

# MarketingWeek

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## HP to launch David Guetta web series

Hewlett-Packard (HP) is launching a branded web series as part of a partnership with French DJ, David Guetta, as it continues to court younger consumers by focusing its marketing activity around music.

The poster is for the 'CHAR HP' web series. On the left, a full-length photo of David Guetta is shown against a blue background. To his right, a vertical list of cities is presented, each with a small portrait of a DJ and a time slot. The cities listed are: NICKY ROMERO (13H00 / 14H15), LOFTM (14H15 / 15H30), SARAH MAIR (15H30 / 16H30), and AFROJACK (17H45 / 19H00). At the top left, the text reads 'Retrouvez des mix d'exception' with a red circle around the word 'exception'. At the top right, the 'CHAR HP' logo is displayed. Below the logo, it says 'RETROUVEZ-NOUS PLACE DE LA REPUBLIQUE A PARTIR DE 13H' and 'TECHNO PARADE 17/09/11'. In the center, a laptop screen shows a large crowd at a concert. Below the laptop, the text reads 'LA MUSIQUE COMME VOUS L'AIMEZ. SEULS LES PC HP SONT EQUIPES DE beatsaudio'. At the bottom right, the 'Everybody On HP' logo is visible.

The series, which is the latest phase of a global tie-up between HP and the French producer to promote its laptops and headphones ranges, will launch next month (March 6) on online video platform Dailymotion and David Guetta's YouTube channel.

Episodes will feature five cities across Europe including London, Cannes and Ibiza and will follow the DJ as he tours each of the cities' top clubs. The partnership is also extending to include David Guetta's wife, Cathy, as she visits her favourite European fashion designers.

The consumer electronics maker is hoping that the series will be shared via the French DJ's Facebook page, which has over 23 million fans, to help boost its HP Beats products in the computer accessories market.

Olivier Gillet, marketing director for HP webOS EMEA says: 'We [brands] talk about changing the marketing paradigm. In reality it is difficult to change the traditional model without doing something radically different. Using music and hot bands as brand lever is fresh and new. It has been done with film and TV, but music has constant and growing fanbases - this is like gold to marketers.'

Additional activity includes a product placement deal that will see HP products appear in one of David Guetta's upcoming music videos.

The tie-up was brokered by product placement agency, My Love Affair, who are working with David Guetta and other artists including Charlie Winston and Julian Perretta as well as record labels such as EMI, to identify content opportunities around new singles.

Last year it partnered Guetta with Renault to promote the car marque's electric car the Twitzy, in his music video with rapper Flo Rida, 'Where Them Girls At.'

Advertisers are increasingly looking to branded content deals with music labels and artists in a bid to tap into their existing fan bases for new consumers. Earlier this month Madonna premiered her latest music video, 'Give Me All Your Loving', featuring Smirnoff vodka throughout. It is part of the pop singer's deal with Diageo on the spirit brand's Nightlife Exchange Project Dance.