

Public Relations:

- DRB held a messaging and branding workshop with Hewlett-Packard personnel to determine the best messages and focus for public relations, advertising and tradeshow campaigns.
- DRB conducted an industry analyst and press tour with the Division Vice Presidents to reacquaint editors and analysts with Hewlett-Packard and the Semiconductor Test Group, soon to become a part of Agilent Technologies.
- DRB organized a press conference at SemiCon West. Editors and analysts were invited to meet Edward W. (Ned) Barnholt, division head of Hewlett-Packard's Test & Measurement Organization, and Agilent's future president and chief executive officer. The object of the press conference was to discuss future plans and product offerings.
- DRB created press kits for the trade show and press conference. Press kits were distributed ahead of time electronically and in printed form so editors could prepare for the press conference. Editors were also invited to HP customer events as well as one-on-one briefings.



Advertising & Trade Show Projects:

- DRB created a single page, 4-color ad depicting The Garage. The ad was placed in essential semiconductor trade publications and the SemiCon West Show guide. The ad contained an invitation by Walter Hewlett, son of founder Bill Hewlett, and HP board member, to come to the Hewlett-Packard booth to see what was happening in The Garage today.
- The Garage related graphics were used for show signage, posters, mailers, event invitations and tickets and collateral handouts. DRB guided the design of the trade show booth to be sure it reflected the theme. The main part of the booth emulated the original garage, including the stone plaque commemorating it as the "Birthplace of Silicon Valley".
- The tag line, "History is about to be made...again!" was developed for use in conjunction with the Hewlett-Packard logo (anticipating that the Agilent logo could be substituted at the last minute). This was applied to show hall posters, banners and even to the stair risers of the main entrance to the convention.

Results:

- Hewlett-Packard received extensive press coverage, both in print and electronic Publications. Attendance at the press briefing was nearly 100% of the RSVP's, plus the number of editor drop-in's resulted in a packed session.
- The Hewlett-Packard tradeshow booth was recognized by SemiCon West as one of the top exhibition booths at the show
- Hewlett-Packard's original Test & Measurement group was officially launched as part of Agilent Technologies. Stock prices remained strong and industry analysts were positive about the prospects for both companies.