



Why Brands Love Digital Print...
...through the eyes of a Millennial

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Our Objective



ENGAGE

to inspire purpose-led branding through HP Digital Print

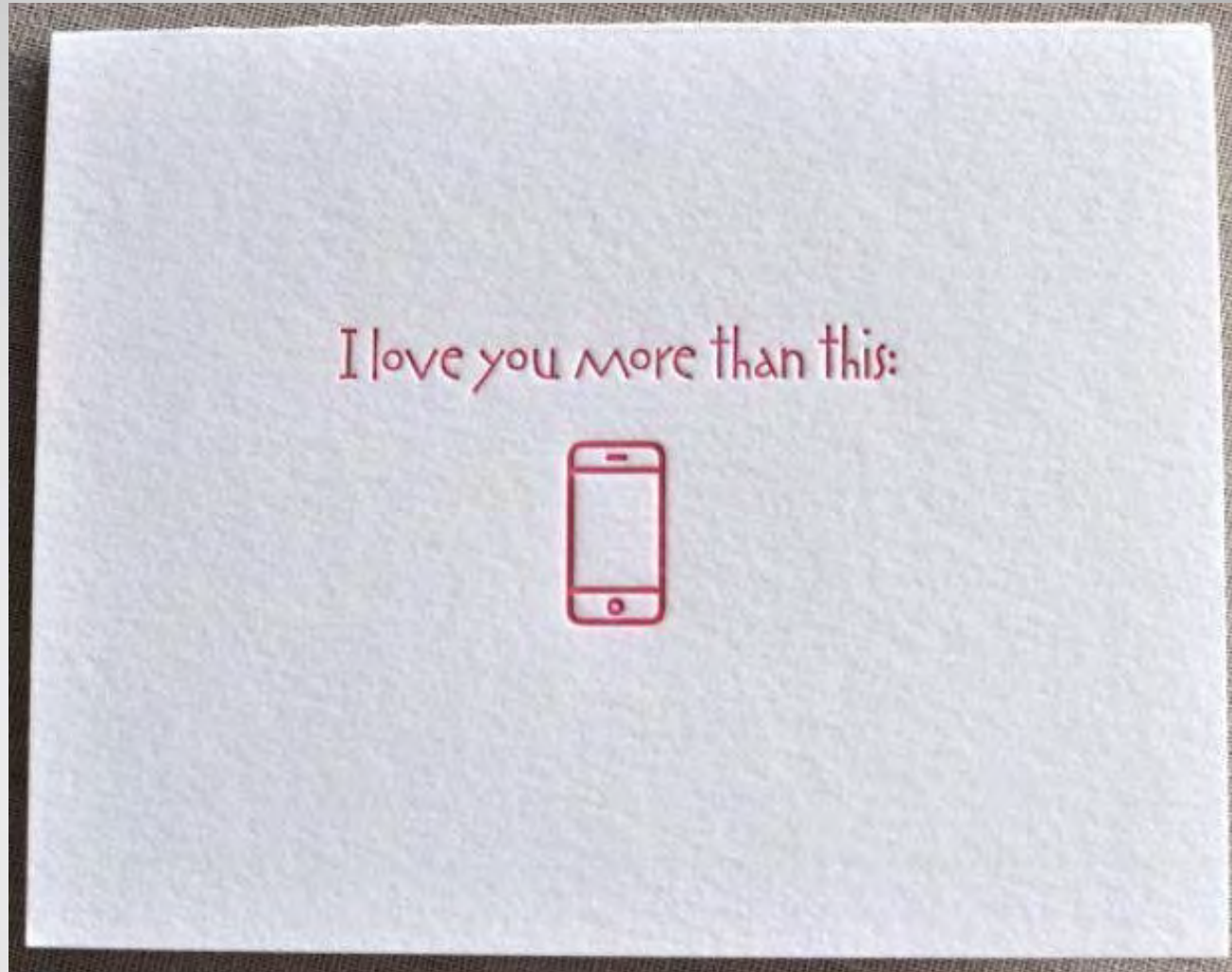


Why watch the real world...



...when we can watch it through a screen

We're so bad, this is seen as romantic...



Day 2 Day Issues



SATURATION



INTRUSION



DISTRUST



PURPOSE

♥ Amarula Liqueur

400,000 unique bottles to save elephants in Africa



Each stands for an elephant you choose to save.
Buy a bottle and Amarula will donate to 'Save the Elephants'







AMAZING CONSUMER STORIES





Consumer LED stories

LACTA: A BRAND FULL OF MEANING AT THE HEART

A promotional advertisement for Lacta. At the top center is a glowing heart-shaped logo with the word "lacta" inside. Below it, the text "lacta presents" is written in a small, white, sans-serif font. The main headline is "love" in a large, white, serif font, with a heart shape replacing the letter 'o'. Below "love" is the tagline "like there's no tomorrow!" in a smaller, white, sans-serif font. At the bottom, it says "SEE THE MOVIE ONLINE ON" followed by the website "www.lacta.gr". In the bottom left corner is the hashtag "#24hourstolove". In the bottom right corner is a small version of the Lacta heart logo and the tagline "The sweetest part of your life." The background of the advertisement is a close-up of a woman's face, showing her eyes and hair, with a red fabric element.

lacta presents

love
— like there's
no tomorrow!

