

HEWLETT PACKARD ENTERPRISE DOESN'T MAKE ADS, IT TELLS STORIES

PULLING AUDIENCES IN THROUGH THEIR HEARTS TO TELL BRAND STORIES THAT STICK

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Technology marketing has long been about feeds and speeds – measuring the performance of bleeding-edge hardware and software. But Marissa Freeman, chief brand officer at Hewlett Packard Enterprise (HPE), has a different view. She has built HPE into a top-level brand storyteller, producing documentaries and videos with publishers like The Atlantic, Recode and CNN that really get at the issues of what great technology can do.

“Decoding Alzheimer’s” is one such execution. Co-produced with Courageous, the brand studio that supports CNN and Great Big Story, the short documentary takes the audience behind the scenes of groundbreaking research being done to find a cure for the disease. “We’re able to communicate how the technology and the research and our product called memory-driven computing are changing the way medicine will work,” said Freeman. “No one is dry-eyed after watching.”

The result was a piece of content that actively engages the audience emotionally. That’s the kind of win that Freeman searches for in these kinds of executions. Check out the video above for more on how HPE uses storytelling to convey its brand values.

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