



Microsoft®

# You dream it. We deliver it.

Welcome to the Microsoft Case Study Compendium Volume 2, featuring the most innovative and most effective work from across the Microsoft Advertising network.

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We've developed a new digital format for the Compendium to help do justice to the creative approaches behind these success stories and give you a full flavour of the different campaigns in our studies. Click on the videos and slideshows on the case study pages and you'll be able to get the full story behind the work.

With advertising budgets increasingly stretched, finding new and cost-effective ways to create impact and deliver results has never been more important. We are very proud to present 31 campaigns that have done just that.



**Click here to find out what Microsoft Advertising can do for your brand**





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"Today there is a greater focus on Return on Investment (ROI) than ever before – and Microsoft Advertising is keenly placed to meet this core marketing objective."



# Introduction

In previous years we talked about the changing media landscape, but today we are also faced with a changing economic one. This has led to a re-evaluation of consumer spending behaviour, which ultimately affects marketing spend.

Today there is a greater focus on Return on Investment (ROI) than ever before – and Microsoft Advertising is keenly placed to meet this core marketing objective. The case studies showcased here highlight how each sector is optimising their media mix.

The strengths of online are its accountability and the increasing value and time consumers are giving to the medium.

Latest data from the European Interactive Advertising Association (EIAA) shows European Internet usage at 12 hours per week, just 2.2 hours short of time spent watching television. Young Europeans now spend 14.8 hrs online versus 11.4 hrs on TV\*.

Every month Microsoft Advertising reaches 68 per cent of online adults and accounts for 18 per cent of all time spent online in Europe\*\*. The case studies presented here highlight the partnerships Microsoft Advertising forges with the advertising community, helping them to navigate today's digital media landscape and really engage and connect with consumers.

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**Marc Bresseel | Vice President, Global Agencies**

\* EIAA MediaScope Autumn 2008

\*\* comScore European monthly average for Q1 2009





## 1

**AUTOMOTIVE**

As an integral part of the car-buying process, it is hardly surprising that online stands at the heart of the media mix for today's automotive brands. Online's role as a research tool for vehicle purchases makes it the ideal channel for engaging key audiences with the rich content that the automotive sector has to offer. See how Microsoft



Advertising has used behavioural targeting to drive branding and purchase intent for Vauxhall and how we worked with Mazda to send requests for test drives and brochures rocketing.

# Online casting puts **Ford** on the catwalk

A bold, content-driven campaign, in which young women auditioned to present Fashion TV online drove Ford's image makeover and helped to position the Fiesta as Denmark's next top auto model.

## KEY FACTS

### CLIENT:

Ford

### MEDIA AGENCY:

Mindshare

### TARGET AUDIENCE:

Fashion-focused women  
aged 25-35

### KEY CHANNELS:

MSN Homepage,  
MSN Style,  
FacebookVista desktop

## The Brief

- Drive improvements in brand perception for Ford amongst the target market
- Establish purchase consideration for Ford and the Fiesta model
- Associate the Ford brand with cutting-edge fashion and style

## The Campaign

The MSN Homepage, MSN Style and Facebook played a pivotal role in the launch of Boost, a new Fordbranded fashion show. The sites served as a virtual catwalk through which young women in the target market could audition to be one of the show's three presenters. Once the winners were selected, Microsoft served as the main distribution channel for the show, which





"These are overwhelming results and I predict that in the future we will see much more of these kinds of campaigns, where the target group gets involved with the brand through brand content."

**CASPER CHRISTIANSEN,**  
Director, Mindshare.

featured presenters travelling between A-list events in a Ford Fiesta. Live events, radio and press coverage helped to build momentum.

## Key Results

### Girl power

The online campaign delivered broad exposure to the target market, with the 48.7 million impressions recorded far outweighing the original target of 12 million; 89 per cent of those following Boost on Facebook were women.

### The centre of attention

The Boost site recorded over 88,400 unique visitors during the campaign, with an average

visit length of 4.5 minutes showing strong engagement levels. Throughout the campaign the show remained in the MSN Video top ten, viewed over 4,000 times in 3 days with 28 per cent of those clicking the video watching the entire show. Over 7,000 would-be presenters took the online casting test.

### Content that clicks

The click-through rate on the content banner ads was three times that of conventional Ford banners.

### Unmissable

Ad recall rocketed from 2 per cent to 47 per cent during the campaign.



# Online accelerates awareness and consideration for **Mazda**

Fuelling its launch of the Mazda2 through a mix of TV and online advertising delivered roaring results for Mazda. Exposure to the online ads increased awareness of the Mazda2 by 7 percentage points, with test drive applications increasing by 193 per cent during the campaign.

## KEY FACTS

### CLIENT:

Mazda

### MEDIA AGENCY:

Mindshare

### TARGET AUDIENCE:

18 and above

### KEY CHANNELS:

Banner ads across a range of Microsoft channels



## The Brief

- Increase awareness of the Mazda2
- Drive visits to Mazda dealerships
- Boost visits to the Mazda2 microsite
- Increase requests for catalogues and test drives.

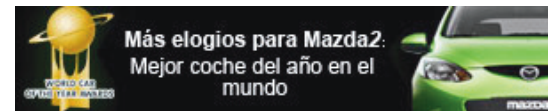
## The Campaign

A combination of rectangle and banner ads running across MSN channels complemented Mazda's TV and press campaigns and steered consumers directly to the Mazda2 microsite.

## Key Results

- Message association increased by 8 percentage points when online advertising was added to the TV campaign

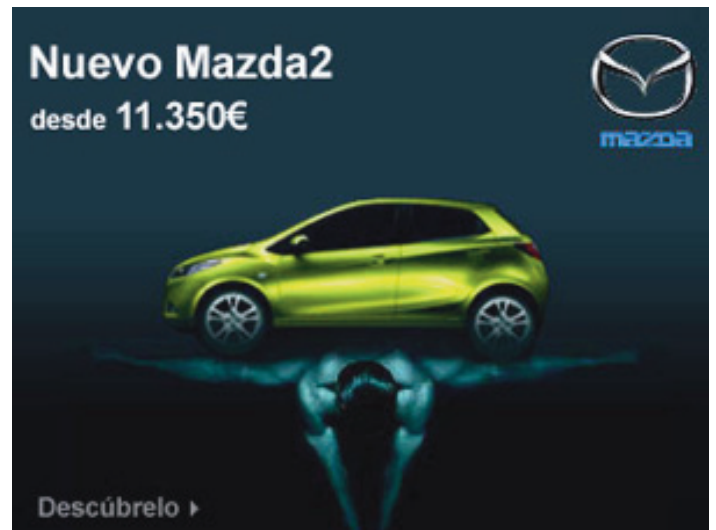




"The internet provides additional coverage and little overlap with other media. It gives us the chance to reach more audiences with greater efficiency when it comes to spending"

**RAFAEL ALFÉREZ**, Marketing Manager, Mazda Automóviles España

- The online campaign increased consideration by 8 percentage points, with purchase intent for Mazda up 7 percentage points
- Test drives increased by 193 per cent and brochure requests by 124 per cent during the course of the campaign.



# Movie sponsorship just the ticket for **Peugeot** premiere

Sponsorship of MSN Entertainment's summer blockbuster film coverage provided a starring role for Peugeot's newly launched 308 SW model. Grabbing the spotlight helped to drive a 10.5 percentage point increase in model awareness.

## KEY FACTS

### CLIENT:

Peugeot

### MEDIA AGENCY:

OMD

### TARGET AUDIENCE:

Young couples with children under 16, young adventurous adults

### KEY CHANNELS:

Sponsorship of MSN Entertainment's dedicated summer blockbuster section



## The Brief

- Increase awareness of the new Peugeot 308 SW
- Increase key perceptions of the Peugeot brand
- Extend Peugeot's association with premium film.

## The Campaign

The dedicated blockbuster section of the MSN Entertainment site provided a must-see destination for film fans over the summer months and Peugeot's exclusive sponsorship ensured that the brand stole the show. An exclusive MPU, branded headers and footers and pre-roll advertising in film-related content provided the ideal platform for the launch of the 308 SW.



## Key Results

### The perfect launchpad

Model awareness for the 308 SW **up** 10.5 percentage points.

### Film association drives key brand perceptions

- "Is a brand I would like to buy" **up** 8.2 percentage points
- "Offers an excellent driving experience" **up** 7.7 percentage points.

### A target audience-pleaser

- Model awareness **up** 9.8 percentage points amongst adventurous adults
- Purchase intent **up** 11.6 percentage points amongst couples with children.

"The campaign was a really good fit for us. MSN Entertainment gave us the reach and audience we needed and the sponsorship delivered on raising model awareness and associating the brand with premium movies."

**PAULINE KHO**, Associate Director, Digital, OMD UK



# The writing's in the Wallpaper or **Peugeot**

A bold creative idea and an innovative new ad format combined to put users creative instincts into top gear, and deliver impressive levels of engagement for Peugeot. Innovative eye tracking technology, which records the time users spend looking at different areas of the screen, captured the full impact of the new 'wallpaper' format on Peugeot's 'Original Story Maker' campaign.

## KEY FACTS

### CLIENT:

Peugeot

### MEDIA AGENCY:

Starcom Worldwide  
Japan, a division of  
beacon communication  
k.k

### TARGET AUDIENCE:

Auto researchers

### KEY CHANNELS:

MSN Homepage



## The Brief

- Launch the new Peugeot 308SW
- Increase brand awareness
- Promote the 'Original Story Maker' campaign message and drive visitors to the campaign site
- Promote sales and increase visits to dealerships.

## The Campaign

The 'Original Story Maker' campaign invited consumers to unleash their inner novelists by writing a story and then sending it to a friend as a gift, with printed, illustrated versions of the stories available through Peugeot dealerships. Microsoft Advertising's new Wallpaper AD format, surrounding a web page with rich media, gave the creative idea the perfect canvas for creating impact – and engaging visitors with the storytelling idea.





"The campaign was a really good fit for us. MSN Entertainment gave us the reach and audience we needed and the sponsorship delivered on raising model awareness and associating the brand with premium movies."

**PAULINE KHO**, Associate Director, Digital, OMD UK

## Key Results

The results of brand metric surveys and the eye tracking study showed exceptionally deep engagement levels for users encountering the Wallpaper AD:

- A heat map recording the duration of each user's gaze on Peugeot's Wallpaper AD showed it was 10 times longer than that for standard banners
- Ad awareness levels for those exposed to the Wallpaper AD were 19.3 per cent higher than for those exposed to standard banners
- The Click Through Rate for the Wallpaper AD was 7.4 times that of standard banners
- Peugeot recorded a significant increase in visits to dealerships as a result of the campaign.



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# Behavioural targeting gives **Vauxhall** a higher gear

Microsoft Advertising's behavioural targeting technology ensured a high performance launch for Vauxhall's new Insignia, steering ads directly to those actively engaged in researching auto purchases.

## KEY FACTS

### CLIENT:

Vauxhall

### MEDIA AGENCY:

Carat

### TARGET AUDIENCE:

Auto buyers, Auto Researchers

### KEY CHANNELS:

Windows Live Messenger,  
Windows Live Hotmail



**VAUXHALL**

## The Brief

- Increase awareness of the new Vauxhall Insignia
- Increase key brand perceptions
- Drive purchase consideration

## The Campaign

The behavioural targeting campaign built on the high impact launch of the Vauxhall Insignia as part of MSN Cars' British Motor Show coverage, using Windows Live Messenger and Windows Live Hotmail to target the Insignia launch ads at Auto Buyers and Auto Researchers. These are consumers, identified through Microsoft Advertising's behavioural targeting technology, who have recently searched for auto dealerships or brands online, or who have moved closer to an auto purchase by visiting vehicle financing areas online.

*The Behavioural Targeting campaign extended the impact of Vauxhall's sponsorship of the British Motor Show on MSN Cars, including editorial video coverage of the entire Vauxhall range and a spectacular Homepage Takeover.*

## The Results

### Driving awareness

Amongst all exposed to the behaviourally targeted ads:

- Brand awareness up 10.9 percentage points
- Online ad awareness up 12.6 percentage points

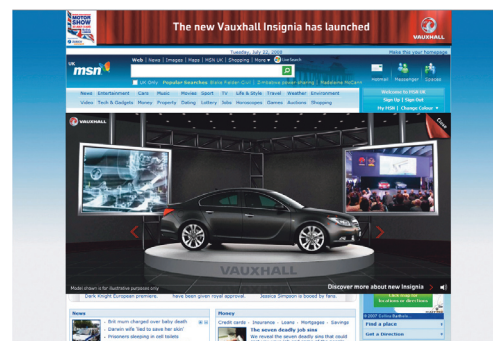
### Brand favourability when it matters

Exposure to the behavioural targeting campaign increased all key brand perceptions for the Vauxhall Insignia, including:

- Innovative up 10.6 percentage points
- Technologically advanced up 10.1 percentage points
- Would be proud to own up 6.3 percentage points
- Steering purchase decisions
- Purchase intent up 7.9 percentage points

**"The results were very good. Targeting our marketing activity increases its effectiveness and means we can deliver a sequence of messages to our key consumers and boost ROI."**

**KATHERINE BRASHAW**, Digital Communications Manager, General Motors UK and Ireland



# Toyota Prius takes users along for the ride

The Toyota Prius, the world's first mass-produced hybrid vehicle, went on sale in 1997 as an environmentally friendly car. However, many consumers were put off by the new look of the vehicle. A light-hearted driving adventure, with users riding alongside through online video travelogues and Windows Live Messenger, persuaded consumers to spend more time with the Toyota Prius.

