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The Author
ABSTRACT

PT. Hewlett-Packard Indonesia has already had a strong presence in Indonesian computer market. But to be able to compete in such fast-changing industry where technology breakthrough happens in a blink of an eye, HP realized that a new marketing strategy is needed to keep their nearest competitor at an arm length. The marketing strategy that HP Indonesia wants to implements was an experiential marketing strategy in the form of a dedicated demo center. After a year of the its existence, the demo center had able to meet the objective that was being targeted by HP Indonesia and had able to set a benchmark on how to properly implement an experiential marketing strategy in Indonesian IT market.

This thesis was made to analyze what were HP Indonesia key success factor on crafting, planning, and implementing an experiential marketing strategy. How HP done it was by correctly understand their consumer insight, their competitive environment, and the company’s internal and external factors. For this case study analysis, the author conducted an interview with HP Indonesia Marketing Communication Team and by observing the demo center itself.

Key word : Experiential Marketing, Customer Experience, Marketing Strategy, Strategic Management
# TABLE OF CONTENTS

Front Page.................................................................................................................. i  
Statement of Purposes................................................................................................. ii  
Supervisor Approval................................................................................................. iii  
ACKNOWLEDGEMENTS......................................................................................... iv  
ABSTRACT............................................................................................................... vi  
TABLE OF CONTENTS............................................................................................ vii  
LIST OF TABLES................................................................................................. xi  
LIST OF FIGURES............................................................................................... xii  

## CHAPTER 1  INTRODUCTION........................................................................ 1  
1.1 Background..................................................................................................... 1  
1.2 Problem Statement......................................................................................... 3  
1.3 Research Goals............................................................................................... 3  
1.4 Scope of Research......................................................................................... 4  
1.5 Organisation of This Thesis........................................................................... 4  

## CHAPTER 2  LITERATURE REVIEW......................................................... 6  
2.1 Marketing........................................................................................................ 6  
2.2 Understanding the Marketplace and Customer Needs.............................. 7  
   2.2.1 Customer Needs, Wants, and Demands.............................................. 7  
   2.2.2 Market Offerings-Product, Services, and Experience...................... 7  
   2.2.3 Customer Value and Satisfaction....................................................... 8  
   2.2.4 Exchanges and Relationship............................................................... 8  
   2.2.5 Markets................................................................................................ 9  
2.3 Marketing Management................................................................................. 9  
2.4 Marketing Strategy......................................................................................... 9  
   2.4.1 Market Segmentation......................................................................... 9  
   2.4.2 Target Marketing.................................................................................. 10  
   2.4.3 Market Positioning............................................................................... 10  

vii
### CHAPTER 2  DEFINITION OF EXPERIENTIAL MARKETING

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.4.2</td>
<td>The Rise of Experiential Marketing</td>
<td>12</td>
</tr>
<tr>
<td>2.4.3</td>
<td>Definition of Experiential Marketing</td>
<td>13</td>
</tr>
<tr>
<td>2.9</td>
<td>Traditional Marketing Vs. Experiential Marketing</td>
<td>13</td>
</tr>
<tr>
<td>2.9.1</td>
<td>Characteristic of Traditional Marketing</td>
<td>13</td>
</tr>
<tr>
<td>2.9.2</td>
<td>Characteristic of Experiential Marketing</td>
<td>14</td>
</tr>
<tr>
<td>2.10</td>
<td>The Strategic Experiential Modules (SEMs)</td>
<td>14</td>
</tr>
<tr>
<td>2.10.1</td>
<td>SENSE</td>
<td>14</td>
</tr>
<tr>
<td>2.10.2</td>
<td>FEEL</td>
<td>15</td>
</tr>
<tr>
<td>2.10.3</td>
<td>THINK</td>
<td>15</td>
</tr>
<tr>
<td>2.10.4</td>
<td>ACT</td>
<td>15</td>
</tr>
<tr>
<td>2.10.5</td>
<td>RELATE</td>
<td>16</td>
</tr>
<tr>
<td>2.11</td>
<td>The Experience Providers (EXPROS)</td>
<td>16</td>
</tr>
<tr>
<td>2.12</td>
<td>The Experiential Grid</td>
<td>16</td>
</tr>
<tr>
<td>2.13</td>
<td>Customer Experience Management</td>
<td>17</td>
</tr>
<tr>
<td>2.13.1</td>
<td>The CEM Framework</td>
<td>17</td>
</tr>
<tr>
<td>2.14</td>
<td>Delivering a Seamlessly Integrated Customer Experience</td>
<td>17</td>
</tr>
</tbody>
</table>

### CHAPTER 3  METHODOLOGY

<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>The Case Method</td>
<td>18</td>
</tr>
<tr>
<td>3.1.1</td>
<td>Case Study</td>
<td>18</td>
</tr>
<tr>
<td>3.1.2</td>
<td>Discussion</td>
<td>21</td>
</tr>
<tr>
<td>3.1.3</td>
<td>The Benefit of Using a Case Study Method</td>
<td>21</td>
</tr>
<tr>
<td>3.2</td>
<td>Case Writing Method</td>
<td>21</td>
</tr>
<tr>
<td>3.3</td>
<td>Data Collecting Method</td>
<td>21</td>
</tr>
<tr>
<td>3.4</td>
<td>Case Study Analysis Process</td>
<td>22</td>
</tr>
<tr>
<td>3.4.1</td>
<td>The Porter 5 Forces</td>
<td>22</td>
</tr>
<tr>
<td>3.4.2</td>
<td>The SWOT Analysis</td>
<td>22</td>
</tr>
</tbody>
</table>
3.4.3 The Experiential Marketing Tool Analysis……… 25

