

Creative Brief

Campaign Name:

HHOS_5687 - Sneak Peak Winter Sale_01/15/2011

Job ID:

HHOS_5687

Project Lead:

Hallie/Saurabh

Input Submission End Date:

12/17/2010

Deliverables

How many Tiers?

☒ GS ☒ APP ☒ EPP ☐ HPEPP ☒ NG

Personas/Tiers		Products							Banner
<input checked="" type="checkbox"/>	Email	<input checked="" type="checkbox"/> Notebook	<input checked="" type="checkbox"/> Desktop	<input type="checkbox"/> Printers	<input type="checkbox"/> Palm	<input type="checkbox"/> Accessories	<input type="checkbox"/> Supplies	<input type="checkbox"/> Server	Select a products
<input type="checkbox"/>									Select a products
<input type="checkbox"/>									Select a products
<input type="checkbox"/>									Select a products
<input type="checkbox"/>									Select a products

Format:

☐ DOTW ☐ Newsletter ☐ Newsletter w/nav ☒ Postcard

E- mail Theme:

This emailer is launching on 01/15/2011 and the theme is Sneak Peak Winter Sale.

Email Objectives/elements:

The intention is to mail only our with an email featuring 1 notebook & 1 desktop with a Sneak Peak winter sale message

Background info on this email:

This is the third message of the week following the Last chance supplies offer. The next message is 3 day winter Sale(hhos_5688)

Intel funded:

☐ Yes ☒ No

AMD funded:

☐ Yes ☒ No

Messaging hierarchy and instructions:

Please provide an incremental offer CTO (NB + DT) for this pre-sale event - to link to PDP. (coupon desired)

Any specific instructions on inputs:

This is not an Intel Sponsored email.

Recommended subject line:

NA

Instructions to YM:

NA

AOID

Notebooks: Email

Notebook 1

Name:	HP Pavilion dv6t Notebook PC
SKU:	
Free Shipping? (Yes /No)	yes
Offer Date?	Offer on HP Pavilion dv6t Notebook PC valid through 1/18/2011
Image Instructions:	HP Pavilion dv6t Notebook PC available with optional colors. Include ENERGY STAR logo
Suggested Headline:	
Notes/Comments:	
Link to the Product Category:	
Customer Review:	
Positioning Statement: (Please explain why a customer should buy the recommended product. How do the component upgrades on sale, contribute to the benefit of the product)	Get a Sneak Peek of our Special Winter Sale Laptop Offer
Features	
1:	
2:	Low Price. Cool Laptop. 4GB memory & Free 500GB hard drive(b) upgrade
3:	Includes Dolby advanced audio. Optional color choices.

Pricing	Violater	NetPrice
GS:	Hurry! Ends 01/18/2011	STARTING AT 549.99*
APP:	Hurry! Ends 01/18/2011	STARTING AT 522.99*
EPP:	Hurry! Ends 01/18/2011	STARTING AT 522.99*

Desktop: Email

Desktop 1

Name:	HP Pavilion Elite HPE - 580t Desktop PC
SKU:	XX095AV#ABA
Free Shipping? (Yes /No)	Yes
Offer Date?	Offer on HP Pavilion Elite HPE-580t Desktop PC valid through 01/18/2011
Image Instructions :	HP Pavilion Elite HPE-580t Desktop PCwith optional monitor
Suggested Headline:	Ultimate savings on maximum power
Notes/Comments :	
Link to the Product Category:	
Customer Review:	
Positioning Statement: (Please explain why a customer should buy the recommended product. How do the component upgrades on sale, contribute to the benefit of the product)	Top selling PC built to handle the most demanding applications. Perfect for streaming videos or handling high def(f) content.

Features

- 1:
- 2: 8GB of memory, discrete graphics and FREE 2 year limited warranty included
- 3: FREE upgrade to 1.5TB hard drive(b) and 15 month Norton internet security.