## KEY FACTS

### CLIENT:

Toyota

### MEDIA AGENCY:

Delphys Inc

### TARGET AUDIENCE:

All consumers

### KEY CHANNELS:

MSN, Windows Live  
Messenger

## The Brief

- Educate the general public about the hybrid nature of the Toyota Prius
- Drive greater engagement with the Prius concept and brand.

"Out of all the various campaigns we have been working on using the web, this campaign for the Toyota Prius was outstanding in terms of the results we achieved."

**NORIKO TSUNODA**, Media Planning Group of  
Communication Control Section, Toyota Advertising





## The Campaign

Toyota's strategy rested on enticing consumers to spend more time with the Prius than a 15-second TV commercial would allow. The brand created the 'PRIUS Channel', a series of 20-minute travelogues posted online over a sixweek period. The shows followed popular Japanese comedy duo, 'Speedwagon' on a road trip around the Atsumi peninsular, exploring the Prius' features along the way. Real-time comments, posted by fans using Windows Live Messenger, were incorporated into the broadcasts and promoted further interaction with the brand.

## Key Results

- The PRIUS Channel site recorded over 620,000 page views
- Viewers posted more than 14,000 comments on the PRIUS Channel
- Favourable viewer responses pointed to a successful rebranding for the Prius.







## 2

**RETAIL**

Today's retailers continue to evolve their online strategies to complement offline channels, support CRM initiatives and drive direct consumer interaction: be it FCUK utilising in-game advertising, H&M creating a competition for fashion bloggers or Adidas combining casual gaming with



the instant messenger platform. In this section, you can see how retail companies are partnering with Microsoft Advertising to make the most of their online marketing spend.

# adidas finds space – and scores

Teaming top sportsmen with the personal tales of Windows Live Spaces users proved a winning formula for adidas as the brand's community-based 'Impossible is Nothing' site took the performance of key brand metrics to new levels.

## KEY FACTS

### CLIENT:

adidas Hong Kong

### MEDIA AGENCY:

OneXeno

### TARGET AUDIENCE:

Young sports enthusiasts

### KEY CHANNELS:

Windows Live Spaces,  
MSN Homepage,  
Windows Live Hotmail,  
Windows Live Messenger

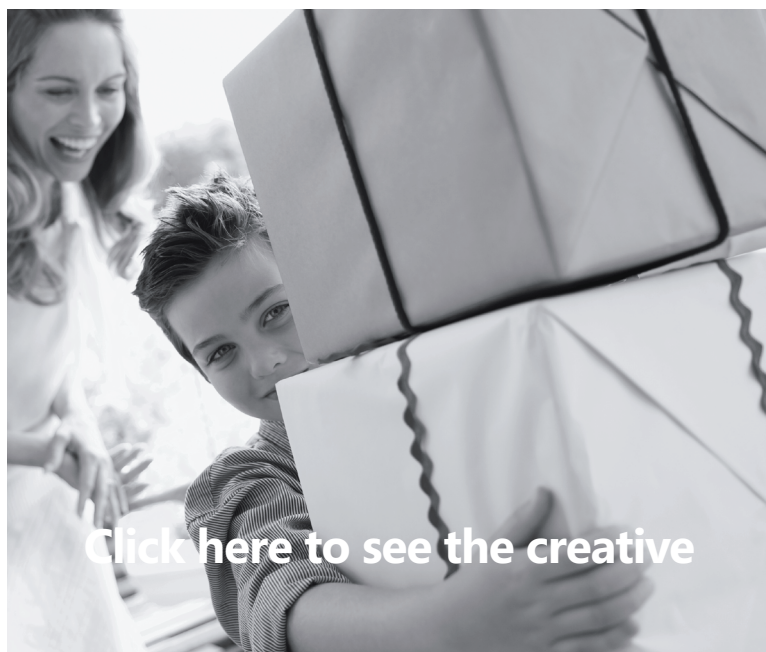


## The Brief

- Increase awareness of adidas' 'Impossible is Nothing' brand message
- Drive brand affinity and strengthen key brand attributes
- Extend the reach of the campaign across both new and existing customers
- Increase brand interaction
- Drive increased sales

## The Campaign

Establishing a Windows Live Spaces community site provided the ideal platform for engaging a target audience of young sports enthusiasts, with targeted Microsoft channels used to drive traffic to the blog. The campaign introduced users to the personal stories of adidas athletes like David



Beckham before encouraging them to submit their own 'Impossible is Nothing' tales of personal triumph over adversity. A vote decided the winning story, which was transformed into a short animated film and posted on the site.

### Key Results

#### Winning reach

150,000 page views, ten times the average number for Windows Live Spaces blogs, gave the campaign the reach it needed to come out on top.

**"Windows Live Spaces is an ideal platform for getting personal with users because it allows user participation in discussions, content sharing, and posting of comments."**

**ADRIAN SIU**, General Manager, adidas Hong Kong Limited

#### Getting the message across

Online ad awareness rose 32 percentage points amongst those exposed to the campaign, with message association up 35 percentage points.

#### Brand champion

The perception of adidas as 'the most innovative among sports brands' increased by 29 percentage points; the perception of the brand as 'the coolest among sports brands' rose 23 percentage points.

#### Converting chances

Purchase intent increased by 23 percentage points amongst those exposed to the campaign.



# Messenger turns playmaker or **adidas**

Supporting its integrated 'Predator vs F50' campaign through a Windows Live Messenger game proved a winning formula for adidas, with the online platform a key player in driving consumer interaction – and registrations for the campaign's star-studded 'Predator vs F50' contest.

## KEY FACTS

### CLIENT:

adidas Mexico

### MEDIA AGENCY:

Teran TBWA

### TARGET AUDIENCE:

15-17-year-olds

### KEY CHANNELS:

Windows Live  
Messenger game

## The Brief

- Increase brand awareness and interaction with adidas' Predator and F50 product lines
- Integrate successfully with adidas' offline campaign
- Promote the 'Predator vs F50' contest starring adidas athletes
- Persuade the target audience to spend increased time with the adidas brand.

## The Campaign

A Windows Live Messenger game, designed to reflect the adidas campaign's central 'Predator vs F50' contest, drove word of mouth and engagement amongst the young target audience. Besides inviting their Windows Live Messenger contacts to challenge them online,





football fans could download Windows Live Messenger themes starring adidas-sponsored players.

### Key Results

The Messenger game proved one of the adidas campaign's star performers:

- Over 620,000 games were played in two months
- More than 155,000 Windows Live Messenger users took part
- The Adidas contest page received more than 100,000 visits in a single month
- Over 500,000 theme

"Adidas seeks a personal relationship with its target audience, getting them involved with the brand, bringing them together, and helping them with tools to achieve their goals. These tools are the products that, thanks to their technology and design, make it real fun when the players interact."

**CARLOS MAZA**, Director of Marketing, adidas





# H&M bloggers the talk of the town on the MSN catwalk

A bold campaign from H&M in co-operation with Costume magazine and MSN was created to engage fashion bloggers in Norway. The brand's fashion blogging contest drew a fantastic response rate, with 700 bloggers taking part from across the country, and acted as the centrepiece of a successful integrated campaign.

## KEY FACTS

### CLIENT:

H&M

### MEDIA AGENCY:

Mediacom

### TARGET AUDIENCE:

Fashion-conscious girls and women

### KEY CHANNELS:

MSN Special, MSN Homepage, MSN Women's Channel, Windows Live ID's

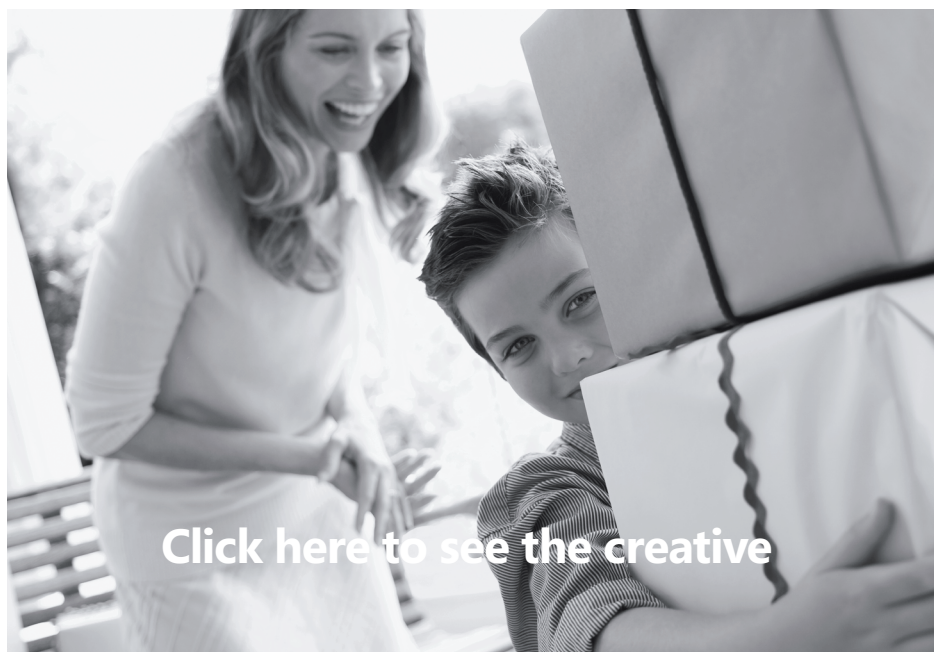
## The Brief

- Build brand favourability for H&M amongst young women

## The Campaign

MSN editorial and Facebook groups, with offline editorial support through Costume magazine, TV and radio, drove interested fashion reporters to the H&M Fashion Blog, hosted as an MSN Special. Here would-be bloggers posted their entries to try and win the votes of Windows Live users and progress to a final shortlist of 10. A final judging panel featuring Norwegian fashion TV personality Charlotte Thorsvedt selected the winner, who was announced at the Costume Awards 2009.





Click here to see the creative

## Key Results

- The campaign inspired 700 new fashion bloggers, who posted their entries on the H&M Fashion Blog on MSN
- 400 of these were selected as H&M ambassadors
- A whirlwind of online activity took place around the contest, with bloggers campaigning for votes through Windows Live ID's.



# Vaseline shows men the rules of the skincare game



Positioning its “strong and resilient” skincare message alongside a series of highaction, male-interest games drove home Vaseline’s message that taking care of your skin isn’t just for women.

