SCRIPT:

Creatives often unknowingly sacrifice their control in favor of **familiarity and status** associated with products.

But innovation isn’t about staying in your comfort zone or blending in. It’s about having the control over not just what you make, but the entire creative experience.

*When it comes to design software, customization is often limiting, but Microsoft understands the importance of* ***personalization*** *in the creative process.*

Introducing **“Control, don’t command,”** a campaign aimed at opening consumers eyes to the importance of freedom in imagination. We know expression is all around us, *so we want to offer consumers control over their creativity.*

Our experience begins in Seattle on the 45th anniversary of our founding, as we invite consumers to create and submit their own designs with the opportunity to have the winning creation used as a featured ad in our upcoming campaign.

This ad will be transformed into billboards placed all over the US and online banners to drive people to our website.

Once on our website, people can watch a live stream video that will feature different artists each day and allow viewers to see the various ways in which they control their creative process.

Our website will also include a feature that allows anybody to experience and explore Microsoft’s intuitive interface from whatever product they may have.

Visitors now have the ability to control and navigate the platform on their own and discover the ways it can work for them. The consumer experience hops to mobile as we invite users to explore the depths of their own creativity.

**Our new app, “Ctrl,” will present users with daily challenges tailored to their specific creative subtype and personal goals.**

Our voice assistant Cortana also syncs with the user’s daily calendar and offers ways to maximize and make better use of their time. Taking control of their time and schedule, our app carves out 10 - 15 minutes for users to focus on themselves through reflection or relaxation.

With more control over all aspects of creativity, Microsoft’s interactive and innovative technology gives power to anybody wanting to harness their creativity, and doesn’t command or limit their expression. Control, don’t Command. Microsoft.

[**https://www.youtube.com/watch?v=pAueQoU8TQQ**](https://www.youtube.com/watch?v=pAueQoU8TQQ)

[**https://elements.envato.com/helicopter-view-of-downtown-seattle-buildings-in-DQWVGZA**](https://elements.envato.com/helicopter-view-of-downtown-seattle-buildings-in-DQWVGZA)