Pricing	Violater	NetPrice
GS:	SAVE UP TO \$510*	STARTING AT \$949.99*
APP:	SAVE UP TO \$510*	STARTING AT \$845.99*
EPP:	SAVE UP TO \$510*	STARTING AT \$845.99*

Disclaimer lexicon

GS

* Offer is good while supplies last. Offer is also subject to change or cancellation at any time. See product page for details. Prices shown may include applicable instant savings. Restrictions apply to sale items and are subject to change without notice. Offer on HP Pavilion dv6t Notebook PC & HP Pavilion Elite HPE-580t Desktop PC valid through 1/18/2011.

HPA

* Offer is good while supplies last. Offer is also subject to change or cancellation at any time. See product page for details. Prices shown may include applicable instant savings. Restrictions apply to sale items and are subject to change without notice. Savings achieved by combining HPA savings with instant savings. Offer on HP Pavilion dv6t Notebook PC & HP Pavilion Elite HPE-580t Desktop PC valid through 1/18/2011.

EPP

* Offer is good while supplies last. Offer is also subject to change or cancellation at any time. See product page for details. Prices shown may include applicable instant savings. Restrictions apply to sale items and are subject to change without notice. Savings achieved by combining EPP savings with instant savings. Offer on HP Pavilion dv6t Notebook PC & HP Pavilion Elite HPE-580t Desktop PC valid through 1/18/2011.

HP ERRORS DISCLAIMER (Located above HP Address at the very bottom of the disclaimer section)

We try hard to make sure all of the information in our email is correct, but sometimes mistakes do happen. HP Home & Home Office Store is not responsible for typographical errors.

DISCLAIMER LEXICON

a. All Intel Core processors mentions: Intel's numbering is not a measurement of higher performance. Dual Core is designed to improve performance of certain software products. Not all customers or software applications will necessarily benefit from use of this technology.

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b. All hard drive mentions: For hard drives, GB=1 billion bytes. Actual formatted capacity is less. A portion of hard drive is reserved for system recovery software: for notebooks, up to: 8GB (XP and XP Pro), 12GB (Vista), 12GB (MCE). For desktops, up to: 10GB (Vista, XP, XP Pro), 12GB (MCE).

c. Printer wireless mentions: Wireless performance is dependent on physical environment, distance from access point.

d. PCs wireless mentions: Wireless access point and Internet service required and not included

e. Windows 7 : Systems may require upgraded and/or separately purchased hardware and/or a DVD drive to install the Windows 7 software and take full advantage of Windows 7 functionality. See <http://www.microsoft.com/windows/windows-7/> for details."

f. HD panels, monitors: "HD content required to view HD images."

g. Notebook Batteries Claims: Battery life will vary depending on the product model, configuration, loaded applications, features, use, wireless functionality (including the wireless functionality) and power management settings. The maximum capacity of the battery will naturally decrease with time and usage. See MobileMark07 battery benchmark www.bapco.com/products/mobilemark2007 for additional details.

h. All weight mentions: Weight will vary by configuration

i. Blu-Ray drives: As Blu-ray is a new format containing new technologies, certain disc, digital connection, compatibility and/or performance issues may arise, and do not constitute defects in the product. Flawless playback on all systems is not guaranteed. In order for some Blu-ray titles to play, they may require a DVI or HDMI digital connection and your display may require HDCP support. This Blu-ray drive does not support writing to ultra-high speed CD-RW media (16X to 32X advertised performance). HD-DVD movies cannot be played on this PC.

j. TiVo mention: Requires active service with TiVo® DVR Series II and Series III and TiVo® desktop software. TiVo® DVR service is sold separately.

k. iPhone mention: Requires iPhone, sold separately.

ePrint disclaimer -

*Requires an Internet connection to the printer. Feature works with any Internet- and email-capable device. Print times may vary. For a list of supported documents and image types, see www.hp.com/go/ePrintCenter.