

A WIN | WIN FOR EVERYONE

EXPANDING HP'S PROMOTIONAL REACH



Hewlett-Packard, one of the world's leading computer companies, contracted with CROSSMARK beginning in 2008 to manage all of their consumer-based promotion across Australia and New Zealand. Promotions are integral to HP's go-to-market strategy with each business unit within HP having different, but specific objectives for its promotions. CROSSMARK worked with HP to implement promotion pages within HP's current website infrastructure, while utilizing CROSSMARK's eAward-bank platform to process claims/rewards. This solution gives HP the ability to adjust the mechanics of the promotion as they wish, while providing an easy-to-use, seamless interface for its customers.

CROSSMARK PROVIDES HP WITH INNOVATIVE AND **CREATIVE WAYS TO ENGAGE IT'S CUSTOMERS** THROUGH IT'S PROMOTIONS AND MANAGES THE ENTIRE PROMOTION PROCESS. **RESULTS:**

- 70+ SEPARATE PROMOTIONS
- 250,000+ CLAIMS FULFILLED ACROSS AUSTRALIA AND NEW ZEALAND
- AVERAGE REWARD DELIVERY TIME OF 21 DAYS

SHOP 'TIL YOU DROP*

Valid on purchases from 1 September to 30 November 2010

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<ul style="list-style-type: none"> • HP T2 AP Black Inkjet Cartridge (C8902WA) • HP 60 Black (C8340WA) • HP 74 Black Inkjet Print Cartridge (C8320WA) • HP 21 Black AP Inkjet Cartridge (C8351AA) 	\$15
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2. Redeem your SUPERVOUCHER™** for the "SHOP 'TIL YOU DROP OFFER".

3. If you are not an existing member, create a new account.

4. Enter your SUPERVOUCHER™** code.

5. Final claims MUST be received online by 5PM EST 7 December 2010 to be eligible for your SUPERVOUCHER™**.

6. Do not attempt to reuse or invalidate your claim. Once your claim is processed, you will receive your promotional offering. Please refer to the terms and conditions relating to this promotion. For more details, visit www.hp.com.au/supplies.

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Final claims must be received online by 7 December 2010 to be eligible for your SUPERVOUCHER™**.

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