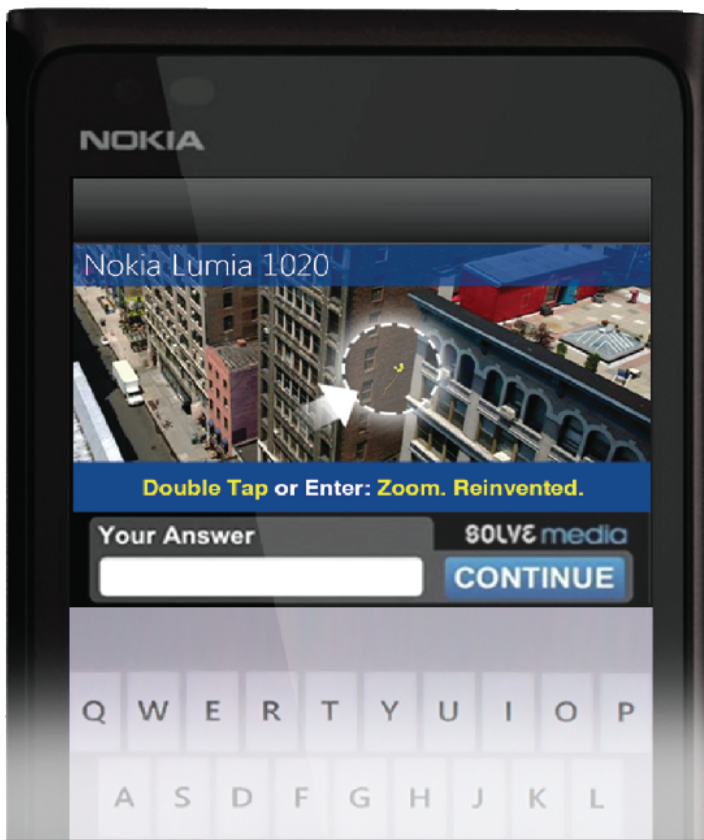


## Case Study: Microsoft's Nokia Lumia 1020



### Standing Out in a Crowded Market

In late 2013, Microsoft launched a campaign to increase awareness for the Nokia Lumia 1020 phone in European markets. Being in the very competitive smartphone market, Microsoft wanted to differentiate the Lumia 1020 through its camera capabilities, particularly the zoom feature.

Solve Media and Microsoft worked together to come up with a unique and immersive experience that was both engaging as well as interactive. Solve Media's new gestural technology was the perfect fit – a touch-based experience whereby users engage with ads in a new way on their mobile devices.

### Solve Media – New Technology for an Immersive Experience

Users were presented with gestural TYPE-IN ads asking them to either type in "Zoom. Reinvented." or double-tap their device to physically 'zoom in'. Both actions completed the engagement. These innovative ads, served fullscreen with easy-to-read and clear instructions, leveraged the phone's inherent touchscreen capabilities while improving user experience by allowing them to choose how to engage with the ad. In exchange for performing the gesture, users received additional content or ad-free music for 24 hours.

*"We were very impressed with Solve Media's new gestural technology and are excited to be the first to utilize it in Europe. The gestural technology was a great way to show the "zoom" feature in an engaging way, one of the great selling points of the phone. In addition, we were able to achieve an amazing lift in awareness in multiple countries over a short period of time, all while being sure that we paid only for human performance."*

- Tara Powadiuk, EMEA Media Group Manager, Microsoft

### Innovative Technology Creating Memorable Experiences

The campaign ran in the UK and Spain during Q4 2013, generating over 135,000 engagements across 8,500 sites. The campaign also led to a staggering 93% lift in awareness vs. control, more than 22 times greater than comScore norms for awareness campaigns.

By running a gestural TYPE-IN campaign with Solve Media, Microsoft was able to outperform industry norms while providing an immersive and memorable experience for touchscreen users.

Microsoft was able to showcase its innovative brand by being the first to bring this gestural TYPE-IN technology to the European market. The gestural campaign exposed users to a new and memorable way to interact with Microsoft and set new standards for future campaigns.