

The Art of Possibilities

HP Digital Print Solutions



The reviews are in, and from all reports the **ONE of 100 Summit** Event offered great content and inspiration fuel for those who attended.

If you are looking for more information or inspiration, below is some additional material on the content shared by the presenters.

Cause Marketing Messaging

The Millennial & Gen Z :: The purchase of a brand reflects their values, and interests.

	<p>Transforming Lives :: The Café Franqueza Project</p> <p>The Ercus Foundation is a non-governmental, non-profit organization that helps farmers through financial aid, economic education, technological development and partnerships. The Café Franqueza project is aimed at helping coffee growers escape poverty. To promote the Café Franqueza brand, they printed pictures of coffee farmers with a brief biography and a map showing their location on each pouch of coffee.</p>	<p>Video</p> <p>Story</p>
	<p>Amarula “Name Them, Save Them” campaign.</p> <p>Amarula, the South African producer of cream liqueur, has released a special edition of 400,000 bottles with individualized elephant icons to raise global awareness for the same remaining number of the endangered African species. In a collaboration with HP and label converter SA Litho of Cape Town, South Africa, Amarula Cream turned its liqueur bottles into unique pieces as an added dimension to the brand’s “Name Them, Save Them” African elephant conservation project.</p>	<p>Video</p> <p>Story</p>

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	<p>Love Wins</p> <p>Diageo has teamed up with British television presenter and GLAMOUR columnist Dawn O’Porter to launch a line of Smirnoff vodka bottles to celebrate 2016 Pride in London. The 500 limited edition bottles come in the colors of the Pride flag, feature the Love Wins print from BOB’s Equality Collection, and shows a range of relationships today. For every bottle sold, Smirnoff will make a donation to LGBTI charity R U Coming Out, which aims to inspire and support people to be themselves.</p>	<p>Article</p>
	<p>A Cause for Celebration “Love Wins US”</p> <p>“With Smirnoff Love Wins, we feature real same-sex couples on our limited-edition bottles and are highlighting love in all its forms,” Young says. “As part of our efforts, we also made a donation to the national Human Rights Campaign in an effort to make a difference and help foster safer environments for the LGBTQ community within the United States.”</p>	<p>Article</p>

Personal/Relevant Messaging

The Millennial & Gen Z :: Want brands to recognize them as individuals.

	<p>Coke® gets personal :: Share a Coke</p> <p>Coca-Cola® gets up close to its Generation Z audience, using personalized labels printed with HP Indigo presses for a Europe-wide marketing campaign. More than 800 million digitally-printed labels prove HP Indigo's value for long print runs. In addition, Coca-Cola® is using as their brand standard the red ink specifically developed by HP for the campaign.</p>	<p>Video</p> <p>Story</p>
	<p>Diet Coke® :: Extraordinary Collection</p> <p>For the Diet Coke project a special algorithm led to a unique design technique that allowed millions of designs to be completely auto-generated. HP SmartStream Mosaic helps users automatically generate a high number of unique graphics for embedding into a variable data job, all from a fixed number of base patterns.</p>	<p>Video</p> <p>Story</p>
	<p>Bud Light :: Mad Decent</p> <p>Anheuser Busch's Budweiser division recently launched a packaging campaign to coincide with a series of events they are hosting. Bud Light has an exclusive partnership with Mad Decent Block Party across the U.S. and Canada and they wanted to do something spontaneous and innovative to amplify consumers' experience.</p>	<p>Video</p> <p>Story</p>
	<p>Mondelēz :: TANG</p> <p>Tang has bet on the family moments in their communication. And to reinforce this concept, the brand is launching the Family Album promotion, which aims to insert photos of families from all over the country in their packaging. In total, 110 images and reports will be selected to print Tang packaging marketed throughout the country. "Tang wants to be closer to families and believes that this is a very special way to make that connection.</p>	<p>Video</p>

	<p>Nestlé :: KIT KAT</p> <p>Nestlé introduce a promotion for their KitKat 4 Finger and Chunky singles, multipacks and 2 Finger biscuit packs. Consumers can enter online via the on-pack code, with personalized messages and photos from winning entries printed onto a unique KitKat wrapper. A KitKat 4 Finger Milk will be produced in the KitKat York factory for each winner and posted out in gift boxes. More than 55,000 printed personalized packs will be produced.</p>	Article
	<p>Kim Gets Personal</p> <p>Heart Publication's ELLE, always strive to bring you the most exclusive content. In their April 2018 issue, they really went out of our way to put their subscribers first, literally. 50,000 ELLE subscribers saw their names on the cover of the magazine, followed by a special note from Kim Kardashian West herself.</p>	Article

Join in the Fun

The Millennial & Gen Z :: Want to be creative & playful.

	<p>Mondelēz :: #OreoColorfilled</p> <p>Mondelēz International's Oreo brand debuted "Oreo Colorfilled" Customizable Holiday Packaging Campaign. Mondelēz brand offered "Colorfilled" Oreo packs for sale at a new Oreo site, shop.oreo.com. The packs will feature exclusive illustrated designs from artists Jeremyville and Timothy Goodman. You just color them in digitally—using a palette of colors as well as some bits of "seasonal flair."</p>	Video
	<p>Mondelēz :: #OreoColorfilled Alibaba TMall</p> <p>Oreo colour-filled pack is a promotion designed exclusively for Tmall, and aims to create a brand new e-commerce shopping experience. This strategic partnership will fully synchronise Mondelēz China and Alibaba Group's advantages and resources to provide consumers with higher quality and more convenient services. The two companies will invest in e-commerce media platform, sales channel, distribution channel and innovations.</p>	Video



La Catrina brand creates eye-catching wine labels

Packaging should be more than functional - it should be fun! Southwest Wines and Spirits wanted to create a wine brand that stood out on shelves and appealed to a younger, more urban market. The bottles are covered in shrink sleeves that feature day of the dead-inspired designs created by a local artist. These colorful sleeves are printed at ILS on an HP Indigo WS6600 Digital Press. Using digital print allows Southwest to grow into new markets, exploring new labels, personalized designs, limited-edition runs and more!

[Video](#)



Strauss Elite :: Origamoo

Facing increased competition from imported brands, Strauss Elite wanted to breathe new life and attract attention with innovative packaging for its original brand, existing since 1934. The one-of-a-kind duplex wrappers for the marketing campaign were generated by Mosaic variable design technology from 17 original seed patterns, and printed by Ilan Print. Consumers can find the folding instructions in a dedicated website.

[Video](#)

[Story](#)



The Millennial & Gen Z factor ::

How this generation of consumers are transforming today's packaging landscape

**for more info visit
HP for Brands**

[Get inspired](#) | [Get in touch](#)



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Doris is responsible for fostering relationships with many of the world's most recognizable brands, and their creative agencies, through meaningful and inspirational digital print instruction, and campaign development. She has been an outspoken leader and advocate regarding digital print production, color communication, and cross media marketing.

For close to 40 years Doris has been recognized in the printing, textile and plastics industries as one of the foremost experts on color, a crucial element in corporate branding and identity. Her greatest strengths are her passion, creativity, drive and leadership. She thrives on challenges, particularly those that expand the company's reach.

As a highly sought-after speaker for the industry, she devises and presents motivating and educational presentations, sharing digital print capabilities and brand use stories worldwide.