## KEY FACTS

### CLIENT:

Unilever / Vaseline

### MEDIA AGENCY:

Mindshare Interaction

### TARGET AUDIENCE:

Males

### KEY CHANNELS:

Action/Adventure, Entertainment, Sports and Racing game categories on the Massive Network: *Rainbow 6 Las Vegas*, *Guitar Hero 3*, *Burnout Paradise* and *Pro Evolution Soccer*

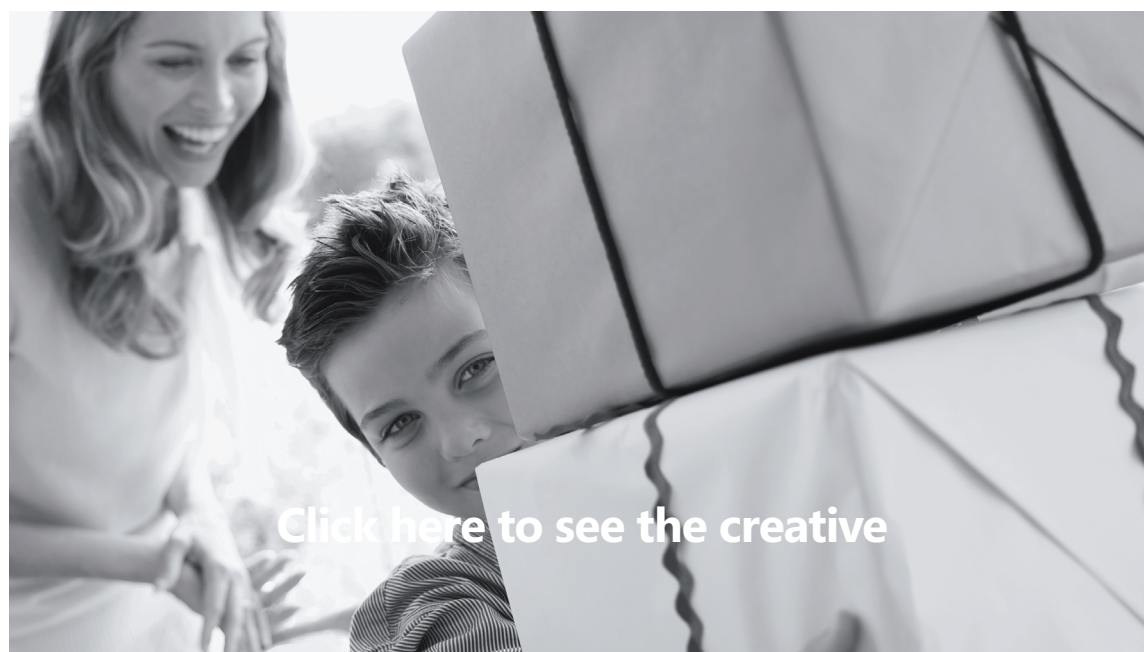


## The Brief

Drive awareness and consideration for the new Vaseline MEN range

## The Campaign

To persuade men that active skin health doesn’t end with washing and shaving, Vaseline brought together a wide range of gaming titles from across the Massive network, positioning its message “Keeping men’s skin amazingly strong and resilient” next to high action car chases, muddy football games and sweaty hard rock performances. The game schedule gave added resonance to the campaign and helped to drive standout.



## Key Results

### Resilient skin stands out

- 46 per cent recall amongst male gamers
- Recall of the campaign tagline up from zero to 13 per cent.

### All part of the game

- 70 per cent of exposed gamers agreed that the Vaseline ads made games "more realistic"
- 67 per cent said they were "aimed at people like me"
- 57 per cent agreed that they "looked cool".

### The brand for men

The campaign delivered big rises in core brand attributes for Vaseline MEN:

- "A brand that truly understands men" up 20 percentage points
- "Moisturises your skin better than other brands" up 18 percentage points.

### Starting the skin health conversation

Brand recommendation for Vaseline MEN increased by 17 percentage points amongst those recalling the ads.

"The Massive Network provided a great platform to engage with men on skin health, and the results will help us consider more in-game campaigns in the future."

**DEEPA BALASUBRAMANYAN**, Account Director, Team Unilever, Mindshare



# Windows Live Messenger delivers life of **Lux** for Unilever

Seductive, animated Personal Expressions helped Unilever to whip up a lather of excitement around the launch of a distinctive, new beauty soap, engaging young women across India and helping to boost awareness, standout and sales for the Lux Provocateur brand.

## KEY FACTS

### CLIENT:

Lux Provocateur

### MEDIA AGENCY:

Mindshare Fulcrum

### TARGET AUDIENCE:

Young women

### KEY CHANNELS:

MSN India network,  
Windows Live  
Messenger.



## The Brief

- Raise awareness of the new beauty soap, Lux Provocateur
- Differentiate the new bar, with its distinct black colour, from competing soap brands
- Increase positive brand associations.

## The Campaign

Unilever and agency Mindshare Fulcrum crafted a series of Windows Live Personal Expressions, including background and emoticons, around a glamorously clad animated female ambassador for the Lux Provocateur brand. The animated icon was designed to reflect the product's key points of differentiation, with her outfit reflecting the soap bars' distinctive black colour, delicate fragrance and image of confidence and sensuality. Interactive





banner ads on MSN India and Windows Live Messenger helped to drive awareness of the Lux Provocateur launch and increase interest in the Personal Expressions campaign.

### Key Results

- The online campaign successfully extended the reach of the Lux Provocateur launch to new audiences
- The innovative approach to digital media supported a distinct positioning for the soap
- Over 150,000 Personal Expression downloads were recorded during the month-long campaign, indicating strong interest amongst the target audience
- The online campaign helped to deliver strong sales for Lux Provocateur.

“Lux Provocateur is radically different from other soaps in the market. We felt that digital media was the best platform to take this campaign forward and increase the target group’s interaction with the brand. The campaign delivered exceedingly well by engaging our consumers through the MSN and Windows Live platforms.”

**KEDAR APTE**, Marketing Manager, Unilever Lux



# FCUK posts high scores in rebranding game

In-game advertising on the Massive network provided the genuine buzz needed to establish FCUK as a leading fashion brand for young men. Previously used as a campaign slogan by clothing brand French Connection, the big rises in awareness and word-of-mouth recommendation delivered by the campaign helped to establish FCUK as a brand in its own right.

## KEY FACTS

### CLIENT:

French Connection

### MEDIA AGENCY:

Manning Gottlieb OMD

### TARGET AUDIENCE:

Young males

### KEY CHANNELS:

In-game advertising on the Massive Network:  
*Need for Speed Pro Street, Skate, Burnout Paradise* and *Pro Evolution Soccer 08*

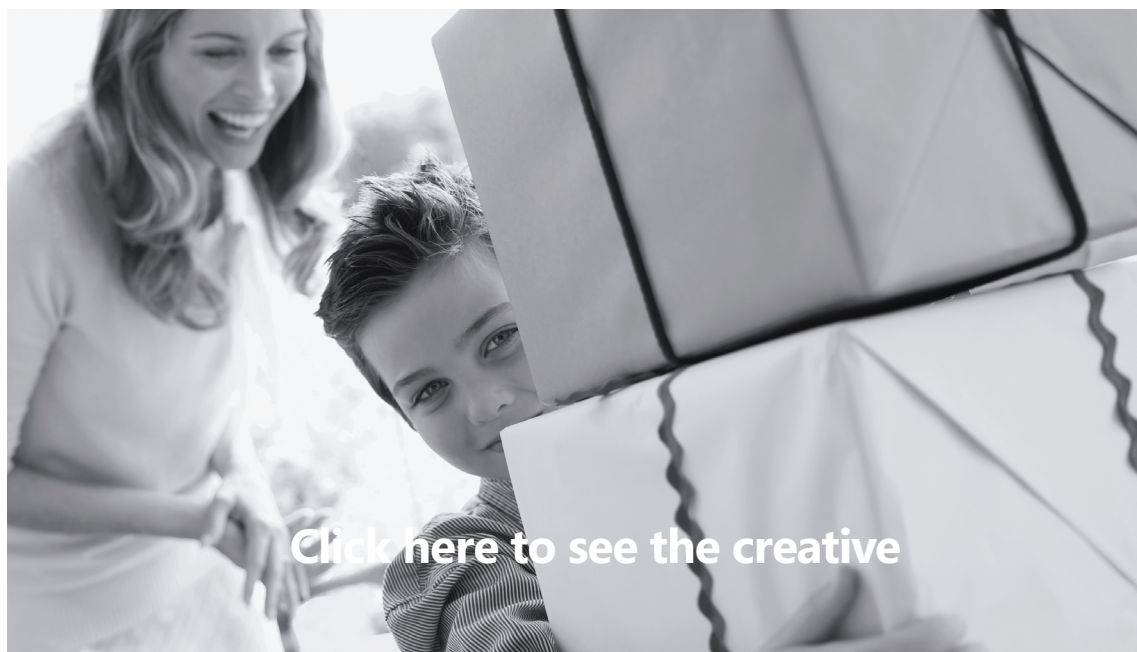
## The Brief

- Use in-game advertising to relaunch the FCUK brand to a young male audience
- Shift perceptions of FCUK from campaign slogan to fashion brand
- Associate FCUK with the games category
- Drive positive perceptions of the FCUK brand

## The Campaign

The virtual print campaign developed for the FCUK relaunch focused on the striking new, black and white FCUK logo, which was positioned prominently as part of the urban environment in games like *Skate* and *Burnout Paradise*. Juxtaposing the logo with fashion photography in several executions served to anchor perceptions of FCUK as a fashion brand.

The FCUK logo consists of the letters 'FCUK' in a bold, white, sans-serif font, set against a solid black rectangular background.



## Key Results

### Remember the name...

- The campaign delivered prompted recall of 68 per cent, well above in-game advertising benchmarks
- Awareness of the new FCUK logo **up** 12 percentage points to 82 per cent.

### Cutting through as cutting edge

- The perception of FCUK as "at the cutting edge of fashion" **up** 10 percentage points to 45 per cent
- All positive brand perceptions increased following exposure to the campaign.

### The word on the street

The campaign generated real word-of-mouth amongst the gaming community:

- Number of respondents saying "FCUK has been recommended to me" **up** 13 percentage points to 49 per cent.

### A winning result

Rise in key perceptions shows increased consideration for FCUK:

- Perception as "a brand I choose" **up** 5 percentage points to 65 per cent
- Purchase intent **up** 4 percentage points to 42 per cent.





## 3

**FINANCE**

Financial services brands have successfully used online advertising for increasing purchasing intent with straightforward calls to action, especially regarding new products. Today Microsoft Advertising partners with financial services brands such as Gjensidige and



Maybank to deliver more experiential advertising, engaging the consumer with a highly immersive brand experience to evolve perceptions and reinforce brand values.



# Cutting the cord cuts through for Gjensidige

An innovative, personalisable avatar brought the benefits of financial independence to life for banking and insurance company Gjensidige. Deployed to engage young adults, the avatar swung into action through expanding banner ads, tying up new levels of engagement for a target audience that is highly resistant to the insurance category.

## KEY FACTS

### CLIENT:

Gjensidige

### MEDIA AGENCY:

Gjensidige

### TARGET AUDIENCE:

20-30-year-olds

### KEY CHANNELS:

MSN, Windows Live  
Hotmail, Windows Live  
Messenger, Facebook

## The Brief

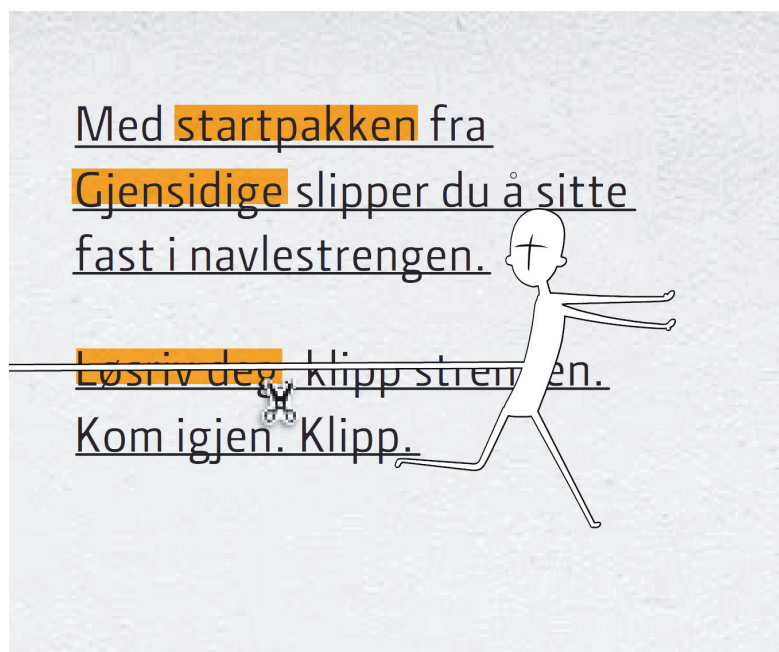
- Engage 20 to 30 year olds, who typically have little interest in insurance
- Increase brand relevance and engagement
- Differentiate Gjensidige from its competitors
- Drive sales

## The Campaign

Swinging from expanding banner ads on Windows Live Messenger, Windows Live Hotmail, MSN channels and Facebook, a line-drawn avatar engaged 20-30-year-olds with the idea of cutting the umbilical cord of financial dependence on their parents. Clicking through to the campaign site allowed users to personalise the avatar based on the financial products that they selected.



**GJENSIDIGE**



## Key Results

### Reaching out, getting noticed

70 per cent of those exposed to the campaign recalled the ads, which reached over 50 per cent of their target audience. The campaign delivered over 26.2 million ad impressions.

### Boosting brand engagement

Agreement with the statement "Gjensidige's package suits me" rose by over 18 percentage points amongst those exposed to the campaign.

### A campaign that clicks

The banner ads delivered over 80,000 clicks through to the Gjensidige campaign site.

### Transforming sales

Gjensidige's sales during the two weeks of the campaign exceeded its sales during the course of an average year.

"This study shows that Microsoft always is a likely alternative in the marketing and media mix, for bank and insurance products and this target audience."

