

Windows Phone 7



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features

Windows Phone has a new user interface with the codename, Metro.



The start screen is made up of live tiles. Tiles are links to applications that are grouped into specific categories such as contacts and music/video. Tiles are in real time and update automatically.

Several features of Windows Phone are organized into Hubs. Hubs combine local and online content via Windows Phone integration with popular social networks such as Facebook, Twitter, LinkedIn, etc.

For example, the pictures hub uses photos from the phone, G Internet BannerGet in out and on with your lifeHe is distracted by phoneShow the phone & logoMan saying hello to family mail, and Facebook.

Windows Phone combines messaging through threads. Threads allow the Windows Phone user to engage with their contacts through Windows Live Messenger, Facebook chat, and traditional text messages.

The web browser on Windows Phone is also really easy to use. Internet Explorer on Windows Phone allows users to have a tile on the start screen that has all of the users' favorite websites making it really easy to access.

Contacts are organized in the people hub. Contacts can be manually entered or imported from other platforms (Facebook, Windows Live Contacts, Twitter and LinkedIn).

The "What's New" section in the People hub shows News Feed and photos from those social networks made by the contacts.

There is also a "Me" section under the People hub combines all of the users social media into one area (similar to TweetDeck).

distraction



47% of all adults said they have read or sent a text message while driving.

75% of cell-owning adults have talked on their cell phone while driving.

44% of adults say they have been a passenger in a car while the driver was using their cell phone in a way that put them in danger.

Beyond driving, one in six cell-owning adults have physically bumped into another person or object because they were distracted by talking and texting on their cell phone.

Many of these cell phone owners take advantage of the technology by performing all kinds of tasks in all kinds of places, including in the car and while they are walking. At times, their cell use is distracting and dangerous because it takes place when their attention is best focused elsewhere. Studies at Virginia Tech and elsewhere show that drivers using phones are four times as likely to cause a crash as other drivers. According to research from the National Highway Traffic Safety Administration, in 2008 alone, there were 5,870 fatalities and an estimated 515,000 people were injured in police-reported crashes in which at least one form of driver distraction was reported.

This information was gathered by Pew Internet and The American Life Project. <http://distraction.gov/download/research-pdf/Adults-Cellphone-Distractions.pdf>



creative brief

Why are we advertising?

To raise awareness that people tend to get consumed and lost in their phone, drive consideration of Windows Phone as a way to get back to the real world, and increase traffic to the store and trial of Windows Phone.

Who are we talking to?

Moment Seekers. Moment Seekers are men and women who are established in their careers and/or are technology savvy. They are upper middle class who are busy personally and professionally. They are between the ages of 38- 50. They like to live their lives and not be constantly sucked into their electronic devices. They have high expectations of themselves and their personal goals include improvement, accomplishment, and ensuring that their family's needs are met. They value their family above all other things in life and constantly strive to be good spouses, parents, and friends.



What do
people
currently
think?

"I don't know a lot about the Windows Phone, but I am content with my smartphone because I use it for everything."

What do we
want them
to think?

"Wow, I spend a lot of time on my phone, maybe the Windows Phone is easier to use and is not as distracting."

What is the
single most
important
idea?

Get in, out and on with your life.



Why should they believe it?

- The Windows Phone has tiles on their main screen for easy navigation.
- Several features on the Windows Phone are organized into hubs. Hubs utilize local and online content via Windows Phone Integration.
- The "People" hub, where all contacts are, is integrated with many popular social media sites like Facebook, Twitter, LinkedIn, etc.
- Microsoft Suite is available on the phone.
- Windows Phone combines messaging through threads. Threads allow Windows Phone users to engage with their contacts through Windows Live Messenger, Facebook chat, and traditional text messaging.

What is the brand's personality?

Microsoft knows exactly who he is and where he fits in the world. Thus, he is a genuine person who attracts people with his familiar presence and personality. He always tries to find a new perspective and new way of thinking. Microsoft is a lot of fun, spirited, and can bring a smile to anyone's face. Microsoft is also a savvy businessman with a lot of practical knowledge of technology and innovation.

What are the mandatories?

- Varies depending on whether its print, interactive or broadcast
- URL
- Logo
- Legal



Get back to life.



