched and drove conversations, coverage and overall awareness of HP's brand values and quality products.