**CHRISTIAN FURE**, Digital strategic manager Vizeum



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# Agent M's licence to chat means mission accomplished for **Maybank**

When Malaysia's oldest banking institution wanted to engage a tech-savvy youth audience, it was time to call in Agent M, Asia's first Windows Live Messenger financial 'bot. His mission: to position Maybank as a youthful and progressive bank, solve banking problems instantly, and create new levels of engagement with young consumers.

## KEY FACTS

### CLIENT:

Maybank

### MEDIA AGENCY:

Carat Media Sdn Bhd

### TARGET AUDIENCE:

Core audience of 13-24-year-olds, with additional target of working professionals aged 25-34

### KEY CHANNELS:

Windows Live Messenger,  
Windows Live Hotmail, MSN



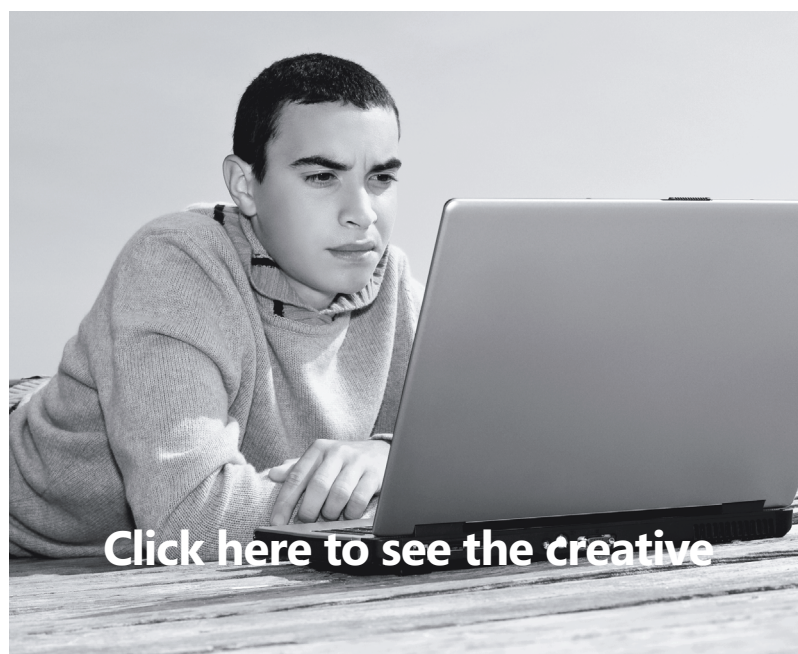
## The Brief

- Change perceptions of Maybank and position Maybank2u.com as young and progressive
- Reduce enquiries to Maybank's call centre by 10 per cent
- Initiate conversations with young consumers on banking products and financial issues
- Create brand engagement, with a target for consumers to spend more than 30 seconds with the Maybank brand.

## The Campaign

Maybank armed Agent M with the financial knowledge to allow him to respond to Instant Messenger enquiries instantly. They also gave him a personality, including interests, hobbies

**maybank2u.com**



and a background story, making this Windows Live Messenger 'bot somebody young people wanted as their buddy. Online campaigns across Windows Live Messenger and Windows Live Hotmail helped to build word-of-mouth around Agent M and explained how to add him as a Windows Live Messenger friend; his great customer service and winning personality did the rest.

## The Results

### Target audience: in the bank

- Windows Live Messenger delivered the youth audience Maybank was seeking, as 69 per cent of the users exposed to the campaign were aged between 13 and 24.

### Call centre target exceeded

- Enquiry traffic into the Maybank call centre decreased by more than 12 per cent.

### Licence to engage youth

- Users posted more than 34,000 discussion sessions and over 455,000 questions for Agent M to answer
- Each session averaged 2.9 minutes, exceeding the 30-second target established for the campaign.



# Mobile advice keeps young French drivers on the right road

Mobile advertising provided French insurance company MMA with a highly personal platform for warning young French adults of the dangers of drink driving. An innovative range of mobile content, including virtual breath tests and designated driver generators, drove a 2 per cent clickthrough rate, and a ten-fold increase in traffic on MMA's road safety mobile site.

## KEY FACTS

### CLIENT:

MMA

### MEDIA AGENCY:

Entre Nous Soit Dit

### TARGET AUDIENCE:

Young adults

### KEY CHANNELS:

MSN Mobile, Windows Live Messenger mobile



## The Brief

- Increase exposure of 15-24-year-olds to accident prevention messages
- Engage young adults with drink driving issues
- Reach 15-24-year-olds through their most personal and interactive device.

## The Campaign

Windows Live Messenger's mobile platform proved the perfect vehicle for reaching and engaging 15-24-year-olds. MSN Mobile ads and Messenger tabs led phone owners to MMA's own mobile site, where a range of video content offered advice on drink driving-related issues. Innovative mobile features on the site included the 'Capitaine de soirée' selector, which helped decide on the designated driver for a night out,





La route en ligne

**LES DOSSIERS**

**Tout savoir sur le permis à 1 €**

**CHIFFRES**  
 Coût du permis = +/- 1500 €  
 700 000 permis par an  
 Estimation : 1 million de conducteurs sans permis

**PERMIS 1 €**  
 Destiné aux 16-26 ans pour permis B (voiture)  
 Prêt à 0% de 800, 1000 ou 1200 €  
 Remboursable 30 €/mois (1 €/jour)  
 Intérêts payés par l'état

and a test to calculate the likely level of alcohol in drinkers' systems and warn those that may be over the driving limit.

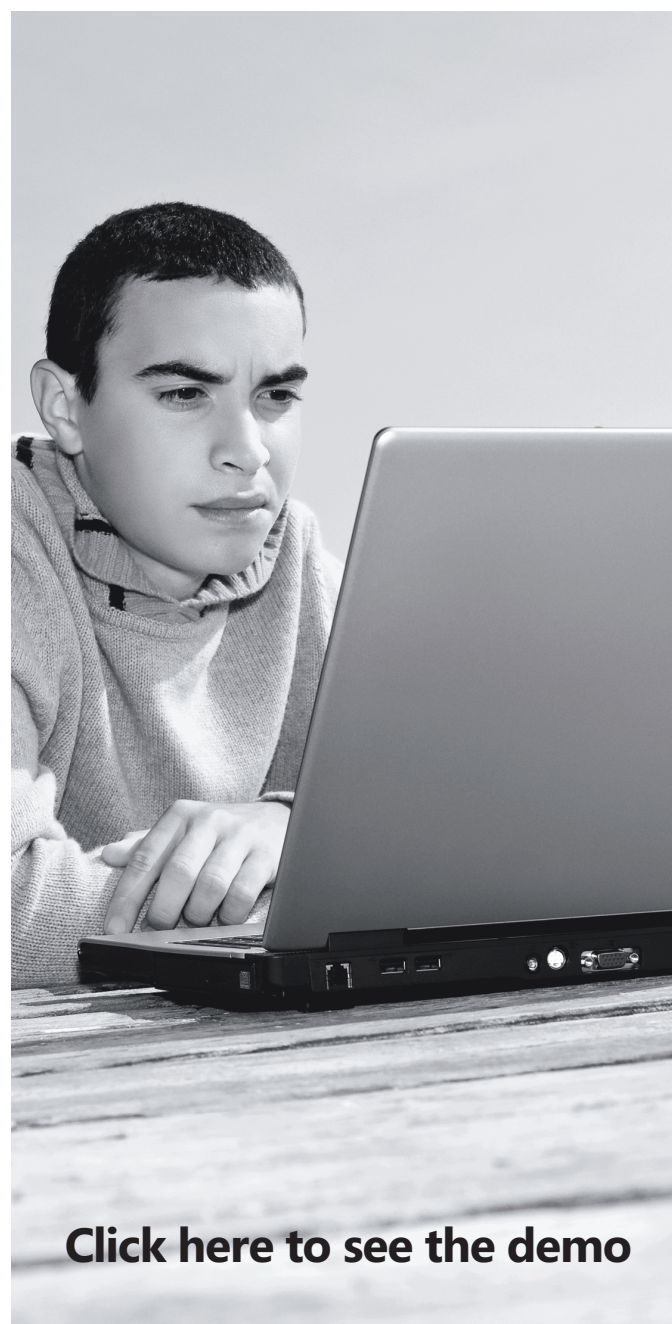
### Key Results

- The Messenger tab produced click-through rates of 2 per cent, with 70 per cent of those clicking through downloading at least one video
- The campaign delivered a ten-fold increase in traffic to the mobile road safety site.

### JEU GRATUIT



**À gagner :**  
 un permis de conduire  
 et des éthylotests électroniques





## 4

**TECHNOLOGY & TELECOMS**

The market for new devices grows more competitive as consumers become more price conscious. In recent times, the pressure to recoup the investments that go into developing new technology has become increasingly fierce. Microsoft Advertising is helping manufacturers to extend awareness among key audiences when launching products, such as Canon's Freefilming in-



game campaign or Motorola's Air Guitar championships, ultimately helping them win the battle to influence early adopters and build deeper connections with consumers.

# Creative leap takes **Canon** to the next level

Adapting creative to the in-game environment propelled Canon to impressive recall amongst opinion formers and helped to establish the brand as leader of the camcorder pack.

## KEY FACTS

### CLIENT:

Canon

### MEDIA AGENCY:

MEC Interaction

### TARGET AUDIENCE:

Tech-savvy males, aged 16-39,  
Camcorder influencers

### KEY CHANNELS:

In-game advertising on urban skating and racing games across the Massive Network: *Skate*, *Tony Hawk American Wasteland*, *Tony Hawk Proving Ground*, *Need for Speed Pro Street*

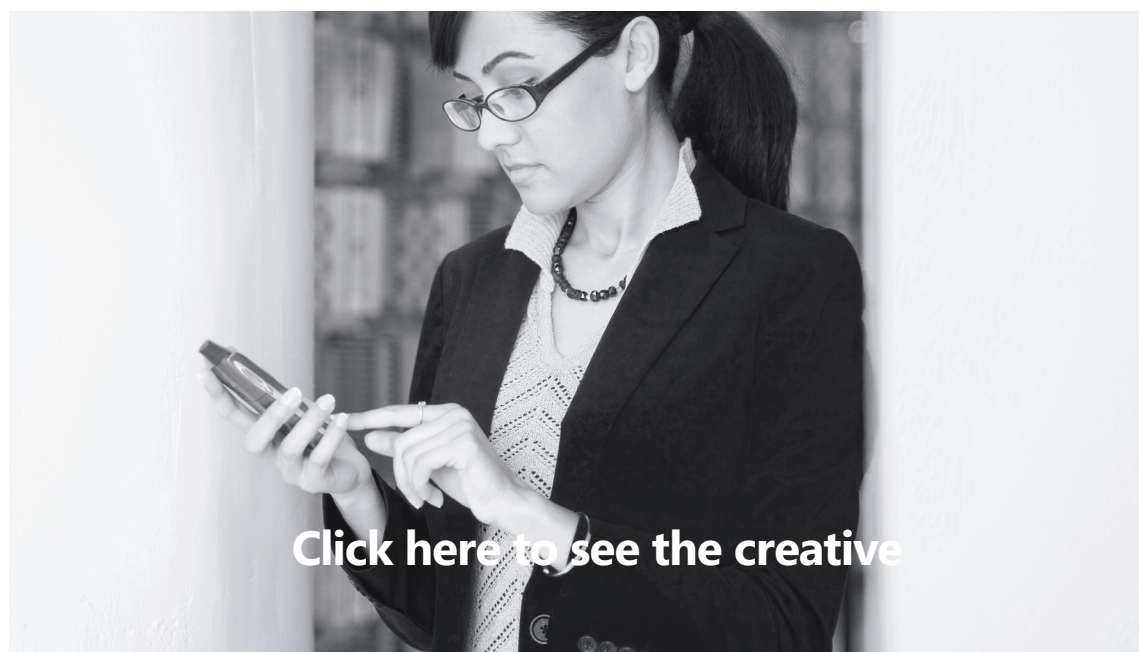
## The Brief

- Raise awareness of Canon's 'Freefilming' advertising message
- Increase brand affinity amongst tech-savvy opinion formers
- Boost perceptions of Canon as a market leader in camcorders

## The Campaign

The Massive Network's portfolio of urban racing and skating games proved the perfect vehicle for targeting tech-savvy, male opinion formers. Adapting the 'Freefilming' ads to fit each in-game environment ensured a natural fit, and earned the campaign the attention and respect it required.





## Key Results

### Creative moves get attention

- The campaign generated prompted recall of 57 per cent, well above the in-game average of 51 per cent
- Prompted awareness for Canon up 9 percentage points to 85 per cent
- Prompted awareness for the 'Freefilming' message **up** 16 percentage points to 38 per cent.

