

CASE STUDY

HP

Managed the critical brand transition during Teradici's acquisition by HP, leading the integration of visual identity, messaging, and marketing assets. This successful merger strengthened HP's digital offerings, ensured consistency across all platforms, and enhanced market presence, solidifying the combined brand's position in the industry.

Branding Transition During Acquisition

HP Color palette

#549ef7	#40defa	#4ef5ab	#ff63bb	#ffbd3b	#fcf54b
#87bbfa	#79e8fb	#83f8c4	#ff92cf	#ffd176	#fdf881
#aacffb	#9feefc	#a7fad5	#ffb1dd	#ffde9d	#fdfaa5
#cce2fd	#c6f5fd	#cafce6	#ffd0eb	#ffebc4	#fefcc9

Logos

01 - HP	02-Anyware-Horizontal	03-Anyware-Stacked	04-HP-Anyware-Wordmark
05-HP-Anyware-Stacked	06-HP-Anyware-Horizontal	07-Anyware-Logomark	

Secondary Icons

3 corresponding icons that represent different user groups.

Anyware Agent	Anyware Manager	Anyware Client

CHALLENGE

- HP's acquisition of Teradici required a seamless integration of branding elements while maintaining market presence and ensuring internal team alignment.
- Existing branding resources were fragmented, slowing campaign consistency.

SOLUTIONS

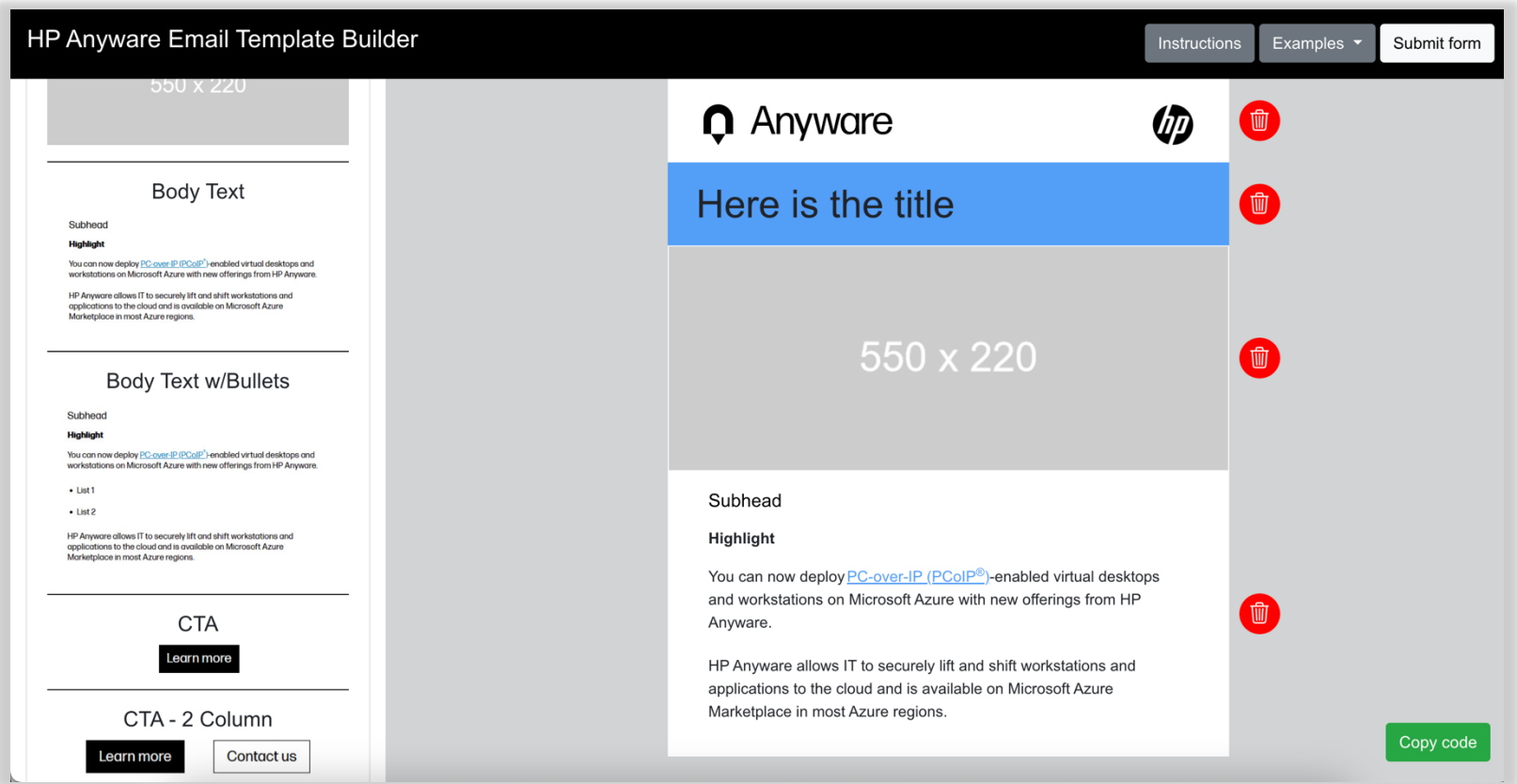
- Produced comprehensive brand guidelines for logos, colors, icons, and messaging.
- Created an online library for easy access to templates, streamlining workflows for marketing and development teams.
- Adapted Teradici's visual identity for integration into HP's design standards.

