**HPS 0027 - Environmental Campaign Concept**

**EMAIL VERSION 1: ACTION**

**Notes:**

* Primary message is that by choosing Original HP Ink you can feel good about doing your part for the environment. (SHOP)
* Secondary message is to encourage recycling to help protect our oceans. (RECYCLE)

**HERO**

**Headline: PRINT WITH PEACE OF MIND.**

**Copy:** Original HP ink delivers outstanding quality prints, while also reducing your environmental impact. Using recycled content and delivering reliable performance means fewer reprints and less paper waste.

**CTA:** CHOOSE ORIGINAL HP INK

**SECONDARY**

**Headline: It All Adds Up:**

**Copy:**

* **500 Million**

HP cartridges have been recycled… and counting.

* **Up to 70%**of an HP cartridge is made from recycled material.
* **2 Billion**recycled water bottles have been used in HP cartridges.

**CTA:** Learn more  
<https://www8.hp.com/ca/en/ads/supplies/environment.html>

**TERTIARY**

**Headline: Help keep plastics out of our oceans.**

**Copy:** HP Planet Partners return and recycling program is a free and convenient way to keep plastic from getting into our water. Together, we can make a difference!

**CTA:** Recycle now

**EMAIL VERSION 2: EDUCATIONAL**

**Notes:**

* The primary goal of this email is to educate customers about the environmental policies of HP to improve brand perception and loyalty.

**HERO**

**Headline:** Better results for you, and our planet.

**Copy:** Original HP supplies are designed with the environment in mind. From efficient design and packaging to free recycling programs, reducing your environmental impact is easier when you buy Original HP Ink & Toner. Join HP in the shift to more sustainable printing.

**CTA:** LEARN MORE

**SECONDARY**

**Headline:** Working for a better future

**Copy:**

* **Keeping plastics out of the oceans**More than 199 million lbs. of recycled plastic have been used in manufacturing new Original HP ink and toner cartridges. That's nearly 5,000 tractor-trailer loads of plastic diverted from oceans or landfills.  
  Learn more >
* **Closed loop recycling**All HP ink and toner cartridges that you return to HP Planet Partners go through a multiphase, "closed loop" recycling process where materials are separated and refined for use as raw material.  
  Learn more >
* **Responsible packaging**HP continuously works to reduce the packaging necessary for HP printers and supplies, while striving to increase recycled content.
* **Our commitment**Our product recycling goal is to recycle 1.2 million tons of hardware and supplies by 2025. Through 2018, we’ve recycled 395,200 tons.

**TERTIARY**

**Headline:** Watch This: The Life of an HP Print Cartridge

**Copy:** See how raw materials from your HP ink and toner cartridges can be used to make new ones.

**CTA:** Watch video

<https://youtu.be/Sm_96E88kQE>