### Speaking the in-game language

- 69 per cent of gamers agreed that the Canon ads stood out
- 61 per cent said they were aimed at people like them
- 66 per cent agreed that they made the game 'more realistic'
- 57 per cent agreed that they 'looked cool'.

### Leader of the camcorder pack

- 51 per cent of players agreed that the ads made them feel more positive about Canon
- Perception as 'cutting edge' **up** 12 percentage points to 73 per cent
- Perception as 'market leader' **up** 26 percentage points to 53 per cent.

**"The gamer audience was perfectly on-target for the campaign, and provided a creative, impactful environment. The extremely positive reaction positions the Canon brand perfectly with this key group."**

**CHRISTEL STOL**, CCI Campaign  
Media Professional, Canon Europa





# Air guitar contest strings together chart topping results for **Motorola**

Inviting Spanish rock fans to jam online through MSN Video ensured a big audience reaction when Motorola's new EM325 handset took to the stage. With ads on Windows Live Messenger alone delivering 39,500 click-throughs in 3 hours, a sell-out crowd was guaranteed.

## KEY FACTS

### CLIENT:

Motorola

### MEDIA AGENCY:

Mindshare

### TARGET AUDIENCE:

18-30-year-olds

### KEY CHANNELS:

MSN Video, Windows Live Messenger, MSN Homepage

## The Brief

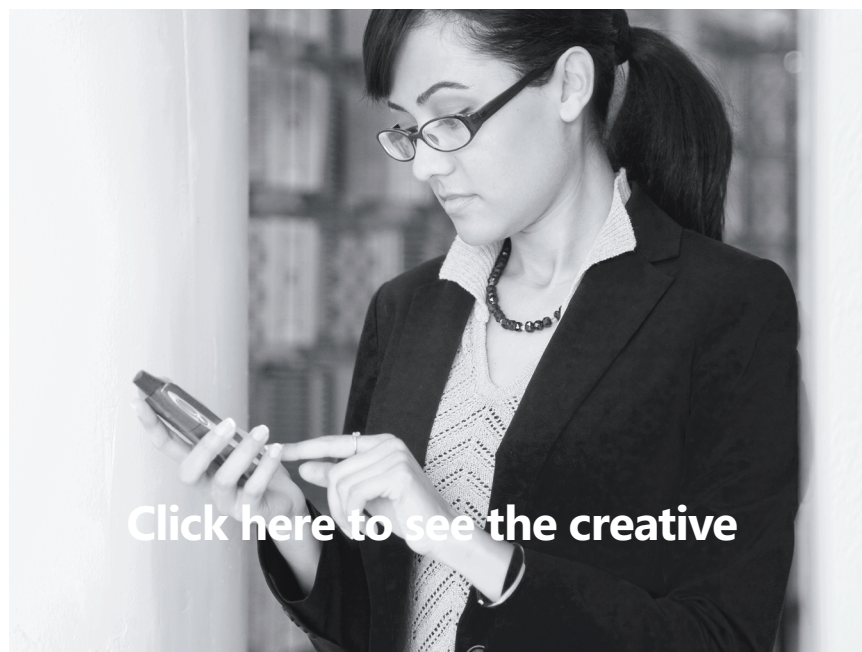
- Raise awareness of the new EM325 handset
- Build Motorola's association with the "For you and music you" message
- Drive interaction with 18-30-year-olds.

## The Campaign

A "You and music you" microsite hosted within the MSN Video platform, provided the stage for music fans from across Spain to post video recordings of their air guitar performances and share them with friends, with the contest winner landing a trip to Oulu, Finland to compete in the Air Guitar World Championships. Support for the campaign came from a combination of online and offline channels: online ads were timed to coincide with the broadcast dates of an Air Guitar



**MOTOROLA**



Click here to see the creative



TV show, sponsored by Motorola, with banner ads and Windows Live Messenger activity also driving traffic to the "You and your music" site.

### Key Results

Integrating the online campaign with offline TV activity ensured full volume for the EM325 launch:

- The "You and your music" microsite received over 86,000 page views
- The online campaign delivered 25,000 click throughs, a click-through rate of 0.9 per cent
- Advertising on Windows Live Messenger delivered 39,500 clicks through to the site in only 3 hours
- Air Guitar videos from the site were forwarded on more than 350 occasions.

"Microsoft Advertising covered all the needs we had: a platform for uploading videos, big communication, volume of traffic and users."

**MARCOS LARROY**, Marketing Director, Motorola



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Advertising

# Face-off spurs Greek users to get a **Life**

An anarchic Messenger agent, dedicated to showing up the shortcomings of traditional emoticons, sparked a rapid-growing revolution in the way Greek users chat online. "Face" did more than boost interest in the LifeCams and LifeChats range of webcams and headsets. Short-tempered and frequently hilarious, he was soon a star of the most popular Greek blogs with his own Facebook following.

## KEY FACTS

### CLIENT:

Microsoft LifeCams and LifeChats

### MEDIA AGENCY:

Ogilvy, Thinkdigital

### TARGET AUDIENCE:

14-35-year-olds

### KEY CHANNELS:

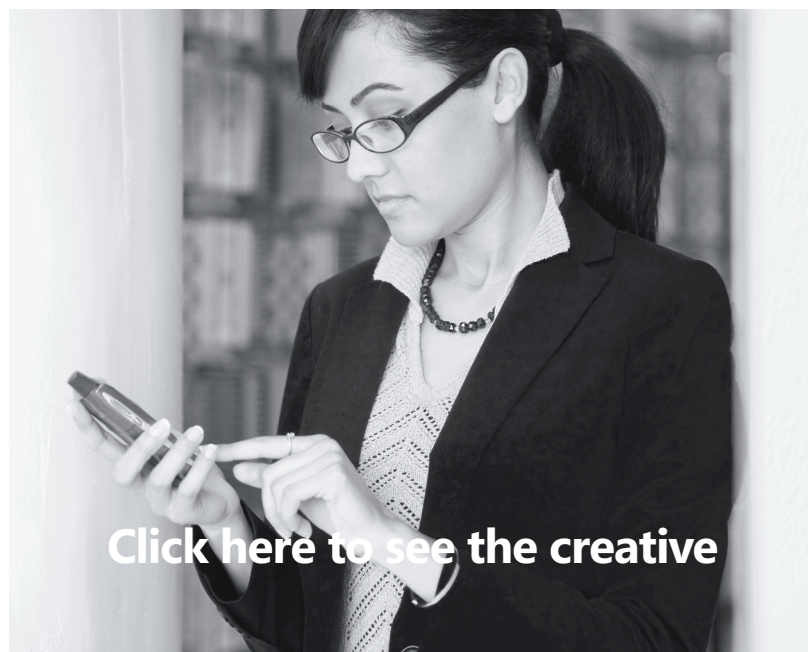
MSN, Windows Live Messenger

## The Brief

- Build awareness of the LifeCams and LifeChats range of Webcams and Headsets
- Drive traffic to the 'Come Closer' product site
- Increase awareness of the full range of features in Windows Live
- Increase sales of LifeCams and LifeChats
- Create word-of-mouth around the benefits of Windows Live Messenger.

## The Campaign

OgilvyOne and Thinkdigital created "Face", a Messenger agent in the guise of a 20-something Greek geezer, to spread the word about the benefits of talking face-to-face over Windows Live Messenger. Introduced to users via an MSN banner campaign, "Face" urged them to join his

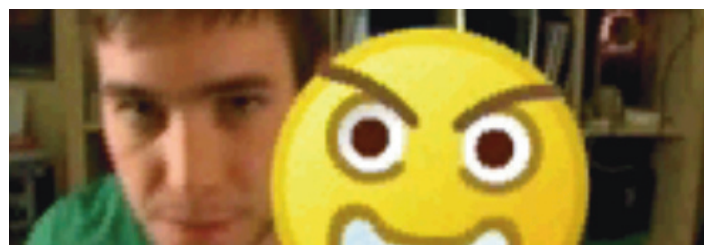


[Click here to see the creative](#)

"By boldly and significantly taking the lead to use Microsoft Advertising to extend audience numbers, we have strategically reinforced our branding position and successfully attracted enormous interest."

**CHENG MING-CHUNG**, Assistant Brand Manager, Johnnie Walker/Diageo, Taiwan

battle against mute emoticons, whose feeble range of expressions he constantly mocked. Once added as a Messenger contact, "Face" would impersonate any emoticon selected by Messenger users as well as complaining comically if their chat became too boring. And "Face" could be helpful too: he starred in online tutorials talking users through the set-up process for Microsoft's range of webcams and headsets, and explaining the benefits of live video chats over Windows Live Messenger.



### Key Results

- "Face" drove over 24,500 unique users to the 'Come Closer' campaign site
- Popular Greek blogs were quick to link to the "Face" character
- Strong word-of-mouth resulted in hundreds of Facebook friends for "Face"
- The 'Come Closer' campaign, starring "Face" landed four separate Ermis awards at Greece's premier advertising showcase.







## 5

**FOOD & BEVERAGES**

Food and Beverage brands often use online marketing as a great way to communicate the sense of fun that's a key part of their brand values. Partnering with Microsoft Advertising enables brands to reveal their lighter sides whilst targeting their key audiences. Campaigns such as Festival's Emoticon competition, or McDonald's econometric modelling, highlight the



audience insight and measurable advertising performance that Microsoft Advertising delivers, validating online advertising's cost-efficient role in driving offline sales.

# Mars' vibe comes alive in video ads

A funky online video campaign for Mars got 16-34-year-old Belgians moving to the brand's beat, and sent brand recognition scores dancing past industry benchmarks.

## KEY FACTS

### CLIENT:

Mars

### MEDIA AGENCY:

Space

### TARGET AUDIENCE:

16-34-year-olds

### KEY CHANNELS:

MSN Entertainment,  
MSN Homepage, MSN  
Video, Windows Live  
Hotmail, Windows Live  
Spaces

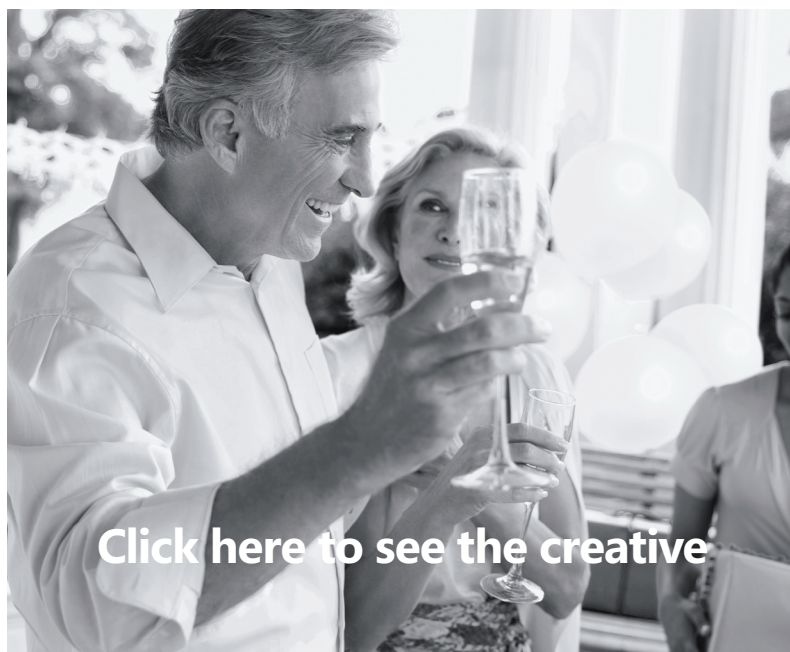


## The Brief

- Drive perceptions of the Mars brand as energising, enthusiastic and 'feel-good'
- Build brand recognition around the Feel the Vibe online advertising campaign and drive visitors to the campaign site.

## The Campaign

Video and rich media ads across MSN and Windows Live channels encouraged users to sample the sounds of the Feel the Vibe website, which included a Mars Mood Synthesiser matching hit tracks to brand values such as 'Refuel', 'Enjoy' and 'Feel good'.



### Key results

The campaign delivered great exposure to the target audience, proving online advertising's effectiveness for Mars:

- The ads reached 35 per cent of Belgian Flemish speakers in the target group, and 31 per cent of French speakers
- Brand recognition scores of 86 per cent for French speakers and 91 per cent for Flemish speakers comfortably exceeded MetrixLab benchmarks of 56 per cent, proving the online video drove high awareness
- In a survey, one third of those exposed to the campaign showed increased interest in the Feel the Vibe site and Mars Mood Synthesizer.



# Messenger brings **Festival** a bigger bite of the cookie market

The chance to design their own emoticon kept tweens clicking on the cookie brand's Windows Live Messenger tab, with over 306 million hits helping to drive a 35 per cent increase in sales.

