



Keeping store staff in Europe educated about new product introductions in the fast-changing world of printers, cameras, scanners...

Blink. HP has just introduced a new Photosmart printer. Blink again. Now they've introduced a new digital camera. Blink once more. Now there's a new HP scanner on the market.

Okay, you can stop blinking now—and start thinking about how you keep the sales people in retail stores up-to-date about this information. Remember, these aren't top-level sales professionals. They're usually 20-something guys who would rather be out skateboarding or downloading tunes to their iPod. The problem is even more difficult in Europe where incentive and sales reward programs are outlawed.

To help HP get the word out about its innovative new products, we created a series of informative, fun-to-use, colorful, and interactive kits. These multi-component kits, which had to conform to HP's strict graphic and communications standards, were released every quarter. They were also translated into a minimum of eight languages—as if my writing task wasn't difficult enough!

One final challenge: We had to squeeze the most we could out of every Euro in our shrinking budget...while still keeping the kits educational, involving, and “fun.”

New Product Information Kit: Fall



Cover of metal box

Looking inside metal box at theme page



Contents of kit:
theme page/letter,
CD, product guide,
fold-out information piece

New Product Information Kit: Winter



Box outside...

...and with flap open to reveal messaging



Themed letter for sales staff

HP NEW PRODUCT INTRODUCTION KIT: SPRING



Delivery box, exterior



Product guide cover...



...and first inside spread

Multi-fold education material

Cover...

...and unfolded





Kit contents:
Letter, CD, set of pocket-size fold-out cards, and information piece about the new digital camera.



Digital camera information piece

The camera printed on the flap was actual size, to emphasize the compact nature of the camera.

When unfolded, the printed piece contained important information about the camera's many innovations.



HP NEW PRODUCT INFO KIT: SUMMER



Plastic box, front

**Plastic box, back with
flap open**





Kit contents: Letter, CD, Z-card, and product guide



Letter with text



A view of the Z-card opened.

The text contained a wealth of product information that was useful on the sales floor.



Product line fold-out card

These cards were a handy size to place in the pocket and carry out to the sales floor for quick reference when assisting customers.

Each kit contained a complete set of five fold-out cards, one for every HP product line sold in the store.