SEE THE MOVIE ONLINE ON
www.lacta.gr

#24hourstolove

The sweetest part of your life.

24 : 00 : 00

<https://www.youtube.com/watch?v=JNzgHLDchA0&t=68s>

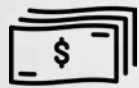


CUSTOMIZATION = 🥰



Self expression is a core human motivation and **digital print** is enabling it.

The book of everyone
Unique personalized
book





Embrace the **Opportunity** with digital print

Become **short run** capable



Enable new ways to create **engagement**



Provide **Fast time-to-market** turnaround time

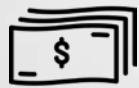


<https://www.youtube.com/watch?v=sHYakhyvJps>



Use the capabilities of Social Media

Celebrating the uniqueness that everyone has to offer



Irene Quah
Marketing Manager Northern Europe bij HP Indigo
6mo • Edited

Did you noticed the unique bottles of Nutella? I did! Printed on a HP Indigo combined with HP Smartstream Mosaic. Fantastic way to merge packaging into your marketing campaign. Want to know more? Send me a quick note... [...see more](#)

98 Likes · 4 Comments

Like Comment Share Top Comments

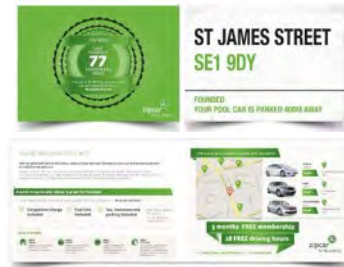
Add a comment...

Keren Yakolev
Head of Global Market Development, HP Indigo
6mo

Great campaign! All over Europe now! Where did you take these?
Like Reply 1 Like · 1 Reply



