



# ZB AND HP BUSINESS CLASS CASE STUDY



## OVERVIEW

**HP goaled NZME to position their brand as the #1 market leader in SMB, and to differentiate HP from its competition. NZME responded with the creation of a new podcast series “HP Business Class,” hosted by Heather du Plessis-Allan and designed to inspire HP’s B2B audience to achieve new levels of success.**

‘HP Business Class’ tells the stories of iconic and emerging New Zealand businesses that demonstrate a fighting spirit and an innovative mentality – the same qualities found in the HP story. Many of New Zealand’s most celebrated and successful entrepreneurs have featured over the two years the series has run to date, including Sir Stephen Tindall, Dame Trelise Cooper, Sir Michael Hill, Peter Beck, Jeremy Moon, and Cecilia Robinson.

These outstanding business leaders talked about the dos and don’ts of business and peeled back the curtain to reveal the wins, the losses and ultimately, the lessons learned from their experiences. All relevant, fascinating and inspiring to the New Zealand SMB audience.



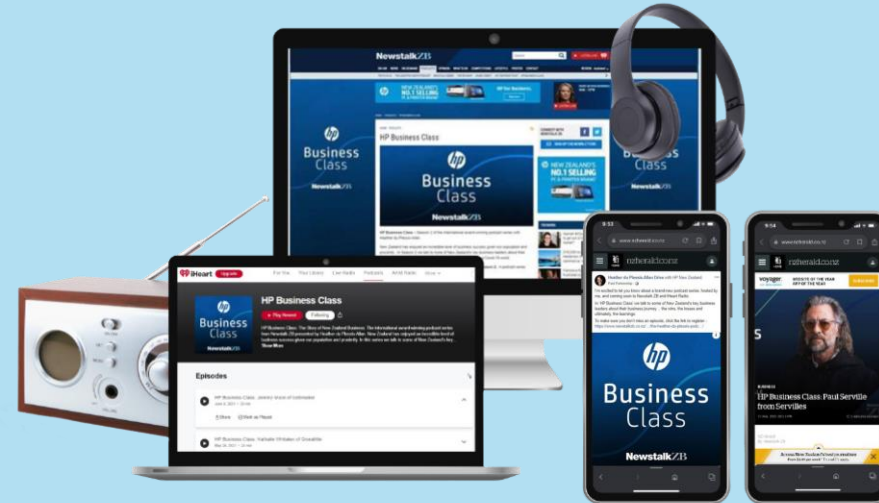
### CASE STUDY HP BUSINESS CLASS

CAMPAIGN DATES: OCTOBER 2019 – JUNE 2021

**BE HEARD. EVERYONE’S HERE.**

## PROMOTIONAL ELEMENTS AND EXPOSURE

- **iHeartRadio**, NZ's leading podcast platform, has delivered 114,009 listens (and growing)
- **Newstalk ZB** played each episode on broadcast radio in its entirety
- **The Heather du Plessis Drive show** delivered 253 mins of broadcast airtime across the series, reaching an estimated 966,475 people aged 10+
- **nzherald.co.nz** native articles brought each episode to life, delivering 79,655 pageviews across 22 different articles
- **The NZME digital network** delivered 10.7 million impressions to the campaign
- **Newstalk ZB social platforms** including Facebook and Instagram featured the campaign



Newstalk  
**ZB**

## PROMOTION SUCCESS AWARDS

- INMA 'BEST USE OF AUDIO' WINNER, 2021
- NEW YORK FESTIVALS RADIO AWARDS 'BUSINESS PODCAST' SILVER, 2020

PAUL SAID:

“Congrats on the first HP Business podcast last night. I was blown away. Great narrative, good questions and well produced. I really enjoyed it. I particularly appreciated how the priority of execution over planning was emphasized and how you didn't downplay the role that good old luck plays in most success stories. Looking forward to the next one.”

## CLIENT SUCCESS

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We loved bringing iconic NZ stories to life that align so closely with HP's driven spirit and mentality of innovation. The quality on display throughout the season which was created by our partners including Newstalk ZB was second to none.

JESSICA RANGI – HEAD OF MARKETING,  
PRINT & PERSONAL SYSTEMS, HEWLETT PACKARD



**NZ  
ME.**  
NEW ZEALAND  
MEDIA AND  
ENTERTAINMENT

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