## KEY FACTS

### CLIENT:

Festival

### MEDIA AGENCY:

Di Paola

### TARGET AUDIENCE:

Tweens aged 8-12

### KEY CHANNELS:

Windows Live Messenger

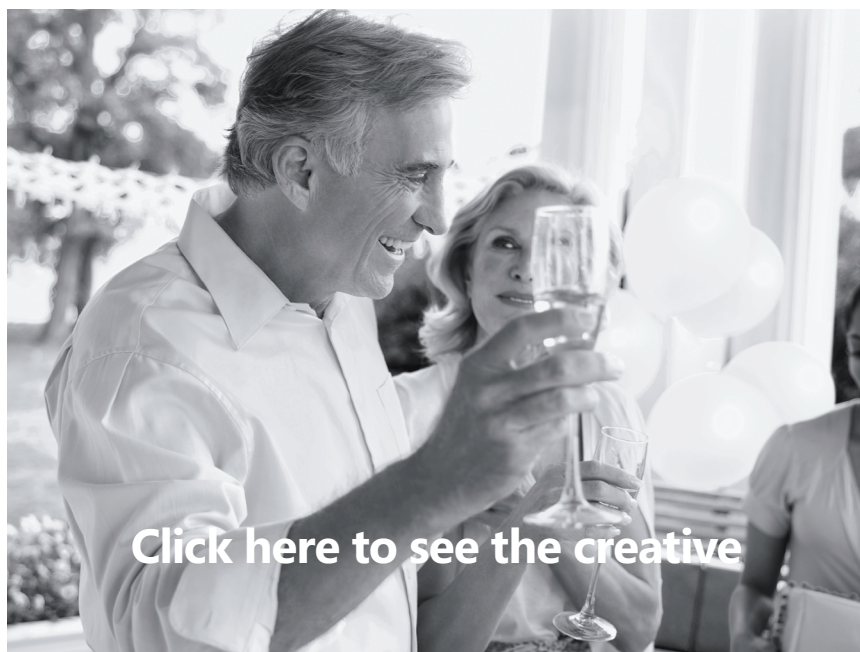
## The Brief

- Engage tweens aged 8-12 with the Festival brand
- Increase sales by 30 per cent year-on-year
- Increase Festival's market share

## The Campaign

For the independent-minded, tech-focused tween audience, Festival developed a Windows Live Messenger tab that allowed kids to design their own emoticons and vote on others' designs. The campaign was promoted on Festival packs, with the most popular emoticons winning their creators an MP3 player.





Click here to see the creative

## Key Results

### Spectacular reach

- The tab drew 2,454,000 clicks, with visitors creating 45,485 emoticons.
- 2,440,939 of the Festival emoticons were downloaded by Windows Live Messenger users.
- In all, the campaign delivered over 306 million exposures.

### Sweet sales increases

- The campaign helped to drive a 35 per cent increase in sales, year-on-year, exceeding the 30 per cent target
- Festival's market share increased by 2.5 per cent, beating the campaign target of a 1 per cent increase

### Establishing ongoing relationships

Festival was able to establish a database of customers for the first time, making contact with more than 182,000 children.



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# Happiness is an online movie launch for **Coca-Cola**

A spectacular two-stage campaign across a range of Microsoft Advertising channels turned Coca-Cola's popular 'Happiness Factory' ad into an online cinema event with a nation-wide community following and spectacular engagement levels. With over 13 million ad impressions, double-digit click-through rates and 600,000 downloads, there was a lot of happiness to go around.

## KEY FACTS

### CLIENT:

Coca-Cola

### MEDIA AGENCY:

Starcom Motive

### TARGET AUDIENCE:

18-34-year-olds

### KEY CHANNELS:

MSN Homepage, MSN Entertainment, MSN Video, Windows Live Messenger, Virtual Earth maps and the Windows Vista desktop

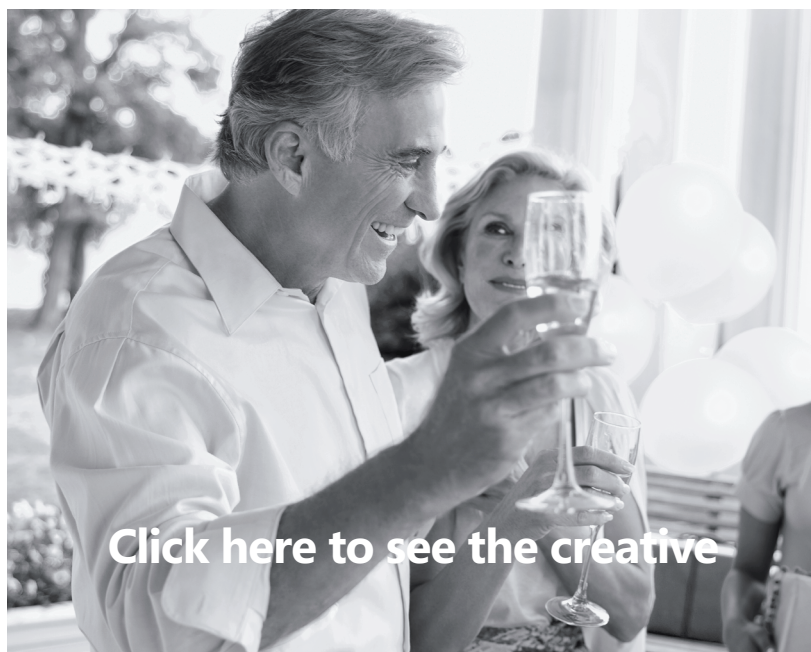


## The Brief

- Build on the popularity of the 'Happiness Factory' TV campaign
- Drive awareness of the 'Happiness Factory' message
- Build deeper engagement with the campaign concept and Coca-Cola brand

## The Campaign

Microsoft Advertising and Starcom Digital developed a two-phase online campaign that treated Happiness Factory as an online movie launch with spectacular ad formats and deep editorial coverage, and then encouraged the growth of a nationwide community through Microsoft's social media.



"This was a great example of understanding the client's needs and translating them into an excellent media and creative execution. We obtained extraordinary results in all areas."

**ROBERTO CARNAZZA,**  
Head of Starcom Digital, Italy

## The Results

### Breaking box office records

The campaign delivered extraordinary levels of exposure and response:

- 61.5 million ad impressions
- 300,000 click-throughs
- A record 16.5 per cent click-through rate.

### A blockbuster opening

The launch of the movie on the MSN Homepage ensured high impact:

- 13.5 million ad impressions
- 142,000 clicks
- A click-through rate of 11 per cent for the overlay execution.

The MSN Entertainment-hosted microsite for the Happiness Factory movie received 26,000 page views over a two-week period, with 13,500 users watching the movie trailer on MSN Video.

### Sharing the Happiness

The 'Now Hiring' social media phase of the campaign took consumer engagement to a deeper level, with spectacular response rates:

- The 'Now Hiring' microsite received 730,000 page views
- More than 21,100 pushpins were posted on the Virtual Earth map
- Over 600,000 Personal Expressions packs and Windows Live gadgets were downloaded.



# Johnnie Walker's taste for online stirs up liquor marketing

Making strides into the online space enabled Johnnie Walker to reach an astonishing one fifth of Taiwanese 25-34-year-olds, engaging a new generation of tech-savvy, sociable drinkers and proving the value of interactive media in any liquor marketing blend.

## KEY FACTS

### CLIENT:

Johnnie Walker

### MEDIA AGENCY:

MediaCompany

### TARGET AUDIENCE:

Male drinkers  
aged 25-34

### KEY CHANNELS:

Windows Live Spaces,  
MSN Soapbox

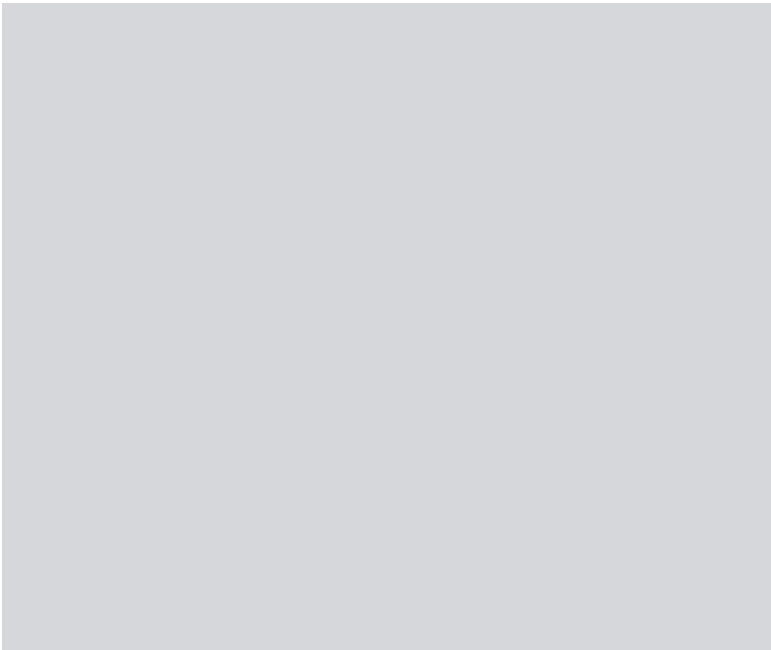
## The Brief

- Strengthen the Johnnie Walker brand amongst male drinkers aged 25-34
- Extend the reach of the brand's 'Keep Walking' campaign to new audiences
- Engage consumers through interactivity
- Protect Johnnie Walker's market leader position against new brand launches.

## The Campaign

Johnnie Walker used a series of five films, based around its 'Keep Walking' message of realising individual dreams, as the basis for engaging its target audience online. Three of





the films were screened on TV, encouraging consumers to seek out the final two on the video site MSN Soapbox. The campaign was extended through Windows Live Spaces, where Taiwanese celebrity blogger Stanley Huang crafted an exclusive Johnnie Walker blog, and users could download the iconic campaign imagery for their own Spaces.

### Key Results

- One in five Taiwanese 25-34-year-olds watched the Johnnie Walker campaign videos
- There were over 100,000 visits to the online campaign sites.

**“By boldly and significantly taking the lead to use Microsoft Advertising to extend audience numbers, we have strategically reinforced our branding position and successfully attracted enormous interest.”**

**CHENG MING-CHUNG**, Assistant Brand Manager,  
Johnnie Walker/Diageo, Taiwan



# McDonald's gets the cream as Hong Kong goes Kitty crazy

Building an integrated campaign around the popularity of Windows Live Messenger left McDonald's purring with satisfaction as the brand's cute chatting cat proved irresistible to hip, young women.

## KEY FACTS

### CLIENT:

McDonald's

### MEDIA AGENCY:

OMD

### TARGET AUDIENCE:

Young women

### KEY CHANNELS:

'Hello Kitty' Windows Live Agent  
on Windows Live Messenger

## The Brief

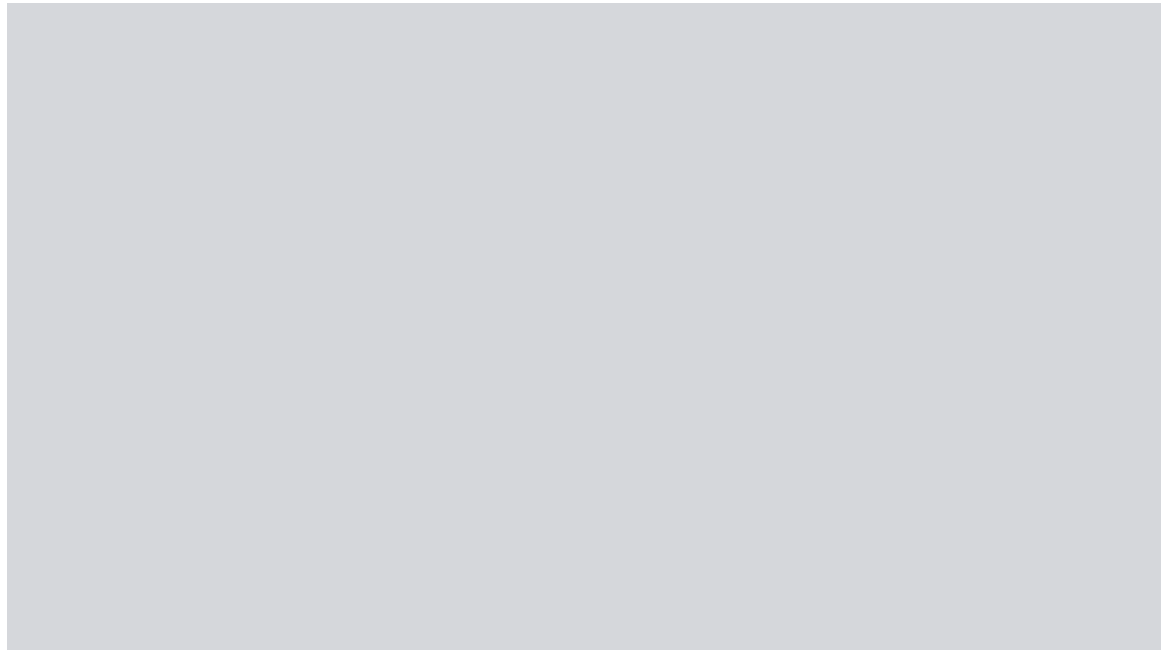
- Increase engagement and interaction around McDonald's annual 'Colors of Summer' campaign
- Strengthen positive brand perceptions
- Increase sales

## The Campaign

McDonald's adopted the bold strategy of building its annual 'Colors of Summer' campaign around 'Hello Kitty', Hong Kong's first Windows Live Messenger Agent, who chatted with Messenger users and offered them the chance to win collectable 'Hello Kitty' emoticons. The challenge was to persuade Kitty to part with her emoticons – but the chatty feline could be difficult to influence: local search engines reported big surges in searches devoted to figuring out what made Kitty







tick. Cuddly toys based on the Kitty collectables (and featuring clues to help win emoticons) were also snapped up at McDonald's restaurants.