CREATING VALUE IN COMMERCIAL PRINTING



CREATING VALUE IN LABELS & PACKAGING

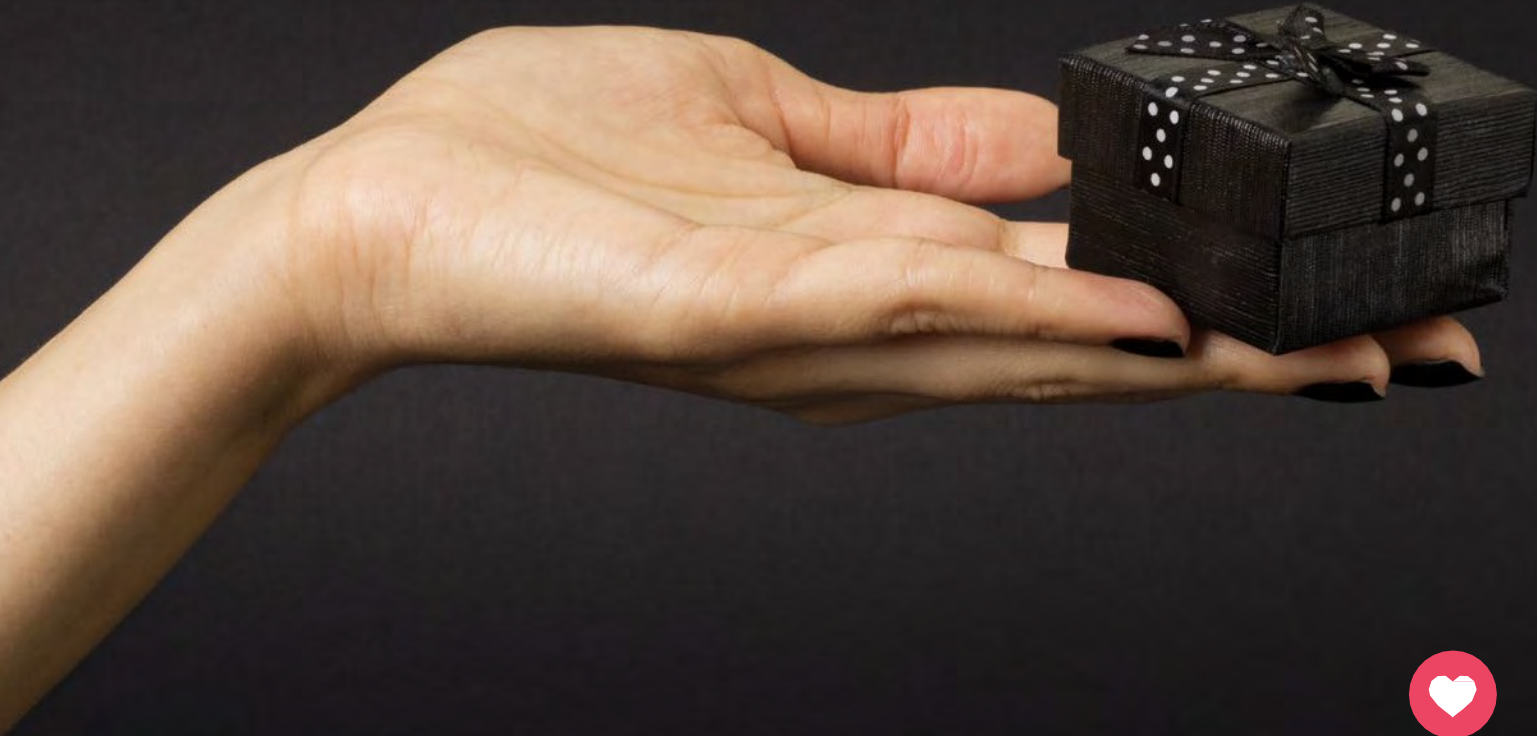



<https://www.youtube.com/watch?v=0A4hpg0HhX8>

The role of **packaging**



Packaging is **interaction**



 Search

 Touch

 Smell

 Read

 Interact

Package is a
promise



The package is an **experience**



Package is part of the marketing Mix (5P's)



"Our fans have been interacting and getting creative with OREO cookies for more than 100 years so bringing this behavior to our pack was a natural next step"

Janda Lukin, Senior Director OREO
at Mondelez International



1931



1963



1973



1998



2012



2016



2017





Stand out

Your customers are struggling to stand out in an environment that is getting more cluttered and complicated every day. HP Indigo provides a broad set of solutions to help you differentiate your business and continuously grow with high-value offerings





Print anything

Make creativity truly limitless. Gain competitive advantage. Open new market opportunities with HP Indigo's inherent versatility and constant innovations.



Coca-Cola

A customization campaign never seen before... "Share a Coke"



Diet Coke

Extraordinary Collection.
Millions of bottles
Each one unique



'It's Mine' US Coke Campaign 2016



Diet Coke IT'S MINE™



millions of unique designs
same great taste
take what's yours

Coca-Cola 2017

Customization campaign “Made in Spain & Portugal”



<https://www.youtube.com/watch?v=Z5ro5H1agck&t=36s>

Where can digital take
you next?

HP Indigo Creative Solutions

Working together to bridge the gap between designers, brand owners and PSPs/Converters

1

Education – Share knowledge on digital printing

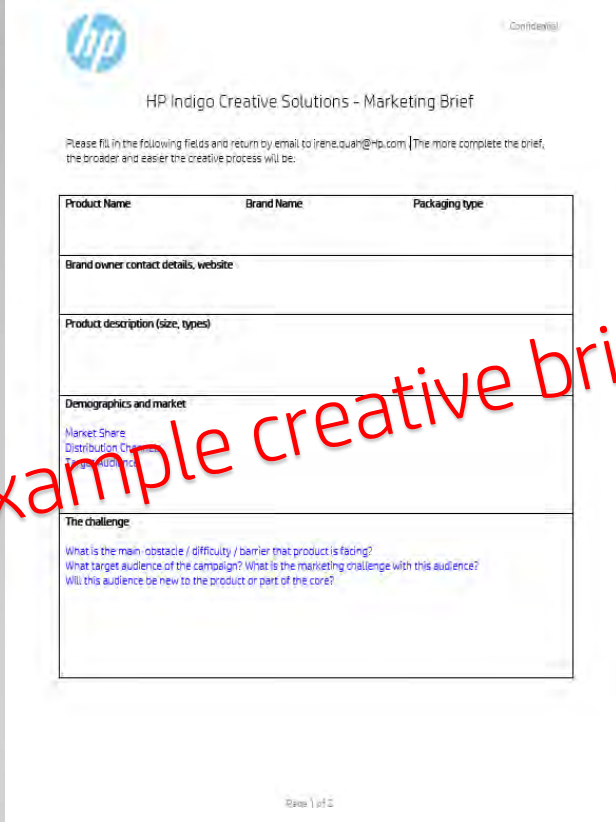
2

Design – Help to start-up with creative digital print concepts

3

Collaboration – HP and YOU

Example creative brief



HP Indigo Creative Solutions - Marketing Brief

Please fill in the following fields and return by email to irene.quan@hp.com | The more complete the brief, the smoother and easier the creative process will be.

Product Name	Brand Name	Packaging type
Brand owner contact details, website		
Product description (size, types)		
Demographics and market		
Market Share Distribution Channels Target Audience		
The challenge		
What is the main obstacle / difficulty / barrier that product is facing? What target audience of the campaign? What is the marketing challenge with this audience? Will this audience be new to the product or part of the core?		

Page 1 of 2



Take away with **HP's** Digital Print Solutions



Inspire with purpose led content



Use print to hero consumers stories



Ability to customize



No compromise in quality



Endless possibilities and opportunities

Before you go...



Let's [Connect](#)



Thank you