

## Microsoft: It's a Great Time to be a Family

Source: ARF Ogilvy Awards (US), Silver, International, 2012

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Microsoft aimed to drive purchase intent for its key products (PCs, Windows Phone, Office and Xbox) during the holiday season with this multi-market campaign. The development stage was aided by use of both qualitative and quantitative concept research; ad performance was captured via brand tracking and media measurement. The creative focused on family life, with the brand promise being that Microsoft products bring people together. Post-campaign, purchase intents increased for all of the products which had a historical average for TV.

This case study focuses on the insights that drove Microsoft to successfully use a single campaign for multiple products during this holiday season vs. stand-alone, single-product campaigns.

### Business Context and the Insight that Drove the Idea: Show our products together

Through research and testing, we know that when we talk about our products together under the Microsoft 'umbrella', it sparks interest and desire in each product – the power of association. This idea puts the PC at the center while showing the cool and interesting things consumers can do with not only our best PCs available at holiday but Windows Phone, Office and Xbox.

Our marketing efforts across channels targets those who are likely PC upgraders (from XP to 7) and are also interested in Windows Phone, Xbox, and Office. In some of our global markets the campaign targets first-time PC purchasers. Our business goal is product sales so our marketing goal is to drive purchase intent for our consumer products – including Windows 7 PCs, Windows Phones, Xbox, and Office.

We must breakthrough clutter this holiday season around the globe. Consumers have more choice than ever in what they purchase as gifts – for family members and themselves – in the area of technology. We have to give them a compelling reason to consider and buy PCs with Windows and other Microsoft devices and software.

## Campaign Objective

This campaign will drive purchase intent for four key consumer products, advertised together for the first time, in an unprecedented number of countries. Totalling 35 – from the United States to Germany to India to Japan to Argentina to Mexico – the campaign impacts consumers and influences their holiday purchases. Fully integrated 'through the line', the campaign reaches consumers through multiple channels throughout the purchase process – including ads on TV, display and search, our multi-product campaign landing experience, and through to retail where the final decision is made. The campaign target age is 18-54 and interested in purchasing a computer in less than 12 months. The campaign will run from Oct 2011 – Jan 2012.

## Campaign Planning Needs

1. Understand key communication levers, e.g.:
  - Determine the role of Windows Phone, Office, and Xbox have in selling PCs.
  - Probe to understand what if any impact there is on the Microsoft brand.
  - Understand the altitude of a single global idea.
  - Understand global similarities and differences.
2. Develop in-market optimization mechanisms that would allow Microsoft to make major strategic alterations to the media mix and campaign messaging as appropriate.

## Key Research Contributions

### *1. Understand key communication levers:*

Both qualitative and quantitative concept research in a representative set of markets globally indicated that:

- Exposing a "family" of Microsoft products including PCs, Windows Phone, Office, and Xbox lifts purchase intent more than when we talked about each product as standalone.
- The concept of a "family" of products also strengthens Microsoft's corporate brand equity.
- The multi-product advertising concept tested very favorably and will potentially increase purchase intent for the various Microsoft products, not just PCs.
- While there were nuances in the research among countries, the overall customer response to the multi-product advertising concept overall resonated consistently.

- One difference is that some spots work harder at driving Purchase Intent than others on an individual market basis.

These insights allowed the team at Microsoft to take the following actions:

- Confirm for each product's business group that a combined approach will benefit the purchase intent goals for their respective products as many as or more than separate campaigns would do.
- Develop finished creative against the "family" concept.
- Tailor individual markets' local ad rotation and weighting plans.

## *2. Develop in-market optimization mechanisms and goal metric performance tracking*

To ensure the actual performance of the campaign is consistent with the concept testing (Hall & Partners), two methodologies are used for optimization (MetrixLab and Nielsen IAG) and one for overall performance tracking (GfK):

- Pre-testing of various finished creative executions before campaign launch to understand the optimal weight for the various creative executions: which have the highest potential to break-thru and persuade.
- In-market Nielsen IAG TV and digital performance tracking in two of the largest countries, US and UK, to validate actual performance.
- Campaign Impact Tracking to assess the purchase intent goal metric and determine if we are successfully reaching and impacting our campaign target audience. This is done among a representative set of global markets, covering the corporate brand as well as the individual products.
- Campaign Impact Tracking also allows us to confirm for each product's business group that a combined approach will benefit the purchase intent goals for their respective products as many as or more than separate campaigns would do, as we can compare that Impact Tracking to that done at the individual product campaign level in the past.

