

Young Ones Awards 2019

Z by HP

Brand Description:

As the world's #1 manufacturer of printers and PCs, HP creates technology that makes life better for everyone, everywhere. Reinvention is at our core. "Keep Reinventing" is not only our brand tagline, it's our ethos – that's why we have set out to reinvent the way the world creates with a newly repositioned brand called "Z by HP".

Product/Service/Concept:

Z by HP is the highest performance line of laptops, desktops, displays, printers and immersive technology - designed for professional creators, empowering them to create in a whole new way.

Brand Positioning:

Z = next gen cool platform for creativity and performance.

Challenge/Opportunity:

Z by HP has been the driving force behind movie studios and broadcast production for decades, yet most professional creators are unaware of the advantages of Z. Brand awareness of Z by HP is under 4% amongst this target. Additionally, Apple maintains strong brand loyalty and most creators believe they would never be able to work on a computer that is not a Mac, despite the fact that their products have not advanced to meet the modern demands of the creative class.

Target Audience:

Professional photographers, video editors, artists and graphic designers who are unknowingly inhibited /held-back in their current workflow.

Key Message:

Discover a whole new way to create when you switch to Z.

**THE
ONE CLUB
FOR
CREATIVITY**

450 W 31ST ST 6TH FL
NEW YORK NY 10001



Brand Voice/Tone:

Unapologetically confident. More Information: Z by HP for

Creative Pros:

www.hp.com/go/creativepros