

Microsoft India: Primer Font

Source: PMAA Dragons of Asia, Bronze, 2015

Downloaded from WARC



This case study reveals how Microsoft, a technology company, successfully increased brand awareness using a minimum exposure marketing strategy.

- In the occasion of the 25th birthday of Microsoft Office, the brand turned its focus on using its own product to promote education and decrease poverty.
- By developing a Primer Font, Microsoft created an interactive learning alphabet that transforms each typed letter into a word example of itself.
- A promotional digital video was launched as well as banners in owned media and mentions in social media.
- Within a week, the font had been downloaded over 2000 times.

Agency: Wunderman International, India

Client: Microsoft Corporation

Why we should be awarded for this creative work

We created a zero cost innovative Font to help teach basic English. An in-house produced video illustrated use of the world's first Primer Font. This was uploaded on the [Microsoft.com](https://www.microsoft.com) page. The font was not publicized or promoted in any way. One unpromoted post on the Microsoft Facebook page is all it took for the Font to be downloaded more than 2000 times in the first week itself.

Microsoft Corporation was celebrating 25 years of Office and wanted to start something that would be of benefit to those who need it the most.

Our strategy was based on the insights that:

- The youth of today are more aware and are looking for ways to contribute to society

- Dropout children, youth and adults believe that knowing English is a big asset in helping them get a job and break away from the cycle of poverty

We created an extremely simple tool that would make learning the alphabet an interactive and memorable experience. We created the World's first Primer Font.

All a Volunteer teacher has to do is download and install the Font for their Office 365 documents. Then open any Office Document – Word, Excel or Powerpoint and start teaching. Typing a or A on the keyboard shows up an Apple and an Aeroplane on the screen.

The activity has won a silver Creative Abby at the prestigious Goafest.

Microsoft launches the first teaching font

Brief

Microsoft wanted us to explore 'Office' and its features to start something that will address a social cause, and involve their TG too.

Insight

Breaking away from the vicious circle of poverty is easier if the underprivileged are educated and know English. But poor schooling and untrained teachers are major roadblocks.

On the other hand, youth everywhere want to give back to society, but don't know how.

Idea

We created a tool that turns any Microsoft Office document into an interactive teaching and learning tool. So, all a volunteer teacher has to do is install the font (in a click), open an Office document and select the 'MS Primer' font. The keyboard instantly transforms into an interactive teaching and learning tool.

Typing 'A' or 'a' shows up as an apple or airplane on the screen, 'B' or 'b' becomes a ball or banana, and so on with the rest of the English alphabet. The font makes it easy to identify and memorize the letters. It also makes becoming a volunteer teacher as easy as A-B-C.

We launched the font with a promotional video on World Volunteer Day. Banners in owned media and mentions in Social Media were used to spread the word.

Social Media



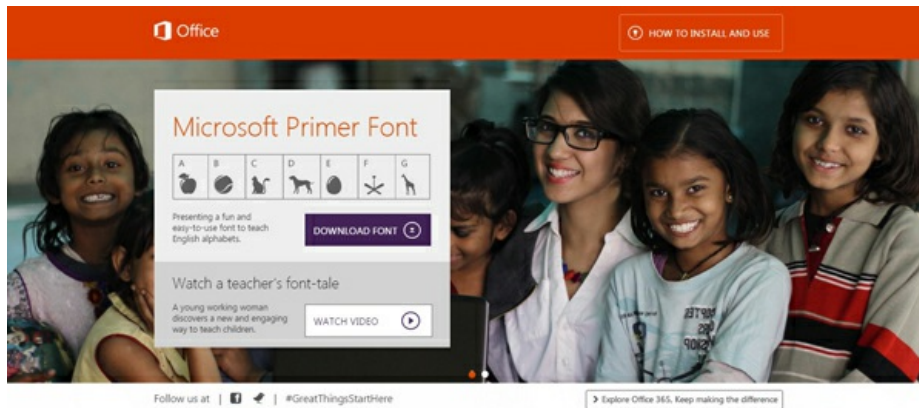
Website



Font



The MS Primer Font was initiated under the Microsoft Office 25 year celebration Campaign
#GreatThingsStartHere



Results

Within a week, with zero ad spend, the font had been downloaded over 2000 times.

<http://www.microsoft.com/india/officefont/>

© Copyright PMAA Dragons of Asia 2015

15 Grosvenor Street, Neutral Bay, New South Wales, Australia

www.dragonsofasia.org

www.warc.com

All rights reserved including database rights. This electronic file is for the personal use of authorised users based at the subscribing company's office location. It may not be reproduced, posted on intranets, extranets or the internet, e-mailed, archived or shared electronically either within the purchaser's organisation or externally without express written permission from Warc.

WARC