### Key Results

The campaign generated immense response levels across Hong Kong, both on and offline:

- 65,000 Windows Live Messenger users added Hello Kitty to their contacts list
- Over 70 million messages were exchanged with Hello Kitty during the campaign
- The search for tips and tricks to help secure emoticons spread over blogs, chat rooms and search engines
- The Hello Kitty cuddly toys sold out as the campaign boosted sales at McDonald's restaurants.

"Windows Live Messenger is extremely popular in Hong Kong. The Hello Kitty Windows Live Agent allowed us to adopt a creative and targeted approach to interact with consumers. The collection of Hello Kitty emoticons achieved impressive results."

**KEVIN CHIU**, Creative Director, DDB Hong Kong



# Model behaviour gives **McDonald's** sales extra bite

Groundbreaking econometric modelling from Brand Science has established online advertising's impact on McDonald's offline sales and helped to boost Return on Investment (ROI) by optimising media choices. Following hugely successful campaigns in Denmark and Sweden, McDonald's extended the strategy to Finland – with spectacular results.

## KEY FACTS

### CLIENT:

McDonald's

### MEDIA AGENCY:

OMD

### TARGET AUDIENCE:

Fast food consumers Banner ads across a range of Microsoft channels

### KEY CHANNELS:

Banner ads across a range of Microsoft channels

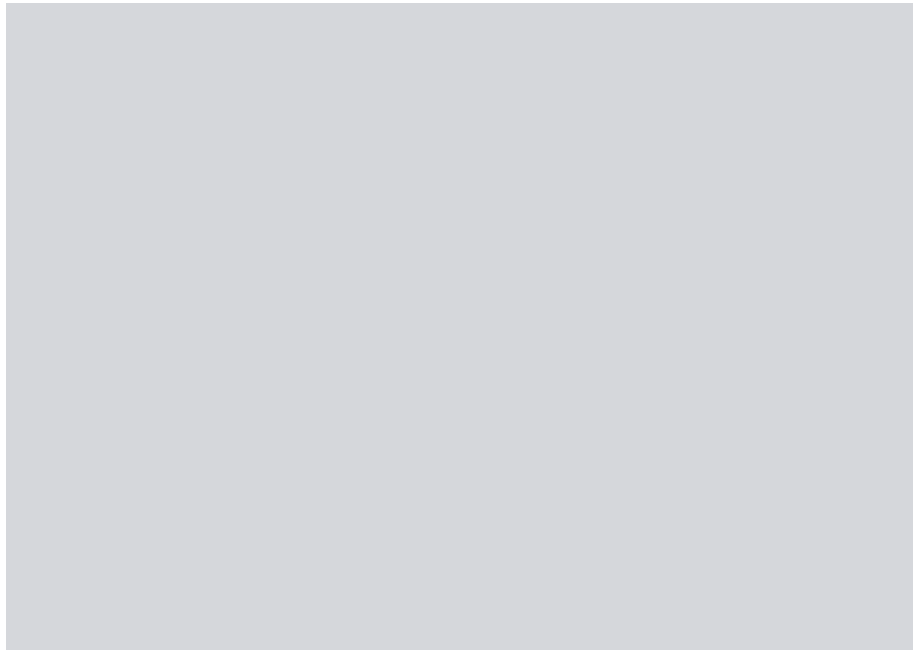


## The Brief

- Support McDonald's products and promotions through online advertising
- Drive increased product sales
- Establish online advertising's impact on offline sales
- Use the research findings to drive continued improvements in ROI.

## The Campaign

Online advertising was used to support McDonald's campaigns in the Premium, Promotion and low-cost categories alongside offline activity such as TV. Econometric modelling through Brand Science then tracked actual product sales, screening out factors such as day of the week and public holidays



to ascertain the impact of different campaign elements. The findings of the econometric study were used to target all media activity around the most responsive product areas.

### Key Results

- Online advertising delivered significant increases in premium category sales, with Windows Live Messenger and the MSN Homepage proving the most effective digital channels
- The Return on Investment (ROI) delivered by the online campaign was 16 per cent greater than that delivered by TV advertising
- Targeting spend on the premium category in response to the research results nearly trebled the ROI delivered by the online campaign.

“Before the modelling we did not perceive online advertising as a medium that drives offline sales. This picture has now changed. With the help of complex econometric models from OMD/BrandScience we can see that online marketing has an impact on sales. Therefore it is highly likely that in the future we will include online as part of our media visibility”.

**TOMI WIRTANEN**, Head of Marketing,  
McDonald's Finland





## 6

**ENTERTAINMENT**

Online marketing is an essential tool for both building buzz among influential audiences, and extending awareness of entertainment releases.

One of Microsoft Advertising's key strengths is its



ability to execute campaigns across multiple platforms: the Warner Bros. Get Smart campaign saw its brand uplifts amplified by the integration of online and mobile channels.



# Online and mobile prove perfect screen couple for **Get Smart**

Deployed to boost brand metrics and key perceptions for secret agent movie *Get Smart*, web and mobile advertising proved that arming a campaign with multiple platforms dramatically increases brand impact. Viewing intent rose by a spectacular 49.9 percentage points amongst those exposed to the online campaign who also recalled seeing *Get Smart* ads on their phones.

## KEY FACTS

### CLIENT:

Warner Bros

### MEDIA AGENCY:

PHD

### TARGET AUDIENCE:

13-34-year-olds

### KEY CHANNELS:

MSN Mobile, MSN Entertainment, Windows Live Messenger, Facebook, Windows Live Hotmail, MSN Video



## The Brief

- Drive awareness of the Warner Bros film *Get Smart* across Europe
- Increase key brand metrics such as favourability and viewing intent
- Create strong word-of-mouth around the film
- Reflect the positioning of *Get Smart* in different markets.

## The Campaign

Microsoft Advertising developed flash banner ads and rich media mobile advertising units to reflect *Get Smart*'s mix of humour and action for different territories across Europe. The online campaign targeted cinema-goers across France, Spain, Italy, Germany and the UK, with mobile campaigns in the UK, Spain and France.

## The Results

### Multiple platforms deliver maximum impact

Amongst those exposed to the online campaign who also recalled seeing Get Smarts ads on mobiles, the campaign delivered spectacular rises in key brand metrics:

- Online ad awareness **up** 54.2 percentage points
- Viewing intent **up** 49.9 percentage points
- Brand favourability **up** 46.3 percentage points
- Aided brand awareness **up** 42.2 percentage points

### Frequency matters

Repeated exposures to the campaign delivered increased ROI. Amongst those exposed six times or more:

- Aided brand awareness **up** 31 percentage points (3 percentage points for those exposed once only)
- Viewing intent **up** 18.2 percentage points (2.3 percentage points for those exposed once only)

### Mobile: the conversation starter

The mobile campaign delivered strong results across all key brand metrics, with potential for driving word of mouth:

- Mobile awareness **up** 23.4 percentage points
- Aided brand awareness **up** 17.9 percentage points
- Viewing interest **up** 8.8 percentage points
- Recommendation intent for UK and Spain **up** by over 15 percentage points



# Sound of success for **Warner's** Messenger radio

An innovative online radio station, integrated into the Windows Live Messenger platform, soon had a new generation of Thai listeners moving to Warner Music's beat.

## KEY FACTS

### CLIENT:

Warner Music

### TARGET AUDIENCE:

Young, internet-savvy consumers

### KEY CHANNELS:

Windows Live Messenger

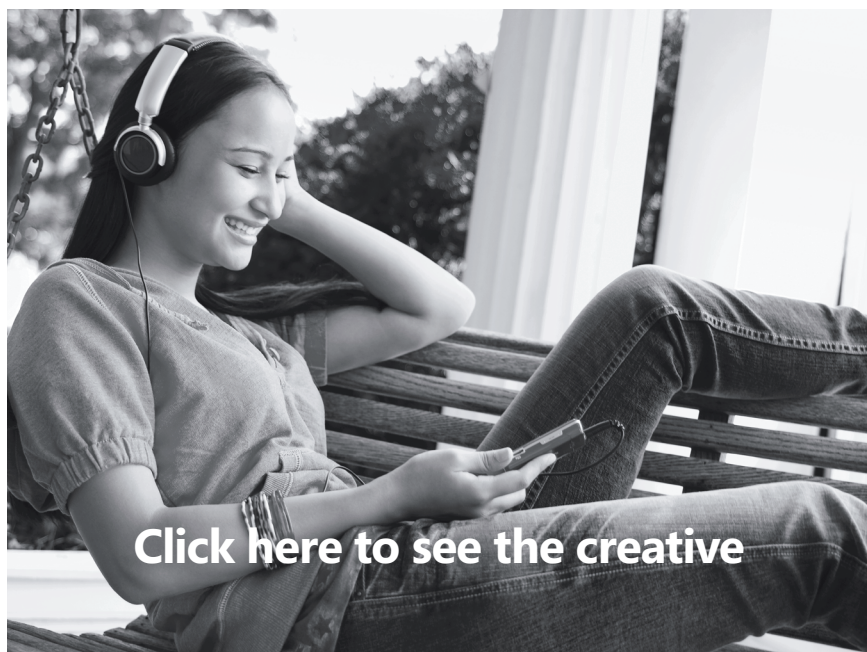
## The Brief

- Boost awareness levels and popularity for Warner Music's artists and releases
- Reach out to a new, young audience of music fans
- Increase interaction between the label's music and its listeners.

## The Campaign

Warner Music Thailand worked with Microsoft Advertising to develop SoundZero, an internet radio station accessed through a tab on Windows Live Messenger, which offered users a wholly interactive music experience. Not only could listeners enjoy the music of their choice while chatting on Messenger, they could also





[Click here to see the creative](#)

"The partnership with Microsoft Advertising has provided us the business and marketing tools to propel SoundZero radio as one of the leading radio stations for Thailand's online community."

**TATCHAPHOL SRICHANKIJ,**  
Head of SoundZero Business

share tracks through online communities, take part in contests and promotions, vote for their favourite songs, access news of upcoming concerts and customise their own playlists from over 700 track selections.

## Key Results

The campaign reverberated across Thailand's online and music communities:

- 50 per cent increase in the number of users interacting with Warner Music
- SoundZero has built up an audience of over 7,000 unique users daily
- The SoundZero tab has recorded the highest ever number of page views and unique users for a Windows Live Messenger tab in Thailand.



# When it comes to film marketing, **Fox** refuses to stand still

Digital media turned in a star-making performance for the launch of 20th Century Fox's *The Day The Earth Stood Still*, as a groundbreaking study showcased its huge potential for film marketing.

