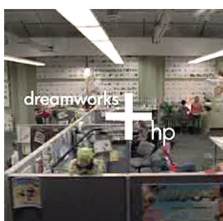
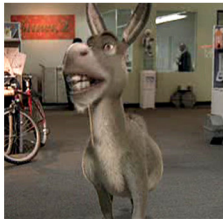


hewlett packard cinemarketing activity

Continuing a technology partnership that began in 2001, HP and DreamWorks extended their collaboration with Shrek 2.

To raise awareness of the association and the new digital products available, HP embarked on a major campaign within the cinema environment utilising both on and off-screen opportunities.



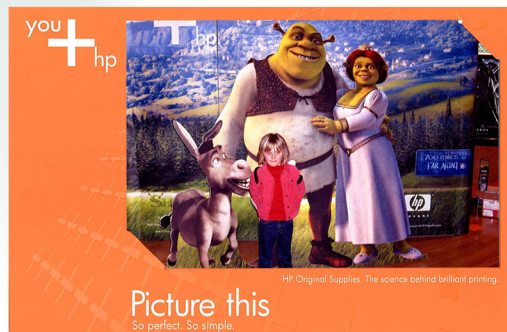
Objectives

To raise awareness of the HP/Shrek partnership and give cinemagoers the opportunity to personally experience the state-of-the-art HP technology in the foyers of selected cinemas.

Promotional Activity

A five metre Shrek/HP backdrop was erected in selected cinema foyers in front of which were positioned life-size cut-outs of Shrek, Princess Fiona and Donkey. Promoters dressed in HP branded apparel invited cinemagoers to have their photographs taken with their favourite characters.

These photos were then printed at the HP workstation located within the display area and presented to the cinemagoer in a Shrek/HP frame. Promoters also distributed competition entry forms offering first prize of a trip for four to Los Angeles and a chance to be animated in an upcoming Shrek DVD.



Results

This exciting integrated cinema campaign not only added to the awareness of the HP/Shrek partnership but also contributed to the overall enjoyment and fun of going to the movies. Shrek 2 moviegoers were able to take home a memorable souvenir from the movie courtesy of HP.