



NGC ASIA - HP COLOURS

PARTNERSHIP



**NATIONAL
GEOGRAPHIC
CHANNEL**

Think Again.

HP Colours

National Geographic Channel & HP bring to life the "Portraits of Colour" and the many exciting stories behind National Geographic photographer, Michael Yamashita's amazing photography images.

A series of on-air vignettes, featuring the travels and photographs of Michael Yamashita, were combined with on-ground photo exhibitions shown across Asia Pacific in May. Michael's photographs featured in the various vignettes – each focused on a particular colour are brought to life using the HP Photosmart 8750 photo printer – prints that bring out the colour and texture of his images and will last for generations.

ON-AIR

1x 15sec Exhibition promo spot
1 x 10sec Contest spot (for online)
4 x 30sec "colours" vignettes (Blue, Green, Red and Yellow)

ON-LINE

Online microsite (includes contest)

ON-GROUND

Photo Exhibitions

RESULT

CASBAA Pay-TV Awards 2005 Award Certificates of Merit for Best Technology Campaign.

"Through leveraging National Geographic Channel's rich heritage of professional quality visuals and its world-renowned photographers such as Michael Yamashita, HP have been able to effectively reach out and communicate with target audiences across 14 countries. In partnership with National Geographic Channel, HP offers professional photographers, such as Michael, as well as photo enthusiasts, simple and rewarding digital photography experiences with products that promise to deliver superior photo quality, ease-of-use and affordability."



Han Kong Leong
Vice President of HP Consumer Imaging and Printing
Asia Pacific and Japan



Think Again.

THANK YOU

Please feel free to contact us
for more information

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