



**Client:** Hewlett Packard (HP)

**Campaign Type/Description:**

Product review and giveaway

**Campaign Duration:** 1 week



**Issue:** HP wanted to reach a very targeted audience that consisted of tech savvy African-Americans who would benefit from the release of their new HP Mini 210 series. Engagement and scale were priorities for the brand as well as making a real life connection between the audience and the brand.

**Solution:** Black Web Media wrote a product review and accompanied a short video review that showed the ease of use and convenience of the netbook, the review was syndicated throughout the Black Web Media network. We also formulated and launched a 1 week long giveaway that required readers to enter by Tweeting in 120 characters or less what they were doing amazing with HP and technology and tagging the tweet #DoAmazingHP.

**Results:** The giveaway was hugely successful garnering 213 comments/entrants, over 500 reTweets, and receiving a reach of more than 700k in 1 week.



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