RESULTS

- Successfully unified branding across HP's campaigns and platforms, strengthening its digital offerings.
- Reduced team inefficiencies by providing clear, centralized branding resources.

Drag-and-Drop Email Builder Implementation

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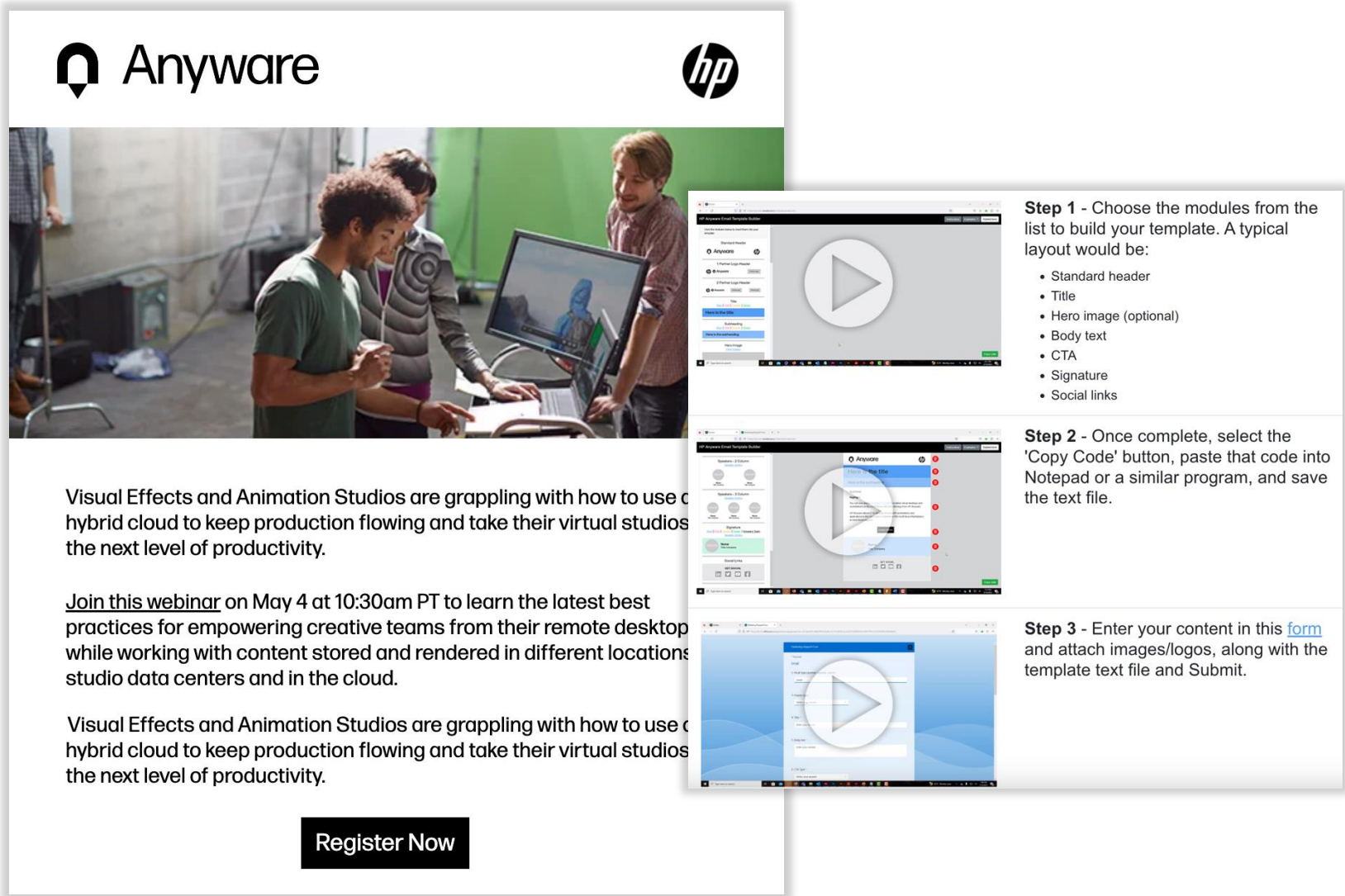


CHALLENGE

- Campaign execution was time-intensive due to manual email design processes.
- Teams faced delays in approval cycles, hindering marketing responsiveness.

SOLUTIONS

- Developed a drag-and-drop email builder, enabling marketers to quickly design and deploy emails without requiring advanced technical skills.
- Integrated tools for automated review cycles, streamlining feedback and revisions.



RESULTS

- Cut email production time by 50%, allowing faster campaign launches.
- Increased productivity, enabling the team to focus on higher-value tasks.

Media Adaptation for Multichannel Campaigns



CHALLENGE

- Campaign designs needed to be adapted consistently across various platforms, including print, web, social media, and video, to maintain HP's market presence.

SOLUTIONS

- Collaborated with cross-functional teams to adapt creative assets to each platform.
- Standardized design workflows to ensure brand consistency and high-quality outputs across all channels.



RESULTS

- Delivered cohesive campaigns across channels, boosting customer engagement and reinforcing brand authority..