

Let's Do Amazing.

HP YouTube Channel Network

With YouTube being the top online video platform, HP enlisted Idea to help plan and build a consistent and cohesive brand experience to support the business units and core groups with consumer-facing video content. The end result is a sophisticated network of channels and playlists that incorporate custom functionality and strategically weave the needs of the business units with the expectations and behaviors of their audiences.



Numbers

1
million

Length of the campaign leading up to the show

3
million

Number of page views in almost 900 visits to the Glevol site

Challenge

Over the course of several years, HP video content became sprawled out in unorganized channels across YouTube. With no rhyme or reason behind the creation of channels, as well as channel maintenance, HP saw the launch of their \$40 million Let's Do Amazing campaign as an opportunity to begin to shape its presence into a cohesive and consistent experience, strategically tying its core channels together.

With over 50 channels created on YouTube, many with no known owners or updated content, HP realized that it had to handle the needs of each business unit individually and holistically to encompass all of the assets widespread throughout YouTube.

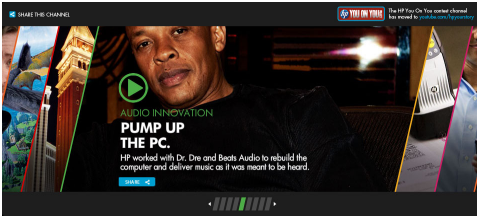
Solution

Idea stepped in to help HP take the lead with its YouTube presence and be one of the first brands to systematically and strategically organize its content from an internal standpoint, as well as from a user perspective.

First, the team assessed the content from each business unit to develop

complex.simple
technology.solution

Highlight



Custom Player

A YouTube gadget developed by Idea for HP that only comes with brand channels, added a unique way of watching YouTube video while giving HP the ability to drive traffic to their site via URL-enabled calls-to-action embedded in the player.

Services

- Brand Experience & Design
- Market Analysis & Customer Insights
- Content & Search Strategy
- Social Media

a longer term framework that would grow with content but still provide a user-friendly experience. The content determined the higher level navigation that would be consistent across all of HP's channels, which are brand channels that carry additional functionality and features not available on standar user channels. Idea assisted each business unit with content strategy to help with the ongoing maintenance of the channel and provided guidelines for playlist strategies to keep content fresh and visible.

To help package the channels and add unique brand elements, Idea developed a custom player that is visible on the main channel and certain sub-channels. The player allows for content to become visible to users and gives them the opportunity to explore content within the network of channels. In addition to content exploration via the player, Idea composed a video search strategy to help stakeholders within each business unit understand how to optimize uploads for search within YouTube.

Results

After the launch of the new main channel, HP was the top-rated channel for the week, receiving the largest amount of traffic and video views out of any channel on YouTube. In addition, the channel helped support a \$40 million campaign that sprawled more than eight weeks. The channel was featured in online press and high-trafficked blogs, driving more online buzz and social conversation around HP's content.

Read the article

<http://www.youtube.com/hp>