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## **"The Computer is Personal Again"** **A Global Integrated Marketing Communications Campaign"**

### **Introduction:**

In today's ever-evolving world of technology, the personal computer (PC) market has witnessed significant transformations. The advent of smartphones, tablets, and other portable devices has challenged the traditional notion of the PC's relevance. However, through a strategic and innovative integrated marketing communications campaign, the computer is once again reclaiming its personal touch. This blog post delves into the power of branding and advertising in the PC market, explores the key components of a successful marketing communications campaign, and assesses the impact of an integrated approach.

### **Section 1: Background**

Before we dive into the campaign itself, it's essential to understand the context and background that led to the need for a revitalization of the PC market. Rapid advancements in mobile technology and shifting consumer preferences posed challenges for PC manufacturers, including industry giant Hewlett-Packard (HP). The rise of portable devices threatened to diminish the significance of PCs, calling for a fresh perspective to reignite consumer interest.

### **Section 2: The Computer is Personal Again!**

Recognizing the need for change, HP launched a groundbreaking integrated marketing communications campaign titled "The Computer is Personal Again." This campaign aimed to redefine the PC experience, emphasizing personalization, versatility, and the unique benefits that PCs bring to users' lives. By showcasing the power of HP's Personal Systems Group and the value of their brand, the campaign sought to reignite the emotional connection between consumers and their PCs.

### **Section 3: The Impact**

The impact of this integrated marketing communications campaign was profound. Through creative and engaging advertisements across various media channels, HP successfully reinstated the PC as a personal and indispensable device. By highlighting the ways in which PCs could adapt to individual needs, the campaign resonated with consumers on a deeper level. Moreover, the localization of the campaign ensured that it reached diverse audiences worldwide, showcasing the global reach and relevance of HP's offerings.

### **Section 4: Outlook**

Looking ahead, the success of "The Computer is Personal Again" campaign serves as a testament to the power of integrated marketing communications in the PC market. As technology continues to evolve, it is crucial for PC manufacturers to adapt their strategies and stay connected with consumers. By embracing innovation, personalization, and a holistic approach to marketing communications, the PC industry can continue to thrive in an ever-changing landscape.

### **Conclusion:**

In conclusion, the "The Computer is Personal Again" campaign by HP exemplifies the importance of branding and advertising in the PC market. By implementing an integrated marketing communications approach, HP successfully revitalized the personal computer, reigniting consumer interest and reaffirming its relevance. This campaign serves as a powerful reminder that effective communication strategies, backed by strong branding, can reshape industries and bring products back into the spotlight.

