



HP

Challenge:

In the rapidly evolving landscape of personal computing (PC), HP faced the challenge of launching and establishing market share for its new HP AI PC in France. Though the PC market remains fiercely competitive with legacy rivals Apple, Dell, and Lenovo vying for consumer attention, HP holds strong brand recognition.

Beyond generating surface-level awareness, a primary obstacle for HP was driving deep consideration and purchase intent for this new AI-integrated technology across a broad consumer base. And to ensure its value proposition resonated against a backdrop of "noise" from tech competitors.

**Market**

- France

**Campaign Dates**

- September 15, 2025 – October 12, 2025

**Location Targeting**

- Paris City Center, La Défense and Lille with a 1.5km radius of the "Big Data & AI Paris" event held at Porte de Versailles

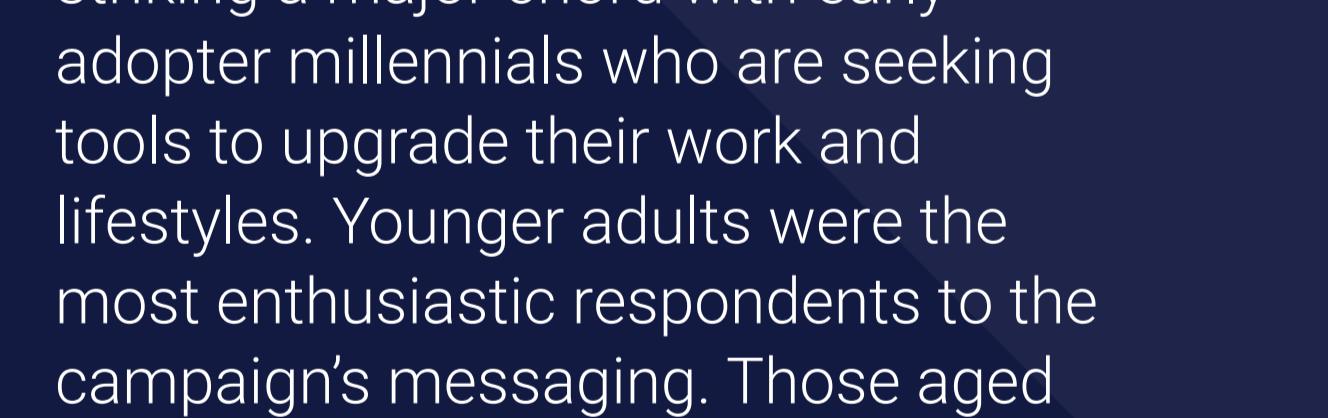
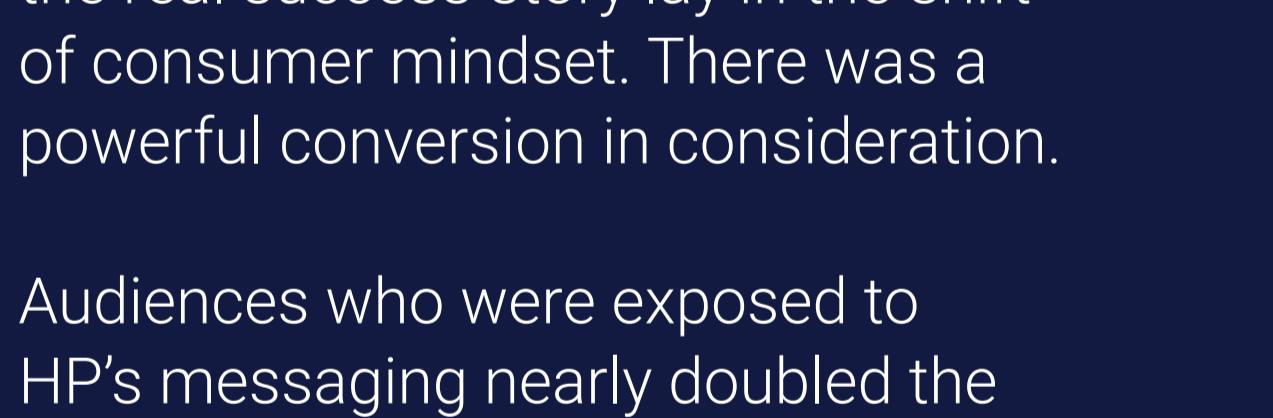
**Target Audience**

- Adults aged 18-64, with specific measurement segmentation across age and gender cohorts shopping for PCs

Solution:

To tackle this, HP executed a strategic Programmatic Digital Out-of-Home (pDOOH) media campaign designed to capture attention in high-value locations across France, and speak to tech-savvy audiences at and around the "Big Data & AI Paris" (Vivatech) expo.

By leveraging the precision and flexibility of programmatic technology, HP served dynamic and contextually relevant messaging across a network of digital screens in premium, high-footfall environments.

**Results:**

HP's campaign successfully proved the ability of Out-of-Home media to drive significant consumer action in later stages of the sales funnel. It also effectively dismantled traditional perceptions of Out-of-Home as a tool to simply achieve reach and awareness.

While brand awareness achieved a healthy 17% lift across the board, the real success story lay in the shift of consumer mindset. There was a powerful conversion in consideration.

Audiences who were exposed to HP's messaging nearly doubled the control group's rate, jumping from approximately 9% to 17%.

However this wasn't just about visibility; it was about comprehension.

HP's creative and messaging very clearly communicated the product's core benefits. Over a quarter of the audience directly associated the device with personalised experiences and extended battery life.

17%

increase in brand awareness

67%

increase in displayed purchase intent

The campaign results have painted a clear picture that the "AI PC" is striking a major chord with early-adopter millennials who are seeking tools to upgrade their work and lifestyles. Younger adults were the most enthusiastic respondents to the campaign's messaging. Those aged 25 to 34 emerged as the campaign's driving audience. This group delivered a flawless 100% positive response rate in brand awareness. And more importantly, displayed a staggering leap in purchase intent, rocketing from just over 14% to nearly 67% after exposure.

Gender nuances enrich the narrative even further. Awareness rose equally amongst men and women; however, the campaign sparked an especially favourable response from male tech shoppers with positive opinion rates jumping from roughly 30% to over 46%.

The campaign achieved an impressive and rare balance, validating mass appeal and simultaneously igniting high-intensity engagement within the most valuable target audiences.

Conclusion:

HP's AI PC campaign in France serves as a definitive example for the power of data-driven pDOOH advertising. By combining high-impact inventory with contextual location targeting, HP proved that programmatic outdoor media can drive significantly more than just brand recall. The combination of premium placement and audience-aligned messaging produced results well above industry benchmarks. The campaign's strategy successfully positioned HP as a leader in the emerging AI PC category and highlighted those aged 25-34 as a crucial target demographic.