## KEY FACTS

### CLIENT:

20th Century Fox

### MEDIA AGENCY:

Potential Cinema-goers

### KEY CHANNELS:

MSN and Windows Live channels, Xbox Live, Ingame



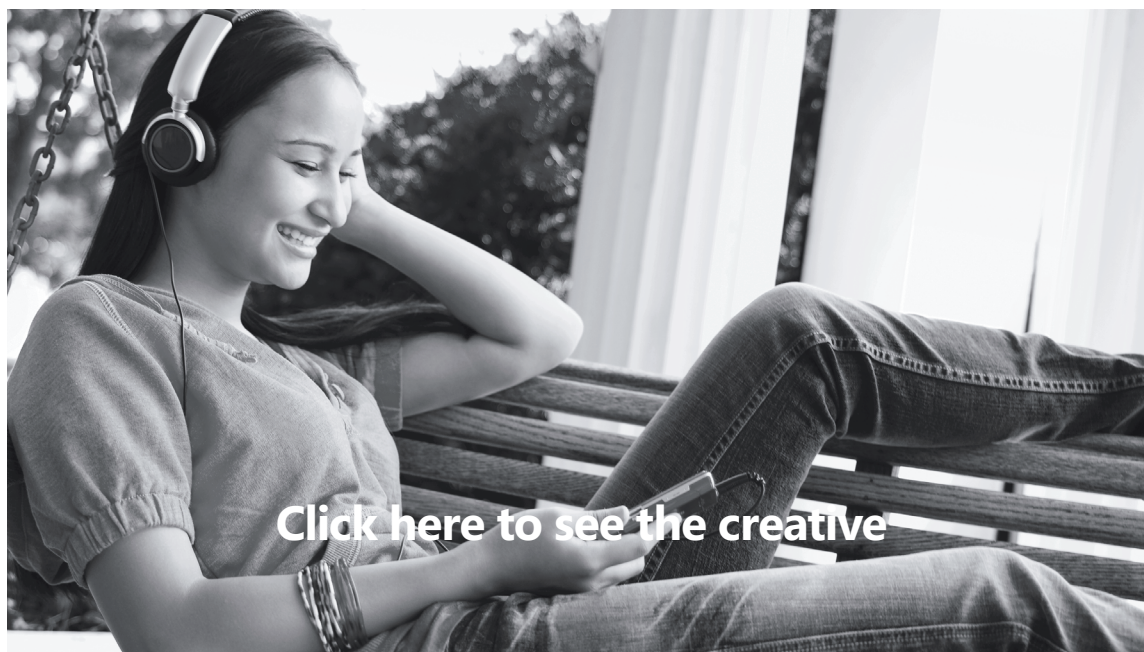
## The Brief

- Raise awareness of the film launch
- Increase positive perceptions for the film
- Drive interest amongst potential cinema-goers
- Assess the cost-effectiveness and potential of digital media using the Touchpoints Return on Investment (TROI) model.

## The Campaign

For the launch of the film, Fox enlisted a broad range of digital media channels from online video trailers to content downloads via Xbox Live and in-game advertising through Massive. In a groundbreaking, sector-wide study the role and effectiveness of online was compared to other elements in the marketing of this and other films. MESH Planning deployed its Touchpoints





[Click here to see the creative](#)

Return on Investment (TROI) model, which records participants' reactions in real time via text messages, to assess the role of different channels.

### Key Results

The internet proved the perfect setting for film marketing, delivering highly cost-effective touchpoints, expansive reach and some of the most positive consumer experiences:

#### The perfect setting for trailers

74 per cent of respondents were 'positive' about the film trailers they saw online – higher than the percentage for trailers in cinema or on TV.

#### Blockbuster reach

Weekly reach of 32 per cent left the web behind only TV and billboards when it came to delivering touchpoints for film marketing.

#### Cut-price superstar

Web advertising for The Day The Earth Stood Still was 49 per cent more cost-effective than TV.

#### Feelgood factor

Of film marcoms experienced via the internet (via computer), 55 per cent were rated positive: on a par with newspapers and more positive than magazine ads and outdoor posters, the usual mainstay of film advertising.

#### Playing to win

Advertising on Xbox Live and in-game with Massive proved a highly effective channel for The Day The Earth Stood Still. Of those experiencing the in-game campaign:

- 64 per cent said it made them curious
- 60 per cent said it grabbed attention
- 45 per cent rated it 'Fun'.



# Sympatico opens eyes to the power of Microsoft Media Network

Driving additional traffic to four emerging channels on the popular Sympatico/MSN portal required an ad network with great reach and powerful targeting. The attention-grabbing Open Your Eyes display ad campaign delivered the impact to engage audiences. However, it was the contribution of the Microsoft Media Network, delivering reach and targeting to maximise a limited budget, which proved most eye opening.

## KEY FACTS

### CLIENT:

Sympatico/MSN

### MEDIA AGENCY:

Bensimon Byrne

### TARGET AUDIENCE:

Range of male and female audiences aged between 18 and 54

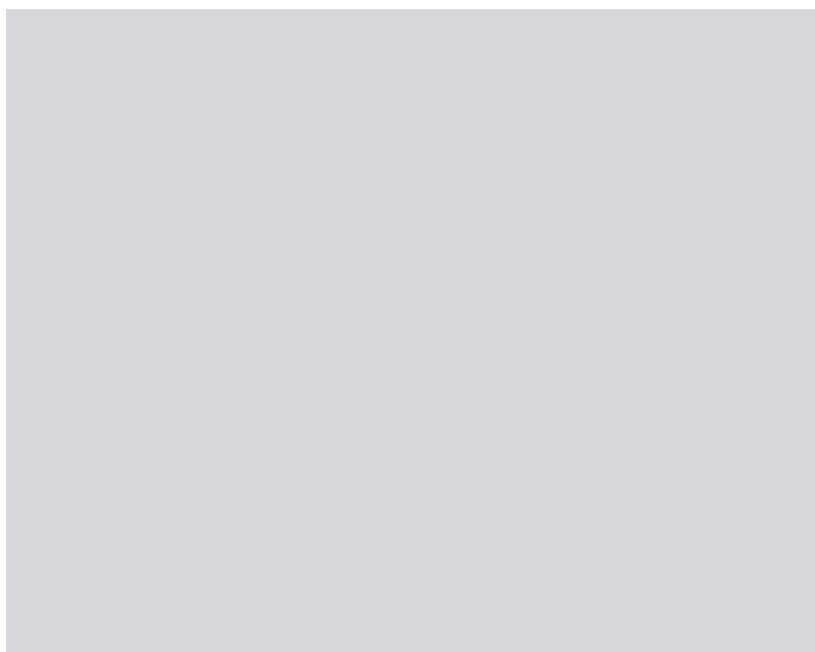
### KEY CHANNELS:

Microsoft Media Network

## The Brief

- Drive users towards one of four new or emerging Sympatico/MSN channels: Auto, Finance, Green and Entertainment
- Reach a variety of male and female audiences, at ages between 18 and 54, with creative targeted for each demographic
- Target both French and English-speaking audiences
- Work within a tightly limited media budget
- Generate 100,000 clicks through to the Sympatico/ MSN portal.





## The Campaign

Sympatico/MSN's agency, Bensimon Byrne, developed a series of expandable leaderboards, skyscrapers and banner ads bringing the idea of 'Open Your Eyes' to life with imagery relevant to each of the four channels. When seeking an online media partner to deliver this creative to target audiences as effectively as possible, the agency recommended Microsoft Media Network, which allowed premium inventory to be bought and targeted on a Cost Per Click (CPC) basis. The savings achieved through this media plan were reinvested in the network to deliver additional exposure for the campaign. Microsoft Media Network provides advertisers with access to the top 40 premium sites in Canada, as well as premium sites in the US and all Microsoft online channels.

## Key Results

- The Open Your Eyes campaign exceeded all targets, delivering 138,000 clicks through to the portal and over 125 million impressions
- Microsoft Media Network delivered 80 per cent of the ad impressions at 30 per cent of the cost of non-Microsoft Advertising networks.





## 7

**TRAVEL**

The web has become the travel agency of choice for an increasing number of holidaymakers. Not only do people buy their flights, book hotels, and hire transport, but they also research destinations using social media.



See how Microsoft Advertising worked with Hong Kong Tourism Board using blogs, and how Norwegian used exciting content experiences to drive sales.



# Hong Kong woos potential visitors with dating blog

Tantalising potential visitors with a whirlwind tour of the city's hottest dating spots proved an irresistible online strategy for Hong Kong, doubling the target number of visitors to the Hong Kong Tourism Board's promotional webpage, and seducing Japanese tourists in dramatically increased numbers.

## KEY FACTS

### CLIENT:

Hong Kong  
Tourism Board

### MEDIA AGENCY:

All consumers

### KEY CHANNELS:

MSN

## The Brief

- Increase the accessibility of Hong Kong information for potential Japanese visitors
- Provide more practical information on the destination, with clear reasons to travel
- Drive consumer engagement with Hong Kong as a destination
- Increase the number of Japanese visitors to Hong Kong.

## The Campaign

In its second year of advertising on MSN, the Hong Kong Tourism Board developed a series of online events based around blogs from and about Hong Kong, driving interest in and consumer engagement with the destination. The Hong Kong LIVE Dating Spot Challenge



HONG KONG TOURISM BOARD  
香港旅遊發展局



listed Hong Kong's ten best-known trendy and ten best-known traditional dating hangouts and asked users to vote on their favourites. Four established Japanese bloggers, local Hong Kong bloggers and MSN users travelling to Hong Kong were all invited to share their experiences and recommendations. A synchronised print campaign raised awareness of the online promotion through the pages of Magazine House titles BOAO and anan.

### Key Results

- The campaign delivered more than double the target number of visitors to the Hong Kong Tourism Board's promotional site
- The number of Japanese visitors to Hong Kong increased, despite a decline in the overall numbers of Japanese travelling abroad
- Associated bloggers also experienced large increases in visitor numbers during the campaign
- The campaign resulted in MSN receiving an award at the 2009 Hong Kong-Japan Tourism Exchange event.

"We are satisfied with Microsoft Advertising's solution that provides information of what tourists are looking for and a new way of sharing information using blogs."

**MS. KAORI FUKANO**, Marketing Executive, Hong Kong Tourism Board



# Instant connection helps **ANA** bookings take flight

Encouraging MSN users to browse flights and check availability through an innovative 'mouse-over' ad format gave All Nippon Airways (ANA) lift off in conversions.

## KEY FACTS

### CLIENT:

ANA

### MEDIA AGENCY:

All Nippon Airways  
Trading Co. Ltd.

### TARGET AUDIENCE:

All potential travellers

### KEY CHANNELS:

MSN Homepage

## The Brief

- Promote ANA's 'Tabiwari' discounted fare, available from April to June
- Drive increased online bookings
- Increase brand awareness
- Satisfy potential travellers' demand for up-to-date information.

## The Campaign

ANA developed a rich media campaign that allowed potential passengers to search flights and availability, in real time, from within a 'mouse-over' ad on the MSN Homepage. Once users had found the flight they wanted they could click through to complete booking on the ANA site, shortening the conversion process. The innovative rich media ad combined high





impact animated branding with the booking mechanism, to ensure standout and drive awareness of the 'Tabiwarī' offers.

## Key Results

- The campaign surpassed all targets in terms of click-through and conversion rates
- Bookings increased across all demographics, including 20-40-year-old women and 30-50-year-old business travellers.



"We have been trying to find a new way to communicate on the web. The "Interactive MOF" was a very good way to grab consumers' attention."

**MR. YUKIHIKO AKAMINE**, Supervisor Consumer Sales & Marketing, ALL NIPPON AIRWAYS CO. LTD.



# Slimming ad brings new weight of traffic for **Norwegian**

With cheeky, challenging creative that perfectly matched its positioning as a new low-cost airline, Norwegian landed its message of shockingly slim prices in the ideal channel for potential travellers from Stockholm and northern Sweden.

## KEY FACTS

### CLIENT:

Norwegian

### MEDIA AGENCY:

Suddenly STHLM

### TARGET AUDIENCE:

Potential travellers in Stockholm and northern Sweden

### KEY CHANNELS:

MSN Homepage  
Takeover

## The Brief

- Increase awareness of the Norwegian brand
- Drive association and awareness around the 'Shockingly slim prices' campaign
- Boost click-throughs to the Norwegian site
- Increase sales.

## The Campaign

A high-impact homepage takeover format on the MSN Homepage proved the perfect destination for Norwegian's campaign message. The appearance of two giant feet in gaudy socks signalled the transformation of the homepage into a giant slimming scales, with the digital scale readout plummeting to 249 – the campaign offer price for a flight.







## Key Results

- The MSN Homepage delivered 3.2 million page views across Stockholm and northern Sweden
- The two-day campaign achieved 20 times Norwegian's average click-through rate
- Sales increases exceeded all campaign targets.



"I am most happy with the fact that the ad led to great sales, it had a sense of humour and an element of surprise."

**KATARINA WIDMAN**, Marketing manager, Norwegian



Microsoft®  
Advertising







# Feeling inspired?

If the case studies in this Compendium have started you thinking about the online possibilities for your brand, then don't hesitate to get in touch.

We pride ourselves on solving problems, building relationships and finding amazing new ways to engage and connect with audiences.

In uncertain times, innovation has a vital role to play in unlocking value. At Microsoft Advertising we have the tools and experience to make that innovation happen.

We're an integral part of billions of different experiences every day, able to recommend the exact mix of digital media to bring your ideas to life.

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