

## Internet Explorer: Shovel - Dig into your social life

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This case study describes a social media campaign in India by Microsoft, the computer software and electronics giant, to promote its Internet Explorer web browser.

- A Facebook app was created that analysed the user's profile and then presented a series of interesting data points.
- Two of these data points were blocked for people not using Microsoft's product, encouraging them to try it.
- There were over 91,000 unique visitors to the app, resulting in 4,463 downloads of the browser from the app.

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### Campaign details

**Brand owner:** Microsoft India

**Agency:** Synapse Information Services (primary: concept, design, production and management); KRDS (development partner); Reprise Media (media buying); Hungama (digital services – social-media partner)

**Brand:** Internet Explorer

**Country:** India

### Executive summary

#### Objective

Internet Explorer had a negative perception of being inferior to Chrome and Firefox. Even though Internet Explorer 10 was a leap ahead of its predecessors, the perception still remained that it was a slow and buggy browser that would either hang or slow your system down. We wanted to force trials of the new browser to make

users experience the new Internet Explorer for themselves and see the difference.

## Goal

The goal of the app was to get people to download the Internet Explorer browser and use it.

## What the app did

Shovel was designed to show users a glimpse of their own Facebook activity. The app compiled, in a simple to understand and visual way, key metrics across the different ways users engage with Facebook – likes, status updates, photos, friends and tags. The dashboard took the user's profile data and presented interesting data points, for instance, the user's farthest and closest friends in the world, their five photos that are most commented on, the relationship status of friends; their top five status updates etc. Users could also share all the individual data points with their friends and invite them to use the app.

## Mechanics

The app was browser-sensitive, meaning it blocked two data points for users who viewed the app using any browser other than Internet Explorer. This ensured that users had something to look forward to when they relogged into the app using Internet Explorer. They could also download the browser directly from the app, which helped drive downloads and the branding around the app ensured overall awareness for it was increased.

## Impact

- Page views on the app: 173,000+;
- Unique visitors to the app: 91,000+;
- Shares within the app: 26,000+;
- Average time spent on the app: 1 minute 44 seconds;
- *Internet Explorer downloads: 4,463.*

## Market background and business objectives

*Target marketplace:* India.

*Campaign type:* National.

*Situation with the brand:* While Internet Explorer still commands a little over 50% of the browser market share, it was fast losing share and popularity to newer players like Firefox and Chrome.

*Business objective of the brand:* We wanted to drive as many trials for the new Internet Explorer as possible; there were no set targets on downloads.

*Specific marketing objective:* There were no defined targets when we started this activity but the aim was to:

1. Drive as many trials for Internet Explorer as possible;
2. Change perception of Internet Explorer from an old, boring brand to one that was young, vibrant and socially relevant;
3. Increase awareness about specific features of Internet Explorer.

*Timeframe:* 6–30 June 2013

# Insight and strategic thinking

## Idea

The idea behind this application was to present to users a report of everything they did on Facebook in a creative manner. This was done to draw the attention of as many people as possible given that the 'vanity' factor in knowing information about oneself is highest in Facebook users.

## Insight

1. All users love to know information about themselves – no matter how flattering or not it is. There is always inquisitiveness about what one has been up to, especially on social-media channels.
2. Using browsers is a habit that can be changed only once users try something new. Either they can do this voluntarily or be forced to switch based on circumstantial factors.

Keeping this core thought in mind, the rest of the connect to the product was built by finding the relevant data points that could be collated, spaces that could be used for branding and understanding the technology involved to make sure that users viewing the app from Internet Explorer were rewarded with more information than people using other browsers. While making the app the team realized that the minute we blocked off content to users, they generally did whatever they could to get this information. In this case it meant either using Internet Explorer to view the app (which meant usage of the browser) or downloading the browser from the app (which meant increase in trials).

The reason why this strategy is worthy of recognition is because it taps into a very base emotion that we all identify with: the need to more about yourself. This has very seldom been attached to technology products, never with a browser and never in a report/dashboard format as seen in the app. The technology aspect also had us working very closely with the Facebook team to understand what kind of data could be pulled out without infringing anyone's privacy or rights.

## Objective: Increase trial usage for Internet Explorer

Internet Explorer had a negative perception of being inferior to Chrome and Firefox. Even though IE 10 was a leap ahead of its predecessors, the perception still remained. We wanted to force trials of the new browser to make users experience this for themselves.

Campaign Timeframe: 3 Weeks

6 June 2013 - 30 June 2013

Audience: 16 to 24 years

Current users of Chrome and Firefox

## Creative Strategy and Idea:

1

Build an application on Facebook, which presents an analysis of the users' Facebook usage data.  
Link to App: [bit.ly/IE\\_Shovel](http://bit.ly/IE_Shovel)



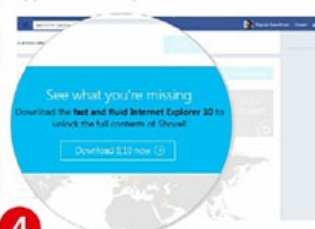
2

Make the analysis insightful, engaging and share worthy. Examples below...



3

Make certain data points exclusive to Internet Explorer users. Those who wanted to view the entire analysis had to download and run the app on Internet Explorer.



4

Create fun and interesting posts on Facebook to drive traffic to the app.



Implementation, including creative and media development



## Screens with creative executio

### Media touchpoints

All the promotions for the application happened only on Facebook. Being an application that was on Facebook it did not make any sense to promote the app on other mass media channels other than contents which were specifically help on Twitter.

#### 1. Owned media

- We had the Internet Explorer India page for promotion. We also had sister channels of Microsoft like the Windows Phone India and Windows India where our posts for the application were cross-promoted to leverage their reach.
- We also used the Twitter Internet Explorer India handle to drive traffic to the app using a simple contest where users were asked to upload certain data points they would get from the app via a screenshot. The user with the highest metric at the end of the day would win a small prize from Microsoft India.

#### 2. Paid media: Stamp ads and promoted posts were also used to get the word out on the application on Facebook.

#### 3. Earned media – There were a string of articles that popped up on various news websites that reported the application, and in one survey Shovel was nominated as one of the best apps on Facebook for 2013 (<http://www.socialsamosa.com/2013/08/2013-10-best-facebook-campaigns/>).



Sample posts on Facebook

## Social effects



## Lessons learned

1. Customers love to know things about themselves, therefore campaigns that tend to showcase user data or patterns do well. At the core of these activities is a need to know more about oneself, which can be applicable to any product or industry as long as there is direct involvement of users.
2. We want what we can't have. The minute we blocked off a section of the app for users who came from non-Internet Explorer browsers, users were tempted to either download the app on the spot to find out what information was being concealed or actually log in from Internet Explorer to get this data.
3. Having a strong product connect is vital. While the numbers we showed in the application were not directly associated with Internet Explorer, other aspects like branding around the app, the language used and the barring of content all had a strong connect to the product we wanted to talk about, which ensured that the user went away with some information about the browser which they previously might not have had.

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