## The Campaign

To achieve our Purchase Intent goals, a fresh approach and a willingness to try new ideas was needed. To ensure that we get our share of 2011 consumer tech holiday dollars, we needed to tell a bigger, broader and louder story than we had done to date. We needed to position our various consumer products as innovative, engaging, and worthy of their consideration individually, but also to think more favorably of Microsoft's consumer products more broadly. We needed to break through the seasonal clutter to move Microsoft products to the top of their lists.

## Campaign Architecture

- Consistent creative theme with unifying look/feel across advertising layers and geographies.

- Multiple executions featuring multiple products mapped to retailers' merchandising priorities.
- Shorter single product executions as needed.
- Optimization of creative executions will prioritize PC sales over other devices.

## **Promise**

Microsoft products bring people together.

Whether in the family room, the living room, or on the go, Microsoft's products help families connect in fun, accessible, and affordable ways.

## **Advertising Idea: "It's a Great Time to be a Family"**

With a heavy focus on TV and digital advertising – and powerful connections to a consumer landing experience and retailers, the Holiday Multi-Product campaign represents a significant step in how we market our products to consumers.

The idea is rooted in a powerful, and global, consumer insight: that our products bring people together. Out of this insight, the "It's a Great Time to be a Family" campaign concept was developed. The idea of family is universal, truly global, and resonates on an emotional level and the "It's a Great Time" creative gives us an avenue to showcase the ways that Windows 7, Office, Windows Phone and Xbox bring people together through real and relatable moments

## **4 Products**

- Windows PC form factors are easier to share and help you connect in new ways online.
- Windows Phones are the easiest way to connect and share with the people who matter most.
- Kinect lets you experience the entertainment you love, with the people you care about, in ways you've never imagined.
- Office helps your whole family get more done and share your ideas with impact.

## **3 Desired Perceptions**

- Looks like Microsoft has some great products this season.
- I love that their products can bring us closer together.
- I'm putting their stuff at the top of my list this year.

# Communication Framework



## 1. SEE layer:

Build interest and intrigue with sight, sound and motion through TV, digital video and custom content partnerships/integrations.

## 2. DECIDE layer:

Get consumers' consideration set for purchase via trusted sources in digital, social and custom content partnerships/integrations

## 3. BUY layer:

Have presence during purchase decision on when and where to buy.



TV advertising for 35 markets features multi-product combinations in globally relatable consumer scenarios.	Consumer landing environment in 35 markets showcasing, for the first time, our consumer line-up of products so consumers can go quickly to purchase.	Digital advertising in 35 markets showcasing products and PC offers.
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# Business Successes to Date

Results show an increase in both effectiveness and cost efficiency through the Multi-Product approach vs. individual, stand-alone campaigns for each product.

Comparing entire campaign (thirteen weeks) with like TV media spending, relative to previous campaigns, purchase intent is higher:

- Windows: +8 points compared to the last single-product campaign
- Windows Phone: +4 points from last single-product campaign
- Xbox: +1 points from last single-product campaign
- Office 2010 - no historically average for TV

The net is that we are achieving results with one campaign that we achieved with four individual campaigns; and we are achieving these results with the production, research and media spend typical for one campaign.

In addition to a greater effect with less spend, additional value was realized through in-market

optimizations to maximize the media spend. As example, using Nielsen IAG data in the UK, the planned rotation was changed to put more weight on the strongest of four ads. The research costs were less than \$100K and drove an estimated \$1.4 million dollar efficiency. In the US, the impact of optimization was even higher given the higher rate of spend and like research costs. Here the research costs were around \$270K but drove an estimated \$4.1 million dollar efficiency.

The results above come from a larger overall research plan that includes a campaign impact tracker among a representative set of global markets covering the corporate brand as well as the individual products.

## Agencies

**Research:** Nielsen IAG, GfK

**Creative:** Crispin Porter + Bogusky

**Media:** Starcom MediaVest Group

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