

e-tractions & HP

CASE STUDY



In this episode, HP Change Artists featured Johnson & Johnson CEO Bill Weldon and CIO LaVerne Council.

About e-tractions

e-tractions is a Web-based marketing solutions provider that develops, implements and optimizes innovative online marketing campaigns for corporate marketers. e-tractions has earned an award-winning history working with category leaders across several industries including pharmaceutical, technology, financial services, consumer and non-profit. Companies that have adopted the e-tractions EnterAct™ platform include BearingPoint, CMP, HP, Progress Software and Sepracor. Founded in 1999, e-tractions is privately held with headquarters in Lexington, MA.



The Client: HP

HP provides a wide array of enterprise-wide products and services to support the objectives of the world's leading CIOs and CTOs.

The Challenge

HP resides in a competitive arena with a continuous need to differentiate its products and services from their competitors. The CIO and CTO audience is a sophisticated and busy one to say the least; a group not easily impressed. HP challenged e-tractions to keep the HP brand front-and-center and in the hearts and minds of their target audience.

The Solution

Working together, HP and e-tractions have created the *Change Artists* campaign to provide a thought-leadership platform and to maintain an ongoing dialogue with senior IT executives. The Change Artists campaign features a series of webcasts, each tied to a vertical industry and hosted by CEOs and CIOs of well-known companies, such as FedEx, McKesson, Reuters, Nestle, Johnson & Johnson, and Chevron.

Strategic television, print and online media buys drive traffic to the webcasts. Once engaged at the *Change Artists* site, visitors have the option to register in order to access additional material. Podcasts, white papers, case studies and ROI calculators supplement the webcasts and enhance the user experience. e-tractions coordinated efforts from IDG, CNN, on24, Goodby, Silverstein & Partners, Zenith Optimedia, Publicis, Global Vision, Translations, Inc., and HP throughout the life of the project.

Key Program Elements from e-tractions

- Built and implemented the *Change Artists* site. In addition to English, all episodes are now available in Japanese and German with additional languages scheduled.
- Ensured that the *Change Artists* site complied with HP privacy and security standards.
- Performed dynamic site maintenance and content updates, including the development of fresh content for each episode, as well as RSS syndication and tell-a-friend support.
- Developed and delivered relationship management emails—segmented by behavior and language/country of origin—leading up to and following the webcast.
- Captured the following data and tracked it to media source and exported to HP Sales, complete with robust reporting, data analysis and lead profiling:
 - Pages viewed
 - Calls to action
 - Assessment tool entries
 - Exit surveys
 - User registrations
- Developed and implemented synchronized video subtitles for Japanese and German translated sites. This feature allows Japanese and German viewers to read, in their native language, the words of the webinar as they are delivered.