



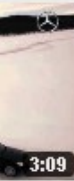
YOUTUBE FACHCHA_(fresher's) CHANNEL

BACK TO SCHOOL
HP PAVILION G SERIES LAPTOPS

THE IDEA

Every newcomer/fresher/fachcha requires an ice-breaker. This campaign is a contest conducted across colleges in various cities and marketed virally and web-wide. This contest lets college-goers know each other in an innovative, entertaining way.

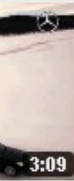
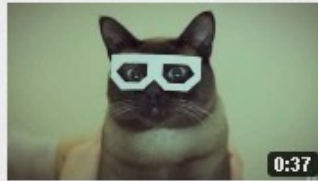




BRAND HP

- HP will give out G-series laptops to the winners.
- Each registered participant will also avail some offers/discounts.
- The participating colleges will be given out offers on bulk orders.

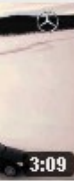
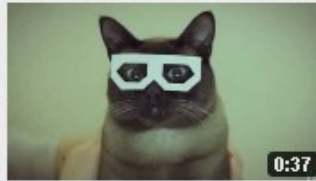




PROMOTION

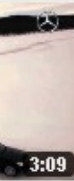
- The campaign will be promoted online and on-ground.
- Online banners and e-mailers will direct people to the micro-site.
- Physical banners and posters will be placed in colleges.
- Pavilion mobile vans will be present in various spots near colleges where students can come and record a video instantly.
- Students will also get goodies such as T-Shirt, fresher's band and fresher's stationary – all branded around the campaign. These goodies will be given to those who come and participate in the contest.
- Those who don't participate can still get exciting gifts by inviting as many friends as they can.





THE CONTEST

- Every newcomer is required to submit a **50-second video** which introduces them uniquely.
- People can record themselves or create something that's entertaining and yet speaks about them.
- Videos will be uploaded on YouTube and can be accessed on the **YouTube Faccha Channel** or the dedicated **website developed for the contest**.
- People can vote/rate or favorite videos.
- The YouTube Channel and the website will have sections for each college.
- Every college will have a winner chosen via a combination of popularity and a panel of jury.



ADVANTAGE

- Indian colleges suffer from lack of interesting ice-breaking techniques.
- Instead of ragging, this gives youngsters an opportunity to know each other.
- HP will benefit from brand awareness and sales triggered via the campaign.