3.5 Time and Location………………………………………………………… 25

CHAPTER 4 CASE ANALYSIS……………………………………………… 27

4.1 Case background…………………………………………………………… 27

4.1.1 The IT Industry Trend………………………………………………… 27

4.1.2 Problem Statement…………………………………………………… 28

4.2 The Needs………………………………………………………………… 28

4.3 The Analysis……………………………………………………………… 29

4.3.1 HP Indonesia SWOT Analysis……………………………………… 29

4.3.2 The Porter 5 Forces Analysis……………………………………… 30

4.3.3 The Consumer Insight……………………………………………… 31

4.4 Decision Base on the Needs and the Analysis……………………… 31

4.5 Competitor Activities…………………………………………………… 32

4.6 HP Demo Center in Other Countries…………………………………. 33

4.7 Basis for Choosing a Lifestyle Demo Center………………………… 35

4.8 The Transformation Process…………………………………………… 36

4.8.1 The Strategic Partner………………………………………………… 36

4.8.2 The Target……………………………………………………………… 37

4.8.3 The Concept…………………………………………………………… 38

4.8.4 Finding The Right Location……………………………………… 38

4.8.5 Grand Indonesia……………………………………………………… 39

4.8.6 Blitz Megaplex………………………………………………………. 40

4.9 The Development Process……………………………………………… 42

4.9.1 The Design and Lay-out……………………………………………… 42

4.10 The Tactical Implementation………………………………………… 45

4.10.1 Defining the Kinds of Experience………………………………… 45

4.10.2 Defining the Experience Providers……………………………… 46

4.10.3 Services Provided (The Experiential Grid)……………………… 48

4.10.4 CRM Benefit………………………………………………………. 51

4.10.5 HP Demo Center Membership Program………………………. 52
## LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 4.1</td>
<td>Member Point Scheme</td>
<td>52</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Point Reward Scheme</td>
<td>53</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Customer Testimonials</td>
<td>76</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>PR Value</td>
<td>80</td>
</tr>
<tr>
<td>Table 4.5</td>
<td>Lead Sales</td>
<td>81</td>
</tr>
</tbody>
</table>
LIST OF FIGURES

Figure 2.1  The Experiential Grid........................................................... 16
Figure 3.1  The Relationship between Case Method, Discussion, Case Study........................................................................... 18
Figure 3.2  The SWOT Matrix.................................................................. 24
Figure 4.1  HP Demo Center Concept..................................................... 38
Figure 4.2  Grand Indonesia Location..................................................... 40
Figure 4.3  Blitz Megaplex Ticket & Condiment Booth........................ 40
Figure 4.4  Blitz Megaplex Cinema Alley............................................. 41
Figure 4.5  Blitz Megaplex Cinema....................................................... 41
Figure 4.6  Blitz Megaplex Cafe............................................................ 42
Figure 4.7  The Location Blue Print....................................................... 42
Figure 4.8  The Smart Office Area Design............................................ 43
Figure 4.9  The Mobility Area Design................................................... 43
Figure 4.10 The Creative Printing Area Design..................................... 44
Figure 4.11 The Digital Entertainment Area Design.............................. 44
Figure 4.12 HP Demo Center Design................................................... 45
Figure 4.13 HP Xperience Zone Logo.................................................... 55
Figure 4.14 HP Printer Technology Update Invitation........................... 59
Figure 4.15 Web 101 Workshop Invitation........................................... 59
Figure 4.16 Internet Marketing Workshop Invitation......................... 60
Figure 4.17 Open Source Workshop Invitation.................................... 60
Figure 4.18 Xpress Your Freedom Flyer............................................... 61
Figure 4.19 HP Charity to Purity Flyer................................................ 62
Figure 4.20 Be Original Flyer............................................................... 63
Figure 4.21 Share More Happines Flyer............................................... 64
Figure 4.22 Banner for Trivia Quiz and Workshop.............................. 65
Figure 4.23 Total Registered Members............................................... 67
Figure 4.24 Member Growth by Month............................................... 68
Figure 4.25  Member by Gender............................................................... 68
Figure 4.26  Member by Age................................................................. 69
Figure 4.27  Member by Income............................................................ 69
Figure 4.28  Member by Profession...................................................... 70
Figure 4.29  Member by Industry Sector.............................................. 70
Figure 4.30  Member by Job Responsibility.......................................... 71
Figure 4.31  Returning Member Mobility Area...................................... 71
Figure 4.32  Time Spent Mobility Area................................................ 72
Figure 4.33  Returning Member Smart Office Area................................. 73
Figure 4.34  Time Spent Smart Office Area.......................................... 73
Figure 4.35  Returning Member Digital Entertainment Area..................... 74
Figure 4.36  Time Spent Digital Entertainment Area............................... 74