Windows Phone

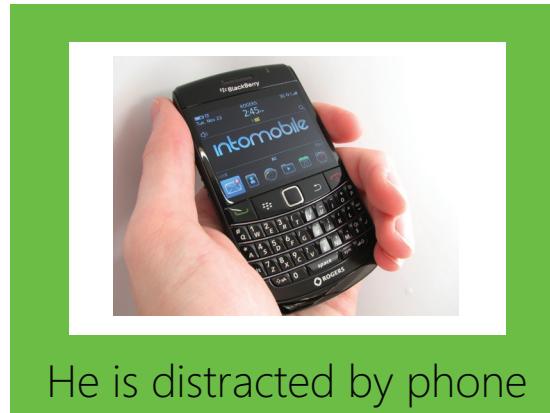
Microsoft

Print Advertisement





Man saying hello to family



He is distracted by phone



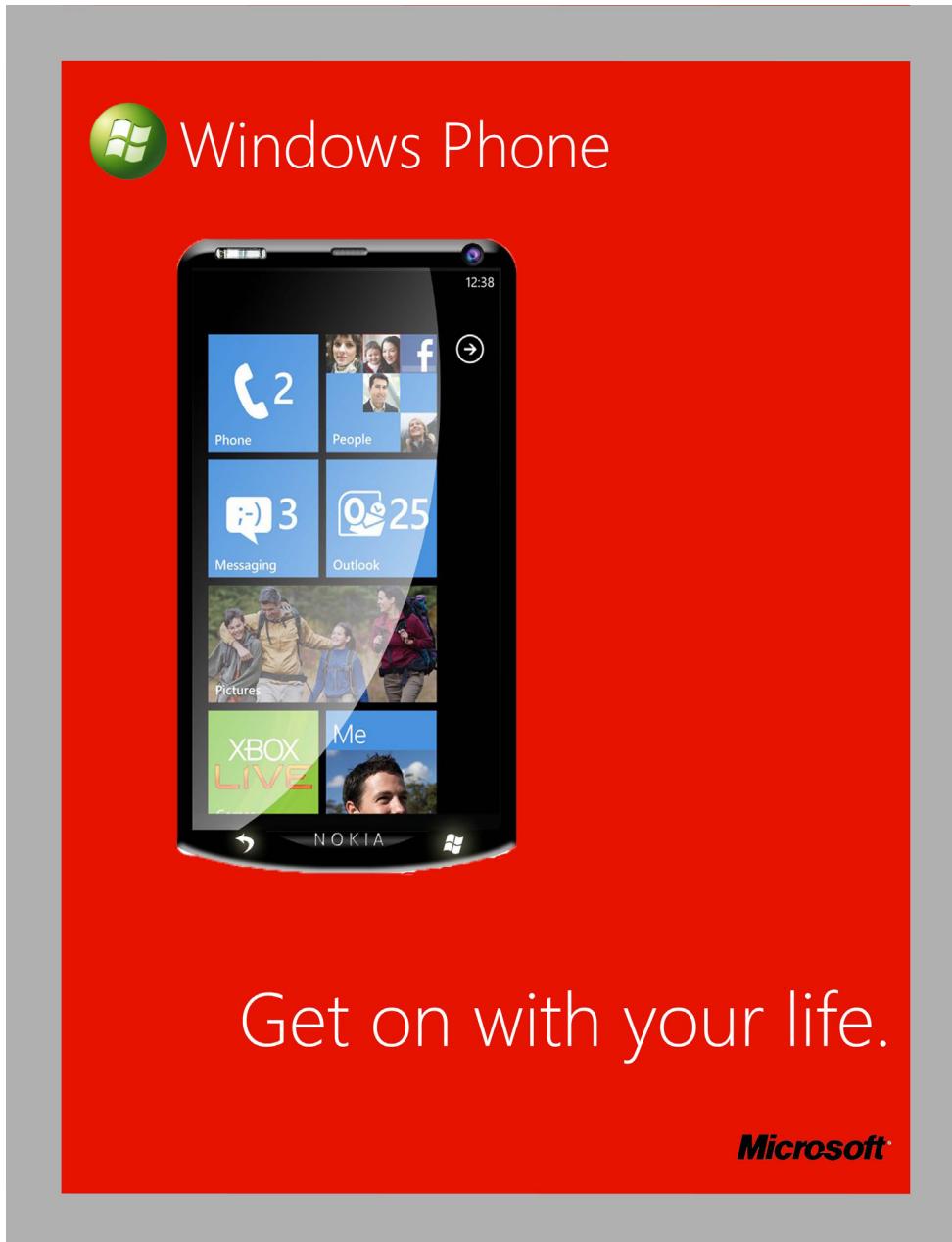
Show the phone & logo



Internet Banner



Digital Billboard



Bus Shelter

TV Spot

Logo



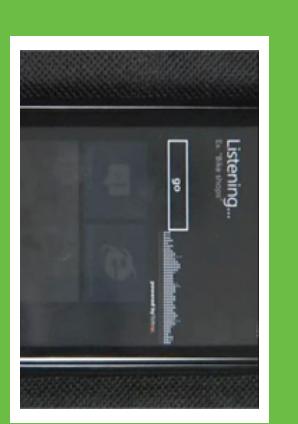
Distracted people falling



Gets off not distracted



Voice command feature



Local listing feature



Start screen



Woman gets on escalator



Mall escalator setting



Thank you.

Please contact us if you have any further questions. We appreciate you taking the time to listen to our presentation on Windows Phone.

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